

Stock market catching up with industry performance
Family viewing outlook: The more things change ...

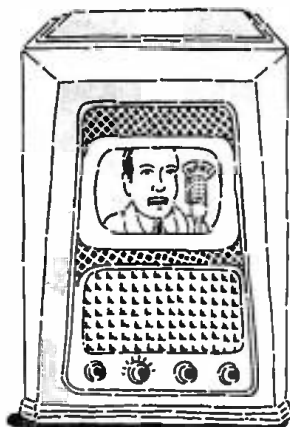
Broadcasting Jun 16

The newsweekly of broadcasting and allied arts Our 44th Year 1975

NEWSPAPER

HOUSTON SAW IT FIRST ON KPRC TV.

In 1940, KPRC TV brought Houston its first newscast.



And the first production studio.



In 1969, KPRC TV was the only station to feed the moon walk to the world.



In 1954, the first color program: The Firestone Hour.



In 1972, we built the largest TV facility in the south and the southwest.



That same year we got Houston's first news camera.



In 1965, KPRC TV was the first station to program completely in color.

In 1974, we're the first station to use a totally portable color video-tape system to report the news faster.



In 1950, we had the first sound camera.



In 1966, we put in the first color lab.




In 1953, the first film lab.

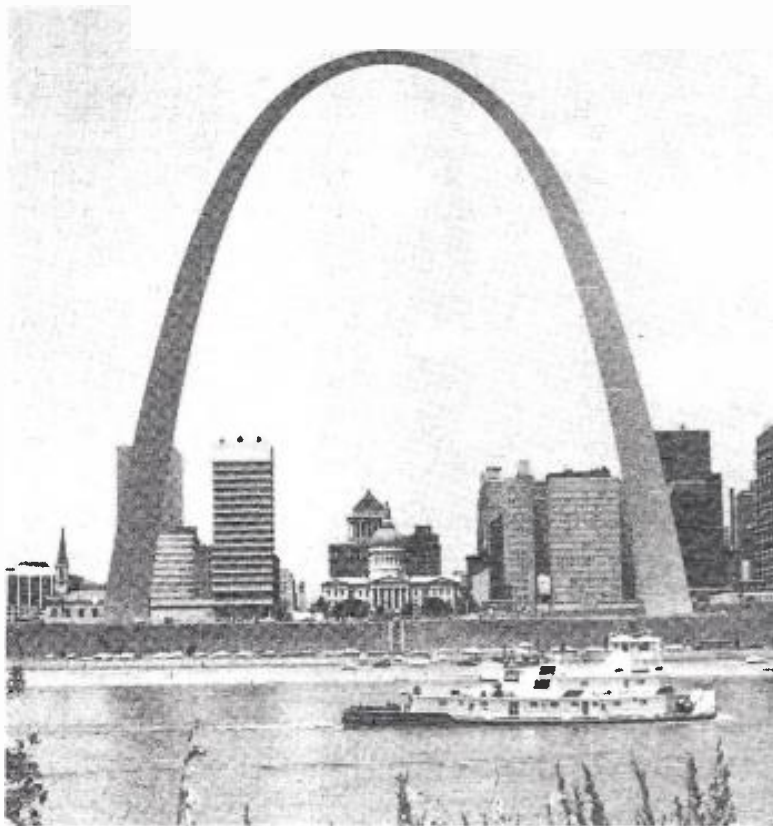
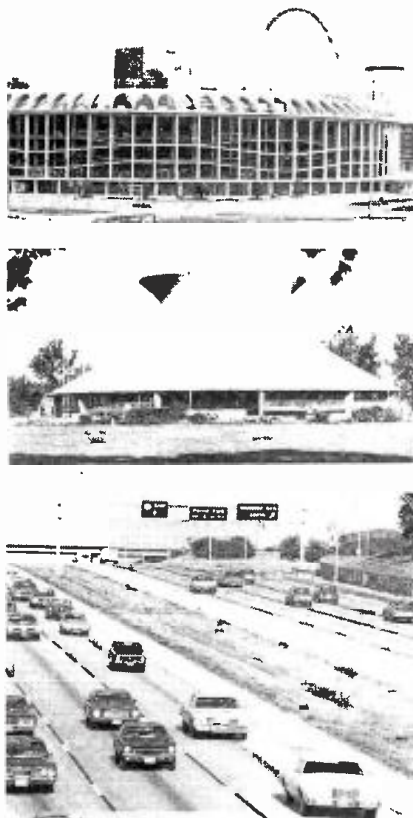


Fact is, KPRC TV has been first in bringing Houston the news for the past 25 years.

If you'd like to see the facts on Houston's first news station contact our national reps: Petry Television, Inc.

KPRC TV HOUSTON 
NBC Affiliate

36112LJBRRA R5184R0K DEC/77
A U LIBRARY
US AIR FORCE
SERIAL ACN SECTION
MONTGOMRY AL 36112



ST. LOUIS IS A RICH MARKET AT THE CENTER OF THINGS

And KTVI Reaches This Market More Efficiently

The bi-state St. Louis region covers more square miles than Rhode Island or Delaware; has more people than 21 of the 50 states, and is the population center of the U.S. Metropolitan area population is in excess of 2,450,000; retail sales amount to more than \$5 billion annually; effective buying income per capita is high. Neiman-Marcus decided to make its third move outside Texas with a store in St. Louis County after its market studies showed St. Louis among six areas in the U.S. with the most disposable wealth.

The St. Louis region is also the hub for retail trade activities in 112 counties in eastern Missouri and southern Illinois. More than 4,700,000 people live in this primary trade area. Pertinent marketing statistics include: income, \$17 billion;

employment, 1,434,000; number of business firms, 80,102.

The St. Louis metropolitan area is an unusually diversified market, and a big one. Two examples of many: the area's 46 hospitals spend about \$120 million annually for supplies and equipment . . . the area's schools spent \$550 million.

And St. Louis is growing. New office, hotel and other construction announced for the downtown district alone totals about \$430 million. A major new town development is under way in a mid-city area. Major buildings and development projects are under construction throughout the bi-state area. One of the largest is a 1,300-acre commercial-industrial-residential complex in St. Louis County.



information provided by-
St. Louis Regional Commerce
and Growth Association
10 Broadway,
St. Louis, Missouri 63102



Ford pushing Pinto, Mustang economy in TV, radio drive

Ford Division of Ford Motor Co. is poised to launch extensive and unprecedented advertising campaign for its 1975 basic Pinto and Mustang II, emphasizing in network and spot TV and network and spot radio new engineering alterations which make basic models capable of producing 34 miles per gallon in highway driving. TV schedules for improved models is two-thirds network and one-third spot, starting this week, with announcements on networks "roadblocked," appearing simultaneously on ABC, CBS and NBC prime-time shows until first week in September. Network radio will continue until early September, while spot TV and radio will be used for three weeks in top 30 markets plus additionally selected markets. Agency is J. Walter Thompson Co., Detroit and New York.

GM buying for Oldsmobile

General Motors Corp., Detroit, is placing into gear intensive two-week radio drive to accelerate sales of 1975 Oldsmobile models, starting this week. Through Leo Burnett Co., Chicago, Oldsmobile has ordered about 1,500 stations of ABC Information and Contemporary networks, NBC Radio, CBS Radio, Mutual and National Black Network. Additional dealer support on radio is expected via "Red, White & Blue Tag Days" promotions on local level.

Spot TV for Pringle's

Nationwide spot TV drive is being mounted by Procter & Gamble, Cincinnati, behind Pringle's potato chips in extensive list of markets for snack product that has been tested for almost two years. Tatham-Laird & Kudner, Chicago, is seeking young and adult women for one-month spot TV campaign that starts last week of June.

Amoco's busy summer

Amoco Oil Co., Chicago, is pumping up spot TV-radio campaign in long string of markets throughout country pointing up both product and corporate information. Broadcast advertising flight will start end of June and continue throughout August with messages directed at men and women over 18. Business being placed through D'Arcy-MacManus & Masius, Chicago.

Encore. Attendance and enthusiasm at Television Bureau of Advertising's six regional sales meetings last month, devoted exclusively to selling TV against newspapers, ran so high that TVB has scheduled two more to accommodate sales people who missed original round. First will be June 24 at Plaza hotel in New York, second June 26 at Hilton Inn at airport in St. Louis.

"Newspapers are more vulnerable now than at any time in history," TVB President Roger Rice said in announcing new dates. "The enthusiasm generated at these meetings shows broadcasters know how to make 1975 a banner year in retail television sales." First six drew 407 station executives at \$25 each per day.

In national spot sales, TVB has set June 17-19 as dates for first of series of training programs for station-rep salesmen. It will be conducted by Bob McGredy, former head of Television Advertising Representatives (TVAR), now executive director of Dycos Institute, who also conducts TVB's basic, advanced and sales managers training conferences for station people. Rep program, at TVB's New York headquarters, will include review of sales basics but is not intended for outright beginners. Registration fee is \$225 and attendance is limited to 10.

Radio for Cloud Nine

Bristol-Myers Co., New York, is scheduled to begin spot radio effort for its Cloud bath line in late June in long string of markets, moving in and out of two-week flights over next two months. Foote, Cone & Belding, New York, is directing campaign to teen-agers.

Eastern's back

Eastern Airlines Inc., New York, will resume intensive spot radio flight in eight major Eastern markets to attract summer travelers, starting end of June and continuing for seven weeks. Young & Rubicam, New York, is handling effort aimed at adult men and women.

Teen-agers Clearasil's target

Vick Chemical Co., New York, for Clearasil Medicated Lotion, is buying extensive line-up of stations throughout country for two-month spot radio campaign with start set for mid-August. BBDO, New York, is aiming for stations with appeal to teen-agers.

Warner, MCA, London all mount record campaigns

Warner Special Products, leader in sales of record albums repackaged for retail sale, will launch spot campaigns for two such anthologies beginning this week. Spots for *Rockin' Easy* will run for four weeks in 52 markets in Midwest. Campaign for *Silver Bullets* will use 18 West Coast markets for four to six weeks beginning in July. Both will buy fringe and weekend 30's and 60's aimed at teens and adults 15-24. Agencies: Western Media and Ed Libov Associates, both Los Angeles. Warner anticipates one or two additional campaigns for similar albums in 1975.

And two labels with hot-selling LP product will look to boost those sales through spot TV buys in next few weeks. MCA Records, whose *Captain Fantastic* album by Elton John is currently top-rated on national sales charts, will buy 15 major markets this week to support album, with extension of campaign likelihood. Agency, American Media of Los Angeles, will buy prime, fringe and weekend 30's directed at teens and adults 18-34. London Records, relative newcomer to spot TV, will buy 60's on late-night rock series in next two weeks to support *Fandango*, top 10 album by ZZ Top. Spots will run in seven major markets, including six of top 10, and target teens and adults 18-34. Agency: Manhattan Advertising, New York.

Women wanted for Magic

Armour-Dial Inc., Phoenix, will push Magic Pre-Wash with spot TV burst in 25 top markets, starting end of June and lasting through first week in August. Foote, Cone & Belding, Chicago, is lining up stations to reach women in all age groups.

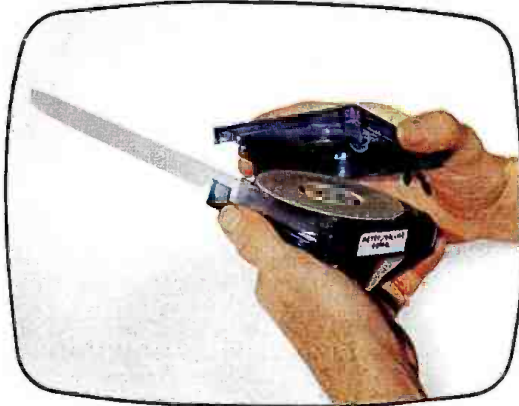
Crickets moving West

Gillette Co., Boston, is introducing new Cricket disposable lighter via regional TV campaign on ABC-TV and NBC-TV in Western states, supported by selected spot TV effort in those areas. Agency is J. Walter Thompson Co., Chicago.

Bic tries something new

Bic Pen Corp., Milford, Conn., is replacing its "pretty good lighter" motif for its Bic Butane disposable lighter with new copy approach emphasizing "Flick Your Bic" to build up brand identity. Starting

RCA annou of the film



A special Mylar leader is spliced onto each film segment. Film is inserted into a cartridge—no further film handling.



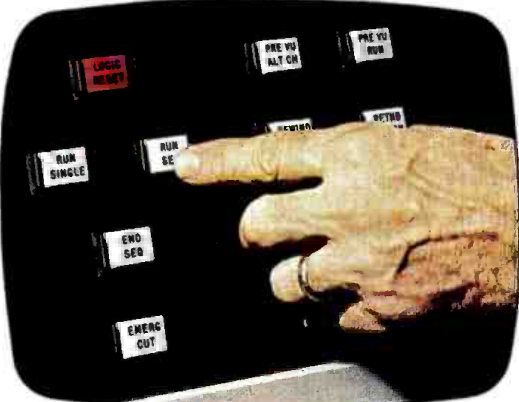
Each cartridge can contain from ten seconds to two minutes of film, with complete cartridge flexibility.



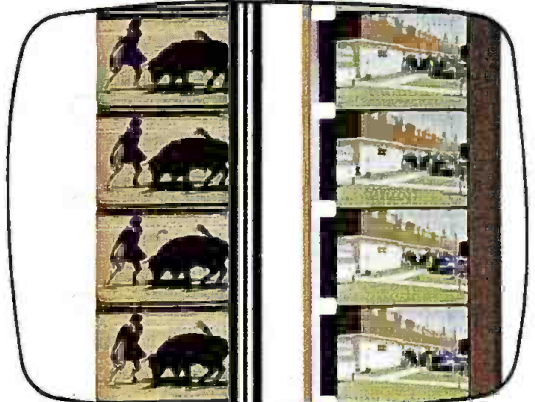
A cartridge is drawn into the machine on cue, shown by one of the two projectors, then rewound, all automatically.



As the first reel rewinds and is replaced in the magazine, the second projector runs film from the next cartridge.



The TCP-1624 will play one cartridge and stop, or will play cartridges continuously until it receives an order to stop.



The TCP-1624 switches automatically from optical to magnetic soundtrack, then returns to optical mode.

nces the end clip slip-up.

Now you can put miscues, make-goods, and imperfect film color all behind you. Do away with time-consuming, costly film clip cataloguing, storage, retrieval, dubbing, splicing, threading, cueing, playing, unsplicing—and the chances for error that go with them. The RCA TCP-1624 Cartridge Film Projector is here. In full production now.

A survey of TV station logs shows that 89% of film segments run from 10 to 120 seconds—the film lengths the TCP-1624 is made to handle. Its magazine holds 24 16mm. film cartridges, each of which can be cued, played and rewound with push-button or computer control, with full intermix; even last-minute changes can be made. Once film clips are cartridge-loaded, no further film handling is needed. You play the film spot on film, without dubbing. Spot reel makeup and breakdown are eliminated; each break can be programmed in any order.

The TCP-1624 is part of a new, problem-solving telecine system from RCA.

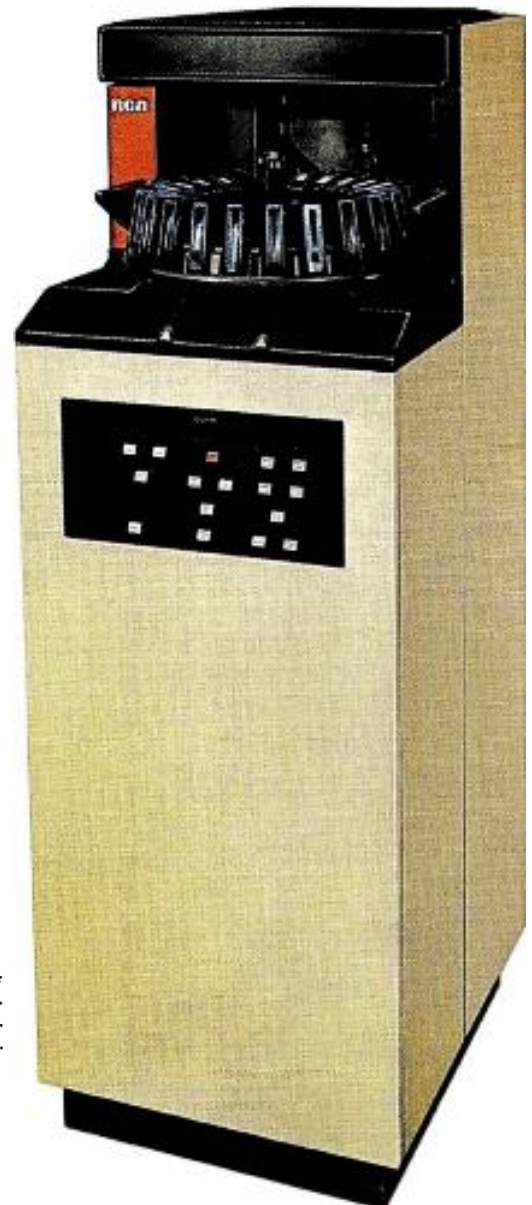
The TCP-1624 Cartridge Projector features two identical, self-threading projection systems with automatic cue, zero pre-roll, automatic switching between optical and magnetic sound tracks, and automatic film rewind. It can operate in “automatic sequential” or “single event” modes.

The RCA TCP-1624 can do for film what cartridge systems do for tape. In fact, the TCP-1624 is fully compatible with a cartridge system, to give you automatic station breaks using both film and tape.

In addition, the system offers consistent color quality in real time, automatically, with optional

ASCET (Automatic System for Correcting Errors in Telecine). ASCET is available as part of a TK-28 film island. With this new automatic color correction option, you can put a high-quality picture on the air with less than high-quality film.

Whether or not you saw the RCA TCP-1624 at NAB, contact us now. Your RCA Representative will gladly demonstrate the end of the film clip slip-up.



RCA TCP-1624
Cartridge Film Projector.
You've seen it at NAB.
You can buy it now.

XETV
Presents

The Little Rascals in San Diego

“The program has been so successful for us that I have expanded it and added Saturday from 5:30-7:00 p.m.! It has to be 1975's best success story. I'm glad we have the show, not our competitors!”

—MARTY COLBY
XETV, San Diego

#1 SAT., 5:30-6:30 p.m.:
in all three Children's categories, attracting over 50% of the audience.

#1 SUN., 5:30-6:30 p.m.:
again with Teens, Total Children and Children 6-11: again over 50% of the audience.

For a complete breakout of this and other markets, call or write Michael G. King

KING WORLD PRODUCTIONS, INC.

903 Mountain Ave.
Berkeley Heights, N.J. 07922
(201) 464-9746



June 27 and continuing throughout year, Bic will begin extensive network TV campaign on ABC, CBS and NBC in prime-time and fringe periods and also is blueprinting spot radio effort to buttress TV blitz. Wells, Rich, Greene Inc., New York, has created number of vignettes to reinforce "Flick Your Bic" theme.

Cautious approach for Dermassage

Colgate-Palmolive Co., New York, is continuing its test of Dermassage dishwashing liquid by launching new spot TV campaign for product in eight markets throughout U.S. for three weeks, beginning end of June. Colgate introduced Dermassage in 1973 and is still evaluating product before deciding on national roll-out. Agency is Wm. Esty Co., New York.

Big buy for Burger King

Burger King Corp., Miami, will buttress its on-going TV effort with new flight of spot radio in more than 50 markets during July and August. Agency is BBDO, New York.

Sizzlean sampling

Swift & Co., Chicago, is introducing its new Sizzlean product in group of test markets including Omaha and Wichita, Kan., via eight-week spot TV campaign, starting June 23. Agency is Wm. Esty Co., New York.

A&M's charter sponsor for Marvel radio series

New syndicated radio series based on super-hero figures from Marvel Comics is targeted to kick off Sept. 8. A&M Records (direct) becomes first sponsor to sign for *The Marvel Comics Radio Series* with

one-minute-per-week buy for initial 13 weeks. Series will be sent to stations as five-minutes-a-day, five-days-a-week package, with each week's worth of tapes making up one complete comic book. Stations in 24 of top 100 markets have already contracted for series, among them WIOQ(FM) Philadelphia, WBCN(FM) Boston and WKTK(FM) Baltimore. Producer-syndicator is Robert Michelson Inc., 135 W. 87th St., New York 10024, which will collect as much as \$40 per week from big-market stations and as little as \$10 per week from small-market FMs. In turn, stations get full minute to sell locally in each five-minute episode, plus right to combine all five programs into one special weekend show.

Campbell's colorful radio

Campbell soups, using red-and-white, color-of-the-can theme, kicked off new nine-week radio campaign in 21 markets, including New York, Los Angeles, Chicago and Philadelphia. Thirty-second spots are targeted to women 18 to 49. Agency is Needham, Harper & Steers, Chicago.

Rep appointments

WHN(AM) New York and WHAM(AM)-WHFM(FM) Rochester, N.Y., are now represented by The Christal Company, New York. □ Avery-Knodel, New York, has been named by WCOB(AM)-WBIE(FM) Atlanta (Marietta) and by WNAB(AM) Bridgeport, Conn., and its affiliate WXYZ(FM) Waterbury/Hartford, Conn. □ WKOX(AM)-WVBF(FM) Framingham, Mass., has appointed Buckley Radio Sales, New York. □ CKVL-AM-FM Verdun, Quebec, is now represented by All-Canada Radio & Television. □ WBUF(FM) Buffalo, N.Y., is now represented by ABC-FM Spot Sales, New York.

BAR reports television-network sales as of June 1

ABC \$304,062,700 (29.9%); CBS \$370,271,000 (36.5%); NBC \$341,031,700 (33.6%)

Day parts	Total minutes week ended June 1	Total dollars week ended June 1	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday Sign-on 10 a.m.	108	\$ 627.3	2,380	\$ 13,713,100	\$ 9,785,100
Monday-Friday 10 a.m.-6 p.m.	999	10,716,900	21,316	225,967,900	195,225,200
Saturday-Sunday Sign-on-6 p.m.	268	3,421,700	6,637	107,261,300	97,328,300
Monday-Saturday 6 p.m.-7:30 p.m.	101	2,385,800	2,166	54,098,500	48,665,300
Sunday 6 p.m.-7:30 p.m.	13	237,600	358	8,923,200	8,014,300
Monday-Sunday 7:30 p.m.-11 p.m.	378	22,674,500	8,595	538,013,300	513,948,000
Monday-Sunday 11 p.m.-Sign-off	199	3,691,100	3,911	67,358,100	59,549,900
Total	2,066	\$43,754,900	45,363	\$1,015,335,400	\$932,516,100

Source: Broadcast Advertisers Reports



A Marvelous May for Ms. Walters

It's an understatement to say that May was quite a month for Barbara Walters.

Within three weeks in May, the co-host of "Today" received *three* coveted awards for achievement as a television journalist.

Best-known of the prizes was, of course, her Emmy Award as "outstanding hostess in a talk, service or variety series."

It was exactly one week later that the International Radio and Television Society selected Barbara as "broadcaster of the year," an honor previously bestowed on only three broadcast journalists—Chet Huntley, Walter Cronkite and Lowell Thomas.

Ms. Walters' third major prize last month came from the American Jewish Committee's

Institute of Human Relations, which presented her with its Mass Media Award for her "outstanding contribution to mass communications."

To this cornucopia of compliments within a single month, NBC can only add its own expression of appreciation to Barbara for an outstanding *every-* month record of talented, vigorous and responsible reporting.

NBC NEWS

Monday Memo

A broadcast advertising commentary from Harold G. Donofrio, president, Richardson, Myers & Donofrio, Baltimore

Agri-advertising: a different sort of animal for broadcast

Buying broadcast time to reach farmers with agricultural messages means buying on the basis of cost-per-thousand—cost-per-thousand hogs, cattle or acres of farmland, not people.

Sound strange? Not really. Selling fertilizers, pesticides, herbicides or feed additives isn't quite like selling toothpaste. Although many of the guidelines are the same as for all good broadcast advertising, the agricultural market is a different breed of animal.

Every individual who sees or hears a toothpaste commercial theoretically can rush out to buy a single tube of whitener, brightener or cavity-fighter. But not every farmer or rancher owns an equal size spread. One may be feeding 100 head of cattle, hogs or what have you, while another feeds 10,000. Consequently, we buy broadcast time based on potential size of market, rather than on the basis of audience numbers.

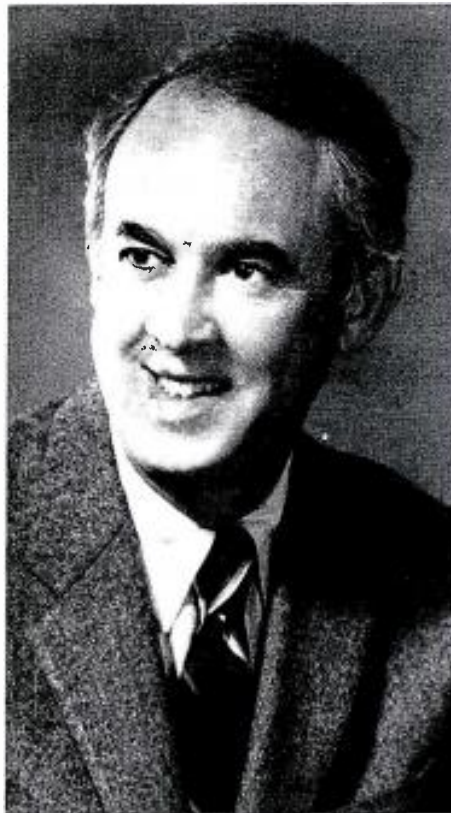
Using broadcast media to reach the low-density agricultural community is certainly not a new technique, though some urbanites may think so. It's use, however, has grown considerably since 1970.

I personally suspect that heavier broadcast advertising for agricultural products results from the sharp increase in competition. As an example, for one agribrand we represent, more than 20 competitive new products designed to serve the same purpose have been introduced within the last five years. All of these are vying for use on the same acres of farmland. Unfortunately, the numbers of farmable acres don't grow like the size of our population.

Probably the only factor that makes agricultural broadcast accounts a little easier than our consumer accounts is that we have such a well-defined market. We know by region where cattle are raised and crops are grown. And because there are farm-oriented shows on radio and television in these marketing areas, our time selection task is somewhat easier. Radio farm shows provide us with particularly good air time. Radio is part of the farmer's life. He depends on it for weather reports, agricultural news, market prices and other information to help him do his job.

There are several farm networks throughout the country that serve various agricultural and livestock belts. For example, one network in the Southeast covers peanut country. It's quite easy, then, to buy time on that network for products used in conjunction with the peanut crop.

Unfortunately, the specific nature of



Hal Donofrio is founder and president of Richardson, Myers & Donofrio Inc., a Baltimore-based, general-service, national advertising agency. The agency's agrimarketing expertise has been developed through more than 10 years service to some of the country's major agricultural products companies: AmChem Products, American Cyanamid, Carnation Co., Farm Credit Banks, Mobil Chemical Co. and W.R. Grace & Co.

these shows makes it impossible to negotiate rates. The stations or networks are in the ideal position of offering the only time on air that reaches the desired audience. Although we pay a little more, we're really sure of reaching our buyer.

And what's that buyer like? Very much like every other consumer in the country. The myth of the dawn-to-dusk farm worker living in meager surroundings is just that—a myth. Farmers do have several traits in common, however, and we must be careful to deal with them correctly.

For example, farmers tend to be conservative individuals. Advertising directed at them is taken seriously. After all, these products affect their livelihood—the extent of their crops, the health of their livestock. Believability and honesty are the key to selling to them.

Farm broadcasters make our job easier, fortunately. Often we provide them with only a script, and even then, we don't in-

sist that they adhere rigidly to it. Many of these broadcasters have been the farmer's friend for years. By using his own style, the broadcaster makes our message more credible. We often visit the field and deliver the script in person. We talk about the product with the broadcaster and help him develop his own pitch. It works well.

Television advertising is a different story. Although there are several TV farm shows, selecting appropriate times can be equated with buying spots for any consumer product. The farmer watches television for news and entertainment—the same as everyone else. Because the shows are less specific and we reach a less well-defined audience, we tend to use TV more sparingly.

TV time is, however, particularly good for use with highly seasonal products. There are many of these in this industry adding another challenge to agrimarketing. Often, as in the case with certain pesticides, there is only a two-week period when the producer applies a particular product to his soil or crop. If you don't get to him before that short time span, you've lost him until next year. Of course, the weather can modify his season so we have to stay on top of each market to maximize our media investments.

Farmers are serious businessmen. They demand detailed descriptions of product effectiveness and value. Since most of them read as many as 12 to 14 trade publications a month, we usually provide the data in print ads. Television advertising then becomes a reinforcement tool. We've often heard of farmers going back to their trade magazines for more extensive data after seeing one of our TV spots.

When working with highly seasonal products, we use heavy TV advertising for six or 10 weeks to build the buyer up to the two- or three-week period when he actually uses the product. For example, a 200 million acres of corn in the U.S. are planted in about a three-week period. If we don't pitch the corn farmer at the proper time, we've lost the ball game.

Creatively, we must be careful to maintain a serious image. Although the farmer is in the general consumer category, he's quite conservative and much more business-oriented. All our spots—both radio and TV—are direct and straight. Creative yes, but not boutiquey.

Although we're perpetually researching techniques and looking for new and better ways to reach this unique market, there's one hard and fast rule we'll never forget.

The farmer takes pride in his work. He does his job seriously and professionally. He rightfully demands that the advertising messages that reach him reflect those facts.

MIKE DOUGLAS IS NO. 1

	RATING	SHARE	HOMES	ADULTS	TOTAL WOMEN	 18-49 WOMEN	25-49 WOMEN
MIKE	10	33	649,000 32%	885,000 45%	603,000 49%	244,000 40%	189,000 42%
MOVIES	5	16	312,000 16%	331,000 17%	209,000 17%	143,000 23%	92,000 20%
KIDS	5	16	356,000 18%	68,000 3%	39,000 3%	35,000 6%	23,000 5%
GAMES/NEWS	4	13	279,000 14%	353,000 18%	219,000 18%	87,000 14%	75,000 17%
KIDS	3	10	239,000 12%	132,000 7%	71,000 6%	62,000 10%	38,000 8%
MOVIES	2	6	168,000 8%	205,000 10%	84,000 7%	43,000 7%	32,000 7%

4:30-6 PM
ARB MAY 1975

IN NEW YORK

UP
PRODUCTIONS INC

WESTINGHOUSE BROADCASTING COMPANY, 90 PARK AVENUE, NEW YORK, N.Y. 10016 (212) 983-5081

AUDIENCE FIGURES ARE ESTIMATES SUBJECT TO TECHNIQUES AND PROCEDURES OF SERVICES NOTED.

Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

AM allocations FCC's proposed relaxation of AM allocation rules is scheduled for commission discussion on June 25.

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

■ **Broadcasting in Congress.** Senate last Monday voted to permit for first time broadcast and still photography coverage of debate on Senate floor — limited to one issue, contested New Hampshire Senate election. Negotiations between Senate staff and commercial and public TV networks on technical arrangements such as lighting, broke down last week, however, and debate began last Wednesday sans cameras (see story, this issue). The networks had hoped to have chance to show Senate what they could do if allowed into chamber so action would be taken on another resolution in Rules Committee to undertake one-year test of live, all-day coverage by radio and television of Senate floor proceedings. That resolution, S. Res. 39 by Lee Metcalf (D-Mont.), has received no attention so far. Counterpart to it in House (H. Res. 269 by Jack Brooks [D-Tex.]), however, has received cautious attention from House Rules Committee, which has held one afternoon of hearings on measure, but two times since has postponed further discussion or vote.

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

■ **Cable rebuild deadline.** Comments were received in March at FCC on commission's rule ordering compliance with March 31, 1977, deadline for rebuilding CATV systems to new channel requirements. No further action has yet been scheduled. Also, FCC has proposed easing requirements of 1977 deadline (BROADCASTING, June 2.) Comments are due July 25.

Children's TV. FCC's policy statement on children's television programming, adopted last year (BROADCASTING, Oct. 28, 1974) has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television.

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

Community ascertainment. FCC has instituted rulemaking designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, May 12). Comments are due June 23.

Comparative renewals. Proposed FCC policy on comparative proceedings involving renewal applicant and applicant seeking to displace him is scheduled for discussion by commission June 12.

Consumer agency. Senate passed bill to establish Agency for Consumer Advocacy after amending it to ensure agency may not involve itself in broadcast license renewal proceedings before FCC. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. House has not acted on measure this year, but it is expected to pass it, as it has in previous years. During debate in Senate, several members predicted President will veto measure, but commentators are saying votes are there for Congress to override.

■ **Copyright legislation.** Omnibus copyright revision bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Copyright Subcommittee has completed markup and cleared for full Judiciary Committee its bill (S.22), which is substantially same as bill that passed full Senate last year. House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223. Grouping witnesses by issue, subcommittee has heard from FCC and Office of Telecommunications Policy, cable industry, broadcast industry and will hear from public broadcasters July 10.

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

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

Distant sports. FCC's proposed rule governing cable television's importation of distant sports programming is scheduled for commission discussion on June 24.

■ **Domestic satellites.** FCC order granting applications for authority to construct domestic

communications satellite facilities, which had been appealed by the Network Study Project, has for the most part been affirmed by the U.S. Court of Appeals in Washington, in an action April 18. Court rejected complaints directed against authorizations granted RCA Global Communications Inc./RCA Alaska Communications Inc. and American Satellite Corp. Court reserved judgment on complaint involving Hughes Aircraft Co., operating as National Satellite Services, because of uncertainty as to whether it would proceed with its plans. GTE Satellite Corp., which had proposed to lease channel capacity from NSS satellite, is now seeking permission to join AT&T in system.

EEO guidelines. FCC is considering staff draft of proposed equal employment opportunity guidelines (BROADCASTING, May 26).

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

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

Fee schedule. Various parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20); some 60 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. Several parties seeking refunds have filed in U.S. Court of Claims.

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

■ **KRON-TV license renewal.** FCC's renewal of KRON-TV San Francisco had been appealed

to U.S. Court of Appeals in Washington by Mrs. Virginia Kihn (widow of original complainant) and Blanche Streeter. Last week, however, the case was settled out of court as KRON reimbursed the appellants for legal expenses (see story, this issue).

Leapfrogging. FCC has initiated rulemaking aimed at modifying or repealing rules that require cable systems to select closest stations in importing distant signals. Comments are due July 8, replies July 23.

License renewal legislation. At least 20 license renewal bills have been introduced so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. None, however, is yet on the agenda of communications subcommittee in either house. And it may be awhile. Donald Zeifang, vice president for government relations of National Association of Broadcasters—which cites renewal legislation as number one Washington priority—says “we can’t expect front burner treatment” from this “antibusiness” Democratic Congress which is preoccupied with problems of economy. NAB has placed its stamp of approval on two renewal bills, one by Representative Louis Frey (R-Fla.), ranking Republican on House Communications Subcommittee, and one by Senator Paul Fannin (R-Ariz.). Cosponsors are currently being sought for both House and Senate bills.

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals (BROADCASTING, April 21) in Washington by CBS Television Affiliates Association. Panel discussion on whether Rocky Mountain stations should continue to be given same-day nonduplication protection or whether protection should be limited to simultaneous-only afforded all other stations will be held before FCC on June 17.

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

Obscenity. FCC’s declaratory ruling on indecent and obscene broadcasts (BROADCASTING, Feb. 17) is being appealed by object of ruling, Pacifica Foundation’s WBAI(FM) New York. Specific ruling involved station’s broadcast of George Carlin album cut that commission ruled indecent and obscene.

Pay cable; pay TV. FCC’s modification of its pay cable and pay television rules (BROADCASTING, March 24) is being opposed on two fronts. Broadcasters and cable operators have appealed to U.S. Court of Appeals in Washington, and ABC and NBC have petitioned commission for reconsideration. Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are “throttling” pay cable. Two days of hearings were held last month (BROADCASTING, May 26). A second round of hearings will be held June 24-25.

Pension’ case. FCC decision holding that

NBC violated fairness doctrine in connection with *Pensions: The Broken Promise* TV program, was reversed by U.S. Court of Appeals in Washington on Sept. 27, 1974. Full court granted petitioner, Accuracy in Media, rehearing, but later reinstated original decision and referred to original court panel the question of whether, as commission urged, the issue had become moot (BROADCASTING, March 24).

Performers’ royalty. Senator Hugh Scott (R-Pa.) has attempted for some 30 years to push through legislation establishing performer’s royalty to be paid by broadcasters. In last session of Congress, it was defeated as amendment to Senate’s copyright bill. Senator Scott has subsequently introduced concept in separate bill, S. 1111. He has received promise of cooperation in hearings on measure from Copyright Subcommittee Chairman John McClellan (D-Ark.), but Mr. Scott has taken no further initiatives yet. Duplicate of Scott bill has been introduced in House (H.R. 5345) by Representative George Danielson (D-Calif.). Danielson bill will be taken up concurrently with House hearings on copyright.

■ **Pole attachments.** Since fall of 1970, National Cable Television Association and AT&T have been at stalemate in pole-rate negotiations. Most recent proposal by AT&T has been rejected by NCTA (BROADCASTING, June 9). FCC has delayed asserting authority and imposing solution, but staff has been directed to prepare rate formula for review by both sides.

Prime time access rule III. FCC on May 14 modified rule in response to decision by U.S. Court of Appeals in New York which essentially affirmed rule’s constitutionality (BROADCASTING, May 19). Two appellants—National Association of Independent Television Producers and Distributors and Sandy Frank Program Sales Inc.—have asked court to reverse commission on effective date—Sept. 8, 1975. They want date extended. FCC, CBS and NBC have opposed motions seeking reversal of effective date ruling.

Public broadcasting funding. Bills providing five-year authorization and appropriation for Corporation for Public Broadcasting have cleared commerce committees in both houses and await action by appropriations committees. Senate bill (S.893) and House version (H.R. 6461) provide some amounts of funds to be made available over five-year period, but House bill has tougher “matching formula” for fourth and fifth years than does Senate bill. And House bill provides that “significant portion” of government money should be used for instructional programming, language not in Senate bill. Subcommittee of Senate Appropriations Committee has held hearings on bill, but has not yet scheduled mark-up. House Appropriations Committee, whose Chairman, George Mahon (D-Tex.), is opposed to concept of five-year appropriation, had not yet received bill at midweek last week.

Section 315. Senate Communications Subcommittee Chairman John Pastore’s (D-R.I.) bill to exempt presidential and vice presidential candidates from equal-time requirements in Section 315 of Communications Act (S.608) is being scrutinized during hearings on fairness doctrine bills. There will be further hearings before subcommittee takes action on it. House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has in-

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roduced measure (H.R. 5600) which echoes Mr. Pastore's bill, but also provides that programs like *Meet the Press* be exempted from equal-time requirement, and that spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President. No action has been scheduled on Macdonald bill.

Star stations. FCC order stripping Star Broadcasting of KISN(AM) Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis has been appealed to U.S. Court of Appeals in Washington.

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

WNCN(FM) (now WQIV). Citizen groups have appealed commission action authorizing New York station to change its call letters before time for protest had expired and from denial of stay. They have also petitioned commission to deny station's renewal application. Principal issue is formal change from classical to rock. Competing application for WQIV's frequency has been filed by Concert Radio Inc. GAF Corp. has offered to buy station for \$2.2 million, return it to classical format.

■ indicates new or revised listing

This week

June 14-17—19th annual *Television Programming Conference*. Speakers will include Ollie Blackwell, Katz Television, New York; Avra Fliegelman, Broadcast Information Bureau, New York; Dean W. Determan, Council of Better Business Bureaus, Washington; Will McLain, Election Reporting Service, Tucson, Ariz.; Bill Jay, WLAC-TV, Nashville. Contacts: Layton Bailey, MCA-TV, Dallas (syndicators) and Conrad Cagle, WAVE-TV, Louisville (regular members). Camelot Inn, Little Rock, Ark.

June 16-20—*National Association of Broadcasters* board meetings. Orientation meeting for new members of radio and television boards, June 16; radio and television boards meeting jointly, June 17 and 20; radio board meeting, June 18; TV board meeting, June 19. NAB headquarters, Washington.

June 17—Panel discussion before FCC en banc on issues associated with same-day network program exclusivity protection from cable for stations in mountain time zone communities. FCC, Washington.

June 17—*Advertising Research Foundation* midyear conference. O'Hare Hilton, Chicago.

June 17—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Portland, Me.

June 17—*Radio Advertising Bureau* Idearama

meeting on small-market sales. Holiday Inn, Paducah, Ky.

June 18—Hearing before *National Association of Broadcasters television board* on mandatory TV code subscription rule. Any broadcaster—NAB member or nonmember—wishing to present a viewpoint should write Dr. Harold Niven, vice president for planning and development, National Association of Broadcasters, 1771 N Street, N.W., Washington, 20036.

June 19—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Worcester, Mass.

June 19—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Lexington, Ky.

June 19-22—*National Alternative Radio Conference (NARK)*. Speakers: Michael Bader, Washington attorney; Larry Yuridin, founder, first Alternative Radio Conference (1970); Dennis Gross, president, The Agape Broadcasting Foundation, Dallas; Mitch Lieber, founder, Chicago Public Media; Larry Josephson, manager, WBAI(FM) New York; Lorenzo W. Milam, treasurer, The Reginald A. Fessenden Educational Fund. WORT(FM) Madison, Wis.

June 19-20—*National Religious Broadcasters* Southeast chapter convention. Riverside Motor Lodge, Gatlinburg, Tenn.

June 20-21—*Florida Associated Press Broadcasters* 1975 convention. Sonesta Beach hotel, Key Biscayne.

June 22-24—*New Jersey Broadcasters Association* annual convention. FCC Commissioner Benjamin Hooks will speak. Holiday Inn, Wildwood Crest.

June 22-25—*Florida Association of Broadcasters* 40th annual convention. Senator Lawton Chiles (D-Fla.) and FCC Commissioner Glenn O. Robinson will speak. Don Clark, WDAE(AM) Tampa, chairman. Dutch Inn, Disneyworld.

Also in June

June 24—*Television Bureau of Advertising* regional sales meeting. Plaza hotel, New York.

June 24—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Little Rock, Ark.

June 24—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Greer Bay, Wis.

June 24—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Youngs town, Ohio.

