

Hollywood's serious concern about TV price-profit gap FCC starts ball rolling on EEO rulemaking

Broadcasting Jul 21

roadcasting and allied arts Our 44th Year 1975

July 21, 1975

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NEWSPAPER

KPRC TV SHOTS MORE NEWS FILM THAN ANY OTHER HOUSTON STATION.

KPRC TV believes our viewers should see the news instead of seeing an announcer read the news.

That's why we have more reporters and cameramen, in more places, shooting more film and doing more in-depth stories than any other Houston TV station.

But being the biggest isn't enough. We also pry harder. And more often than not we uncover important news like our story on price comparisons of prescription drugs.

Our reporting doesn't stop there. KPRC TV's air personalities write their own stories, help edit film and put together the newscasts.

The result is a factual, objective, informative news presentation by reporters who are involved in the news of the day.

Maybe that's why KPRC TV has won more news awards than all the other Houston stations combined.

If you'd like to know more, contact our reps. They know our news.

KPRC TV HOUSTON 



Petry Television, Inc.,
National Representatives
NBC Affiliate

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TRAVEL INCENTIVE IS NOW THE BIGGEST SALES PROMOTION FOR BROADCAST STATIONS.

**COMPASS INC. is the largest seller
of travel incentive to Radio and TV.**



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LAS VEGAS, NEV.
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Included in your LAS VEGAS FLING Package: Round trip air transportation, unlimited beverage and meal in flight. Deluxe rooms, four days, Hacienda Hotel and Casino, based on double occupancy. Suite for station executive. Cocktail party, one hour duration; unlimited beverage, standard brands. Luggage handling, in and out of hotel, including tips to bellmen ... Free breakfast and buffet at the Union Plaza Hotel and Casino ... Transfers, airport-hotel-airport, including tips ... Free breakfast at the El Cortez Hotel and Casino ... Late show, "Spice On Ice" at the Hacienda Hotel and Casino; Two cocktails, Champagne Breakfast each morning ... Plus extras.

We can also sell you the Marina, the Hilton or the MGM, or if you choose ... any destination in the world.

For full details, call Compass Inc. collect at: (702) 732-7572.

Compass Inc. was conceived by broadcasters for broadcasters. We know the travel business and we know the necessity of a good, clean, productive sales promotion, that can be repeated time after time in the same market by the station involved.

Compass Inc. has developed a unique, simple to operate, travel incentive program which will enable you to become the most popular and talked about facility in your market area and with the people you are most concerned about ... your advertising clients.

This sales promotion has everything: Prestige. Your station is building good will and loyalty among advertisers which is hard to believe. Tax Write-Off: Completely tax deductible for your station and for your client. This promotion can sell your unsold time. Sales Staff Stimulus: What your sales department has to sell is your station's advertising with a new and exciting twist.

Buy the promotion now and increase your net monthly billing by no less than \$6,500 a month. Here's how: Client increases his billing on your station by \$200 a month (August through December). You run the advertising in unsold time classes. January and February, your client continues his \$200 a month increase, but you give him better time buys when you're not sold out in prime time.

Everyone wants to go to Las Vegas, and this year our Las Vegas Fling is less expensive than ever because of our new airline charter contract, and the Hacienda Hotel and Casino has agreed to trade on a one-to-one basis all rooms, cocktail parties and the "Spice On Ice" Show with our client stations throughout North America. The new Hacienda Hotel and Casino, on the Las Vegas Strip, is now something to see as their \$8,000,000 expansion program is completed.

Gateway Communications' newest station...

WOWK-TV

BROADCASTING
July 21 1975

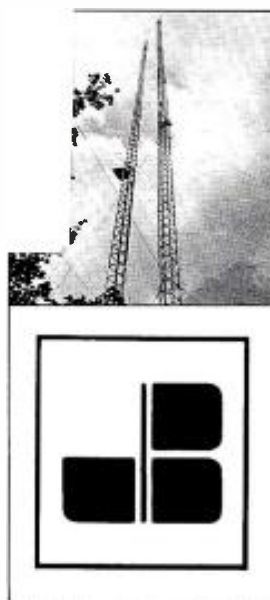
in

Lebanon

has a new national rep*

BLAIR TELEVISION

Blair Television also represents Gateway Communications'
WBNG-TV, Binghamton, NY; WTAJ-TV, Altoona-
Johnstown, PA; WLYH-TV, Lancaster-Lebanon, PA.



*effective July 28, 1975

Business Briefly

Toys on television □ Tyco Industries, Woodbury, N.J. (toys), kicks off \$1.3 million network and spot TV campaign in October for annual pre-Christmas advertising for electric train and auto racing sets. Firm, subsidiary of Consolidated Foods, plans to engage in heavy 30-second spot TV campaign in 30 markets with pre-Thanksgiving day flight on network TV. After that, Tyco plans to promote train and racing accessories on network TV as well as in print media in 60 markets. Agency is Gumpertz-Bentley-Fried-Scott, Los Angeles.

And another □ For reps and spot TV, it seems, Christmas is just around corner: still another toy manufacturer is gearing up for major campaign to run well into fall. Ideal Toys will launch major spot TV campaign beginning in August and running for 10 weeks. Agency, Mission Argyle, Los Angeles, is buying 30's aimed at children 6-11, in 6:30-9 a.m. and 3-7 p.m. time slots.

Blanket-buying in Northeast □ Cott Corp., New Haven (beverages), will enter Northeast markets in August with spot radio and spot TV effort using most of TV and radio stations in that sector. Weiss & Geller, New York, will direct its messages to women, 25-49.



Big splash for aftershave, cologne □ Alberto-Culver Co., Melrose Park, Ill., senses sweet smell of success with two new products, Rango aftershave and cologne, and is pouring about \$3.2 million in television for their national introduction, starting in October. A-C is lining up extensive schedule on ABC-TV, CBS-TV and NBC-TV, backed by spot TV in selected markets, with campaigns running through Christmas season in 1975 and again several weeks before Father's Day to reach adult men's audience. Products have been tested in TV in Fort Wayne, Ind., since last October. Billings represent coup for agency,

Wainright, Spaeth & Wright, Chicago, whose total spending heretofore has been in \$5 million range for all of its other clients. Agency's creative approach is western setting accenting "the scent of Rango" and catchline, "It Arouses More Than Your Face."

Local touch for sausage campaign □ E. Kahn's Sons Co., Cincinnati, for Hillshire Farm sausage, will invade New England next month, with initial radio spot buys in Boston, New Haven, Providence (R.I.), and Springfield and Worcester, (Mass.) Sixty-second spot, comprising 23-second jingle and 37-second live message about sausage's being farm fresh instead of commercially processed, has run in New York for past year on WOR(AM), WNEW(AM) and WHN(AM). Live message is pegged on persuasiveness of various personalities on stations used, who are presumed to appeal basically to women 25 to 49. Spot buys in New England are budgeted for 13 weeks, but sources at L. Schulze Flanagan, New York, buying service agency handling campaign, say they hope pattern parallels New York's and spots run for full year or more. Venet Inc., New York, is agency.

Gerber's back for babies □ Advertising for baby food products, largely absent from TV during past three years, will be back again this summer and continue through fall and winter. Gerber Products Co., Fremont, Mich., missing from TV since 1972, has begun on CBS-TV and NBC-TV for July and August and will resume on these networks for October-November and January-February of 1976. Bolstering network TV during fall and winter splurges will be spot TV in from 20 to 40 major markets, according to Gerber spokesman. Approximately \$1,250,000 will be spent by Gerber on TV to nurture its theme, "Babies are our business, and have been for almost 50 years." Agency for Gerber baby foods is D'Arcy-MacManus & Masius, Chicago, which is buying daytime programs and other periods appealing to young housewives.

Clean start □ Sterling Drugs' PhisoDerm face cleanser has begun seven-week TV flight in top 50 markets. There's one 30-second spot involved, which is being geared to women 18 to 34. Campaign's

cost is estimated at about \$200,000. Agency is Warren, Muller & Dolobowsky, New York.

Typecasting □ Brother Dominick (on the right) is star and hero of new 90-second commercial for Xerox 9200 Duplicating System that had its baptism on NBC-TV's telecast of All Star Game last Tuesday (July 15) and will be carried on *Today* tomorrow (July 22) and on Aug. 19 and Sept. 16. Commercial shows Brother Dominick tediously writing manuscript by candlelight in monastery. His superior congratulates him, but asks for more than 500 copies. He turns to

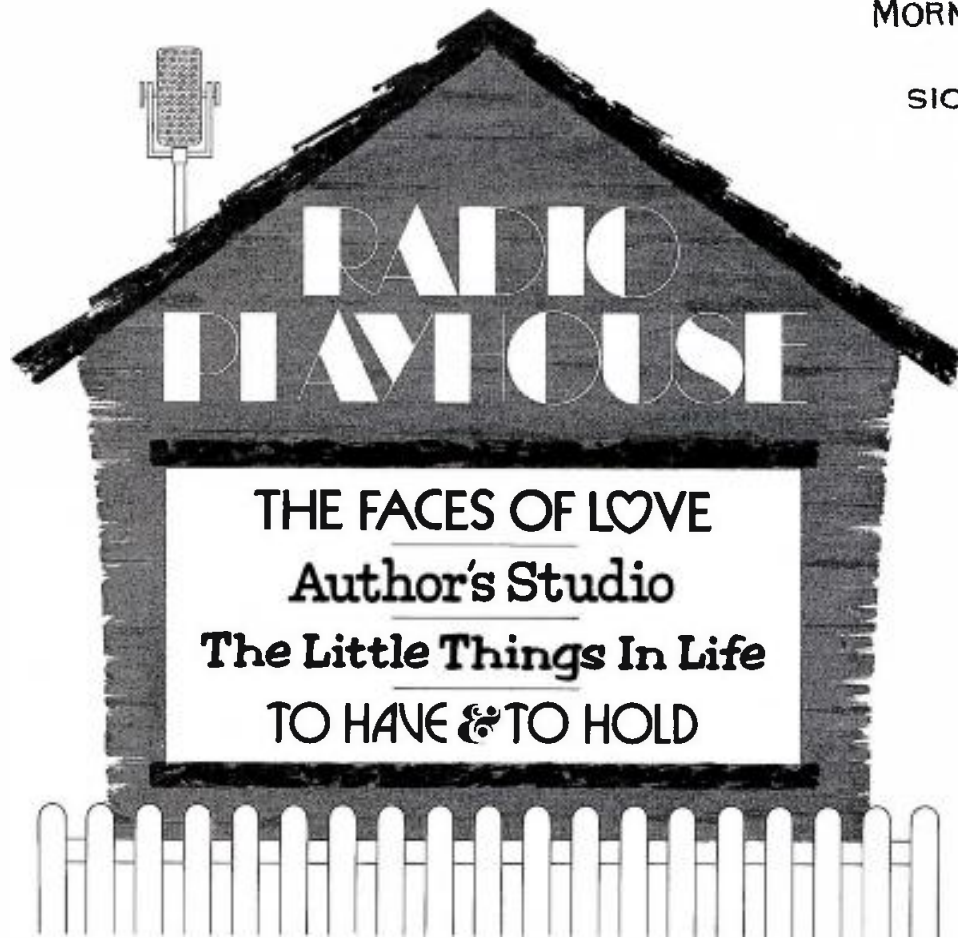


Xerox 9200; shows 500 sets to superior who looks at copies and intones: "It's a Miracle!" The commercial was produced by Lovinger/Melsky/Tardio, New York. On another advertising-programming front, Xerox will be sole sponsor of *Fear on Trial*, to be telecast over CBS-TV on Oct. 2 (9-11 P.M.). Program is true-life story of radio-television entertainer John Henry Faulk, whose career was shattered after his name appeared in publication listing his alleged membership in Communist-front organizations in 1950's. Agency is Needham, Harper & Steers, New York.

Broadcast for batteries □ Ray-O-Vac Division of ESB Inc., Madison, Wis., is preparing spot TV campaign for its batteries in substantial number of markets for six weeks, starting in mid-October. Howard Monk & Associates, Rockford, Ill., is seeking slots appealing to total adults and total men.

National flies radio □ National Airlines has put together new radio campaign aimed at businessmen 25 to 49. Campaign, which features batch of 30- and 60-second spots, kicks off today (July 21) in nine major markets, among them New York, Los Angeles, Houston, Miami and San Francisco. Theme will be

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FOUR ORIGINAL 15-MINUTE PROGRAMS SERIALIZED FOR BROADCAST MONDAY THROUGH FRIDAY

"RADIO PLAYHOUSE": PREMIERS AUGUST 4, 1975 ON:

WOR, New York
WJOB, Hammond
WEEZ, Chester
WLYN, Lynn
WNBP, Newburyport
WEIM, Fitchburg
WKOX, Framingham
KMPX, San Francisco
KPRC, Houston
WCOB, Marietta

WDCL, Dunedin
WBAL, Baltimore
WINF, Manchester, Conn.
WWJ, Detroit
WPTF, Raleigh
WKAT, Miami Beach
WHCU, Ithaca
WKRI, West Warwick
WXVW, Jeffersonville
KRRX, San Jose

WBUK, Kalamazoo
WSOQ, North Syracuse
WICK, Scranton
KRCB, Council Bluffs
WMOB, Mobile
WOC, Davenport
WIBX, Utica
WGPA, Bethlehem
WJJZ, Mt. Holly

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Contact: Ms. Jonne Murphy at
DCA Productions, 285 Madison Avenue, N.Y., N.Y.
(212) 953-2930



WHEN YOU SLIP, IT HURTS

And when you fall, it's a disaster.

It's easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it's rationalized; then suddenly, the station is in trouble. When you finally realize it, the reaction is often panicky, and the changes that are made actually accelerate the decline.

If you study your audience in-depth every year, you know just what's going on, and we press you to make sure you don't get careless—we help make sure that the corrective action you take will be productive.

For clients who are second, third or even fourth in their markets and heading for Number One, their ability to always move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in the market, makes the difference. Our use of social scientists for getting basic information from the audience helps immeasurably to keep decisions out of the personal opinion area.

It also helps that the Number One station in town often sleeps while he slips. It's unfortunately not just a game, but a deadly serious business, and mistakes can be worth millions. If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.



McHUGH AND HOFFMAN, INC.

Communications Consultants

7900 Westpark Drive
McLean, Virginia 22101
Area Code 703
790-5050

National's convenience to executives who make frequent business trips. Campaign will run for six weeks. Agency: F. William Free, New York.

Continental takes to radio air □

Continental Airlines, Los Angeles, is readying with spot radio campaign in large number of markets, concentrated in West, Southwest and Midwest, for 13 weeks, with starting dates varying from mid-August to September. Benton & Bowles, Los Angeles, is directing its messages to men and women, 25 to 49.

Action for Axion □

Colgate-Palmolive Co., New York, has launched six-week campaign on spot radio for Axion, enzyme-based pre-soak for clothes. Campaign, which began last Monday, is aiming for women 25-49, and will reach broad range of major and secondary markets nationwide, including Minneapolis-St. Paul, Milwaukee, Cincinnati, Cleveland and St. Louis. Agency is Kenyon and Eckhardt, New York.

Milk campaign back in business □

American Dairy Association Chicago, will recharge its "drink milk" campaign on spot TV and radio later this month, with spots to begin in range of markets around July 28, to run for four to six weeks. Target audience is women 18-49; agency is D'Arcy-McManus & Masius, Chicago. Radio markets will include Oklahoma City; Albuquerque, N.M.; Little Rock, Ark.; Indianapolis, and St. Louis. TV markets will include Boston, Harrisburg, Pa., and Columbus, Ohio.

P&G pushing Lava soap □

Procter & Gamble, Cincinnati has begun first flight of two-flight campaign for Lava hand soap, to run on spot TV in number of

markets for three more weeks, with second flight to run for four weeks beginning Aug. 25. Agency, Leo Burnett, Chicago, is buying fringe 30's, aiming at women 18-49. Markets will include Miami, Buffalo, Syracuse, N.Y., and Birmingham, Ala.

Spray spots □

Winthrop Labs' Neo-Synephrine nasal spray kicks off eight-week TV-spot campaign next month in 45 or so markets for initial sampling. Key markets include New York, Chicago and Los Angeles. Campaign, budgeted at about \$250,000, features variations of 30-second spots aimed at women 18 to 49. Agency is Warren, Muller & Dolobowsky.

Test that boomeranged □

Bic Pen Corp., Milford, Conn., which has poured massive doses of money into television to advertise its pens and butane lighters, is blotting out TV for national introduction of its new Bic pantyhose in October. Bic will use newspapers exclusively in about 50 major markets. Pantyhose was tested on TV for 18 months in Denver and Kansas City. At that time product was called "Fannyhose". Decision to use more familiar Bic name cost TV roll-out budget. "We know that TV is great for building brand identity," spokesman said. "The Bic name is already known. We feel newspaper ads, next to supermarket ads, will give us the immediate sell we want, especially during the introductory period."

Rep appointments □

Katz Television, New York, named national representative for KETV(TV) Omaha, Neb. □ Bolton/Burchill International Ltd., New York, named national representative by WMEX(AM) Boston.

BAR reports television-network sales as of July 6

ABC \$360,424,200 (29.8%) □ CBS \$437,879,900 (36.2%) □ NBC \$410,515,100 (34.0%)

Day parts	Total minutes week ended July 6	Total dollars week ended July 6	1975 total minutes	1975 total dollars year to date	1974 total dollars year to date	% change from 1974
Monday-Friday Sign-on 10 a.m.	116	\$ 627,700	2,929	\$ 16,847,200	\$ 12,723,400	+32.4
Monday-Friday 10 a.m.-6 p.m.	846	7,438,800	26,015	271,158,100	107,662,600	+30.6
Saturday-Sunday Sign-on-6 p.m.	255	2,672,200	7,932	122,132,000	100,225,100	+21.9
Monday-Saturday 6 p.m.-7:30 p.m.	104	1,884,400	2,659	54,814,000	51,860,600	+25.0
Sunday 6 p.m.-7:30 p.m.	11	293,600	428	10,489,700	9,095,400	+15.3
Monday-Sunday 7:30 p.m.-11 p.m.	391	161,964,300	10,558	640,766,200	564,840,600	+13.2
Monday-Sunday 11 p.m.-Sign-off	223	3,052,100	4,900	82,630,000	63,642,600	+29.8
Total	1,946	\$32,933,100	55,421	\$1,208,837,200	\$1,010,150,300	+19.7

Source: Broadcast Advertisers Reports

An incredible breakthrough: 3/4-inch videocassette teleproduction.

Yes, incredible to all those people who thought it would never happen.

And there were a lot of them.

Because the popular myth had it that truly professional electronic editing on videocassettes was technically impossible.

Well, that's another myth exploded. By the Sony VO-2850 U-matic® Mastering Recorder and Editor.

Not only does it save you a generation by doing everything within one format, it's also so pro that you have to see it to believe it.

Therefore, we want to say right away what we usually save for the end of an ad:

Write us on your letterhead.

Tell us to arrange a demonstration. Mail to Sony Corporation of America, Video Information Center BRM-075, P.O. Box 1594, Trenton, N.J. 08607.

See it for yourself. Then you won't even have to read on.

Broadcasters are already using it.

The advantages of the VO-2850 U-matic system have been recognized by the broadcast industry.

The system is already changing broadcasters' mastering and editing methods for electronic news gathering.

That's how good it is.

But for you, maybe the best is yet to come.

A system so good, you don't have to buy it all.

The entire VO-2850 system consists of two editors and their Remote Automatic Editing Controller (RM-400).

But you can also use just one editor. (Buy the rest of the VO-2850

system whenever you're ready.)

With one unit, you have a mastering recorder that gives you complete teleproduction capability with full electronic editing.

Rotary erase heads, capstan servo, vertical interval switcher for noise and roll free edits. Editing flexibility for all channels (video and two audio) separately, all together, or in any combination.

Still-frame. Slow motion with optional RM-400. Feather-touch, solenoid push button operation. Full auto rewind. U-format interchangeability, reliability, and economy.

S/N ratio for audio and video is a guaranteed 45 dB. *Guaranteed*, because we know you'll get better.

Incredible. But true. The Sony VO-2850. It has ended the generation gap, very professionally.

Sony. The proven one!



**Sony U-matic® Color
Videocassette System.**

All TV reception simulated.



Monday Memo

A broadcast advertising commentary from Sam Moyers, Pizza Hut Inc., Wichita, Kan.

A national-local umbrella over its TV advertising keeps Pizza Hut customers flocking through the door

When an enterprise is number one in a growing market and increasing its share of that market, you know it's doing a lot of things right.

Pizza Hut Inc. and its franchisees make up such an enterprise. Formed in 1958, this organization, based in Wichita, Kan., has grown steadily and now ranks among the top-10 food franchise systems in the nation.

The advertising by the Pizza Hut organization is one of the factors that has contributed to this progress. And the bulk of that advertising is done through television.

There are two fundamental parts to the advertising program: an expanding network television schedule to provide a strong national umbrella and a well coordinated approach to local market needs through advertising cooperatives. Noble-Dury & Associates, Nashville, is the agency for the national program and more than 100 of the local cooperatives, which are set up by areas of dominant influence (ADI's).

Not too many years ago, pizza was primarily an ethnic food sold only in Italian restaurants and "mom and pop" pizza parlors. But in the 1960's specialized food service began to thrive. Pizza Hut Inc. and its franchisees were among the newly emerging chains.

Today, the "mom and pop" operations are still very much alive. But the chains have grown vigorously and pizza has become an enormously popular food. In the process, the Pizza Hut organization has established itself as the clear leader.

Pizza Hut restaurants have been advertised nationally since 1970, when the first network commercials appeared on the *Tonight* show. The national schedule has grown steadily each year since and television remains the major medium.

The target market for Pizza Hut restaurants is above-average-income families with children. What can be said to this group that makes a Pizza Hut restaurant different from its competitors?

For guidance, we turned to research, and over a period of years have developed an extensive pool of information. This data has come from attitude-awareness and usage studies, from focus group interviews, from tests of advertising concepts and executions, and from other research and marketing testing.

What we've learned is that a Pizza Hut restaurant has three primary advantages: (1) a consistently popular product; (2)



Sam Moyers has been with Pizza Hut Inc. since 1972. He is director of advertising and marketing planning. In addition, he serves as chairman of the advertising committee, a joint company-franchisee committee that is responsible for national advertising for the Pizza Hut system. Prior to joining Pizza Hut, Mr. Moyers was assistant vice president and director of product management for the Jim Dandy Co., Birmingham, Ala.

courteous service, and (3) an unrushed, comfortable atmosphere.

Our research also showed us that all three of these qualities depend on one thing: the work done by the *people* in the Pizza Hut organization. So our advertising objective has been to communicate that Pizza Hut restaurants employ dedicated people whose primary responsibility is to serve customers.

Thus the key consumer benefit can be expressed this way: "The people who run the restaurants are enthusiastic and dedicated. Great care is taken in food preparation, and all products are made by hand. Courteous service is provided by trained waitresses. The atmosphere is pleasant and conducive to relaxation and total enjoyment of a meal. The manager and his people are determined to please each customer."

The total message was summed up in the positioning statement, "Our people make our pizza better." This theme was used throughout 1974. For 1975, to reflect the growing menu offered at Pizza Hut restaurants, we modified the line to "Our people make it better." The broader statement encompasses not only other menu items but also atmosphere and service.

The execution uses actual Pizza Hut restaurant employes whenever possible, both on camera and on sound track. This technique has materially enhanced the credibility of the advertising.

Beyond national advertising, the Pizza Hut system requires extensive local advertising for special promotions, price ad-

vertising, competitive leverage and reinforcement of the national campaign.

Most franchise organizations have local cooperatives whose needs are served by local advertising agencies. We felt, however, that the needs of this client could best be served if a single agency were handling both national advertising and local co-ops.

In 1972 the client and agency began testing an approach whereby regional field account executives from Noble-Dury would service individual markets and develop advertising plans tailored to meet the specific needs of Pizza Hut restaurant owners and operators from market to market. The ADI was selected as the basic unit for defining the local market.

The results of the tests were encouraging. We found that local promotions were better coordinated within the market and with the national advertising program. More ADI's came into the program, and by the end of 1973 over 60 had established local marketing plans through Noble-Dury. A year later the number had grown to more than 100, and another 10 or 15 are expected to be added in 1975. The net result of the approach is that a greater impact for both local and national advertising dollars is achieved.

An important by-product of the ADI program is the increased direct feedback to the agency's media and creative people from the regional account executives. They report regularly on conditions and results in markets from Seattle to Miami and Manchester, N.H., to Phoenix.

Has the advertising been effective?

As stated earlier, Pizza Hut Inc. and its franchisees are obviously doing a number of things right. Their marketing effort has many aspects other than advertising. For example: In 1974, they opened 377 new restaurants, bringing the total to 1,772 (now over 1,800); successfully introduced a new pasta product into more than 90% of their units, and entered three new foreign markets. Pizza Hut Inc. is continuously testing and evaluating new concepts and new products. Expansion is continuing.

We are convinced that the advertising, too, is on target and contributing its proper share to this growth. In 1974 Pizza Hut Inc. was one of the few publicly held food service companies to report real sales gains after adjusting for price increases. And research indicates that total awareness of the system rose in every major census region of the nation in 1974, including those where the penetration of Pizza Hut restaurants is not high. More important, trials of Pizza Hut restaurants by previous nonusers increased significantly.

"Our people make it better" is a bold claim. The Pizza Hut organization is backing it up with results.

BOOKS FOR BROADCASTERS

411. **COMMERCIAL FCC LICENSE HANDBOOK** by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations. **\$9.95**
416. **GUIDELINES FOR NEWS REPORTERS** by Sol Robinson. The author relates the techniques he has found successful during his many years as a part of management. Covers what is required of a broadcast journalist, the problems and the solutions. Appendix contains synonyms for over 2700 words, and also lists commonly mispronounced words. 192 pages, illustrated. **\$9.95**
417. **GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING** by Robert C. Siller. A practical, self study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. **\$9.95**
426. **MODERN RADIO BROADCASTING: Management & Operation In Small To Medium Markets** by R. H. Coddington. A comprehensive guide to successful practices of radio stations in small-to-medium-sized markets. 288 pages, illustrated. **\$12.95**
427. **MODERN RADIO PROGRAMMING** by J. Raleigh Gaines. Every aspect of radio programming—from format layout to selecting DJs—is detailed in this comprehensive and authoritative work, which is equally applicable to rock, country, religious, classical, or all-talk stations. Covers program director's duties, DJ hiring, preparation of promotional copy, use of jingles and music or production aids. Tells how stations can get involved with community affairs to cement public acceptance. An entire chapter is devoted to the importance and use of audience surveys. 192 pages, illustrated. **\$9.95**
430. **THE POWER TECHNIQUE FOR RADIO-TV COPYWRITING** by Neil Terrell. Based on a series of workshop seminars developed and conducted by the author for professional broadcasters. Teaches how to write broadcast copy that gets results, copy that will sell products and services. Presents actual samples from the files of leading pros. Analyzes advertising copy that will motivate people to buy. 224 pages. **\$9.95**
431. **PROMOTIONAL & ADVERTISING COPYWRITER'S HANDBOOK** by Thomas F. Ris. A copywriting test-workbook which contains 18 "real-life" assignments in preparing copy for newspapers, magazines, billboards, direct mail, radio and TV. 128 pages. **\$7.95**
435. **RADIO PROGRAM IDEABOOK** by Hal Fisher. All the programing ideas you need to build and hold an audience! A virtual thesaurus of ideas on radio showmanship loaded with suggestions to help push station ratings to the top. Fresh and sure-fire program ideas. 256 pages. **\$12.95**
436. **RADIO PROMOTION HANDBOOK** by William Peck. Jam-packed with hundreds of ideas, and complete with scores of factual examples to spark hot, new ways of promoting a station, both on-air and off-air. 256 pages, illustrated. **\$9.95**
444. **RADIO ADVERTISING—HOW TO SELL IT & WRITE IT**, by Sol Robinson. This comprehensive volume presents an extremely practical approach to radio advertising sales—new and useful methods which the time salesman (and copywriter, too!) can use to obtain better results for himself, the station, and the sponsor. One of the most valuable and helpful features of the book is the large number of actual sales case histories included throughout. The reader can learn much from these first-hand experiences, which detail techniques professional salesmen have used to "crack" reluctant prospective advertisers. This data is particularly prevalent in the Chapter outlining radio advertising prospects, which is an alphabetical classified listing of virtually every possible type of prospect—from abattoir to yarn—with detailed data on how to best approach and sell each particular category listed. 228 pages. **\$12.95**
445. **PROFESSIONAL FILMMAKING**, by Sam Ewing and B. R. Abolin. Thorough and easy-to-read text for anyone interested in filmmaking. Packed with practical info and action shortcuts, plus many case histories from the actual experiences of two seasoned professionals. Serves as a very useful handbook for the practicing producer or photographer and as an extremely informative text for students. Covers the fundamentals of filmmaking, movie production from script to screen, plus a section that offers a host of special tips for avoiding the pitfalls awaiting the unsuspecting movie shooter. 252 pages. 96 illustrations. **\$9.95**

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Total	\$ _____

Where Things Stand

Status report on major issues in electronic communications

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■ indicates new or revised listing

Antitrust/networks. Justice Department antitrust suit charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did. (Case Nos. 74-3599 RJK et al.) Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court (BROADCASTING, May 5).