June 24—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Eugene Ore.

June 24-25—Second phase of hearings by *Senat Antitrust Subcommittee* into charges that pay-cable development has been retarded by FCC regulations and network practices in connection with acquisition of film. Washington.

June 25-27—*National Broadcast Editorial Association* annual convention. Presentation of "James Madison Award" to U.S. Supreme Court Justice William O. Douglas. Speakers include Dr. S. I Hayakawa and Senator Alan Cranston (D-Calif.). St Francis hotel, San Francisco.

■ **June 25-28**—*Maryland/District of Columbia Delaware Broadcasters Association* convention Sheraton Fontainebleau hotel, Ocean City, Md.

June 26—*Television Bureau of Advertising* regional sales meeting. Hilton Inn at the Airport, St. Louis.

June 26—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn Springfield, Mo.

June 26—*Radio Advertising Bureau* Idearama

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meeting on small-market sales. Holiday Inn, Eau Claire, Wis.

June 26-28—*Rocky Mountain Broadcasters Association* annual convention. FCC Chairman Richard Wiley will be Friday luncheon speaker. Big Sky, Mont.

June 27—FCC deadline for reply comments on payable rulemaking looking into series of programs. FCC, Washington.

June 27—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Seattle.

June 27-29—*American Women in Radio and Television* national board of directors meeting and Educational Foundation board of trustees meeting. Radisson Inn Plymouth, Minneapolis.

■ **June 29-July 1**—*National Association of Farm Broadcasters* summer meeting. Monday agenda includes flight by delegates to Peoria, Ill., to visit stockyards, Keystone Steel & Wire and Hiram Walker. Ambassador East hotel, Chicago.

June 30—FCC deadline for comments on proposed rulemaking concerning modified ascertainment guidelines for broadcast renewal applicants. FCC, Washington. Reply comments are not invited due to lengthy record already established in proceeding.

July

July 1—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Abilene, Tex.

July 3—FCC deadline for comments on rulemaking which would exempt cable television systems and system conglomerates serving fewer than 1,000 subscribers from obligations of commission's syndicated program exclusivity rules. Reply comments due July 23. FCC, Washington.

July 8—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Beaumont, Tex.

July 8—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Columbia, S.C.

July 8—*Radio Advertising Bureau* Idearama meet-

ing on small-market sales. Holiday Inn, Kalamazoo, Mich.

July 8—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Salt Lake City.

July 8—Comments due at FCC on inquiry into leapfrogging rules relative to cable pick-ups of programming. Reply comments due July 23.

July 9—Hearing before *House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice* on pending bill providing for establishment of performers' royalties to be paid by broadcasters (H.R. 5345). Rayburn House Office building, Washington.

July 10—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Victoria, Tex.

July 10—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Macon, Ga.

July 10—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Fort Wayne, Ind.

July 10—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Denver.

■ **July 10-12**—*Wisconsin Broadcasters Association* summer meeting. Pioneer Inn, Oshkosh.

■ **July 13-15**—*New York State Broadcasters Association* 14th annual executive conference. The Otesaga hotel, Cooperstown.

■ **July 15**—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Bismarck, N.D.

■ **July 15**—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Jackson, Tenn.

July 15-16—*New England Cable Television Association* board of directors meeting. Mount Washington hotel, Bretton Woods, N.H.

■ **July 15-16**—*New England Cable Television Association* convention. Mount Washington hotel, Bretton Woods, N.H.

■ **July 17**—*Radio Advertising Bureau* Idearama

Major meeting dates in 1975-76

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

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

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

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

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

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

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

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

meeting on small-market sales. Holiday Inn, Fargo N.D.

■ **July 17**—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Knoxville Tenn.

July 17-18—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meetings. Hyatt Regency, Toronto Canada.

■ **July 18**—Comments due at FCC on proposed rulemaking concerning possible alternatives to March 31, 1977, deadline for older major market cable systems to comply with access and channel capacity rules adopted March 31, 1972. Replies are due July 28. FCC, Washington.

■ **July 19**—*Motion Picture Laboratories Inc.* annual film seminar. Memphis State University, Memphis Contact: MPL, P.O. Box 1758, Memphis 38101.

July 20-22—*California Broadcasters Association*, summer meeting. Del Monte Hyatt House, Monterey.

■ **July 22**—*Radio Advertising Bureau* Idearama meeting on small-market sales. Ramada Inn, Boise Idaho.

■ **July 25**—FCC's deadline for comments on proposed rulemaking and proposed policy statement regarding citizen group-broadcaster agreement. Replies are due Aug. 11. Informal comments (without extra copies) will be accepted in effort to obtain widest possible response. FCC, Washington.

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

August

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

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

Aug. 11—FCC deadline for reply comments on inquiry into feasibility of VHF drop-ins (Broadcasting, Ap 7). FCC, Washington.

■ **Aug. 11**—Deadline for reply comments of FCC notice of proposed policy statement on citizen group broadcaster agreements. FCC, Washington.

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

Aug. 14-15—*Arkansas Broadcasters Association* summer convention. Banquet speaker: Harry Walk

vice president for public affairs, Shell Oil Co. Indian Rock Resort, Fairfield Bay.

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

■ **Aug. 18-22**—*University Film Association's* 29th annual conference. Papers and sessions with deal with new trends in video disc systems, video cassettes and videotape recordings in comparison with super B and developments in 16mm and 35mm films. Rochester Institute of Technology, Rochester, N.Y. For further information on program: Professor Peter Dart, University of Kansas, Lawrence 66045; (913) 864-3991. For queries on local arrangements: Professor Reid H. Ray, RIT, Rochester 14623; (716) 464-2772.

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

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

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

September

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

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

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

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

Sept. 15—Deadline for entries in 1976 Ohio State Awards competition, sponsored by the *Institute for Education by Radio-Television*, for informational, educational and public affairs radio and television programs. Additional information and entry forms: The Ohio State Awards, 2400 Olentangy Road, Columbus, Ohio 43210.

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

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

Sept. 17-20—*Institute of Broadcasting Financial Management* annual conference. Century Plaza hotel, Los Angeles. (1976 conference will be held Sept. 2-16 in Boston; 1977 conferences in mid-September in Chicago).

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

Sept. 17-20—*Tennessee Association of Broadcasters* convention. Holiday Inn-Rivermont, Memphis.

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

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

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

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

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

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Quotes from the chairman

EDITOR: After reading your editorial "Too true to be good" in your June 2 issue, I was reminded of remarks made some time ago by former Senator Sam Ervin in opening hearings by his Subcommittee on Constitutional Rights.

In part, Senator Ervin made the following observation:

"There are some Americans who apparently think they know what is good and what is bad for other Americans to hear on the radio and to see on television. They believe that the power of government should be used to protect Americans from falsehood, bad programing, harmful thoughts and zealous advertising. While I do not quarrel with the good intentions of these people, I believe that the sweeping government regulation of broadcasting implicit in this view foreshadows the end of a free broadcast media and with it, a mortal blow to the First Amendment.

"Our founding fathers were wise enough to know that there is no way to give freedom of speech and press to the wise and deny it to fools and knaves. Certainly,

they did not intend for the government to decide who were the wise and who were the fools and who were the knaves.—*Robert F. Hodous, general manager, WHIZ-AM-FM-TV Zanesville, Ohio.*

Further fans

EDITOR: I would like to compliment you on the new format in BROADCASTING. The report titled "Where Things Stand" is, in my opinion, an excellent contribution to your readership. Your new format confirms the impression I have had about your magazine—that, as an industry publication, it is reliable and helpful and that you are constantly searching for innovations and improvements.—*Hubert J. DeLynn, vice president-finance and legal, RKO General, New York.*

EDITOR: I like your new format. Congratulations. It is far easier to read but I particularly like the departmental groupings which give a busy broadcaster a bird's-eye view of where various matters involving the industry stand. My compliments to everyone.—*William R. Brazzil,*

vice president and general manager, WTVJ(TV) Miami.

EDITOR: You did it again! You've taken a very readable magazine and made it even more readable. I particularly like "Business Briefly" and "Where Things Stand" and you still retained the other features I always looked to first.

Good job!—*Tom Cousins, promotion director, WCCO-TV Minneapolis.*

EDITOR: "Where Things Stand" is a fantastic addition to what was already one of the most broadly useful of all trade publications. Such a status report has been needed for a long time to pull together information on contemporary telecommunications issues. I know that I will find the report useful, and it will be required reading for my students.—*Herbert A. Terry, lecturer, Indiana State University Department of Telecommunications, Bloomington.*

EDITOR: The new format is great. The look is great. The placement of departments is great. The book looks animated, attractive and chock full of news. Great.—*Phil*

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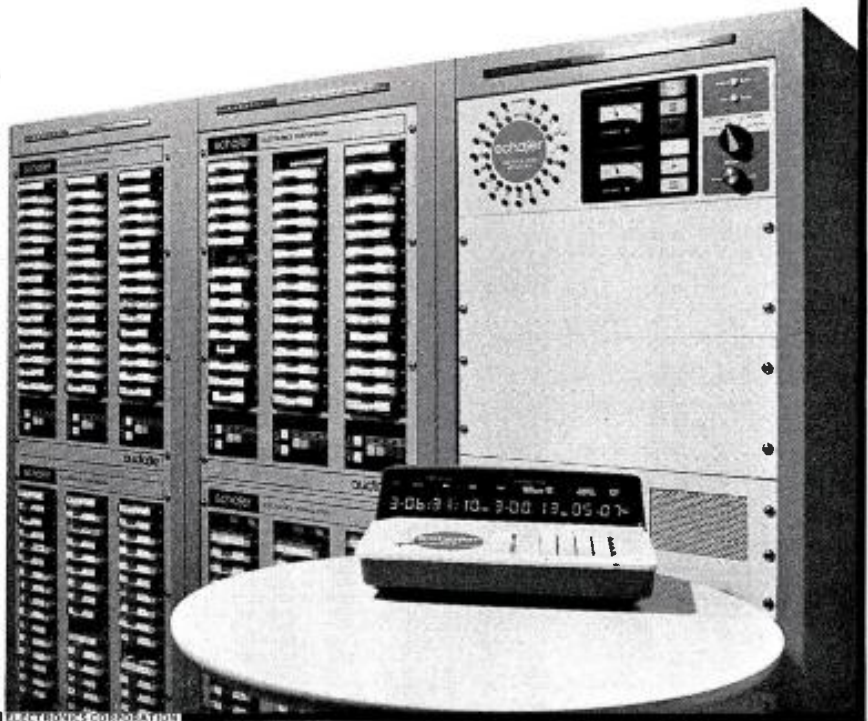
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Dean, Phil Dean Associates, New York.

EDITOR: May I add my voice to those regarding the new format. I personally like the way BROADCASTING has short-circuited involved sentence structure for the "express line" "Business Briefly," "Where Things Stand," "Closed Circuit" and "The Week in Brief," and the new style for "Fates & Fortunes."

I'm sure, however, that Arnold Stang will appreciate the correction which moves his cutlines to page 48, or which moves the photograph from 48 to the cutlines on page 5.—*Lou Dumont, media specialist, Keene State College, Keene, N.H.*

(Mr. Dumont refers to an error in the June 2 issue. On page 5, a photograph with the caption "It's camp" should have been on page 48 in the lower left of a panel of pictures with the caption "Three for the money" and vice-versa.)

Sex and access

EDITOR: I found your article "New York Cables' Answer to Carson: Late-Night Sex" to be an extraordinary repository of inaccuracies, misquotes and distortions that reflect unfairly on me, my company and, more importantly, on the public access experience itself . . .

I have never used the word "porno" if indeed it is a word. The expression I used on this occasion, precisely, was "questionable content." My complaint about the press's preoccupation with this minuscule but difficult aspect of public access was not made against the "trade press" specifically, and the vulgar reference was a sarcastic quote by me of a typical male reporter's view of what is "news." It certainly does not appear in that context in your magazine . . .

The general impression left by your article . . . violates the spirit and intent of public access to which Manhattan Cable is so committed.—*Charlotte Schiff Jones, vice president, Manhattan Cable TV, New York.*

(The quotation to which Mrs. Jones takes exception was: "The trade press only calls me up when the word gets out that there's tits and ass on public access. The truth is that our two access channels run 600 hours of programming a month, and only a half-dozen of those fall into the porno area." The article was not intended as a general report on access programming.)

No snap course

EDITOR: Those "sneaky" FCC exam questions for the third class license with broadcast endorsement are just that—sneaky.

Jay Robillard's May 26 letter implied that after 30 hours of study, the average broadcaster could pass the FCC exam. The "average" person who obtains a copy of the official FCC study guide will flunk the exam. Hundreds of professional, working broadcasters are having trouble with it.

To prepare our FCC exam study guide, I spent hundreds of hours, talked with countless testers and still had difficulty understanding just what the FCC wanted. I agree with Mr. Robillard—"if you really want a license, you must know the material to be covered by the exam." But the FCC should publish a study guide that

directs people to areas covered on the exam.—*Warren G. Weagant, president, Command Productions, San Francisco.*

Who needs it?

EDITOR: Senator Proxmire has the right idea (repeal of the fairness doctrine) but he hardly goes far enough. Since there is no scarcity of frequencies, I suggest he put in a bill to repeal the Communications Act. I have two transmitters here in my garage ready to go if only the act were repealed.

Just think of it. 50 megawatts on 200 khz. No waiting for licenses. No FCC. All the directional broadcasters could adjust their pattern any way they pleased and switch to full power all night long.

If Senator Proxmire really believes there is no scarcity of spectrum space, let him put his bills where his mouth is. My transmitters are ready to hop.—*Jeremy Lansman, The Wheatstone Bridge Engineering Co. (Lorenzo Milam, managing partner), Los Gatos, Calif.*

Note from abroad

EDITOR: We (Mr. & Mrs.) have been traveling in Europe since the National Association of Broadcasters convention. . . . Television in southern Europe and Scandinavia continues to be pretty sorry but not as bad as in Africa and the Arab countries we visited in February and March.—*Clair R. McCollough, Steinman Stations, Lancaster, Pa. (writing from Cernobbio, Italy).*

Country inroads

EDITOR: The addition of a country "Playlist" is most welcome. With so many crossover hits on the pop and C&W charts, major-market top-40 stations may have to concede that Nashville will be a major force of 70's music, just like Motown was in the 60's. And the new addition to the "Playlist" is a step in that direction.—*Charles Everett, Sag Harbor, N.Y.*

More, MOR

EDITOR: Let me urge you to add a middle-of-the-road playlist to BROADCASTING. As the program manager of a small noncommercial station that plays a lot of MOR, I and my student music director could use some help in keeping track of this music.

The addition of the country chart is a welcome addition; an MOR chart would complete the section.—*Roy S. Lamberton, program manager, KETR(FM) Commerce, Tex.*

Widely circulated 'Memo'

EDITOR: I greatly appreciated the opportunity to express myself in your "Monday Memo" and have already received quite a number of unsolicited comments. People certainly read BROADCASTING and read it with interest.—*John P. Warwick, president, Warwick, Welsh & Miller, New York.*

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Insider report: behind the scene, before the fact

Moore into the market

It's still on CBS-TV, of course, but *Mary Tyler Moore Show* is reported to have been placed on syndication road for release in 1978 or later. Viacom Enterprises, New York, is said to be close to deal with NBC-owned television stations calling for price-per-episode rivaling biggest ever paid for syndicated property.

Politics and principles

Complications are developing in what had been thought to be shoo-in elections of chairman and vice chairman of National Association of Broadcasters television board this week (see page 34). Walter E. Bartlett of Avco had been considered certain successor to Wilson Wearn of Multimedia as chairman of TV board, but last week Multimedia bought Avco's WLWT(TV) Cincinnati and announced Mr. Bartlett would run station after transfer (see page 38). That raised new question since NAB by-laws prohibit company from having more than one member on NAB boards and Mr. Wearn is unopposed candidate for joint-board chairman. Word at week's end was that Mr. Bartlett would remain as candidate on theory that his year's term could probably be served before WLWT sale passes final FCC muster and is consummated.

But Robert Gordon of WCPO-TV Cincinnati faces tougher problems as candidate for vice chairman of TV board. Suddenly he has opponent, Kathryn Broman of Springfield (Mass.) Television, reportedly networks' late-starting candidate. Mr. Gordon's criticism of family viewing period as inadequate answer to sex and violence on TV has displeased networks, which invented it. Last Friday American Women in Radio and Television got into act with wire to NAB board members supporting Mrs. Broman's candidacy. Wire was signed by AWRP president, Jane Cohen, who works for NBC-owned WRC-TV Washington. (Wire also supported Virginia Pate Wetter who has long been announced candidate for vice chairman of NAB radio board.)

Taking the Starch out

Practice of broadcasters ganging up on local newspaper competition is gaining ground. Some or all of stations in market—sometimes radio, sometimes TV but often radio and TV together—jointly underwrite what amounts to ad-readership study of local newspaper, usually by Daniel Starch organization, newspaper specialist. Information thus

developed is used by stations to show local and regional advertisers how they can increase their advertising mileage by using broadcast media.

Radio Advertising Bureau, which has offered to serve as liaison in such projects, says it has already helped in four or five markets and that radio stations are currently or have been involved in 18 that it knows about, with TV stations also participating in half-dozen of them.

Television Bureau of Advertising, which will advise on request but is not taking active role, estimates half-dozen studies have been launched in past six weeks and about 20 in all, with radio stations as partners in large number. Markets currently or recently involved are said to include Miami, Atlanta, Washington, Omaha, Portland (Ore.), Cincinnati, Los Angeles, Albany, N.Y., and Flint, Mich.

Barrister Burch

It isn't in cards for Dean Burch, former FCC chairman, to run campaign for President Ford's election, though he has been informally heading group of prominent Republicans who have begun to plan campaign (BROADCASTING, May 12). Now partner in Washington law firm of Pierson, Ball & Dowd, which he joined last January upon resigning as counselor to President, Mr. Burch feels his commitments to his partners and family preclude his assuming full-time political duties. That, however, is not to say he won't be active part time in campaign strategy.

Mr. Burch was chairman of Republican National Committee during Barry Goldwater's campaign for Presidency in 1964 and ran Mr. Goldwater's Senate campaign in 1968. Since Mr. Ford hasn't formally announced his candidacy, his campaign chairmanship hasn't been offered to anyone, but reports persist he favors Mr. Burch.

No access

President Ford's nationally televised news conference last week may be last time White House pre-empts 7:30-8 p.m. access time. From here on out, presidential evening speeches and news conferences will probably be later—in network time. Reason, aides say, is not primarily to reach larger audience that is available after 8 but to heed complaints of stations about President taking their time. White House aides know stations lose money when they lose access time and that networks can simply move schedules back if President appears in their time. Some stations, in their complaints about

loss of access time, charged that White House was responding to network pressure. Not so, aides say; networks never contacted White House on subject. It's understood, though, that scheduling of President's Rose Garden news conference at 7:30 p.m. instead of 8 was result of unilateral decision not to interfere with NBC's return to Monday-night baseball.

Morning line

Decision on new president for National Cable Television Association will come by June 23 board meeting and presumably from field that includes Henry Goldberg, former general counsel at Office of Telecommunications Policy; Bruce Lovett, immediate past NCTA chairman; Gary L. Christensen, attorney with Hogan & Hartson, Washington; Henry Goldstein, former Cox Cable vice president, and Rolland Homet, chief, OTP Office of Studies and Analysis.

Slower syndication

Official FCC figures on domestic TV syndication sales for 1974 won't be available for while, but several authoritative sources say volume will be under that of 1973. In 1973, according to FCC report, \$218 million was spent on syndicated programs, including about \$22 million in barter. Industry estimates put 1974 gross at about \$195 million, of which \$25 million was barter. Main reason: Economy-minded stations got more selective about buying bigger-ticket shows.

TV as news

Washington Post is taking quantum jump in coverage of television, according to Ben Bradlee, executive editor, who picked Sander Vanocur, former correspondent for NBC and PBS, to head what now becomes four-man team (see page 55). *Post*'s "Style" section will be carrying more criticism and news coverage of television. In addition, its Sunday program guide, "TV Channels," will be expanded by four pages.

At *Post*, which he joins July 1, Mr. Vanocur won't be drawing anything like that \$85,000 a year he was getting on noncommercial network before he left to join faculty at Duke in 1973. But he'll continue weekly lectures at Duke and, subject to approval, accept other lecture dates. *Post* staffers assigned to TV beat along with Mr. Vanocur are John Carmody, Lawrence Laurent, who edits "TV Channels," and Tom Shales.

The Week in Brief

MARKET PROGNOSIS □ Continued competition, if not leadership, is the predicted Wall Street performance for broadcast, cable and allied stocks. Prices have climbed faster, farther than the market generally, but some think recession will overtake the trend yet. **PAGE 27.**

EEO GUIDELINES STILL UNCLEAR □ A committee under Larry Secrest, administrative assistant to Chairman Wiley, is set up to overhaul FCC's original document and design a questionnaire to get additional station employee information. What information "remedial" policy will need has yet to be decided. **PAGE 28.**

ALL HAIL RADIO □ Effectiveness of radio as advertising medium is subject of National Advertisers/Radio Advertising Bureau clinic, with report on ARMS II, All-Radio Marketing Studies, supplying preliminary data for New York area. **PAGE 30.**

CABLE'S SIDE(S) ON COPYRIGHT □ There was dissent from all quarters—broadcasters, copyright and cable representatives—over the 1971 consensus and little agreement on anything new. Testimony knocks copyright liability, endorses current House bill and covers all positions in between. **PAGE 30.**

NAB BOARD ACTION EXPECTED □ Resolution of the tired mandatory code subscription controversy may be top item to emerge from this week's National Association of Broadcasters board meeting. It's rumored the June 18 hearings will result in rescinding the rule; ad hoc committee chairman, Walter Bartlett, says wait and see. **PAGE 34.**

TAKE A LESSON FROM YOUR CUSTOMERS □ Value of image-making activity, recognized by other American businesses, could be learned by broadcast industry, too. Need for more and better promotion, especially for TV, is stressed by NBC-TV President Robert Howard at Broadcasters Promotion Association seminar. **PAGE 35.**

CHRONICLE BATTLE ENDED—OUT OF COURT □ Seven years later, former employes of Chronicle-owned properties drop fight against renewals in exchange for \$150,000 to cover legal expenses. Argument is dismissed with prejudice two and a half days prior to going to U.S. Court of Appeals. **PAGE 36.**

SEVEN DOWN □ Avco Broadcasting is proceeding with plans to liquidate its broadcast holdings. Latest sale is WLWT(TV) Cincinnati to Multimedia Broadcasting Co. **PAGE 38.**

PREDICTING EFFECTS OF "FAMILY VIEWING" □ Sales methods should go untouched, the 7-8 p.m. nonnetwork-

programed slot will not change, borderline shows in family viewing time will stand for next two years but then may be banished if the concept has won acceptance. These and other forecasts surfaced in BROADCASTING's survey of industry executives. **PAGE 40.**

COMING TO TERMS □ Valerie Harper will show up for work, shooting Rhoda's second season; an injunction against All in the Family's Sally Struthers will be heard today; John Waite, father of The Waltons, is back on the set; negotiations continue elsewhere between talent and producers. **PAGE 41.**

PERMISSION GRANTED, ALMOST □ If party leadership could have agreed on a time limit for debate in the Senate, radio and television would have been there to record the proceedings. Hung up on technicalities, the lighting in particular, broadcast coverage of the U.S. Congress will have to wait; meanwhile, BBC radio coverage of Parliament begins month-long experiment. **PAGE 43.**

NIS: NBC'S "\$10 MILLION RISK" □ Expecting the list of 33 subscribing stations to more than double by fall, NBC Radio President Jack Thayer says the News and Information Service is set to go on air Wednesday morning. **PAGE 44.**

NBEA TO EDITORIALIZE ON FCC RULING □ Meeting in San Francisco next week, the National Broadcast Editorial Association will likely address the WDAF(AM) Kansas City, Mo. issue. Editorial in question was critical of former marijuana law enforcement policy of one candidate. **PAGE 44.**

SPOT TV FIGURES: WHAT RECESSION? □ Investments climbed 13.6% to a record \$394 million in the first quarter of 1975, largest percentage gain of any advertising medium. **PAGE 45.**

NASHVILLE IN TEXAS □ It goes by name of 'progressive country' or 'redneck rock' and increasingly looks to Texas for direction in shaping the new format. **PAGE 46.**

FAMILIAR THEME IN CANADIAN SETTING □ Cable TV development, as distributor of pay-programing, takes a slightly different tack than in U.S. cable discussions. **PAGE 48.**

FCC'S ANSWER MAN □ It's the Horatio Alger story of the License Division, surely. Polite young messenger, Quentin Proctor, rises to major responsibility. **PAGE 67.**

Index to departments on back cover

It's not new. It's proved.

After more than a billion miles on the road, GM's catalytic converter has become a world standard in fuel-saving pollution control devices. Auto-makers in Europe, Asia and North America have contracted to buy converters from GM.


In operation on 1975 cars, the converter has proved that exhaust emission of carbon monoxide and hydrocarbons can be reduced by about 50% from the already lowered 1974 levels. And at the same time gas mileage on GM cars has been increased in city driving by 28% on a sales-weighted average, according to EPA calculations.

The converter is the kind of startlingly effective advance in automobile engineering that challenges other technology. It demands lead-free, low sulfur fuel. It leaves behind a lot of other pollution control concepts that don't have its qualities of durability and its fuel-saving characteristics. So the converter has come in for a bit of what we call "wishful criticism."

The fuel-saving, ecologically sound catalytic converter. Standard equipment on 1975 cars from General Motors, a world leader in automotive pollution control technology.

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Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac, GMC Truck



Catalytic converter,
standard equipment on
1975 model GM cars.

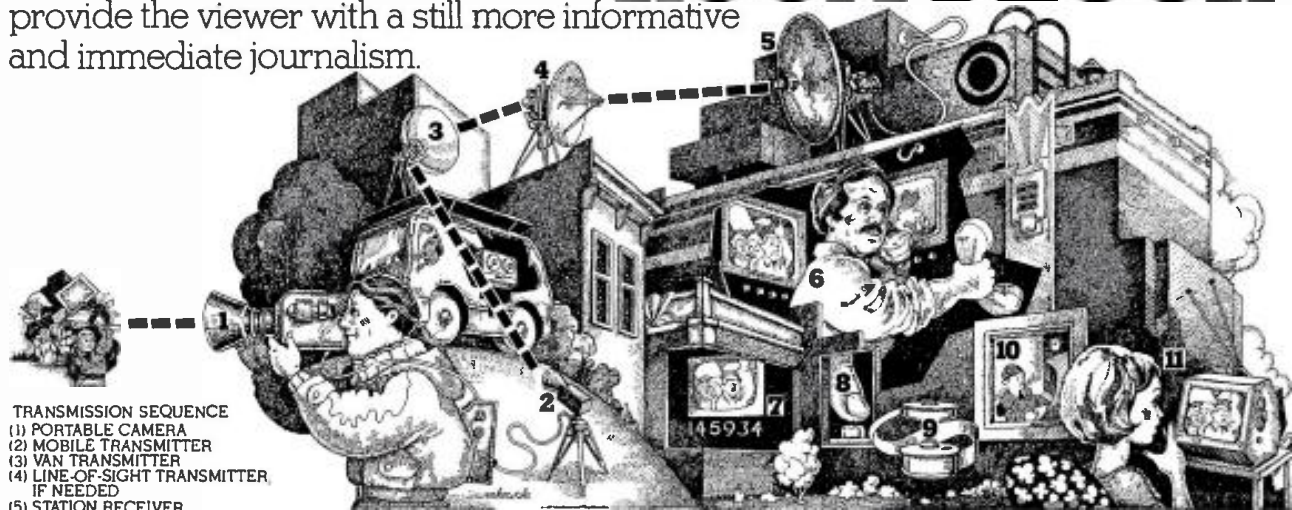
ENG—Electronic News Gathering—is a system for moving news to the television viewer, that can more than double local coverage. Its first full-time use at KMOX-TV in St. Louis will be followed at the other four CBS Owned television stations.

ENG is a breakthrough for newsbreaks. Reporter and cameraman work from a "studio-on-wheels" in two-way communication with the news editor. They drive from story to story, and stay out where the news is. With portable color camera and mike, they file their stories by microwave. Viewers can watch the public demonstration or the warehouse fire "live." They needn't wait for newscasts to see the big event. For regular programs, computer editing speeds the story—from original to final tape—as the news editor has prepared it.

ENG abolishes distance between news source and news center. It all but abolishes time in manual processing. There's no film to bring back, no cutting room floor. Reporters have more time to report, editors have more time to edit—in the scale of human and public interest.

From carrier pigeon to electron—journalism becomes a more revealing mirror of the world around us. And CBS Owned stations lead the way in backing news talent with tomorrow's technology—to provide the viewer with a still more informative and immediate journalism.

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IF NEEDED
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- (6) NEWS EDITOR
- (7) (8) (9) TAPE EDITING
- (10) CONTROL ROOM. (11) HOME SCREEN

THE FIVE CBS STATIONS

WCBS-TV NEW YORK, KNXT LOS ANGELES, WBBM-TV CHICAGO,
WCAU-TV PHILADELPHIA, KMOX-TV ST. LOUIS.

Top of the Week

Broadcast issues out in front of the market

Electronic communications stocks, especially cable, do better than over-all market; analysts divided over how long it will last

The prices of broadcasting, cable TV and related stocks have climbed much faster and farther this year than the stock market generally, but Wall Street opinion is divided as to how long—and in some cases whether—they will continue to do so.

In most cases, however, the worst they are expected to do is keep up with, rather than lead, the market trend.

Thus far they've been among the leaders in the rising market. While the Standard & Poor's Industrial Average was advancing 36% between last Dec. 31 and early June, the average share in BROADCASTING's index of more than 130 stocks advanced 96%.

All six categories in the BROADCASTING index outperformed the S&P average, with rises ranging from 40% for the average share in "Broadcasting with other major interests" to 141% for the average share in the cablecasting group. Among companies chiefly in broadcasting, the average share rose 76%.

Analysts specializing in broadcast stocks sampled by BROADCASTING last week tended for the most part to expect those stocks to continue to outperform the general market. But that belief was not universally held.

Dennis Leibowitz, for one, said he thinks the recession will get to broadcasting yet and also that the performance of broadcast stock prices from here on "will be more in line with the general market." Mr. Leibowitz, a partner in the Wall Street firm of Coleman & Co., noted that broadcast stocks normally have wider swings—going down farther and up farther—than many other stocks, and that this year's rise was from a "very depressed point."

Mr. Leibowitz also felt that broadcast profits this year won't be as good as many people expect. He doubted the widely held view that television will escape the recession's ill effects, saying he already detects some softness and venturing that a recession slowdown, instead of not happening at all, "will just happen later."

Some other analysts also had reservations about how good prime-time TV network business would be this fall, chiefly because the sales pace thus far has been more reserved than usual ("Closed Circuit," June 9), or said they were still keeping an open mind on the question. Still others expected broadcast business to grow stronger along with the economy later in the year.

One in the open-mind category as to 1975 profits but confident that leading broadcast stocks will continue to outperform the market was a respected analyst whose firm's policy would not permit him to be identified. He noted that TV business is "very seasonably dependent" on the fourth quarter, and said this year's fourth quarter, in his mind, is still "the big open question." Nevertheless he foresaw no real slowdown in broadcast stock prices in relation to the general market. If the market enters a correction period, he said, broadcast stocks will, too, but he anticipated no real selling pressures on their prices. If the prices do decline, he felt, other buyers will be attracted by the growth prospects.

Other specialists offered additional insights. In a report titled "Broadcast/CATV Update and Outlook" as of May, Dennis B. McAlpine of Tucker, Anthony & R.L. Day characterized prime-time network TV sales as "less than ebullient," though up somewhat from a year ago, and saw spot and local TV as "weakening." But he said daytime sales had been "extremely strong" and that the three-network sales

total at mid-April was 14% ahead of the year-ago pace. "As the economy improves toward year-end," his report said, "both network and station sales are expected to show greater strength." (And broadcasters, he added, should enjoy "excellent" gains in both revenues and earnings in 1976.)

"From a market standpoint," Mr. McAlpine's analysis continued, "the major broadcast stocks have performed better than the general market and currently are no longer undervalued with respect to the market. However, in view of the anticipated recovery of the economy and the continued upward movement of the market, we feel, in general, these stocks still have significant upside potential and will, over the intermediate to longer term, continue to outperform the general market."

In cable, Mr. McAlpine's report viewed Home Box Office's plans for a pay-TV network served by satellite as "a badly needed shot in the arm." Despite "impressive" gains in cable stock prices in recent months, the report continued, "most stocks are still selling for \$200-\$225 per subscriber, significantly below the \$300-\$800 range of several years ago."

Speaking of major broadcasting stocks specifically, Bernadette M. Bartels, a vice president of Shaw & Co., said she anticipates a period of "consolidation" of stock prices but expects this to be "a pause within a positive major trend."

Major broadcast stocks, Ms. Bartels said, have reached "a price level where some profit-taking will be experienced." But, she continued, "the strong buying interest remains evident. Therefore a decline is not projected. Rather, the stocks will enter a period of stabilization with

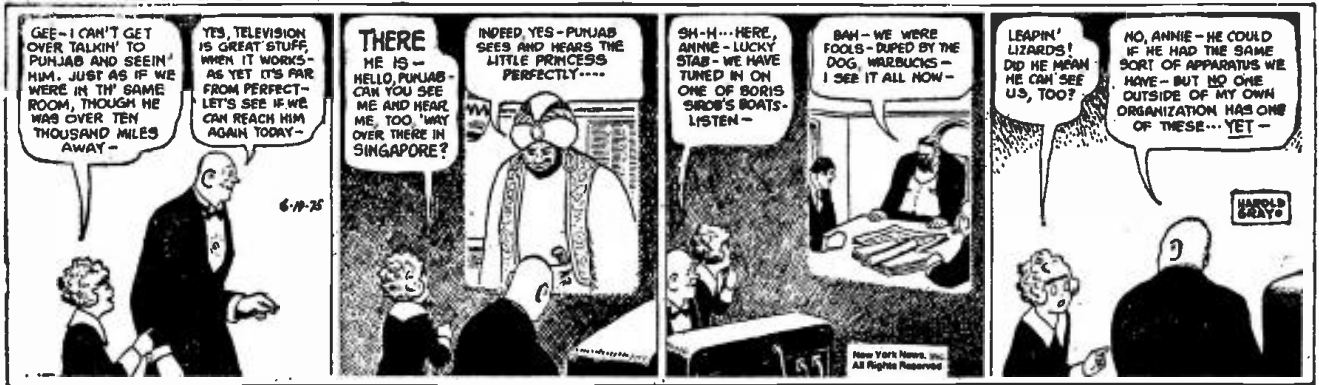
'Typical' TV sales and profits are up

NAB survey finds eight out of 10 television stations are profitable; national-regional spot biggest contributor to sales; local is down

While other businesses were suffering in 1974, the median television station reported increased revenues and profits.

That is the word from the National Association of Broadcasters, which last week circulated a financial profile of the "typical" or median TV station, based on the reports of 365 TV stations, 55% of all those in operation the full year. The rate of return on the NAB questionnaires for the 1973 profile was 57.4%.

	1974	1973	Percent change
Total time Sales	\$2,337,500	\$2,157,600	+ 8.3%
From:			
Network compensation	317,900	315,000	+ .9
National and regional spot	937,300	837,200	+11.9
Local advertising	1,082,300	1,005,400	+ 7.6
Total broadcast revenue	2,114,400	1,971,700	+ 7.2
Total broadcast expense	1,755,800	1,628,800	+ 7.8
For:			
Technical	226,500	211,700	+ 7.0
Program	626,800	596,100	+ 5.2
Selling	251,100	223,100	+12.5
General and administrative	651,400	597,700	+ 9.0
Profit (before federal tax)	358,600	343,100	+ 4.5
Profit margin	17.0%	17.4%	- 2.5
Selected Expense items			
Total salaries	658,800	620,000	+ 6.3%
Depreciation and amortization	144,600	146,300	- 1.2
Film and tape rental	148,900	156,100	- 4.6



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Flashback. The "Little Orphan Annie" comic strip has been in re-runs for past several months, and lately has come into a television era of its own, as indicated by the strip reproduced above. It appeared in subscribing newspapers last Tuesday (June 10) but made its first appearance in 1937, when readers knew more about TV from comics and science fic-

tion than from real-life experience with it. Sources at the Chicago Tribune/New York News Syndicate say production of new "Orphan Annie" strips was stopped some time ago when reintroduction of originals caught on. They say the strip is currently running in about 400 newspa-

trading taking place within a limited price range. This consolidation period is a constructive contribution to the group's strong long-term outlook."

Though Ms. Bartels and other Wall Street analysts usually focus their studies on a handful of the largest broadcast stocks, the uptrend of this year's first five months is evident throughout BROADCASTING's index of 133 stocks related to the electronic media.

For the entire list the price of a mythical average share went from \$17.62 last Dec. 31 to \$34.53 as of the June 4 closing, a gain of 95.97%.

Of the 14 listed broadcasting stocks, the average share rose from \$18.85 to \$33.19 in the same period, up 76%. Among the leaders, the gains included: ABC, 93%; Capital Cities Communications, 87%; CBS, 65%; Cox Broadcasting, 147%; Scripps-Howard Broadcasting, 23%; Storer, 58%, and Taft, 108%.

The 23 listed cablecasting issues attained their 141% increase through a rise in price per average share from \$4.95 to \$11.91. Gains in this long-depressed group have been spectacular in many cases. Among some of the leading gains by companies: American TV and Communications, up 180%; Cablecom General, 292%; Cox Cable, 218%; Scientific Atlanta, 272%; Teleprompter, 458%; UA-Columbia, 176%, and Viacom, 223%.

The 43 companies listed in the "Broadcasting with other major interests" category fared less spectacularly, on average, than any other group in the BROADCASTING index. Even so, they outperformed the Standard & Poor's Industrial Average for the period. The average share's price increased 40%, from \$16.98 to \$23.74. But the leaders in many cases turned in gains that ranged well above 100%, while others were below the group's average. The increases included: John Blair & Co., 16%; Dun & Bradstreet, 49%; Fuqua, 85%; General Tire, 34%; Jefferson-Pilot, 19%; Kaiser Industries, 114%; McGraw-Hill, 117%; Media General, 84%; Meredith,

25%; Metromedia, 135%; Washington Post Co., 65%; Wometco, 98%.

In programming, the average share among the 14 listed issues increased in price by 84%, from \$11.67 to \$21.52. MGM was one of the few companies whose price declined during the period, dropping 14%. Among those posting increases were Columbia Pictures, 242%; Disney, 130%; MCA, 119%; 20th Century-Fox, 112%, and Warner, 90%.

In the service category, the 16 listed companies advanced 48% in average per-share price, from \$10.11 to \$14.98. Increases among the leading companies covered a wide range. They included: BBDO, 43%; Communications Satellite Corp., 25%; Doyle Dane Bernbach, 78%; Foote, Cone & Belding, 67%; Grey Advertising, 13%; Interpublic Group of Companies, 78%; Marvin Josephson, 3%; Needham, Harper & Steers, 26%; A.C. Nielsen Co., 111%; Ogilvy & Mather, 77%, and J. Walter Thompson Co., 76%.

The 23 issues in BROADCASTING's electronics/manufacturing group appreciated in average price by 101%, from \$22.12 per average share to \$44.47. A sampling of leading companies found this range of gains: General Electric, 42%; Harris Corp., 53%; Magnavox, 113%; RCA, 86%; Westinghouse Electric, 88%, and Zenith, 117%.

Some EEO answers still elude FCC

Special committee set up to get added input from within commission on controversial facets of plan

The FCC's proposed equal employment opportunity guidelines are awash in uncertainty and conflicting opinions, if not conflict. But at bottom, the commission

seems to be moving toward a policy that would be "remedial" in nature, one that would be aimed at getting "the bad apples," as one official put it.

The commission began discussing the matter two weeks ago ("Closed Circuit," June 9), at its regular Wednesday meeting, only two days after the staff delivered the bulky document containing the notice of proposed rulemaking. As a result, few commissioners were familiar with much in it.

And last week, a number of questions, some major, remained to be answered. To resolve them, a special staff committee was established. Its mission was to overhaul the document and report back to the commission on Thursday.

The committee is headed by Chairman Richard E. Wiley's administrative assistant, Larry Secrest, and includes Clarence McKee, deputy chief of the General Counsel's Office's industry EEO unit, which played a major role in drafting the draft notice; Paul Putney, assistant chief of the Broadcast Bureau, which also worked on the document; Daniel Polsby, legal assistant to Commissioner Glen O. Robinson; and Al Baxter, legal assistant to Commissioner Benjamin L. Hooks.

The major order of committee business, reportedly, is to attempt to design a questionnaire that would produce the information the commission wants from those covered by the policy—probably about 79% of all stations. The staff had proposed applying the new policy to stations with 10 or more employees, which would eliminate about 63% of the stations; but the commission indicated it favored upping the cutoff level to stations with 15 employees, which would eliminate about 79% of the outlets.

However, the key question facing the commission is the scope of the information that should be required, and at what point. For instance, one issue that began emerging two weeks ago is whether all broadcasters affected by the policy (the

commission has not yet begun discussing the proposed guidelines relating to cable systems, but they are similar) should be required to submit information on job applications they receive from women and minorities, and on the number of them they hire, promote and fire in the preceding 12 months.

The original document, as drafted by the industry EEO unit and the Broadcast Bureau, would have required that information from all affected broadcasters. But some commissioners, including Chairman Wiley and Charlotte Reid, indicated they felt it should be obtained only from the "bad guys."

That feeling for a "remedial" approach, as some officials call it, apparently prevailed in a discussion two weeks ago of who should file goals for hiring minorities and women, and timetables for meeting them. The staff document contained two alternatives—the first would have required goals and timetables across the board; the second, only of those whose records indicate their EEO programs are not working. Most if not all the commissioners appeared to favor the second alternative.

But if that approach is to be followed, the question becomes, how does one separate the "bad guys" from the "good guys?"

Some staff members said that the annual employment reporting forms would help provide part of the answer. And one official said other information the commission was considering seeking would also help—a utilization analysis of a station's workforce and a workforce availability survey compiled by race and sex.