Broadcasting in Congress. There are measures pending in both houses of Congress to permit one-year experiment of broadcasting chamber proceedings. Main resolution in House is H. Res. 269 by Jack Brooks (D-Tex.). In Senate it's S. Res. 39 by Lee Metcalf (D-Mont.). House Rules Committee, which has alternately discussed and postponed further discussion of Brooks resolution, has formed subcommittee to conduct hearings on mea-

sure. No action has been taken by Senate Rules Committee on S. Res. 39, but full Senate on June 9 voted for first time to permit broadcast coverage of debate on Senate floor—limited to one issue, contested New Hampshire Senate election. Coverage never happened, however, after negotiations between Senate staff and networks over lighting and other technical arrangements broke down (BROADCASTING, June 16).

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

■ **Cable rebuild deadline rebuilding.** FCC has cancelled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14). Action concludes rulemaking in Docket 20363. Commission, however, has outstanding another rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. That search goes forward; comments are due July 25.

■ **Children's TV.** FCC's policy statement on children's television programing, adopted last year (BROADCASTING, Oct. 28, 1974) has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case No. 74-2006). House Communications Sub-

committee, meanwhile, has held four days of hearings on broadcasting advertising and children (see story this issue), and one member of that subcommittee, Timothy Worth (D-Colo.) has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed.

Citizen agreements. FCC policy statement and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agreements has been issued. Comments are due July 25.

Community ascertainment. FCC has instituted rulemaking (Docket 19715) designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, May 12). Comments have been filed in proceeding (BROADCASTING, July 7).

Comparative renewals. FCC discussion on proposed policy on comparative proceedings involving renewal applicant and applicant seeking to displace him, originally set for June 12, has been postponed indefinitely.

■ **Consumer agency.** Senate passed bill to establish Agency for Consumer Advocacy after amending it to 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. In House, Jack Brooks's (D-Tex.) subcommittee of Government Operations Committee passed bill similar to that passed by Senate, but with one significant difference for broadcast industry. Bill, H.R. 7575 does not exempt proposed agency from involving itself in license renewal proceedings. National Association of Broadcasters, which fought for that exemption in Senate bill, is hopeful it will be included in House bill before it clears full Government Operations Committee.

Copyright legislation. Omnibus copyright revision bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Copyright Subcommittee has completed markup and cleared for full Judiciary Committee its bill (S.22), which is substantially same as bill that passed full Senate last year. House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223. Grouping witnesses by issue, subcommittee has heard from FCC and Office of Telecommunications Policy, cable industry, broadcast industry (BROADCASTING, June 16) and from public broadcasters (BROADCASTING, July 14).

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting crossownerships prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from the Fourth and Eighth circuits to one in Washington, where they have been consolidated (Case nos. 75-1064 et al.). However, court has yet to designate circuit in

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which they will be argued. In addition, number of parties petitioned commission to reconsider its order, but the commission has denied them.

Crossownership (television-cable television). FCC has initiated rulemaking (Docket 20423) aimed at easing restrictions it had imposed on common ownership of cable system and television station in same market (BROADCASTING, April 17). Comments were due May 19; replies, May 30.

Distant sports. FCC has adopted "same-game" rule governing cable television's importation of distant sports programming (BROADCASTING, July 14).

EEO guidelines FCC is considering staff draft of proposed equal employment opportunity guidelines (BROADCASTING, June 16).

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

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

Fee schedule. Various parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20) (Case nos. 75-1053 et al.); 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 (Case nos. 75-1064 et al.). Several parties seeking refunds have filed in U.S. Court of Claims (Case nos. 82-74 et al.).

KRLA (AM). Comparative hearing case, underway since 1964, is now on appeal to U.S. Court of Appeals in Washington (Case nos. 74-1002 et al.). Six losing applicants are challenging FCC's grant of Pasadena, Calif., frequency to Western Broadcasting Corp., whose principals include Bob Hope. Decision awaited.

Leapfrogging. FCC has initiated rulemaking (Docket 20487) aimed at modifying or repealing rules that require cable systems to select closest stations in importing distant signals. Comments originally were due July 8; date has been changed to July 29. Replies are now due Aug. 22.

■ **License renewal legislation.** At least 50

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. NAB has placed its stamp of approval on two renewal bills, H.R. 5578 by Representative Louis Frey (R-Fla.), which now has over 84 co-sponsors, and another introduced last week by Senator Paul Fannin (R-Ariz.).

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals (BROADCASTING, April 21) in Washington by CBS, NBC and ABC television affiliates associations. Order also is subject of petitions for reconsideration filed with commission. Also, commission has agreed to adopt simultaneous—instead of present same-day—nonduplication protection for broadcasters in the Rocky Mountain time zone (BROADCASTING, June 23).

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 to U.S. Court of Appeals in Washington (Case no. 75-1391) 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 in May (BROADCASTING, May 26). A second round of hearings was held in early July (BROADCASTING, July 14) and still more were held last week (see story this issue).

Payola. Grand juries in three cities have indicted 16 individuals and six firms on charges relating to payola. Another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion. Justice department says its investigation, which resulted in indictments, reached into 16 cities, is "only the beginning" (BROADCASTING, June 30).

■ **'Pensions' case.** FCC decision holding that NBC violated fairness doctrine in connection with *Pensions: The Broken Promise* TV program, was ordered vacated by three-judge panel of U.S. Court of Appeals which—acting at request of full nine-judge circuit—vacated its own earlier decision. Petitioner, Accuracy in Media, may appeal to Supreme Court. (BROADCASTING, July 14; also see story this issue).

■ **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. Senator Scott will preside at Copyright Subcommittee hearing on bill July 24. Duplicate of Scott bill has been introduced in House (H.R. 5345) by Representative George Danielson (D-Calif.). Danielson bill will be taken up July 23, during hearings by House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice on overall copyright reform measure.

■ **Personal attack rules.** FCC order asserting that WMCA(AM) New York violated personal attack rules has been appealed by licensee Straus Communications Inc., which claims rules are unconstitutional (Case nos. 75-1083 and 75-1084) (BROADCASTING, June 16).

■ **Pole attachments.** Since fall of 1970, National Cable Television Association and AT&T have been at stalemate in pole-rate negotiations. Most recent proposal by AT&T has been rejected by NCTA (BROADCASTING, June 9). FCC Chairman Richard E. Wiley has brought sides together once more in last effort to help them resolve their differences before commission finally faces question of whether to assert jurisdiction in issue and impose its own rate formula.

■ **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.—asked court to reverse commission on effective date—Sept. 8, 1975. They wanted date extended, but court rejected their requests. Frank has asked for rehearing (BROADCASTING, June 30).

■ **Public broadcasting funding.** Public broadcasters have lost their fight for five-year funding for Corporation for Public Broadcasting. Bill sought (H.R. 6461) had provision for five-year appropriation as well as five-year authorization. House Appropriations Subcommittee on Labor, Health, Education and Welfare has rejected concept of five-year appropriation and struck that provision from bill. If and when authorization part of bill passes House and Senate, subcommittee said it would vote three-year appropriation in separate measure. Subcommittee's action now goes before full Appropriations Committee where it is expected to be upheld. Future of CPB funding bill now in Senate Appropriation Committee (S. 893), which, like original House bill has both five-year authorization and appropriation, is uncertain in light of House Appropriations Subcommittee action. All appropriations bills originate in House. (See story this issue).

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

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

Star stations. FCC order stripping Star Broadcasting of KISN(AM) Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis has been appealed to U.S. Court of Appeals in Washington (Case nos. 75-1203).

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets (BROADCASTING, April 7). Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting

channels could be added if mileage-separation standards are reduced. Commission invited comments on economic and technical feasibility of drop-ins; deadline has been extended from July 11 to Oct. 15.

■ **WNCN(FM) (now WQIV).** Citizen groups have appealed to U.S. Court of Appeals in Washington FCC action authorizing New York station to change its call letters before time for protest had expired and from denial of stay (Case nos. 74-1925, 74-1926). They have also petitioned commission to deny station's renewal application. Principal issue is format 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 and reimburse citizen groups and Concert Radio for legal expenses.

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■ indicates new or revised listing

This week

July 20-22—*California Broadcasters Association* summer meeting. Robert T. Howard, president, NBC Television Network, will be featured speaker. Del Monte Hyatt House, Monterey.

■ **July 21**—Briefing by panel of FCC attorneys and engineers on changes in AM allocation rules adopted in Docket 20265. Room 856, FCC, Washington.

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

July 23—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 25—FCC's deadline for comments on proposed rulemaking (Docket 20495) and proposed policy statement regarding citizen group-broadcaster agreements. Replies are due Aug. 11. Informal comments (without extra copies) will be accepted in effort to obtain widest possible response. FCC, Washington.

Also in July

July 29—FCC's new deadline for comments on inquiry (Docket 20487) into leapfrogging rules relative to cable pick-ups of programming. Previous deadline was July 8. Deadline for reply comments was extended from July 23 to Aug. 12. 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. 5**—*Alabama Broadcasters Association* license-renewal workshop. Ferguson Center, University of Alabama, Tuscaloosa.

Aug. 6-7—*Tennessee Association of Broadcasters* license-renewal seminar. Participants include John Summers, general counsel of National Association of Broadcasters; R. Russell Eagan of Washington law firm Kirklands, Ellis & Rowe; Richard Shiben, chief of FCC Broadcast Bureau's Renewal and Transfer Division, or if he cannot attend, an aide, and group of broadcasters who have encountered license-renewal

problems in past. Airport Hilton Inn, Nashville.

Aug. 11—Deadline for replay comments on FCC notice of proposed policy statement on citizen group-broadcaster agreements (Docket 20495). FCC, Washington.

Aug. 11—FCC deadline for comments on proposed rulemaking (Docket 20521) concerning ownership reporting and disclosure by publicly held corporations that own interests in broadcasting stations. Proposed rules are based on Model Corporate Disclosure Regulations issued in January by Interagency Steering Committee on Uniform Corporate Reporting (Broadcasting, Feb. 3). Replies are due Aug. 26. FCC, Washington.

Aug. 11—FCC deadline for comments on proposed rulemaking (Docket 20520) which would amend broadcast station multiple ownership rules to set a 5% limit on institutional ownership of broadcast stations. Replies are due Aug. 26. FCC, Washington.

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

Aug. 14-15—*Arkansas Broadcasters Association* summer convention. Thursday Banquet speaker: Harry Walker, vice president for public affairs, Shell Oil Co.; Thursday luncheon speaker: Tom Swafford, CBS-TV Network vice president in charge of program practices. Indian Rock Resort, Fairfield Bay.

Aug. 14-17—Annual meeting, *Concert Broadcasters Association*. Blossom Music Center, Akron, Ohio.

Aug. 18—FCC's new deadline for comments on proposal to institute rules regarding a system for automatic identification of station transmissions (Docket 20351). Previous deadline was May 19. Deadline for reply comments was extended from June 2 to Sept. 2. FCC, Washington.

Aug. 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 (Docket 20508). Replies are due Sept. 8. FCC, Washington.

Aug. 18—FCC deadline for comments on rulemaking (Docket 20509) which would establish new class of radio station to be used to transmit information to motorists and other travelers (Docket 20509). Proposed radio class would operate on either 1606, 1612 or 530 khz. Reply comments due Sept. 5. FCC, Washington.

Aug. 18-22—*University Film Association's* 29th annual conference. Papers and sessions with deal with new trends in video disk systems, video cassettes and videotape recordings in comparison with super 8 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,

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

Sept. 12-14—*American Radio Relay League* convention. Speakers will include FCC Commissioner Robert E. Lee and (astronaut) Owen K. Garriott, deputy director, Science and Applications, National Aeronautics and Space Administration, Sheraton International Conference Center, Reston, Va.

Sept. 12-14—*Maine Association of Broadcasters* annual meeting. Sebasco Lodge, Sebasco Estates.

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

Sept. 14-16—*Nebraska Broadcasters Association* 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 Orlentangy Road, Columbus, Ohio 43210.

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

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.

March 21-24, 1976—*National Association of Broadcasters* annual convention. Chicago.

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

June 15-20, 1976—*Broadcasters Promotion Association* 21st annual seminar. Washington.

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Long reach

EDITOR: The item in *BROADCASTING* ["Closed Circuit," June 30] confirmed the fact that your magazine has extensive readership in the industry. I have since heard from many broadcasters I haven't seen or been in contact with in many years.—*Milton E. Mitler, deputy special assistant to the President, Washington.*

Off the mark

EDITOR: In "The Other Battle Over Pole Rates" on page 37 of your July 7 issue, you stated, "Two years ago, Tele-Communications Inc. pulled the switch on its Vail, Colo., system because of a failure to secure a subscriber increase from the local franchise agency." Not true. We pulled the switch because we were informed by the city manager that "The Town of Vail hereby terminates the existing franchise agreement with CTI. . . .". An increase of our rates had not even been discussed at that point in time.

The next sentence states, "But the FCC ruled that an operator does not have the right to cut off a communications service." Not true. While the FCC is concerned about this problem, it has not to our knowledge ruled against that right. As a matter of fact it states on page 225, paragraph 113 of the *Cable Television Report and Order and Reconsideration*: "We do not at this time intend to extend our requirements for a certificate of compliance to cover this potential problem, but would strongly recommend that local officials include specific 'buy-back' or continuation of service provisions in their franchises."

For the record, TCI did not act illegally in shutting off the service nor was it done in an attempt to coerce the city into granting a rate increase.—*W. R. Brazeal, executive vice president, TCI, Denver.*

The best defense

EDITOR: Al Masini ("Monday Memo," June 23) put into print what a number of us in the industry have been saying and attempting to do for years: Reaction must be replaced by action; response by salesman-ship.

If the fact that it can now be put into writing is a sign of maturity, then the broadcasting industry has come of age. The future is bright.—*Joseph J. Sullivan Jr., executive vice president-sales, Television Bureau of Advertising, New York.*

Something new

EDITOR: The May 19 and successive issues of *BROADCASTING* contain several innovations, one of which is the addition of FM

vertical power in your "For the Record" department. Obtaining this information for purposes of test work has always been a frustrating problem for me in the past. I hope the new vertical listings represent a new policy on your part.

As you can certainly appreciate, FM broadcasters have gone to considerable expense to add vertical power to their stations so as to better serve the automotive listening audience. I am most anxious to see the vertical power become more a matter of public record than it has been in the past.—*Thomas V. Cornell, radio design engineer, Delco Electronics, Kokomo, Ind.*

Vertical power is here to stay in "For the Record." Many FM broadcasters have added vertical power to improve reception by vertical automobile whip antennas. With vertical power supplementing horizontal power, circular polarization can be achieved, and with it better reception regardless of antenna orientation.

EDITOR: Let me be one of the many who've congratulated you on *BROADCASTING* magazine's new look. Readability has improved enormously, and the all-around usefulness for the busy broadcaster has increased with the expansion of your capulized reports sections. Good show!—*Jim Merritt, chief consultant, Broadcast Systems Analysis, Catheys Valley, Calif.*

Not amused

EDITOR: For 20 years, *BROADCASTING* renewal letters came to me with a "Dear Sir" salutation. Since it was difficult for me to believe that I was your only female reader, I protested. Last year, you finally cleared that hurdle with "Dear Subscriber."

This was just a small thing, and this is my excuse for not bringing it to your attention earlier. But sadly, there seems to be no end to the prejudices women in the broadcasting industry face. Perhaps that's why I fail to see the humor in the cartoon appearing on your July 7 editorial page. It only leaves me with the impression that you're now taking the hurdles backward.—*Susan Sherman, audio/visual production officer, National Science Foundation, Washington.*

EDITOR: I usually laugh at Jack Schmidt's comical and inspired work, but this cartoon . . . Tain't funny, McGee.—*Ellen Kimball Pollens, broadcaster/narrator, Boston.*

The cartoon in question showed a woman in a broadcast booth at a sports stadium. The caption read ". . . The visitors are dressed in pale blue tops with pin-stripe lapels, matching caps and contrasting pants in white. Yellow bats and white balls with red piping complete their outfits." It seemed funnier at the time than it does now.

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Insider report: behind the scene, before the fact

Looser rein on cable

FCC this week will consider notice of rulemaking aimed both at redefining cable television system and at easing regulatory burden on smaller systems. Indeed, one question in draft notice asks whether systems that only pick up and retransmit local signals—those performing traditional service—should no longer be considered cable systems for purposes of commission's rules. Present rule says any facility picking up and retransmitting television signals is cable system, if it serves at least 50 subscribers and if its service is not limited to residents of apartment house.

Draft notice asks whether cutoff should be raised from 50 to 250 subscribers, and whether there should be minimal regulation for systems with more than 250 but fewer than 1,000 subscribers—for instance, systems in that class might be required only to comply with signal carriage rules.

Specialists

Clue to how much radio audiences are being fragmented is found in study made by Alan Torbet Associates rep firm. Study shows that in average top-10 market, number of stations ranked first in one or more of some 20 rating demographics had doubled in four years: In 1970, average of six stations in each market could claim to be first in something; in 1974, 13 could. Those top-10 markets, incidentally, accounted for 45.4% of all national/regional spot dollars in latest FCC report (1973), according to another Torbet analysis. It shows further that 78.1% of all spot dollars were concentrated in top-50 markets, leaving 21.9% scattered among hundred of other markets.

Cops out

Family hour's negative impact on syndication sales of some of network television's most popular action programs is being felt. Viacom officials are on record with their concern over *Hawaii Five-O*, hot property on CBS-TV. Paramount is making no effort to sell *Mannix*, which is coming off CBS-TV next month after lucrative eight-year run.

No syndication effort is being made yet for three other police shows which, based on past syndication practices, would have been naturals for pre-sale at about this time of their network run. They are Viacom's *Cannon* (going into its fifth year on CBS-TV), Columbia Pictures

Television's *Police Story* (third year on NBC-TV) and MCA-Universal's *Kojak* (third year on CBS-TV). Problem is that periods stations retrieved from networks through FCC's prime-time access rule now fall within 7-9 p.m. family viewing period decreed by National Association of Broadcasters TV code.

New order

Sig Mickelson, pioneer broadcast journalist who left Northwestern University journalism school deanship last month to become president of Radio Liberty and Radio Free Europe, is completing preliminary plans for merger of those organizations and move to new Washington headquarters, just stone's throw from National Association of Broadcasters building. With allotment of \$65 million for fiscal year, he has designated Harold E. (Hap) Anderson, former head of NBC Enterprises, as his aide.

Mr. Anderson, 58, who has been in consulting field, was to leave July 19 for two-week inspection of installations in Europe. John T. Murphy, president of Avco Broadcasting, recently named by President Ford to membership on Board for International Broadcasting, will also make trip. (Other broadcasters also are involved. Chairman of Radio Liberty is John S. Hayes, former ambassador to Switzerland, and retired head of Washington Post-Newsweek stations. Jack Harris of Houston's KPRC stations is among appointees to RL/RFE; see "Fates & Fortunes," page 46.)

Scary survey

Operators of 50 TV network affiliates around country have received unexpected and therefore disquieting request from FCC Commissioner Glen O. Robinson. He asked for copies of 1973 program logs, and request reminded some broadcasters of former Commissioner Nicholas Johnson's habit of doing massive studies in which 10 "best" and 10 "worst" stations would be listed. Commissioner Robinson, however, has less dramatic purposes. He wants to determine what impact FCC's ascertainment requirements have had on output of local news and public affairs programing.

FCC has logs on file for years before 1973, and those from stations in Mr. Robinson's sample will be matched with logs for 1973 which, because of rules change, are not on file. Mr. Robinson wants to trace programing before and after primer on ascertainment was issued, in 1971.

In the pipe

Word was still being awaited from White House last week on nomination of ex-FCC Commissioner Robert Wells as director of Office of Telecommunications Policy. Some citizen groups and others are reported to be attempting to block nomination, and questions have been raised about manner in which he resumed professional and financial connections with Harris Enterprises—he manages its radio stations—immediately after leaving commission, in 1971.

But White House aides say there is no sign of trouble with Wells nomination, that moving it through bureaucratic pipeline takes time. Word that Mr. Wells had become leading candidate for job was reported early in June (BROADCASTING, June 2).

Back to beat?

If John Scali wants to rejoin ABC News, now that he's no longer U.S. ambassador to United Nations, ABC News will be happy to have him back. That's word from top officials there. And apparently there have been at least preliminary discussions between them and him. But he has also had talks elsewhere within and outside broadcast field, and latest word is that he expects to take summer to make choice. Mr. Scali is reported to be house hunting in Washington, to which he wishes to return from New York.

Shift at Metro

Harry Durando, president of Metro Radio Sales, New York, for past two years, is reported to have resigned in internal dispute over operations of representative firm. Slated to succeed Mr. Durando, who has been with Metromedia, parent company, for 14 years, is Dick Kelliher, vice president and general manager of company-owned WOMC(FM) Detroit.

'Odd Couple' out

Paramount Television is quietly syndicating *The Odd Couple*, which finishes successful five-year run on ABC next month, for fall 1976 start. WPIX-TV New York, KTTV(TV) Los Angeles and WTTG(TV) Washington have already purchased sitcom's 114 episodes for probable stripping in either family-hour or early-fringe time slots.

The Week in Brief

EEO POLICY □ *FCC finally releases its notice of inquiry and proposed rulemaking to clarify and strengthen equal opportunity guidelines for employment and promotion of minorities and women. Goals and timetables would be required for licensees whose programs don't appear to be working adequately.* **PAGE 21.**

CAUGHT IN THE CRUNCH □ *There's a crisis coming in television production economics, according to MCA's president, Sid Sheinberg, who claims television program making is no longer viable as a separate business.* **PAGE 22.**

FOR THE KIDS □ *Twelve witnesses provided four days of testimony before the House Communications Subcommittee last week on the influence of television advertising on children. Little new ground was broken.* **PAGE 23.**

GETTING OUT OF TOWN □ *Oklahoma Publishing sells off its home-based television station, with eye on government's growing dislike of co-located crossownerships. Station is bought by Detroit Evening News for \$22.5 million.* **PAGE 25.**

THINK TANK □ *Some 30 "forward thinkers" spent two days at the FCC last week suggesting projects to keep the commission abreast of developments in communications. Discussions ranged from limited de-regulation of major-market radio to spectrum management.* **PAGE 26.**

FIVE-YEAR LICENSE TERMS □ *Viewing broadcasting as an overregulated business, Senator Paul Fannin (R-Ariz.) introduces bill that would require FCC to stretch license terms, clarify renewal standards and ease paperwork.* **PAGE 27.**

NEW ORGANIZATION DIAGRAMED □ *Veteran broadcaster George Comte has blueprint for National Federation of Broadcasters which would do the job of the NAB and more; subscription to TV and radio codes would be automatic.* **PAGE 28.**

RIFT? WHAT RIFT? □ *CBS Chairman William S. Paley calls it "trash" and CBS President Arthur R. Taylor calls it "totally, totally false" as both attack report describing their relationship as strained.* **PAGE 29.**

CONFERENCE IN THE CATSKILLS □ *High-spirited New York State Broadcasters Association meeting in Cooperstown gives broadcasters and legislators a chance to speak their mind on a variety of issues.* **PAGE 30.**

THREE YEARS ONLY □ *Representative Daniel Flood's (D-Pa.) Appropriations Subcommittee turns thumbs down on five-year funding plan for the Corporation for Public Broadcasting. Subcommittee says it would opt for three-year plan as long as CPB justified its budget every year.* **PAGE 31.**

DOUBLING UP □ *The NAB and the RAB think they have a better idea with joint regional radio conventions. Separate NAB fall conferences and RAB management meetings are now things of the past.* **PAGE 33.**

CHARGE DENIED □ *Paramount and 20th Century-Fox executives defend their companies against CBS President Arthur R. Taylor's allegation that major motion picture companies force networks to "block book" film packages.* **PAGE 34.**

A QUESTION OF EXEMPTION □ *Cable interests want FCC to free systems with more than 10,000 subscribers from syndicated program exclusivity rules. Broadcasters argue for status quo until larger cable issues are settled.* **PAGE 36.**

TESTIMONY ABOUT CABLE □ *Senate Antitrust Subcommittee hears argument urging FCC to ease off on cable. NCTA sends subcommittee chairman, Philip Hart (D-Mich.), letter criticizing earlier testimony by CBS President Arthur Taylor on alleged warehousing of films.* **PAGE 36.**

EVERYTHING IS BEAUTIFUL □ *Stations offering beautiful music rejoice as April-May ARB sweeps show their best rating period ever. Defections from MOR and all-news stations may be the answer.* **PAGE 38.**

NO WILD PROMISES □ *Henry Harris shows how conservatism can lead to growth. The president of Cox Cable says the company may not always be the first to do something, but it is often the first to make money at it.* **PAGE 59.**

Index to departments on back cover

SRDS ANNOUNCES A CHANGE IN FREE LISTING SERVICE

**Effective with October 1975 Issues
for Spot Radio and Spot Television.**

We are departing from our long-standing policy of complete listing service for all commercially operated stations.

Now, each station will determine the future reporting of its listing information.

As you're all well aware, some stations listed in our service do not attract national/regional spot dollars from our subscribers and/or are not interested in actively seeking such business through SRDS.

The complete listing for these stations will be modified. As a service to our subscribers, we shall leave only the station call letters, ownership, address, phone number, city of license, and media code.

As we see it, our business is to help those who plan, buy and sell spot time nationally and regionally.

Some stations say they are not interested in selling national spots. Subscribers say they are not interested in certain stations. Why should SRDS continue to bear the cost of compiling and distributing information no one wants or cares about?

So, effective with October issues, we are starting a program of minimal listing treatment for those stations who, by their own expressions or actions, have indicated they do not desire the full service which SRDS affords.

If we've done our job well, we should not inconvenience the user. Frankly, we should not inconvenience the station whose listing is being modified, either. If the station isn't interested in soliciting national/regional spot business, he's not losing anything. If he is interested in soliciting national/regional spot business, then he should not expect SRDS to assume his costs for doing so.

It is probable that problems will arise that we have not anticipated. We'll take them as they come. For the most part, it is expected that group and network listings will substitute for the small-market station whose listing is modified. This way, users of our broadcast editions will have sufficient information on which to plan buys.

There is no charge to stations for SRDS reporting their information.

Also, there can be no exceptions. We must live with our policy and apply it fairly and equitably to all. This means, if a station in a major market elects not to meet our new listing requirement, it will not be possible for us to include all of its information.

The alternative. There is an alternative to our proposed plan. SRDS can impose a substantial increase in the subscription price. We feel this would be self-defeating and undesirable.