Complicating the commission's considerations is that the EEO issue is controversial and sensitive. Serving to remind commissioners of that fact were the visits that Pluria Marshall, of the National Black Media Coalition, and Frank Lloyd, director of the Citizens Communications Center, paid to a number of them last week, expressing interest in a strong EEO policy.

There is also some uneasiness within the staff about the apparent move toward a "remedial" approach, as well as about the decision to make the rules apply to stations with 15 or more rather than 10 or more employees. (Existing rules require stations with five or more employees to file affirmative action programs with the commission, and these requirements will be retained.)

Commissioner Hooks, the commission's first black commissioner, is being watched closely by blacks in and out of the commission as he develops his position. He was opposed to raising the cutoff level to 15 employees, but although he favored alternative one as to goals and timetables, he thinks alternative two will do the job. As for obtaining certain information from the "bad guys," he is reserving decision; he wants to see the criteria the commission develops for choosing between good and bad guys.

In Brief

Television Bureau of Advertising board has accepted proposals from TV station reps to put more emphasis on selling spot. Statement was interpreted as anticipating enough change to stop rep talk of setting up own spot TV trade association (BROADCASTING, May 19). Rep presentation to board meeting in Hilton Head, S.C., was made by John Dickinson of Harrington, Righter & Parsons, Al Masini of Tele-Rep and Bob Muth of Petry Television—all of whose firms canceled memberships after TVB reordered its priorities last spring ... Invitation to **White House reception** has been extended to members of National Association of Broadcasters joint board, and their spouses, during this week's annual summer meeting in Washington. It's set for Wednesday evening (June 18); some 100 guests are expected ... Representative Torbert Macdonald (D-Mass.) alerted industry last week he is introducing **bill to restructure FCC** and reform its procedures. "There are things in here that you would not expect FCC to recommend for itself," Macdonald aide said last week. Congressman was playing bill's 14 sections close to vest, hoping to make splash with introduction Tuesday (June 17). Mr. Macdonald also announced his Communications Subcommittee will hold hearings in July on problem of **broadcast advertising and children**. He said it is apparent that FCC and Federal Trade Commission are leaving decisions about content and amount of children's advertising on TV to broadcasters and advertisers, suggested subcommittee may not be satisfied with that arrangement ... FCC Chairman Richard E. Wiley and colleagues have added stern warning to commission's notice of proposed rulemaking aimed at **fraudulent billing** (BROADCASTING, June 2). "My strong advice to every broadcaster," he said (in statement in which other commissioners joined): "If you are contemplating the initiation of such a practice, DON'T; and if you are now engaging in such conduct, STOP!" ... Representative Louis Frey (R-Fla.), ranking Republican on House Communications Subcommittee, will reintroduce his **license renewal bill** on Monday (June 18), this time with 54 co-sponsors, about two-fifths of them Democrats ... **Dr. Barry Cole**, Indiana University faculty member who's been FCC consultant since 1970, principally in helping it revise license renewal procedures, cuts ties to agency next month. ... Transfer of control of **WRAL-FM-TV Raleigh, N.C.**, from A.J. Fletcher, 88, chairman and founder, who holds about 88% of voting stock, through gifts to one son and two grandsons, is off. Petition to withdraw has been filed with FCC; barring unforeseen developments, it will receive automatic approval. Frank U. Fletcher Sr., Washington communications attorney, son who would have been recipient of 6.6% of father's holdings, with control going to two grandsons (BROADCASTING, May 5), represents stations. Fred Fletcher, another son and president-general manager of Raleigh stations since WRAL-TV began in 1956, had questioned transfer applications ... FCC's inquiry into **conglomerate ownership** of broadcast properties, begun in February 1969, was terminated last week, with observation that data developed did not indicate need for further inquiry nor rules treating conglomerates different from other licensees ... Senate Communications Subcommittee has heard from so many people wanting to testify on controversial nomination of **Joseph Coors** to board of Corporation for Public Broadcasting that it will consider him separately. Hearing on other seven other CPB nominees (BROADCASTING, March 24) will be Tuesday (June 17) ... FCC is proposing relaxation of **multiple ownership rules** for institutional investors, has initiated rulemaking that would permit ownership of up to 5% in broadcasting companies before they apply—limit that already applies to banks, would be extended to mutual funds, insurance companies.

Headliners

Thomas B. Adams, chairman, Campbell-Ewald Co., elected chairman of Advertising Council, succeeding Gibson McCable of Newsweek Inc. **Edgar H. Lotspelch**, VP-advertising, Proctor & Gamble, re-elected vice chairman ... **Joseph Kjar**, executive VP, KSL(AM) Salt Lake City, elected president of Clear Channel Broadcasting Service, succeeding Arch Madsen, president of KSL parent Bonneville International Corp. Also elected: **Irving Waugh Jr.**, WSM(AM) Nashville, vice president; **Abe Herman**, WBAP(AM) Fort Worth, treasurer, and **Dan Callbraro**, WGN(AM) Chicago, secretary. Organization's 10-station (AM) membership: KFI Los Angeles; WSB Atlanta; WJR Detroit; WHO Des Moines Iowa; WHAS Louisville, Ky.; WHAM Rochester, N.Y., and KSL, WBAP, WSM and WGN. ... In his first changes since leaving CBS-TV to become president of ABC Entertainment, Fred Silverman has promoted **Michael D. Eisner** from VP-prime-time series to VP-program planning and development, and has expanded responsibilities of **Edwin T. Vane**, VP and national program director, to include supervision of all current prime-time programs on both coasts.

All hail radio at ANA-RAB workshop

Testimonials are presented to efficiencies for advertising; preliminary ARMS II report for New York is outlined

Radio's prowess as an advertising medium was lauded repeatedly last Thursday (June 12) at the Association of National Advertisers/Radio Advertising Bureau workshop in New York, attended by an estimated 800 executives from across the country.

One highlight was a preliminary report by Miles David, president of RAB, and Robert H. Alter, executive vice president, on the ARMS II (All-Radio Marketing Studies) for the New York area. Mr. David said similar data for Los Angeles will be ready shortly. Mr. Alter reported that ARMS II shows advertisers how their actual expenditures in spot radio and TV and in newspapers can combine to reach specific customer prospects. The information gleaned in New York, he said, shows among other things that the addition of spot radio to network TV schedules adds substantially to the frequency levels, the reach levels and total impressions and can be more competitive than spot TV.

Radio used in combination with a male-oriented TV campaign was described as highly effective by John M. Keavey, manager, advertising services, Metropolitan Life Insurance Co., New York. He said Metropolitan tested the mixed broadcast media approach in 1973 and repeated it in 1974. He reported that surveys showed that radio "helped substantially in furthering the recognition, memorability and acceptance of our campaign with our own sales force" and recall among the general public.

The positioning of Blue Nun wine as "the ultimate versatile wine, the white wine that's correct with any dish" has been advertised exclusively on radio, and according to Paul L. Farber, vice president of marketing services, Schieffelin & Co., New York, the advertising helped increase sales by 2,500% in the past four years. He called radio "the flexible, inherently imaginative medium that fit Blue Nun's purpose better than any other."

John Bergin, executive vice president and creative director of SSC&B Inc., New York, said "all creative people love radio, except, maybe, art directors," because it's rooted in "the land of imagination." Radio, he said, can be propped, cast, edited and "run for peanuts." He insisted there are "thousands of things you can show on radio that you can't show on TV," and mentioned explicit advertising for antiperspirants, bras and acne preparations.

Three years ago Helene Curtis Industries Inc., Chicago, launched Everynight shampoo. Arthur Kaplan, president of

Curtis's Products Division, told the workshop that since the product was created to appeal to young users, the decision was made to use radio. Test after test verified the effectiveness of radio, he said, and sales of Everynight have jumped from zero to \$13.6 million annually. Radio, he emphasized, served Curtis with "very little waste."

Joel Raphaelson, senior vice president and creative director of Ogilvy & Mather, New York, suggested these techniques for strengthening radio commercials: Call attention to the brand name early in the spot; emphasize the primary selling points in the early part of the spot and restate that benefit frequently.

Lester J. Boyle, advertising manager of Getty Oil Co., New York, reported that radio was used exclusively to introduce Getty no-lead gasoline several years ago because the medium was economical, could be used in the company's key markets via local stations and could reach prime targets in drive time and weekends. He also noted that Getty simply "didn't have the money to out-shout the big boys" and, accordingly, radio fitted into its budget.

Robert G. Fanelli, president of Arnold Bakers, Greenwich, Conn., said 75% of the company's budget is now allotted to radio. The reason? Mr. Fanelli said that research shows that radio has personal impact and builds consumer loyalty. He also cited other radio assets—frequency, continuity, cost efficiency.

Dispute is fierce over copyright and cable TV

House subcommittee hears almost as many arguments as witnesses

Copyright owners, broadcasters and the cable industry—all signatories to the 1971 consensus agreement that presumably set down the basic tenets of copyright liability for cable—gave testimony last week suggesting they all had misgivings about the four-year-old agreement.

Jack Valenti, president of the Motion Picture Association of America, told the House Subcommittee on Courts, Civil Liberties and Administration of Justice that in the absence of conclusive data, the copyright bill should revert back to the original "McClellan fee" proposed in the Senate last session. That would double the presently proposed fees in HR. 223. Once that initial choice is made, it is necessary, said Mr. Valenti, that a royalty tribunal review and establish the necessary fees cable is to pay, in view of changing technology and cable's impact on the program production market.

Cable wanted the consensus agreement, explained Mr. Valenti, since it facilitated the opening of distant signals under loosened FCC rules, and all the copyright owners got was a "hope and a promise"

Movement in the Senate. The copyright bill on the Senate side (S. 22) cleared the Copyright Subcommittee last week and is now up to the Judiciary Committee. There were no formal markup sessions; instead, the final draft was prepared by the subcommittee staff consulting with the members. A subcommittee aide said at the end of last week no objections to the draft had been registered by any subcommittee members.

Sections of the bill relating to communications are unchanged from those in the bill passed by the Senate last year, and are the same as in the bill now undergoing hearings in the House (H.R. 2223). The Senate subcommittee decided not to amend the bill with a proposal by Senator Charles Mathias (R-Md.) to establish a compulsory license for public broadcasting. In a joint statement, the members of the subcommittee said they thought "considerable progress" has been made toward a private agreement between public broadcasters and copyright interests on a mechanism for payment of copyright fees.

that reasonable copyright fees would be forthcoming.

He urged the subcommittee not to allow cable interests to "rape and torture" the present bill, and make cable, like any other profit-making business, pay a reasonable sum for a product indispensable to its operation.

Several subcommittee members, evidently impressed by an argument made by the cable industry a day earlier, wondered if in fact copyright owners were not already being compensated through higher advertising rates and thus higher copyright payments from broadcasters through an expanded market made possible by cable.

Mr. Valenti replied "no" and suggested small-market stations were not in an improved position with an expanded market.

Following up that point, Robert V. Evans, general counsel and vice president for CBS, contended that without cable copyright payments there would be a "gradual erosion in the viability of network affiliates."

Representative Robert Drinan (D.-Mass.) was unimpressed, however, and suggested that he saw the argument as a fight against competition, using copyright to do it.

Testing to see whether there might be any middle ground between copyright owners and cable operators who are disposed against making small systems—which perform only a retransmission service for local signals—pay for copyright, Representative George Danielson (D.-Calif.) wondered whether Mr. Valenti would accept a minimum fee for systems with under \$100,000 in gross annual revenues. Mr. Valenti answered that he was "very flexible" as long as no exemption is extended to larger systems that should pay copyright across the board.

John Summers, general counsel for the National Association of Broadcasters, said that compulsory licenses for CATV



Copyright arbiters. The "buck stops here," said Chairman Robert Kastenmeier (D-Wis.) of the House Subcommittee on Courts, Civil Liberties and Administration of Justice, which must resolve copyright issues raised in H.R. 223. L to r: Representatives Edward Pattison (D-N.Y.), Her-

man Badillo (D-N.Y.), Robert Drinan (D-Mass.), George Danielson (D-Calif.), Chairman Kastenmeier, Tom Railsback (R-Ill.), Thomas Mooney, minority associate counsel, Charles Wiggins (R.-Calif.) and John Mercer, legal aide.



The case for cable. Rex Bradley, NCTA chairman; George Barco, of the Pennsylvania Cable Television Association; Robert Cooper Jr., Community Antenna Television Association, and Fred Ford, on behalf of the Ad Hoc Committee of Concerned Cable Television Operators for a Fair Copyright Law, were among the lead witnesses for cable last week. The map of San Francisco assisted William J. Bresnan, president, cable division, Teleprompter Corp., to make his point regarding broadcasters' expanded market enjoyed in part through cable carriage. "Every single cable subscriber is accounted for in broadcast rating surveys," said Mr. Bresnan, and so finds his way into some television station's rate base. As a result, his argument continued, broadcast stations pay copyright owners more than if they did not count on the cable-expanded market.



The case for copyright. Voicing concern that without copyright liability, cable would get a free ride for product upon which it depends for profit, were: Jack Valenti, president, Motion Picture Association of America;

Robert Evans, vice president and general counsel for CBS, and John Summers, general counsel, National Association of Broadcasters.

should cover only retransmission of local broadcast signals and those distant signals permitted under the FCC's 1972 rules. After all, according to Mr. Summers, that was the quid pro quo given to cable in exchange for copyright under the 1971 consensus agreement. Legislation ought to provide general copyright liability for additional distant signals that cable may pick up under any future modification of FCC rules, said Mr. Summers.

Various witnesses, including Bowie Kuhn, commissioner of baseball, raised the "special" issue of sports programming, which by its nature becomes valueless once the event takes place. Mr. Kuhn noted that perhaps unlike the motion picture industry, he was not looking for new revenues from cable but wanted to insure that present revenues from broadcast rights and and gate receipts would not be threatened by allowing cable a compulsory license to carry distant sports signals.

Cables call consensus inoperative—but after that they disagree among selves over new legislation

Last Wednesday was the cable industry's day to give its side—or rather sides—on copyright legislation before Representative Kastenmeier and his subcommittee. During five hours of testimony, industry representatives advanced positions that ranged from no copyright liability at all for retransmitted signals to an endorsement of the current House bill (H.R. 223) with significant modifications.

The National Cable Television Association favors the bill, amended to retain a permanent scale of royalties for broadcast program carriage but to eliminate a royalty tribunal to review the scale as conditions change, and to exempt the first \$100,000 of a cable system's annual gross revenue from royalty calculations.

Rex Bradley, chairman of the NCTA, explained that in addition the association felt it "imperative" for Congress to insure that cable operators "get what they pay for," alluding to a discontinuation of the FCC's nonduplication rules that require cable systems to blackout distant-signal programs that are also on nearer stations that the cables carry.

In turning to the specific provisions of the copyright bill that trouble NCTA, Mr. Bradley pointed to the establishment of a royalty tribunal, which could escalate rates as soon as 18 months after enactment and every five years thereafter, as a "grave economic" threat to cable.

Another objection voiced by the NCTA was the ability under the copyright bill for broadcasters to institute "harassing suits" against cable operators "for very minor" violations of FCC rules.

When asked what part of the industry would be free of copyright liability under the proposed amendment to exempt the first \$100,000 of revenue, Mr. Bradley replied, "Slightly over 50%." Without an exemption, Mr. Bradley estimated that the over-all cable industry would pay \$6.7 million, with NCTA members accounting for \$4 million.

But if NCTA presented the cable ver-



Pastore's man. Joseph R. Fogarty, 44, was named last week to succeed Nicholas J. Zapple as chief counsel on the Senate Communications Subcommittee. The title will become official July 1, the day after Mr. Zapple retires (BROADCASTING, June 9).

By his own account, Mr. Fogarty has been for 11 years Senator John Pastore's (D-R.I.) "man" on the Senate Commerce Committee, handling legislation on transportation, the Panama Canal, and East-West trade. He was never involved formally with broadcast-related legislation while staff counsel on the full committee. But he said that having worked closely with Senator Pastore, chairman of the Communications Subcommittee, he has some familiarity with the issues. He says that the first thing he wants to accomplish is to master the field.

Mr. Fogarty is a native of Newport, R.I., was graduated with a BA from Holy Cross College, Worcester, Mass., in 1953, and a JD from Boston College Law School in 1959. He was in private law practice in Massachusetts, then Rhode Island before being drawn to Washington and the Commerce Committee by Senator Pastore in 1964.

sion of compromise on copyright legislation, Robert Cooper Jr., executive director of the Community Antenna Television Association, "came up swinging" (in Representative Wiggins's words)—to the point that he even, somewhat kiddingly perhaps, suggested cable operators extract a royalty fee from program suppliers for aiding viewers to see their programs.

According to Mr. Cooper, everyone pays once for the programs watched on television by paying higher prices for television-advertised products. For cable subscribers to pay an additional tax or copyright payment, he contended, would amount to paying for the same thing twice.

Frederick W. Ford, on behalf of the Ad Hoc Committee of Concerned Cable Television Operators for a Fair Copyright Law, presented many of the same arguments advanced by Mr. Cooper. In regard to the consensus agreement of 1971—where broadcasters, cable operators and copyright owners presumably agreed to the payment of "reasonable" copyright by cable in an exchange for a relaxation in FCC regulations—Mr. Ford said such "wasn't" . . . "never has been" . . . and "shouldn't be seen now" as the case. Ac-

ording to Mr. Ford, the FCC "repudiated" the consensus agreement three months after it was initiated, and cable's signature came in the first place only as the result of White House pressure.

Not all the divergent opinions expressed last week came from groups outside the NCTA. Two member organizations—the Pennsylvania Cable Television Association and Teleprompter Corp.—gave separate testimony in support of an even more moderate copyright bill than NCTA would endorse.

George Barco, general counsel for the Pennsylvania association, set down what has become known as the "Pennsylvania proposal" whereby only distant signals would be covered under copyright and only those that are over a seven-channel, three-network, three-independent and one-educational minimum-reception complement.

William J. Bresnan, senior vice president of Teleprompter Corp., armed with supporting testimony from Jacqueline Da Costa, media director at Ted Bates & Co.—one of the largest advertising agencies—argued that cable television actually increases the money paid to copyright owners by virtue of extending broadcast penetration in a market. No additional cable copyright payment is necessary, Mr. Bresnan reasoned, since both broadcast stations and the rating services (ARB and Nielsen) include areas reached only via cable as a basis for determining their advertising rates, which in turn determine their revenue basis for copyright royalty payments.

No ch. 12 for D.C.

FCC says VHF drop-in would cause problems for stations in region, would have no redeeming value

The Greater Washington Educational Telecommunications Association's three-year-old request for a VHF drop-in in Washington was turned down by the FCC last week.

GWETA, licensee of noncommercial WETA-TV (ch. 26) Washington, wanted to operate a station on channel 12. It said that UHF was technically inferior to VHF and that a UHF outlet could never achieve the coverage of a VHF station.

The commission, however, said there was no compelling public interest reason for granting the application, and a number for rejecting it. It said the proposed operation would cause severe interference to co-channel stations WWBT(TV) Richmond, Va., and WHYY-TV Wilmington, Del., and would displace the signals of adjacent-channel WBAL-TV and WJZ-TV, both Baltimore, in an area containing a population of two million. The commission also said GWETA's application was not a bona fide experimental application, since it would not contribute to the state of the art.

The commission vote was 5-to-1, with Commissioner Benjamin L. Hooks the only dissenter. Commissioner James Quello was absent.

On Tuesday, June 10th, these 301* radio stations were broadcasting Viewpoint with Ronald Reagan.



KABC Los Angeles, CA; KOB Albuquerque, NM; KSDN Aberdeen, SD; KTWO Casper, WY; KRLO Dallas, TX; KCOL Ft. Collins, CO; KGEZ Bakersfield, CA; KOJM Havre, MT; KMBR Kansas City, MO; KNIA Knoxville, IA; KOOL Phoenix, AZ; KPUL Pullman, WA; KSWB Roswell, NM; KBBQ Ventura, CA; KBRV Soda Springs, ID; KYCA Prescott, AZ; KRDC Rochester, MN; KPOP Sacramento, CA; KSEN Shelby, MT; KORO Sedalia, MO; KGO San Francisco, CA; KSID Sidney, NB; KTTS Springfield, MO; KGEK Sterling, CO; KDOO Tyler, TX; KUBA Yuba City, CA; KUPK Garden City, KS; KSDO San Diego, CA; KNEB Scottsbluff, NB; KGF Shawnee, OK; KRDE Sheridan, WY; KMBQ Shreveport, LA; KTHO So. Lake Tahoe, CA; KLIQ Portland, OR; KTTN Trenton, MO; KMLB Monroe, LA; KNBI Norton, KS; KXRX San Jose, CA; KDSX Sherman, TX; KSOO Sioux Falls, SD; KRXX Rexburg, ID; KOUR Independence, IA; KUDY Spokane, WA; KTFB Texarkana, TX; KCOK Tulare, CA; KEEP Twin Falls, ID; KBUH Brigham City, UT; KWYR Winner, SD; KIT Yakima, WA; KITE San Antonio, TX; KOH Reno, NV; KGLO Mason City, IA; KLIB Liberal, KS; KMEQ Medford, OR; KTYN Minot, ND; KTRB Modesto, CA; KWBD Monahans, TX; KUBC Montrose, CO; KITN Olympia, WA; KPDN Pampa, TX; KOAM Pittsburg, KS; KEYL Long Prairie, MN; KLUE Longview, TX; KALL Salt Lake City, UT; KSCO Santa Cruz, CA; KGGF Coffeyville, KS; KSCJ Sioux City, IA; KQMS Redding, CA; KGRB Bend, OR; KSPV Artesia, NM; KIXL Austin, TX; KOJO Ortonville, MN; KVEC San Luis Obispo, CA; KTRY Bastrop, LA; KIBL Beeville, TX; KBMR Bismarck, ND; KYOR Blythe, CA; KERE Denver, CO; KICO El Centro, CA; KWAL Osburn, ID; KGAK Gallup, NM; KNOX Grand Forks, ND; KAGI Grants Pass, OR; KGMI Bellingham, WA; KGUC Gunnison, CO; KEYH Houston, TX; KPCC Joplin, MO; KWEL Midland, TX; KMIT Mitchell, SD; KDOL Mojave, CA; KOPD Ogden, UT; KUMA Pendleton, OR; KTOO Rapid City, SD; KKYN Plainview, TX; KPRO Riverside, CA; KBLU Yuma, AZ; KAIN Nampa, ID; KQTY Borger, TX; KXGO Arcata, CA; KUAM Agana, Guam; KMON Great Falls, MT; KIXI Seattle, WA; KDQD De Queen AR; KAVR Apple Valley, CA; KVBR Brainerd, MN; KBBR Burlington, IA; KYOU Greeley, CO; KMMJ Grand Island, NB; KARF Fresno, CA; KFAH Fairbanks, AK; KELK Elko, NV; KIUP Durango, CO; KOBH Hot Springs, SD; KWBW Hutchinson, KS; KID Idaho Falls, ID; KLIK Jefferson City, MO; KIOD Monterey, CA; KSLD Opelousas, LA; KOPO Tucson, AZ; KTTX Brenham, TX; KOYY El Dorado, KS;

KOTY Kennewick, WA; KPCL Lafayette, LA; KLCB Libby, MT; KORV Oroville, CA; KJIV Huron, SD; KCIA Humble City, NM; KHOM Houma, LA; KZNG Hot Springs, AR; KUHL Santa Maria, CA; KFDI Wichita, KS; KBWD Brownwood, TX; KIMB Kimball, NB; KNEZ Lompoc, CA; KAMD Camden, AR; KBEW Blue Earth, MN; KBLC Lakeport, CA; KWLN Lawrence, KS; KCLN Clinton, IA; KTSM El Paso, TX; KSUE Susanville, CA; KOKX Keokuk, IA; KWXY Palm Springs, CA; KDLM Detroit Lakes, MN; KVLV Fallon, NV; KPLS Santa Rosa, CA; KVGB Great Bend, KS; KTMC McAlester, OK; KUIC Vacaville, CA; KIKO Globe, AZ; KSYL Alexandria, LA; KGEZ Kalispell, MT; KWTC Barstow, CA; KDRG Deer Lodge, MT; KREX Grand Junction, CO; KOZY Oklahoma City, OK; KATE Albert Lea, MN; KERV Kerrville, TX; KHMT Marshall, TX; KODY North Platte, NB; KBIZ Ottumwa, IA; KCSJ Pueblo, CO; KMCO Fairfield, IA; KZIP Amarillo, TX; KARE Atchison, KN; KPIK Colorado Springs, CO; KIVY Crockett, TX; KESM El Dorado Springs, MO; KVFD Ft. Dodge, IA; KIHJ Hood River, OR; KLUR Wichita Falls, TX; KOPY Alice, TX; KGAS Carthage, TX; KCLW Hamilton, TX; KBLH Helena, MT; KWTX Waco, TX.

WDAY Fargo, ND; WWSW Pittsburgh, PA; WABV Abbeville, SC; WXYR Columbia, SC; WNOG Naples, FL; WQIK Jacksonville, FL; WEOK Poughkeepsie, NY; WTAD Quincy, IL; WAVA Washington, DC; WHIZ Zanesville, OH; WSDR Sterling, IL; WACE Springfield, MA; WCAB Rutherfordton, NC; WKNX Saginaw, MI; WSPB Sarasota, FL; WOKE Charleston, SC; WRBL Columbus, GA; WWC A Gary, IN; WFAW Ft. Atkinson, WI; WFOB Fostoria, OH; WEMD Easton, MD; WMIS Natchez, MS; WSMB New Orleans, LA; WRMT Rocky Mount, NC; WTVN St. Johnsbury, VT; WANV Waynesboro, VA; WWDB Philadelphia, PA; WKBK Keene, NH; WKTY La Crosse, WI; WJAG Norfolk, NB; WPPA Pensacola, FL; WSKY Knoxville, TN; WHBG Harrisonburg, VA; WBCO Bucyrus, OH; WDUZ Green Bay, WI; WUUU Greenville, SC; WCMR Elkhart, IN; WNNI Columbus, OH; WCHV Charlottesville, VA; WDC Davenport, IA; WCVN Cynthiana, KY; WBET Brockton, MA; WJOY Burlington, VT; WCSM Celina, OH; WCOP Boston, MA; WALK Patchogue, NY; WHLS Port Huron, MI; WKRC Cincinnati, OH; WWJB Brooksville, FL; WACA Camden, SC; WIRA Ft. Pierce, FL; WHO Des Moines, IA; WCLO Janesville, WI; WIKE Newport, VT; WPBR West Palm Beach, FL; WWBA St. Petersburg, FL; WNNI Valparaiso, IN; WJBY Gadsden, AL; WCLI Corning, NY; WITH Baltimore, MD; WTM C Ocala, FL; WPDR Portage, WI; WSVL Shelbyville, IN; WIBW Topeka, KS; WSTU Stuart, FL; WCAW Charleston, WV; WCVL Crawfordsville, IN; WAVI Dayton, OH; WJOL Joliet, IL; WKVI Knox, IN; WQTV Latrobe, PA; WNTS Indianapolis, IN; WAJR Morgantown, WV; WXLN Savannah, GA; WJLM Roanoke, VA; WCBK Martinsville, IN; WSM Nashville, TN; WPRC Lincoln, IL; WDX Orangeburg, SC; WVLC Orleans, MA; WWOK Miami, FL; WBOC Salisbury, MD; WSEW Selinsgrove, PA; WAME Charlotte, NC; WKOV Wellston, OH; WWGS Tifton, GA; WWBZ Vineland, NJ; WADB Asbury Park, NJ; WBIW Bedford, IN; WEMP Milwaukee, WI; WGFA Watseka, IL; WPMH Norfolk, VA; WSEV Sevierville, TN; WKBX Winston-Salem, NC; WVOP Vidalia, GA; WSPA Spartanburg, SC; WBEL Beloit, WI; WJXN Jackson, MS; WMKC Oshkosh, WI; WWEE Memphis, TN; WLGJ Logan, OH; WLLL Lynchburg, VA; WKSJ Mobile, AL; WDXY Sumter, SC; WLRN Taunton, MA; WSMN Nashua, NH; WBUY Lexington, NC; WSIB Beaufort, SC; WJMX Florence, SC; WSML Graham, NC; WHVL Hendersonville, NC; WISP Kingston, NC; WDAC Lancaster, PA; WRAV Radford, VA; WSTV Steubenville, OH; WISL Shamokin, PA; WYII Williamsport, MD; WABK Augusta, ME; WABI Bangor, ME; WJCM Traverse City, MI; WJCM Sebring, FL; WGAU Athens, GA; WTAW Bryan, TX; WBRJ Marietta, OH.

* Every week 15-18 stations (and sponsors) join the list.

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Code subscription tops agenda items for NAB boards

Meeting this week is scheduled to deal with mandatory rule; other actions will include election of new officers and a look at the dues structure

By all appearances, the June 16-20 meeting of the boards of directors of the National Association of Broadcasters will be a low-key affair. Of greatest interest will be the TV board action to resolve the long-running controversy over its rule to require all NAB TV members to join the TV code, scheduled to become effective April 1 next year.

An ad hoc committee of TV board members, set up at the board's January meeting to study the mandatory code subscription problem, met in Washington two weeks ago, but took no action. The chairman, Walter Bartlett of Avco Broadcasting, said the committee will hold off its deliberations until after the full board's mandatory code subscription hearing June 18.

Five broadcasters are scheduled to testify at the hearing, including William Duhamel of KOTA-TV Rapid City, S.D., Earl Morgenroth of the Dale Moore Stations in Montana and Idaho, George Comte of WTMJ-TV Milwaukee, Lawrence Rogers of WKRC-TV Cincinnati and James Terrell of KTVT-TV Fort Worth, and chairman of the Association of Independent TV Stations, Earl Hickerson of WCEE-TV Rockford, Ill., who favors the rule, was earlier mentioned as a scheduled witness ("Closed Circuit," June 2), but he has said since that he will be on vacation instead. Mr. Hickerson is a former TV board member whose term expired last April.

The hearing precedes the TV board's scheduled meeting, and final action is expected then. Many are assuming the mandatory code subscription rule will be rescinded, but Mr. Bartlett said until he hears the testimony he would not go that far.

The TV board hearing and meeting will be at NAB headquarters in Washington, as will the radio board meeting and the two joint board meetings. The radio board meets June 18, the TV board on June 19 and the joint board on June 17 and 20.

Mr. Bartlett said his ad hoc committee also examined the dues structure for TV members, with an eye on what inflation is doing to NAB costs. He said in light of the 10% increase in TV dues voted by the TV board in January, he anticipates no other increase this year. An NAB spokesman said the committee talked about the possibility of changing the base on which dues are levied. As things stand, TV members are assessed on the basis of their hourly prime time rates. Alternatives discussed by the committee include charging members on the basis of their 30-second

rates or their gross revenues. Mr. Bartlett said the committee made no decisions regarding dues.

The first order of business at each of the board meeting will be the election of new officers. The original slates, subject to some date change, put Wilson Wearn of Multimedia, Greenville, S.C., unopposed for the joint board chairmanship; Walter Bartlett, new vice chairman of the TV board, unopposed for that board's chairmanship and Robert Gordon of WCPO-TV Cincinnati for the vice chairmanship. For the radio board chairmanship, there is a race between the incumbent chairman, Harold Krelstein of Plough Broadcasting Co., and Donald Thurston of WMNB-AM-FM North Adams, Mass. For the vice chairmanship of the radio board there is a three-way race among Virginia Pate Wetter of WASA(AM)-WHDG(FM) Havre de Grace, Md.; V. Kay Melia of KLOE(AM) Goodland, Kan., and Edward D. Allen Jr. of WDOR-AM-FM Sturgeon Bay, Wis.

But the remainder of the board meetings will be dedicated to "housekeeping" chores, according to the current board chairman, Andrew Ockershausen. He said there will be the usual updates by the NAB staff on the mood in Washington, with focuses on the progress of license renewal legislation, copyright reform legislation, pay cable news and cable carriage of distant sports events.

In addition the joint board will take up the proposed by-laws changes drafted by its by-laws committee, headed by Donald Thurston. The primary points of the proposal are to reduce the radio board currently with 30 seats, by five seats and taking away the immediate past joint board chairman's seat on the board and executive committee.

Also, the NAB convention site committee, headed by Richard Chapin of Stuart Stations, Lincoln, Neb., will make known its choices of sites for conventions through 1980. The sites for the next two years are already set for Chicago, then Washington. But after that five cities are in the running: Atlanta, Dallas, New Orleans, St. Louis and Las Vegas.

Straus fights personal attack ruling by FCC

WMCA owner takes rule on wholesale; asks court to declare it and way FCC administers it unconstitutional

Six years after the Supreme Court upheld the FCC's personal attack rules as constitutional in the Red Lion case, they are again under challenge in court as a violation of the First Amendment.

The challenger, in a brief filed last week in the U.S. Court of Appeals in Washington, is Straus Communications Inc., licensee of WMCA(AM) New York. It is the recipient of a letter from the commission

saying it violated the personal attack rules in a March 8, 1973, broadcast in which a talk-show host called Representative Benjamin S. Rosenthal (D-N.Y.) a "coward."

Straus contends that the commission departed from its own policies in the manner in which it applied the rules to WMCA. Indeed, it says the commission's manner of proceeding in the case was unconstitutional. But more than that, it says, the rules themselves are unconstitutional "on their face" and "should be invalidated."

The commission's letter was a retreat from the staff's proposal to fine the station \$1,000 for violating the rule that requires a station to notify a person attacked within seven days and offer time for reply. The commission dropped the fine because a "novel" circumstance was involved: Although the rule applies only to attacks made in connection with a discussion of a controversial issue of public importance, the references to Representative Rosenthal occurred two hours after a program in which the same talk-show host discussed a meat boycott then in progress and reported that the congressman had refused an invitation to appear on the program to talk about the boycott.

Straus argues that although in cases involving the fairness doctrine—of which the personal attack rules are a part—the commission regularly gives considerable weight to the licensee's editorial judgment, it did not in the Rosenthal case.

And it says "the vagueness of the commission's standards for decision in the case" is such as to "amplify the decision's chilling effect on Straus and other broadcast licensees" in a manner that violates the First Amendment.

The attack on the constitutionality of the rule itself is based both on cases the Supreme Court has decided since *Red Lion* and on the manner in which the commission has administered the rule. Straus noted that the high court last year, in a case involving the *Miami Herald* struck down as unconstitutional a Florida state law under which a political candidate claimed the right of access to the newspaper's columns in order to reply to an attack. The court held that the statute chilled expression and intruded "into the function of editors." And Straus observed that in the *CBS vs. Democratic National Committee* case, in which the court held that broadcasters could adopt policies of refusing to accept political advertising, the court said, "Editing is what editors are for, and editing is selection and choice of material."

The two cases, Straus says, "suggest that broadcasters have a constitutional right of editorial freedom that is invaded by the personal attack rules."

But apart from those cases, Straus says the commission has been so inconsistent in its application of the personal attack rules as to warrant their being declared unconstitutional. "The Supreme Court," Straus says, "has emphasized in many decisions that administrative officials may not exercise standardless discretion over expression that is protected by the First Amendment."



Pasts and presents. Twelve former presidents of the Broadcasters Promotion Association were honored at a banquet last Tuesday (June 10) during the BPA seminar in Denver. On the same day the association elected new officers. In photo at left are the past presidents. Seated (l-r): E. Boyd Seghers Jr., WGN Continental, Chicago; Don Curran, Kaiser Broadcasting, Oakland, Calif.; Clark Grant, KTVI(TV) St. Louis; Joseph Costantino, WTRH(AM) Wood River, Ill., and A. Richard Robertson, KRON-TV San Francisco. Standing (l-r): John Furman, Cox Broadcasting, Atlanta;



Calo O. Mahlock, WKJG-TV Fort Wayne, Ind.; H. Taylor Vaden, Vaden Co., Philadelphia; Ken Mills, The Katz Agency, New York; George T. Rodman, New York; F.C. (Mike) Strawn, Kansas City, Mo., and W. Thomas Daley, CFPL-TV London, Ont. In photo at right are new officers. Seated: Tom Cousins, WCCO-TV Minneapolis, president. Standing (l-r): Andy Amyx, WOTV(TV) Grand Rapids, Mich., treasurer; Ken Taishoff, WTMJ-TV Milwaukee, secretary; Lynne Grasz, KOLN-TV Lincoln, Neb., president-elect, and Roger Ottenbach, WEEK-TV Peoria, Ill., vice president.

Radio-TV's need to improve its self-sell cited by NBC's Howard

BPA advised there is a lesson for broadcasters in manner other businesses offset recession; annual promotion awards given

Broadcasting, especially television, is in urgent need of more and better promotion to counter a flood of "inaccurate and misinformed criticism," Robert T. Howard, NBC-TV president, said last week.

"I sometimes think that other businesses recognize the value of the promotion function better than we in broadcasting," Mr. Howard told the annual seminar of the Broadcasters Promotion Association in Denver. "One of the striking things that make the current business recession different from others—and it's a difference that has meant a lot to television and radio—is that many American companies have not cut back on advertising and image-making activities as they have in previous slumps. Many corporations seem to have discovered that retrenching their advertising budgets just to protect short-term profits is false economy."

Broadcasters, said Mr. Howard, "can take a page from the same book by keeping our own promotion and public re-

lations at a high level, even if times get tougher."

The need to make broadcast stations and their services better known is urgent, Mr. Howard said. "I cannot remember a time when so much inaccurate and misinformed criticism has been leveled at television."

During the three-day seminar, which also featured workshop sessions on all phases of promotion, advertising and publicity as well as panel sessions on government regulation and cable television, 25 stations received BPA-Michigan State University awards. The winners:

For audience promotion: on-air announcements, WIND(AM) Chicago (Ann Jaeger), KSL(AM) Salt Lake City (A. Lee Pocock), WNBC-TV New York (Jim Mullen), WTVJ(TV) Miami (Sheryl Gold) (honorable mention), WMC-TV Memphis (Bart Lamb), WLAC-TV Nashville (Connie Kuegeman) and Kansas State Network, Wichita (Jerryanne Hadley); use of other media, WTOP(AM) Washington (Gene Davis), WVON(AM) Chicago (Robert W. Allrich) (honorable mention), KSL(AM) Salt Lake City (A. Lee Pocock), KNBC(TV) Los Angeles (Bob Kennedy) and KUTV(TV) Salt Lake City (Keith Hill); total advertising campaign, KSL(AM) Salt Lake City (A. Lee Pocock), Canadian Broadcasting Corp., Winnipeg (Jake Marks), KIRO-TV Seattle (Alice Kunz), WCAU-TV Philadelphia (Bruce Weiner) (honorable mention), WITI-TV Milwaukee (Tim Bennett) and WAVE-TV Louisville, Ky. (Peppy Martin).

For sales promotion: WMAL(AM) Wash-

ington (Earl Murton), WSM(AM) Nashville (Irish Bahan), WOR-TV New York (John Rochford) and WSBK-TV Boston (Gayton Masters) (honorable mention).

For community involvement: CJAD(AM) Montreal (G.N. Hope) and KARK-TV Little Rock, Ark. (Suzie L. Gibson).

Regional control: What is it?

FCC wants to establish firm guidelines on how many stations broadcaster can own in designated area; any rule would not affect present combinations

The FCC is moving toward the adoption of a rule it hopes will eliminate the uncertainty now surrounding the question of what constitutes a regional concentration of control of broadcast properties.

At present, the staff is instructed to bring to the commission for its consideration any proposed station acquisition that would give a broadcaster a third outlet within 100 miles of his other two. However, the commission usually approves such acquisitions without hearings.

Chairman Richard E. Wiley, who disclosed last September that the commission would consider a regional concentration rule (BROADCASTING, Sept. 23, 1974), and other commissioners have expressed the view that broadcasters as well as the commission should know with some certainty

whether a proposed purchase would conform to commission policy.

The commission staff has developed a number of proposals, and the commission last week instructed it to draft a notice of proposed rulemaking incorporating various options. The commissioners were clear, however, that whatever rule is adopted will be prospective; divestitures will not be required.

Under one proposal expected to be offered for comment, a licensee could own no more than four stations—AM, FM or TV—in a state, and distances between the station's primary service contours would have to meet a prescribed minimum—five miles or more.

A second proposal would look to the adoption of the present criterion used for determining whether a proposed acquisition should be submitted to the commission for consideration—one that would give a broadcaster a third outlet within 100 miles of the other two—along with the four-station-per-state standard.

One question that will have to be resolved is how commonly owned AM and FM stations are to be counted. It appeared that the commission favored counting AM-FM combinations in the same community as one station, an AM and an FM in different cities as two stations.

The staff is scheduled to complete work on the proposed rulemaking notice in time for the commission's consideration of it on July 9.

Book is closed on problems of Chronicle outlets

Kihn, Streeter drop appeal against renewals for \$150,000 to cover expenses, saying that FCC has since accepted principles that were basis of original case

The seven-year battle of former employees of the Chronicle Publishing Co. against that company is over, ended in an out-of-court settlement.

Albert Kihn, a one-time cameraman for Chronicle's KRON-TV San Francisco, and Blanche Streeter, a one-time classified-advertising saleswoman for the *San Francisco Chronicle*, had been seeking denial of license renewals for KRON-FM-TV. They had accused the company of using what they said was an undue concentration of media power in the region to advance its own interests. But late June 6, attorneys for Mr. Kihn's widow, Virginia, and Mrs. Streeter agreed to end their battle in return for reimbursement of the expenses incurred since 1968—\$150,000. In reaching the settlement, the women said they felt some of the major principles for which they had been fighting had already been established.

The agreement was reached two and a half days before the U.S. Court of Appeals in Washington was to hear argument on the Kihn-Streeter appeal of an FCC order renewing the KRON licenses. Under the agreement, the appeal was dismissed with prejudice.

Charges by Mr. Kihn and Mrs. Streeter that Chronicle had ordered newsmen to ignore some stories and to cover "pseudo" events to advance the company's private interests, including its efforts to acquire cable television franchises, and that the company had an undue concentration of media control and had engaged in anticompetitive practices led the commission in 1969 to designate the KRON-FM-TV renewal applications for hearing.

However, an administrative law judge resolved these and other issues in the stations' favor in 1971. Two years later the FCC affirmed the initial decision and renewed the stations licenses (BROADCASTING, May 7, 1973).

Mrs. Kihn, whose husband died with other members of a Wolper Productions shooting crew in an airplane crash in March 1974 (BROADCASTING, March 18, 1974), and Mrs. Streeter said in their statement that the costs in time and money of pursuing the case through either a Supreme Court appeal or further hearings before the commission was one reason for accepting a settlement. Their inability to obtain a commitment of free legal assistance was another.

But they also said that two media-concentration principles the suit had sought to establish have since been recognized by

the commission. One issue—on which they "expected to win in court"—involved the "relevant geographic market" in which to count competing media; the other, the competing media to be counted.

The commission, in the KRON-FM-TV case, counted all media in the television station's grade B contour. The Justice Department had entered the court case on the appellants' side to argue that the commission had erred on that point.

But in the newspaper-crossownership rules it adopted in January, Mrs. Kihn and Mrs. Streeter noted, the commission recognized a more limited geographic market "was proper"—a television station's grade A contour. Furthermore, signals originating in other markets, weekly newspapers and national news magazines and other local and national periodicals were excluded from consideration.

The bulk of the \$150,000 settlement will be divided among Mrs. Kihn, Mrs. Streeter and their West Coast counsel. Charles Moore represented them in the hearing in San Francisco; another attorney, Michael F. Willey, also served Mrs. Streeter. The Citizens Communications Center of Washington, which worked on the appeal, received \$25,000 in fees and expenses.

Minorities and women won't let up on CPB

Board meeting features uninvited appearance by Pluria Marshall

The board meeting of the Corporation for Public Broadcasting, held at Washington's Statler Hilton hotel last week, was conducted as a "strictly informational" session producing no resolutions or actions. But dissatisfaction on the part of minority groups with CPB was in evidence.

In the previous week, letters were exchanged between Robert Benjamin, chairman of CPB, and the Ad Hoc Committee for Better Broadcasting, comprising Citizens Communications Center, the National Organization for Women, the National Council of Negro Women and the National Black Media Coalition. The committee proposed an "agreement" between CPB and the committee, enumerating steps needed to "make public broadcast-

PBS hears VIP. Secretary of State Henry Kissinger is scheduled to deliver informal remarks today (June 16) at the annual Public Broadcasting Service programing, public information and development meeting. The meeting is being held June 15-18 at Washington's Mayflower hotel, followed by the PBS board meeting June 19. Sessions on the 1975-76 program schedule, minority programing and a presentation by the British Broadcasting Corp. are on the PBS agenda. Tuesday evening the Corporation for Public Broadcasting is host of the annual television awards dinner, highlighted by the presentation of the Ralph Lowell Memorial Award.

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ing truly public." By way of response, Mr. Benjamin sent a letter to House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.), taking on the questions raised during hearings recently (BROADCASTING, March 24) "regarding public broadcasting's commitment to the participation of minorities and women in both its operations and its benefits." Whereas the ad hoc committee proposed CPB administer its programs and activities in accordance with Titles VI and IX of the Civil Rights Act (which provide prohibitions against discrimination under programs receiving federal financial assistance), Mr. Benjamin stressed CPB's private, nonprofit—"not a government department or agency," status—and pointed to CPB's "Policy on Equal Opportunity and CPB Assistance" as evidence of the corporation's efforts in the area.

Another proposal was that board meetings be open to the public, which Mr. Benjamin's letter also cited as a priority for the new board. On that score, Pluria Marshall of the National Black Media Coalition set precedent last Wednesday when he walked into the closed CPB board meeting carrying a sign that read "sunshine." Mr. Benjamin invited him to address the board, which he did and then Mr. Marshall circulated copies of the proposed agreement. Mr. Marshall included the Public Broadcasting Service, National Public Radio and the Association for Public Radio Stations in his criticism and asked that a response be forthcoming.

Number-two all-time mail generator at FCC is petition by Milam and Lansman

Response is heavy to request for ban of religious broadcasters from noncommercial frequencies

A growing mountain of mail has been collecting in the offices of the FCC's dockets division in the last few months, virtually all of it expressing anger and outrage over a petition for rulemaking filed with the commission in January.

The petition, by Lorenzo W. Milam and Jeremy D. Lansman, who have been active in helping local groups establish non-commercial open-access radio stations, calls for a freeze on all license applications by religious and governmental groups for reserved educational FM and television frequencies, and the extension of the commission's duopoly rules to non-commercial stations. Essentially, the petitioners do not feel that many of the religious stations are performing an educational service. And they see no reason why one educational licensee should be allowed to own two stations in the same service in the same community. But it is the religious-broadcast aspect that has generated the mail.

Letters and postcards that by last count

numbered 60,000 are piled on desks and are being collected in boxes after being checked by dockets division personnel. Staffers say the amount of mail thus far received has been topped only once before, when some 100,000 pieces of mail were received in connection with Action for Children's Television's proposal that the commission bar commercials from children's television and require stations to present a prescribed number of hours of children's programming.

Some of the letters being received appear to be part of an organized campaign. But most do not. And a sampling of those received makes it clear that the correspondents see the petition as aimed at knocking religion off the air. "Please, do not take religious broadcasting away from those who enjoy these broadcasts," said one letter from Iowa. "What a terrible place this would be if religious programs were taken away," said a letter from Yorktown, Pa.

The answer from Justice

The Department of Justice was not impressed with the National Association of Broadcasters' argument that since Justice is required by law to represent the FCC in court, it cannot attack commission orders in court (BROADCASTING, June 9). In a response filed last week with the U.S. Court of Appeals in Washington, Justice said that a contention similar to NAB's

Media Briefs

ANPA joins in. American Newspaper Publishers Association is latest to appeal FCC's newspaper-broadcaster crossownership rule. Appeal, filed in U.S. Court of Appeals in Washington, will probably be consolidated with six other pending appeals.

Now they're two. Second court appeal of FCC order modifying its rule to protect television stations against duplication of their network programming by cable-television-imported signals has been filed. NBC TV Affiliates Board filed notice in U.S. Court of Appeals in Washington, following example of CBS Television Network Affiliates Association (BROADCASTING, May 19).

Outside help. ABC-TV Affiliates Association has retained Washington legal counsel to represent it in seeking stiffer antisiphoning protection against pay cable. Tom Goodgame of KTUL-TV Tulsa, Okla., chairman of association, said last week. He said Howard F. Roycroft of firm of Hogan & Hartson was preparing papers for filing with FCC.

Marriage. Merger of two of largest West Coast public relations firms has been announced. McFadden, Strauss & Irwin and Allan, Ingersoll, Segal & Henry, both Los Angeles on July 1 will become International Communications Associates. MSI's New York office will become Eastern office of new firm.

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was rejected by the Supreme Court in 1949, in a case in which the Justice Department sued the Interstate Commerce Commission. The court acknowledged that the attorney general's appearance as a statutory defendant created "a surface anomaly" but said the attorney general's role as challenger does not "prevent a full defense of the commission's order" by the commission and its allies. Justice said a 1972 Supreme Court decision NAB relied on was not relevant. NAB made its argument in a petition urging the court to dismiss Justice's appeal in a case involving the FCC's newspaper-broadcaster crossownership rule.



Cheers. Don Curran (l), president of Kaiser Broadcasting Co., and Andy Albeck, president of United Artists Broadcasting Inc., celebrate the merger of WUAB-TV channel 43 Cleveland with Kaiser. (BROADCASTING, April 14). The deal gives Kaiser a 36% equity interest in WUAB Inc. in exchange for certain assets of its WKBF-TV channel 61 Cleveland, which ceased operations last month. WUAB-TV is now the only commercial UHF station in the Cleveland market.

Dallas to hunt buyer

Council proposes sale of losing AM, retention of money-making FM

The Dallas city council last week asked the city manager to look into selling municipally owned WRR(AM). At the same meeting, however, the council recommended that the city hold onto co-owned WRR-FM.

According to Edd Routt, WRR manager, the council is divided on selling the AM station which lost \$120,000 from October 1974 through April 1975 and \$166,000 during fiscal 1973-74. He said many members do not want to risk more money on the station and do not believe it should

compete with privately owned stations.

Nevertheless, the council two weeks ago approved Mr. Routt's request to hook the station to NBC's new News and Information Service. Mr. Routt said he convinced the council that affiliation would make the station worth more money.

Mr. Routt explained that ratings for WRR had "bottomed out" before a format change last year from middle of the road to all news and talk. Ratings have since

risen and he expects a further boost after NIS affiliation becomes effective Wednesday (June 18).

He said the council wants to retain WRR-FM to assure a classical station for the area. He noted that WRR-FM is the only classical station in its market and WRR the only all news and talk station.

Mr. Routt said that the classical station previously had been losing money but is breaking even this fiscal year due to operational changes he instituted.

Liquidation of Avco group nears the end

Cincinnati V goes to Multimedia in sell-off of broadcast properties to shore up a sagging parent firm

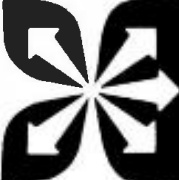
Avco Broadcasting Corp., which has sold seven of its 12 stations and its sales representation firm, last week sold WLWT(TV) Cincinnati to Multimedia Broadcasting Co., Greenville, S.C., a division of Multimedia Inc. The purchase price is reported to be near \$17 million.

John T. Murphy, Avco Broadcasting president, said that the parent, Avco Inc., "has decided to get out of the broadcasting business," and that negotiations for the sale of WLW(AM) Cincinnati to local interests and of WLWD(TV) Dayton, Ohio, are also under way. Mr. Murphy also said that Avco's other broadcast properties, KYA-AM-FM San Francisco and WRTH(AM) Wood River, Ill., are on the market.

Joining in the announcement of the WLWT transaction was Wilson C. Wearn, Multimedia Broadcasting president, who is chairman of the National Association of Broadcasters television board and faces no opposition in this week's election for chairman of the NAB joint board (see story page 34).

Already, Avco has sold KMOL-TV (formerly WOAI-TV) San Antonio, Tex., to 20th Century-Fox Film Corp. for \$9.3 million (BROADCASTING, Dec. 2, 1974 et seq.); WWDC-AM-FM Washington to Capitol Broadcasting Co., a new firm headed by a local builder, Morton Bender, for \$3.6 million (BROADCASTING, Oct. 14, 1974); WLWI(TV) Indianapolis to Edgar T. Wolfe family's Dispatch Printing Co. of Columbus, Ohio, for \$17,650,000 (BROADCASTING, March 31), and WLWC(TV) Columbus to The Outlet Co. (Joseph S. [Dody] Sinclair, 25%) for \$16 million (BROADCASTING, May 26). All sales are pending FCC approval. Avco has received commission approval for the sale of WOAI(AM) San Antonio to Clear Channel Communications, owned by L. Lowry Mays and B.J. McCombs, for \$1.5 million (BROADCASTING, May 5). Avco also has sold its broadcast representation firm, Avco Radio-Television Sales Inc., to Peter Lasker and other employees (BROADCASTING, May 20, 1974).

When KMOL-TV was sold, Mr. Murphy



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#75-15

said that sales up to that time were made to alleviate economic problems of Avco Corp., which suffered a 1974 consolidated loss of \$20,687,000.

Aside from its broadcast holdings, Avco makes electronic equipment and heavy machinery, is engaged in electronic and chemical research and insurance and financial services. It also owns Carte Blanche, Avco Embassy Pictures and is involved in film distribution and production through Avco Film Productions Co.

Under the WLWT agreement, Walter E. Bartlett, Avco Broadcasting's senior VP-television since 1969, will take charge of the station for Multimedia. Mr. Bartlett is vice chairman of the television board of directors of the National Association of Broadcasters.

Multimedia owns WFBC-AM-FM-TV Greenville, S.C.; WBIR-AM-FM-TV Knoxville, Tenn.; WMAZ-AM-FM-TV Macon, Ga.; WUNC(AM) Asheville, N.C., and WXII(TV) Winston-Salem, N.C. It has recently acquired KEEL(AM)-KMPQ(FM) Shreveport, La.; KAAV(AM) Little Rock, Ark., and WAKY(AM) Louisville, Ky. (BROADCASTING, April 28).

Multimedia also publishes daily newspapers in Greenville, S.C., Montgomery, Ala.; Asheville, N.C., and Clarksville, Tenn.

WLWT(TV), an NBC affiliate, was put on the air by Avco in 1948. WLWT is on channel 5 with 100 kw visual, 10 kw aural and an antenna 685 feet above average terrain.

Changing Hands

Announced

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

■ WLWT(TV) Cincinnati: Sold by Avco Broadcasting Corp. to Multimedia Broadcasting Co. for a reported \$17 million. See story above.

■ WCNZ(AM)-WWCK(FM) Flint, Mich.: Sold by Heritage Broadcasting Co. to Realin Corp. for \$650,000. Sellers, John Nogaj, L. James Hicks, William J. Bishop and Bernard C. Norko, have no other broadcast ownerships, though Mr. Nogaj is general manager of WCNZ-WWCK. Buyer is owned equally by Frazier Reams Jr., a communications attorney who controls WCWA(AM)—WIOT(FM) Toledo, Ohio, and owns WKBZ(AM) Muskegon, Mich., and John R. Linn, who has interest in WCWA-WIOT. WCNZ is daytimer on 1570 khz with 1 kw. WWCK is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain. Brokers: Richard A. Shaheen Inc. and Cecil L. Richards Inc.

■ WDBM-AM-FM Statesville, N.C.: Sold by Iredell Broadcasting Corp. to Radio Statesville Inc. for \$500,000. Seller is owned by Walter A. Duke family which has no other broadcast interests. Buyers are Miles Ferguson (55%), Alford M. Pearce (20%), Ernie L. Pearce (17%) and others. Mr. Ferguson owns WRLD(AM) Lanett, Ala.-West Point, Ga., and has interests in WJHO(AM) Opelika, Ala., and WDSR(AM)-WTLD(FM) Lake City, Fla. Mr. Ferguson and Pearce brothers last week

were among sellers of WWCC(AM) Bremen, Ga., subject to FCC approval. (see below). Alford Pearce is program director and Ernie L. Pearce is general manager at WRLD. WDBM is daytimer on 550 khz with 500 w. WDBM-FM is on 96.9 mhz with 3.6 kw and antenna 340 feet above average terrain. Broker: Chapman Associates.

■ WWCC(AM) Bremen, Ga.: Sold by Bremen Radio Inc. to Marlin L. Lamar for \$172,000. Sellers are Miles Ferguson (40%), Thad K. Brown (30%), Ernie L. Pearce, Alford M. Pearce and Charles Nix (10% each). Messrs. Ferguson and Pearce last week were among purchasers of WDBM-AM-FM Statesville, N.C., subject to FCC approval. (see above). Mr. Brown is VP and general manager of WWCC and Mr. Nix is West Point, Ga., attorney. Mr. Lamar owns 85% of WACX(AM) Austell, Ga., and owns Austell-based retail clothing store chain. WWCC is daytimer on 1440 khz with 1 kw.

■ WGTW(AM) Mount Dora, Fla.: Sold by Lake Radio Inc. to Community Broadcasting Inc. for \$87,000. Principal in seller is Houston Pearce who owns 50% of WARF(AM) Jasper, Ala., and WDAL-AM-FM Meridian, Miss. Buyers, Stephen G. Aicher, Matthew Byrne and Walter J. Kaufman Jr., have no other broadcast interests. Mr. Aicher was production manager at Lower Bucks (Pa.) Cablevision and has worked for Pennsylvania radio stations. Mr. Byrne is Levittown, Pa., insurance agent. Mr. Kaufman is Cherry Hill, N.J., insurance adjustor. WGTW has

been off the air since Jan. 30. If sale is approved by FCC, buyers plan to resume operation on assigned 1580 khz with 5 kw daytime. Brokers: Reggie Martin and Richard A. Shaheen Inc.

Approved

Sales approved by the FCC last week include: WKSJ(FM) Eldorado, Ill.; WLTN(AM) Littleton, N.H.; WELZ(AM)-WHBM(FM) Xenia, Ohio; WBUX(AM) Doylestown, Pa., and KQYZ(AM) Everett, Wash. See pages 56 and 57 for details.

Donrey buy hung up

The FCC has deferred action on the application of Boise Valley Broadcasters Inc. to sell KBCI-TV (formerly KBOI-TV) Boise, Idaho, to Donrey Communications Co. for \$2.1 million until the basic character qualifications of buyer Donald W. Reynolds are determined.

The KBCI-TV sale has been pending since last winter (BROADCASTING, Feb. 3). The commission, however, is also concerned with the renewal of KORK-TV Las Vegas, also owned by Mr. Reynolds. In an initial decision last summer (BROADCASTING, July 1, 1974) an administrative law judge denied KORK-TV's license on the ground of fraudulent billing practices. Exceptions to that ruling have been filed and the proceeding is still pending, and the commission said the decision on the KBCI-TV sale must be deferred until the Las Vegas station's renewal is resolved.

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Family viewing: a change in content, but not in form

Network and station programmers agree new NAB rule will not alter sales methods or prime-access; independents will make the most of two years left to them for programs banned from affiliates

Various TV-industry executives donned fortune tellers' hats last week to participate in a survey on "family viewing" and what effect it will have on network and station programing. A consensus emerged in three areas:

- At ABC, CBS and NBC, violent-action shows and dramas with adult themes have vanished from the 8-9 p.m. NYT slots (7-9 p.m. on Sundays), but network sources say no separate sales strategy has evolved—major advertisers are still ordering scatter plans that encompass 30-second spots in shows telecast before and after 9 o'clock.

- No basic changes are anticipated in the 7-8 p.m. nonnetwork-programmed part of family time. Those responsible for programing the network-owned-or-affiliated stations say action-adventure shows are simply too expensive to produce specifically for access periods, which for years now have been dominated by game shows and wildlife programs.

- Nonnetwork stations will be able to play off borderline cop shows (*Ironside*, *The FBI*, etc.) in family-viewing time for the next two years because of the grandfather clause inserted in the National Association of Broadcasters rules on this subject in April. But come September 1977, if family hour has proved itself to the extent of keeping Congress and the FCC off television's back, the independents still subscribing to the NAB television code will probably have to banish all action series containing violence from the 7-9 period.

From the networks' vantage point, the shows to be displaced from family hour beginning in September are *The Rookies*, *All in the Family*, *Kojak*, *The ABC Sunday Movies* and *The NBC Sunday Mystery Movie*. ABC's Tuesday and Wednesday *Movie of the Week* entries and NBC's *World Premiere Movie*, all of which started at 8:30 p.m. last season, have been dissolved, ABC and NBC electing to use their theatrical-movie time-slots for the batch of two-hour made-for-TV movies they're expected to put in the works for next season. Fred Pierce, the president of ABC Television, boasts about ABC's moving of *The Rookies* and the movies to 9 o'clock, claiming these sacrifices are in keeping with the spirit of family hour, but

CBS-TV's president, Bob Wood, has said that counterprograming strategy rather than the family hour caused CBS's shifting of *All in the Family*, and Bob Howard, the president of NBC-TV, said last week that as far as he's concerned NBC's *Sunday Mystery Movie* could have stayed at 8:30 p.m. because the show deals with "mystery puzzles, not violent actions."

CBS's sexy, irreverent sitcom, *M*A*S*H*, is remaining in family hour next season, and although the show's executive producer, Gene Reynolds, says the network has "assured me that *M*A*S*H* won't be altered" he's withheld the first batch of new season scripts because "I don't want six first drafts laying around the network's offices as a temptation" for CBS's censors to experiment on.

Some pre-season artillery is also being aimed at NBC's new sitcom, *Fay*, starring Lee Grant as a divorcee. Based on the pilot, some industry observers have questioned the show's suitability for family hour. But Bob Howard says that although the pilot itself is probably too adult because it was written and filmed without any specific time period in mind, all subsequent scripts "are being adjusted to the 8:30 time period by the head writer, Susan Harris."

However, Gene Reynolds says he'd be angry if CBS ordered him to tone down *M*A*S*H*. "This whole idea of a watered-down time period smacks of thought control," he says. "It would be like telling us that *M*A*S*H* is too irreverent and that its content has to be controlled."

In line with these remarks, the Writers Guild of America West issued a statement late last month charging that the family hour is "prior censorship" and claiming that "lists have been made up and instructions circulated by the networks of 'things you will not be able to talk about' between the hours of 8 and 9 p.m."

Whether such lists exist or not, "the networks are taking the family hour very seriously," says Arnold Becker, director of CBS Television network research, who cites as an example of this seriousness the fact that not one show on any of the networks bridges 9 o'clock. This cutting off at 9 "makes it difficult for the networks to set up programing strategies," adds William Rubens, the vice president for research and corporate planning at NBC. ABC also has emphasized what it calls "the brand new ball game" at 9 p.m.

Most network research executives say, however, that they don't expect any erosion of the adult audience between 8 and 9 p.m. because, as Mr. Becker puts it, "there are sociological conditions that cause adults to watch TV at certain times, and even if none of the network offerings between 8 and 9 p.m. has particular appeal to these viewers, they may end up reverting to Paul Klein's theory," which says basically that if everything on the air at a given time is pretty bad, the audience will tune in to the "least objectionable" program. (Mr. Klein is chairman of Computer Television Inc.)

A few industry experts do concede, however, that with no violent-action shows on the networks' schedules between 8 and 9 p.m., male adults in big cities may switch their dials on at least some nights to an independent station that's running off-network reruns of series such as *Ironside* and *The FBI*. But nobody at the networks thinks these switch-overs will be anything more than small potatoes in terms of statistical significance.

And the networks' sales chiefs say that the family hour is not being vended in any way that's different from the 9-11 p.m. time period and that, similarly, advertisers are not coming to the networks with requests for spots only before 9 or only after 9. "No advertiser would be willing to lock himself out of a whole series of shows in such a cavalier way," says Charles Allen, ABC's vice president for sales administration. The exceptions to this general thesis are minor. "Over-the-counter drugs and products that come on as arm-twisters to children will not be allowed in *Three for the Road*," says Frank Smith, the vice president of sales for CBS, referring to the network's new fall series "orientated toward children," which will run every Sunday at 7. NBC's *The Wonderful World of Disney* also fits this category, say sources at that network.

Marvin L. Shapiro, the executive vice president of Westinghouse Broadcasting Co. and president of its group of stations (all of which are network affiliates), says that the family hour could help Westinghouse's San Francisco station, KPIX(TV), if the strongly competitive independent there, KTVU(TV), is forced to stop stripping *The FBI* at 7 and getting big counterprograming numbers against a half-hour of network news and a half-hour of access games and animals on the San Francisco stations affiliated with the three networks.

But most independent-station programmers say they plan to take advantage of the grandfather clause and continue to strip the cop shows they had under contract before April 8, 1975, until the NAB's cutoff date of Sept. 1, 1977. CBS's Frank Smith echoes some industry observers when he says that these independents, even if they're within their rights in stripping off-network action shows in family hour for the next two years, may be subjected to so much flak for violating the spirit of the rule that they'll be forced to retire their cop series to later fringe periods before the year is out.

But the policy of slapping advisory notices on series such as *The Untouchables* may take the steam out of such pressure. For example, Robert Glaser, the president of the television division of RKO General Inc., has already instituted that policy on his stations.

Mr. Smith and Mr. Allen do say, however, that once all the details of a scatter plan have been worked out between advertiser and network—details that take into account program content, demographic breakdowns and spot



Good connection. Live segments of WCVB-TV Boston's "Good Morning" show have been key attractions for the nine-month-old New England Network. But for the first time, on May 12, the entire show was relayed by WCVB-TV from Burnside Park, Providence, R.I., to the top of Rhode Island hospital Trust Tower (l), from where it was microwaved to Boston's Prudential Building for pick up on the network. The 90-minute variety show, with headliners Norm Crosby,



Theodore Bikel and Fran Allison (*Kukla, Fran and Ollie*), was beamed to WMTW-TV Portland, WABI-TV Bangor and WAGM-TV Presque Isle, all Maine; WJAR-TV Providence (which coordinated the telecast), and WEZF-TV Burlington, Vt. Interested parties at the monitor (l to r): Robert M. Bennett, vice president and general manager, WCVB-TV; Chuck Kennedy, sales manager, WCVB-TV, and Leonard Davey, general manager, WJAR-TV.

availabilities—the advertiser could end up with 30-second messages only on, say, shows that run after 9. But, according to James Shaw, ABC's vice president for sales, such a pattern would not be the result of a prearranged advertiser request.

As far as network-owned stations and network affiliates are concerned, the prime-access periods they program will continue to be taken up with quizzes and animal shows. But Phil Boyer, the vice president for programming of the ABC-owned stations, says that the family hour will have an impact on the celebrity game shows that get their laughs from double entendres. "Meetings have already taken place on the broadcast standards that will be applied to *The Match Game*," says Mr. Boyer, referring to the CBS daytime hit that is spinning off a once-a-week nighttime syndicated version beginning in September on the ABC-owned stations. Another show in this category, *Hollywood Squares*, is also being scrutinized carefully by the standards-and-practices people at NBC as part of "the new attitude toward all early-evening shows brought on by the family-hour rule," according to Wes Harris, the vice president for programs of the NBC-owned stations.

What worries Mr. Glaser is that when September 1977 rolls around "everybody will end up doing me-too kind of programming—diversity will be inhibited in favor of vapid family stuff."

"I wouldn't even consider buying a *Mannix*, a *Hawaii Five-O* or a *Rookies* because you won't be able to play them in the family time slots, and these hours are the prime time of the independents, where we get our highest rates," says Mr. Glaser.

Richard Woollen, the vice president in charge of programs for Metromedia Television, doesn't necessarily agree. "I'd defend running *Ironside* in family hour,"

ever after September 1977, "because the bulk of those shows are not overly violent, and there's no violence for violence's sake in the series. Some editing may have to be done on individual episodes so as not to be in violation of the spirit of the rule."

And Jim Terrell, the vice president and general manager of KTVT-TV Dallas, who's also chairman of the Association of Independent Television Stations, says *The FBI* has been running in family hour in Dallas for years "and we've never had any viewer complaints. In fact, I've gotten a lot of compliments for running it. In this part of the country, cursing and explicit sex get more viewer flak than action-adventure shows, no matter what time of the day you're talking about."

Talent begins showing up for work

Many potential hold-outs settle differences with producers; Harper returns to 'Rhoda'; Waite is back with 'Waltons'

The great Hollywood hold-out hassle seemed to be fading last week when Valerie Harper, star of CBS' *Rhoda*, and Grant Tinker of MTM Enterprises, producer of the show, came to terms—"Happily reached an agreement," in Mr. Tinker's words.

Shooting for *Rhoda*'s second season starts this week, and Miss Harper will be there, he indicated. Neither Mr. Tinker nor Miss Harper would discuss the settlement, although there was speculation that Miss Harper was asking \$25,000 per episode.

The *Rhoda* hold-out was one of the

latest to set the town on its ears:

■ Tandem Productions instituted a lawsuit against Sally Ann Struthers, Archie Bunker's daughter, Gloria, in CBS's *All in the Family*. Ms. Struthers is being sued for allegedly breaking her contract which reportedly called for her to receive \$6,000 per episode and had three more years to run. Ms. Struthers has said she wants more time to further her career in motion pictures and in other entertainment fields. Argument on a petition for an injunction to keep Ms. Struthers from working in any other field of entertainment will be heard today (June 16) in California Superior Court in Los Angeles.

■ John Waite, who plays the father in CBS's *The Waltons*, returned to the set June 10, remarking: "Walton's Mountain was too important for me to walk away from." He noted that he had organized his own theater in Los Angeles last spring and that he had thought of concentrating on that this year. "But after careful consideration," he said, "I realized that there was work to be done and contracts to be fulfilled for *The Waltons*."

■ Tandem Productions is continuing to negotiate with John Amos, the lead in *Good Times* (CBS). Mr. Amos is another who allegedly has declined to work pending renegotiation of his contract.

■ Universal reportedly came to terms with James Garner, the lead in the *Rockford Files*, and with Susan Saint James, heroine in *McMillan and Wife*, both on NBC. Both have returned for the commencement of production of their series for the coming season. It is not clear whether either of them got or did not get raises, although it's understood some accommodations were reached.

■ Twentieth Century-Fox and Wayne Rogers were disputing Mr. Rogers's role in *M*A*S*H*. (CBS), but in this case it was confirmed that the disagreement was

not over money. Mr. Rogers claimed that he had been promised co-star billing, which had not eventuated. And he explained that since he never has signed a contract, he cannot be included with other contract holdouts.

In the one situation that went the limit, Tandem let go Michael Evans, who plays Lionel in CBS's *The Jeffersons*, and is seeking a replacement for him. Mr. Evans left the role he created by mutual consent, it was said.

The situation this year was reminiscent of last year when such TV stars as Carroll O'Connor (*All in the Family*), Redd Foxx (*Sanford & Son*) and Peter Falk (*Colombo*) were locked in disputes principally about working conditions, but with dollar signs involved. All disputes were finally settled, to the extent at least that the series continued through last season.

Last year's controversies and those that arose this year, involving several of the CBS shows, impelled Robert Wood, CBS Television Network president, to warn two weeks ago that that network no longer was going to acquiesce in salary increases, contrary to signed contracts, if it or the producing studio did not think them worthwhile (BROADCASTING, June 9). Mr. Wood termed the holdouts "a contagion . . . that has reached the flash point." No official comments have come from ABC or NBC, but informally there are indications that they too have decided to try to hold the line.

ABC, Soviets finalize plans for radio-TV cooperation

ABC and the USSR State Committee for Television and Radio have signed an agreement detailing specific projects in an exchange of entertainment, news and sports television programs.

The two organizations reached a general agreement on a program exchange in a Moscow meeting last fall (BROADCASTING, Nov. 4, 1974). The contract spelling out various programs was signed at a meeting in New York.

One highlight of the exchange will be a three-hour TV special on life in the Soviet Union to be produced by ABC News and carried in prime time on the network. Two ABC-TV programs, the early-morning *AM America* and the late-night *Wide*



ABC President Elton Rule (r) with Alexandre Evstafiev (c), deputy chairman of the Soviet broadcast group, and Lev Korolev, director of foreign relations for the Soviets.

World of Entertainment, will produce segments in the Soviet Union this year. ABC News will be given assistance by State Teleradio of the USSR in the preparation and production of a special TV documentary to be carried in advance of the joint experimental Soyuz-Apollo space flight, scheduled to begin on July 15.

ABC will give State Teleradio of the USSR assistance in the filming of a television program about the U.S. and other projects are expected to be developed, particularly in radio.

Two years ago NBC entered into a similar long-term agreement with Soviet authorities. A NBC spokesman said last week that although no programs have been exchanged, there has been cooperation in coverage of news events in each of the nations.

Program Briefs

Steinberg in syndication. Comedian David Steinberg will serve as host in one-hour, five-times-per week syndicated series to be produced in Edmonton, Alberta, by N.W. Video Ltd., new production company here. *The David Steinberg Show* will include permanent company of character performers and will have guest performers but will eschew politics. It is being syndicated by Rhodes Productions, Hollywood, division of Filmways. Taping will begin in mid-July.

Game association. Warner Bros. Television and Carruthers Co. have signed exclusive association for latter to develop and produce tape programming for network and syndication. William Carruthers, president of firm bearing his name, is producer and director of such programs as *The Dating Game*, *The Newlywed Game*, *New Zoo Revue* and *Lee Trevino's Golf for Swingers*. He also produced and directed daytime Emmy awards telecast last month. First project is game show, *You Don't Say*, ordered by ABC for July launch, to be produced in association with Ralph Andrews Productions.

Rejected guild reacts. Writers Guild of America, West, isn't happy about announcement that Producers Guild of America has voted to affiliate with International Alliance of Theatrical Stage Employees. It has asked its members, 500 of whom are also producers, to vote on whether they would like to be affiliated with IATSE. Ballots are due back June 18. Three weeks ago, PGA said strong majority of its members voted to seek IATSE affiliation. Move followed last-minute proposal by Association of Motion Picture and Television Producers to negotiate new contract; ironically it was original PGA-AMPTP contract that was found illegal by federal court on ground PGA was employer dominated. PGA purged its roles and began looking for affiliation, among them with WGAW at one time.

Circus in 82. Time-Life Television sold *Monty Python's Flying Circus* to noncommercial stations in 19 additional markets, bringing series' reach to 82 markets.

More 'Love'. *Love, American Style* has been sold in nine more markets, bringing syndication total to 55 stations. U.S. syndication is handled by Paramount Television Sales Inc.

Crim crosses border. CKNC-TV Sudbury, Ont.; CNHB-TV North Bay, Ont., and WKRQ-TV Mobile, Ala., have bought Mort Crim's minute commentary series. Client list now totals 24, according to Alcare Communications, Wayne, Pa., producer-distributor.

CBS buys. Metromedia Producers Corp., Los Angeles, has sold its MPC Premium Packages I and II made-for-television movies to WCBS-TV New York and KNXT(TV) Los Angeles, both CBS owned stations. This brings total markets sold for Premium Package I (eight films) to 86, and for Premium Package II (12 features) to 47.

Dramas from Britain. Time-Life Television has sold *The Onedin Line*, 15 one-hour dramas produced by BBC, to Southern Educational Communications Association for use on 61 stations in 14 states in South. Series revolves around building of family shipping business in 19th century England.

Corraled. Baltimore Colts and WCBM(AM) there have signed new three-year rights contract, extending station's association with National Football League club to 13 years. Chuck Thompson will again do play-by-play and be joined by Vince Bagli, from WBAL-TV Baltimore, on color. Metro Communications, Bethesda, Md., will work with WCBM in setting up Colts regional network in four states and District of Columbia.

More for automation. The Programme Shoppe, division of Alto Communications, Hollywood, announces three more customers for Rock Unlimited, library service and four more for the Big Country, service: They are KRIO(AM) McAllen, Tex.; WWCT(FM) Peoria, Ill.; and KUAD-FM Windsor (Denver), Colo., for the Rock Unlimited library, and WKKY(FM) Fairmont, N.C.; K TTL(AM) Dodge City, Kan.; WGTC(FM) Bloomington, Ind., and WJCO(AM) Jackson, Mich., for Big Country. Programme Shoppe also announced new Concept 107, contemporary MOR format to feature such artists as Carole King, The Carpenters, Neil Diamond and Cat Stevens.

'Documents' series sold. RKO television stations have joined list of those purchasing *The American Documents* 13 one-hour films produced by Post-Newsweek Productions and syndicated by Gould Entertainment Corp., New York. Bicentennial series includes appearances by Theodore Bikel, Gloria Swanson, Alice Roosevelt Longworth, Alexander Scourby, Clara Bow, Cab Calloway, Henry Fonda, Josephine Baker, Gary Cooper and Louis Armstrong. In addition to RKO stations and Post-Newsweek Stations, KATU(TV) Portland, Ore., KTAR-TV Phoenix, WHIO-TV Dayton, Ohio, and WPTA-TV Fort Wayne, Ind., have signed on for series.

Didn't they almost make it this time?

Senators vote to let broadcasters into floor debate—but then things get complicated by technicalities; British admit BBC to Commons

The Senate last week voted unanimously to permit unprecedented broadcast coverage of debate on whether Republican Louis Wyman or Democrat John Durkin won last November's New Hampshire Senate race. But the resolution to permit broadcast access to the Senate floor was conditioned on agreement by the Republican and Democratic leadership on a time limit for the debate. No agreement was reached, and the debate began last Wednesday without radio or television.

The vote was historic. Never before had television and radio been voted admission to record Senate floor debate, although they were permitted to cover the swearing in of Vice President Nelson Rockefeller in the chamber and the Senate leaders did agree last year to permit broadcast of a trial if then President Richard Nixon had been impeached.

Although the Senate gave its permission, it began to look doubtful last week that broadcasters would get in—even if a time limitation for debate were agreed upon. There are other problems causing network news executives in Washington and leadership aides to be pessimistic about the chances of moving TV cameras into the chamber any time during this debate, which is expected to last at least two weeks. Chief among them is the amount of lighting necessary to produce a good enough television picture.

It was apparent from the early comments on Senator James McClure's (R-Idaho) resolution to permit broadcast coverage that Senate leaders thought television pictures could be made with no more light than already exists in the Senate chamber. An unidentified outside television consultant, hired by the Senate to study the facilities, was said to have concluded that the available light in the chamber was sufficient for coverage with minicameras.

But the news executives said that to produce a "technical picture," one complying with FCC-quality standards, they would need a good deal more light. William Lord, vice president in charge of ABC's Washington news bureau, said there are now about 25 footcandles of light in the chamber, and that normally 125 are needed for television. He said that it is possible, however, that the networks could make do with 100 footcandles, maybe even 85, but that since "lighting is an art, not a science," they would not know until they had a chance to experi-

ment. And there was no time for that last week.

The senators' chief concern was that additional lights would cause the windowless chamber to become too hot during the four to six hours of debate planned for each day and would tax the air conditioning. There apparently was concern too that trees of lights scattered around the chamber might also contribute to the senators' discomfort and would create a "totally artificial environment," a Republican aide said.

Questions of how many cameras could be used, where they could be placed and what they could shoot, and whether the networks would cover debate live—all major hurdles posed in previous discussions of broadcasting the House and Senate—were not openly discussed. Following a meeting between representatives of the three commercial networks and the Public Broadcasting Service and Republican and Democratic Senate aides last Tuesday, the news executives said they had the impression the Senate will not demand live coverage or prohibit panning of the chamber as conditions for broadcast entrance. They said, too, that they probably would not cover the debate live if given the chance, but would use cuts for the evening news or perhaps short specials.

Despite charges from one Republican official that the networks are being "finky" by demanding more than they know the Senate is willing to give, the net-

work executives said they are anxious to have the chance to broadcast from the Senate so they can demonstrate that such coverage will not inhibit the Senate and should be continued permanently.

There are currently resolutions in both houses to permit a one-year test of broadcasting daily floor sessions.

Everything goes on BBC Radio In test of Parliament coverage

Britain's Parliament began an experiment of its own in broadcasting last week with the first live BBC radio coverage of its sessions. BBC 4 will carry proceedings of the House of Commons for four weeks, with the members of that body deciding then whether or not to continue the coverage. Correspondent David Holmes anchored the first day's session, broadcasting for two hours interrupted only by Commons' daily prayers, during which no outsiders are allowed in chambers. BBC is maintaining studios and offices at Parliament to permit live and tape transmission, and is also providing playback facilities for members of Parliament, to enable them to hear both the sessions and the commentary BBC makes on them. Commons has given no sign as yet that it would consider live television coverage.

The first day's broadcast picked up every cough, grumble and eloquent insult, according to an Associated Press report. "Question Time," live from the Commons, took its daily uproarious course



Maverick

*Starring James Garner,
Jack Kelly and Roger Moore*

is back!

WARNER BROS. TELEVISION



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with little chance for commentators to explain the traditional procedures whereby legislators challenge government ministers on policy questions.

NBC puts NIS in starting gate

Though short of expected number of affiliates for start, Thayer sees nothing but brights things ahead

NBC Radio will have 33 subscribing stations picking up its News and Information Service (NIS) when the venture starts Wednesday morning (June 18) at 6:06:30 a.m. NYT. NBC Radio President Jack Thayer expects that number to grow to 40 by July 1, and to 80 by Sept. 15. Eight of the original list, including three in the top-10 markets, are FM stations.

NIS, described by one NBC source as "a \$10-million risk," thus goes on the air substantially short of the 75 of the top 100 markets Mr. Thayer had said the service would need to be effective (BROADCASTING, Feb. 10). Mr. Thayer's enthusiasm for the project's chances, as well as NBC's commitment to it, remain undimmed: "We're going to make money on it in '76," Mr. Thayer predicted.

The NIS staff began 24-hour dry runs for the service last Tuesday (June 10), and will continue them up until Wednesday morning. The dry runs are being fed down closed-circuit lines to enable participating stations to practice with their own personnel prior to air time. NIS also fed a series of seminars on sales, marketing and operations for the service to its subscribers last Wednesday and Thursday. Included in the seminars were recorded messages from National Association of Broadcasters President Vincent Wasilewski and Radio Advertising Bureau President Miles David.

Mr. Thayer attributed the delay in adding stations in part to the service's mid-week, mid-month starting time, with some stations also unable to join immediately because of prior sponsor commitments. "We're interested in making their transition as smooth as possible," Mr. Thayer said. NIS's selectivity in its acquisition of subscribers also is a factor in the slow growth of its station list, he said.

Noting that "we've faced more problems than you can imagine" in setting up the service, Mr. Thayer said NIS would work out its on-air bugs gradually, as procedures become more familiar.

Mr. Thayer claimed that relations have remained relatively good between NBC Radio affiliates and new competitors buying NIS, with the notable exception occurring in the Palm Beach, Fla., area. WPBR(AM), the NBC Radio affiliate there, took umbrage at an advertising campaign undertaken by WPOM(AM) Riviera Beach, Fla., in which that station claimed to be the "NBC News Radio" station in the area. Mr. Thayer pointed out that NBC does not use that title, and thus does not



Inaugurators. Cliff Barrett (1) and Ray Rice will be the first co-anchor team as NBC's News and Information Service begins operations in newly-rebuilt studios this Wednesday (June 18) at 6:06:30 a.m. NYT.

own it, but has asked WPOM to discontinue the advertising.

NIS's first 33 stations on-line (including eight FM outlets): WNBC-FM New York (soon to be WNWS, subject to FCC approval); WJOL(FM) Chicago; KNBR-FM San Francisco; WRC(AM) Washington; WRR(AM) Dallas; KLYX(FM) Clear Lake City (Houston), Tex.; WBAL-FM Baltimore; WERE(AM) Cleveland; WWTC(AM) Minneapolis; WINN(AM) Atlanta; WINZ(AM) Miami; KRUX(AM) Glendale (Phoenix), Ariz.; WPOP(AM) Hartford, Conn.; KBBC(AM)-KSTU(FM) Centerville (Salt Lake City), Utah; WKLX(AM) Portsmouth, Va.; KHVH(AM) Honolulu; KLNG(AM) Omaha; WBJW(AM) Winter Park (Orlando) Fla.; WMAX(AM) Grand Rapids, Mich.; KARM(AM) Fresno, Calif.; KTSM(AM) El Paso; WPOM(AM) Riviera Beach, Fla.; WSCQ(FM) Columbia, S.C.; WBUD(AM) Trenton, N.J.; KBMI(AM) Henderson (Las Vegas), Nev.; WMMB(AM) Melbourne, Fla.; KURV(AM) Edinburg, Tex.; WQSA(AM) Sarasota, Fla.; KSPD(AM) Boise, Idaho; WKWF(AM) Key West, Fla.; WITT(FM) Tuscola, Ill.; KVOC(AM) Casper, Wyo., and WRBC(AM) Jackson, Miss.