However, there may be options we haven't considered. We would welcome suggestions.

Sound business judgment compels us to take this action.

HARVEY A. HARKAWAY
PUBLISHER
STANDARD RATE & DATA SERVICE, INC.

It happens all over the country. Watching television, armchair athletes complete a pass, make a basket, sink a putt, finish first. Their egos crowd into the heroes of field and court, course and track.

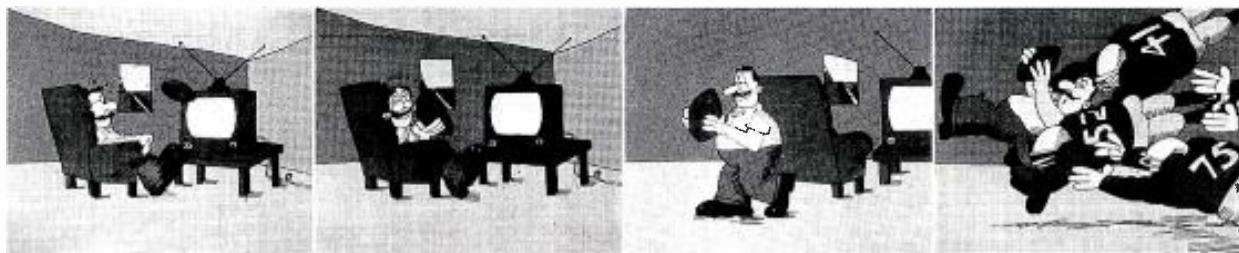
Turning spectators into vicarious stars is the high-scoring flair of CBS Sports—through coverage of NFL football, NBA basketball, and international championships in men's and women's sports; through the Super Bowl, Masters, Preakness, Heavyweight Championship of Tennis, and classics of bowling, swimming, auto racing, and track. Viewers of CBS Sports have seen records broken for the mile, the high jump, the women's indoor mile, the 100-yard dash.

Through all this diversity, CBS Sports production crews are teams in tandem with the teams on the field. Their signal-calling of cameras—for wide angles and close-ups, split screen and re-

plays—transmits the tension along with the exploding scene. And the talk is as good as the picture. Announcing staffs add the perceptions of experts to what you see. And through sane, literate comment, you learn about the world of sports, as well as the game you're watching.

Sports on television gives millions a multi-season pass for the finer enjoyment of leisure time. And CBS Sports joins athletes in the best that sports has to offer—a visible reach for excellence.

THE IDENTITY CRISIS OF THE SPORTS FAN IN THE PARLOR



© CBS SPORTS

Top of the Week

The 'zone of reasonableness' is FCC target as it opens EEO rulemaking

Proposal would strengthen guidelines broadcasters follow; field inspections and hearings would resolve questions; but goals and timetables would be used only as 'remedial' measure

After two years of work by the FCC staff and several weeks of discussion by and agonizing on the part of commission members, the FCC last week issued a notice of inquiry and proposed rulemaking aimed not only at clarifying but also at strengthening the equal opportunity guidelines it expects broadcast licensees to follow in the employment and promotion of minorities and women.

The proposed program, at bottom, is "remedial," one in which the adoption of goals and timetables is required only of those licensees whose records indicate their equal employment programs are not achieving desired results. As a result, it may be found lacking by some citizen groups who want a program in which goals and timetables are routinely required as part of an EEO program.

But the commission's notice—the latest development in the evolution of a policy whose origins trace back to a July 3, 1968, statement in which the commission said it would consider discrimination in employment by broadcasters as incompatible with operation in the public interest—looks to advancing some distance the only equal employment opportunity program that has been adopted by any federal agency for those it regulates. It not only details with some specificity the kind of EEO program the commission would regard as effective, but it would also include such enforcement and monitoring devices as on-site inspections and even hearings to resolve disputes about broadcasters' employment practices.

One major controversy the notice is expected to generate concerns the size of

station to be required to file EEO programs with the commission. At present, all stations with five or more employees must file. The commission, citing its "limited resources" and the "limited number of job opportunities available at smaller stations," asks whether only broadcasters "with 10 (or perhaps 15) fulltime employees" should be required to submit written plans. Commissioner Benjamin L. Hooks, noting that 34% of stations have 10 or more employees, and only 22% have 15 or more, would retain the present five-employee level for filing EEO programs.

The commission noted that neither it nor the courts have held that nonproportionate minority and female employment—by itself—constitutes evidence of discrimination. But to demonstrate that its employment profile "is within a zone of reasonableness," the commission said, a station's equal employment opportunity program would have to indicate that the station has attempted to give employment consideration to all qualified applicants, "including minorities and women."

The EEO program the commission would expect licensees to follow in observing the commission's antidiscrimination rules is an ongoing one. It would require a licensee to report on the means it

uses to inform employees and prospective employees that the station is an equal opportunity employer and does not discriminate; on how it solicits minorities and women for employment, fosters their advancement in the organization and trains them for jobs; and on the manner in which it recruits minorities and women (it suggests maintaining contact with schools with large minority and/or female enrollment, using minorities and women as recruiters, and building an image through advertising as a station with jobs with futures "for all qualified candidates").

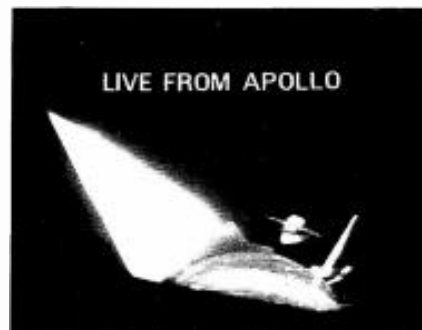
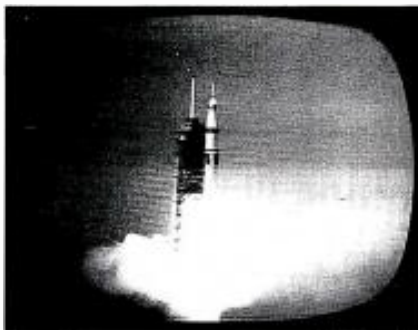
The program would also require a licensee to determine whether it employs qualified minorities and women "in some reasonable relationship to the numbers in the local labor market." Thus, the program would require a licensee to report on the percentage of minorities and women in the local workforce.

In a statement, Commissioner Hooks, who as the first black commissioner has served as a prod on equal-employment and other minority-oriented issues coming before the agency, expressed his pleasure with the notice of inquiry and rulemaking, even though it did not, he said, go as far as he would have liked. He would require all licensees to set goals and timetables after determining their own "deficiencies," and then have the commission determine whether the licensees' employment records are within "a zone of reasonableness"—a court-originated phrase that is not defined in the notice. He thanked Chairman Richard E. Wiley and other commissioners "for their cooperation," then added: "It may not have been the package that Jesus Christ would have written were he here on Earth, but it is an indication of a commitment on the commission's part to seek equality of opportunity in the broadcasting industry."

The notice also dealt with the manner in which the commission will handle complaints of discrimination against broadcasters. As in the past, it will defer to local, state or other federal agencies if a complaint falls within any of those jurisdictions—although it said some complaints might require commission review of a station's over-all equal employment opportunity performance. But the commission said it will consider a complaint if no other federal or nonfederal agency has jurisdiction. And in that connection it asked for comment on a proposed amendment to its rules to require the filing of discrimination complaints while the alleged act is underway or within 180 days. Comments on the notice are due on Sept. 11; reply comments, Oct. 1.



Parting shot. Thomas S. Murphy, chairman of Capital Cities Communications Inc. (r), greets Nicholas Zapple and his wife Jean at a Capitol Hill gathering of legislators, broadcasters and regulators in Mr. Zapple's honor last week. Mr. Zapple, who for 25 years was counsel for the Senate Communications Subcommittee, retired at the end of June. The guests were invited to make small contributions to help pay for the party and a set of golf clubs for Mr. Zapple.



History makes television, and vice versa. First three acts of the Apollo-Soyuz detente drama went nearly flawlessly last week, with American radio and television covering major events almost exactly as scheduled. ABC, CBS and NBC carried Soviet telecast of July 15 Soyuz launch just after 8 a.m. NYT, to au-

dience NBC estimated at 12 million persons. Apollo spacecraft was launched from Cape Canaveral at 3:50 p.m. that afternoon, with live network television coverage reaching an NBC-estimated 30 million viewers. As the two spacecraft maneuvered prior to docking at 12:09 p.m. Thursday (July 17), externally-

Producers say crunch hurts in their costs, networks' pay

Upheavals in syndication imperil secondary market for network shows; MCA's Sheinberg talks of fees scaled to first-run TV ratings

The biggest producer of television entertainment programming sees a crisis approaching in production economics. In an interview with BROADCASTING, Sid Sheinberg, president and chief operating officer of MCA Inc., said last week: "As a separate business, television program production now is not a viable business."

MCA's Universal TV is producing 13 shows for 14 hours a week of TV network prime-time programming for the new season, plus a number of made-for-television movies. It leads the field by far.

Others in Hollywood have also been complaining about the cost-price squeeze in television production, though networks generally raised prices for new shows and new episodes to be played in 1975-76. Mr. Sheinberg was the first of his stature, however, to talk openly about the bleakness of the outlook. MCA, he emphasized, is in a better position than smaller firms to cope with the crunch in TV because of the diversity of its entertainment projects in motion pictures, concerts, tours and recording.

But no matter what their size, producers in general have been confronted by drastic changes in recent years in the economics of program making, said Mr. Sheinberg. The cures must be as drastic as the changes. Producers must find ways to control their costs. Networks must be more realistic in setting the prices they pay for programs. Mr. Sheinberg suggested last week that payments be adjusted according to the success of the show.

As others have been pointing out, Mr.

Sheinberg said the old formula for making television programs is no longer applicable. That formula was to make a program, sell it to a network even at a loss, and recoup costs and make a profit through domestic and foreign syndication.

Syndication has followed Murphy's Law, Mr. Sheinberg remarked wryly. (If something can go wrong, it will.) Yesterday, he commented, a studio would make 39 episodes of a program and if the show ran for three years on a network, the studio would have an inventory to syndicate. Today, he noted, networks order only 20 or 22 episodes of a program, so five years on the network are needed to build a salable inventory. But, he said, "so many shows die in the pilot stage now, or are canceled in the first year, or get canceled after three years."

As for foreign sales, problems are increasing, Mr. Sheinberg said. Nationalism is rearing its constricting head almost everywhere, aimed often at limiting the amount of U.S. programming that can be imported. Also, he noted, some U.S. programs are not exportable; they are too American to play well overseas. And finally, he said, residual costs keep rising.

To make matters rougher, Mr. Sheinberg observed, there is the prime-time access rule that eliminates one hour of network programming week days, some 15 hours weekly that TV studios used to fill, and, he sighed, "now the family rule . . . a misguided although well-intentioned venture."

The MCA president, a trained lawyer and a one-time radio announcer in home-state Texas, has two suggested solutions to what he called the cost-price squeeze. One is short-term, the other, long.

For the short term, Mr. Sheinberg sees a dual prospect: There must be "a dramatic" increase in the amount of money the networks pay for their programs, at least to cover costs, and there must be greater control over costs. "When you're spending \$150 million a year on TV programs," he observed, "going over budget by 5% or 6% can be very significant."

For the long term Mr. Sheinberg offered a system that has been barely whispered

about in TV program economics: a sliding scale of payments based on the success or failure of a program. "No other entertainment medium," he said, "is sold on a fixed price basis." And he added: "Television must become a market place where creative people can share in the success of a program." This view was tentatively expressed last January by independent producer Norman Lear at a Hollywood Radio and Television Society seminar. Mr. Lear will have five half-hours on TV next season.

In the revolving-evolving Bingo cage that is Hollywood, others share Mr. Sheinberg's concern.

Dennis Stanfill, chairman and president of 20th Century-Fox, told BROADCASTING that Fox must have three to four hours of prime-time TV programming to make a "reasonable" profit on its TV activities. For next year, Fox will have one hour and a half of prime time TV: *M*A*S*H** on CBS, and *Swiss Family Robinson* on ABC.

As he has before, Mr. Stanfill noted that TV program production profits generally are "thin." That is one reason, he said, that Fox has embarked on TV station ownership expansion. Fox has owned KMSP-TV Minneapolis-St. Paul for several years; more recently it bought KMOL-TV San Antonio, Tex. from Avco and KCPX-TV Salt Lake City from Columbia Pictures. And Fox is looking for more TV stations to buy. At the same time, Mr. Stanfill emphasized that Fox was taking "a hard line on costs."

Other producers expressed sentiments similar to Mr. Sheinberg's. Grant Tinker, whose MTM Productions will provide six weekly series on CBS next season (three-and-a-half hours), said that CBS has improved its financial payments since he and others began complaining last year (BROADCASTING, Sept. 23, 1974, et seq) but is still far from "my utopian dream." The dream is to be paid the full cost of each of his shows. Lee Rich, whose Lorimar Productions' *The Waltons* will return next year, said the networks have helped a bit in raising fees to producers, but that he is still operating at a deficit.



mounted cameras carried the procedure live by satellite. The link-up for Soviet coverage of Houston transmissions was provided by KPRC-TV Houston. The meeting of American and Soviet astronauts took place three hours later, as Apollo commander Thomas Stafford shook hands with Soyuz commander Aleksei

Leonov in the connecting module, again live before a worldwide television and radio audience. The spacecraft were scheduled to remain docked until Saturday morning (July 19), and Soviet officials gave the go-ahead to live U.S. coverage of Soyuz touchdown between 6:30 and 7 a.m. this morning (July 21).

Macdonald leans towards wait-see attitude on TV ads for children

Subcommittee chairman says stick over head of radio-TV should produce needed self-regulation; consumer groups, broadcasters and government spokesmen review issue at four-day Hill hearing

Representative Torbert Macdonald's (D-Mass.) Communications Subcommittee last week held four days of hearing to determine the influence of television advertising on children. As hearings go, these were unusual for the subcommittee in that there was no one legislative proposal at the focus and there was no indication that the results would lead to legislation. The problem being studied—there actually was no single problem—was defined by a seemingly endless string of questions, ranging from the basic, "Is there evidence to suggest that children need protection from television's slick sales pitches?" to the specific, "Should ads for products potentially harmful to children be banned from television during all hours of the week when children comprise a substantial segment of the audience?"

The testimony of the 12 witnesses broke little new ground in the continuing controversy of children's television advertising. Two of three broadcasters defended additions to the National Association of Broadcasters television code in the last few years as evidence of their acknowledgment of the special sensitivities of children. The chairmen of the FCC and Federal Trade Commission defended their records in the area and pledged further industry oversight and action. Representatives of consumer groups charged that the former two groups are insincere and are in

fact doing nothing to solve the problems.

The news was probably that a hearing dedicated solely to children's TV advertising was held at all, a first for the House. Chairman Macdonald on the final day summarized what he thought had been accomplished. First, he said the subcommittee encouraged better cooperation between the FCC and FTC, the two agencies with jurisdiction over children's television advertising. Second, he said the subcommittee planted the seed in FCC Chairman Richard Wiley's mind to revive a special children's unit at the FCC. Third, he said the subcommittee emphasized the need for more research into the effect of advertising on children both from the outside and from in-house specialists at the FCC and FTC.

The fourth accomplishment he listed was in fact a warning to the broadcasting and advertising industries. "I have instructed my staff to explore the legislative alternative in this area," Mr. Macdonald said, "This is not to say that I am going to introduce a bill in the next few weeks or even months, but I am aware that this problem has been with us for a long time and I am beginning to wonder whether self-regulation, without any apparent punishment for wrongdoers, can ever work." Mr. Macdonald had said more than once during the hearing that he is convinced that the threat of regulation will goad the industry into "doing what it should be doing." He said "I will seriously consider introducing legislation" if "the situation does not improve."

Besides Mr. Macdonald the most outspoken of the subcommittee members at the hearings was Representative Timothy Wirth (D-Colo.), who on Monday introduced what he termed the Children's Fair Advertising Practices Act. The bill (H.R. 8613) would create a National Council on Children and Advertising to study the effect of broadcast and print advertising on children and determine if there is a need for new regulation by the FTC or the FCC (BROADCASTING, July 14). The bill was given scant attention at the hearings.

Mr. Wirth had a specific concern about

advertisements for products that are potentially dangerous to children, products such as Drano, which during the hearings became the symbol of potentially hazardous products. "A central question seems to be," Mr. Wirth said, "is there a causal effect between advertising on television, and the use of abuse of those advertised products by children?"

Fourteen state attorneys general are convinced the answer to that question is yes, and formally petitioned the FCC last week to ban advertising of over-the-counter drugs on TV before 9 p.m. Massachusetts Attorney General Francis X. Bellotti, who personally filed the petition, testified at the hearings. The other 13 states are Alaska, Colorado, Delaware, Hawaii, Illinois, Maryland, Nebraska, New Hampshire, North Carolina, Maine, Pennsylvania, Rhode Island and Wyoming.

In an article in the *Washington Post* last week Mr. Wirth questioned the effectiveness of the children's advertising provisions of the industry's self-regulatory mechanism, the NAB TV code. The code has a glaring loophole, he said, in that it applies only to Saturday and Sunday morning children's programming. "The fact is that the programs which attract the largest child audiences are not children's shows," he said, but rather shows which also attract the largest share of adult viewers, such as *M*A*S*H*.

Mr. Wirth backed his arguments with excerpts from true statistics and comments of Robert Choate, chairman of the Council on Children, Media and Merchandising. Mr. Choate testified last week that 90% of child television viewing occurs other than on weekend mornings, that on the programs most popular with children "large numbers of over-the-counter drugs and hazardous products are advertised." He charged that broadcasters "pass the buck of responsibility for child protection to parents." The agencies are of no help either, he said. He charged that the FCC acts "like a policeman directing trucks and cars, but paying no attention to the pedestrians," and that the "more devious FTC," although "talking a good game,"



Chairman Macdonald



Choate



Charren



Congressman Wirth



Schneider



McGannon

does less than the FCC.

Asked for evidence that Drano ads are linked to children eating the product, Mr. Choate could provide none. Nor could he produce statistics on children's abuse of products before television proliferated.

There was no question in the mind of Peggy Charren, president of Action for Children's Television, that children are vulnerable to and adversely affected by television advertising. ACT has filed several petitions with the FTC urging prohibition of toy, vitamin and food ads on children's programs, and Mrs. Charren announced last week that ACT will file another petition requesting a ban on the advertising of heavily sugared foods on children's programs. She concurred with Mr. Choate's allegations that the industry's self-regulatory schemes are toothless and the FTC and FCC unresponsive. "The right kind of legislation would be helpful," Mrs. Charren said, adding that further research would only give the industry an excuse to postpone action.

There was one industry witness at the hearings critical of broadcasting's children's TV self-regulatory efforts, Donald McGannon, chairman and president of Westinghouse Broadcasting Co. But he opened his prepared remarks by saying, "I do not favor additional federal regulation." He continued, "Rather, the role of the federal government in this area should be primarily that of a catalyst—providing leadership and reflecting public concern, need and direction."

Mr. McGannon announced three weeks ago that Group W's TV stations, which

quit the TV code in 1969, were also withdrawing from the NAB in protest to the NAB TV board's ruling requiring mandatory subscription to a TV code that Westinghouse thinks is too weak. To demonstrate that the NAB code standards "do not go far enough," Mr. McGannon contrasted Westinghouse's time standards for non-program material during all time periods, including during children's programs (six minutes for a one-hour program with one station break of one minute, 15 seconds is the limit) with NAB's children's program time standards, which will take effect January 1976 (nine-and-a-half minutes non-program material permitted every clock hour). He added that Westinghouse has not lost money with its reduced commercial time standards. Indeed, he said, "we feel we have enjoyed special recognition from advertising agencies in placing schedules because of the lower level of commercial content."

But John A. Schneider, president of the CBS Broadcast Group, said that because of the tightened commercial time restrictions and increasing production costs, "children's television has declined in recent years from a highly profitable area of activity at CBS to a marginal undertaking." Mr. Macdonald asked Mr. Schneider for before and after statistics to back up Mr. Schneider's claim that CBS's revenues on children's program have declined. Mr. Schneider promised only to take the request "under advisement." He said CBS does not normally reveal profit information "for competitive reasons." Mr. Macdonald was displeased, opening

the next day's hearing with the statement, "I do not approve of the tactics of some broadcasters who make economic arguments in public and then refuse to substantiate those arguments with facts and figures."

Representative William Brodhead (D-Mich.) asked if it is in the public interest to advertise candy and expensive toys to children, especially to children from poor homes. "To say that Cracker Jack must have redeeming social value is not our responsibility," Mr. Schneider responded.

Mr. Schneider also argued against those who would extend the NAB children's advertising guidelines to virtually any time period when children are in the audience in substantial numbers. There are nearly one million children from 2 to 11 watching television between midnight and two a.m., he said, adding that TV should not have to be a "third parent" to children who watch television "literally around the clock."

John Summers, NAB general counsel, argued too that "the code cannot usurp the role of parents." In questioning Mr. Summers and Jerome Lansner, assistant director of the NAB Code Authority, Representative Macdonald indicated he was troubled that 40% of all TV stations do not subscribe to the TV code. He was told that the 60% that do subscribe attract 85% to 90% of the viewers in the country. Mr. Macdonald was also troubled that no station has ever been kicked out of the code for noncompliance. "You could say that the stations are living up to the code," Mr. Lansner said. "You could say the code has no teeth," Mr. Macdonald said.

Sign of times: Gaylord breaks up crossownership

Oklahoma Publishing sells WKY-TV to 'Detroit News' but plans to buy stations elsewhere with the money

The Oklahoma Publishing Co. last week sold WKY-TV Oklahoma City to the Detroit-based Evening News Association for \$22.5 million, subject to FCC approval. The seller, which also owns WKY(AM) and both daily newspapers in Oklahoma City, was understood to be prepared to ask the FCC for a tax certificate on the grounds that the sale is in compliance with a general FCC policy discouraging common ownership of co-located newspapers and television stations.

The FCC's recently adopted crossownership rules permit the continued ownership of co-located newspapers and television stations, except in a few small markets where the only newspapers and stations were commonly owned. But they also prohibit future formations of co-located crossownerships anywhere. In a number of markets—not including Oklahoma City—the Justice Department has filed petitions with the FCC to deny renewal of television licenses held by newspaper publishers, on grounds of concentration of media control. None of the Justice filings has yet come up for FCC action. Licenses of all Oklahoma stations are due for renewal next in 1977.

Oklahoma Publishing, through a subsidiary, Gaylord Broadcasting Co., owns a group of broadcast stations in several markets and said it would use the proceeds from its WKY-TV sale to purchase others. Edward L. Gaylord, chairman of the broadcasting company and president of the parent, said: "We plan to look for two more TV stations and several radio stations to purchase."

A tax certificate, if granted, would exempt Gaylord from payment of capital gains taxes, provided the proceeds from the sale were reinvested in other properties.

The Evening News Association, controlled by the descendants of the late James E. Scripps, who founded it, owns the *Detroit News* and WWJ-AM-FM-TV Detroit. Peter Clark, president, said the company had no intention of selling any of its properties. Detroit is also served by the rival *Detroit Free Press*. Evening News also owns WALA-TV Mobile, Ala.; KOLD-TV Tucson, Ariz.; *The Desert Sun*, Palm Springs, Calif., and Times Graphics, a printing company in Vineland, N.J.

Oklahoma Publishing owns the *Daily* and *Sunday Oklahoman* and the evening *Oklahoma City Times* in addition to its Oklahoma City radio and television stations. Its other broadcast properties are WTVT(TV) Tampa, Fla.; KTVT(TV) Fort Worth, and KSTW(TV) Tacoma, Wash., all

VHF stations; KHTV(TV) Houston and WTVT(TV) Milwaukee, both UHF, and KRKE(AM) Albuquerque, N.M. The Gaylord family are principals.

WKY-TV is an NBC-TV affiliate on channel 4 with 97.7 kw visual, 19.5 kw aural

and antenna 1,540 feet above average terrain. It is a pioneer commercial station that went on the air in 1949.

Gaylord will retain WKY(AM) and its call letters. The Evening News Association will apply for a new call for WKY-TV.



At the signing. Edward L. Gaylord (seated left), president of Oklahoma Publishing Co. and chairman of its subsidiary, Gaylord Broadcasting Co., and Peter B. Clark (seated right), president of The Evening News Association, Detroit, met in Oklahoma City last Monday to sign a contract for the News's acquisition of Gaylord's WKY-TV. Standing are Norman P. Bagwell (l), vice president of Oklahoma Publishing and general manager of WKY-TV, who will stay on as vice president and general manager of the station under the new ownership, and Don F. DeGroot (r), The Evening News Association's vice president for broadcasting.

In Brief

Now that President Ford is candidate, CBS News has asked FCC to declare broadcast pickups of **presidential news conferences** to be on-spot coverage of bona fide news events and thus exempt from equal-time requirements of Section 315. It would mean reversal of 1964 FCC ruling ... FCC Friday issued proposed rulemaking against **regional concentrations**. No owner could acquire more than four stations of all classes in any state. AM-FM combinations in same community would count as one; UHF stations would be treated case by case ... **Starr Broadcasting** officially settled differences with two citizen groups that will now drop petitions to deny renewal of Starr's WOIV(FM) New York and with Chicago group headed by Charles Benton that will withdraw competing application for station's facility—clearing way for WOIV sale for \$2.2 million to GAF Corp., which will restore classical-music format that Starr abandoned. Reimbursements exceeding \$100,000 provided in settlement are subject to FCC approval... Committee of Social Science Research Center has reported to Chairman John O. Pastore (D-R.I.) of Senate Communications Subcommittee that **violence on TV** can be meaningfully measured and should be funded by FCC, not National Institute of Mental Health which spent \$1 million on earlier research into TV violence ... FCC has ruled that **broadcast of auctions** in which bids are made in calls to stations and stations benefit from sales must be logged as program-length commercials. (Ruling doesn't apply to noncommercial stations that commonly run major auctions to raise operating funds) ... FCC, acting on complaints, admonished WPRO(AM) Providence, R.I., for inadequately warning listeners that Halloween-eve 1974 broadcast of H.G. Wells's "**War of the Worlds**" was dramatization. (Orson Wells's adaptation of same work on CBS in 1938 caused panic in some areas.) ... **Walter A. Schwartz**, president of ABC Radio, 1967-72, president of ABC Television until named president of ABC Leisure Group II last fall, resigns to look for new job in broadcasting ... **Raymond Guy**, 76, who retired as NBC senior staff engineer in 1961 after distinguished career, died July 12 of cancer at Lighthouse Point, Fla.

Futurists talk about planning FCC regulation

It's start of a Wiley project to pick academic brains

For two days last week, some 30 researchers, engineers, lawyers, academicians and others selected by the FCC as "forward thinkers" in the area, sat around tables at the commission, brainstorming projects the agency might undertake. It was part of an effort by the commission to keep regulatory pace with the rapidly developing communications industry—to avoid as much as possible what its participants called "ad hocery" in policy formulation.

Some of the 10 discussions focused on well-defined issues, such as "limited deregulation of radio in major markets"—a session that seemed to produce a nearly unanimous view that, ideally, radio should be unburdened of most of the regulatory load it carries. But some others seemed too intellectually slippery for the participants to grasp, as in the case of "intermodal competition—a challenge to the regulatory structure."

The conference also provided a forum for the unofficial announcement of a press conference today (Monday) at which the National Association of Broadcasters, the Association of Maximum Service Telecasters, the Council for UHF Broadcasting, the Corporation for Public Broadcasting and the Public Broadcasting Service will announce an "action plan" to transform UHF into a service comparable in all respects to VHF.

Now, the commission's Office of Plans and Policy, which arranged the conference, will review the transcripts, mine the thousands of words for suggestions for research projects it regards as feasible and, in some cases, go back to the research community for help in doing the work. OPP Director Werner Hartenberger said at the windup session on Tuesday afternoon.