WDAF ruling tops NBEA agenda

Members fear effect of political editorializing ruling; featured speakers at San Francisco meeting are S.I. Hayakawa, Cranston, Alioto

An FCC ruling last month that found WDAF(AM) Kansas City, Mo., guilty of violating the political editorializing rule is expected to be one of the principal issues at the three-day convention of the National Broadcast Editorial Association in San Francisco next week (June 25-27).

The commission ruled against the station even though the editorial in question did not make direct reference to an election. The editorial, broadcast six times on Aug. 7, 1972, on the day before the Dem-

ocratic gubernatorial primary, criticized the policies on marijuana law enforcement that one of the candidates had followed as a prosecuting attorney. The candidate, Joseph Teasdale, complained that the editorial aided his opponents and that the station had not notified him the editorial was to be broadcast or offered him an opportunity to respond. The station did, however, make time available to his representative and representatives of his opponents after he requested time for rebuttal.

The commission last month rescinded a \$1,000 fine it had imposed on the station for violating the rule because it felt some previous cases might have "obscured" the thrust of the leading case on the rule. But it left no doubt it felt WDAF had violated the rule.

Broadcast editorialists fear this interpretation will impose a gag on stations taking a stand on issues just before elections. Several members of NBEA have declared they intend to raise the question, particularly with FCC lawyers who will be manning one seminar on the agenda.

Also certain to be a subject of discussion both formally and informally is the thesis that many broadcast stations do not treat editorializing seriously enough. Foundation for this issue was an article published in the May-June 1975 issue of the *Columbia Journalism Review* by Philip Scribner Balboni, editorial director of WCVB-TV Boston, who chided KGSC-TV San Jose, Calif., for using Carol Doda as an on-camera editorialist. Ms. Doda gained notoriety in the sixties as the first topless dancer in the nation; she is a performer-personality in the Bay Area. She has been doing editorials, as well as ID's for the channel 36 San Jose station ("Perfect 36" is the station's motto) since 1971, according to Sid Connolly, VP and general manager.

"The editorials are serious," Mr. Connolly said last week, "and Ms. Doda is dressed properly." He admitted that the use of Ms. Doda was to attract attention to the UHF outlet and that it has worked.

Aside from these two subjects, members of NBEA are to hear Dr. S. I. Hayakawa, former president of California State University, San Francisco, who won fame as the college administrator who refused to knuckle under to campus dissidents in the 1960's and who is one of the nation's eminent semanticists; as well as Senator Alan Cranston (D-Calif.) and San Francisco Mayor Joseph L. Alioto, who is chairman of the U.S. Conference of Mayors. In addition there will be workshops and seminars on such subjects as writing better editorials, examples of successful editorials, energy, funding for education, food production and mass transit.

The association's James Madisor award is to go to Associate Justice William O. Douglas of the U.S. Supreme Court. It will be accepted by his wife, since Justice Douglas is still recovering from a stroke.

The association also will elect new officers at the San Francisco meeting; Fred Dressler, KMGH-TV Denver, is the current president.

Foot in courtroom door

A committee with the chief justice of the supreme court of the state of Washington as chairman has recommended that state courts be opened to broadcast coverage.

The proposal was made by a committee of the bench, the press and the bar, Chief Justice Charles Stafford chairman, and followed a test conducted last winter in Seattle. A court in Kings county had allowed microphones and cameras at a manslaughter trial. Each day, the case was "covered" by one of Seattle's TV stations, but the coverage was not broadcast. The presiding judge later interrogated witnesses to determine whether radio-TV coverage interfered with their testimony. The committee subsequently interviewed lawyers. The committee concluded the coverage did not interfere with court procedures or decorum and had no effect on witnesses or lawyers.

AJC not mollified

CBS News reran its *60 Minutes* segment examining the condition of Jews in Syria on June 8 with added commentary on the criticism that has been leveled at the segment since its first airing February 16 (BROADCASTING, June 9). The rebroadcast failed to placate the American Jewish Congress, however, which on June 11 sent a second letter of protest to the National News Council claiming that no wrongs had been righted by the rebroadcast. AJC president Arthur Hertzberg again called the documentary "an excessive, inaccurate and distorted piece of reporting" and renewed the congress's complaint to the council. Mr. Hertzberg insisted that CBS interview a Jew who has escaped from Syria to balance claims made in the program of improving conditions among Syrian Jews still in the country. CBS had refused to do so prior to the rebroadcast.

Journalism Briefs

AMA winners. CBS News, New York, and WCVB-TV Boston were broadcast winners of 1974 American Medical Association journalism awards. CBS copped radio award for its *The Progress of American Medicine*, with George Herman as correspondent and Jonathan Ward as executive producer. WCVB-TV took honors in television category for *The Common Sense Diet Test*, with Fred Schilpp as executive producer and Hubert Jessup as producer. Award winners will receive \$1,000 and plaque during AMA and National Association of Science Writers convention in Atlantic City.

More open doors. New Hampshire Governor Meldrim Thomson Jr. on June 6 signed into law legislation to permit camera and tape-recorder access to public hearings in that state. Since 1973, when state supreme court ruling involving utilities set precedent, media have been denied that privilege.

Broadcast Advertising

Spot TV breaks fast from gate

\$394 million expenditure in first quarter of year helped by eight newcomers

Spot television isn't conforming to the pattern of a business recession: Investments in the medium climbed 13.6% during the first quarter of 1975 to \$394 million, as compared to the same period last year.

In releasing Broadcast Advertisers Reports figures, the Television Bureau of Advertising said the \$394 million spent in spot TV came from 1,536 companies covering 5,081 brands. According to Roger Rice, president of the bureau, spot TV registered the largest percentage gain of any advertising medium—national or local—in the first period of this year.

Eight companies appear in the quarterly top-100 listing for the first time: Audio Research (records and tapes), \$2.7 million; Candlelight Records (records and tapes), \$1.6 million; Owens-Corning Fiberglas, \$1.2 million; Allied Mills (dog food), \$1.1 million; Riviana Foods, \$1 million; North American Systems (Mr. Coffee Maker and filters), \$998,500; Mitsubishi International (Quasar appliances), \$825,900, and Long Island Broadcasting (records, tapes and books), \$813,700.

Eight companies increased their spot TV investments more than \$2 million over the 1974 first quarter: Procter & Gamble, up \$4.5 million; Standard Brands, up \$3.4 million; Gillette, up \$2.7 million; CBS Inc., up \$2.6 million; Brookville Marketing, up \$2.6 million; Kraftco, up \$2.6 million; Toyota Motor Distributors, up \$2.4 million, and Volkswagenwerk, up \$2.1 million.

35. C.P.C. International, Inc.	2,655,700
36. Brookville Marketing	2,588,900
37. Toyota Motor Distributors, Inc.	2,407,200
38. Borden	2,325,000
39. Ralston Purina	2,271,000
40. H. J. Heinz	2,265,700
41. Norton Simon	2,233,900
42. Quaker Oats	2,226,100
43. RCA Corp.	2,193,600
44. Beatrice Foods	2,183,200
45. Scott Paper	2,049,600
46. American Dairy Assn.	1,982,100
47. American Express	1,958,700
48. Trans World Airlines	1,946,200
49. Chrysler	1,914,800
50. Noxell	1,863,000
51. Del Monte	1,819,800
52. K-Tel International	1,810,000
53. Seven-Up Co.	1,702,500
54. Johnson & Johnson	1,694,800
55. Alberto Culver Co.	1,651,200
56. General Electric	1,645,200
57. Liggett & Myers Tobacco	1,621,000
58. Nationwide Insurance	1,585,600
59. Candlelight Records	1,555,200
60. Eastern Air Lines	1,531,400
61. Kimberly Clark	1,491,200
62. Jos. Schlitz Brewing	1,404,600
63. Campbell Soup	1,375,500
64. Western Publishing	1,332,800
65. Ward Foods	1,296,400
66. Mutual of Omaha Insurance	1,294,700
67. Nissan Motor Corp. USA	1,282,600
68. Singer Co.	1,276,900
69. Esmark Inc.	1,254,500
70. Pabst Brewing	1,252,300
71. Owens-Corning Fiberglas	1,237,800
72. Anheuser Busch	1,229,900
73. American Can	1,214,000
74. Burlington Industries	1,208,200
75. Volvo Import	1,161,200
76. Morton-Norwich Products	1,129,600
77. Pillsbury Co.	1,127,800
78. Richardson Merrell	1,094,500
79. Time Inc.	1,058,900
80. Allied Mills	1,050,900
81. Blue Cross Assn.	1,047,300
82. Riviana Foods	1,017,400
83. Revlon	1,010,600
84. North American Systems	998,500
85. Honda Motor Co Ltd.	980,900
86. The Clorox Co.	956,400
87. Dynamic House	944,300
88. E. & J. Gallo Winery	933,800
89. Ciba-Geigy Corp.	925,500
90. Block Drug Co.	914,300
91. Chesebrough Ponds	910,500
92. William Underwood Co.	897,100
93. Interstate Brands	894,000
94. Royal Crown Cola	892,300
95. Greyhound Corp.	885,600
96. Western Air Lines	856,100
97. Cing Peach Industries of California	826,400
98. Mitsubishi International	825,900
99. Long Island Broadcasting	813,700
100. American Airlines	795,100

Rank	Company	Expenditure
1.	Procter & Gamble	24,933,300
2.	General Foods	9,263,200
3.	American Home Products	9,253,000
4.	Lever Brothers	8,428,300
5.	H. & R. Block	6,359,600
6.	Colgate Palmolive	5,770,200
7.	General Motors	5,500,400
8.	CBS Inc.	5,309,200
9.	William Wrigley Jr. Co.	5,207,800
10.	Ford Motor Co.	5,114,400
11.	American Tel. & Tel.	4,851,400
12.	Nestle Co.	4,845,000
13.	Bristol Myers	4,617,700
14.	General Mills	4,477,500
15.	International Tel. & Tel. Corp.	4,475,000
16.	Warner-Lambert Pharmaceutical	4,024,400
17.	Carnation	3,842,400
18.	Kraftco	3,673,900
19.	Schering-Plough	3,649,000
20.	Miles Laboratories	3,644,300
21.	Sterling Drug	3,538,100
22.	Gillette	3,524,900
23.	Pepsico Inc.	3,416,400
24.	Standard Brands	3,392,700
25.	Triangle Publications	3,225,200
26.	American Motors	3,175,800
27.	Nabisco	3,096,700
28.	Volkswagenwerk, A. G.	3,001,300
29.	Mars, Inc.	2,797,300
30.	Coca Cola Co.	2,755,600
31.	Kellogg Co.	2,752,300
32.	Westinghouse Electric Corp.	2,719,400
33.	Audio Research, Inc.	2,679,700
34.	A. H. Robins Co., Inc.	2,678,700

Tax cigarette smokers for antismoking ads

That's idea of agency head who would buy broadcast time, push for greater access

A proposal that the ban on cigarette advertising on radio-TV be lifted came last week from an unlikely source. But there was method to the thinking of the foe of cigarette smoking, Paula A. Green, president of Green Dolmatch Inc., New York, who did not suggest that the prohibition go up in smoke without a quid pro quo. The advertising agency executive made it clear in a speech before the Third World Conference on Smoking in New York that the ban on cigarette advertising on the airwaves has not resulted in a decline in smoking. She indicated that if there could be increased access to TV for antismoking messages, she would favor the lifting of the prohibition.

Ms. Green proposed that the con-

The 'improbable rise of redneck rock' in Texas

New radio format, otherwise known as progressive country, features younger, rock-oriented artists

Country music, a genre that traditionally looks to Nashville for trends and leadership, is increasingly turning for new developments to Texas, which may be doing for the burgeoning country field what San Francisco did for rock 10 years ago.

As San Francisco gave birth to what has evolved into progressive rock radio, so Texas has spawned a new radio medium that many call progressive country, but that listeners are apt to identify simply as Texas radio.

Of the new country artists who have made this sort of format popular, Waylon Jennings and Willie Nelson may be the most played, but the first to break the trend onto pop playlists is Michael Murphy, a native Texan, now signed to Columbia. Mr. Murphy got his start writing songs for artists in country (Bobbie Gentry, Roger Miller) and pop (The Monkees, The First Edition) in the sixties. He first came to the attention of rock audiences with *Geronimo's Cadillac*, from his first album (for A&M), which became something of an underground hit in 1972.

His single hit, *Wildfire*, is now at four on the pop "Playlist," with additional play on MOR stations probably the result of a general smoothing-out of some of the country edges in Mr. Murphy's previous records.

Mr. Murphy's music is no stranger to the playlists of KOKE-FM Austin, Tex., where progressive country reputedly had its genesis, or KAFM(FM) Dallas, five months into a similar format, where Texas radio is being given its first major-market exposure. WKDA(AM) Nashville has long been regarded as relatively progressive among major country outlets, but is now "easing back into country," in the words of a station spokesperson.

Bob Cooper, new general manager at KAFM, likes to characterize the growth of his format as "the improbable rise of redneck rock." He gives most of the credit for developing the station's sound to Jeff Dunbar, now a salesman for the station. KAFM has yet to go through a complete ratings period in its new format, but sales have been growing steadily.

A sample our of music on KAFM would likely include several songs by younger artists with broadly based country appeal, such as Jessie Colter, Waylon Jennings or Linda Ronstadt; a number of Texans with strong in-state followings, such as Rusty Wier, Willie Nelson or Jerry Jeff Walker; and a sampling of rockers with country leanings, such as Poco, Elvin Bishop or

ference, sponsored by the American Cancer Society and the National Cancer Institute, recommend to Congress that a one-cent tax on cigarette packages be imposed with the money raised to be used for antismoking messages. She estimated this would bring in \$250 million yearly to be earned for all types of programs for advertising, including TV and radio.

"Let us concentrate our energies not on trying to shut up the cigarette industry but on telling our own story, telling it with imagination and conviction and making certain that we have the opportunity, particularly the access to the airwaves that we need," she urged. "Now, assuming that we have this access, I propose that the ban on cigarette advertising be dropped.

"Let them advertise. Let them back on television. But, hold the warning on the screen, big and clear, for a full five seconds—the warning nobody sees, that everyone takes for granted. Making the warning as prominent as other disclaimers on television would certainly make for a more balanced cigarette story.

"Add to that our antismoking access to the airwaves and we would finally be giving smokers and would-be smokers a choice to make, not a habit to accept."

ADI estimates will help small-market radio, ARB tells NAB

The American Research Bureau last week responded to a complaint from the small market radio committee of the National Association of Broadcasters, and defended ARB's planned radio listening estimates based on the so-called ADI's (areas of dominant influence) it uses for television.

In a letter to Charles Jones, vice president and director of NAB's information office, Arbitron Radio's vice president and general manager, William T. McClenaghan, re-emphasized ARB's contention that the ADI survey will enable stations of all sizes "to compete more effectively for larger shares of other media budgets in the same geographic areas in which these media are planned and bought."

"In our opinion," Mr. McClenaghan said "the ADI will do more to highlight small-market radio stations than any single step taken in syndicated radio research in the last 10 years."

ARB based that contention on the modular reports to be appended to each ADI survey. Modular reports will focus on smaller markets within each ADI, pointing up smaller stations that would not appear in metro or total survey area reports.

FDA-ordered qualifier

The Food and Drug Administration has ruled that cosmetic products labeled as "hypoallergenic" must be accompanied by the statement "less likely to cause adverse reactions than some competing products." The statement must appear on

package labels "close to the word 'hypoallergenic' in a conspicuous and prominent manner," according to the FDA. The Federal Trade Commission's David Bickart, deputy assistant director for national advertising in the Consumer Products Division, said the FDA labeling requirement "undoubtedly will have an effect on advertising." He said the FTC would expect advertisers to conform to the new rules. The rules, which were designed to clear up consumer confusion over the word "hypoallergenic," and to establish uniform testing procedures for such products, are effective June 6, 1977.

Exxon goes to the opera

An Exxon Corp. grant will bring a series of concerts by the New York Philharmonic to a radio network of classical music stations beginning in early October. Thirty-nine taped concerts will be broadcast on more than 150 stations, roughly 75% of which are noncommercial.

The series will return Philharmonic concerts to radio for the first time in eight years. Exxon's sponsorship is seen as to some degree a competitive move, making likely comparisons between the corporation's Philharmonic network and Texaco's sponsorship of Metropolitan Opera broadcasts.

To bring the concerts to a larger audience, barter agreements have been reached with commercial stations in some of the nation's largest markets, including New York, Chicago, Detroit and Boston. Exxon will buy spots in the first half of each concert, with the second half given to local stations to sell.

Richard L. Kaye, executive vice president of WCRB-AM-FM Waltham, Mass., is handling production and distribution of the series, which is still adding stations. Harold Lawrence, manager of the New York Philharmonic, will serve as executive producer. McCaffrey and McCall, New York agency, will oversee the network organization.

Radio heal thyself

Visual Information Systems, a division of the Republic Corp., New York, will add FM stations in Indianapolis, Cincinnati, Pittsburgh and Philadelphia next month to its Physicians Radio Network, which broadcasts media information and news to practicing doctors 24 hours, seven days per week. The programs are transmitted on frequency sidebands available for private broadcasts and can be heard only by physicians who have been provided special receivers free of charge by PRN. Each one hour broadcast is repeated 24 times per day. Six leading pharmaceutical companies are sponsors: CIBA Pharmaceutical Co., Summit, N.J.; Eli Lilly & Co., Indianapolis; Merck Sharp & Dohme, West Point, Pa.; Smith Kline & French, Philadelphia; Warner-Chilcott Laboratories, Morris Plains, N.J., and Roche Laboratories, Nutley, N.J.

The Broadcasting Playlist™ Jun 16

These are the top songs in air-play popularity on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears. (■) indicates an upward movement of 10 or more chart positions over the previous *Playlist* week.

CONTEMPORARY

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts				
		6-10a	10a-3p	3-7p	7-12p	
4	1	Sister Golden Hair (3:16) America—Warner Bros.	1	1	1	1
8	2	Thank God I'm a Country Boy (2:47) John Denver—RCA	2	2	4	2
1	3	How Long (3:09) Ace—Anchor	4	6	2	5
16	4	Wildfire (4:47) Michael Murphy—Epic	3	3	7	3
9	5	When Will I Be Loved (2:52) Linda Ronstadt—Capitol	5	9	3	6
6	6	Philadelphia Freedom (5:38) Elton John Band—MCA	6	4	6	8
5	7	Bad Time (2:55) Grand Funk—Capitol	7	7	10	7
2	8	Shining Star (2:50) Earth, Wind & Fire—Columbia	10	8	8	4
3	9	Jackie Blue (3:16) Ozark Mtn. Daredevils—A&M	8	11	5	11
22	10	Love Will Keep Us Together (3:15) Captain & Tennille—A&M	15	13	11	10
17	11	Take Me In Your Arms (Rock Me) (3:39) Doobie Brothers—Warner Brothers	18	12	12	9
14	12	Pinball Wizard (3:48) Elton John—Polydor	11	15	9	16
19	13	Love Won't Let Me Wait (3:18) Major Harris—Atlantic	12	5	17	15
10	14	Old Days (3:30) Chicago—Columbia	17	14	13	14
15	15	Killer Queen (3:00) Queen—Elektra	20	10	14	13
12	16	Hustle (3:27) Van McCoy—Avco	9	17	16	12
7	17	Before the Next Teardrop Falls (2:32) Freddie Fender—ABC/Dunhill	14	16	18	19
27	18	Swearing to God (3:58) Frankie Valli—Private Stock	13	25	19	20
26	19	Magic (3:30) Pilot—EMI	24	23	15	17
13	20	Only Yesterday (3:45) Carpenters—A&M	19	18	23	18
21	21	Bad Luck (3:10) Harold Melvin & the Bluenotes—Philadelphia Int.	15	19	22	21
25	22	Only Women (3:29) Alice Cooper—Atlantic	21	20	21	22
20	23	Long Tall Glasses (3:05) Leo Sayer—Warner Bros.	22	24	20	26
18	24	Hey Won't You Play Another Somebody Done Somebody Wrong Song (3:23) B.J. Thomas—ABC/Dunhill	26	22	24	23
33	25	I'm Not Lisa (3:19) Jessi Colter—Capitol	23	21	26	29
31	26	Listen to What the Man Said (3:53) Paul McCartney—Apple	25	28	25	27
23	27	Hijack (5:32) Herbie Mann—Atlantic	28	26	28	24
35	28	Hey You (3:33) Bachman-Turner Overdrive—Mercury	30	29	27	28
29	29	Last Farewell (3:43) Roger Whitaker—RCA	27	27	30	32
30	30	Get Down Get Down (Get Down on the Floor) (3:47) Joe Simon—Spring	32	30	32	25
11	31	He Don't Love You Like I Love You (3:26) Tony Orlando & Dawn—Elektra	29	31	31	36
34	32	Ease On Down the Road (3:02) Consumer Report—Wing and a Prayer	31	35	29	30
37	33	I'm Not in Love (3:40) 10 C.C.—Mercury	33	34	33	31
39	34	Please Mr. Please (3:24) Olivia Newton-John—MCA	35	32	34	34
36	35	Someone Saved My Life (6:45) Elton John—MCA	38	33	35	33
—	36	Midnight Blue (3:25) Melissa Manchester—Arista	34	36	36	38

32	37	It's a Miracle (3:16) Barry Manilow—Arista	37	37	37	35
—	38	One of these Nights (3:29) Eagles—Asylum	36	38	39	37
—	39	Judy Mae (3:27) Boomer Castleman—Mums	39	39	40	39
38	40	Cut the Cake (3:34) AWB—Atlantic	41	43	38	40
—	41	Attitude Dancing (3:43) Carly Simon—Elektra	42	41	42	42
—	42	Misty (2:53) Ray Stevens—Barnaby	40	40	50	52
—	43	Remember What I Told You (3:19) Tavares—Capitol	43	53	44	41
40	44	Chevy Van (2:54) Sami Johns—GRC	46	52	41	46
—	45	Rainy Day People (2:43) Gordon Lightfoot—Reprise	47	42	46	44
—	46	Sweet Emotions (3:09) Aerosmith—Columbia	49	44	47	43
28	47	Walking in Rhythm (2:54) Blackbyrds—Fantasy	44	47	45	48
—	48	I'll Play For You (3:47) Seals & Crofts—Warner Bros.	48	49	43	47
24	49	I Don't Like to Sleep Alone (3:14) Paul Anka—United Artists	45	48	49	50
—	50	The Way We Were/Try to Remember (4:48) Gladys Knight & the Pips—Buddah	53	46	54	53

COUNTRY

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts				
		6-10a	10a-3p	3-7p	7-12p	
—	1	Movin' On (2:16) Merle Haggard—Capitol	1	3	4	1
3	2	Reconsider Me (3:27) Narvel Felts—ABC/Dot	2	2	6	2
4	3	Lizzie & The Rainman (3:05) Tanya Tucker—MCA	3	5	2	7
8	4	When Will I Be Loved (2:52) Linda Ronstadt—Capitol	7	1	1	3
5	5	Trying to Beat the Momig Home (2:41) T. G. Shephard—Melodyland	4	6	3	13
6	6	Little Band of Gold (2:30) Sonny James—Columbia	5	7	5	4
—	7	Touch the Hand (3:20) Conway Twitty—MCA	6	4	7	8
—	8	She Talked A Lot About Texas (3:20) Cal Smith—MCA	10	8	8	26
—	9	These Days I Barely Get By (2:59) George Jones—Epic	11	9	9	21
2	10	You're My Best Friend (2:43) Don Williams—ABC/Dot	8	11	11	6
—	11	Hello I Love You (2:28) Johnny Russell—RCA	16	10	10	39
11	12	He's My Rock (2:20) Brenda Lee—MCA	15	12	12	18
14	12	There I Said It (2:03) Margo Smith—20th Century	12	13	13	16
—	14	Fireball Rolled a Seven (2:36) Dave Dudley—United Artists	9	19	15	17
15	15	Word Games (2:37) Billy Walker—RCA	14	16	16	20
18	16	Forgive & Forget (3:12) Eddie Rabbitt—Elektra	22	14	14	15
20	17	Personality (2:25) Price Mitchell—GRT	21	15	17	25
7	18	That's When My Woman Begins (2:37) Tommy Overstreet—Dot	13	17	22	5
23	19	Barrooms to Bedrooms (2:33) David Willis—Epic	18	18	18	24
—	20	Just Get Up & Close the Door (1:58) J. Rodriguez—Mercury	17	20	19	33
—	21	She's Acting Single (I'm Drinking Doubles) (2:46) Gary Stewart—RCA	20	22	20	31
—	22	Don't Anybody Make Love at Home (2:20) Moe Bandy—GRC	23	23	21	58
25	23	Too Late to Worry Too Blue to Cry (3:05) Ronnie Milsap—RCA	25	21	26	19
—	24	Farthest Thing From My Mind (2:48) Ray Price—ABC	30	25	23	47
—	25	Lonely Together (2:40) Lenora Ross—RCA	29	26	24	74

the Allman Brothers Band. Live in-studio concerts, again inviting comparison with those on progressive rock stations, occur regularly, and have become favorites with local advertisers.

The format may still be some distance away from its next big hurdle, acceptance at a major station outside of Texas. Mr. Cooper is not alone in wondering how his station would do in Boston or Chicago. But as progressive rock radio was slow penetrating into the South, so progressive country may find it can develop healthily without exposure in a major northern market.

Tracking the 'Playlists'

America's *Sister Golden Hair* becomes that group's first number-one item on the "Playlist" and ranks as one of the fastest-building records of 1975. John Denver's *Thank God I'm a Country Boy*, which, unlike most of his other records, has grown by fits and starts, climbs to two after appearing to have peaked several weeks ago. The strongest gainer within the top 10 is Michael Murphy's *Wildfire*, now at four, already by far his biggest popular success. Linda Ronstadt's *When Will I Be Loved*, also a major country hit, is at five. Also quite strong is the Captain & Tennille's *Love Will Keep Us Together* (10), a hit first with young adults, now gaining with teens. The Dobbie Brothers should regain the top five, and perhaps surpass *Black Water*, with *Take Me in Your Arms (Rock Me)*, at 11. The strongest R&B single in the top 20, Major Harris's *Love Won't Let Me Wait*, again jumps substantially, to 13. Frankie Valli should have another hit for *Private Stock*, now at 18. Pilot takes its debut single, *Magic*, into the top 20 for the first time at 19.

This week's country "Playlist" is topped by a chart newcomer, Merle Haggard's *Movin' On*, demonstrating again the massive appeal of the principal force in the Bakersfield sound. Last week's top single, John Denver's *Thank God I'm a Country Boy*, drops from the chart just as it reaches its peak on pop lists. George Jones, Conway Twitty and Cal Smith break into the top 10 with new releases, and most of the other notable chart gains are also made by new records: Johnny Russell, Dave Dudley, Johnny Roderiguez, Ray Price and Lenora Ross bring their new singles to chart prominence.

Breaking In

I Don't Know Why—Rolling Stones (Abkco) ■ This single, and the "Metamorphosis" album from which it is taken, might never have seen vinyl had it not been for the recent settlement of a suit brought against the Stones by their former manager, Allan Klein, in which he won the right to release four LP's on his Abkco label. The Stones reportedly did not want to release most of the "Metamorphosis" tracks, but the group's fans are not likely

to ignore this collection of vintage 1969 Stones, including several tracks featuring the late Brian Jones. *I Don't Know Why* is rough British R&B, written by Stevie Wonder. Stones' singles have not done particularly well since *Angie*; all, however, have picked up a number of major stations, and this latest effort is no exception: WBZ-FM Boston, WHOT(AM) Campbell, Ohio, and WURL(AM) Peoria, Ill., have added it.

Sweet Emotion—Aerosmith (Columbia) ■ Aerosmith, the most successful band to break out of Boston since the J. Geils Band, is not likely to object strenuously to comparisons with the Stones. The group had a regional hit in New England two years ago with *Dream On*, but may have built its largest following in the Detroit area. Aerosmith's style is grinding rock, tougher than almost anything now heard on top-40 radio, but with a strong teenage appeal that has convinced Columbia that the group may build hits upon the same audience that made Edgar Winter a major success for the label three years ago. *Sweet Emotion* has added major stations in its two-city base, including CKLW(AM) Windsor, Ont., and WRKO(AM) and WBZ-FM, both Boston.

Extras

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

- *Another Night*, Hollies (Epic).
- *Anytime I'll Be There*, Frank Sinatra (Reprise).
- *Black Superman Ali*, Johnnie Wakelin (Pye).
- *Dynamite*, Tony Camillo's Bazuka (A&M).
- *Goodnight Vienna*, Ringo Starr (Apple).
- *Holding on to Yesterday*, Ambrosia (20th Century).
- *I Don't Know Why*, Rolling Stones (Aprco).
- *I Dreamed Last Night*, Justin Hayward & John Lodge (Threshold).
- *I'll Do For U Anything U Want Me To*, Barry White (20th Century).
- *Jive Talkin'*, Bee Gee's (RSO).
- *Lizzie and the Rainman*, Tanya Tucker (MCA).
- *Rhinestone Cowboy*, Glen Campbell (Capitol).
- *Rockford Files*, Mike Post (MGM).
- *(Just Like) Romeo & Juliet* Sha-Na-Na (Kama Sutra).
- *T-R-O-U-B-L-E*, Elvis Presley (RCA).
- *Why Can't We Be Friends*, War (United Artist).

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

- *Deal*, Tom T. Hall (Mercury).
- *Everytime You Touch Me*, Charlie Rich (Epic).
- *I Don't Love Her Anymore*, Johnny Paycheck (Epic).

Canada's position paper for cable draws some sniping

National CATV association suggests changes, including loosening of certain strictures; CAB urges five-year stay on pay

Hearings last week in Ottawa before the Canadian Radio-Television Commission on general cable TV policy statements had a familiar ring to those who've followed similar discussions in the U.S. Cable operators claimed the opening of new avenues of programing to cable would help to develop the industry and benefit Canadian television production over-all. Broadcasters expressed concern that audiences would be fragmented and that siphoning of existing broadcast fare would result.

However, that portion of the hearings that dealt with specific CRTC proposals for cable television's development were markedly different the U.S. experience.

The CRTC's position paper on pay-television service, issued last February, envisions cable as only a distributor of pay programing that would be provided by licensed pay-television network operators. The latter would consist of broadcasters and program producers working together. Pay programs would be transmitted by over-the-air subscription television or a leased channel from the local cable system.

The Canadian Cable Television Association did not go along fully with the CRTC proposals, suggesting that pay service be handled by the cable operator to avoid any conflict or confusion regarding subscriber complaints or grievances that otherwise would have to be handled by two separate organizations. The pay television network operators should merely purchase the software product and arrange packaging so that cable systems could provide the service on a per-channel option, the CCTA contended in its position paper.

Recognizing CRTC's fear that pay service would rely on U.S. programing and pose a threat to Canadian broadcasters CCTA agreed to the commission's proposal that 15% of cable's gross revenue be allocated back into Canadian television production. But CCTA claimed that a least "initially" cable must be free to use American programing in order to build revenue base that would eventually strengthen Canadian production.

The Canadian Association of Broadcasters contended that it is "at least premature" to authorize pay television in Canada (over-the-air or via cable). The CAB suggested that the CRTC delay action for five years to permit a re-evaluation of the issue. If, however, the CRTC is determined to license pay-television operation at this time, CAB said it favored

the off-air broadcaster as the "disseminator" and restricting cable use to areas broadcast signals do not reach well.

Other issues raised during last week's hearings were the CRTC policy statements concerning a "community channel"; cable carriage of radio services; cable-converter service, and the establishment of a "supplementary channel."

CRTC said a community channel—free of advertising and for the use of citizens with the cable licensee's assistance—should be mandatory. Cable systems would also set aside 10% of their annual gross revenues for the operation and assistance in such a channel's operation. CCTA saw the 10% figure as unrealistically high and said it opposed any blanket formula that is unresponsive to the different needs of the local area.

CRTC proposed cable systems be permitted to carry all local FM stations and any regional AM or FM owned and operated by the Canadian Broadcasting Corp., but said special authorization be required for any signal beyond that. CCTA saw this as a needless limitation.

With regard to a supplementary channel:

CRTC proposed such a channel for cable systems with converter service, saying it would provide programing innovations and be a boon to Canadian production. The channel would be financed by a 2% charge on cable's gross annual revenues. (Programing would consist of Canadian film offerings, re-runs of off-air Canadian shows, nonprofit productions, experimental films and foreign films that are not reruns of programs on commercial networks or stations.

CCTA wanted permission to carry more than one supplementary channel, and suggested "closed circuit" programing in general be permitted on the channel, as long as Canadian program makes up one-third of the total content. CAB was opposed to the creation of a supplementary channel and claimed the audience it would attract would be "one more slice from the diminishing public available to Canadian licensed broadcasters."

Combo rates for cable and broadcast do no harm, says NCTA

The National Cable Television Association filed comments at the FCC last week in which it argued that combination advertising rates between cable systems and broadcasters in the same market should be permitted as long as they are not offered on a discount basis or as a requirement for the advertiser to buy time.

NCTA said FCC assumptions that combination advertising rates will "inhibit arms-length competition" between broadcasters and cable operators and therefore is not in the public interest are "erroneous."

Combining the rates of a station with

the rates of the cable system and charging the sum of the two is "perfectly proper," claimed NCTA, absent a discount or must-buy arrangement. Furthermore, combination ad rates could benefit small broadcasters and cable systems vis a vis larger operations, suggested NCTA, since the small operations would be able to avail themselves of the better full-service sales representatives.

Joint sales practices and combination rates would in no way affect diversity in programing, added NCTA. The fact is, said NCTA, that advertising revenues will allow a CATV system to originate more local programing and thus further the commission's goal of innovative and diverse programing available to the public.

NCTA's comments were filed in response to an FCC rulemaking issued last February as a further inquiry into basic policy set down in a 1963 public notice.

Daniels adds 13 systems

Cablevision Investors Inc., a subsidiary of Daniels Properties, Denver, has closed a \$7.7-million contract to buy the 13 cable systems owned by Lincoln Telephone & Telegraph, Nebraska. The transaction, first announced last winter (BROADCASTING, Feb. 17), was made possible through a \$14.5-million loan at 10½% interest provided by Equitable Life Assurance Society, John Hancock Life Insurance Co.

and J.P. Morgan Interfunding Corp.

The loan will provide for the \$7.7-million acquisition, refinance existing indebtedness and provide working capital. The purchase makes Daniels the 22d largest multiple-system operator in the country, with 23 systems accounting for 85,000 subscribers.

California cables gather and fight state PUC control

Convention uses opportunity to lobby in Sacramento against bill to establish state regulation

The California Community Television Association spring meeting last week in Sacramento kicked off with two days of intensive lobbying in the state legislature against a recently introduced bill that would put cable systems under Public Utility Commission jurisdiction.

Sponsored by Senator Walter Stern (D—Bakersfield), the bill is scheduled for hearings this week and would introduce a state level of regulation similar to that in operation in Rhode Island, New Jersey and five other states. Spring meeting attendees reported that the legislative environment "looks positive for cable," but refused to speculate directly on the bill's chances for passage.

The usual regulatory issues and nuts-



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and-bolts discussions followed a rather unusual pre-meeting cocktail party hosted by Jack Matranga, president of KTXL(TV), a UHF serving Sacramento. KTXL is carried on 298 cable systems and the goodwill evidenced at the party was no doubt in appreciation for the extended coverage cable has permitted the UHF station—which now is picked up in California, Nevada, Idaho, Oregon and Washington.

New association officers elected were: John W. Goddard, Viacom International, Pleasanton, president; Ralph Swett, Times Mirror, Costa Mesa, vice president; Kester K. Krieg, Teleprompter, Santa Cruz, vice president/technical; Ted W. Hughett, Monterey Peninsula TV Cable, Monterey, vice president/program services; Joseph W. Benes, Coachella Valley TV Co., Palm Desert, treasurer, and Donald O. Williams, Cox Cable, San Diego, treasurer.

ATC appeals suit

American Television & Communications Corp. has appealed a decision by the federal district court in Denver that awarded United Telecommunications Inc. \$2,012,500 in a suit it brought against ATC concerning a 1972 sales agreement.

United had claimed in excess of \$9 million in damages over ATC's "breach in promise" in not registering 175,000 shares of stock ATC had planned to give United in exchange for ATC's 50% interest in Jefferson Carolina Corp., a cable system company with systems in the Carolina. United wanted the shares registered so that it might resell them; ATC, however could not comply with the Security and Exchange Commission's requirements for registering stock because of a pending merger with Cox Cable. (That merger was blocked by antitrust charges filed by the Justice Department and withdrawn in 1973.)

ATC's appeal was filed at the U.S. Court of Appeals for the 10th Circuit.

Cable Briefs

Challenge accepted. FCC has directed Kyle Moore to show cause as to why he should not be ordered to shut down on admittedly illegal cable system at Gridley, Kan., which he challenged commission to "come and get" in effort to test FCC jurisdiction over cable (BROADCASTING May 26).

Criminal offense. Bill introduced in New York State legislature would make person found guilty of "theft of services" (in connection with pay cable) subject to criminal persecution. Sponsored by Senator Dale M. Volker, (R.-Depew-Buffalo), bill should face little controversy since it requires no state funding. Only problem, according to Ron Totaro, legal counsel for Senator Volker, is "mechanical" problem of getting bill out of committee and on calendar before session ends—probably in two weeks. Bill is similar to separate legislation pending that would make it criminal offense to misuse telephone facilities.

FCC promises help for Common Carrier

At least 20 people will be moved to bureau which expects deluge of earth station applications

The FCC's Common Carrier Bureau, which says it is being overwhelmed with work, was assured by the commission of some relief last week. The commission decided to take 20 of the 91 positions promised other bureaus and offices in the fiscal year 1976 budget, and shift them to Common Carrier—if that becomes necessary.

The commission hopes to persuade the Office of Management and Budget to approve a request to Congress for additional positions—at least 23 for Common Carrier and several others to handle the increasing work the Freedom of Information Act is generating.

Common Carrier Bureau Chief Walter Hinchman had originally asked for another 42 positions. But the executive director's office pared that down to 23, and the commission finally settled on 20 as "contingency" relief—"if we don't get additional help from Congress," as one official put it.

The additional help—whether from the other bureaus or provided in additional funds—should help Common Carrier meet its burgeoning responsibilities, including those related to domestic communications satellites. Mr. Hinchman, concerned about reports that earth station applications by the hundreds would soon be flooding the bureau, said that a processing line to move applications along fairly smoothly could be set up with six or eight additional staffers (BROADCASTING, June 19)

EIA report points up slump in 1974 for consumer electronics

Total dollar volume of electronic equipment sales during 1974 was \$35.4 billion, a 4.9% increase over 1973, according to Electronic Industries Association.

Communications and industrial electronics accounted for the gain, while consumer electronic product sales registered a drop of 11% from the 1973 level. Of the total \$35.4 billion sales figure, 49% went to the communications and industrial markets, 31.2% to the government market and about 17% to the consumer market, with the rest accounted for by replacement components.

Color television made the largest contribution to consumer equipment sales, followed in order by tape equipment, home radios, monochrome TV sets and car radios. Consumer sales figures, as tabulated by EIA, represent the value of

all products produced or purchased by U.S. manufacturers plus those imported directly by distributors and dealers for resale.

Color set sales, which reached a record of 17.4 million produced or imported and 16.3 million sold to dealers in 1973, dropped off in the recession to 15.3 million units produced and 13.8 million sold to dealers. (The total factory value of the sets was \$2.7 billion.) For the first time, the majority of color sets sold last year were in the below-21-inch category with the 19-inch set emerging as the best selling size.

The monochrome TV market is almost totally portable, noted EIA in its "1975 Market Data Book," with more than 97% of all black-and-white sets sold last year being either portables or table models. In black and white, the 12-inch screen size was the top seller.

In radio, total manufacturers and importers supplied 44 million sets last year at a factory value of \$929 million. FM radios accounted for the majority of non-automobile sets at 68.3%, while 31.8% (compared with 28.3% in 1973) of car radios produced in 1974 had FM.

Satellites to serve rural areas urged

Goldmark sees it as less costly, quicker than wire-city concept; proposal is based on study already submitted to government

Peter Goldmark, president of Goldmark Communications Inc., Stamford, Conn., has suggested that a satellite communications network could be more feasible the "wired nation" concept as a means to bring urban-centered cultural events to rural America.

Mr. Goldmark's remarks were delivered in a keynote address at the Conference on University Applications of Satellite/Cable Technology held at the University of Wisconsin (Madison).

The establishment of "rural-sat", which would involve a pair of satellites in synchronous orbit over the equator to carry cultural programming from the country's urban centers to ground receive stations positioned throughout the rural areas in all 50 states, was proposed by Mr. Goldmark. Both cable operators and over-the-air broadcasters could hook into the down-link, according to Mr. Goldmark, and thus be able to provide the amenities of urban life to the 25% of the population living in rural areas. Aside from cultural programming, Mr. Goldmark envisioned the satellite transmission of health-care information, educational use—with the possible creation of "small town satellite campuses"—and business communications. A further possibility for rural-sat suggested Mr. Goldmark, would be as the main link in an electronic mail system.

The entire project would be paid for by the federal government, as Mr. Goldmark saw it, with the National Aeronautic and Space Administration running

the show. Mr. Goldmark anticipated that eventually private enterprise would take over the investment and operations of the satellite network on a commercial basis and reimburse the federal government.

Mr. Goldmark said that past studies had put the estimated cost of "wiring the nation" at \$6 billion with at least 10 to 15 years needed for completion.

In contrast, the rural-sat scheme would cost about \$400 million for the two satellites and an additional cost of about \$1.5 million for some 6,000 ground stations at the going price of \$250 each.