FCC Chairman Richard E. Wiley, who described the conference as the first of a continuing series, called it a "new beginning in relations between the FCC and the academic research community."

The session on limited de-regulation of radio in major markets produced sufficiently sharp debate to present the OPP staff with a well-focused issue. And the reason for the sharpness of the debate was that many of the participants were present or former members of the commission or its staff, and had held the same debate many times before, but behind the closed doors of the commission meeting room.

John Pettit, a former general counsel now in private practice, who moderated



The FCC tried something new last week—a conference of experts in the field of communications aimed at developing research projects the commission could undertake in an effort to keep regulatory policy ahead of or at least even with technological and other developments in the field. Among those attending, including some who participated, were present and former members of the commission and its staff. In the top photograph, John Eger (l), a former commission staff member who is now acting director of the Office of Telecommunications Policy, and Chairman Richard E. Wiley are seen at the opening session, on Monday. Seated between them is Lawrence Secrest, the chairman's administrative assistant. In the center row: Amos B. (Bud) Hostetter Jr. (at left), a former chairman of the National Cable Television Association who is executive vice president of Continental Cablevision Inc., Boston, who represented cable television's point of view in the conference, and John Pettit, a former FCC general counsel who is now in private practice and who suggested that the commission experiment with deregulation for radio in several major markets. Bottom: Former FCC Chairman Dean Burch (at left) and Henry Geller, who served him as general counsel and as a special assistant and is now with the Brookings Institution.

the session, proposed an "experiment" in a number of major markets in which most program-content regulation—including the fairness doctrine but not the equal-time law—and commercial time limitations would be lifted from radio stations for three years, after which the results of the experiment would be assessed. Mr. Pettit contended that such an experiment could be conducted without congressional approval.

No one argued that service would not be better under such a de-regulated condition; indeed, William Ray, chief of the Complaints and Compliance Division, said it probably would be better. But he and others, including Chairman Wiley and another former general counsel, Henry Geller, felt that the fairness doctrine is "statutorily mandated" and that therefore the commission would be obliged to enforce it, unless Congress provided the necessary relief.

Furthermore, Mr. Ray said, it was unrealistic to expect Congress to "change the Communications Act to accomplish the de-regulation you're talking about . . . They're scared to death." Mr. Pettit contended the reference to fairness in Section 315 of the Communications Act is merely statutory "recognition" of the doctrine. In any event, he believes the commission is simply being defeatist in failing even to try his plan.

Mr. Geller suggested ways of "sweetening the pot" to make the proposal more acceptable to Congress, if not to broadcasters. He said, as he has before, that the commission might propose a whole new regulatory framework, in which broadcasters would receive long-term licenses, perhaps for 25 years, but would be charged rent for their use of the frequencies, with the proceeds going to public broadcasting and to citizen groups for programming, and would be required to afford the public access to the station's facilities. Without "some form of access," he said, efforts to eliminate the fairness doctrine would run into constitutional problems.

Word of the press conference on the "action plan" by the commercial and non-commercial broadcast groups concerned with UHF was given by Howard Head, of A.D. Ring and Associates, a consulting engineering firm retained by AMST, in a session on "UHF Television." Although he did not go into details, he said the plan would cover proposals for improving the transmission and reception of UHF signals, as well as for educating the public and television-set servicemen on how to obtain the best UHF service possible from existing sets.

But some participants felt that UHF's problems were not only technical—that the commission might consider programming as an area in which UHF might be aided. And Mr. Geller revived an idea that would regenerate considerable controversy if pursued—deintermixing some markets, to leave some all-UHF and some all-VHF.

Cable television's role in the development of UHF also figured in the discus-

sion. Amos B. (Bud) Hostetter Jr., former chairman of the National Cable Television Association, said a "useful interface" between UHF and cable is possible assuming "a new mindset" at the FCC regarding a multitude of television stations, as opposed to a "limited number with stronger economic base," and a more congenial policy toward cable. He said cable television is "doubling" the audience available to WUAB(TV) (ch. 43) Lorain, Ohio, and could provide similar service for "a 60-to-80 UHF complex across the country, based on regional networks."

The suggestion that the commission look to regionalism as a philosophy of service rather than the traditional localism was developed in another panel, on rural telecommunications. The panel's discussion was based largely on the Denver Research Institute studies on the subject, which suggested that cable television and television translators be tied into a system of providing television service to outlying areas now receiving little or none (BROADCASTING, Feb. 17). Paul Bortz, who was among the authors of the DRI studies, said other countries, such as Canada, Australia and Japan, may be doing more than the U.S. in providing television service to rural areas.

Among the other panels:

■ Participants in the one on intermodal competition suggested that the commission define its goals before attempting to decide what its rules should be. However, there was no agreement on whether regulation should be based on the technology being used or the function being performed. And a question raised by session leader Steve Effros of the Cable Television Bureau but one on which no consensus developed was whether different modes of communication in competition should be regulated by a central source or by different agencies. Fiber optics and cable television were among the technologies mentioned (The regulatory problems of the Interstate Commerce Commission were cited as an example of what centralization of regulation can produce.)

■ Experts on spectrum management concluded it was critical to impress on government leaders the importance of the spectrum. They also said that the data base used in spectrum management should be reviewed with a view to determining its accuracy, and that social and economic factors should also be considered by the commission in formulating spectrum-management plans—as well as the biological effects of radiation. And they said that the commission should attempt to develop means of forecasting spectrum needs and require that consideration be given to spectrum conservation in the development of electronic equipment.

■ A suggestion for an "early warning system" emerged from one on technological developments and future planning. Roland S. Homet, chief of studies and analysis, Office of Telecommunications Policy, the panel leader, said in summing up that the system might involve the

Office of Plans and Policy and the chief engineer's office; then would attempt to keep up with technological developments in communications, and they pass along to a task force drawn from various bureaus throughout the commission information concerning those developments that might ultimately require commission regulation. With that kind of head start, and with the help of outside researchers, he said, the commission would be in a position to fashion a notice of proposed rulemaking that was informed and would seek useful information.

Fannin renewal bill seeks to clear out regulatory tangle

Five-year term is major feature of legislation by Arizonan

Senator Paul Fannin (R-Ariz.) last week formally introduced his bill to revise FCC license-renewal procedures. As he revealed late in May (BROADCASTING, June 2), the bill (S. 2119) would lengthen the license term from three to five years, seeks a clarification of renewal standards and community ascertainment procedures and would attempt to lighten the paperwork load on renewal applicants.

In his introductory remarks in the *Congressional Record* last week, Mr. Fannin wrapped his bill in the cloak of regulatory reform, a project currently receiving a good deal of legislative attention in Congress this session. Senator Fannin characterized the regulatory procedures currently governing the renewal of broadcast licenses as being overly costly and burdensome for broadcasters without contributing to the public interest. Broadcasting in general he observed, is an overregulated business.

Specifically, the Fannin bill would (1) require the FCC to establish procedures for broadcasters to use in ascertaining community problems, needs and interests, (2) establish a license and renewal term of five years for all classes of broadcast licensees, (3) provide that a renewal applicant's license would be renewed if his programming has been "responsive" to the problems, needs and interests of his service area and he has operated his station "in a manner not characterized by serious technical or other deficiencies," (4) prohibit the FCC from asking a station to file information it has filed before or from asking for information not directly related to consideration of the application, (5) require the FCC to set time limits on the filing of petitions to deny, (6) provide that appeals of FCC decisions on license or renewal applications should be taken to the court in the district where the station is located rather than to the District of Columbia as happens now, and (7) require the FCC to do a study of its license-renewal procedures and forms and report to Congress whether any can be simplified or eliminated.

The Fannin bill has 16 co-sponsors in

the Senate. In the House, co-sponsors are still being sought for H.R. 5578, the so-called Frey-Byron renewal bill (for Representatives Louis Frey [R-Fla.] and Goodloe Byron [D-Md.], its principal sponsors) and the total number was expected to top 100 by the end of last week. The two bills are similar in most respects, except that the Frey-Byron bill, rather than legislating a five-year license term, would leave that up to the FCC. The National Association of Broadcasters has endorsed both.

Now a blueprint for federation to take over NAB

Veteran broadcaster outlines plan to modernize industry representation

The outline of a National Federation of Broadcasters, to replace the National Association of Broadcasters and provide an umbrella organization for specialized associations in radio and television, has been prepared by George Comte, president of WTMJ-AM-FM-TV Milwaukee.

Mr. Comte, a former member of the association's television board, drafted the NFB outline after the subject of an NAB reorganization was raised at a meeting of the association's television board last June (BROADCASTING, June 23). The subject was introduced by Lawrence H. Rogers II, president of Taft Broadcasting Co., during Mr. Rogers's appearance as an advocate of mandatory code subscription for NAB television members. Mr. Comte was also in attendance to argue the same cause. The board later voted to affirm an earlier decision to require TV code subscription of TV members.

Mr. Rogers went into no detail in his proposed reorganization of the broadcaster's principal trade association, beyond suggesting that radio and televi-

sion be separated under an over-all administrative structure (BROADCASTING, June 30).

Mr. Comte, however, has diagrammed a National Federation of Broadcasters that would embrace all of the functions now performed by the NAB and the other principal organizations in radio and television, but with stronger ties between the parent and the autonomous parts than now exist between the NAB and, say, the Association of Maximum Service Telecasters.

Mr. Comte proposed that the NFB be directed by a board of 20 members, 10 from radio and 10 from television. (The NAB board representation now is 25 from radio and 15 from TV.) Only station owners or operating executives would be eligible for the 20 station directorships. There would, in addition, be "appropriate" representation on the board from radio and television networks, though Mr. Comte has not defined "appropriate."

All regular meetings of the NFB board would also be attended by nonvoting representatives of participating organizations, by Mr. Comte's plan. The function of these representatives would be to "observe, act as liaison, make reports as necessary and suggestions for board action or administrative improvement," Mr. Comte said.

A paid staff, headed by a president, would run the federation headquarters. The legal, government-relations and administrative functions of the staff would, in Mr. Comte's plan, "be much as now, with direction from the board, based on needs and requests and desires of the board and the member organizations." These NFB departments would "carry on whatever services are necessary to assist member organizations" in the conduct of their own affairs.

Mr. Comte foresees a department of



Organizational architect Comte

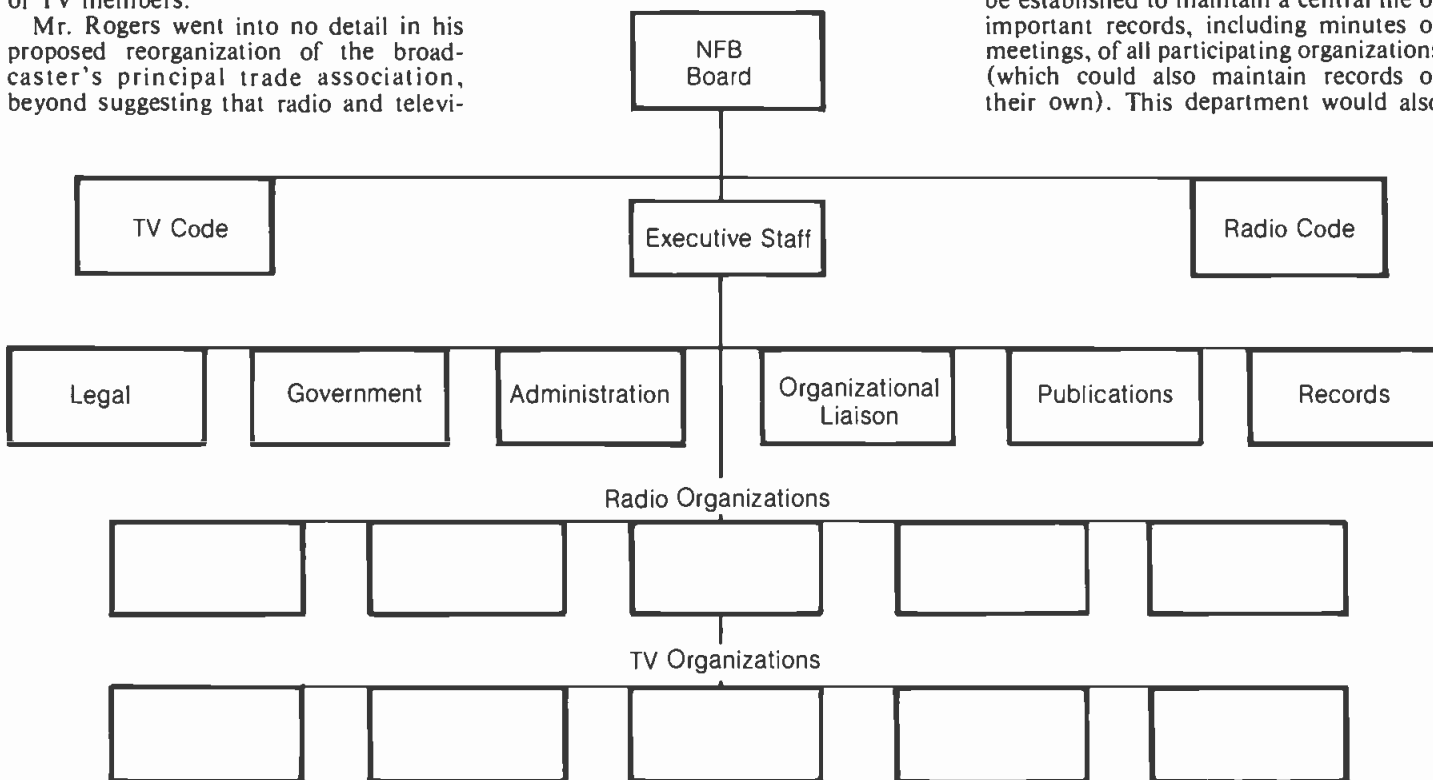
organizational liaison to "guard against overlapping activities and responsibilities" of participating organizations and to "coordinate general activities of all concerned," such as committee meetings, seminars and conventions.

"As an example," Mr. Comte said, "the function of an industrywide convention would fall in this department to coordinate the activities of each separate organization within the general convention, its program, its selection of topics, its portion of the program."

The department would also coordinate regional meetings, Mr. Comte said, "and work with whichever independent organization would be appropriate to round out a meaningful agenda of activities."

Mr. Comte has included a department of publications in the NFB headquarters as "a house printing and mailing service that would print or mail or bill or collect as required." The department would maintain general and specialized mailing lists. It would charge participating organizations for its services.

AN NFB department of records would be established to maintain a central file of important records, including minutes of meetings, of all participating organizations (which could also maintain records of their own). This department would also



act as the headquarters or mailing address for the smaller participating organizations that are without permanent offices of their own. This department would also charge for its services.

The engineering department that the NAB now maintains would be eliminated under the Comte plan. That function, said Mr. Comte, would presumably be carried out "in an engineering organization" that would be an autonomous participant in the federation.

The television and radio codes "would be supported as a direct adjunct of the NFB and be part of the dues," under Mr. Comte's plan. "Obviously, membership in the code and the NFB would be synonymous and automatic," he said.

Each of the participants in the federation would elect its own board of directors and "operate autonomously, but within the federation," Mr. Comte said. Each would set its own dues, write its own by-laws and conduct its own business affairs. The participants would be assessed "appropriate" fees for membership in the federation. That membership would entitle them, at no added cost, to such federation services as legal and governmental representation and administrative help. They would pay for other federation services as needed.

Mr. Comte's federation would derive its support not only from the fees charged to participating organizations but also from "general membership subscription."

Membership in a participating organization would not entail mandatory subscription by the individual member to the NFB, but NFB subscription "would necessarily be encouraged," Mr. Comte said.

Paley, Taylor draws bead on rift report

Playboy book and resulting magazine piece on alleged discord denounced; Meade sends 35-page list of errors and inaccuracies to publisher

CBS went to extraordinary lengths last week to deny a published report of a rift between Chairman William S. Paley and President Arthur R. Taylor and, in the process, to denounce as "trash" both the magazine article containing the report and the book from which the article was taken.

In a statement read when the question was raised by security analysts at a meeting with Mr. Taylor (also see page 41), Chairman Paley dismissed the report as "absolute nonsense." His statement continued:

"As I have said before and as I have been quoted in the press, Arthur Taylor and I have a very good relationship and I would be greatly pleased to have him as my successor. I have also said that CBS has never been better managed than it is today, and this is due in no small measure to the exceptional abilities of Arthur

Taylor, who in three years as president of CBS has turned in an outstanding performance. I hope these comments will bury a rumor that has no substance in fact whatsoever."

The rift report was contained in a long article on Mr. Paley, titled "The Biggest Man in Broadcasting," that appeared in the July 21 issue of *New York* magazine as adapted by Robert Metz from his book, "CBS: Reflections in a Bloodshot Eye," to be published Aug. 11 by Playboy Press, New York (428 pp; \$13.50). Mr. Metz, a financial columnist for the *New York Times*, was reported at the *Times* last week to be on vacation and could not be reached.

The Paley statement was read to the security analysts by E.K. Meade Jr., CBS corporate affairs vice president, who added: "With respect to the rest of the *New York* article and the Playboy book from which it was extracted, it is our position that both are riddled with errors and misstatements. They are so full of misinformation that they are not worthy of further comment." A "euphemism" for them, he said, is "trash."

For his part, Mr. Taylor told the analysts that the report was "totally, totally false." He described his relationship with Mr. Paley as "exceptional" in terms of both strength and cooperation. In response to other questions, not directly related to the rift rumor, he said management decisions at CBS are "consensus decisions" and that he knew of no instance in which Mr. Paley had used his ultimate authority to force a decision.

The article is vague—as is the book—about why Mr. Paley and Mr. Taylor allegedly "aren't hitting it off." It says that "Taylor has made a mixed impression within and outside CBS" and "flubbed in attempting to emulate Frank Stanton [his predecessor] as broadcasting's spokesman in policy matters and Washington appearances." It also credits him with trimming costs and letting operating officers know they'd better meet their projections. Indeed, it acknowledges that "Bill Paley has denied there is a rift." But it continues:

"Yet rumors persist that when the old man inevitably goes there will be another, not Taylor, at the helm. The handicappers say that no one in-house will get the job—not even Bob Wood [CBS-TV president], who has succeeded brilliantly in giving the entertainment programming a strong new direction."

The article raises questions about the wisdom of CBS's purchase of the Hytron tube manufacturing company in 1951 (a "disaster"); of Holt, Rinehart & Winston in 1967 ("a move to puzzle over") and the New York Yankees in 1964 ("the day of reckoning came quickly"). Of all these, the late Victor Ratner, a longtime CBS promotion executive, is quoted as saying that broadcasting is so unbelievably lucrative that the mistakes were "smothered in profits."

Mr. Ratner also apparently is the source for the assertion that Frank Stanton, shortly after he joined CBS, "was flab-

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First with a 12 rating, 38 share: more Women 18-49 (71% more than **Mike Douglas!**) and more Total Homes—as well as an overwhelming sweep of all 3 Children's categories. Advantage over Mickey Mouse Club: Teens, 371%; Total Children, 108%; Children 6-11, 290%. The Mouse dropped 56% in rating, 50% in share when **The Little Rascals** came to town.

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bergasted that his new associates, who seemed like nice people, weren't interested in the search for Truth." Mr. Ratner is quoted as saying that "we were perfectly willing to tell a whopping lie if we could get away with it."

Years later, the article asserts, Dr. Stanton—and others—were led to believe that Mr. Paley would step aside at a specific board meeting in 1966, with Dr. Stanton then becoming chairman and chief executive, "long his single remaining ambition." But it didn't happen, leaving Dr. Stanton, according to unidentified friends quoted in the article, "on the verge of tears."

The book sees the association between Mr. Paley and Dr. Stanton as a "love-hate relationship" whose "extraordinarily good chemistry survived because Paley needed Stanton." He needed Dr. Stanton's "class as a Washington performer, his respectability, the meticulousness that gave the company itself a class image," the account asserts, and yet "at the same time, Paley resented Stanton's image as broadcasting's spokesman."

And over the years, the article and book assert, the chemistry between the two "began to break down," "Paley got madder more often at Stanton," and in the end, in the words of an unidentified "Paley critic," "When the decision had to be made about Stanton's possible retention after 65, Bill acted as he had before a hundred times. He just did what pleased Bill Paley: Frank, you are 65—goodbye."

CBS's Mr. Meade has sent to Playboy Press a list of 35 page citations to specific alleged errors, some of them multiple in nature, which he described as "the more conspicuous errors and inaccuracies." He said it was his understanding that they would be given consideration in a second printing of the book. Items on Mr. Meade's errata sheet range from an assertion that CBS radio was founded as a radio network in 1927, not 1926, to a denial that

Proxmire attacks quagmire.

Senator William Proxmire (D-Wis.) last week introduced a bill—dubbed the "form reform" bill by one Proxmire staffer—to abolish all government forms. That includes those of the FCC. The process would take five years, with one-fifth of the forms being abolished each year. Before any old form could be revived or a new one issued, both the comptroller general and the agency head would have to determine that the form is "necessary" and how it can be simplified and shortened. "Needed and vital government services can and must be performed with higher efficiency and with far less red tape," Mr. Proxmire said. He added that he is convinced his plan would work, but, "let me warn of one real danger, namely that the bureaucrats will devise a new form to carry out the act. That must not happen."

Mr. Paley ever met J. Edgar Hoover (who was said to have called CBS the Communist Broadcasting System in a luncheon meeting with the CBS chairman) and denials that Mr. Paley is "an absentee landlord" of CBS or delayed the opening of the Ground Floor restaurant for six months while he considered curtain lengths and colors.

One of New York's legislative own blasts broadcasters at NYSBA meeting

Representative Murphy says pursuit of five-year renewal killed bill, scolds unwarranted opposition to cable; Senator Buckley favorable to broadcaster causes; Wasilewski says new FCC cable policies may close some stations; new news techniques pose ethical dilemma

New York State broadcasters learned who some of their friends—and enemies—are at their 14th executive conference in Cooperstown, N.Y., last week. The two-day session in that postage-stamp village of 2,500 nestled in the foothills of the Catskills demonstrated what can be done at state meetings designed for both work and recreation for delegates, their guests in public life, and their families.

President Philip Spencer, WCSC(AM) Amsterdam, a member of the board of the National Association of Broadcasters, and his three co-chairmen arranged an agenda that was an NAB convention in microcosm—but with the added attraction of interplay of 150 accredited delegates from the floor. The attendance exceeded 300, including 83 children.

Heat came at the opening session. Representative John M. Murphy, ranking Democratic member of the House Communications Subcommittee, gave broadcasters both barrels, alleging continued crime and violence in programing, sameness in network fare and what he said was unwarranted opposition to the full flowering of cable. He plumped for licensing of networks.

First to challenge the legislator (who is next in line to succeed Torbert Macdonald [D-Mass.] as subcommittee chairman) was Richard L. Beesmyer, vice president for affiliate relations of ABC-TV, who questioned the allegation that commercial broadcasting isn't "free" because advertising costs go into the end product price.

But Mr. Murphy said it would take hours to debate that issue, and turned next to a question on license renewal legislation. Broadcasters, he said, made a "classical blunder" last session in insisting on a five-year renewal after Senate and House conferees presumably had agreed on a four-year tenure. He saw no immediate prospect of House reconsideration and wasn't too optimistic about the measure even coming up until fall or winter.

Republican-Conservative Senator James L. Buckley, on the other hand, favored longer license tenures. But he emphasized the "tremendous force" of broadcasting and the attendant responsibilities to improve service to better enable the electorate to exercise its proper functions. He did not favor legislation making the manufacture of AM-FM sets mandatory because he felt this constituted unwarranted intrusion of government into private enterprise.

Senator Buckley said he and many of his colleagues favor action to forestall "acts of piracy" north of the border through deletion of commercials from programs picked up by Canadian cable systems. He favored the position taken by the New York State Broadcasters Association—in a resolution adopted unanimously—that covered both the cable pickups and proposed Canadian regulations that would deny deductions for Canadian income taxes to Canadian businesses that buy time on U.S. border stations. Fifteen senators sent a letter to Secretary of State Henry Kissinger last week, seeking intervention.

The conference theme thereafter dwelt largely on ethics and fairness in news broadcasting and editorializing. Triggering this discussion was Mary Jean Parson, director of employe relations of ABC, New York, who questioned whether broadcasters used or abused their demonstrated power. Because broadcasters "constitute the greatest selling force in the world," she advocated, in the spirit of the Bicentennial, a "Declaration of Independence for Broadcasters" that would place the profession on the highest ethical and moral plane and away from the present drift.

Vincent T. Wasilewski, president of the National Association of Broadcasters, told the Monday night banquet audience, which included Commissioner Abbott Washburn, that he felt the FCC, in the last year, has favored cable operators over broadcasters. He said the agency had accepted as gospel "some of the blue sky promises" and, as a consequence of its action, "it may be necessary for some stations to go dark." He did not elaborate.

Mr. Wasilewski characterized the record royalty legislation (S. 1111) as "highway robbery" and suggested that "record people should be paying broadcasters" for promotion of sales.

A spirited panel on editorializing at the closing Tuesday session was moderated by Richard W. Hughes, senior vice president of WPIX-FM-TV New York, newly elected president of the National Broadcast Editorial Association. While methods and patterns differed, panelists did not dispute Mr. Hughes's observation that as newspapers decline in numbers and in influence broadcasters have an increasing responsibility to fill the void. Above all, he admonished, broadcasters must "speak the truth." Panelists included Oscar Wein, president-general manager of WDLC-AM-FM Port Jervis; Michael J. Corken, vice president-general manager of WAST-TV Albany; Kenneth H. MacQueen, vice

president-general manager of WABC-TV New York, and Bill McKibben, McKibben Editorial Service, Buffalo.

A session on news and its ethics produced highly graphic results. Two state political leaders, Senator Jeremiah Bloom of Brooklyn and James L. Emery, deputy minority leader of the New York Assembly, were discoursing on what they regarded as inept or unfair news coverage when a half-dozen youngish broadcasters from the audience staged a coup, jostling the panel that included three newsmen. The action was caught by new hand-held live camera, picking up the imbroglio. Panelist Ralph Penza, political correspondent for WCBS-TV New York, said that the staged riot showed what could happen with the use of what he called that "little monster."

William O'Shaughnessy, owner of WVOX-AM-TV New Rochelle, one of the "riot" participants, cited last month's Eastern Airlines tragedy at New York's Kennedy airport and live-from-the-scene TV reports that shocked many viewers. Mr. Penza called it "the truth" but raised the question of whether such "brutality" was in good taste. He and other panelists (William F. Brown Jr., WBTA[AM] Batavia, moderator, and George Phillips, manager of news for ABC Information Network) agreed that modern miniaturized mobile equipment that makes such instantaneous reporting possible poses new problems of ethics and taste.

Before the "riot" Senator Bloom had commented that criticism of the news media, and particularly of the young "new breed," had made public service less desirable. He called upon news people to consider public interest and restore faith in our system. Assemblyman Emery deplored abuse of "conflict of interest" charges without ascertainment of the facts. And the senator predicted that publication of retractions "in the back of the paper [or its broadcast equivalent] after the false charge had appeared on Page One" will one day be held by the Supreme Court to constitute malice—and thus be treated as libel.

After a year on the FCC, Commissioner Washburn likes his job, despite the hard work, and is looking forward to the new seven-year term for which he has been nominated. He awaits Senate confirmation. He told his broadcaster audience he was impressed with President Ford's conduct of the July 10 White House meeting on regulatory reformers, attended by members of the FCC. He quoted the President as asking officials to ask of themselves whether "no regulation at all" would be best in particular areas.

Commissioner Washburn went down the line in supporting continuous ascertainment, allowing second-level management to handle 50% of the task any time during the renewal period. And he favored exempting licensees in communities of 10,000 or less from the paperwork. He suggested that the FCC be told whether the exemption should apply to communities of 15,000 or even 20,000. He favors short-form renewals to elimi-

nate paper work, and reported the new "petition to deny" procedure in effect the past two months has had optimum results. He called the regional meetings a "form of torture" because Chairman Richard Wiley wants every question answered. And he favors the fairness doctrine, denying it's a form of censorship. The FCC is the referee, he asserted, and if it didn't exist, "it would have to be invented."

CPB's hopes for long-term funding cut from five to three years by House sword

Beyond that, subcommittee would retain annual review over TV budget

A five-year appropriation for the Corporation for Public Broadcasting was rejected last week by the House Appropriations Subcommittee on Labor, Health, Education and Welfare. The subcommittee indicated, instead, it would approve a three-year funding plan that would require CPB to return to the Appropriations Committee every year to justify its budget.

The corporation had sought both authorization and appropriation in the same bill (H.R. 6461). The five-year authorization still stands, since that comes under the jurisdiction of the Commerce Committee rather than the Appropriations Committee. But the five-year appropriation, which is the jurisdiction of the Appropriations Committee, will be excised from the bill in the House. Whether the actual deletion will take place when the bill reaches the full Appropriations Committee or on the House floor, was uncertain last week.

What is certain is that the long-range funding bill for CPB was reported "adversely" out of Representative Daniel Flood's (D-Pa.) Appropriations subcommittee last Tuesday.

The subcommittee reasoned that an appropriation does not belong in a bill initiated in a legislative Committee (the Commerce Committee) and that the multiyear appropriation set out in H.R. 6461 would effectively remove CPB from the appropriations process for five years. Although CPB argued that its removal from the annual appropriations process is needed to insure "insulation" from government interference in its programming decisions, the Appropriations subcommittee was unwilling to give up its prerogative of revisiting every year the programs it appropriates money to. The five-year appropriation sought in H.R. 6461 is unprecedented.

It is the Appropriations Subcommittee's intention that the measure proceed now through the House and Senate as an authorization bill. If it is enacted, the subcommittee said it would act "expeditiously" on a separate bill appropriating money for CPB for three years. That

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means the money would be appropriated for 1976, '77 and '78. The way, a subcommittee aide explained it last week. CPB would have to return to the Appropriations Committee in 1976 to obtain an appropriation for 1979. The Appropriations Committee, meanwhile, would still have the prerogative to alter the appropriations it has already voted for the years in between. That procedure would continue annually.

The subcommittee did not touch the dollar amounts in the bill which authorizes expenditures of up to \$88 million for CPB in 1976, and rising in steps over five years to \$160 million in 1980. CPB would have to raise \$2.50 privately to qualify for each \$1 of government money in the first three years. If the authorization bill passes, the Appropriations Committee would not be bound by the amounts in the authorization. It could appropriate less money than in the authorization bill or the same amounts for three years, but not more.

Representative Flood was the one who suggested that plan as an alternative to the appropriations language in H.R. 6461, although he sought just two years of funding for CPB. Representative Silvio Conte (R-Mass.) was the first to suggest three-year funding and it was three years the subcommittee agreed to.

The chairman of the parent Appropriations Committee, Representative George Mahon (D-Tex.), attended the subcom-

mittee's markup, putting himself on record as opposing the one-time five-year appropriation the bill called for. He said he recognized CPB's arguments that public broadcasting is unique among programs funded by the government, and agreed that it might need multiyear funding. But he said he opposed giving CPB immunity from annual appropriations scrutiny.

Representative Flood said the subcommittee's vote to report the bill "adversely" was 8-to-2.

Representative Torbert Macdonald (D-Mass.), whose Communications Subcommittee was the first to pass on H.R. 6461 and who defended the bill before Representative Flood's subcommittee two weeks ago, said last week the appropriations subcommittee's action is "not in my mind unreasonable, since they are the Appropriations Committee." He said the action is not the disaster public broadcasters might think it to be. Being new to the workings of Congress, he said, "they expect the moon."

At midweek last week, spokesmen for CPB were not saying what their reaction was until they were able to meet with representatives of the Public Broadcasting Service and the Association of Public Radio Stations. They were clearly disappointed however, at having lost on the issue of "insulation." But Representative Macdonald said he had planned to call CPB to account in hearings annually.

The full House Appropriations Committee, which is expected to uphold the action of its subcommittee, plans to report H.R. 6461 by Tuesday (July 22). Meanwhile, a bill providing for both five-year authorization and appropriation (S. 893), having cleared the Senate Commerce Committee, is pending in the Senate Appropriations Committee, which has been waiting for the House Appropriations Committee to act first. That bill's future is now uncertain.

Changing Hands

Announced

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

■ WKY-TV Oklahoma City: Sold by Oklahoma Publishing Co. to Evening News Association, Detroit, for \$22.5 million (see "Top of the Week").

■ WJNC(AM)-WRCM(FM) Jacksonville, N.C.: Sold by Onslow Broadcasting Corp. (Robert P. Mendelson, 60% and Eileen E. Shuebruk, 40%) to Beasley Broadcast Group of Jacksonville Inc. for \$500,000 plus \$100,000 noncompetition covenant. Sellers have no other broadcast interests. George C. Beasley is buyer and has varied interests in WMOO(AM)-WBLX(FM) Mobile, Ala.; WGAC(AM) Augusta, Ga.; WFAI(AM) Fayetteville, WPMC(AM)-WOKN(FM) Goldsboro, WHNC(AM)-WXNC(FM) Henderson and WKGX(AM) Lenoir, all North Carolina, and WASC(AM) Spartanburg, S.C. Mr. Beasley recently received FCC approval to increase his interest in WDMT(FM) Cleveland from 19.9% to 100% (BROADCASTING, July 7). WJNC is on 1240 khz with 1 kw day and 250 w night. WRCM is on 92.1 mhz with 3 kw and antenna 220 feet above average terrain.

■ KTEE(AM) Idaho Falls, Idaho: Sold by Benay Corp. to Communications Corp. of Idaho for cancellation of \$324,278 in notes owed to buyer and assumption of \$121,620 in current liabilities. Buyer, equally owned by Clifford J. Barborka Jr., Barney Goodwin and Merlin F. Farnes, owns 33% of seller and is largest stockholder. Mr. Barborka is documentary film producer and broadcasting consultant. Mr. Goodwin is Idaho contractor and bridge builder. Mr. Farnes is general investor. KTEE is daytimer on 1260 with 5 kw.

■ WMDR(FM) Moline, Ill.: Sold by Lee Enterprises Inc. to The Fred Epstein Organization Ltd. for \$350,000. Publicly traded seller owns WTAD(AM)-WQCY(FM) Quincy, Ill.; KGLO-AM-TV Mason City, Iowa; KEYC-FM-TV Mankato, Minn.; KHQA-TV Hannibal, Mo.-Quincy, Ill.; WSAZ-TV Huntington, W. Va. In addition, the selling Lee Enterprises has 14 newspapers in various locations and has a minority interest in KFAB-AM-FM Omaha. Buyer is owned by Frederick Epstein family, owns KSTT(AM) Davenport, Iowa. WMDR is on 96.9 mhz with 50 kw and antenna 500 feet above average terrain.

■ KAWA(AM) Waco, Tex.: Sold by



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Centrum Corp. to Bill Jamar for \$265,000. Seller is owned by Dwight Parks, Ron Romanski, David Fricker and Joe Webb who have no other broadcast interests. Mr. Jamar owns KBWD(AM)-KOXE(FM) Brownwood, KVKM(AM) Monahans and has interest in KQTY(AM) Berger, all Texas. KAWA is daytimer on 1010 khz with 10 kw. Broker: Norman Fischer & Associates.

■ KLOA(AM) Ridgecrest, Calif.: Sold by Glenn E. Shoblom to John J. Quigley for \$150,000. Mr. Shoblom has interest in Ridgecrest Cablevision Inc. and Mr. Quigley was manager of television programming for Colgate-Palmolive Co. KLOA operates full time on 1240 khz with 250 w. Broker: Chapman Associates.

■ KPSO(AM) Falfurrias, Tex.: Sold by Regional Broadcasting Co. to Brooks Broadcasting Corp. for \$75,000. Don Funkhouser is principal in seller and has interest in KIBL(AM) Beeville, Tex. Principal in buyer is Raymond Creely, former owner of recording studio in Wichita, Kan. KPSO is daytimer on 1260 khz with 500 w. Broker: Norman Fischer & Associates.

■ Note: In a July 7 report on the sale of KSKU(FM) Hutchinson, Kan., by Marguerite Sours to Sampson Communications (Jack and Arvilla Sampson), it was said that Mr. and Mrs. Sampson had also agreed to purchase the *Bee*, a Hutchinson shopper, from Mrs. Sours. They are purchasing the *Bee* from Samuel K. Kahalewai, not Mrs. Sours.

Approved

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

■ KUUU(AM) Seattle: Sold by Big Wind Broadcasting Co. to Sterling Recreation Organization Co. for \$600,000. Parent company of seller, Davis Broadcasting Co., is owned by M. Philip Davis estate and various family trusts and controls KWIZ-AM-FM Santa Ana and KLOK(AM) San Jose, both Calif. Principals in buyer are Frederic A. Danz and wife, Selma, who own KZOK(FM) Seattle. Mr. Danz, individually, has interests in KALE(AM) Richland, KBFW(AM) Bellingham and KEDO(AM)-KLYK(FM) Longview, all Washington; KASH(AM) Eugene, Ore., and KJSJ(FM) San Jose, Calif. Sale is part of three-way agreement involving purchase of Sterling's KTW(AM) Seattle by Carl-Dek Inc. (see following item) and in-turn assignment of Carl-Dek's KYAC(AM) Kirkland, Wash., to third party—Glo-Lee Broadcasting Co. (see also below). FCC has approved all three assignments on condition that formal amendments concerning financial arrangements be submitted to commission within 20 days. KUUU assignment also is subject to pending civil antitrust suit involving Sterling Theaters Co., parent of Sterling Recreation. Under agreement, Sterling will retain KTW call letters to identify KUUU facility being acquired; Carl-Dek will retain KYAC call for use with acquired KTW facility, and Glo-Lee will request new call letter assignment for acquired KYAC facility. KUUU is on 1590 khz with 5 kw full time.

■ KTW(AM) Seattle: Sold by Sterling Recreation Organization Co. to Carl-Dek Inc. for \$350,000. Parent company in buyer, Dudley Communications Ltd., is licensee of KYAC(AM) Kirkland, Wash.-KYAC-FM Seattle. Principal, Donald T. Dudley (33.3%), also has interest in Seattle management and financial consulting firm. Sale was contingent on KUUU(AM) and KYAC(AM) transfers (see above and below). KTW, daytimer on 1250 khz with 5 kw, has been silent since January due to financial difficulties.

■ KYAC(AM) Kirkland, Wash.: Sold by Carl-Dek Inc. to Glo-Lee Broadcasting Co. for \$225,000. Sale was contingent on FCC approval of KUUU and KTW sales (see above). Principal in buyer is Howard Slobodin, Portland, Ore., physician, who has no other broadcast interests. KYAC-FM Seattle is being retained by Carl-Dek. KYAC is daytimer on 1460 khz with 5kw.

■ Other sales approved by the FCC last week include: KLAZ(FM) Little Rock, Ark., and WAUK-AM-FM Waukesha, Wis. (see page 48).

Two for the price of one: NAB and RAB merge regional radio conventions

Joint meetings an economy move for broadcasters; agendas include sessions on co-op advertising legal matters, FCC relations

The National Association of Broadcasters and the Radio Advertising Bureau will join hands for a series of six regional radio conventions to be held in October and November. The two-day conventions, devoted entirely to radio broadcasting, were announced last week by NAB President Vincent Wasilewski and RAB President Miles David at an informal NAB luncheon.

The conventions will replace NAB's fall conferences and RAB's management meetings and are designed to save broadcasters both time and money by alleviating the need for attendance at two separate meetings. The concept of a cooperative venture had been endorsed earlier at an NAB joint board meeting (BROADCASTING, June 23).

Plans for the conventions include sessions on co-op advertising, dealing with congressmen, general management and engineering, finding and training salespersons, legal problems, future formats and a session with an FCC commissioner and commission staff members.

A separate seminar for radio program directors will be held on the first day of each convention. And while a television session also is scheduled for the second day, it was stressed that this will be separate from the radio convention. Programming for the television session is to be announced later.

The registration fee for radio broadcasters will be \$80, and for television

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Teamwork. Miles David (r), president of the Radio Advertising Bureau, joined Vincent Wasilewski, president of the National Association of Broadcasters, in announcing this fall's jointly sponsored regional radio conventions.

broadcasters, \$50. Convention dates which are the same as the previously announced NAB fall conferences, are as follows: Oct. 13-14, Fairmont hotel, Atlanta; Oct. 16-17, Marriott hotel, Boston; Nov. 10-11, Monteleone hotel, New Orleans; Nov. 13-14, Pick-Congress, Chicago; Nov. 17-18, Brown Palace, Denver; Nov. 20-21, Fairmont hotel, San Francisco.

Other shoe drops in WETA-NPACT deal; Slater moves from PBS to succeed Jim Karayn

With the ambition of capturing "flagship" status among the nation's public television stations, WETA(TV) Washington announced staff changes last week that in effect merge the station's public affairs effort with that of the National Public Affairs Center for Television.

Gerald Slater, vice president in charge of broadcasting for the Public Broadcasting Service, has been appointed executive vice president at WETA as of the first week in August. Mr. Slater will be in charge of operations, engineering and programing on both national and local levels. He will also head WETA-FM. The newly created position is the creation of Ward Chamberlin, WETA president, to whom Mr. Slater will report and is pretty much a formal combination of James T. Karayn's tasks as director of NPACT and vice president of programing for WETA. Mr. Karayn resigned a month ago.

Al Vecchione, general manager of NPACT since its January 1973 merger with WETA, has been appointed executive director of public affairs programing, WETA and NPACT.

Mr. Chamberlin acknowledged that WETA would be searching for more funding in order to truly compete with active public production centers such as WNET(TV) New York and WGBH(TV)

Boston. He estimated that the New York and Boston stations get from twice to more than three times as much as WETA's \$6.5 million budget.

Media Briefs

Once again. FCC has reimposed condition on United Television Inc., licensee of KMSP-TV Minneapolis, Minn., regarding shared use of certain antenna structures located on antenna farm outside of city limits. Commission later deleted condition that antennas be made available for present and future permittees and licensees in area based on premise two UHF assignments in Minneapolis-St. Paul would not need antenna farm site. Since that time, Viking Television Inc., permittee of KTMA-TV, channel 23 has decided it needs antenna farm facilities.

Without further delay. FCC has granted petition by George T. Hernreich for prompt issuance of license to cover construction permit for KFPW-TV Fort Smith, Ark. Commission granted application last July following consolidated hearing into Mr. Hernreich's applications for KFPW-TV and renewal of KAIT-TV Jonesboro, Ark. FCC denied KAIT-TV renewal for what it construed as participation by Mr. Hernreich in scheme with ABC employe to increase KAIT-TV's network compensation rate. However, commission judged that KFPW-TV was not involved in misconduct. Commission, in granting petition for prompt issuance, said two applications were not mutually exclusive and were consolidated for administrative convenience. Petition by Mr. Hernreich for reconsideration of KAIT-TV decision still pends.

High praise. Utah Attorney General Vernon B. Romney has praised "long-standing tradition of significant public service" at KSL-AM-FM-TV Salt Lake City and Urged FCC to reject Department of Justice's 1974 petition to deny stations' license renewals. Stations, owned by Church of Jesus Christ of Latter-day Saints, were target in Justice's campaign to break up certain newspaper-broadcast crossownerships (BROADCASTING, Sept. 9, 1974).

Rose-colored glasses. FCC Commissioner James H. Quello has said that he senses that broadcasters "have a more favorable public and political climate" than they have had in recent years. The commissioner, speaking to the Colorado Broadcasters Association, in Durango, July 12, said the changed mood is not a result of anything the broadcasters have done but of a victory of "a set of principles—the principles of limited government, maximum freedom of enterprise and freedom of speech."

Programing

Taylor's block-book allegation answered

Diller denies Paramount engages in such practices; Silverback explains Fox systems of offering single titles

CBS President Arthur R. Taylor's charge that major motion pictures companies require networks to "block-book" film packages (see story, page 41) is not as new as some of his listeners may have thought. CBS and ABC made precisely that charge back in 1971 in a court case that is still pending.

Seven major film companies filed anti-trust suits against CBS and ABC in 1970, charging among other things that the two networks restricted their ability to produce and distribute films, imposed network-controlled programs on sponsors, artificially inflated production costs and forced the film companies into dependence on the networks. In reply, CBS and ABC accused film companies of, also among other things, block-booking—in some cases contrary to consent decrees that specifically forbade them to block-book. CBS made its charge—that many of the companies would offer to license films only in blocks, not on an individual basis—as part of a counterclaim it filed seeking \$112 million from the companies.

Earlier this year, the various parties to the suits and counter claims were reported to have agreed to suspend all of the proceedings pending the outcome of the government's antitrust suits against the networks.

Queried last week about Mr. Taylor's statement, Barry Diller, chairman and chief executive of Paramount Pictures and Paramount Television, said that "I can say categorically that Paramount does not block-book its movies." He said that Mr. Taylor must be referring to CBS agreements with other companies because, until the one announced 10 days ago, Paramount hadn't made a deal with CBS since 1967.

Mr. Diller also said the networks have to buy theatrical movies in packages because they would go broke buying them one at a time, as in NBC's \$15-million deal for "The Godfather." He declined to discuss details of the recent Paramount package that was divided between ABC and CBS, because, he said, they are too complicated. But he said he thought both networks came-out "quite satisfied" with the movies they received.

Alan Silverbach, 20th Century-Fox vice president in charge of syndicated sales, domestic and foreign, offered a rundown on how his company handles sales to networks. "We prepare a list of pictures that we're ready to make available to television," he said. No price is put on each individual title initially, he said, but the network tells Fox which titles it's interested

in. That's when the negotiations start. And, he said, even if Fox ends up selling a package of, say, 30 movies to the network, "there's a separate contract written for each individual film." And, he added, Fox has also sold movies to the networks on a title-by-title basis, citing the leasing of "The Poseidon Adventure" to ABC and "The Bible" to CBS.

AFTRA and SAG; cooperation but not cohabitation

Resolution to continue negotiations with Screen Actors Guild highlight of AFTRA convention, full merger not thought feasible at time; new national officers elected

American Federation of Television & Radio Artists and the Screen Actors Guild can't seem to agree on actually merging the two unions, but they are moving toward increased cooperation.

AFTRA concluded its 38th annual convention in Hollywood, Fla., on July 13 and a highlight was the adoption of a statement by the union's board of directors urging a policy of increased cooperation and joint negotiation with SAG. A similar policy was adopted by SAG last month.

AFTRA's board also recommended that the union agree to continue the study of the feasibility of a merger with SAG or various forms of partnership. A minority report from the western section of the AFTRA merger committee was given to the convention. It said that a full consolidation of AFTRA and SAG was "not in the best interest at this time" and urged a policy of joint negotiations and more cooperation.

Incumbent national officers were re-elected for a one-year term. They are Kenneth Harvey, president (New York); Joseph Slattery, first vice president (Chicago); Bill Baldwin, second vice president (Los Angeles), and the following vice presidents: Jim Axel (Atlanta), Jonathan Dunn-Rankin, (San Diego), George Herman (Washington-Baltimore), Bill Hillman (San Francisco), Peter Leeds (Los Angeles), Brad Phillips (New York), Louis Nunley (Nashville), Mel Brandt (New York) and Hugh Williams (Los Angeles) were re-elected national treasurer and recording secretary, respectively.

Jack Costello, an NBC announcer for 25 years, was presented with the George Heller Memorial Gold Card Award for "outstanding service to AFTRA and its members." He has been active in the union since its formation in 1937.

WFL to have radio network

The World Football League, which will go without national TV coverage, at least for the first part of its season (BROADCASTING, July 14), announced a new one-year

deal with the World Sports Broadcasting Network of Minneapolis for nationwide radio coverage of its games. Next Saturday's (July 26) opener between the Charlotte Hornets and the San Antonio Wings, at San Antonio, will be the first of a weekly series of live broadcasts. The World Sports Network fed the WFL games last year to (at its peak) 118 stations, according to league sources, and the projection is for at least 125 stations this year.

Program Briefs

Another biggie. NBC-TV reportedly has purchased package of nine recent theatrical movies from Universal for undisclosed sum. Titles include two box-office hits, "Day of the Jackal" and "Airport '75" and Jack Lemmon-Walter Matthau version of "The Front Page."

MBS's date in Mobile. Mutual Broadcasting System, which broadcast 1956 and 1957 football Senior Bowls, will renew that relationship by covering Jan. 11, 1976, game from Mobile, Ala. Play-by-play will be fed to more than 675 Mutual affiliates in U.S. and be shortwaved to more than 700 American Armed Forces radio stations around world, according to C. Edward Little, president of network.

Rolling along. Vidistrib Inc., Los Angeles, announces third episode of *Holiday on Wheels*, half-hour TV series, ready

Hail from the Chief. The White House has prepared taped radio and TV spots featuring President Ford, intended for use by stations in connection with their Bicentennial celebration plans. The White House said that, in response to a large number of requests for such material, the President taped 30- and 60-second messages on audio and video tapes which will be loaned to stations for dubbing. The messages may be used as frequently as desired. Requests for the tapes should be addressed to Milt Mitler, Room 191, White House, telephone 202-456-2800. The taping was done for the White House by an ABC crew.

for release. First two, "Massive and Majestic Monument Valley" and "California's Golden Coastline", with host Gordon McCrea, has been signed by 15 TV stations. Third is "Florida: Keys to the Botanical Kingdom." Series is produced by Rick Spalla Video Productions.

Plus five. Sales and renewals have put *The Untouchables* into 85 markets, according to its distributor, Paramount Television. New clients include WSM-TV Nashville, WVEC-TV Norfolk, Va., and XETV-TV Tijuana-San Diego, and latest renewals in-

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clude WCIX-TV Miami and WVTM(TV) Milwaukee.

At 152 mark. Metromedia Producers Corp., New York, announced additional sales for its 24 *National Geographic* TV specials bringing total market figure to 152, including 99 of top 100. Newest buyers include KPRC-TV Houston, KTVU(TV) Oakland and WFAA-TV Dallas.

Come seven. American International Television, Los Angeles, announces that its *Amazing Sci-Fi* feature film package has been sold in seven more markets, bring to 175 total that package is in. Latest stations taking 75-film library ("Mind Benders," "Time Travelers," "Castle of Living Dead", etc.) are WABC-TV Atlanta, WTTV(TV) Indianapolis, KCMO-TV Kansas City, Mo., and KFSN-TV Fresno, Calif.

Help with film. A "Filmmaker in Resident—Super 8", project funded by grants from the Corporation for Public Broadcasting and National Endowment for the Arts, will involve 13 public television stations from Oct. 1 through September 1976. Each station gets \$34,000. Project lets local stations work with professional filmmakers in exploring use of super 8 mm equipment. This year's grant of \$170,000 brings total CPB-NEA contribution to \$4110,000 after three years.

Back in fold. WDNC(AM) Durham, N.C., which left CBS Radio in August 1974 to become independent, has rejoined that network. Licensed to Durham Radio Corp., WDNC is on 620 khz with 5 kw day and 1 kw night.

Repercussion from '72. FCC has designated renewal application of KMCM(AM) McMinnville, Ore., for hearing to determine if licensee, Norjud Broadcasting Inc., discriminated among political candidates, aired personal attacks and violated fairness doctrine. Charges were brought by two candidates who ran in 1972 Oregon elections.

'Beacon Hill' premiere may get ax from 'Borden'

ABC-TV is using the first rerun of its highly successful made-for-TV movie "The Legend of Lizzie Borden" to try to start CBS-TV's *Beacon Hill* special.

CBS scheduled a two-hour version of *Beacon Hill* (which kicks off its regular season on Tuesday, Sept. 2, 10-11 p.m., NYT) for Monday, Aug. 25 at 9 p.m., hoping to get a healthy audience sampling against major-league baseball on NBC (which traditionally gets low 20's shares) and reruns of *S.W.A.T.* and *Caribe* on ABC. But ABC countered last week by announcing the pre-emption of *S.W.A.T.* and *Caribe* on Aug. 25 in favor of "Lizzie Borden," which harvested a solid 23.1 rating and 36 share when it was first telecast on Feb. 10, 1975. Industry sources said ABC is worried that a good start by *Beacon Hill* could turn its 10 o'clock show, the declining *Marcus Welby, M.D.*, into an early second-season casualty.

Cablecasting

Lower barriers on syndication sought by cables

But broadcasters urge FCC to keep exclusivity standards as they are

Cable television groups last week told the FCC that an exemption for systems with 1,000 or fewer subscribers from syndicated program exclusivity requirements did not go far enough. Conversely, broadcasters contended that any tampering with syndicated program exclusivity provisions was out of line until larger questions of over-all cable regulation—particularly copyright payments by cable—have been resolved.

Just because the commission has decided on such an exemption in the area of network program exclusivity, explained the National Cable Television Association, there is no reason to "piggyback" a similar exemption on syndicated program rules. Unlike network program non-duplication rules, which were designed to protect against audience fractionalization, claimed NCTA, syndicated program exclusivity is aimed only at the protection of copyright holders from dilution of the value of their product, often in different markets. Since copyright owners are further removed from cable than broadcasters, said NCTA, a larger exemption is less likely to hurt them. With that in mind, NCTA suggested a 10,000-subscriber breaking point instead.

The Community Antenna Television Association said that "of course" it supports any exemption, but basically "implores" the commission for more substantial relief and the issuance of a further rulemaking to consider de-regulation of CATV in syndicated program exclusivity. The CATA agreed with the NCTA that a 10,000-subscriber cutoff was more appropriate and suggested further that systems outside major markets communities also be exempt. Since syndicators say their basic revenues are generated in high population areas, explained the CATA, then only those areas should be valid candidates for exclusivity protection.

Additionally, the CATA requested that multiple system operators with over 50,000 subscribers be exempt.

The National Association of Broadcasters submitted that any exemption would be "inappropriate at this time" since the syndicated program exclusivity rule as well as the signal carriage, non-duplication and leapfrogging rules were designed to operate in conjunction with the 1971 consensus agreement and its provisions for copyright payment by CATV.

Because copyright legislation has yet to be enacted, the regulatory provisions of the consensus—including syndicated program exclusivity rules—provide only partial fulfillment of the FCC's "mandated

goal of eliminating cable TV's unfair competitive advantage," said the NAB. Until the "ultimate fate" of copyright and the consensus are clear, any relaxation of the rule would place the FCC another step from its policy objectives, the NAB asserted.

ABC was also disturbed at the "piecemeal destruction of the cable regulatory program" set down in the FCC's 1972 cable rules. The network urged the commission to revisit its CATV regulation as the NAB had suggested last winter on the grounds cable did not live up to the consensus agreement that prefaced the 1972 rules (BROADCASTING, Feb. 17).

The Association of Independent TV Stations, whose members depend on syndicated programming as a staple, questioned the analogy between syndicated and network program exclusivity. The need for protection against syndicated programming is even greater, AITS argued.

Columbia Empire Broadcasting Corp., licensee of KNDO(TV) Yakima and KNDU(TV) Pasco-Kennewick-Richland, both Wash., and Wabash Valley Broadcasting Corp., licensee of WTHI-TV Terre Haute and WKJG-TV Fort Wayne, both Indiana, opposed the exemption but alternatively suggested that if any exemption must be adopted it should be based on intended system size and not actual subscriber counts. After all, the broadcasters reasoned, all systems start with zero subscribers. The rules should not provide larger systems a period of noncompliance while they are growing.

Justice wants FCC to loosen cable controls

That failing, it wants Congress to enact legislation liberating cable from rules protecting TV

The third round of hearings on pay cable by the Senate Antitrust Subcommittee focused last week more on arguments against government restrictions on siphoning of programs from free television than on the issue at hand—alleged network warehousing of feature films.