The rural-sat idea is not Mr. Goldmark's alone. The satellite plan is the result of a three-year research project funded by a Department of Housing and Urban Development grant to Fairfield University in Connecticut. Mr. Goldmark became the project's director at the government's suggestion and Goldmark Communications, a system research and development firm, carried out the technical aspects at the project under a sub-contract from the university.

Roadside radio

The FCC has proposed rules to create a new class of radio station—travelers information station—that could be used to transmit information to motorists and other travelers. According to the commission, it and other federal agencies have been studying the feasibility of using low power radio transmitters to notify motorists of road hazards, available food, gasoline, lodging and points of interest. The commission also said the radio could be used to control traffic during emergencies such as forest fires.

The proposed radio class would use transmitters of approximately 10 w on either of two frequencies just above or one just below the AM band (1606, 1612 and 530 khz). The FCC said many owners of vehicles equipped with AM receivers could utilize the service immediately. No commercial advertising would be allowed on the stations and operation would be by

those now eligible in local government radio service, the commission said.

The commission has invited comments on the proposed rules by Aug. 18 and replies by Sept. 5.

Coming back home

RCA is switching its satellite communications business from Canadian satellites to Western Union Corp.'s Westar system following a Western Union complaint to the FCC. For the past year, RCA Global Communications Inc. and RCA Alaska Communications Inc. have been leasing Canadian satellite circuits for teletypewriter, cablegram, phone and occasional broadcast services to Alaska. Western Union protested to the FCC, pointing out that a domestic company was available for such service.

RCA will pay about \$5 million for Westar circuits until its own satellite system begins, probably at the end of this year or early in 1976.

Broadcasting's index of 133 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. June 11	Closing Wed. June 4	Net change in week	% change in week	1974-75 High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	N	24 3/4	25 5/8	- 7/8	- 3.41	28 3/8	12 3/8	9	17,171	424,982	
CAPITAL CITIES	N	41	42	- 1	- 2.38	42	19 1/2	14	7,208	295,528	
CBS	N	49 5/8	50 1/2	- 7/8	- 1.73	50 1/2	20 1/8	13	28,313	1,405,032	
CONCERT NETWORK	O	1 1/4	1 1/4		.00		7/8		2,200	550	
COX	N	25 1/4	25 5/8	- 3/8	- 1.46	25 5/8	9 3/8	13	5,831	147,232	
GROSS TELECASTING	A	10 1/4	10	+ 1/4	+ 2.50	13 5/8	6 3/8	7	800	8,200	
LIN	O	8 3/8	7 3/8	+ 1	+ 13.55	8 3/8	2	9	2,297	19,237	
MOONEY	O	2 1/4	2 1/4		.00	3 5/8	1	6	385	866	
RAHALL	O	4 7/8	5	- 1/8	- 2.50	6	1 3/4	10	1,297	6,322	
SCRIPPS-HOWARD	O	17 1/2	17 1/2		.00	19 3/4	13 1/2	6	2,589	45,307	
STARR	M	6 7/8	5 1/2	+ 1 3/8	+ 25.00	9	3 1/4	7	1,091	7,500	
STORER	N	17 7/8	19 3/8	- 1 1/2	- 7.74	19 7/8	10 7/8	9	4,624	82,654	
TAFT	N	23 5/8	24 1/8	- 1/2	- 2.07	25 1/8	10 3/4	8	4,011	94,759	
WOODS COMM.*	D	1/2	1/2		.00	1 1/4	1/4	4	292	146	
TOTAL									78,109	2,538,315	
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	1 7/8	1 3/4	+ 1/8	+ 7.14	2 1/2	3/4	11	1,265	2,371
AVCD	AV	N	5 5/8	6 1/4	- 5/8	- 10.00	8 7/8	2 1/8	2	11,481	64,580
BARTELL MEDIA	BMC	A	1 3/8	1 1/4	+ 1/8	+ 10.00	2 3/8	5/8	2	2,257	3,103
JOHN BLAIR	BJ	N	4 1/8	4 1/2	- 3/8	- 8.33	7 1/2	3 1/2	20	2,403	9,912
CAMPTOWN IND.*	O	1/8	1/8		.00	7/8	1/8	2	1,138	142	
CHRIS-CRAFT	CCN	N	5 3/4	5 7/8	- 1/8	- 2.12	5 7/8	1 1/2	21	4,162	23,931
COMBINED COMM.	CCA	N	13	13 7/8	- 7/8	- 6.30	16 1/8	5 1/8	8	4,568	59,384
COWLES	CHL	N	7 5/8	7 5/8		.00	7 5/8	3 7/8	7	3,969	30,263
DUN & BRADSTREET	DNB	N	27 7/8	28 3/4	- 7/8	- 3.04	36	14 5/8	19	26,510	738,966
FAIRCHILD IND.	FEN	N	8 3/4	8 5/8	+ 1/8	+ 1.44	8 3/4	3 3/4	8	4,550	39,812
FUQUA	FQA	N	5 3/4	6	- 1/4	- 4.16	10 3/4	3 1/8	10	8,671	49,858
GANNETT CO.	GCI	N	34 3/8	34 1/2	- 1/8	- .36	38 1/4	20 1/2	21	21,089	724,934
GENERAL TIRE	GY	N	14	14 1/4	- 1/4	- 1.75	18 1/4	10 1/4	4	21,523	301,322
GLOBETROTTER	GLBTA	O	2	2		.00	4 3/4	7/8	10	2,731	5,462
GRAY COMMUN.	O	6 1/2	6 1/2		.00	8 1/2	5	5	475	3,087	
HARTE-HANKS	HHN	N	16	17 1/8	- 1 1/8	- 6.56	17 1/4	6	10	4,343	69,488
JEFFERSON-PILOT	JP	N	35	34 3/4	+ 1/4	+ .71	38 1/4	20 1/2	15	24,064	842,240
KAISER INDUSTRIES	KI	A	9 1/8	9 7/8	- 3/4	- 7.59	10 3/8	4 1/4	5	27,487	250,818
KANSAS STATE NET.	KSN	O	4 1/8	4	+ 1/8	+ 3.12	4 1/8	2 3/4	7	1,741	7,181
KINGSTIP	KTP	A	4 3/8	4 3/8		.00	6 3/4	1 1/2	8	1,154	5,048
KNIGHT-RIDDER	KRN	N	24 1/4	30	- 5 3/4	- 19.16	30 1/8	9 1/4	16	8,305	201,396
LAMB COMMUN.*	P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593	
LEE ENTERPRISES	LNT	A	17 3/4	17 7/8	- 1/8	- .69	19 1/4	10 3/4	10	3,352	59,498
LIBERTY	LC	N	11 1/2	12 3/8	- 7/8	- 7.07	15 5/8	7 1/8	5	6,762	77,763
MCGRAW-HILL	MHP	N	11 3/4	13	- 1 1/4	- 9.61	13 1/2	5 1/2	10	24,569	288,685
MEDIA GENERAL	MEG	A	30 1/4	29 7/8	+ 3/8	+ 1.25	30 3/8	15 1/2	11	3,596	108,779
MEREDITH	MOP	N	10 7/8	10 1/2	+ 3/8	+ 3.57	11 1/2	8	4	2,995	32,570
METROMEDIA	MET	N	11 3/4	12 5/8	- 7/8	- 6.93	12 7/8	4 1/2	9	6,553	76,997
MULTIMEDIA	MMED	O	13 3/4	14 1/4	- 1/2	- 3.50	14 1/4	8 3/4	9	4,389	60,348
NEW YORK TIMES CO.	NYKA	A	10 1/2	11	- 1/2	- 4.54	13 3/4	6 7/8	6	10,231	107,425
OUTLET CO.	OTU	N	14	13 3/4	+ 1/4	+ 1.81	62	7	5	1,380	19,320
POST CDRP.	POST	O	6	6 1/4	- 1/4	- 4.00	16 1/2	4 3/4	24	870	5,220
PSA	PSA	N	4 1/2	4 5/8	- 1/8	- 2.70	10	1 1/2	9	3,181	14,314
REEVES TELECOM	R8T	A	1 3/4	1 5/8	+ 1/8	+ 7.69	1 3/4	5/8	7	2,376	4,158

	Stock symbol	Exch.	Closing Wed. June 11	Closing Wed. June 4	Net change in week	% change in week	1974-75 High	Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
ROLLINS	ROL	N	19 7/8	20 1/8	- 1/4	- 1.24	20 1/8	6 1/2	14	13,341	265,152
RUST CRAFT	RUS	A	8 3/4	9 1/4	- 1/2	- 5.40	10 1/4	5 1/8	7	2,328	20,370
SAN JUAN RACING	SJR	N	8 1/4	8 3/4	- 1/2	- 5.71	13 3/8	5 1/2	6	2,509	20,699
SCHERING-PLOUGH	SGP	N	62	60 5/8	+ 1 3/8	+ 2.26	74 3/8	44 3/4	26	53,920	3,343,040
SONDERLING	SDB	A	6 5/8	6 1/2	+ 1/8	+ 1.92	10	3 1/2	5	730	4,836
TECHNICAL OPERATIONS	TD	A	6 1/8	6 1/8		.00	6 3/4	2 3/8	7	1,344	8,232
TIMES MIRROR CO.	TMC	N	18	17 1/2	+ 1/2	+ 2.85	19 1/2	9 1/4	11	31,385	564,930
WASHINGTON POST CO.	WPO	A	28 5/8	28 1/4	+ 3/8	+ 1.32	28 5/8	14 3/4	10	4,751	135,997
WOMETCO	WDM	N	12 1/4	12 7/8	- 5/8	- 4.85	13 3/4	6 1/4	8	5,793	70,964
TOTAL										370,716	8,723,188

Cablecasting

AMECO**	ACO	O	1/4	1/4		.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AEL8A	O	1 1/8	1 3/8	- 1/4	- 18.18	2 1/8	1/2	9	1,672	1,881
AMERICAN TV & COMM.	AMTV	O	16 1/2	17 1/2	- 1	- 5.71	19 1/4	5 1/2	29	3,313	54,664
ATHENA COMM.**	O		1/4	3/8	- 1/8	- 33.33	1 1/4	1/8		2,125	531
BURNUP & SIMS	BSIM	O	6 7/8	6 1/2	+ 3/8	+ 5.76	24 1/8	2 1/2	13	7,933	54,539
CABLECOM-GENERAL	CCG	A	6 7/8	5 7/8	+ 1	+ 17.02	6 7/8	1 1/2	13	2,560	17,600
CABLE FUNDING	CFUN	O	6	5 3/4	+ 1/4	+ 4.34	7 3/8	3 7/8	150	1,121	6,726
CABLE INFO.	O		1/4	1/4		.00	1 1/4	1/8	1	663	165
COMCAST	O		3	3 1/4	- 1/4	- 7.69	3 1/4	3/4	13	1,705	5,115
COMMUNICATIONS PROP.	COMU	O	3 1/8	3 1/2	- 3/8	- 10.71	3 1/2	1	20	4,761	14,878
COX CABLE	CXC	A	15 1/2	15 7/8	- 3/8	- 2.36	15 7/8	3 3/4	25	3,560	55,180
ENTRON	ENT	O	5/8	5/8		.00	1	3/8	4	1,358	848
GENERAL INSTRUMENT	GRL	N	12 1/2	12 1/2		.00	17 1/8	5/8	9	7,201	90,012
GENERAL TV	O		5/8	5/8		.00	1 1/2	1/4	31	1,000	625
SCIENTIFIC-ATLANTA	SFA	A	17	16 3/4	+ 1/4	+ 1.49	17	4	15	963	16,371
TELE-COMMUNICATION	TCOM	O	3 5/8	4	- 3/8	- 9.37	5 3/4	7/8	2	5,181	18,781
TELEPROMPTER	TP	N	7 7/8	8 3/8	- 1/2	- 5.97	8 3/8	1 3/8	17	16,013	126,102
TIME INC.	TL	N	45 7/8	45	+ 7/8	+ 1.94	51	24 7/8	10	9,960	456,915
TOCOM	TOCM	O	2 3/8	2 1/8	+ 1/4	+ 11.76	4 7/8	1 3/4	6	634	1,505
UA-COLUMBIA CABLE	UACC	O	11 3/4	12 3/4	- 1	- 7.84	12 3/4	3 3/4	17	1,787	20,997
UNITED CABLE TV	UCTV	O	3 1/4	2 1/8	+ 1 1/8	+ 52.94	4 5/8	1/4	6	1,879	6,106
VIACOM	VIA	N	8 3/8	8 7/8	- 1/2	- 5.63	8 7/8	2 5/8	11	3,708	31,054
VIKOA**	VIK	A	2 1/4	1 3/4	+ 1/2	+ 28.57	4	1/2	2	2,534	5,701
TOTAL										82,831	986,596

Programming

COLUMBIA PICTURES	CPS	N	7 1/2	8 1/8	- 5/8	- 7.69	8 1/4	1 5/8	29	6,748	50,610
DISNEY	DIS	N	47 7/8	49 1/4	- 1 3/8	- 2.79	54 3/4	18 3/4	26	29,755	1,424,520
FILMWAYS	FWY	A	5	5 1/2	- 1/2	- 9.09	6	2 1/8	6	1,792	8,960
FOUR STAR	O		3/8	3/8		.00	1 3/8	1/8	1	666	249
GULF + WESTERN	GW	N	36 1/2	36 3/4	- 1/4	- .68	36 3/4	18 3/8	5	14,470	528,155
MCA	MCA	N	59 5/8	62	- 2 3/8	- 3.83	62	19 1/4	8	8,477	505,441
MGM	MGM	N	14 5/8	15	- 3/8	- 2.50	32 1/2	9 1/4	6	12,180	178,132
TELE-TAPE**	O		1/4	1/4		.00	3/4	1/8		2,190	547
TELETRONICS INTL.	O		4 1/2	4 1/2		.00	5	1 1/4	9	943	4,243
TRANSAMERICA	TA	N	8 3/4	8 3/4		.00	10 3/8	5 1/2	13	64,945	568,268
20TH CENTURY-FOX	TF	N	10 3/4	11 1/8	- 3/8	- 3.37	11 1/8	4 1/2	11	7,532	80,969
WALTER READE**	WALT	O	3/8	1/4	+ 1/8	+ 50.00	1/2	1/8		4,467	1,675
WARNER	WCI	N	15	16 5/8	- 1 5/8	- 9.77	18 1/2	6 7/8	6	15,139	227,085
WRATHER	WCO	A	4 5/8	5 1/8	- 1/2	- 9.75	8 1/8	1 1/4	8	2,229	10,309
TOTAL										171,533	3,589,162

Service

BBDO INC.	O		16 1/4	16 1/2	- 1/4	- 1.51	16 1/2	1/8	7	2,513	40,836
COMSAT	CQ	N	35 3/8	35 1/2	- 1/8	- .35	40 3/8	23 3/4	8	10,000	353,750
DOYLE DANE BERNBACH	DOYL	O	10	10 1/4	- 1/4	- 2.43	11 1/2	5 5/8	6	1,816	18,160
ELKINS INSTITUTE**	ELKN	O	1/8	1/8		.00	5/8	1/8		1,897	231
FOOTE CONE & BELDING	FCB	N	8 3/8	9	- 5/8	- 6.94	11 1/4	5 3/8	6	2,009	16,825
GREY ADVERTISING	GREY	O	6 7/8	6 3/4	+ 1/8	+ 1.85	8 3/8	5 5/8	4	1,213	8,335
INTERPUBLIC GROUP	IPG	N	14 7/8	15 1/8	- 1/4	- 1.65	16	8 1/8	5	2,249	33,452
MARVIN JOSEPHSON	MRVN	O	4 3/8	4 3/8		.00	8 1/2	3 1/4	3	1,800	7,875
MCI COMMUNICATIONS	MVIC	O	3 7/8	4 3/8	- 1/2	- 11.42	6 1/2	1		13,339	51,688
MOVIELAB	MOV	A	1 1/4	1 1/4		.00	1 5/8	1/2	7	1,407	1,750
MPO VIDEOTRONICS	MPO	A	2 5/8	2 5/8		.00	2 3/4	1	15	537	1,409
NEEDHAM, HARPER	NDHMA	O	5	4 7/8	+ 1/8	+ 2.56	7 1/2	3 5/8	7	892	4,460
A. C. NIELSEN	NIELB	O	19 3/4	21 1/8	- 1 3/8	- 6.50	28	7 3/8	18	10,598	209,310
OGILVY & MATHER	OGIL	O	20 1/4	20 3/4	- 1/2	- 2.40	23 1/2	10	7	1,805	36,551
J. WALTER THOMPSON	JWT	N	7 3/8	7 1/2	- 1/8	- 1.66	12	4 1/4	10	2,649	19,530
UNIVERSAL COMM.**	O		1/4	1/4		.00	3/4	1/8		715	170
TOTAL										55,439	804,365

Electronics/Manufacturing

AMPEX	APX	N	6 1/8	6 3/4	- 5/8	- 9.25	6 3/4	2 1/4	6	10,885	66,670
CCA ELECTRONICS	CCAE	O	1/8	1/8		.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 1/2	1 1/2		.00	2 1/8	1	7	2,319	3,470
COHU, INC.	COH	A	2 1/2	2 5/8	- 1/8	- 4.76	3 7/8	1 1/4	28	1,617	4,042
CONRAC	CAX	N	17 1/2	18 1/2	- 1	- 5.40	21	10	8	1,261	22,060
EASTMAN KODAK	EASKD	N	102 1/4	103 1/4	- 1	- .96	108 3/4	63	26	161,347	16,497,730
GENERAL ELECTRIC	GE	N	45 3/4	47 1/4	- 1 1/2	- 3.17	65	30	15	182,781	8,362,230
HARRIS CORP.	HRS	N	22 1/2	22 3/4	- 1/4	- 1.09	33 1/2	13 1/8	321	6,152	138,420

Stock symbol	Exch.	Closing		Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
		Wed. June 11	Wed. June 4			High	Low						
INTERNATIONAL VIDEO	IVCP	O	2 1/2	2 5/8	-	1/8	-	4.76	7 1/2	1 1/4	5	2,730	6,825
MAGNAVOX	MAG	N	8 3/4	8 1/2	+	1/4	+	2.94	9 7/8	3 3/4	8	17,799	155,741
3M	MMM	N	63 1/2	67 5/8	-	4 1/8	-	6.09	80 1/2	7 5/8	32	114,240	7,254,240
MOTOROLA	MOT	N	49 1/4	49 3/4	-	1/2	-	1.00	61 7/8	34 1/8	23	28,191	1,388,406
OAK INDUSTRIES	OEN	N	8	9 1/4	-	1 1/4	-	13.51	12 7/8	5 1/4	3	1,639	13,112
RCA	RCA	N	18 5/8	20	-	1 3/8	-	6.87	21 1/2	9 7/8	15	74,484	1,387,264
ROCKWELL INTL.	ROK	N	23 3/4	23 1/2	+	1/4	+	1.06	28 3/8	18 3/8	7	30,802	731,547
RSC INDUSTRIES	RSC	A	2	2 1/8	-	1/8	-	5.88	2 1/8	1/2	7	3,440	6,880
SONY CORP.	SNE	N	11 5/8	11 5/8	-		-	.00	29 7/8	4 3/4	31	172,500	2,005,312
TEKTRONIX	TEK	N	38	38 3/4	-	3/4	-	1.93	47 3/4	18 1/2	13	8,671	329,498
TELEMATION	TIMT	O	1	1 1/4	-	1/4	-	20.00	2 3/4	1	6	1,050	1,050
TELEPRO IND.*		O	9	9	-		-	.00	9	2 1/2	56	480	4,320
VARIAN ASSOCIATES	VAR	N	11	12 1/4	-	1 1/4	-	10.20	13 1/4	6	10	6,838	75,218
WESTINGHOUSE	WX	N	18 1/8	19	-	7/8	-	4.60	26	8 1/2	50	86,989	1,576,675
ZENITH	ZE	N	24 5/8	25	-	3/8	-	1.50	31 5/8	10	103	18,797	462,876
TOTAL												935,893	40,493,711
GRAND TOTAL												1,694,521	57,135,338

Standard & Poor's Individual Average

101.6 104.3 -2.5

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over the counter (Bid price shown)
P-Pacific Coast Stock Exchange
††Stock did not trade on Wednesday;
closing price shown is last traded price.

Over-the-counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
Yearly highs and 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. Earning figures are exclusive of ex-
traordinary gains or losses.
†††Stock split.

* P/E ratio computed with earnings
figures for last 12 months published
by company.
† No annual earnings figures are
available.
** No P/E ratio is computed; com-
pany registered net losses.

Fates & Fortunes®

Media

Mark Cohen, VP in charge of planning and development, ABC Television, named VP, finance and planning, ABC Television, adding responsibilities over business affairs contracts and financial production administration while continuing to supervise research services, business analysis, financial planning and business manager's office.

Ralph Armstrong, sales manager, KASH(AM) Eugene, Ore., named general manager and **Donovan Larsen**, sales manager, KEDO(AM) Longview, Wash., named general manager, KEDO and KLYK(FM) there. All are Sterling Recreation Organization stations.



Vacca

John Vacca, VP Doubleday Broadcasting Co., Dallas, named senior VP. Mr. Vacca has been with Doubleday Broadcasting since 1967 and has served as general manager of its KDTV(TV) Dallas and KOSA-TV Odessa, Tex. Mr. Vacca will report to David Scribner, president of Doubleday Broadcasting Co.

Howard Johnson, general manager, WQTC(AM) Two Rivers, Wis., named to same position, WYNE(AM) Appleton, Wis.

Samuel K. Stephens, sales presentation writer, WWJ-AM-FM-TV Detroit, named to newly created position of research director.

Artha Osman, office manager, KEZS(FM) Sacramento, Calif., named promotion director, KFRC-FM San Francisco.

Maria Gutierrez, bookkeeper/computer clerk, WGBS(AM) Miami, named controller.

Stu Gray, VP, research, NBC, New York, named president-elect (one-year term) of Radio Television Research Council, New York. **Jon N. Zoler**, director of corporate marketing research, Bristol-Myers, New York, will be president and **Richard Montesano**, VP, Trendex, New York, will be secretary-treasurer.

New members of National Public Radio board of directors: **John Morrison**, general manager, Maine PBS network; **Donald T. Mullally**, director of broadcasting and general manager, WILL-AM-FM-TV Urbana, Ill.; and **William Siemering**, manager, KCCM-FM Moorhead, Minn.

Newly elected officers of Central Educational Network, Chicago: **Robert D. Page**, station manager, WKAR-TV East Lansing, Mich., pres; **Mervin A. Durea**, general manager, production services, WOSU-TV Columbus, Ohio, VP; **Zoel J. Parenteau**, general manager, KPTS(TV) Hutchinson, Kan., sec; **Phillip C. English**, general manager, WNEO-TV Alliance, Ohio, treas; **Thomas M. Ditzel**, executive director, Iowa Educational Network and **Robert F. Fuzy**, general manager, KCPT(TV) Kansas City, Mo., directors-at-large.

Broadcast Advertising

Jules Fine, senior VP and director of marketing services for Ogilvy & Mather, New York, which

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he joined in 1955, named executive VP of agency. He supervises media, broadcasting, research and computer services for O & M.

Alan Schlossberg, account executive, Radio Advertising Representatives, Chicago, named Midwest sales manager, RAR.

John D. Hetherington, account supervisor at Needham, Harper & Steers Advertising, Chicago, named creative business affairs manager.

Jerry A. Bell, Midwest regional manager, Radio Advertising Bureau, Chicago, named general sales manager, Ingstad Broadcasting Co., Grand Forks, N.D.,-based group owner.

Anna Mae Cunningham, sales/general manager, Gateway Reps, Pittsburgh, named media buyer, Lando Inc., Pittsburgh.

David Agate, media planner/broadcast supervisor, Doyle Dane Bernbach, New York, named media director, Rosenberg, Honeycutt & Associates, Dallas.

Ralph De Salle, creative director, Asher Gould Advertising, Beverly Hills, Calif., named VP/creative director.

Jeanne Ferrer, assistant scheduler, sales, CBS-TV, New York, appointed sales coordinator.

Alan Goodman, general sales manager, KRIZ(AM) Phoenix, named to same position, KDWB(AM) Minneapolis/St. Paul. Both are Doubleday stations.

Aaron M. Cohen, VP, marketing, NBC-TV, New York, named VP, eastern sales.



Rosenfeld



Gross



Isacsson



Presbrey

James H. Rosenfeld, VP, eastern sales, CBS-TV, New York, promoted to VP, sales administration, succeeding **Lee Currlin**, now VP, programs (BROADCASTING, May 26). **Paul Isacsson**, director of nighttime sales, succeeds Mr. Rosenfeld as VP, eastern sales. **Herbert Gross**, director of sports sales, becomes director of nighttime sales, and **Michael Presbrey**, account executive, becomes director of sports sales.

George C. Toulas, media coordinator, Mace Advertising Agency, Glen Burnie, Md., named broadcast media planner/buyer, Richardson, Myers & Donofrio, Baltimore.

Tony Lupo, station manager, KPBC(AM) Dallas, named director, corporate sales, Crawford Broadcasting Co., owner of KPBC. Succeeding him is **W. R. Reed II**, director of sales and public relations, KPBC.

Ruby Bruton, media director, Doran Stein Grey Inc., Atlanta, elected VP.

Marc Solomon, sales, Metro TV Sales, Atlanta, named national sales manager, WRET-TV Charlotte, N.C.

Jerry Pratte, sales supervisor, WAAF(FM) Worcester, Mass., named sales manager.

Ernest Potischman, director of new products, Kelly, Nason Inc., New York, elected executive VP.

Daniel J. Casey, local sales staff, WJW(AM) Cleveland, promoted to sales manager.

Ronald G. Nelson, VP/research director, Marschalk Co. Inc., New York, named senior VP/director of marketing research.

Joseph G. Antelo, VP and TV eastern division sales manager, WGN Continental Sales Co., New York, named general sales manager, WGN-TV Chicago. Both are under common ownership.

Robert T. Fell, senior VP and management supervisor, Campbell-Ewald Co., Detroit, named executive VP and director of multi-products accounts. He succeeds **Herb Fisher**, named chairman, Wasey Campbell-Ewald and Troost Campbell-Ewald International system,

London (BROADCASTING June 9).

Denise Froelich, associative creative director, Clyne Dusenberry Inc., New York, elected VP.

Ann S. Weeks, assistant, network programing, BBDO, New York, named manager, daytime TV; and **Geraldine M. Donini**, broadcast coordinator, named associate daytime TV supervisor.

Ron Harrison, retail sales manager, KHJ(AM) and KRTH(FM) Los Angeles, named sales manager, KFRC-FM San Francisco. All are RKO General stations. He is succeeded by **Robert Houglund**, assistant retail manager, KIIS(AM) Los Angeles.

Barry Carter, local sales manager, KHFI(FM) Austin, Tex., given additional duties of assistant manager.

Doyle Rose, account executive, WCCO-FM Minneapolis, named local sales manager, WWTC(AM) Minneapolis.

Stephen O. Frankfurt, president of Frankfurt Communications Inc., subsidiary of Kenyon & Eckhardt Advertising, New York, awarded honorary degree of doctor of fine arts by Pratt Institute, New York.

Programing



Wagner

Alan Wagner, VP, program planning and development, CBS-TV, named to new post of VP, nighttime programs, New York. **Harvey L. Shepard**, director of program projects, succeeds him with title of VP, program planning.

Jerry Golod, programing VP, Dancer-Fitzgerald-Sample, New York, named director of children's programs. CBS-TV. He replaces **Allen Ducovny**, who has reached CBS's mandatory retirement age of 65. Mr. Golod has headed programing at D-F-S since 1970 and since 1973 has also been VP and general manager of Show Productions, agency's program subsidiary.

Richard C. Block, former president, Kaiser Broadcasting, Oakland, Calif., named independent packager, Columbia Pictures Television, Hollywood. He is to develop syndicated programing for CPT. His first project will be daily, 90-minute, variety-talk show for 4:30-6 p.m. time slot.

Wynn Nathan, VP, syndication, Time-Life Television, New York, elected VP, worldwide syndication.



Nathan

Mark Spitz, Olympic gold medal winner, and **Rick Barry**, Golden State Warriors basketball star, named to CBS Television sports staff.

Shirley E. Frederick, production manager, WLVI-TV Boston, named to same position, WBZ-TV Boston.

Jim Howle, air personality, WAME(AM)

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Charlotte, N.C., named creative copy director/production manager.

Wayne Dion, assistant program director, CFTR(AM) Toronto, named program-operations manager, CHAM(AM) Hamilton, Ont.

James B. Miskimen, spot production, WBBY(FM) Westerville, Ohio, named program director, noncommercial WMUB(FM) Oxford, Ohio.

Ben M. Peyton, program director and disk jockey, WNCR(FM) Cleveland, named to same position, KAYO(AM) Seattle. He succeeds **Bobby Wooten**, retiring.

Stu Samuels, manager of publicity, Warner Bros. Television, named director of publicity, succeeding **Martin Grove**, resigned.

Dave Foor, in programming and news, WQAM(AM) Miami, named operations manager, WGIG-AM-FM Brunswick, Ga.

Kerry G. Richards, supervisor, advertising/promotion, WBAL-TV Baltimore, named to additional position of executive producer.

David W. Klahr, program/music director, WEEL-FM Boston, named to same post, WPEN-FM Philadelphia.

Jeff Dale, staff announcer, KJIM(AM) Fort Worth, named program director, KPBC(AM) Dallas.

Julia L. Pennington, assistant to program manager, WTOP-TV Washington, promoted to associate producer.

Robert Keeshan, CBS's Captain Kangaroo, awarded honorary doctor of humane letters degree from Dartmouth.

Broadcast Journalism



Novins



Jackson

Stuart Novins and **Allan Jackson**, CBS News correspondents, leave network June 13 and 29, respectively, to pursue other interests. Mr. Novins will be professor of journalism, University of New Mexico; Mr. Jackson is to be part owner of WAKC(AM) Normal, Ill., and of apple orchards in New York State.

William L. Conover, operations manager, Storer Broadcasting, Los Angeles, named news and public affairs director, WTCG(TV) Atlanta.

Livingston Hinckley, TV program producer, United Nations, named manager of facilities, Television News Inc., New York.

David E. Henderson, reporter, CBS News, New York, named anchorman/producer, WOTV(TV) Grand Rapids, Mich.

Rabun Matthews, assistant news director, WFAA-TV Dallas, named news director, WFMY-TV Greensboro, N.C.

Rich Fisher, announcer/sports director, WTRX(AM) Flint, Mich., named weekend anchorman-reporter, WJRT-TV Flint, Mich.

Lawrence J. Boyle, Jr., associate news producer, WCAU-TV Philadelphia, named executive news producer, WLWC(TV) Columbus, Ohio.

Thomas R. Wolzien, news producer, KMOX-TV St. Louis, named to newly created position of assistant news director, KSD-TV St. Louis.

Don Farmer, bureau chief, ABC News, Bonn, West Germany, named Capitol Hill correspondent in Washington.

Duff Thomas, chief congressional correspondent, Mutual Broadcasting System, named national political commentator. Succeeding him is Mutual anchorman **Jon Bascom**.

Alexander B. Chadwick, manager, Washington office, Radio Television News Directors Association, named reporter, WKXA-AM-FM Brunswick, Me. Succeeding him will be **Rob Hughes**, American University undergraduate.

Peter Duncan, editorial director, WCAU-TV Philadelphia, named news producer.

Cable

Scott Murphy, resident manager, Storer Cable TV systems, Fillmore and Frazier Park, Calif., named electronic data processing manager, Storer Cable TV division, Thousand Oaks, Calif. **Ruth Miller**, controller, Storer's WGBS(AM) Miami, named to similar post, Storer Cable TV eastern region, Sarasota, Fla.

Equipment & Engineering

Michael Russell, staff engineer, WTIC-AM-FM Hartford, Conn., named engineering supervisor.

Cole Clark, chief engineer, WSKG-FM-TV Binghamton, N.Y.; **Jim Ashcroft**, engineer, WTTV(TV) Bloomington, Ind., and **Dave Roycroft**, engineer, WCTC(AM) New Brunswick, N.J., named to engineering department, Mutual Broadcasting System, Washington.

James Morrison, Western regional manager/video group marketing manager, Fernseh Group, Los Angeles, named head, broadcast television sales, Omega Associates, Hawthorne, Calif., newly appointed distributors for Fernseh line of video cameras in Pacific states. (BROADCASTING, June 9).

Allied Fields



Vanocur

Sander Vanocur, formerly NBC News reporter and National Public Affairs Center for Television senior correspondent, named television editor and chief critic, *Washington Post*. Since 1973 he has been professor of communications at Duke University and consultant to Center for the Study of Democratic Institutions, Santa Barbara, Calif.

William C. Wittig, account executive, A.C. Nielsen Co., Chicago, named VP.

Dr. William McKinley Randle, assistant professor, Telecommunications, Kent State University, named head, broadcasting division and professor of broadcasting, University of Cincinnati

College-Conservatory of Music.

Deaths

Frank J. Doherty, 77, founder in 1944, VP and creative director of Doherty, Clifford, Steers & Shenfield, New York, died in Rye, N.Y., June 8. He was with agency until his retirement in 1960. He had been creative director of Pedlar & Ryan, N.Y., from 1925 to 1944. He is survived by his wife, Helen, and son, Robert C., president of Doherty, Mann and Olshan, New York agency.

Larry Blyden, 49, stage and TV actor and television game show host, died June 6 of injuries suffered May 31 in car accident near Agadir, Morocco. Mr. Blyden was to start work on new ABC game show, *Showoffs*. He was probably best known as host of CBS's *What's My Line* and NBC's daytime show, *Personality*. Survivors include his mother, son Joshua, and daughter Ellen Rachel.

Lee Lyon, 29, camerawoman for Survival Anglia Ltd., was killed by charging elephant last week while filming for *World of Survival* TV series in Kagera National Park, Rwanda, Africa. She worked on numerous TV projects since joining SAL in 1972, including Emmy-winning *The Incredible Flight of the Snow Geese*.

Leland Ready, Jr., 57, master control engineer, Voice of America, Washington, D.C., died June 5 while undergoing surgery at Prince George's (Md.) general hospital. He joined U.S. Information Agency in 1953 and was assigned to Washington in 1958 as VOA radio engineer. His wife, Diana, survives.

John Ketterer

JOINS

MUSI — MATION

As Programming Consultant



"Identity is the name of the game. There's a definite trend toward loss of identity by both MOR's and Rock stations, but Country and Beautiful Music stations continue to maintain clear identity. . . .", recent statement by John Ketterer, vice president of Musi-Mation. John, a veteran broadcaster, recently resigned from WMBD, Peoria after over 20 years as an executive with the Peoria station and parent company, Midwest Television, Inc.

Music for Lovers - Country Collections & Country Beautiful are Adult formats produced by



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For the Record®

As compiled by BROADCASTING, June 2 through June 6 and based on filings, authorizations and other FCC actions.

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

New stations

TV actions

■ Greensburg, Pa.—Commercial Radio Institute. Broadcast Bureau granted ch. 40 (626-632 mhz); ERP 1488 kw vis., 157 kw aur., HAAT 950 ft.; ant. height above ground 909 ft. P.O. address: 3500 Parkdale Ave. Baltimore, Md. 21211. Estimated construction cost \$579,294; first-year operating cost \$375,400; revenue 750,000. Legal counsel Fisher, Wayland, Southmayd & Cooper, Washington; consulting engineer Gautney & Jones. Principals: Julian S. Smith (37.5%), Frederick M. Himes (23.4%) et al. Mr. Smith and Mr. Himes are major stockholders in WBFF(TV) Baltimore and own broadcasting and electronics school (BPCT-4612). Action June 4.

AM actions

■ Wharton, Tex.—Beverly Ann Irish. Broadcast Bureau granted 1500 khz, 500 w-v. P.O. address: 11003 Cedarhurst, Houston, Tex. 77035. Estimated construction cost \$5,000; first-year operating cost \$56,976; revenue \$62,400. Principal: Beverly Ann Irish (100%) is 50% owner of carpet cleaning company. Ms. Irish requested interim operating authority of KANI(AM) Wharton. Broadcast Bureau granted joint petition for approval of agreement between Simstone Broadcasting Corp. and Ms. Irish, competing applicants, and dismissed application of Simstone in return for reimbursement by Ms. Irish to Simstone of \$6,191 (BP-19802). Action June 5.

AM start

■ KCGS Marshall, Ark.—Authorized program operation on 1600 khz, 1 kw-D. Action May 21.

FM applications

■ Fairbanks, Alaska—Northwest Horizons seeks 101.1 mhz, 25 kw., HAAT-41 ft. P.O. address: 434 Eureka St., Fairbanks 99701. Estimated construction cost \$82,609; first-year operating cost \$28,188; revenue 65,000. Format: easy listening, beautiful music. Principals: Welmon Walker Jr., president, (8%), et al. Mr. Walker, along with several other stockholders, is employe of KFAR-AM-FM Fairbanks. Ann. June 5.

■ North Pole, Alaska—Evangelistic Missionary Fellowship seeks 100.3 mhz, 25 kw., HAAT 1,570 ft. P.O. address: c/o KJNP Radio, Box O, North Pole 99705. Estimated construction cost none; first-year operating cost \$7,700; revenue 9,000. Format: C&W, gospel, folk. Principal: Gordon K. Peterson, president of nonstock corporation. Ann. June 5.

■ *West Palm Beach, Fla.—Application by Bascomb Memorial Broadcasting Foundation for FM on 89.5 amended to change frequency to 90.9 (BPED-1,577) Ann. June 5.

■ Goshen, Ind.—Kosciusko Broadcasting Corp. seeks

97.7 mhz, 3 kw., HAAT 148 ft. P.O. address: 930 E. Lincoln Ave., Goshen, Ind. 46526. Estimated construction cost \$29,891; first-year operating cost \$13,360; revenue 35,000. Format: easy listening. Principal: William N. Udell owns WKAM(AM) Goshen and WIMS(AM) Michigan City, Ind. Ann. May 28.

■ Sullivan, Ind.—WMQV Inc. seeks 95.3 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 545, Sullivan 47882. Estimated construction cost \$30,760; first-year operating cost \$12,210; revenue 27,762. Format: C&W, standard pops. Principals: Howard McMinimee (42%), Arthur Stanley (28%), Fredric Widmer (13%), Jean Stanley (11%), et al. Mr. McMinimee is farmer, Mr. Stanley is manager of WNDI(AM) Sullivan, Mr. Widmer is retired and Ms. Stanley is secretary. Ann. June 5.

■ Mansfield, La.—Heart of Dixie Broadcasting Corp. seeks 92.7 mhz, 3 kw., HAAT 300 ft. P.O. address: Hwy. 84 West, Mansfield 71052. Estimated construction cost \$21,067; first-year operating cost \$6,225; revenue 8,320. Format: good music. Principal: Butord B. Strange (100%) is owner and manager of KDXI(AM) Mansfield. Ann. June 5.

■ *Salem, Mass.—Salem State College seeks 91.7 mhz, 10 w. P.O. address: 352 Lafayette St., Salem 01970. Estimated construction cost \$3,025; first-year operating cost \$3,000. Principal: James Allen, station manager. Ann. June 4.

■ *Rochester Minn.—Application by Rochester Community College for FM on 90.7 amended to change frequency to 89.9. Ann. June 5.

■ Hollidaysburg, Pa.—Cove Broadcasting Co. seeks 104.7 mhz, 122 w., HAAT 1220 ft. P.O. address: R.D. No.1 South Main St. extended, Roaring Spring, Pa. 16673. Estimated construction cost \$61,418; first-year operating cost \$25,000; revenue \$36,000. Format: MOR, talk. Principal: Louis J. Maierhoffer (90%) owns WKMC(AM) Roaring Spring, Pa. Ann. May 28.

■ Amarillo, Tex.—Application by Jimmy Swaggart Evangelistic Association for FM on 98.7 amended to change frequency to 101.9 (BPH-9209). Ann. June 5.

■ *Dallas, Texas—Southern Methodist University Students' Publishing Co. seeks 89.3 mhz, 10 w. P.O. address: 3300 Dyer, Dallas 75275. Estimated construction cost \$32,185; first-year operating cost \$10,000. Principal: Kenneth T. Foote, business manager. Ann. June 2.

■ Honea Path, S.C.—Radio Inc. seeks 103.1 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 862, Anderson, S.C. 29621. Estimated construction cost \$66,550; first-year operating cost \$37,500; revenue \$36,000. Format: MOR, country, light rock. Principals: William S. Brisse, William L. Thompson, Norman W. Wham, Cary C. Doyle and Paul S. Mims (each 20%), are sales manager of investment firm, attorney, president of construction firm, attorney and accountant, respectively. Mr. Thompson, Mr. Brisse and Mr. Wham own majority interest in WPHB(AM) Belton, S.C. and along with Mr. Mims, own 100% of WABV(AM) Abbeville, S.C. Ann. June 4.

FM actions

■ Honolulu—Cyril C. Larsen. Broadcast Bureau granted 93.9 mhz, 100 kw, HAAT-481 ft. P.O. address: 45-114 Awele Place, Kaneohe, Hawaii 96744. Estimated construction cost \$25,800; first-year operating cost \$35,000; revenue \$70,000. Format: contemp. Principal: Mr. Larsen is 23% stockholder and general manager of KIKI(AM) Honolulu (BPH-9298). Action May 30.

■ Huntingburg, Ind.—DuBois County Broadcasting. Broadcast Bureau granted 100.9 mhz, 3 kw. HAAT 300 ft. P.O. address: Box 191, Huntingburg 47542. Estimated construction cost \$57,197; first-year operating cost \$35,518; revenue \$66,000. Principals: Paul E.

Knies (100%). Mr. Knies is advertising manager of Holland, Ind., dairy. Petition to deny by WITZ-AM-FM Jasper, Ind. was denied. Action May 3.

■ Shelby, Mont.—Tri-County Radio Corp. Broadcast Bureau granted 96.3 mhz, 28 kw., HAAT 270 ft. P.O. address: 130 Front St., Shelby 59474. Estimated construction cost \$25,800; first-year operating cost \$7,600; revenue \$13,000. Format: duplicating AM (75%). Principals: John J. Lyon (99.5%), et al own KSEN(AM) Shelby (BPH-9198). Action May 30.