Donald I. Baker, deputy assistant attorney general, called FCC assertion of authority over cable "unmistakably bootstrap regulation." Mr. Baker said he saw no public-policy basis for what he called "complex game-playing" in FCC cable rules. He suggested Congress clearly set down the areas of cable to be regulated by the commission.

Although Mr. Baker offered no blueprint for legislation, he suggested it take note of CATV's capital-intensive nature and not require cable to provide services that it lacks the financial base to offer.

He urged the subcommittee to "legislate on present fact rather than future fears" such as those brought out by

Cable Briefs

broadcasters in their antisiphoning argument (BROADCASTING, July 14). Regulation should provide for some minimum level of over-the-air service for disadvantaged groups, explained Mr. Baker, and restrict cable only where that minimum level of service would be threatened.

After all, he contended, the purpose of the antitrust laws is to protect competition and not competitors. Cable should be allowed to compete in an open market for film product, he said.

Emanuel Gerard, executive vice president of Warner Communications which operates a group of cable systems, said the extreme profitability of TV networks and the fact that the current 200,000 pay subscribers in this country account for only one-thirtieth of 1% of all TV homes, make it hard to understand broadcasters' great fear of siphoning by pay cable.

Mr. Gerard suggested that pay cable be viewed as an extension of the theater market. There is "plenty of room" in the film market for both pay TV and over-the-air, advertising-supported TV, he said.

Senator Philip Hart (D-Mich.) the subcommittee's chairman, was not present last week for the last scheduled round in the pay cable hearings. Senator James Abourezk (D.-S.D.) presided. Staff members did most of the questioning.

NCTA takes issue with Taylor testimony; letter to Hart disputes reference to presidential committee views, observation on late-night cable

The National Cable Television Association has written a five-page letter to the Senate Antitrust Subcommittee's chairman, Philip Hart (D-Mich.), "to draw attention to a number of erroneous and misleading statements made by the network representatives" during hearings on alleged warehousing of feature films (BROADCASTING, July 14).

Although the cable industry's side on the warehousing issue was presented at the first round of the subcommittee's hearings (BROADCASTING, May 26), this latest volley was aimed specifically at subsequent testimony of CBS President Arthur Taylor.

At issue is Mr. Taylor's statement that the President's Cabinet Committee on Cable Communications recognized the need of antisiphoning rules (a quote he attributed to Geoffrey Nathanson, former president of Optical Systems Corp.) and an "impression" that cable in New York "promotes late-night pornography." On each account, NCTA claimed either misinformation or that only part of the story was revealed.

NCTA claimed the presidential committee made no mention of movies in its suggestion for antisiphoning rules; Mr. Nathanson's purported statement that "pay cable is only interested in skimming off the most popular portion of free television's programming" had been retracted and disclaimed; and the isolated example of programming in New York was a product of access programming and had nothing to do with pay cable.

Line up with Teleprompter. National Cable Television Association has filed a motion with FCC to intervene in Appeals Court case involving commission and Teleprompter Corp. TPT has requested review of May 8 decision whereby FCC denied it certificate of compliance to operate CATV system in Johnstown, Pa. City of Johnstown has joined Teleprompter in its appeal of FCC ruling.

Crackdown. Cable Commission has filed class action suit against CATV companies operating without state authority.

Suit names two defendants, Minnesota All Channel and Springfield Cable Television, threatens to shut down both if proper certification is not obtained. All Channel has questioned state authority over cable operations.

Instruction in Dixie. Georgia Cable TV Association and Southern Cable TV Association, through matching grants, are planning cable technical training school this August. Two courses, scheduled Aug. 18-22 and Aug. 25-29, will be open to CATV operators in South and will take place at Southern Technical Institute in Marietta, Ga. Tuition is \$160.

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Beautiful music, beautiful numbers

Formats take audience leads in several major markets, drawing from MOR and all-news; improved sound quality also cited

Of all the reactions to the April-May ARB ratings sweeps for radio, the loudest and most joyful are coming from beautiful-music stations and programers, who, with ratings books for most of the nation's largest markets now released, are enjoying their most consistently successful rating period ever.

Here are some of the reports on stations:

■ Two stations, WWSH(FM) Philadelphia and WJIB(FM) Boston, both subscribers to Stereo Radio Productions' beautiful music, led their markets in total persons 12 years of age and older Monday-Sunday, 6 a.m.-12 midnight, the first time that beautiful-music stations have led in any of the top-10 markets. WWSH(FM) finished third a year ago; WJIB(FM), fifth. Other SRP stations also made large gains.

■ Bonneville-owned WRFM(FM) New York and KBIG(FM) Los Angeles are third and second, respectively, in their markets, the most successful performances turned in to date by beautiful-music outlets in those cities.

■ WQAL(FM) Cleveland, a client of Bonneville Broadcast Consultants, is first in total persons in that market, according to the latest ARB data. WDOK(FM) Cleveland, which programs its own beautiful music, finished second, giving the two stations a total of 22 share points in the market.

■ Beautiful-music clients of TM Programming and Peters Productions enjoyed major audience increases from last year to this, once again based on ARB data.

This boom in beautiful music has resulted from a combination of factors, both long-term and short, not all of which were under the control of the programers involved. Some of the success is likely due to the growth of FM in general, and programers have found that "April-May is historically a better beautiful-music book" than fall surveys, according to TM's Earl Winn.

SRP's Jim Schulke noted that because of the early Easter this year, the April-May ARB sweeps were made with school children in school, not on vacation and boosting daytime ratings of contemporary and other stations.

Mr. Schulke believes that SRP's recent gains have come "half from new audiences, half from other formats," and several programers feel that the format from which beautiful music is drawing most heavily is all-news. Admitting that beautiful-music stations were hurt in last year's ratings by hot news stories including Watergate and the Middle East, Mr. Schulke said that during the comparable

period this year, "there was no really merchandisable news," and that all-news stations suffered accordingly. Marlin Taylor, president of Bonneville Broadcast Consultants, referred to the situation as "a softening of all-news formats."

Those new listeners may also be coming from MOR. "There has been an abdication by AM MOR stations that has left a huge gap in the 25-49 area," Mr. Winn stated. "Adult-oriented MOR has become young adult-oriented MOR." While many MOR stations have improved their ratings with "adult contemporary" formats, even the most successful may be losing some disaffected listeners to beautiful music.

Technical quality, of great importance to a format that is mostly FM and mostly in stereo, was also cited as a reason for many stations' success: Better sound has apparently led to better ratings. Bonneville's Loring Fisher pointed to KEEY-FM Minneapolis, a Bonneville client, which boosted its ratings after a technical overhaul. The need for such improvements in quality, whether technical or musical, was the basis for Mr. Schulke's recent contracting for much of the BBC's beautiful music to run on SRP stations (BROADCASTING, June 30), and has brought TM and other companies into the recording studio to create better material than has been commercially available.

Beautiful music may then be benefiting from its own exclusivity: Pop and MOR listeners can buy the music they like on record or tape, but the beautiful-music audience will increasingly receive a product that is available only on radio.

Ratings take time to build, and longevity has also apparently been a force in the success of beautiful-music stations. "Their consistency is paying off in markets where other stations have been fluctuating," Bonneville's Mr. Fisher said.

Programers are hedging their optimism, however. Mr. Schulke pointed out that 1972 was also a good ratings year for his format, but that there was a noticeable slump in the two years that followed. Several beautiful-music stations in San Francisco slipped in the most recent ratings, contrary to the upward trend. Many of ARB's market surveys still have not been released, and the trend may prove to be limited to larger cities.

These qualifications do little to dim the success of individual stations. Promotional budgets for beautiful-music outlets are up, and with quantities of needed new music on the way, optimism is rising.

Breaking in

Daydreams About Night Things — *Ronnie Mislap (RCA)*. ■ Mr. Milsap won most of country music's new artists awards last year, and with this follow-up to *Too Late to Worry, Too Blue to Cry* seems in the running for other awards for 1975. *Daydreams About Night Things* features classic country subject matter—a blue collar worker thinking about his wife at home—and is a medium-tempo song with a bit more of an edge than some of Mr.

Milsap's earlier hits. In its first two weeks it was added by a number of leading country stations, including WTHI(AM) Terre Haute, Ind., WPIC(FM) Baltimore, KAYO(AM) Seattle, KRZY(AM) Albuquerque, N.M., WVOJ(AM) Jacksonville, Fla., WWVA(AM) Wheeling, W.Va., and WYNA(AM) Raleigh, N.C.

Rocky — *Austin Roberts (Private Stock)*. ■ Mr. Roberts, a former member of Stealer's Wheel, makes his solo debut with this single, which revives the love-and-death theme in pop music in a manner that recalls Bobby Goldsboro's *Honey*, the acknowledged standard of the genre. Some may think the narrative a bit maudlin, but phone requests at several contemporary stations indicate that by the time Rocky's young wife dies in the third verse, many listeners have been hooked and are remembering the song. It has been added by WKBW(AM) Buffalo, N.Y., and WCOL(AM) Columbus, Ohio.

Tracking the 'Playlists'

Captain and Tennille make number one for third straight week; War takes giant step toward chart top, Ambrosia an impressive newcomer

The Captain & Tennille's *Love Will Keep Us Together* is first on the pop "Playlist" for a third consecutive week, after having been number one at KHJ(AM) Los Angeles for eight straight weeks, tying a record. Pilot's *Magic* brings its English pop-hooks into the second position, making it one of the year's most successful debut singles. The Eagles, Ten CC, and Olivia Newton-John also make significant air play gains within the top 10. Gwen McCrae, Elton John, the Bee Gees, and Melissa Manchester all appear to have top 10 hits building, but it is War's comeback effort,

To Russia with rock n'roll. Network officials anxious to keep open a telephone tie-line between New York and the Moscow press center set up for the Apollo-Soyuz mission decided last week to feed the air sound of WABC(AM) New York down the line when no regular transmissions were being made. WABC, rising to the occasion, broadcast a series of greetings in Russian in addition to its regular programming. The first of those greetings reportedly brought cheers from Soviet personnel at the press center, and tapes of WABC's playlist were reported to be instant collector's items in Moscow. The Soviet technicians, in return, requested that WABC pick a song of its choice and play it at 4 a.m. NYT, July 17, and dedicate it to Svetlana Stalin. No reaction to WABC's non-music programming, including sports commentary by Howard Cosell, was reported.

The Broadcasting Playlist™ Jul 21

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

Contemporary

Over-all-rank Last This week week	Title (length) Artist-label	Rank by day parts			
		6-10a 10a-3p	3-7p	7-12p	
1	1 Love Will Keep Us Together (3:15) Captain & Tennille—A&M	1	1	1	1
4	2 Magic (3:30) Pilot—EMI	2	4	2	3
2	3 Hustle (3:27) Van McCoy—Avco	3	2	3	4
3	4 Listen to What the Man Said (3:53) Paul McCartney—Apple	4	3	4	2
7	5 I'm Not in Love (3:40) 10 C.C.—Mercury	7	5	5	5
10	6 Please Mr. Please (3:24) Olivia Newton-John—MCA	8	6	6	7
11	7 One of These Nights (3:29) Eagles—Asylum	6	7	7	8
5	8 Wildfire (4:47) Michael Murphey—Epic	5	9	8	6
6	9 When Will I Be Loved (2:52) Linda Ronstadt—Capitol	10	8	10	10
8	10 Swearing to God (3:58) Frankie Valli—Private Stock	9	11	11	11
15	11 Rockin' Chair (3:15) Gwen McCrae—Cap	14	13	9	9
13	12 The Way We Were/Try to Remember (4:48) Gladys Knight & the Pips—Buddah	11	12	13	12
17	13 Someone Saved My Life Tonight (6:45) Elton John—MCA	12	10	14	13
19	14 Jive Talkin' (3:45) Bee Gees—Mercury	13	14	16	16
20	15 Midnight Blue (3:25) Melissa Manchester—Arista	15	16	15	15
12	16 Love Won't Let Me Wait (3:18) Major Harris—Atlantic	17	15	17	17
31	17 Why Can't We Be Friends (3:45) War—United Artists	22	19	12	14
16	18 I'm Not Lisa (3:19) Jessi Colter—Capitol	16	17	19	18
9	19 Sister Golden Hair (3:16) America—Warner Bros.	19	18	18	19
25	20 Dynomite (3:30) Tony Camillo's Bazuka—A&M	20	21	20	20
18	21 Take Me in Your Arms (Rock Me) (3:39) Doobie Brothers—Warner Brothers	21	20	21	21
38	22 Rockford Files (3:06) Mike Post—MGM	24	22	23	23
24	23 Pinball Wizard (3:48) Elton John—Polydor	26	29	22	22
33	24 Rhinestone Cowboy (3:18) Glen Campbell—Capitol	18	27	29	32
30	25 How Sweet It Is (to Be Loved by You) (3:33) James Taylor—Warner Bros.	23	26	25	25
22	26 Only Women (3:29) Alice Cooper—Atlantic	28	24	24	26
35	27 Morning Beautiful (3:03) Tony Orlando & Dawn—Elektra	25	25	26	28
14	28 Thank God I'm a Country Boy (2:47) John Denver—RCA	27	23	27	30
21	29 Hey You (2:33) Bachman-Turner Overdrive—Mercury	31	33	28	29
27	30 Misty (2:53) Ray Stevens—Barnaby	29	28	34	31
36	31 Fallin' in Love (3:13) Hamilton, Joe Frank & Reynolds—Playboy	30	30	30	35
26	32 Philadelphia Freedom (5:38) Elton John Band—MCA	43	32	32	24
28	33 Killer Queen (3:00) Queen—Elektra	33	34	31	33
29	34 Before the Next Teardrop Falls (2:32) Freddie Fender—ABC	32	35	36	27
43	35 At Seventeen (3:56) Janis Ian—Columbia	34	31	35	39
23	36 Bad Time (2:55) Grank Funk—Capitol	35	44	33	34
41	37 I'm on Fire (3:03) Dwight Twilley Band—Shelter	42	39	40	40

Country

Over-all-rank Last This week week	Title (length) Artist-label	Rank by day parts			
		6-10a 10a-3p	3-7p	7-12p	
47	38 Help Me Rhonda (2:48) Johnny Rivers—Epic	37	38	39	50
—	39 Holding on to Yesterday (3:19) Ambrosia—20th Century	38	40	41	46
50	40 Black Superman/Muhammad Ali (3:32) Johnnie Wakelin—Pye	39	45	38	*
34	41 Long Tall Glasses (3:05) Leo Sayer—Warner Bros.	40	*	37	*
—	42 Could It Be Magic (3:37) Barry Manilow—Arista	*	37	49	37
—	43 There's Nothing Stronger than Our Love (2:52) Paul Anka—United Artists	49	36	47	41
—	44 'Til the World Ends (3:30) Three Dog Night—ABC	*	42	44	36
—	45 Goodnight Vienna (2:58) Ringo Starr—Apple	41	50	*	47
—	46 Rendezvous (3:30) Hudson Bros.—MCA	45	48	43	*
42	47 Get Down Tonight (3:06) K.C. & Sunshine Band—TK Records	*	41	*	38
44	48 Fame (3:30) David Bowie—RCA	*	43	*	*
—	49 That's When the Music Takes Me (3:35) Neil Sedaka—MCA	47	46	*	48
—	50 Shining Star (2:50) Earth, Wind & Fire—Columbia	46	*	46	*
11	1 Everytime You Touch Me (2:59) Charlie Rich—Epic	4	1	2	2
4	2 Just Get Up & Close the Door (1:58) Johnnie Rodriguez—Mercury	1	5	1	5
6	3 The Seeker (2:59) Dolly Parton—RCA	6	2	4	6
5	4 Please Mr. Please (3:24) Olivia Newton-John—MCA	3	3	3	4
10	5 Deal (2:30) Tom T. Hall—Mercury	2	6	5	8
8	6 Touch the Hand (3:20) Conway Twitty—MCA	7	4	6	9
—	7 The First Time (3:04) Freddie Hart—Capitol	5	9	8	12
14	8 Hello Little Bluebird (2:25) Donna Fargo—Dot	9	7	7	10
15	9 Lizzie & the Rainman (3:05) Tanya Tucker—MCA	8	11	9	15
—	10 I've Never Loved Anyone More (2:42) Lynn Anderson—Columbia	10	10	11	14
—	11 Bandy the Rodeo Clown (2:54) Moe Bandy—GRT	11	12	10	13
—	12 Carolina Cousins Dottie West—RCA	15	8	13	16
—	13 Why Don't You Love Me (2:04) Connie Smith—Columbia	13	14	12	23
18	14 There I Said It (2:03) Margo Smith—20th Century	20	13	16	18
—	15 Feelins' (3:00) Conway Twitty & Loretta Lynn—MCA	16	17	14	26
—	16 I'll Go to My Grave (2:46) Staller Bros.—Mercury	17	16	17	22
—	17 I Don't Love Her Anymore Johnny Paycheck—Epic	18	19	15	29
2	18 Rhinestone Cowboy (3:18) Glen Campbell—Capitol	19	18	18	27
3	19 Wasted Days & Wasted Nights (2:41) Freddie Fender—Dot	12	15	21	1
7	20 That's When My Woman Begins (2:37) Tommy Overstreet—Dot	14	20	22	7
—	21 Dear Woman (3:03) Joe Stampley—Epic	21	21	20	*
—	22 If I Could Only Win Your Love Emmylou Harris—Reprise	22	22	19	*
—	23 Mr. Right & Mrs. Wrong (2:18) Mel Tillis & Sherry Bryce—MGM	24	23	23	*
—	24 What Time of Day Billy Thundercloud—20th Century	25	24	24	*
—	25 Bouquet of Roses (2:24) Mickey Gilley—Playboy	*	25	*	*

Why Can't We Be Friends, that makes the most impressive jump within the top 20, from 31-17. Another large air play gain is made by Mike Post's theme from the TV series, *The Rockford Files*, now at 22. *Rhinestone Cowboy* is shaping up as Glen Campbell's biggest crossover hit of the seventies, and is now at 24 on the pop chart and at 16 on the country list. Tony Orlando & Dawn is bouncing quickly back up the pop list with *Mornin' Beautiful*, perhaps their most adult-sounding hit since *Tie A Yellow Ribbon Round the Old Oak Tree* two years ago. Janis Ian's *At Seventeen*, already a top 10 item at many MOR stations, is gaining many pop stations as well, and moves to 35. Johnny Rivers's remake of *Help Me Rhonda*, now at 38, should be his biggest hit since moving to Epic. Ambrosia's *Holdin' On to Yesterday* makes the strongest debut of the week, with singles from Barry Manilow, Paul Anka, Three Dog Night, the Hudson Brothers, and Neil Sedaka making first chart appearances.

Extras

The following new releases, listed alphabetically by title, are making a mark in BROADCASTING's contemporary "Playlist" reporting below the first 40:

- Dance with Me*, Orleans (Asylum).
- Everytime You Touch Me*, Charlie Rich (Epic).
- Feel Like Making Love*, Bad Co. (Atlantic).
- Just a Little Bit of You*, Michael Jackson (Motown).
- Love Being Your Fool*, Travis Wannack (Capricorn).
- Saturday Night Special*, Lynyrd Skynyrd (MCA).
- Sexy*, MFSB (Phila. Intl.).
- Sure Feels Good*, Elvin Bishop (Capricorn).
- Wasted Days & Wasted Nights*, Freddy Fender (ABC).

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

- Barmaid*, David Wills (Epic).
- Don't Take It Away*, Jody Miller (Epic).
- Even If I Have to Steal*, Mel Street (GRT).
- Fireball Rolled a Seven*, Dave Dudley (United Artists).
- My Honky Tonk Ways*, Kenny O'Dell (Capricorn).
- How Can I (Help You Forgive Me)*, Porter Wagoner & Dolly Parton (RCA).
- I Love the Blues & the Boogie Woogie*, Billy (Crash) Craddock (ABC).
- I'll be Your Steppin' Stone*, David Houston (Epic).
- Less Than the Song*, Patti Page (RCA).
- Love in the Hot Afternoon*, Gene Watson (Capitol).
- Things*, Ronnie Dove (Melodyland).
- You Belong to Me*, Jim Reeves (RCA).

Broadcast Journalism

New decision on 'Pensions' leaves fairness clouded still

Latest appellate ruling may lead to Supreme Court appeal by AIM, in a case that's now littered with conflicting views on doctrine

The NBC *Pensions* case, which had already travelled a judicial road with a number of abrupt and unexpected turns, appeared to reach the ultimate dead end on July 11, when a three-judge panel of the U.S. Court of Appeals in Washington ordered the commission to dismiss it (BROADCASTING, July 14). But Accuracy in Media, the conservatively oriented media watchdog whose fairness-doctrine complaint to the FCC three years ago initiated the case, may not be ready to give up. Reed Irvine, its chairman, and AIM's lawyer, are considering whether to undertake the burden of seeking Supreme Court review.

The appeals court's latest action is, in

the view of a number of lawyers who have followed the case, of a piece with some of its earlier ones in the proceeding. In a brief, unsigned order, it said that, in response to the FCC's suggestion that the case had become moot, it was vacating its order in the case and sending it back to the commission to vacate its order and to dismiss AIM's complaint. Originally, the FCC had held NBC violated the fairness doctrine in connection with *Pensions: The Broken Promise* by being critical of private pension funds; and the appeals court later reversed the commission by a 2-to-1 vote.

But the court in its latest order did not say the case had become moot. Two of the three judges—Charles Fahy and Harold Leventhal—filed opinions saying it had not. Judge Fahy said the commission, in suggesting mootness, simply wanted to avoid "a definitive decision on the merits. The essence of the matter," he said, "is that the commission seeks permission to vacate its order." But he also said the "changed circumstances since the case was initiated"—principally congressional passage of legislation providing for regulation of private pension plans—warrant dismissal of the case. The main purpose of the commission's order to NBC—to afford time for presentation of arguments against enactment of such legislation—"cannot now be satisfied," he said.

Judge Leventhal, in an opinion concurring in part and dissenting in part, described Judge Fahy's opinion as one "based on an equitable doctrine rooted in considerations of administrative and judicial discretion"—and said he disagreed with it. But he also said he was not "enlarging" on his reasons, for Judge Fahy's disposition of the case "is not as objectionable as a dismissal for mootness." He noted that Congress approved the pension-regulating legislation as the panel was completing work on its original opinion in the case—it was issued on Sept. 24, 1974. Yet, he noted, the court decided then that passage of the legislation did not moot the case; it said legislation is always subject to reconsideration.

The only judge supporting the order to dismiss on the ground the case had become moot was Judge Edward A. Tamm, who had cast the dissenting vote when the court reversed the commission. Although he did not object to the court's declaration in the Sept. 24, 1974, opinion that the case had not been mooted, he now feels that it "has been mooted by subsequent events"—that is, passage of the pension-plan legislation.

Last week, AIM and attorney Alvin Davis faced the knowledge that if they overcame the heavy odds and persuaded the Supreme Court not only to review the latest opinion but to reverse it, they would still be faced with the task of seeking reversal of the appeals court's original decision on the merits. Mr. Irvine seemed disturbed enough by the July 11 order to try to overcome those obstacles. The opinion, he said, is "a bit of legal trickery," one designed to deprive AIM of its right of appeal.



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Some CBS views on video disks, TV programming

Taylor also tells security analysts that selling for next season lags, though third quarter is near sell-out

Arthur R. Taylor, president of CBS Inc., covered a lot of ground in a session with security analysts in New York last week, following issuance of CBS second-quarter and first-half reports showing both sales and earnings at record highs (BROADCASTING, July 14).

High spots, primarily offered in response to questions, included:

The CBS Technology Center has a special unit evaluating the competing systems in the video-disk field and has developed disk-mastering equipment at its Stamford, Conn., base. CBS intends to be "an important part" of the video-disk field if it materializes, he said, but he gave the impression its interest would be in programming, not hardware.

"Motion picture companies," he said, "force us to block-book, which is against the law, but they force us to do it." He made the charge, without amplification, in telling a questioner that CBS's new Paramount film package, unofficially estimated at \$32 million in cost (BROADCASTING, July 14), was in fact of higher quality than most packages but that the cost estimate nevertheless was somewhat high.

He personally felt that "some sort of partial pooling" would be a good way for the three networks to cover political conventions, but cautioned: "Don't look for it to happen in 1976." He thought it more likely that each network would go its own way as in the past. He said he expected the three-network costs of covering the conventions, campaigns and elections to be "about the same" as in 1972, or \$40 million to \$50 million in total.

Sales on the 1975-76 network TV season are running "a little"—"slightly"—behind last year's pace in dollar volume, but selling started later, sales are currently beginning to accelerate, and "we are very, very confident about the outcome." Prime-time rates represent the highest cost-per-thousand in CBS-TV history, he said, describing the C-P-M as "modestly" ahead of last year's. "And it's holding," he added. For the third quarter, he said, CBS-TV is near a sold-out position in both prime time and daytime.

He expects programming costs as well as news coverage costs to be higher in 1976 than this year but said they are watched closely and given "very careful stewardship." Moreover, he said, TV network costs in the past have tended to equate with, or run slightly behind, the rate of inflation—and inflation should be less severe next year than this.

CBS-TV is making a substantial invest-

ment to develop its profile as a sports network. But he agreed that there are signs, particularly in football and basketball, that some degree of audience saturation is involved. He said it has not yet affected CBS-TV, however.

He said the upcoming *Three for the Road*'s clearance problem, "if it is a problem," is "getting a lot of attention" and is "responding," and that he hoped clearances would be satisfactory by the time the season starts. The difficulty, he explained, is that CBS-TV's *60 Minutes* will lead into *Three for the Road* on Sunday nights, posing conflicts for many affiliates who now have their own news reports at 7 p.m. NYT ("Closed Circuit," July 14).

Amplifying the second-quarter report issued the week before, Mr. Taylor said the CBS/Broadcast Group's 6% rise in sales included "attractive gains" by the CBS TV Stations division and the CBS Radio division in addition to the increases, largest in terms of dollars, reported by CBS-TV.

Five more years of profit growth are forecast for TV networks

One factor in trend seen by analyst: downhold on affiliate compensation

Pretax profits of the TV networks can grow at a compound rate of 10% to 14% a year over the next five years, the Wall Street brokerage firm of Shaw & Co. concludes in a report distributed last week.

The estimate is based on projected increases of 8% a year in revenues and 7% to 7.5% in expenses. "These rates," the report says, "compare favorably with the results over the past 10 years and five years, especially when the latter is adjusted for the loss of cigarette advertising in 1971 and/or the impact of the prime-time access rule in 1971-72."

Actually, the analysis continues, the projected 10%-14% rate of pretax-profits growth compares with 14% over the last 10 years and 19% over the past five. The main reason for the projected "slowdown" is an assumption that network expenses will increase by 7% to 8% a year rather than by the approximately 5% rate that has been the average since 1969.

The report, by William P. Suter, executive vice president of Shaw & Co. and a specialist in broadcasting stocks, anticipates that the cost of network programming obtained from outside sources will increase by 9.5% to 10% a year but that this "rapid rate" will be partly offset by more moderate increases in internal programming costs, selling and administrative costs and "especially" in affiliate compensation.

"Affiliate compensation," Mr. Suter's report asserts, "has been growing very slowly over the last 10 years. It actually

declined from \$213 million in 1969 to \$206 million in 1974. We believe that this is due to the increasingly stronger position of the networks vis-a-vis the need for network programming by the affiliates and the fact that over-all the stations have had, and continue to have, much higher profit margins than the networks.

"We believe that these factors are still operating and that the tough negotiating stance of the networks and therefore the slow growth of network compensation will continue. We are projecting it at 2%-3%, which is a slightly higher rate than over the past 10 years."

For the more immediate future—specifically this year's fourth quarter—Mr. Suter sees this prospect:

"While the potential appears to be present for some softness in network prices in the fourth quarter, we do not believe that this potential will be realized. We are estimating that the networks will be able to obtain price increases in the area of 2%-5% in prime time and 3%-6% over-all in the fourth quarter, and probably higher than that going into 1976 . . .

"Over-all prices may increase 6%-8% if the firming trends of the first three quarters manifest themselves again.

RCA earnings drop partially checked in second quarter

New highs in sales and profits for NBC provide bright spot as Sarnoff sees upswing again

RCA earnings in the second quarter of 1975 declined 24% to \$26.8 million, or 34 cents a share, from \$35.2 million or 45 cents in the comparable 1974 period, Chairman Robert W. Sarnoff reported last week.

He noted that the earnings decline was less than the first quarter's 46% drop, and said he anticipated further improvement in the second half of the year, based on an expected moderate improvement in the economy.

For the first six months, earnings totaled \$43.8 million, down 34% from \$66.5 million in the first half of 1974, with per-share earnings of 55 cents as against 85 cents in the year-ago period. Sales for the half reached \$2.25 billion, up from \$2.23 billion a year ago, with second-quarter sales totaling \$1.16 billion compared with \$1.15 billion in the 1974 second quarter.

NBC's sales and profits set new highs for the second quarter, as did those of some other RCA subsidiaries including Hertz, Banquet Foods and RCA Global Communications, Mr. Sarnoff said, asserting that these helped provide "counterbalance to the depressed electronics businesses." He also saw signs of reviving strength in color TV sales that could have "a ripple effect" later on and lead to improved performance in other consumer-related areas.

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

Company	Period	Revenue	% Change	EPS	% Change	P/E	Market Cap	Book Value	Dividend
A.C. Nielsen	9 mo. 5/31	147,386,962	+ 19.2%	8.904,873	+ 11.2%	.84	123,612,221	8,005,329	.76
Chris-Craft	3 mo. 5/31	16,861,000	- 11.1%	613,000	*	.08	18,737,000	(21,000)	(.08)
General Electric	6 mo. 6/30	6,349,100,000	+ 0.3%	204,000,000	- 24.8%	1.12	6,328,700,000	271,200,000	1.49
Rust Craft	3 mo. 5/31	17,371,000	- 5.5%	190,000	-40.7%	.08	18,371,000	320,000	.14
Scrpps-Howard	3 mo. 6/30	9,507,888	+ 13%	2,233,578	+ 15.2%	.86	8,440,970	1,937,394	.75
Telemation	year 12/31	16,324,000	- 18.4%	(1,706,307)	*	(1.63)	20,002,052	466,734	.44
Wometco	3 mo. 6/14	40,177,000	+ 10.0%	3,039,000	+ 40.0%	.53	36,645,000	2,173,000	.36

* Change too great to be meaningful

Broadcasting's index of 134 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. July 16	Closing Wed. July 9	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
Broadcasting											
ABC	N	22 3/4	24	- 1 1/4	- 5.20	28 3/8	12 3/8	8	17,171	390,640	
CAPITAL CITIES	N	43 1/2	42 1/8	+ 1 3/8	+ 3.26	43 1/2	19 1/2	15	7,208	313,548	
CBS	N	50 1/4	53 1/8	- 2 7/8	- 5.41	53 1/8	20 1/8	13	28,313	1,422,728	
CONCERT NETWORK	O	1/4	1/4		.00	7/8	1/8		2,200	550	
COX	N	23 3/4	23 3/4		.00	26 1/2	9 3/8	12	5,831	138,486	
GROSS TELECASTING	A	11	11		.00	13 5/8	6 3/8	8	800	8,800	
LIN	O	9 1/2	9 1/8	+ 3/8	+ 4.10	9 1/8	2	10	2,297	21,821	
MOONEY	O	2 1/4	2 1/4		.00	3 5/8	1	6	385	866	
RAHALL	O	5 7/8	5	+ 7/8	+ 17.50	6	1 3/4	12	1,297	7,619	
SCRIPPS-HOWARD	O	22	21	+ 1	+ 4.76	22	13 1/2	8	2,589	56,958	
STARR	M	4 1/2	4 3/4	- 1/4	- 5.26	9	3 1/4	4	1,091	4,909	
STORER	N	19 7/8	20 3/8	- 1/2	- 2.45	20 5/8	10 7/8	10	4,624	91,902	
TAFT	N	27 1/4	26	+ 1 1/4	+ 4.80	27 1/4	10 3/4	9	4,011	109,299	
WOODS COMM.*	O	1/2	1/2		.00	1 1/4	1/4	4	292	146	
TOTAL									78,109	2,568,272	
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	2 3/8	2 1/4	+ 1/8	+ 5.55	2 1/2	3/4	14	1,265	3,004
AVCO	AV	N	7 1/4	7	+ 1/4	+ 3.57	8 7/8	2 1/8	2	11,481	83,237
BARTELL MEOIA	BMC	A	1 1/8	1 1/8		.00	2 3/8	5/8	2	2,257	2,539
JOHN BLAIR	BJ	N	5 3/8	5 3/8		.00	7 1/2	3 1/2	26	2,403	12,916
CAMPTOWN IND.*	O	1/8	1/8		.00	7/8	1/8	2	1,138	142	
CHRIS-CRAFT	CCN	N	5 1/8	5 5/8	- 1/2	- 8.88	5 7/8	1 1/2	19	4,164	21,340
COMBINED COMM.	CCA	N	12 5/8	13	- 3/8	- 2.88	14 1/8	5 1/8	8	4,568	57,671
COWLES	CWL	N	8 7/8	8	+ 7/8	+ 10.93	8 7/8	3 7/8	8	3,969	35,224
DUN & BRADSTREET	DNR	N	26 1/2	28 1/2	- 2	- 7.01	36	14 5/8	18	26,510	702,515
FAIRCHILD IND.	FEN	N	8 3/4	8 1/4	+ 1/2	+ 6.06	8 3/4	3 3/4	8	4,550	39,812
FUQUA	FOA	N	7 1/8	9 3/4	- 2 5/8	- 26.92	10 3/4	3 1/8	12	8,671	61,780
GANNETT CO.	GCI	N	38 1/2	38	+ 1/2	+ 1.31	38 1/2	20 1/2	24	21,089	811,926
GENERAL TIRE	GY	N	17 3/8	16 1/4	+ 1 1/8	+ 6.92	18 1/4	10 1/4	5	21,523	373,962
GLDRETTOTTER	GLRTA	O	2	2		.00	4 3/4	7/8	10	2,731	5,462
GRAY COMMUN.	O	6 3/4	6 1/4	+ 1/2	+ 8.00	8 1/2	5	5	475	3,206	
HARTE-HANKS	HHN	N	19 3/8	16 7/8	+ 2 1/2	+ 14.81	19 3/8	6	13	4,343	84,145
JEFFERSON-PILOT	JP	N	36 1/4	38 1/4	- 2	- 5.22	38 1/4	20 1/2	15	24,064	872,320
KAISER INDUSTRIES	KI	A	11 3/8	10 5/8	+ 3/4	+ 7.05	11 3/8	4 1/4	7	27,487	312,664
KANSAS STATE NET.	KSN	O	3 5/8	3 3/4	- 1/8	- 3.33	4 1/8	2 3/4	6	1,815	6,579
KINGSTIP	KTP	A	6 5/8	4 1/4	+ 2 3/8	+ 55.88	6 3/4	1 1/2	13	1,154	7,645
KNIGHT-RIDDER	KRN	N	32 5/8	32	+ 5/8	+ 1.95	32 3/4	9 1/4	21	8,305	270,950
LAMB COMMUN.*	P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593	
LEE ENTERPRISES	LNT	A	19 3/8	17 7/8	+ 1 1/2	+ 8.39	19 3/8	10 3/4	11	3,352	64,945
LIBERTY	LC	N	11	11		.00	15 5/8	7 1/8	5	6,762	74,382
MCGRAW-HILL	MHP	N	11 5/8	11	+ 5/8	+ 5.68	13 1/2	5 1/2	10	24,569	285,614
MEDIA GENERAL	MEG	A	32 5/8	32 3/4	- 1/8	- .38	32 3/4	15 1/2	12	3,596	117,319
MEREDITH	MDP	N	13 3/8	12 1/4	+ 1 1/8	+ 9.18	13 3/8	8	5	2,995	40,058
METROMEDIA	MET	N	15	13 1/4	+ 1 3/4	+ 13.20	15	4 1/2	12	6,553	98,295
MULTIMEDIA	MMED	O	14	14 1/4	- 1/4	- 1.75	14 1/4	8 3/4	9	4,389	61,446
NEW YORK TIMES CO.	NYKA	A	14 1/2	12	+ 2 1/2	+ 20.83	14 1/2	6 7/8	9	10,231	148,349
OUTLET CO.	OTU	N	15 7/8	16 1/8	- 1/4	- 1.55	62	7	6	1,381	21,923
POST CORP.	POST	O	6 1/4	6	+ 1/4	+ 4.16	16 1/2	4 3/4	25	870	5,437
PSA	PSA	N	5 1/4	5	+ 1/4	+ 5.00	10	1 1/2	11	3,181	16,700
REEVES TELECOM	RBT	A	1 3/4	1 3/4		.00	2	5/8	7	2,376	4,158
ROLLINS	RDL	N	21	21		.00	22	6 1/2	15	13,341	280,161
RUST CRAFT	RUS	A	7 7/8	8 1/8	- 1/4	- 3.07	10 1/4	5 1/8	6	2,328	18,333
SAN JUAN RACING	SJR	N	11 3/8	13	- 1 5/8	- 12.50	13 3/8	5 1/2	8	2,509	28,539
SCHERING-PLOUGH	SGP	N	56	59 3/4	- 3 3/4	- 6.27	74 3/8	44 3/4	24	53,920	3,019,520
SONOERLING	SDR	A	7 1/4	7 1/2	- 1/4	- 3.33	10	3 1/2	5	727	5,270
TECHNICAL OPERATIONS	TO	A	5	4 7/8	+ 1/8	+ 2.56	6 3/4	2 3/8	6	1,344	6,720
TIMES MIRROR CO.	TMC	N	19 1/8	18 1/8	+ 1	+ 5.51	19 1/2	9 1/4	11	31,385	600,238
WASHINGTON POST CO.	WPO	A	28 1/8	28 3/4	- 5/8	- 2.17	28 3/4	14 3/4	9	4,751	133,621
WOMETCO	WOM	N	16 7/8	16 3/8	+ 1/2	+ 3.05	15 7/8	6 1/4	11	5,775	97,453
TOTAL									370,772	8,898,113	
Cablecasting											
AMECO**	ACO	O	3/8	3/8		.00	1 7/8	1/8		1,200	450
AMER. ELECT. LABS	AELBA	O	2 1/8	2 1/8		.00	2 1/8	1/2	16	1,672	3,553
AMERICAN TV & COMM.	AMTV	O	15	14	+ 1	+ 7.14	19 1/4	5 1/2	27	3,313	49,695
ATHENA COMM.**	O	1/4	3 1/2	- 3 1/4	- 92.85	3 1/2	1/8			2,125	531
BURNUP & SIMS	BSIM	O	6 3/4	7 3/8	- 5/8	- 8.47	24 1/8	2 1/2	13	8,268	55,809
CABLECOM-GENERAL	CCG	A	6 1/2	7	- 1/2	- 7.14	7 1/4	1 1/2	12	2,560	16,640
CABLE FUNDING	CFUN	O	6	6		.00	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		.00	3 1/4	3/4	13	1,708	5,124	
COMMUNICATIONS PROP.	COMU	O	2 1/2	2 1/2		.00	3 1/2	1	16	4,761	11,902
COX CARLE	CXC	A	13	13 5/8	- 5/8	- 4.58	15 7/8	3 3/4	21	3,560	46,280
ENTRON	ENT	O	1	3/4	+ 1/4	+ 33.33	1	3/8	7	1,358	1,358
GENERAL INSTRUMENT	GRL	N	13 1/4	12 3/4	+ 1/2	+ 3.92	17 1/8	5/8	9	7,201	95,413

Stock symbol	Exch.	Closing Wed. July 16	Closing Wed. July 9	Net change in week	% change in week	1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
GENERAL TV		5/8	5/8		.00	1 1/2	1/4	31	1,000	625	
SCIENTIFIC-ATLANTA	SFA	15 3/8	17	- 1 5/8	- 9.55	17 3/8	4	13	963	14,806	
TELE-COMMUNICATION	TDCM	3 5/8	3 1/4	+ 3/8	+ 11.53	5 3/4	7/8	2	5,181	18,781	
TELEPROMPTER	TP	8 1/4	9	- 3/4	- 8.33	9	1 3/8	18	16,013	132,107	
TIME INC.	TL	59 1/4	58	+ 1 1/4	+ 2.15	59 1/4	24 7/8	12	9,960	590,130	
TDCOM	TDCM	2 1/4	2 1/4		.00	4 7/8	1 3/4	5	634	1,426	
UA-COLUMBIA CABLE	UACC	9 3/4	10 3/4	- 1	- 9.30	12 3/4	3 3/4	14	1,695	16,526	
UNITED CABLE TV	UCTV	2 3/4	2 7/8	- 1/8	- 4.34	4 5/8	1/4	5	1,879	5,167	
VIACOM	VIA	9 1/4	7 7/8	+ 1 3/8	+ 17.46	9 1/4	2 5/8	12	3,708	34,299	
VIKDA**	VIK	2	2		.00	4	1/2	1	2,534	5,068	
TOTAL									83,077	1,112,581	
Programming											
COLUMBIA PICTURES	CPS	N	8 3/8	9 1/4	- 7/8	- 9.45	9 1/2	1 5/8	32	6,748	56,514
DISNEY	DIS	N	52 3/4	52 5/8	+ 1/8	+ .23	54 3/4	18 3/4	29	29,755	1,569,576
FILMWAYS	FWY	A	5 1/2	5 1/4	+ 1/4	+ 4.76	6	2 1/8	7	1,792	9,856
FOUR STAR			3/8	3/8		.00	1 3/8	1/8	1	666	249
GULF + WESTERN	GW	N	42 1/2	38 3/8	+ 4 1/8	+ 10.74	42 1/2	18 3/8	6	14,470	614,975
MCA	MCA	N	78 1/2	81	- 2 1/2	- 3.08	81	19 1/4	11	8,477	665,444
MGM	MGM	N	17 5/8	17 7/8	- 1/4	- 1.39	32 1/2	9 1/4	7	12,180	214,672
TELE-TAPE** *		D	1/4	1/4		.00	3/4	1/8	7	2,190	547
TELETRONICS INTL.		D	4 1/8	4 1/4	- 1/8	- 2.94	5	1 1/4	9	943	3,889
TRANSAMERICA	TA	N	9 5/8	9 1/4	+ 3/8	+ 4.05	10 3/8	5 1/2	15	64,945	625,095
20TH CENTURY-FOX	TF	N	12 3/4	14 7/8	- 2 1/8	- 14.28	14 7/8	4 1/2	13	7,532	96,033
WALTER READE**	WALT	O	3/8	3/8		.00	1/2	1/8	4	4,467	1,675
WARNER	WCI	N	20 7/8	20	+ 7/8	+ 4.37	20 7/8	6 7/8	8	15,139	316,026
WRATHER	WCO	A	4 5/8	5	- 3/8	- 7.50	8 1/8	1 1/4	8	2,229	10,309
TOTAL									171,533	4,184,860	
Service											
BBDO INC.	BBDO	O	19 1/4	16 1/4	+ 3	+ 18.46	19 1/4	9 7/8	8	2,513	48,375
COMSAT	CO	N	43 5/8	45 3/8	- 1 3/4	- 3.85	46	23 3/4	9	10,000	436,250
DOYLE DANE BERNBACH	DOYL	O	11 3/4	11 3/4		.00	11 3/4	5 5/8	7	1,816	21,338
ELKINS INSTITUTE** *	ELKN	O	1/8	1/8		.00	5/8	1/8	7	1,897	237
FDDTE CONE & BELOING	FCB	N	8 3/4	8 3/4		.00	11 1/4	5 3/8	6	2,009	17,578
GREY ADVERTISING	GREY	O	7 1/2	7 5/8	- 1/8	- 1.63	8 3/8	5 5/8	4	1,213	9,097
INTERPUBLIC GROUP	IPG	N	19	17	+ 2	+ 11.76	19	8 1/8	6	2,249	42,731
MARVIN JOSEPHSON	MRVN	O	9 3/4	8 3/4	+ 1	+ 11.42	9 3/4	3 1/4	7	1,800	17,550
MCI COMMUNICATIONS	MCIC	O	3 3/8	3 5/8	- 1/4	- 6.89	6 1/2	1	13,339	45,019	
MDVIELAB	MOV	A	1 5/8	1 3/4	- 1/8	- 7.14	1 3/4	1/2	9	1,407	2,286
MPO VIDEOELECTRONICS	MPO	A	4	3 1/2	+ 1/2	+ 14.28	4	1	22	537	2,148
NEDHAM, HARPER	NDHMA	D	5 3/8	5 3/8		.00	7 1/2	3 5/8	8	892	4,794
A. C. NIELSEN	NIELB	O	20 1/2	21 1/8	- 5/8	- 2.95	28	7 3/8	19	10,598	217,259
OGILVY & MATHER	OGIL	O	20	19 1/2	+ 1/2	+ 2.56	23 1/2	10	7	1,805	36,100
J. WALTER THOMPSON	JWT	N	8 1/2	8 5/8	- 1/8	- 1.44	12	4 1/4	11	2,649	22,516
UNIVERSAL COMM.*		O	1/4	1/4		.00	3/4	1/8	7	715	178
TOTAL									55,439	923,456	
Electronics/Manufacturing											
AMPEX	APX	N	7 1/8	8 3/8	- 1 1/4	- 14.92	8 3/8	2 1/4	7	10,885	77,555
CCA ELECTRONICS*	CCAE	O	1/8	1/8		.00	1 1/8	1/8	9	881	110
CETEC	CEC	A	1 7/8	1 5/8	+ 1/4	+ 15.38	2 1/8	1	9	2,319	4,348
COHU, INC.	COH	A	3 1/4	3	+ 1/4	+ 8.33	3 7/8	1 1/4	36	1,617	5,255
CONRAC	CAX	N	21	21 3/4	- 3/4	- 3.44	21 3/4	10	9	1,261	26,481
EASTMAN KODAK	EASKO	N	102 1/2	104 1/2	- 2	- 1.91	108 3/4	63	26	161,347	16,538,067
GENERAL ELECTRIC	GE	N	50 1/2	52 1/8	- 1 5/8	- 3.11	65	30	16	182,885	9,235,692
HARRIS CORP.	HRS	N	25 3/4	27 1/4	- 1 1/2	- 5.50	33 1/2	13 1/8	368	6,152	158,414
HARVEL INDUSTRIES*	HARV	O	6 1/2	6 1/2		.00	9	2 1/2	41	480	3,120
INTERNATIONAL VIDEO	IVCP	O	3 3/8	3 7/8	- 1/2	- 12.90	7 1/2	1 1/4	6	2,730	9,213
MAGNAVOX	MAG	N	8 3/4	8 3/4		.00	9 7/8	3 3/4	8	17,799	155,741
MICROWAVE ASSOC. INC	MAI	N	22 3/4	22 1/2	+ 1/4	+ 1.11	26 7/8	9 3/4	11	1,320	30,030
3M	MMM	N	61 1/8	64 3/4	- 3 5/8	- 5.59	80 1/2	7 5/8	31	114,240	6,982,920
MOTOROLA	MOT	N	51 3/4	51 3/4		.00	61 7/8	34 1/8	24	28,191	1,458,884
OAK INDUSTRIES	OEN	N	10 5/8	8 5/8	+ 2	+ 23.18	12 7/8	5 1/4	4	1,639	17,414
RCA	RCA	N	20 5/8	20 1/4	+ 3/8	+ 1.85	21 1/2	9 7/8	16	74,484	1,536,232
ROCKWELL INTL.	ROK	N	24 1/2	24 3/8	+ 1/8	+ .51	28 3/8	18 3/8	8	30,802	754,649
RSC INDUSTRIES	RSC	A	2 1/8	2 1/8		.00	2 1/4	1/2	7	3,440	7,310
SONY CORP.	SNE	N	12 1/8	12 1/2	- 3/8	- 3.00	29 7/8	4 3/4	32	172,500	2,091,562
TEKTRONIX	TEK	N	41	37 1/2	+ 3 1/2	+ 9.33	47 3/4	18 1/2	14	8,671	355,511
TELEMATION	TMT	O	1	1		.00	2 3/4	1	6	1,050	1,050
VARIAN ASSOCIATES	VAR	N	15 1/4	17 3/4	- 2 1/2	- 14.08	17 3/4	6	14	6,838	104,279
WESTINGHOUSE	WX	N	19 3/4	18 1/4	+ 1 1/2	+ 8.21	26	8 1/2	55	86,989	1,718,032
ZENITH	ZE	N	27 5/8	27 5/8		.00	31 5/8	10	115	18,797	519,267
TOTAL									937,317	41,791,136	
GRAND TOTAL									1,696,247	59,478,418	

Standard & poor's Industrial Average

108.2 108.5 -0.3

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Coast Stock Exchange

Over-the counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
Yearly high-lows are drawn from trading
days reported by *Broadcasting*. Actual
figures may vary slightly.

P/E ratios are based on earnings-per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earnings
figures are exclusive of extraordinary
gains or losses.

*Stock did not trade on Wednesday, closing
price shown is last traded price.
**No P/E ratio is computed; company
registered net loss.
***Stock split.

Fates & Fortunes®

Media

Albert C. Lucero, general sales manager, WJKS-TV Jacksonville, Fla., named general manager, WROC-TV Rochester, N.Y. Both are Rust Craft stations.

Don S. Gull, assistant treasurer, CBS, New York, named assistant to President Arthur R. Taylor. Mr. Gull, 32, joined CBS in 1973 and spent past year in Sloan Fellows Program at Massachusetts Institute of Technology.

Earl Beall, general manager, WGR-TV Buffalo, N.Y., named broadcast group VP of licensee, Taft Broadcasting, Cincinnati-based group owner.

Huw Wheldon, managing director, BBC Television, London for past seven years, will leave post at end of 1975 and continue as special adviser throughout 1976 when he reaches retirement age of 60. Succeeding him will be **Ian Trethowan**, managing director, BBC Radio. **Howard Newby**, director of programs, BBC Radio, will become managing director.

Charles F. Kennedy, general sales manager, WJAR-TV Providence, R.I., named general manager, WNYT-TV Syracuse, N.Y.

Samuel J. Yancovazzl, VP/general manager, KLZ-AM-FM Denver, named VP, group operations/station manager, WAKR(AM)-WAEZ(FM)

Akron, Ohio. All are Group One Broadcasting stations.

Michael Ewing, account executive, KMOX-FM St. Louis, named station manager.

Kelly Nelson, administrative assistant, community-affairs department, WPIX-TV New York, appointed public-service coordinator.

Kay M. Rediger, public relations director, KXAS-TV Fort Worth, named promotion director, KMTV(TV) Omaha, Neb.

Marsha Kaminsky, public service manager, WOR-TV New York, named public service/community affairs director.

William Wippel, station manager, KORD-AM-FM Richland, Wash., named VP/general manager.

Roger Hunter, production manager/engineering supervisor, WRTH(AM) Wood River, Ill., named VP/operations manager, KIRL(AM) St. Charles, Mo.

Calvin R. Means, station manager, WFNE(FM) Forsyth, Ga., named to same position, WWID(FM), formerly WDUN-FM, Gainesville, Ga.

Allen O. Arnold, copywriter, J. Walter Thompson, Detroit, named publicity manager, WWJ-AM-FM-TV Detroit.

Gordon D. Hume, promotion and advertising manager, CHYM-AM-FM Kitchener, Ont., named chairman, awards committee, Broadcasters Promotion Association. **Tom Dawson**, VP,

division services, CBS Radio, named to head BPA's public and trade relations committee.

Frank E. Brosseau, local sales manager, WCSC(TV) Charleston, S.C., named VP/general manager.

Carol Schell, promotion director, WNYT-TV Syracuse, N.Y., named to same position, WAVY-TV Portsmouth, Va.

Lowell W. Paxton, former New York broadcaster, named president/general manager, Radio WAVS Inc., owner of WAVS(AM) Fort Lauderdale, Fla.

Melvin Browning, account executive, WEAM(AM) Arlington, Va., named station manager, WKCM(AM) Hawesville, Ky.

Lee J. Cox, producer/director, KYW-TV Philadelphia, named public affairs director/*Impact* specials producer, KDKA-TV Pittsburgh. Both are Group W stations.

Gene R. Damoth, program director, WHHO(AM) Hornell, N.Y., named manager, WEMC(FM) Harrisonburg, Va.

Newly elected officers of Maryland-District of Columbia-Delaware Broadcasters Association: **Harry Shriver**, WFBR(AM) Baltimore, president; **Samuel S. Carey**, WBOC-AM-FM-TV Salisbury, Md., VP; **Thomas J. Dougherty**, Metromedia, Washington; secretary; **Sally Hawkins**, WILM(AM) Wilmington, Del., treasurer.

Newly formed research committee, Association of Independent Television Stations Inc.: chairperson, **Diane L. Sass**, VP, research/marketing, Kaiser Broadcasting; **Melvin A. Harris**, research director, Metro Television Sales; **John D. Sawhill**, VP, RTVR Inc.; **Frank X. Tuoti**, VP, marketing/planning, WPIX Inc.

Paul Weiss, operations coordinator, Beach Club Promotions, Brazil, named promotion director, WORJ-FM Orlando, Fla.

John Jay, executive director, Alaska Festival of Music, named development director, non-commercial KAKM(TV) Anchorage. **Carroll Hodge**, student employee, named traffic/operations coordinator.

Broadcast Advertising

David Johnson, local sales manager, WABC-TV New York, named general sales manager, ABC Television Spot Sales, New York. **Elio Betty Jr.**, account executive, ABC Television Spot Sales, appointed sales manager, Detroit office. Also **Burke Liburt**, sales manager of ABC Television Spot Sales, named to new post, national sales manager, WABC-TV New York. **Lee Gannon**, account executive with WABC-TV, named local sales manager.

Richard S. Gold, national sales manager, WNBC-TV New York, named eastern sales director, NBC-TV Spot Sales, New York.

James Greenwald, president of The Katz Agency, New York, elected president of Station Representatives Association, succeeding **John Dickinson**, president of Harrington, Righter & Parsons, New York. Other new officers: **Adam Young**, Adam Young Inc., VP; **Jack Masla**,



Quarter-centuries. Walter Cronkite's anchoring of CBS News's Apollo-Soyuz coverage last Tuesday (July 15) came 25 years, to the day, after his joining CBS News. Before he left for the Florida launch site, CBS News had a 25th anniversary reception and dinner for TV editors in New York at which the honor guest said he had never experienced elsewhere the freedom that CBS had granted him as a journalist, and suggested that, given the same circumstances, he might stay another 25 years. He's shown here with CBS News President Richard S. Salant (l) and William J. Small (r), senior vice president and director of news. Last Wednesday (July 16) he was saluted at another party, attended by some 200 CBS News people.

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Jack Masla & Co., secretary: **Ted Van Erk**, Peters, Griffin, Woodward, treasurer. Named directors: **Mr. Dickinson** and **Robert Kizer**, Avery-Knodel Inc.; **Peggy Stone**, H-R Stone; **Ralph Guild**, McGavren/Guild; **Robert Dudley**, The Meeker Co.; **Robert Muth**, Pety Television and **Joseph Savalli**, Savalli/Gates.



Siano



Regan

Jerry J. Siano, senior VP/director of creative services, N.W. Ayer ABH International, New York, and **Ted Regan**, senior VP and associate creative director, named executive VP's.

Bruce A. Braun, account executive, KNXT(TV) Los Angeles, named western manager. CBS-FM Spot Sales, Los Angeles.

Robert Spielmann, VP, sales, southwest division, H-R Television, named national sales manager, KOSA-TV Odessa-Midland, Tex.

Daniel Romanelli, account executive, Television Advertising Representatives, New York, named sales manager of commonly owned KPIX(TV) San Francisco.