Ownership changes

Applications

■ WQBX(AM) Blacksburg, Va. (710 khz, 5kw-D)—Seeks transfer of control of Radio Montgomery Inc. from Lonnie L. Pulliam (33% before; none after), William L. Carroll (33% before; none after) and Ray A. Childers (33% before; 30% after) to F. Roger Page Jr. (none before; 60% after). Consideration: \$600 plus assumption of liabilities. Principals: Mr. Childers is station manager of WQBX. Mr. Page has various interests in oil, coal, textile, real estate and investment companies. Ann. June 3.

■ WKWK-AM-FM Wheeling, W. Va. (AM: 140C khz, 1 kw-D, 250 w-N; FM: 97.3 mhz, 50 kw)—Seeks assignment of license from Camptown Industries to Community Service Broadcasting for \$650,000. Seller Camptown Industries, Donald Price, president, is also licensee of WONS-AM-WBGM-FM Tallahassee, Fla. Buyers: Jerome, Elaine, Harry and James Glassmar also own WDXI(AM) Jackson, Tenn., and WMCL(AM) McLeansboro, Ill. Ann. May 30.

Actions

■ KARM-FM Fresno, Calif. (101.9 mhz, 1.8 kw)—Broadcast Bureau granted assignment of license from KARM, George Harm Station to Lake Enterprises for \$290,000. Sellers: George R. Harm and Floyd H. Hyde trustee of estate of Hattie Harm. Buyers: Walter B. Lakes (55%), Joseph B. and Albert J. Allegretti (25% jointly), Louis H. Kornik (15%), et al. Mr. Lake has 60% interest in KFRE(AM) Fresno. Albert and Joseph Allegretti are respectively owner and office manager of garden products manufacturing company Mr. Kornik is president of investment firm (BALH-2106). Action May 30.

■ KBCI-TV Boise, Idaho—FCC has deferred action on application for voluntary assignment of KBCI-TV (formerly KBOI-TV) from Boise Valley Broadcasters, to Donrey Communications Co., until such time as basic character qualifications of assignee's principals are determined. Donald W. Reynolds, owner of 100% of voting stock in Donrey, is also 100% stockholder of KORK-TV, Las Vegas. KORK-TV's license renewal is pending in docket case. Issues include fraudulent billing, misrepresentation and lack of candor. Action May 29.

■ WKS(FM) Eldorado, Ill. (102.3 mhz, 3 kw)—Broadcast Bureau granted relinquishment of negative control of Eldorado Broadcasting Corp. by Robert D. Unsell and Elliott N.O. Partridge, M.D. (50% each before; 30% each after) to Donald Mitchell, M.D., et al. (none before; 40% after). Consideration: \$60,000 (BTC-7735). Action May 30.

■ WMPC(AM) Lapeer, Mich. (1230 khz, 1 kw-D 250w-N)—Broadcast Bureau granted transfer of control of Calvary Bible Church of Lapeer from Arnold L. Bracy, Donald V. Sitts, Hollis Hayes, Roger Wilson, Robert Grinnell and Walter Fish, trustees to Arnold L. Bracy, Donald Pettit, Donald Bracy, Mark Munger and Bruce Childs, trustees (BTC-7748). Action May 30.

■ WLTN(AM) Littleton, N.H. (1400 khz, 1 kw-D)—

Broadcast Bureau granted assignment of license from Littleton Broadcasting Co. to Profile Broadcasting Co. for \$160,000. Seller: John Bowman, sole stockholder, desires to go into semi-retirement. Buyer: Peter C. Aydelott (100%) is marketing consultant in Waterville Valley, N.H. (BAL-8370). Action May 30.

■ **WELX(AM)-WHBM(FM)** Xenia, Ohio—Broadcast Bureau granted assignment of license from West Central Ohio Broadcasters Inc. to H & H Broadcasters Inc. for \$80,000. Sellers: Harry B. Miller, president, et al (100%). Buyers: Harold Jean and Eleanor Wright (together 100%). Mr. Wright is program producer for WHIO-TV Dayton, Ohio and manager of WELX(AM)-WHBM(FM) Xenia (BAL-7950). Action May 30.

■ **WBUX(AM)** Doylestown, Pa. (1570 khz, 5 kw-D, DA)—Broadcast Bureau granted assignment of license from Norwalk Broadcasting Co. to Central Bucks Broadcasting Co. for \$219,000. Buyer: Central Bucks Broadcasting is made up of several investors with various business interests including James Michener, author and Don Meredith, sports announcer (BAL-8379). Action May 30.

■ **WREL(AM)** Lexington, Va. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Rockbridge Broadcasting Corp. from Milton B. Henson, Henry L. Ravenhorst and Alice V. Wilmer (87% before; none after) to Harry P. Anderson Jr. and Lewis Costello, voting trustees (BTC-7763). Action May 30.

■ **KWYZ(AM)** Everett, Wash. (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted acquisition of negative control of Shohomish County Broadcasting Corp. by Martin J. Hamstra and Robert J. Brown (each 33-1/3% before; each 50% after) through purchase of stock from Charles E. James (33-1/3% before, none after). Consideration \$20,000 (BTC-7764). Action May 30.

Facilities changes

TV action

■ **KCAU-TV** Sioux City, Iowa—Broadcast Bureau granted request to operate trans. by remote control from 7th and Douglas St., Sioux City (BRCTV-235). Action May 30.

AM applications

■ **WTRX** Flint, Mich.—Seeks CP to make changes in monitoring radials and add MEOV's to night pattern. Ann. June 5.

■ **WONA** Winona, Miss.—Seeks CP to change ant.-trans. and studio location to west of U.S. Hwy. 51, 1.25 miles south-southwest of downtown Winona. Ann. June 2.

■ **WISP** Kinston, N.C.—Seeks CP to make changes in ant. system. Ann. June 2.

■ **WKAP** Allentown, Pa.—Seeks CP to add MEOV's to daytime pattern. Ann. June 2.

AM actions

■ **KCAL** Redlands, Calif.—Broadcast Bureau granted CP to change daytime ant.-trans. location to approximately 45 ft. south of Lugonia Ave. and 1850 ft. east of Alabama St., Redlands; condition (BP-19905). Action May 29.

■ **KUAM** Agana, Guam—Broadcast Bureau granted CP to reduce power to 1 kw between midnight and 6 a.m. Monday through Sunday (BP-19944). Action May 30.

■ **WHYT** Noblesville, Ind.—Broadcast Bureau granted mod. of CP to make changes in radiation pattern (BMP-13977). Action May 29.

■ **KMRS** Morris, Minn.—Broadcast Bureau granted CP to make changes in ant. system; conditions (BP-19907). Action May 29.

■ **WNYR** Rochester, N.Y.—Broadcast Bureau granted CP to make changes in ant. system; conditions (BP-19929). Action May 29.

■ **WARM** Scranton, Pa.—Broadcast Bureau granted CP to make changes in ant. system and coordinates (BP-19909). Action May 29.

■ **WZBS** Ponce, Puerto Rico—Broadcast Bureau granted CP to install new alt. main trans. (BP-19950). Action May 30.

AM start

■ Following station was authorized program operating

Call letters

Applications

Call	Sought by
	New TV
*WEAO	Northeastern Educational Television of Ohio, Akron, Ohio
	New FM
KITA	Kilibro Broadcasting Corp., Modesto, Calif.
	Existing AM's
KADI	KXLW Clayton, Mo.
KIKM	KRRV Sherman, Tex.
KMPS	KOL Seattle
	Existing FM's
KIKM-FM	KSHN Sherman, Tex.
WNNS	WHAS-FM Louisville, Ky.
KEUT	KOL-FM Seattle

Grants

Call	Assigned to
	New FM's
WWWJ	Radio Johnstown, Johnstown, Ohio
*KEPO	School District 9, Eagle Point, Ore.
KWOD	Royce International Broadcasting, Sacramento, Calif.
KTKC	Springhill Broadcasting Co., Springhill, La.
WOSI	Union Springs Broadcasting, Union Springs, Ala.
KBOP-FM	Atascosa Broadcasting Co., Pleasanton, Tex.
	Existing AM's
KXPO	KGPC Grifton, N.D.
WPCE	WWOC Portsmouth, Va.
KADI-FM	KADI St. Louis
KPLE	KYLE-FM Temple, Tex.
KBEZ	KSBW-FM Salinas, Calif.
KZOZ	KSBY-FM San Luis Obispo, Calif.

authority for changed facilities on date shown: KWHW Altus, Okla. (BP-19,718), May 23.

FM actions

■ **WHMP-FM** Northampton, Mass.—Broadcast Bureau granted CP to install former main trans. and ant. as aux. for aux. purposes only; ERP 1.65 kw; ant. height 115 ft. (BPH-9394). Action May 30.

■ ***WNJC-FM** Senatobia, Miss.—Broadcast Bureau granted mod. of CP to change trans. location to 0.6 mile west of US Hwy. 51 on northwest edge of Senatobia; change trans. and ant.; ERP 18 kw (H&V); ant. height 390 ft. (H&V); remote control permitted (BMPED-1204). Action May 30.

■ **WKRX** Roxboro, N.C.—Broadcast Bureau granted mod. of CP to make changes in ant. system; ERP 3 kw (H&V); ant. height 300 ft.; condition (BMPH-14479). Action May 30.

■ ***WMCN** Paris, Ohio—Broadcast Bureau granted mod. of CP to change trans. and ant.; make change in ant. system; ERP 10 kw (H&V); ant. height 310 ft. (H&V); remote control permitted (BMPED-1164). Action May 30.

■ **WRAR-FM** Tappahannock, Va.—Broadcast Bureau granted CP to make changes in ant. system; ERP 3 kw (H&V); ant. height 300 ft. (H&V); remote control permitted (BPH-9278). Action May 30.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KFNB Oklahoma City (BPH-9274), May 22; WBEX-FM Chillicothe, Ohio (BPH-9031), May 28 and WILQ-FM Williamsport, Pa. (BPH-9401), May 23.

In contest

Procedural rulings

■ **KSWR(AM)** Rifle, Colo., **renewal proceeding**: Oil Shale Broadcasting Co. (Doc. 20231)—ALJ Walter C. Miller scheduled hearings for Sept. 4 and 16. Action May 30.

■ **Stamford, Conn., AM proceeding**: Western Connecticut Broadcasting Co. (WSTC[AM] Stamford) and

Radio Stamford Inc., competing for 1400 khz (Docs. 19872-3)—ALJ Lenore G. Ehrig scheduled hearing for July 1 in lieu of June 25 and another hearing for July 14. Action June 3.

■ **Perry, Fla., AM proceeding**: H.S. Hagan Jr. and His World, competing for 1400 khz (Docs. 20131-2)—ALJ Reuben Lozner scheduled further hearing for June 6. Action May 28.

■ **Newark, N.J., AM proceeding**: Gilbert Broadcasting Corp., Community Group for North Jersey Radio, Sound Radio, Fidelity Voices, W.M.E.D. Associates and Venture III Corp., competing for 1430 mhz (Doc. 20407-20412)—ALJ Ernest Nash granted petition by Sound Radio for leave to amend application to show certain adjustments in stock ownership as result of withdrawal of Scott W. Gorman Jr. as stockholder, and redistribution of his stock subscription among other stockholders of applicant. Action May 29.

■ **Suffolk, Va., FM proceeding**: Town and Country Radio, Voice of People and Tidewater Sounds, competing for 106.9 mhz (Docs. 20268-70)—ALJ Chester F. Naumowicz Jr. continued hearing from July 8 to July 15. Action May 29.

■ **Lakewood, Wash., AM proceeding**: Dale A. Owens and Clay Frank Huntington, competing for 1480 khz (Doc. 20454-5)—ALJ Chester F. Naumowicz Jr. ordered hearing to commence on Sept. 23. Action May 29.

Joint agreement

■ **Fort Wayne, Ind., FM proceeding**: Templar Broadcasting Co., Tecumseh Broadcasting Corp. and Weber Broadcasting, competing for 103.9 mhz (Docs. 20329-31)—ALJ Joseph Stirmer granted joint petition for approval of agreement; dismissed application of Weber Broadcasting with prejudice; authorized reimbursement to Weber in amount of \$13,000 and retained applications of Templar and Tecumseh Broadcasting Corp. in hearing status. Action May 29.

Initial decision

■ **Fulton, Miss., FM proceeding**: Itawamba County Broadcasting Co. and Tombigbee Broadcasting Co., competing for 101.7 mhz (Docs. 19838-9)—ALJ James F. Tierney granted application of Itawamba County Broadcasting Co. for new FM at Fulton. He dismissed with prejudice competing application of Tombigbee Broadcasting Co. for same channel. Ann. June 4.

Complaints

■ **FCC** denied application of Thomas E. Mitchell for review of Broadcast Bureau denial of fairness doctrine complaint against American Broadcasting Company. Mitchell complained that ABC broadcast "one-sided programming of controversial issue of 'handgun control'" in its airing of "The Gun" and individual episodes of "That's My Mama," and "The Streets of San Francisco." Bureau ruled that Mitchell's complaint was deficient since he did not provide any information to show that three programs addressed issue of "handgun control" in such obvious and meaningful fashion that fairness doctrine was applicable. Action May 28.

■ **WNBC-TV** New York and **WNET-TV** Newark—FCC affirmed action of Broadcast Bureau that denied complaint by Morton Schwartz against WNBC-TV and WNET-TV. Complaint alleged that stations had presented only one view of Einstein's theory of "curved space." Broadcast Bureau held that no further action on complaint was warranted. It said from information Schwartz had presented in his complaint, he had not shown that issue was controversial and of public importance, which was requirement to assess and act on complaint in terms of fairness doctrine. Action June 3.

Fines

■ **WSYD(AM)** Mt. Airy, N.C.—FCC ordered Mount Airy Broadcasters to forfeit \$3,000 for repeated unauthorized operation of WSYD during presunrise hours. Licensee requested remission or mitigation of forfeiture, contending it would impose hardship on station under present economic conditions. FCC said licensee would not be relieved of liability because it was not aware of amendment of rules nor because it operated for many years in violation of rule without being subjected to forfeiture for that violation. Action May 28.

■ **WYRU(AM)** Red Springs, N.C.—Broadcast Bureau notified K & R Broadcasting Corp. that it incurred apparent liability for forfeiture of \$600 for willful or repeated violation of rules by operating with excessive output power and failing to make entries in operating log at commencement of operation. Action May 30.

■ **KWIC(FM)** Beaumont, Tex.—FCC fined Gibson Broadcasting Co., licensee of KWIC, \$1,000 for allowing station to be operated by improperly licensed operator. In response to notice of apparent liability issued by FCC last September, Gibson said amount of forfeiture was "unusually severe" and requested mitigation or remission of the fine. Considering all circumstances in this case, FCC said it was not persuaded to mitigate or remit forfeiture. Action May 29.

Other actions

■ FCC again rejected number of additional requests to refund fees other than cable television annual fees, collected under its 1970 schedule, for same reason it previously denied other similar requests. Petitions and requests ruled upon included: Communications Satellite Corp., Plough Broadcasting Corp., and FM Enterprises, WFIL Inc., KDFW-TV Inc., KEEL Inc., et al, Buford Television et al, Booneville Broadcasting Corp., et al, K(o)KUA Radio One Corp., Golden Circle Broadcasting Corp., et al, and Oregon Broadcasting Co., et al, Orlando Radio and Television Broadcasting Corp., and Roy H. Park Broadcasting of Virginia, et al. Action June 3.

■ **WVOK(AM)** Birmingham, Ala.—FCC granted application of Voice of Dixie for license renewal of WVOK(AM) and denied petition of Birmingham Chapter of Human Relations Council of Alabama opposing renewal. Council asserted that station violated rules by improper logging of certain nonentertainment programs and, as result, had misrepresented amount of such programming presented during composite week. While licensee violated logging rules, FCC said it did not believe infraction warranted hearing on WVOK's renewal application. Action May 8.

■ **KARM-FM** Fresno, Calif.—FCC denied request by Lake Enterprises to change call sign of KARM-FM to KFRE-FM. KFYE(FM) Fresno objected to proposed change, asserting that assignment of requested call sign to another Fresno FM station would cause public confusion. FCC said it must be concluded that assignment of proposed call sign would unnecessarily aggravate any public confusion that might already exist in Fresno owing to phonetic and rhythmic similarity between KFYE(AM) and KFYE(FM). Action May 29.

■ **WRC-TV** and **WMAL-TV**, Washington—FCC rejected petitions of Aligned Citizens United for Television Equality to deny renewal applications of National Broadcasting Co. for WRC-TV and Evening Star Broadcasting Co., for WMAL-TV. FCC said allegations that two stations had failed to devote sufficient news and public affairs programming to two adjacent Maryland counties' needs and interests had failed to raise substantial and material question of fact to show that granting renewals would be prima facie inconsistent with public interest. Action June 3.

■ **WBRZ-TV**, **WAFB-TV** and **WRBT-TV** Baton Rouge—FCC wanted renewal applications of three Baton Rouge television licensees. Applications of

Louisiana Television Broadcasting Corp. for WBRZ-TV, and Guaranty Broadcasting Corp., for WAFB-TV, were granted unconditionally. Application of Rush Broadcasting Corp. for WRBT-TV, was granted on condition that licensee provide commission with additional employment information within 30 days and, as part of its renewal application to be filed next February, submit statement outlining affirmative action it has taken to encourage minority job applicants. Action May 28.

■ **KHMA-TV** Houma, La.—FCC has issued tax certificate to Denver T. Brannen certifying that sale of his interest in St. Anthony Television Corporation, licensee of KHMA-TV, was necessary or appropriate to effectuate FCC's new policy regarding common ownership, operation or control of radio and television stations in same market. Action May 29.

Allocations

Actions

■ **Presque Isle, Me.**—Broadcast Bureau proposed assigning ch. 291 to Presque Isle for use as noncommercial educational FM assignment. Action was in response to petition by University of Maine, licensee of *WUPI(FM) Presque Isle. University proposed operation on ch. 291 to complete noncommercial educational radio network of Maine Public Broadcasting Network system with third FM radio transmitter. Action May 28.

■ **Bowling Green, Ohio**—FCC has deleted ch. *70, Bowling Green, Ohio, from table of assignments. Action resulted from reallocation of UHF channels 70-83, upper range for UHF channels, from television to land mobile services in 1970. At that time, exception was made for ch. *70 because it was being used by *WBGU-TV. In overall proceeding dealing with educational TV assignments in Ohio, Ohio Educational Television Network Commission proposed assignment of ch. *27 to Bowling Green. *WBGU-TV was licensed on ch. *57, assigned to Lima. Action May 20.

Rulemaking

Actions

■ FCC invited comment on its role as to broadcaster-citizens agreements covering programming, employment and other aspects of radio and television station operation and proposed to require copies of all broadcaster-citizens agreements be placed in station's public file. Comments due July 25, replies due Aug. 11. Action May 29.

■ FCC will discontinue authorizing new UHF translator signal boosters effective July 11, but will allow license renewals of or changes in facilities of currently authorized boosters. Action May 28.

■ FCC adopted rule revisions specifying where translator and FM booster station records must be maintained. FCC found that licensee-owned translator records should be maintained in one of principal communities served by translator. Nonlicensee-owned translator records should be maintained at residence, office, public building or place of business, or other

suitable place in one of principal communities of license of translator. Action May 28.

Translators

Applications

■ **K02HV** Newtok, Kwigillingok and Mecoryuk, Alaska—Seeks to change frequency from ch. 2 to ch. 13 and delete Newtok as principal community (BMPT-TV-837). Ann. June 3.

■ **Boise Valley Broadcasters**, Jerome, Idaho—Seeks ch. 55, rebroadcasting KBCI-TV Boise, Idaho (BPTT-285). Ann. June 5.

■ **City of Selden**, Selden, Kan.—Seeks ch. 3, rebroadcasting KWNB-TV Hayes Center, Neb. (BPT-TV-5319). Ann. June 6.

■ **Amalia TV Translator Association**, Amalia, N.M.—Seeks ch. 8, rebroadcasting KOB-TV Albuquerque, N.M.; ch. 10, rebroadcasting KOAT-TV, Albuquerque and ch. 12, rebroadcasting KGAM-TV Albuquerque (BPTTV-5716-8). Ann. June 2.

Cable

Applications

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

■ **Horatio Community T.V.**, 515 N. 6th St., DeQueen, Ark. 71832, for Horatio, Ark. (CAC-05170): KTBS-TV, KSLA-TV Shreveport, La.; KARK-TV, KATV, KTHV Little Rock, Ark.; KTAL-TV Texarkana, Tex.; KETG Arkadelphia, Arkansas.

■ **Tehachapi TV Cable**, for Arvin (CAC-05159) and Lamont (CAC-05160), both California: Add KMPH Tulare, Cal.

■ **Televents of San Joaquin Valley**, for Los Banos, Cal. (CAC-05161): Add KMPH Tulare, Cal.

■ **Clearview Cable TV**, for Lynn Haven, Fla. (CAC-1343): Add Panama City, Fla.

■ **Sumter County Cablevision**, for Wildwood (CAC-4375) and Sumter county (CAC-4376), both Florida: Delete WXLTV-TV Sarasota and add WSWB-TV Orlando, both Florida.

■ **Madison County Cablevision**, 2854 Beltline Rd., Alton, Ill. 62002, for Bethalto (CAC-05154), Hartford (CAC-05155), Roxana (CAC-05156) and Godfrey township (CAC-05157), all Illinois: KMOX-TV, KSD-TV, KTVI, KPLR-TV, KDNL-TV, KETC St. Louis; WISU-TV Carbondale and WGN-TV, WSNS Chicago, both Illinois.

■ **Lincoln Cablevision**, for Lincoln, Ill. (CAC-05134): Add WSNS Chicago and delete KPLR-TV St. Louis.

■ **Citizens Cable of Allen County**, for St. Joseph township (CAC-05178), Adams township (CAC-05179) and New Haven (CAC-05180), all Indiana: Add WKBD-TV Detroit.

■ **Missouri Cable TV**, 910 City National Bank Bldg., Austin, Tex. 78701, for Hazelwood, Mo. (CAC-05173): KTVI, KMOX-TV, KSD-TV, KETC, KDNL-TV, KPLR-TV St. Louis and WGN-TV, WSNS Chicago.

■ **Island Cable Co.**, 2415 Bay Ave., Spray Beach, N.J. 08008, for Barnegat Light, N.J. (CAC-05131): WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPXI New York; KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAF-TV Philadelphia; WHYY-TV Wilmington, Del.; WNJS Camden and WKBS-TV Burlington, both New Jersey.

■ **Micro-Cable Communications Corp.**, Box 333, Oakland, N.J. 07436, for Little Falls township, N.J. (CAC-05181): WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WNYE-TV, WOR-TV, WNYC-TV, WPXI New York; WLIW Garden City, N.Y.; WXTV Paterson, N.J.; WNET, WBTB-TV Newark, N.J.; WPHL-TV, WTAF-TV Philadelphia; WJLU-TV Linden, and WNJM, Montclair, both New Jersey.

■ **San Juan Cable TV**, for Aztec (CAC-05176) and Bloomfield (CAC-05177), both New Mexico: Requests certification of existing operations and to add KTLA Los Angeles and KREZ-TV Durango, Colo.

■ **Sterling Babylon Cable Television**, for Babylon (CAC-05135), Amityville (CAC-05136), and Lindenhurst (CAC-05137), all New York: Add WTAF-TV and delete WKBS-TV Burlington, N.J.

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Summary of broadcasting

FCC tabulations as of April 30, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,411	3	26	4,440	45	4,485
Commercial FM	2,625	0	58	2,683	146	2,829
Educational FM	714	0	35	749	82	831
Total Radio	7,750	3	119	7,872	273	8,145
Commercial TV	697	1	9	707	52	759
VHF	507	1	3	511	9	520
UHF	190	0	6	196	43	239
Educational TV	223	9	10	242	12	254
VHF	89	3	3	95	4	99
UHF	134	6	7	147	8	155
Total TV	920	10	19	949	64	1,013

*Special temporary authorization

**Includes off-air licenses

■ NewChannels Corp., 1030 James St., Syracuse, N.Y. 13203, for Cohoes, N.Y. (CAC-05182): WTEN, WAST Albany; WRGB, WMHT Schenectady; WOR-TV, WPIX New York, all New York; WSBK-TV Boston.

■ Cablevision of Hempstead, for Hempstead (CAC-05143) and North Hempstead (CAC-05144), both New York: Add WTAF-TV Philadelphia and delete WKBS-TV Burlington, N.J.

■ Cass Community Antenna TV, for Sanford, N.C. (CAC-05169): Requests certification of existing operations.

■ TV Cable System, for Cambridge, Ohio (CAC-05162): Add WUAB Lorain, Ohio.

■ Advance Cable Corp., 1452 Livingston Ave., Columbus, Ohio 43205, for Columbus, Ohio (CAC-05145): WBNS-TV, WLWC, WTVN-TV, WOSU-TV Columbus; WUAB Lorain; WKBF-TV Cleveland, all Ohio; WXIX-TV Newport, Ky.

■ Massillon Cable TV, for Massillon (CAC-05163), Navarre (CAC-05164), Perry township (CAC-05165), Jackson township (CAC-05166) and Tuscarawas township (CAC-05167), all Ohio: Add WPGH-TV Pitsburgh.

■ Mount Vernon Cablevision, for Mount Vernon, Ohio (CAC-05153): Add WTRF-TV Wheeling, W.Va.

■ Better TV of Zanesville, for Zanesville (CAC-05146), South Zanesville (CAC-05147), Newton township (CAC-05148), Washington township (CAC-05149), Springfield township (CAC-05150), Wayne township (CAC-05151), and Falls township (CAC-05152), all Ohio: Add WUAB, Lorain, Ohio.

■ Storm Antenna Service, for Siletz, Ore. (CAC-05132): Requests certification of existing operations.

■ Beech Creek TV Cable System, for Beech Creek (CAC-05140), Liberty township (CAC-05141), and Beech Creek township (CAC-05142), all Pennsylvania: Add WTPA, WHP-TV Harrisburg; WGAL-TV Lancaster; WDAU-TV Scranton, all Pennsylvania; WNEW-TV, WOR-TV, WPIX New York.

■ Lebanon Valley Cable TV Co., 118 N. Eighth St., Lebanon, Pa. 17042, for Richland (CAC-05138) and Millcreek township (CAC-05139), both Pennsylvania: WHP-TV, WTPA Harrisburg; WLYH-TV, WGAL-TV Lancaster; WITF-TV Hershey; WSBA-TV York; WPHL-TV, WTAF-TV Philadelphia, all Pennsylvania.

■ Lebanon Valley Cable TV Co., 118 N. Eighth St., Lebanon, Pa. 17042, for Robeson, Pa. (CAC-05171): WHP-TV, WTPA Harrisburg; WLYH-TV, WGAL-TV Lancaster; WITF-TV Hershey; WSBA-TV York; KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAF-TV Philadelphia, all Pennsylvania; WKBS-TV Burlington, N.J.; WBFF Baltimore; WLVT-TV Allentown, Pa.

■ Lebanon Valley Cable TV Co., 118 N. Eighth St., Lebanon, Pa. 17042, for Swatara township, Pa. (CAC-05172): WHP-TV, WTPA Harrisburg; WLYH-TV, WGAL-TV Lancaster; WITF-TV Hershey; WSBA-TV York; WPHL-TV, WTAF-TV Philadelphia, all Pennsylvania.

■ Cable TV Co. of York, for York, Pa. (CAC-05168): Requests certification of existing operations.

■ Clear Vision Cable Co. of Huntingdon, for Bruneton (CAC-05174) and Hollow Rock (CAC-05175), both Tennessee: Add WDXR-TV Paducah, Ky.

■ Sudden Valley Cablevision, for Sudden Valley, Wash. (CAC-05158): Add KSTW Tacoma, Wash.

■ Complete Channel TV, for Madison, Wis. (CAC-05133): Requests certification of existing operations.

Certification actions

■ Lafourche parish, La.—Application by Lafourche Communications for certificate of compliance dismissed (CAC-3006-7). Action June 5.

■ Brookville, Miss.—FCC granted application by Macon Video Co. for certificate of compliance to begin service at Brookville, located in Columbus, Miss., smaller TV market. Macon requested carriage of WTKO-TV Meridian, WCBI-TV Columbus, WTUV Tupelo, and *WMAA Jackson, Miss., all of which are consistent with rules for systems located in smaller markets. Macon also requested waiver of rules to carry distant signals WLBT Jackson, Miss., WBRC-TV, WAPI-TV Birmingham, and WCFT-TV Tuscaloosa, Ala. FCC said since WAPI-TV and WBRC-TV have been provided, no television station objected to Macon's proposed signal carriage, and proposed system's estimated subscriber potential was less than 200, it would grant waiver to permit carriage. Finding that Macon failed to submit specific data or justification to support a waiver, FCC said it could not authorize carriage of WLBT and WCFT-TV (CAC-4396). Action May 28.

■ Gouverneur, N.Y.—Cable Bureau granted application by Community Antenna for certificate of compliance to carry WSYR-TV, WNYS-TV Syracuse, WYNY-TV Carthage, WNPE-TV Watertown, all New York; CKWS-TV Kingston, Ont.; WPIX New York and CJOH Ottawa, Ont. (CAC-4518). Action May 28.

■ Leipsic, Ohio—Cable Bureau granted application by Putnam TV Cable for certificate of compliance to carry WLIO Lima, WDHO-TV, WTOL-TV, WGTE-TV, WSPD-TV Toledo, both Ohio and WKBD-TV Detroit (CAC-4534). Action May 28.

■ Oakland, Ore.—Cable Bureau denied application by Clear View Cable TV for certificate of compliance (CAC-3567). Action May 28.

■ Johnstown, Pa.—FCC dismissed second request for certification of system operated in Johnstown by TelePrompTer Cable Systems. Basis of dismissal was FCC's May 8 denial which found system not to be entitled to certification. FCC noted in that action television broadcast signal was not "lawfully" carried by system when franchise had been procured by bribes. Action was taken to preserve integrity of certifying process established by its cable television rules, FCC said. Action May 28.

■ Philadelphia—FCC granted North Philadelphia Cable Television Corp. certificate of compliance to provide service to certain specified areas in city of Philadelphia, located in Philadelphia-Burlington, N.J., major TV market. North Philadelphia was authorized to carry KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAF-TV Philadelphia; *WHYY-TV Wilmington, Del.; WKBS-TV Burlington, *WNJS Camden, WXTV Paterson, all New Jersey; WOR-TV and WPIX New York. Objections by Philadelphia Community Cable Coalition were denied. FCC found North Philadelphia's franchise was in substantial compliance with rules (CAC-4262). Action May 28.

■ Pasadena, Tex.—Application by Cablevision of Houston for certificate of compliance dismissed at request of applicant (CAC-2738). Action June 2.

Other Actions

■ Tuscaloosa, Ala.—FCC denied joint request by Alabama Media Project and Civil Liberties Union of

Alabama for waiver of grandfathering provisions of cable TV franchise standards. Grant of petitioners' request would have terminated grandfathered status of Teleprompter of Tuscaloosa and subjected it to immediate rate regulation by local franchising authority rather than delaying such development until 1977 as specified by FCC's franchise rules. FCC said Teleprompter's raising of subscriber rates, had violated neither FCC rules nor provisions of Tuscaloosa franchise and that "to intervene now would amount to rule change without resorting to rulemaking proceedings..." Action June 3.

■ San Jose, Campbell and Santa Clara county, Calif.—FCC authorized Gill Cable, operator of systems at San Jose, Campbell and unincorporated parts of Santa Clara county, to carry KMUV-TV Sacramento, until KTLA Los Angeles is available for carriage. Gill was granted certificate of compliance and was authorized to carry KTLA. However, due to unexpected delays in obtaining common carrier microwave relay service, Gill seeks to add KMUV-TV as replacement for certified KTLA signal until such time as microwave service is available. Action May 20.

■ Gridley, Kan.—FCC directed Coffey County Community TV Co. to show cause why it should not be ordered to cease and desist from further violation of cable TV rules on its system at Gridley. According to article in "CATA Newsletter," monthly publication of the Community Antenna Television Association, Kyle D. Moore began operating system at Gridley in 1974 without obtaining certificate of compliance as required by rules. In response to inquiry to Cable Bureau, Moore filed petition requesting the FCC to issue declaratory ruling affirming right of cable operator to continue carriage of signals on system, contending that system required no federal authorization prior to commencing service and it needed no further authorization to continue. System's central argument was that certificate of compliance constitutes license, which it contends, FCC lacks statutory jurisdiction to issue and which is unnecessary for "simple reception service." FCC found that system, by its own admission, commenced operation and continued to operate in violation of rules. Since Supreme Court has sustained FCC's jurisdiction to regulate cable TV, FCC said system's jurisdictional contentions were without merit. Action May 29.

■ Ohio—FCC granted request by Tower Communications for special temporary authority to carry second independent signal on its systems at New Philadelphia, Barnhill, Dover and Midvale, located in Canton, Ohio, smaller TV market. Tower requested authority to add WUAB Lorain, Ohio, as replacement for WKBF-TV, which had been authorized to cease operations by FCC. Since systems would continue to carry WJAN Canton as local signal, addition of WUAB would not be consistent with signal carriage rules. FCC found waiver justified. It said Tower had no control over circumstances resulting in need to delete its grandfathered signal and it was not seeking to increase amount of programming regularly available on its systems. Action May 21.

■ East Liverpool, Ohio—FCC granted CATV of Ohio Valley, operator of 12-channel system at East Liverpool, waiver of signal carriage rules, so that it need not carry WJW-TV Cleveland. CATV of Ohio requested waiver stating only cable channel on its system not carrying must carry signal was cable ch. 9, this cable channel was unusable for technical reasons, and that system was already carrying three CBS affiliates. FCC said grant of waiver was warranted, noting that CATV of Ohio will be required to expand channel capacity to 20 channels by March 1977, or whatever time commission may set as result of pending rulemaking. Action May 28.

Rulemaking

■ FCC instituted rulemaking proceeding to consider possible alternatives to March 1977, deadline for older major market cable systems to be in compliance with access and channel capacity rules adopted March 1972. In addition, rulemaking has potential effect on access and channel capacity requirements for new cable systems. Comments due July 18, replies due July 28. Action June 3.

■ FCC modified cable television public inspection file rules to clarify which records must be maintained, location of records and periods of retention. FCC said rule would be changed to require records, including equal opportunity employment records to be retained for 15 years or until receipt of FCC certificate of compliance occasioned by franchise review, whichever is longer. Action May 28.

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WNIC AM/FM will be adding two aggressive street fighting sales people to its retail sales staff. If you can sell and close and have the desire to make it in a major metropolitan market write me: Ed Christian V.P./gm 15001 Michigan Avenue. Dearborn, MI 48126. Equal Opportunity Employer.

WPRJ - Parsippany, New Jersey needs a radio sales person. Nonproductive clock watchers and chair sitters needn't apply. If you aren't afraid of work - want to make money - call Bill Price, 201-335-9775. Past track record will be checked. E.O.E.

We are a 50,000 radio station short one salesman. Your account list and empty desk are waiting. Unlimited opportunities in local and regional sales. Our parent company is a multi-station company. Plenty of opportunity for advancement. Send resume to WWVA, 1015 Main Street, Wheeling, WV 26003. An Equal Opportunity Employer.

Radio advertising salesperson La Junta, Colorado - Wanted immediately. Experienced small market radio advertising salesperson for AM and/or FM station. Outstanding new facilities and communication center. Long established AM, new FM. Sports oriented. Strong community acceptance independently owned not part of chain. Ideal area for anyone whose health requires warm dry climate. \$10,000 plus annual base guarantee with opportunity to make great deal more on commission base. Starting salary commensurate with ability and experience. Permanent full-time producer wanted, boozers and loosers need not apply. Call or send resume to Chuck Denney, Co-Owner, General Manager, 303-384-5456, P.O. Box 485, La Junta, CO, 81050.

Help Wanted Announcers

Baltimore-Top station has immediate opening for strong morning personality with adult rock experienced and production background. Call 301-485-2400.

Seeking morning communicator with experience or mature pro looking for place to settle. Medium market. Bright MOR. Beautiful area, upper midwest. Top rated daytimer with professionalism our key to success. Looking for quality as we compete with metro market. Resume. salary required to Box F-79, BROADCASTING.

Combination announcer, copy, production. Professional pride in work. Nicest small market in California. Heads up radio only. What do you have to offer. KONG Visalia. CA.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director. Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

Help Wanted Announcers Continued

KRFM, Phoenix, Top-rated Beautiful Music FM has immediate opening for experienced morning person. Send resume and tape, which we may keep, to Eric Johnson, Operations Manager, KRFM, P.O. Box 10098, Phoenix, AZ 85064. Starting salary \$12,000. An Equal Opportunity Employer.

Responsible, mature air personality wanted to assume P.D. position with automated MOR AM facility. Tapes and resumes' only to Bill Dudley, KTM Broadcasting, P.O. Box 5758, North Charleston, SC 29406.

Top country... needs one mature afternoon driver. If you can create a great show, check us out. Great plant, people, and pay here. Send picture, air/production check, and resume the first time, to Jim Walton, WITL Radio Box 1010, Lansing, MI 48904.

Immediate opening for mature experienced announcer with first phone with production know how. Good opportunity for right person. Equal Opportunity Employer. Send resume and tape to manager, WGBR, P.O. Box 207, Goldsboro, NC 27530.

Mature FM adult rocker looking for experienced 7-12 midnight personality. No screamers. Tapes and resumes' only to J.J. Scott, WKTM, P.O. Box 5758, North Charleston, SC 29406.

5,000-watt adult contemporary station in beautiful, year-round resort community. Strong voice and production. Send tape, salary requirements. J. Rising, WLNH, Parade Road, Laconia, NH.

Immediate opening. Experience in commercial station essential. Salary open. Contact S. Lubin, WVOS, Liberty, NY. An Equal Opportunity Employer.

Experience and good attitude for MOR Ohio AM FM. Must be willing to live in community of 25,000. No floaters. Send resume and tape. R. Wright, WTTF, Tiffin, OH 44883.

Announcer-Salesperson wanted. Salary and commission. Experienced of inexperienced. Excellent job & market. 314-586-8577.

Modern country-High rated westcoast metro 5 KW fulltime, needs afternoon drive DJ, 1st phone - Rush tape and resume - Mill Hall P.O. Box 170, Turlock, CA 95380.

Mr. Fixit-Announcer wanted. Must enjoy repair, maintenance, installation. Transmitter knowledge not necessary. D.J. shift. Beautiful California location. 707-252-1440 after 10:30.

Help Wanted Technical

Chief for DA-D with class-B FM. Includes automation and portable remote gear. Central Indiana. Box F-5, BROADCASTING.

Lake resort area, chief engineer for AM/FM directional. PSA, Proofs, 4 hour board shift. WCSM, Celina, OH 45822.

Susquehanna Broadcasting - WLTA FM, Atlanta. Looking for Chief engineer strong on maintenance. Good working conditions, full company benefits. Duties may include some announcing. Send resume, audition tape and salary requirements to: Larry King, Program Director, WLTA-FM, P.O. Box 7695, Atlanta, GA 30309.

Assistant chief capable of maintenance who is also good announcer capable of handling some commercial production. Excellent facilities. WSMI AM FM, Litchfield, IL, 62056.

Christian-foreign language station needs qualified engineer as assistant chief. Principal duties: to maintain RCA TR-22 tape machine and TK-27 film chain. Call 209-529-7047. E.O.E.

Midwest 5k/1k seeks qualified Chief Engineer. Good pay, benefits. Immediate opening. Call Manager, 812-425-2221. E.O.E.

Help Wanted News

We need to fill a news management position for a major group of FM stations, with headquarters in New York. Strictly management, no on-air. Must have solid background in major market news plus solid knowledge of how to handle news in progressive FM format. Send background letter and resume to Box F-54, BROADCASTING.

Newsperson, we want someone who can communicate to people. Also need full time news writer/reporter. Reply in writing only, tape if possible. Bob Absher, KSLQ, 111 S. Bemiston, St. Louis, MO 63105. Female applicants will be treated on the same basis as males, an Equal Opportunity Employer.

Florida. Newsman to cover and air local news. Send tape, resume. WKXY Box 2500 Sarasota FL 33578.

If you recognize the name W.D. Sandeford, you know what kind of person I'm looking for. Funny, informative, total news communicator. No rip and read please, but if you know how to dig, rewrite and entertain while informing, send all details to WRBR-FM, Box 179, South Bend, IN, 46624 E.O.E.

Help Wanted Programming, Production, Others

Major programming corporation with outstanding reputation adding experienced recording engineer with Beautiful Music background. Must be stable, reliable, heavily production-oriented, editing genius able to assume responsibility. Excellent growth potential, working conditions and climate. Reply Box F-101, BROADCASTING.

Program Director: modern country format Florida: small/medium market coast area. Prefer program/air personality to set-up and administer a tight-bright-super country sound. Income commensurate to results, \$200 per week minimum. Send resume and picture to Box F-125, BROADCASTING.

ACTORS: We're adding actors to our staff. Need to be creative with good resonant voice. An Equal Opportunity Employer. Send resume and salary requirements to Griffith Broadcasting Corporation, P.O. Drawer 1660, Lynchburg, VA.

Unique broadcasting operation has opening for part-time instructor. Some on-the-air production work. NYC area resident only. Experienced only. 212-279-6850.

Situations Wanted Management

Christian desires station to convert to Christian format. Experience includes: managements, sales, programming. Permanent position desired. Box F-63, BROADCASTING.

Attention: major market radio Dynamic sales personality desires position as local and/or national sales manager for group or individual station, strong credentials, personable, highly creative with unusual sales techniques, build your local and national sales with a fresh, energetic, hard-working talent. Write Box F-94, BROADCASTING.

Professional, stable, productive, manager... young family, 20 years experience all areas, national-local sales, operations, programming, networking, government, production, community-labor relations, presently employed... looking for new opportunity (Box F-121, BROADCASTING).

Experienced major market A.E. and sis. mgr. wants G.M. position in Kentucky, Ohio or Indiana Box F-127, BROADCASTING.

R&B PD with major market experience seeking OM or PD position in major or medium market. Will do air shift for right situation. Write Box F-128, BROADCASTING.

G.M. or G.S.M. Mature, creative, dependable, hard-working. Call 503-292-9715 for resume.

Situations Wanted Sales

Sales Manager - Morning man, 50 thousand market. Looking to advance. Successful sales. B.A. Communications. Positions with solid 5 digit income only. Box F-75, BROADCASTING.

Situations Wanted Announcers

Seek Adult Contemporary D.J. job. 1st phone announcer. 1 1/2 yr exp. MOR 5KW-DA. Good voice, reliable, dependable, no screamer. Looking southern New England, New York, Penn. Box F-22, BROADCASTING.

Please give me a chance Young, single DJ, currently employed, 3rd endorsed, seeking advancement, go anywhere. 417-667-7992 or Box F-33, BROADCASTING.

DJ/Newsperson with 3 yrs. experience in small, medium, major markets in MOR, Contemporary, C/W jock shift plus news, talk, production. Prefer Northeast location, but will relocate. Available immediately. Box F-70, BROADCASTING.

Twime!!! I have 8 yrs experience & looking for Top 40 or Contemporary MOR. Medium plus, 3rd Box F-76, BROADCASTING.

Imaginative female feature-writer/announcer, five years broadcasting experience, background many aspects radio journalism, unaggressive personality, euphonious voice, seeks employment in California. Box F-86, BROADCASTING.

Available now! First phone. Three years experience. Major market. 100,000 FM Sales manager, sportscaster, weekend jazz program. Box F-89, BROADCASTING.

Looking for a full time C&W or all night country show. Seven years experience. Can relocate. Box F-93, BROADCASTING.

Personality DJ., 25, good production creative, 9 mos., exp., 3rd endorsed. Illinois, Wisc., midwest preferred. Box F-96, BROADCASTING.

Talented female doing part-time Top 40 in major market wants full-time gig. BA, 3rd phone. Send for resume, tape. Box F-107, BROADCASTING.

Creative, aggressive - 6 yrs. exp. on air, - sales excellent production, PR oriented, college, 25, family, Ohio - Pa. areas preferred, but will welcome from anywhere, Box F-110, BROADCASTING.

First ticket six year pro desiring medium to major. Well rounded in all phases of radio, one year TV. Box F-111, BROADCASTING.

Ten year first phone, market fifty, wants Florida or southeast M.O.R. or country. Box F-114, BROADCASTING.

Sports director: Exciting, colorful play-by-play; award winning reporting. Ability to reach both men and women, Box F-115, BROADCASTING.

No malpractice problems with the "M.D."... Music Director/D.J., seeking modern country air shift. Two years experience, third endorsed; co-operative; like long hours. Box F-129, BROADCASTING.

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Experienced first phone announcer. Rhode Island native. Call John Comfoti 401-596-5728.

1st phone ann. 15 yrs. exp. C&W or MOR Jim Kress call 715-748-2217 or 634 N. Shattuck St. Medford, WI 54451.

Attention Philadelphia and surrounding areas! A good woman is hard to find! 1st phone communicator belongs in your format. Music, authoritative news, talk, copy, production. I want to work for you. 215-FL2-6937.

Announcer, experienced, college radio in Chicago. Looking for small-medium market for morning talk-MOR show. Bright, witty, informed, creative, very personable on air. 3rd. Johnny Dial, 1216 Washington Itasca IL 60143.

Situations Wanted Sales Continued

Major market experienced MOR - country pro - ready to work - willing to relocate. 3rd ticket. Gerald Trumpra, 6800 Auburn, Detroit, MI 48228 - Phone: AC313-271-7464.

Three years MOR and Top 40. Third endorsed, can talk, read and think. Strong knowledge of rock, production my specialty. Available mid-July; references. 603-363-8160.

Distinctive top 40/hit progressive jock looking for jock, PD, MD, light engineering duties at a station with gusto! Prefer small to medium college market organization with big city ideas. Extensive automation programming and maintenance...some major market experience. 602-778-2140 after 2 PM MST.

Only quality stuff from this versatile major market pro who, along with his first phone and B.A. in broadcasting, would like to bring his production and/or programming talents to your station. 215-LO 3-1739.

Attention Midwest. Many years allround experience. Solid references. Fine production. Very strong news background, writing, covering beat and airwork. Veteran with college. Third ticket endorsed. Phone 512-997-3680.

Versatile announcer: Creative production, dedicated, experienced. Desires small, friendly station, eastern U.S. 914-292-6515.

Music Wiz! MD/air; 3rd, college grad, prefer progressive sound.- will work all music ready now will move - Peter Stehdell. 911 Forkland Ct. N. Redmond, NY 01710.

Northeast only. Seek PD or announcer position. Experience, first phone, married. 201-334-11800, or leave message at 413-967-6920.

Announcer desires full time position 3rd phone, sales experience. Willing to travel. If you need aggressive individual with personality Jim 716-621-2329.

First Phone, 21, college degree, college radio experience. Announcing, copywriting, and program direction. Will relocate. Jim. 513-825-2430.

Young Announcer, 3rd endorsed with production and limited experience. Dedicated, hard working and reliable with a willingness to travel. Please call Joe - 203-229-8088. Tape and resume on request.

Versatile, experienced, top-rated, east coast air personality for solid gold, CW, Top 40 or MOR format seeking employment in medium or large market. B.S. married; call 215-297-5186.

Mature, capable announcer. 3 years with American Forces network. Experience with Rock/Contemp MOR/Easy. Willing to relocate. Rick Beaudry, 227 Park Dr., Boston, MA, 02215 617-536-2331.

Young, married, currently employed, 1st, 2 1/2 years experience. Seeking small or medium market in Missouri or Midwest. Prefer rock. MOR 417-667-7008.

Situations Wanted Technical

1st Phone available as vacation replacement during summer months Phila NJ Balto Wash area Box F-108, BROADCASTING.

Stop, Mr. Broadcaster, you've found your man. An engineer with engineering expertise. Theoretical and practical with 2 years college and 20 years experience. Strong on troubleshooting and maintenance from audio to 50 KW Xmr, directionals, FCC rules, solid state & logic, supermodulation, and some TV. Let's get acquainted. Box F-112, BROADCASTING.

Experienced licensed engineer dj available for summer relief reasonable Box F-117, BROADCASTING.

20 years first phone, mature, reliable, married, youngster in college. Wide experience all phases. RF, audio, remote control, maintenance, repair, etc. 6 1/2 years present job in Missouri. Quality worker, seeking good, permanent job. Box F-124, BROADCASTING.

Situations Wanted Technical Continued

Ch. eng. - asst. ch. AM-FM-TV-Microwave 25 years experience installation, operation, maintenance, training. Aggressive. Ed Powers, P.O. Box 6383, San Francisco, CA 94101.

25 years broadcast field, C.E., automation, proofs, directional, FM, thoroughly experienced construction and maintenance. South or southeast Apt. 66, University Blvd., Jacksonville, FL 32211.

Situations Wanted News

Reporter, Writer, Editor. 20-year news background in print, radio, seeks good opportunity anywhere. Box F-26, BROADCASTING.

Seeking position in no-nonsense news department. Total of 8 years broadcasting experience. Leaving management position in closely related industry. B.A. degree in political science with minor in journalism. Box F-28, BROADCASTING.

Experienced news director, strong small market local news background, B.A.; desire move up for big local image. Reply Box F-100, BROADCASTING.

Sports Director and P-B-P man. 10-years experience. Sales, too. Box F-103, BROADCASTING.

Medium market newsmen looking for a news position with sports opportunities. College degree, AFN, Production experience. Box F-106, BROADCASTING.

Broadcast journalist seeking position in professional news operation. Experienced, former ND, strong writing, reporting, interviewing. Box F-118, BROADCASTING.

Meteorologist. AMS professional, seven years in top fifty, early thirties. Consider all offers. Box F-119, BROADCASTING.

Solid news and programming background. Looking for major-medium market news director or operations manager position. Can produce results. Your staff or mine. 1st phone. Box F-120, BROADCASTING.

Currently on TV and homesick for radio. Nine years experience, 1st phone and degree, prefer South, Southwest, or West. Write Box F-122, BROADCASTING.

Newsman/Announcer, 4 years with Chicago all news station, 4 years Gary, Ind. stations. BA degree journalism, 1st phone. Presently news secretary for J.S. Congressman. Jerry Wilkerson, 202-488-4979, 305 Sixth St. S.W., Washington, D.C.

Newsman, announcer, reporter, 6 years experience. MOR, talk shows, documentaries. Bruce Arthur, 9116 Brookfield, Brookfield, IL 60513 312-246-1121.

Meteorologist available immediately. John McKie, 1511 Torrence Dr., Springfield, OH 45503 313-399-1564.

4 years experience. Highly skilled reader writer reporter. Weekend man in Detroit. Want fulltime job in medium or major. Doug 1-313-534-0251.

30F REPORTER-FIELD PRODUCER, news and sports. Seek same position with heavy sports and news. Experience covering presidential campaigns, national court cases, general assignments, major league sports. Now working for national TV and radio news service. Excellent references. Des Artistes Hotel, Apt. 3-E, 1, West 67th Street, New York, NY 10023, or 212-EN2-6700.

Aggressive '75 Grad, Newhouse School of Broadcasting, B.S., Top 50 experience, not a beginner. News, sports, production. Tape available. Will relocate. Marc Bodner, 27 Shadowlawn Drive, Livingston, NJ, 07039 201-994-1652.

5yrs. exp. Broadcast news-sports. Want reporter/on air-news/sports western market Mike Patchen 307-362-3774.

Experienced ND/PBP - Strong asset to right station. Available immediately Glen 308-284-6330, after 5:00 MDT).

Situations Wanted Programing, Production, Others

Experienced jock, production, news wants challenge as PD, MD or ND. Small or medium market. Box F-95, BROADCASTING.

Major market pro-programming or personality. contemporary to rock. 305-868-5138.

Good Programmer, experienced Pd, 25, first phone with maintenance, stable, hard worker. Good music format preferred. Call Rick Preston 904-761-1342 after 5pm EDT.

Energetic, creative black pro seeking major or medium market programming position. Strong production, six yrs. Top 40 experience. Contact Dave Smith 404-243-3762.

Problem Solver, not a problem maker! Experienced Program Director, Announcer, Production, MOR, country. First Class license. Family man. Will relocate. Charlie Walters 408-255-2010.

University of Minnesota graduate (June 1975), Jon Fogdall, seeks advertising position; prefer broadcast copywriting. Relocatable. 1903 West Oakland, Austin, MN 55912.

TELEVISION

Help Wanted Technical

"Needed at Once" Top 10 market UHF seeks maintenance engineer with active "hands on" maintenance experience on studio cameras, film chains and 2" VTR's. Excellent salary offered. Equal Opportunity Employer. Box F-80, BROADCASTING.

Help Wanted News

Anchor/Producer, for expanding top 50 operation. We need someone who can communicate, not just read copy. Resume and current salary, Box F-11, BROADCASTING.

Highly rated mid-market network affiliate seeks strong anchor-reporter. Must have up tempo style and strong journalistic credentials. Send resume and picture in first letter. Box F-88, BROADCASTING.

Female or Male: Producer to package our 10pm M-F newscasts. Film editing experience a must, along with top news judgement. Also looking for self-starting field reporter to dig out the news in 100+ Northwest market. Resumes with references for both to Box F-99, BROADCASTING.

Producer with some back up anchor work needed for major television newscasts in medium market television station. Minimum of one year's experience in producing and writing television newscasts. Must have a degree in Mass Communications or Journalism or an equivalent of three years working in a news operation. This should include anchor work and street reporting. Experience in directing would be desirable, but not required. An Equal Opportunity Employer. WILX-TV, P.O. Box 380, Jackson, MI 49204.

We're looking for a street reporter with solid journalistic and production skills who can consistently produce accurate and visually interesting work. The person we will hire will also appear on the air. Experience a must. Send a complete resume with references along with samples of your work to: News Center Five, WKRG-Television, 162 St. Louis Street, Mobile, AL 36601. WKRG is an Equal Opportunity Employer.

Help Wanted Programing, Production, Others

Television Programing Consultant with film-buying experience for San Francisco Bay area station. Box F-67, BROADCASTING.

Studio Production Supervisor-five years production experience or three plus B.A. Supervises 14 full-time camera operators, productions in four studios plus remote truck. \$9,300 to \$10,500. Production Manager, KUON-TV, Box 83111, Lincoln, NE 68501.

Situations Wanted Management

Production-Operations Manager. 15 years with affiliates after 5 years film. Remote specialist. Degree. Awards. Box F-35, BROADCASTING.

Situations Wanted Sales

Number One A.E. past two years in top 20 market. Over \$1,000,000 in billing. Desire similar position with growth potential. Career opportunity only. Young, married, employed, aggressive. Box F-123, BROADCASTING.

Situations Wanted Announcers

A.M.S. Weathercaster. Friendly, concise delivery. Solid experience. Box F-9-, BROADCASTING.

Situations Wanted Technical

Chief Engineer, 23 years experience, AM, FM, TV, directionals, proofs, FCC regulations, good administrator. Box F-38, BROADCASTING.

Chief Engineer, age 40, 20 years broadcasting, commercial and public. Seeking director or chief position at larger operation that needs a take charge, competent engineering administrator. Box F-77, BROADCASTING.

1st Phone. Available as vacation replacement during Summer months. Phila. NJ, Balto., Wash., area. Box F-108, BROADCASTING.

Technical director position sought with TV, production house, etc. Over sixteen years in broadcasting, eight with present station. Experienced up to seven bus switchers; also audio, projection, videotape, camera, first phone. Creative and quality production oriented. Available September. Mid thirties, married. Move is for career advancement. Box F-116, BROADCASTING.

Situations Wanted News

Need the Best? Meteorologist, 20 years experience. 6 in TV. AMS seal. Box F-31, BROADCASTING.

Reporter, special writer or assignments editor. Twenty-year news pro, major berths in print, radio, seeks entry news slot. Hard news, deft with features, supervisory experience. Box F-57, BROADCASTING.

California or Bust. East coast major market News Director will consider all offers writer, producer, etc. Write Box F-92, BROADCASTING.

Weathercasting professional. Young TV meteorologist with master's degree and six years broadcast experience seeking move to better position. Eligible for AMS seal. Reply Box F-102, BROADCASTING.

News/Sports reporter/cinematographer with three years experience looking for the same position in Midwest or East. Would also accept radio sports position. Call 801-673-9865.

Ex-print reporter seeks broadcasting equivalent. Top-notch prose style, good delivery. A. Armstrong, 34 Susquehanna Avenue, Cooperstown, NY 13328.

Street reporter, 25, Emmy, consumer/investigative knack, master's, ambitious hard worker seeking gutsy news department in top-75. Don Goodwin, 501-932-7298.

Experienced Sports Director. Top credentials in on-air and film production work. P.O. Box 177, Yardley, PA 19067.

Situations Wanted Programing, Production, Others

Experienced Producer-Director-Photographer. Major market. Live/VT variety/entertainment background. Strong commercial/documentary/sports. National awards, excellent references. Seeks TV station or production house. Resume VT available. Box F-44, BROADCASTING.

Situations Wanted Programing Continued

Experienced Producer/Director. Returning to graduate school. Seeking free-lance assignments. Gordon 513-892-1808.

Creative, Hard-working. I have experience in production and management. College. Go anywhere, immediate. John Primm, 4159 Keystone. Culver City, CA 90230.

CABLE

Help Wanted Management

What's experience worth without motivation? Expanding Cable TV group has management opportunities for recent college graduates in desirable markets. Send salary requirements and resume to Fred Harms, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Needed immediately. Management position opened in Amherst. Must be heavy in sales. Owners just received new franchise in next town. Salary open. Send complete resume. Amherst CableVision, 602 Grover Cleveland Hwy., Amherst, NY 14226.

Help Wanted Technical

Wanted Vice President/Engineering. I have 135 miles of 30-channel bi-directional plant expanding to 375 miles. We are an all converter environment now carrying 26 channels. We have 10 channels of FM microwave, 3 headends and \$250,000 in mobile color production facilities. If you have your engineering degree and at least five years system experience and are a hands-on working engineer with the ability to lead and administrate then we have an excellent position for you in Hawaii. Send full resume and references with current salary to John Calvetti, President, Oceanic Cablevision, Inc., P.O. Box 27087, Honolulu, HI 96827.

BUY—SELL—TRADE

WANTED TO BUY EQUIPMENT

250 Watt or 1 KW FM transmitter, state make, model, age, condition, price. Box F-113, BROADCASTING.

Equipment Wanted: Used automation systems, transmitters or what have you? Paul Schafer, Schafer International, 5801 Soledad Mtn. Rd., La Jolla, CA 92037.

FOR SALE EQUIPMENT

Two Rapid-Q Dual Playbacks: Factory reconditioned: One year old. \$835.00 each. Box F-81, BROADCASTING.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer Company, Box 8057, Pensacola, FL 32505.

For Sale Television equipment. 2 newly refurbished, RCA low-band headwheel panels. Make offer. George Woody, 218-727-6864.

E.N.G. IVC 870C color VTR & Spectravision Back-spacer, edit and insert capability, excellent condition, \$6,500.00. Sun Life Assurance Company of Canada, 617-237-6030, Ext. 381.

For Sale one FM 10B 10,000 watt transmitter now in use want to buy one Gates used FM monoral transmitter 20 kilowatts or more for more information call 912-384-1550 or 912-384-8153 or write P.O. Box 471, Douglas, GA 31533.

Gates 10w Transmitter, Studioette Board, FM-22 antenna (88.1). Levil Devil and tubes. 3 years old. Package or separate. Thiel College, Greenville Pa. Dean of Students Office. or 412-588-7700 Ext. 213.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Yankee Doodles! 30-seconds of fun. Inexpensive. Free audition. Write: 915 West 8th St., Cincinnati, OH 45203.

Contemporary Comedy! T-H-E deejay comedy service! Freebie! Broadcast Library, 5804-B Twineing, Dallas, TX 75227.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611. call collect 312-944-3700.

COMICmercials mean serious business. Extra business for your station. 150 humorous commercials in 45 categories, adaptable to particular accounts. Every radio station should have a copy. Get yours for \$15.00 from Brain Bag Publications, P.O. Box 875, Lubbock, TX 79408.

Classical LP libraries wanted. R. Junker, 705 5th Ave., San Francisco, CA 94118.

Let us be your stringer for Radio-Television news, sports, and features in Southern California. GT News & Sports, R.G. Touchstone, 213-278-4704.

Employment Service

Many Top 40, MOR, & C&W positions open in small, medium, and major market stations! Rush tapes and resumes to: Air Talent Placement, 1516 Hinman, Suite 505, Evanston, IL 60201.

INSTRUCTION

Learn broadcasting in LA at KiiS Radio (NBC), in the famous KiiS Broadcasting Workshop. Write or call for literature. 8560 Sunset. LA 90069.

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-dj.-1st class F.C.C. license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

First Class FCC license in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.— plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

1st Class FCC, 6 wks., \$400.00 money back guarantee. VA appvd. Nat'l Inst. Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: July 14, August 25, Sept. 29. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

For 38 Years, Industry Leader, Don Martin School of Communications trains for 1st phone license, in just five weeks! Inquire about our special summer offer. Call collect for details, 213-462-3281, or write, Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!

Instruction Continued

Get your FCC license in Chicago! Biggest school in the Midwest. Results guaranteed. Veterans approved. Financing. Omega Services, Inc., 333 East Ontario, Chicago, IL 60611. Call today: 312-649-0927.

No FCC License? Tried every way but the right way? It's time for Genn Tech. Home study. Free catalog. 5540 Hollywood Blvd., Hollywood, CA 90028.

RADIO

Help Wanted Sales

DIVISIONAL VICE PRESIDENT

We are the largest radio station sales promotional company in North America (AA1 Rated). The industry demand for our services necessitates opening new territories in Texas and Ohio-Pennsylvania. We are looking for a radio pro who knows how to hire and manage effective sales people, and who can out-sell them all. \$20,000 base, finest overwrite and commission schedules if you are our man. If you are desk-jockey, please do not apply. We have 27 years of proof that we are number one—prove to me you would fit in. Send your resume and references to: John Burroughs, President, Universal Publicizers, Inc., 919 North Michigan Avenue, Chicago, Illinois 60611.

Help Wanted Programing, Production, Others

PROGRAM MANAGER

WGY—50,000 watt Northeast giant deserves fully qualified program manager for top rated MOR/Information facility, as well as contemporary FM facility. Individual should show progressive trend of success programming major market radio stations and should be fully knowledgeable in music and production, possessing good creative and administrative skills. Send resume to Richard A. Foreman, General Electric Broadcasting Co., 1400 Balltown Road, Schenectady, New York 12309. An Equal Opportunity Employer.

Situations Wanted Management

Radio manager wants to settle with family in small market community. Wants to buy AM or have opportunity to invest with owner who may soon retire or absentee owner who needs solid manager partner. 39 years old, respected, 17 years in broadcasting, can do it all but Engineering. Prefer Nebraska, South Dakota, Kansas, Iowa or Colorado. Box F-126, BROADCASTING.

Situations Wanted Announcers

RELOCATING IN FLORIDA

10 Year MOR Personality. May be the rating booster you're looking for! Available in Florida during July for audition and interview. Greg Hanlon, 2016 West End Ave., Pottsville, Pa. 17901 (717) 622-5380

Situations Wanted News

1974 State Awards winner from National Sportscasters & Sportswriters Association, with outstanding professional background as sports participant on all levels, also coach, manager, scout, and Director, with professional voice and veteran's dignified presentation which sells, currently highly successful in management as well, wants strictly sports, hopefully Directorship. Network references include major play by play. Radio/TV environment more important than salary. Write Box F-133, BROADCASTING.

Situations Wanted Programing, Production, Others

**EXCEPTIONAL PROGRAMMER
7 STATIONS 7 RATED NO. 1**

INQUIRY FROM OWNER OR GENERAL EARNS BASIC, STANDARD PROGRAM RECOMMENDATIONS, WORKING THEORY OF CONSULTANT AND AGREEMENT FAC-SIMILE.

Box F-60, BROADCASTING

SPORTS IS MY SPECIALTY... NOT A SIDE-LINE! IN 1974, NETWORK PLAY-BY-PLAY OF BOTH FLORIDA BLAZERS (WFL) AND UNIV. OF MIAMI NETWORKS PREVIOUSLY, OHIO STATE FOOTBALL PLAY-BY-PLAY, CURRENTLY LOCAL T.V. BASKETBALL, SPORTS COMMENTARY AND TALK. MY CREDENTIALS SPEAK FOR THEMSELVES. IF THEY DON'T CONVINCE YOU, MY AIR-CHECK WILL. PLEASE, PRO OR MAJOR COLLEGE PLAY-BY-PLAY ONLY.

Box F-132, BROADCASTING

Management Consultants

**\$50,000.00
ACCOUNT EXECUTIVES**

Can you sell corporate officers of radio and television stations? Well established Chicago based company is offering a new service to broadcasters and we need several account executives willing to travel extensively for 6 months with minimum travel thereafter. \$30,000.00 guarantee with opportunity to earn \$50,000.00 first year. If you have graduated from college within the past 5 years and have set high goals for yourself, please send resume to Box F-49, BROADCASTING.

Employment Service

JOBS! JOBS! JOBS! IF YOU HAVE THE TALENT—WE HAVE THE JOBS!!! Subscribe to:



Box 61, Lincroindale, N.Y. 10540
Number "One" in Weekly, Nationwide Employment Listings for Radio, TV, DJ's, PD's, Announcers, News, Sales and Engineers

- \$12.00 3 months (12 issues)
- \$25.00 12 months (50 issues)
(Check Appropriate Box)

NAME

ADDRESS

Enclose Check or Money Order

**TELEVISION
Help Wanted Sales**

**2 Key Sales Positions
In TV Broadcast Equipment**

Harris Corp., a leading producer of TV and Radio Broadcast Equipment, headquartered in Quincy, offers career opportunities to professionals who are ready to assume responsibilities in these areas:

**TV VIDEO SALES
SPECIALIST**

This position requires technical sales support in video studio products and their application to TV broadcasting. Specifically, studio cameras, film cameras and accessory equipment. You must have marketing experience with a background in TV station engineering field service or application engineering.

**TV RF SALES
SPECIALIST**

This position requires technical sales support in TV RF products and their application to TV broadcasting. You must be qualified in TV station engineering or broadcast manufacturing with RF products and some sales experience needed.

Salaries commensurate with experience, full company benefits. Send resume and salary history in confidence to:

BOB J. VAUGHAN, Profession Employment Manager

HARRIS CORPORATION Broadcast Products Division
123 Hampshire Street, Quincy Illinois 62301
an equal opportunity employer m/

Consultants

ANNOUNCING

Bill Haywood, Inc.
in association with Rich Wright

**CONSULTANTS
SPECIALIZING IN BLACK ORIENTED RADIO**

CONTACT: Bill Haywood, 1629 K St. NW
Suite 701, Washington, D.C. 20006
Area (202) 785-0275

Public Notice

AUCTION-BY-MAIL

**Existing Radio Station Facilities
WXXL—Harriman
Tennessee**

**Transmitter and Complimenting
Facilities, For Sale By Bid**

For details, write—
**Broadcast Consultants Corporation
21 North Wirt Street,
Leesburg VA 22075
703-777-8660**

**Deadline For Bids: Noon-EDT
July 11th, 1975**

Miscellaneous

ATTENTION Radio Station Managers. Would you like several Hundred Dollars extra income for your station each month, year after year? Call 703-342-2170. Listen to a 60 second tape and learn how this extra money can be yours. No obligation. No cost. Call today. **Hayden Huddleston Productions, Inc.** Suite 305-Shenandoah Bldg-Roanoke, Virginia 24011.

RADIO AUDIENCE SURVEYS from \$269

- INCREASE SALES REVENUE
- ACHIEVE GREATER RESPECT AT THE AGENCY LEVEL
- INCREASE STATION PRESTIGE AMONG EMPLOYEES

Professional Research Services



"Another Dale Bennett Enterprise"

6806 S. TERRACE RD. TEMPE, ARIZ. 85283 (602) 838-4003 Collect

Help Wanted News

**TV News
Photographer**

Experienced in putting the viewer at the scene and feeling it. Must know how to shoot everything with natural sound.

Northeast top 25.

An Equal Opportunity Employer
Write Box F-104, BROADCASTING

Situations Wanted News

Sportscaster

NEED A SPORTSCASTER? I'M NO PRETTY FACE, BUT I CAN DELIVER A SPORTSCAST THAT WILL GRAB PEOPLE'S ATTENTION—AND HOLD IT. BACKGROUND, VOICE-OVERS, COMMENTARY ... THEY'RE ALL PART OF THE PACKAGE ... ALONG WITH A DESIRE TO BE AMONG THE BEST IN THE BUSINESS.

CURRENTLY WORKING MEDIUM MARKET. LET ME SUBMIT A TAPE—THEM YOU BE THE JUDGE. (CONTACT BOX F-109) BROADCASTING.

Placement Service

IMMEDIATE OPENINGS
Let us analyze your resume now!
**WILLIAM J. ELLIOTT, JR.
& COMPANY, INC.**
50 S.W. 3rd Avenue
Suite 110F
Boca Raton, Florida 33432
305-392-4210
Not An Employment Agency

You belong in

Broadcasting

The newsweekly of broadcasting and allied arts

Stations for Lease

**FOR LEASE IN
HOLLYWOOD**

*Radio Studio/Production Facility
Former FM Station With 3 Broadcast
Booths*

Sunset-Vine Tower
6290 Sunset Blvd.

(213) 466-3455
Hollywood, Calif

For Fast Action Use

**BROADCASTING'S
Classified Advertising**

Wanted to Buy Stations

Three principals with broadcasting, sales/marketing, and accounting expertise and limited finances wish to purchase AM or FM station. NE, SW, or Far West preferred. Details to

Box F-98, BROADCASTING

For Sale Stations

TOP MARKET OFFERING

AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price: 2 1/2 million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

FOR SALE

CLASS A FM IN MIDWEST CLOSE TO TOP 50 MARKET. 200,000 PLUS COUNTY. PERFECT FOR OWNER OPERATOR. PRINCIPLES ONLY. MAKE A REASONABLE OFFER 1/3 DOWN.

Box F-61, BROADCASTING

EASTERN TV

Outstanding major market UHF facility. Growing operation shows increasing operating profits. Management available. Flexible purchase plans. Asking \$4 million. Contact Mr. Horton.

RESORT FM

Only station in one of east's most beautiful resort areas. Excellent opportunity for owner-operation. Asking \$195M with low cash and assume existing long-term debt. Contact Bob Kimel, Box 270, St. Albans, Vt. 05478 or call Bob at (802) 524-5963.



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

Texas	Metro	Daytime	\$163K	SOLD
SE	Metro	Profitable	500K	Terms
SE	Metro	Fulltime	555K	\$50M
SW	Metro	FM	350K	29%
SE	Metro	Daytime	550K	Terms



CHAPMAN ASSOCIATES[®]
business brokerage service

Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco
Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

Miscellaneous

BROADCASTING's Classified opens doors for you!

So, if you're looking for employment, the right employe, buying or selling equipment or have a product or service used in the broadcasting business, then BROADCASTING's Classified section is the place to see and be seen in.

Your Classified Ad in

BROADCASTING

will reach virtually 100% of the industry's decision makers.

YOU BELONG IN BROADCASTING!

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 display ads:

- Help Wanted, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
- All other classifications, 60¢ per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

Rates, classified listings 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.

Legal Notices: Billed at run-of-book rate regardless of size or number of words.

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: _____

For Sale Stations Continued

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

SOVRAN ASSOCIATES, INC.

BROKERS & CONSULTANTS

SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-0545

AT YOUR SERVICE WITH
20 YEARS EXPERIENCE.

RICHARD A. SHAHEEN, INC.

Media Brokers
435 N. Michigan Ave Chicago, Ill 60611
312/467-0040



Profile

GS 13 with a heart: FCC's Quentin Proctor

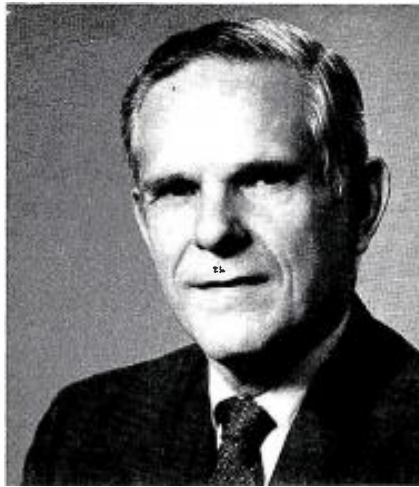
When communications attorneys and broadcast industry lobbyists gather for lunch at the Broadcasters Club in Washington, they will, naturally enough, gossip about key personnel at the FCC or in Congress, and about the major policies they have in mind for broadcast-industry regulation. But sometimes the talk will get around to a certain mid-level bureaucrat who has nothing to do with policy but who, to hear some lawyers tell it, has quite a bit to do with the functioning of the commission, at least as far as its regulation of broadcasting is concerned. He is, it seems, the grease that eliminates many of the administrative squeaks.

For lawyers and broadcasters in need of help in finding their way through the commission's administrative labyrinth, this official is described as having the attitude of a samaritan, the patience of a Job and the memory of the latest model computer. One lawyer was heard to remark that the bureaucrat under discussion "knows more about the commission's operations in the broadcasting area than anyone else, beginning with the chairman's office."

The subject of that extravagant talk is Quentin S. Proctor, 55, who has spent 30 of the last 32 years at the commission, the last nine in his present job as chief of the License Division. As a GS 13, he is far down in rank from those bureaucrats with the "supergrades" of 16, 17 and 18 who shoulder with the commissioners and are looked to as the power center. And Mr. Proctor, who is gray-haired, short (about 5'6"), slim and soft-spoken, could easily pass for one of those—as the cliché has it—faceless bureaucrats; he seems almost to blend into the background, any background.

But as the man in charge of the division that receives all broadcast applications—AM, FM, TV, mobile and auxiliary and all the rest—and serves as collection agent or filing fees, he is one of the commission's chief points of contact with the broadcasting industry. The division's 40 examiners perform one of those jobs somebody's got to—checking the applications for acceptability, determining whether they contain the proper information, the right signatures, the necessary exhibits, then channeling them to the appropriate offices, and issuing licenses. And then there are those special qualities his fans in the legal community and the broadcasting industry say set him apart.

To listen to his fans, Mr. Proctor gives few meanings to words like calm and polite. "He is just so nice," said one attorney who had never before been heard



Quentin Silone Proctor—chief of FCC's License Division; b. Edinburg, Va., Sept. 17, 1919; FCC messenger, 1943; merchant marine, 1944-46; FCC License Division, 1946-1948; public reference room clerk, 1948-1954; AM branch, chief, 1954-57, and AM-FM branch chief, 1957-63; License Division, assistant chief, 1963-66; M. Betty Piper, Dec. 31, 1955.

to use that old-fashioned word about anyone or anything at the commission. "He gets hundreds of pieces of paper every day, and never gets fazed. If you ask him to call you back at a certain time with an answer to a question, he calls you."

Then, too, there is his knowledge of what is passing—or has passed—through the bureaucratic machinery; no small trick, considering that the division keeps records of federal regulation of broadcasting dating back to 1920. "He may not have personally seen something I want," one attorney said the other day, "but he'll know where it is."

But putting his hands on applications and related material lawyers find themselves in desperate need of is not the limit of his service. Mr. Proctor and his assistants are forever providing lawyers and broadcasters with the technical help they need in filling out applications—answering questions about the commission's latest interpretation of its rules on, say, changing main studio locations.

Mr. Proctor, who never went to college, seems to regard every experience as an opportunity to learn. He came out of Mt. Jackson, Va., to seek his fortune in Washington in 1943, and landed a job with the FCC as a messenger in the personnel department. The job required him to scurry about Washington to various governmental departments; but the lack of prestige did not bother him. "It was a wonderful job. I saw other government

agencies, something of how they were operated."

A year later, he was on the high seas as a member of the merchant marine; asthma had kept him out of the armed services despite four attempts to enlist in the Navy. But he was back at the commission in 1946, as a clerk in the License Division. From there he went to the public reference room, then to the AM (later the AM-FM) branch as chief and, finally, back to the License Division as assistant chief in 1963 and chief three years later.

In all of those jobs, he made a conscious effort to learn. As a result, although he had never worked in the AM-FM branch, which processes applications in those services, he had no trouble running it, he says. In the reference room, he had taken questions from the public and the lawyers as opportunities to educate himself, and he read the applications that were filed there "from start to finish."

Today, he is still learning. He looks at applications and the related papers that are filed with the division, and squirrels away in his head the pertinent information. He has been doing that for so long that he takes a kind of paternal or at least avuncular attitude toward stations. "I recognize them as I do little children," he said the other day. "I remember the outstanding things."

Mr. Proctor's concern with the commission and its operations is not limited to his own career. His wife, Betty, also works at the commission, in the Field Operations Bureau. And theirs was an FCC romance, hard as that may be to imagine. They met in 1949, when Betty Piper joined the commission and was assigned to the AM-FM branch.

After 32 years, Mr. Proctor still finds life at the commission stimulating and rewarding. And he is still getting the psychic rewards that go with recognition. The Federal Communications Bar Association last month honored him at a luncheon with a scroll commemorating his record as being in "the highest tradition of the civil service." The scroll will probably find its way into a large, accordion-pleated folder that is bulging with mementos of Mr. Proctor's service. One of the earliest is a letter a Western Electric Co. official sent the then chief of the License Division, William P. Massing, in March 1949. After thanking Mr. Massing for his help in making a survey of broadcast stations from the division's files, the Western Electric official said, "We should also like to express our appreciation for the courtesy and assistance extended by the members of your staff, particularly by Mr. Proctor..." That young Mr. Proctor obviously had a future.

Editorials

Changing order

In 25 years as the communications expert on the Senate Commerce Committee staff, Nicholas Zapple has taken on the patina of permanence. Senators could come and go; their interest in communications matters could rise and fall with the tides of publicity and politics. Mr. Zapple pursued a steady course, collecting data, keeping senators informed, discreetly nudging an FCC commissioner now or a broadcast lobbyist then—the inscrutable presence at the side of reigning chairmen, except, of course, in those brief interludes when Republicans were in control.

What happens when the fixture disappears with Mr. Zapple's retirement (BROADCASTING, June 9)? Contrary to some accounts, there is no serious talk of closing down the U.S. Senate. There will, however, be some changes in the way communications matters are observed and handled. Priorities in communications legislation and oversight may even pass from the Senate to the House.

In recent years, Senator Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, has delegated more and more authority (and more and more of Mr. Zapple's time) to John O. Pastore (D-R.I.), chairman of the Communications Subcommittee. Lately, however, Mr. Pastore's attention has been deflected to other things, energy, for instance. Without Mr. Zapple's steady and proficient input, the general interest in communications is almost certain to go into deeper decline.

On the House side, Chairman Harley O. Staggers (D-W.Va.) of the Commerce Committee has been forced to yield much of his power. Chairman Torbert Macdonald (D-Mass.) and his Communications Subcommittee are operating with a bloated budget and growing staff, which includes such unpromising members as a protege of Nicholas Johnson and an FCC economist who said revenue from children's programming would not decline if the government cut back commercial content. As for himself, Mr. Macdonald has been increasingly waspish in such encounters with commercial and noncommercial broadcasters as he has recently had, and his plans are unknown to the outside world.

It's just possible Mr. Zapple will be missed more than some people think.

Breakthrough

This week, on the eve of the nation's 200th anniversary, when licensed radio is in its 55th year and television as a nationwide service looks back at its first remarkable quarter-century, precedent may very well be set.

Actual debate on the floor of the Senate may be made available for coverage—live or delayed—over radio and television. True, there have been attempts to impose political conditions and technical difficulties arose. But nonetheless the initial vote to admit broadcast journalism broke taboos as ancient as the inkwells and quill pens on senators' desks and as archaic as the Speaker's mace in the House.

The event, as we report in this issue, is the debate on the contested New Hampshire senatorial election last November for the seat vacated by Republican Norris Cotton. For the broadcast media, however, the issue is far more significant than a contest between Republican and Democrat candidates over who won. It is a test for entry of microphones, cameras and recorders in covering all proceedings of Congress to prove once and for all

that it can be done without upsetting decorum. Broadcasters, of course, cannot defend themselves against the possible play-acting on the floor to the "unseen audience" or to the visitors' galleries.

Both Senate and House have pending resolutions to admit broadcast equipment into their chambers, so the nation can see its duly elected legislators at work without going to Washington.

It took years before the broadcast reporters were accorded full-fledged press credentials for pen-and-pencil admission to Senate and House. The radio galleries, as counterparts of the press galleries, were not established until 1939.

Fortuitously, last week saw the first live radio pickup of floor debates in the British House of Commons—ancestor of all democratic parliaments. Britain's prime minister and the Tory leader of the loyal opposition among others, had a big go at it—cat call: and all—at the premiere last Monday. The experiment is for four weeks, with one hour per day to be picked up.

Jersey blues

New Jersey, it seems, has an inferiority complex because it does not possess, on its own sod, a single VHF TV station. But the state has five UHF's and receives abundant service from a dozer V's in New York, Philadelphia and other cities.

One of the elementary principles of engineering is that broadcast signals recognize no boundaries. The transmission emanating from, say, WABC-TV is unaffected by the crossing of the Hudson to Hackensack or Elizabeth.

New Jersey once had a VHF allocated to it. In 1945 channel 13 was assigned in Newark, N.J., to a company headed by Irving R. Rosenhaus, but it couldn't compete with New York stations WATV-TV was sold to National Telefilm Associates and in 1961 as WNTA-TV, was again sold, this time to Educational Broadcasting Corp., New York, for \$6.2 million. It became WNET Newark-New York as a noncommercial, educational station, although it was allocated as a commercial facility. The TV networks and several independent stations in New York, among others, donated substantial funds for the acquisition, to eliminate a commercial competitor assigned to Newark as well as to endow an ETV operation.

If New Jersey really wants its own VHF, it might have a valid claim for repurchase of channel 13.



Drawn for BROADCASTING by Jack Schmit

"If you enjoy broadcasting, go into radio or television. If you don't, go to the FCC."

IKEGAMI

Portable Color Camera Systems

Now Affiliates are
joining the trend to
real-time news...and
higher ratings!



Model shown above is HL-33

All four networks, dozens of independents and now the affiliates

are replacing film cameras with the Ikegami Camera System. Its NTSC video signal can go directly on the air. Or be taped and played without film delays. Your station gets a priceless "first with the news" image . . . and it shows up in the ratings. Proof: VARIETY reports the Ikegami is the first piece of hardware to have a substantial effect on news ratings in Chicago.

This is the only micro-mini electronic news gathering system that delivers the picture quality, reliability and ruggedness of film cameras. And it's truly portable . . . only 12 lbs. with an auxiliary backpack of 22 lbs. Operating costs are much lower than film, too. Join the trend. Be the first "instant news" station in your market. With the Ikegami Portable Color Camera System.



Ralph L. Hucaby
Vice President
Director of
Engineering
WLAC-TV, Nashville
(CBS affiliate)

"Our Ikegami cameras deliver better picture quality than we got with color film . . . *live!* We're broadcasting four or more real-time news feeds a day from remote vans, via microwave links. Color is strictly broadcast quality. These little portables have surpassed all my expectations in stability, quality and ruggedness."

"Our switch to live news has created more talk in town than any technical programming change we've ever made!"

For more information or a complete demonstration write to Ikegami today.



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We believe it's important that you know where we stand in
and what we think about our community.

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NBC in Milwaukee.

Represented by Harrington, Richter & Parsons, Inc.



Broadcasting Jun16

Broadcast Advertising	44	Editorials	68	Music	46
Broadcast Journalism	43	Equip. & Engineering	50	Open Mike	16
Business Briefly	3	Fates & Fortunes	53	Playlist	47
Cablecasting	48	Finance	51	Profile	67
Changing Hands	39	For the Record	56	Programing	40
Closed Circuit	23	Media	34	Top of the Week	27
Datebook	12	Monday Memo	8	Where Things Stand	10