Gregory S. Gush, sales, Katz Television, New York, named sales manager, Chicago. **Fay J. Farquhar**, computer operations manager, Avco Radio & TV Sales, New York, named to same position at Katz in New York.

George Sosson, account executive, CBS Radio Spot Sales, New York, named sales manager of CBS-owned WCAU(AM) Philadelphia.

Larry O. Garrett, marketing director, Television Production Center, Pittsburgh, named general sales manager, WTAE-AM-FM Pittsburgh.

Kenneth D. Patt, national sales manager, WWJ-AM-FM Detroit, named manager of now separate sales staff for WWJ-FM. **Jim Blashill** continues as head of WWJ-AM sales.

Joan Childs, assistant research director, Grey Advertising, New York, named consumer marketing, research manager, Ketchum, MacLeod & Grove, Pittsburgh.

Edward Kessler, former executive producer, American Zoetrope, San Francisco-based television film company, named broadcast services director, Boisford Ketchum, also San Francisco.

Charles Phillips, VP/principal, Abert, Newhoff & Burr, Los Angeles, named VP/general manager of new San Francisco office of Chiat/Day Inc.

Lee DeBoer, research analyst, Telerep, New York, named assistant research director.

Neal Kalisher, account executive, WLIR(FM) Garden City, N.Y., named to new post of local sales manager.

Ty Watts, regional sales manager, WTVT(TV) Tampa-St. Petersburg, Fla., named local-regional sales manager.

Jhan Hiber, account executive, WSWB-TV

Orlando, Fla., named sales manager, KENI-TV Anchorage.

Bill Jarrell, assistant sales manager, WDAK(AM) Columbus, Ga., named sales manager.

Howard Shapiro, account executive, KPAM(FM) Portland, Ore., named manager, Stanford & Taft Inc.'s new Portland office.

Judith Ann Thompson, sales, WDCS(FM) Portland, Me., named sales manager.

Clinton E. Frank, chairman, Clinton E. Frank Inc., Chicago, will receive Institute of Human Relations' first Chicago Communications Award on Oct. 15.

William L. Service, sales manager, WNEM-TV Flint-Bay City, Mich., named general sales manager, WRCB-TV Chattanooga.

Don Carmichael, account executive, WGBS(AM) Miami, named regional sales manager.

Kent E. Little, account executive, KWGN(TV) Denver, named local sales manager.

Stephan M. Wyman, general manager, WEAW(AM) WOJO(FM) Evanston, Ill., named sales manager, WFYR(FM) Chicago.

Bill Becker, account executive, WGCL(FM) Cleveland, named sales manager, WEFM(FM) Chicago. Both are GCC Communications stations.

Programing

Joan Richman, senior producer, *The Reasoner Report* (ABC-TV), named executive producer, *CBS Sports Spectacular*, New York. She succeeds **Frank Chirkinian**, named executive producer, CBS-TV Sports golf schedule and sports specials. **Robert Stenner**, free-lance producer, named staff producer, CBS-TV, also New York.



Granath

Herbert A. Granath, VP, sports sales, ABC Television Networks, named to new post of VP, program development, marketing, ABC Sports. **Georges Crozes**, director, European affairs, ABC Sports, named VP and will continue to make his headquarters in Paris.

Billie Gold, VP-business and financial affairs, Quinn Martin Productions, Los Angeles, named VP-business affairs, Lorimar Produc-

tions, same city.

Marc Hamilton, writer/producer, WNAC-TV Boston, named executive producer.

Morry Alter, news director, KSDO(AM) San Diego, assumes additional post of program director.

Enes J. Carnesecca, Molloy College graduate, named associate producer, Manchester Broadcasting Productions Inc., New York production unit for Yankees, Nets, Islanders radio broadcasts.

Klaus Wagner, sports director, KTVE(TV) Boise, Idaho, named sports reporter/weekend sportscaster, WJW-TV Cleveland.

Bill Mahoney, music director, WHAR(AM) Clarksburg, W. Va., named program director, WCIR-AM-FM Beckley, W. Va. **Andrew Ridenour**, disk jockey, KGHL(AM) Billings, Mont., named WCIR-AM-FM music director.

Joan Scheinbaum, public affairs director, WLOO(FM) Chicago, named to additional post, production director.

Lana Sue Mowery, senior sales administration coordinator, KNBC(TV) Los Angeles, named film operations supervisor.

Michele Pettis, formerly with Independent Music Research, San Francisco, named music director at KROY(AM) Sacramento, Calif.

Mel Profit, former CFL Toronto Argonaut tight end, named analyst, CFRB(AM) Toronto, for 1975 Argonaut broadcasts.

Robert L. Schue, photography director, WIIL-TV Terre Haute, Ind., named to same position, WBKB-TV Alpena, Mich.

Ed Salamon, program director, WEEP(AM) Pittsburgh, named to same position, WHN(AM) New York.

Don LeBrecht, operations manager, WPAT-AM-FM Paterson, N.J., named program/operations manager, WDVR(FM) Philadelphia.

Richard Foreman, programing manager, WGY(AM), WGFM(FM) Schenectady, N.Y., named director, beautiful music operations, Southern Broadcasting Co., Winston-Salem, N.C. He is succeeded by **Lee R. Fowler**, operations manager, WIVY-AM-FM Jacksonville, Fla.

Jack Hayes, staff announcer, KNBR(AM) San Francisco, named program director, KYXI(AM) Oregon City-Portland, Ore.

Jonathan Gaines, engineer, WXXI-FM Rochester, N.Y., named producer.

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Ray Groce, St. Louis Broadcast Center graduate, named to production, announcing staffs, WWCT(FM) Peoria, Ill.

Dick Enders, production staff, noncommercial KAKM(TV) Anchorage, named production manager.

Broadcast Journalism

Stewart Dan, news staff, WGR-TV Buffalo, N.Y., named news director.

Kenneth Sable, associate director, CBS News, New York, named news staff director.

Carl J. Fielstra, reporter, WWDC-AM-FM Washington, named news director.

Jo Moring, freelance reporter, named Washington bureau correspondent, TVN.

Larry Conners, reporter, KTRK-TV Houston, named investigative reporter, KMOX-TV St. Louis.

Doug Fox, Fort Worth bureau chief, WFAA-TV Dallas, named assistant news director. **Rita Trevino**, San Jose bureau chief, KPX(TV) San Francisco, joins WFAA-TV as reporter.

Howard R. Bailen, news staff, WRVR(FM) New York, named reporter/announcer, WHCU-AM-FM Ithaca, N.Y.

Marjorie Morton, freelance photographer, named news photographer, WNAC-TV Boston.

Kathy Moore, managing editor, WBTV(TV) Charlotte, N.C., named assistant news manager/operations. **Al Holloway**, assistant photo lab technician, named WBTV photo lab supervisor.

Dave Hamer, chief photographer/assistant news director, KMTV(TV) Omaha, awarded National Press Photographers Association's Joseph A. Sprague Memorial Award.

Newly elected officers, Florida Associated Press Broadcasters: **Don Priest**, WCOA(AM) Pensacola, president; **Chuck Dent**, WIOD(AM) Miami, executive VP; **Marshall Cleaver**, WLCY-TV Largo—St. Petersburg, VP, television; **Jon Powers**, WRBQ(FM) Tampa, VP, radio.

Cable

Jeff Marcus, sales director, Teleprompter, New York, named assistant to the president, General Television Inc., Minneapolis.

James A. Wand, general manager, Illinois, Iowa operations, Continental Cablevision, Quincy, Ill., named VP.

Don Dillion, former VP/general manager, WPTA-TV Fort Wayne, Ind., named program operations manager, Citizens Cable Communications Inc., Fort Wayne.

Equipment & Engineering.



Cervon

Lawrence J. Cervon, VP/general manager, Harris Corp.'s Gates Broadcast Equipment Division, Quincy, Ill., named VP/general manager, Communications Equipment Division, Microwave Associates Inc., Burlington, Mass.

Stanley B. Whitman, district manager, radio sales, Broadcast Products Division, Harris Corp., Quincy, Ill., retires after 27 years with firm. He will serve as consultant.

Dennis T. Goddard, VP, marketing, American Satellite Corp., Germantown, Md., named senior VP.



Goddard

David A. Richmond, manufacturing director, Rockwell International, Pittsburgh, named operations manager, Conrac Division, Conrac Division, Conrac Corp., Covina, Calif.

Gerow D. Brill, broadcast, CCTV engineering manager, Philips Audio Video Systems Corp., Montvale, N.J., named broadcast equipment division product manager.

Dan G. Peluso, customer service manager, Sparta Electronic Corp., Sacramento, Calif., named chief engineer, KGB-AM-FM San Diego and KXOA(FM) Sacramento.

Arch C. Luther, chief engineer, RCA Broadcast Systems, Camden, N.J., awarded company's 1975 David Sarnoff Award for outstanding technical achievement.

Allied Fields

Jack Harris, president, KPRC-AM-TV Houston, and **M. S. Novik**, broadcasting consultant, New York, named to board of Radio Liberty Committee. **Edward W. Barrett**, director of Communications Institute, Academy for Educational Development, New York, and former dean of Columbia University Graduate School of Journalism, named to board of Free Europe Inc. Boards operate Radio Liberty and Radio Free Europe, respectively, whose facilities are being consolidated. **Sig Mickelson**, former broadcast news executive, became first president of Radio Liberty/Radio Free Europe on July 1.

Daniel B. Priest, principal, Daniel B. Priest & Associates, Washington PR firm, named general manager, Harshe, Rotman & Druck's Washington office.

Eugene Telsner, custom research service manager, retail index division, A.C. Nielsen, Northbrook, Ill., named VP.

Lawrence W.A. Ross, copyright manager, Carlin Music Corp., London, named United Kingdom representative, ASCAP.

Joan Gatewood Upshaw, account executive, KLZ-FM Denver, named sales research coordinator, Custom Audience Consultants Inc., Washington.

Marcus Bartlett, executive VP, Cox Broadcasting, Atlanta, named professor, University of Georgia School of Journalism, Athens, Ga., effective Jan. 1, 1976, after he retires from Cox.

Deaths

Melvin S. Burka, 52, VP, general manager, WTIP(AM)-WTO(FM) Charleston, W. Va., died of heart attack July 12. He is survived by his wife, Ellie, and three daughters.

Henry Clay White, 69, retired FCC staff attorney, died July 12 of respiratory illness at Sibley hospital, Washington. Mr. White joined FCC in 1960 as staff attorney in Broadcast Facilities Division. He retired in 1970. Surviving is his wife, Marjorie, and one daughter.

Jack Van Volkenburg Jr., 40, account executive with Blair Television in Dallas, died there on July 13, apparently of heart attack. He was son of late Jack L. Van Volkenburg, president of CBS-TV from 1951 to 1956. Mr. Van Volkenburg is survived by his wife, Ann, and two children, Jack L. III and Lee H.

May Craig, 86, retired newspaperwoman, died July 15 after long illness at nursing home in Silver Spring, Md. Mrs. Craig began her newspaper career in 1934 as Washington correspondent for several newspapers. She later became regular panelist on NBC-TV's *Meet the Press*. She is survived by one daughter and one son.

Stepping down. The FCC is losing its chief administrative law judge, Arthur Gladstone, and two other administrative law judges, Jay Kyle and Forest McClenning, through retirement at the end of this month. Also retiring then are Donald J. Berkemeyer, a member of the review board, and Richard Solan, chief of the financial management division. Mr. Solan is expected to be replaced by Thomas Campbell, senior staff analyst.

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For the Record®

As compiled by BROADCASTING, July 7 through July 11 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM applications

■ Carlisle, Pa.—Carlisle Broadcasting Associates seeks 1000 khz, 1 kw-D. P.O. address: 355 N. 21st. St., Suite 202, Camp Hill, Pa. 17011. Estimated construction cost \$51,750; first-year operating cost \$124,950; revenue \$100,000. Format: MOR, C&W. Principals: Gerald M. and Theodore A. Fried (30% each) own retail furniture and appliance company and real estate companies. James P. O'Leary (30%) owns advertising agency and half interest in recording studio. Arthur M. Sherman (10%) is former news director of WHP-AM-FM-TV Harrisburg and is special assistant to state agriculture secretary in Pennsylvania. Ann. July 8.

■ Lares, Puerto Rico—Jose David Soler seeks 1200 khz, 250 w-D. P.O. address: Urb. El Eden C-33, Coamo, Puerto Rico 00640. Estimated construction cost \$21,050; first-year operating cost \$22,200; revenue \$42,000. Format: Latin American, North American. Principals: Mr. Soler is general manager, engineer and 16 2/3% stockholder of WCPR (AM) Coamo. Ann. July 8.

AM actions

■ San Jose, Calif.—FCC returned as unacceptable for filing, application of Public Communicators for new noncommercial operation on 1170 khz, now licensed to KLOK. Reconsideration petition was not filed in time. Action July 2.

■ McRae, Ga.—William T. Dodd and John W. Davidson. Broadcast Bureau granted 1410 khz, 1 kw-D. P.O. address: 127 Glynn St., Jesup, Ga. 31545. Estimated construction cost \$5,000; first-year operating cost \$55,000; revenue \$70,000. Format: C&W. Principals: Mr. Todd (50%) is former general manager of WDAX(AM) McRae and grocery store owner. Mr. Davidson (50%) is president-treasurer of WLOP(AM)-WIFO(FM) Jesup, Ga. Messrs. Todd and Davidson request interim authority for deleted facilities of WDAX (BP-19862). Action July 1.

■ Agana, Guam—Far East Broadcasting Co. Broadcast Bureau granted 940 khz, 10 kw-U. P.O. address: 12225 E. Beverly Boulevard, Whittier, Calif. 90608. Estimated construction cost \$85,000; first-year operating cost \$115,000. Principal: Dr. Eugene R. Berterman, executive director (BP-19691). Action July 3.

■ Lykens, Pa.—Quinn Broadcasting. Broadcast Bureau granted 1290 khz 500 w-D. P.O. address: 455 Main St., Lykens 17048. Estimated construction cost \$33,142; first-year operating cost \$42,042; revenue not given. Format: Standard pops. Principals: James F. Hepler (43%) is special agent for Prudential Insurance Co.; John R. Thomas (33%) is chief engineer at WCMB(AM)-WSFM(FM) Harrisburg, Pa. and Thomas L. Buffington (24%) is communications craftsman at American Telephone and Telegraph. (BP-19089). Action July 3.

AM start

■ WBFC Stanton, Ky.—Authorized program operation on 1470 khz, 500 w-D. Action June 20.

FM applications

■ Shafter, Calif.—Combined Communications Broadcast Group seeks 97.7 mhz, 3 kw., HAAT 300 ft. P.O. address: 2841 Hermosita Dr., Glendale, Calif. 91208. Estimated construction cost \$39,829; first-year operating cost \$64,000; revenue \$72,000. Format:

progressive MOR, contemporary, folk. Principals: Stuart W. Epperson (50%) owns WKBA(AM) Vinton, Va.; WKBX(AM) Winston-Salem; WRBX(AM) Chapel Hill, both North Carolina. Edward G. Atsinger III owns WKBQ(AM) Garner, N.C. and KDAR-FM Oxnard, Calif. Together they own KBIS(AM) Bakersfield, Calif. Ann. July 9.

■ Derby, Conn.—Stand Inc. seeks 90.5 mhz, 10 w. P.O. address: 246 Main St., Derby 06418. Estimated construction cost \$3,610; first-year operating cost \$1,250. Principal: Bruce R. Theriault, communication coordinator for nonprofit educational corporation. Ann. July 9.

■ Batesville, Ind.—Batesville Broadcasting Co. seeks 103.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 1314 S. Dexter Ave., Evansville, Ind. 47714. Estimated construction cost \$58,329; first-year operating cost \$43,050; revenue \$80,000. Format: MOR, contemporary. Principal: Donald G. Davis (100%) is co-manager of WBIC(FM) Henderson, Ky. Ann. July 11.

■ Gettysburg, Pa.—Gettysburg College seeks 90.3 mhz, 10 w. P.O. address: c/o Dr. David F. Haskell, Gettysburg 17325. Estimated construction cost \$6,277; first-year operating cost \$6,515. Principal: C.A. Hanson, president of private educational institution. Ann. July 9.

■ Memphis—Memphis State University seeks 89.9 mhz, 10 w. P.O. address: Speech and Drama Dept., Main Campus, Memphis State U., Memphis 38111. Estimated construction cost \$22,114; Principal: Dr. John H. Sloan. Ann. July 11.

■ Spokane, Wash.—Whitworth College seeks 91.5 mhz, 10 w. P.O. address: Whitworth College, Spokane 99251. Estimated construction cost \$7,599; first-year operating cost \$1,600. Principal: Jon Flora, student program director. Ann. July 9.

■ Rock Springs, Wyo.—Media West Inc. seeks 96.5 mhz, 98.8 kw., HAAT 1,620 ft. P.O. address: Box 2128, Rock Springs 82901. Estimated construction cost \$75,348; first-year operating cost \$7,200; revenue not given. Format: contemporary, C&W. Principals: Arnold H. Morck (90%) and William J. Luzmoor III (10%) own KRKK(AM) Rock Springs. Mr. Morck also has real estate and banking interests and Mr. Luzmoor is general manager of KRKK. Ann. July 11.

FM actions

■ Birmingham, Ala.—Board of Trustees of University of Alabama for University of Alabama in Birmingham. Broadcast Bureau granted 90.3 mhz, 25 kw., HAAT 740 ft. P.O. address: University Station, Birmingham 35294. Estimated construction cost \$275,817; first-year operating cost \$88,500. Principal: Dr. John B. Dunbar, vice president for administration (BPED-1939). Action June 30.

■ Huntsville, Ala.—The Library Board, Huntsville Public Library. Broadcast Bureau granted 89.3 mhz, 100 kw. HAAT 754 ft. P.O. address: Box 443, Huntsville 35804. Estimated construction cost \$126,200; first-year operating cost \$58,810; revenue none.

Principals Eibert L. Watson, director of library, et al. (BPED-1627). Action June 30.

■ Mount Shasta, Calif.—Shasta Cascade Broadcasting Corp. Broadcast Bureau granted 95.3 mhz, 3 kw., HAAT 1,297 ft. P.O. address: Box 448, East Alma St., Mount Shasta 96067. Estimated construction cost \$27,582; first-year operating cost \$15,000; revenue \$30,000. Format: MOR. Principal: David H. Rees Sr. (100%) owns KWSB(AM) Mount Shasta (BPH-9333). Action July 2.

■ Telluride, Colo.—San Miguel Educational Fund. Broadcast Bureau granted 91.7 mhz, 100 w. P.O. address: 107 W. Columbia Ave., Telluride 81435. Estimated construction cost \$5,226; first-year operating cost \$6,000. Principal: James M. Bedford, secretary-treasurer. (BPED-1919). Action June 30.

■ Lakeland, Fla.—Evangel Christian School Inc. Broadcast Bureau granted 91.3 mhz, 50 kw, HAAT 403 ft. P.O. address: 360 E. Main St., Lakeland 33801. Estimated construction cost \$59,401; first-year operating cost \$38,448. Principal: Karl D. Strader, president (BPED-1931). Action June 30.

■ Titusville, Fla.—Florida Public Radio. Broadcast Bureau granted 89.9 mhz, 10 w. P.O. address: 110 La Grange Ave., Titusville 32780. Estimated construction cost \$2,200; first-year operating cost \$300. Format: educational. Principal: Randy Henry, president of Florida Public, is part-time bus driver (BPED-1921). Action June 30.

■ Chatsworth, Ga.—Application by David and Nancy A. Hayes for new FM on 99.3 dismissed at request of applicant (BPH-9019). Ann. July 9.

■ Hazlehurst, Ga.—Jeff Davis Broadcasters. Broadcast Bureau granted 93.5 mhz, 3 kw, HAAT 232 ft. P.O. address: Box 157, Hazlehurst 31539. Estimated construction cost \$19,045; first-year operating cost \$1,380; revenue \$25,000. Format: duplicates AM. Principals: John Hulett and Wimley Waters (50% each) own WVOH(AM) Hazlehurst (BPH-9269). Action June 30.

■ Wayne, Neb.—Theodore S. Storck. Broadcast Bureau granted 104.9 mhz, 3 kw., HAAT 113 ft. P.O. address: 12725 Milton St., Los Angeles 90066. Estimated construction cost \$2,100; first-year operating cost \$9,275; revenue \$20,000. Format: duplicating AM, contemporary. Principal: Mr. Storck, Los Angeles policeman, has also been granted KTCM(AM) Wayne (BPH-9260). Action June 30.

■ Albuquerque, N.M.—Albuquerque Public Broadcasting Corp. Broadcast Bureau granted 91.5 mhz, 8.3 kw., HAAT 4,160 ft. P.O. address: 1015 Indian School Rd., Albuquerque 87107. Estimated construction cost \$55,000; first-year operating cost \$80,000. Principal: Ernest L. Lovato, chairman (BPED-1752). Action June 30.

■ Warrenton, N.C.—Sound and Print United. Broadcast Bureau granted 90.9 mhz, 100 kw., HAAT 320 ft. P.O. address: Box 365, Warrenton 27589. Estimated construction cost \$119,275; first-year operating cost

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\$73,450. Principal: Ms. Valeria Lynch Lee, president of nonprofit corporation (BPED-1750). Action June 30.

■ *Grand Forks, N.D.—University of North Dakota. Broadcast Bureau granted 89.3 mhz, 37.5 kw., HAAT 215 ft. P.O. address: Box 8116, University Station, Grand Forks 58201. Estimated construction cost \$86,428; first-year operating cost \$75,000. Principal: David E. Beach is manager of University of North Dakota run *KFJM(AM) Grand Forks (BPED-1348). Action June 30.

■ *Toledo, Ohio—Greater Toledo Educational Television Foundation. Broadcast Bureau granted 91.3 mhz, 28.5 kw. HAAT 554 ft. P.O. address 415 North St. Clair, Toledo 43604. Estimated construction cost \$108,273; first-year operating cost \$92,850; revenue none. Principals: Mrs. Ann A. Stranahan is president of nonprofit Greater Toledo Educational Television Foundation (BPED-1734). Action June 30.

■ *Tonkawa, Okla.—Northern Oklahoma College. Broadcast Bureau granted 90.5 mhz, 10 w, HAAT 84 ft. P.O. address: 1220 E. Grand, Tonkawa 74653. Estimated construction cost \$3,687; first-year operating cost \$2,500. Principal: Edward E. Vineyard, president (BPED-1958). Action June 30.

■ *Columbia, S.C.—South Carolina Educational Television Commission.—Broadcast Bureau granted 91.3 mhz, 100 kw., HAAT 850 ft. P.O. address: 2712 Millwood Ave., Columbia 29205. Estimated construction cost \$79,635; first-year operating cost \$44,500. Principal: Henry J. Cauthen, general manager (BPED-1151). Action June 30.

■ *Gunnison, Utah—South Sanpete School District. Broadcast Bureau granted 91.7 mhz, 10 w, HAAT minus 253 ft. P.O. address: 51 S. Main St., Manti, Utah 84642. Estimated construction cost \$6,400; first-year operating cost \$600. Principal: Thomas A. Henretty, vocational director (BPED-1959). Action June 30.

■ *Manti, Utah—South Sanpete School District. Broadcast Bureau granted 90.7 mhz, 10 w, HAAT minus 462 ft. P.O. address: 51 S. Main St., Manti 84642. Estimated construction cost \$3,600; first-year operating cost \$1,000. Principal: Thomas A. Henretty, vocational director (BPED-1960). Action June 30.

Ownership changes

Applications

■ KTEE(AM) Idaho Falls, Idaho (1260 khz, 5 kw-D)—Seeks assignment of license from The Benay Corp. to Communications Corp. of Idaho for \$545,899 (notes to be retired and assumption of liabilities). Seller: Leo Higham, president. Buyer: The Benay Corp. is owned 33 1/3% by Communications Corp. of Idaho. Clifford J. Barborka Jr. (33 1/3%) is radio and television consultant. Barney Goodwin (33 1/3%) owns ranch and has interest in mining and construction companies. Merlin F. Farnes (33 1/3%) has interest in saw mill and car and mobile home company. Management and staff for KTEE will remain the same. Ann. July 11.

■ WMDR(FM) Moline, Ill. (96.9 mhz, 50 kw)—Seeks assignment of license from Lee Enterprises to Fred Epstein Organization for \$350,000. Seller: Lee Enterprises, Lloyd G. Schermer, president, owns KGLO-AM-TV Mason City, Iowa; KEYC-FM-TV Mankato, Minn.; WTAD-AM-WQCY-FM Quincy, Ill.; KHQA-TV Hannibal, Mo. and WSAZ-TV Huntington, W. Va. Buyers: Fred Epstein Organization is subsidiary of KSTT Inc. Frederick Epstein (70.5%), Judith C. Epstein (15.3%), Susan LaForce (11%), et al. own KSTT(AM) Davenport, Iowa and applicant for FM in East Moline, Ill. Ann. July 10.

■ WJNC(AM)-WRCM(FM) Jacksonville, N.C. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 92.1 mhz, 3 kw)—Seeks transfer of control of Onslow Broadcasting Corp. from Robert P. Mendelson and Eileen E. Shuebruk (100% before; none after) to Beasley Broadcast Group of Jacksonville (none before; 100% after). Consideration: \$500,000. Principals: Mr. Mendelson wishes to retire. George G. Beasley (100%) has major interests in WFCM(AM)-WOKN(FM) Goldsboro, N.C.; WMOO(AM)-WBLX(FM) Mobile, Ala.; WFAI(AM) Fayetteville, N.C.; WGAC(AM) Augusta, Ga. and minor interests WHNC(AM)-WXNC(FM) Henderson; WKGX(AM) Lenoir, both North Carolina; WDMT-FM Cleveland and WASC(AM) Spartanburg, S.C. Mr. Beasley has applied for approval to sell interest in WASC(AM) and obtain full ownership in WDMT-FM. Ann. July 10.

Actions

■ KLAZ(FM) Little Rock, Ark. (98.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Tower Communications Co. to Ronald E. Curtis for \$387,500. Seller: Dan A. Garner is commercial developer. Buyer: Mr. Curtis owns Ron Curtis & Co., communications executive search firm (BALH-2124). Action June 27.

■ KEG(AM) Santa Clara; KUBA-AM-KHEX-FM Yuba City, both Calif.; KLIQ(AM) Portland, Ore.; KUDY-AM-KICN-FM Spokane, Wash.—Broadcast Bureau granted transfer of negative control of Cascade Broadcasting Corp. (from de facto to de jure by Pacific Insurance Investment Co.) through acquisition of control of Trans Pacific Financial Corp. (grandparent of licensee corporation) by First Farwest Corp. (BTC-7785). Action June 30.

■ KWG(AM) Stockton, Calif. (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted relinquishment of negative control of Barnes Enterprises by John B. Jacobs and Robert L. Eubanks (50% each before; 45% each after), through transfer of stock to Dave Williams (none before; 10% after) (BTC-7782). Action June 25.

■ WKYE(AM) Bristol, Tenn.—Application for assignment of license from Highland Development Corp. of Bristol to Kampen International dismissed for failure to prosecute (BAL-8354). Ann. July 1.

■ KONI-AM-FM Spanish Fork, Utah (AM: 1480 khz, 1 kw-D; FM: 106.3 mhz, 220 kw)—Broadcast Bureau granted transfer of control of Pioneer Broadcasting Co. from George K. and Charlotte L. Culbertson to George K. and Charlotte L. Culbertson, trustees (BTC-7787). Action June 30.

■ WAUK-AM-FM Waukesha, Wis. (AM: 1510 khz, 10 w-D, DA; FM: 106.1 mhz, 19.5 kw)—Broadcast Bureau granted assignment of license from Zondervan Broadcasting Corp. to Stebbins Communications for \$450,000. Seller: Zondervan Broadcasting is subsidiary of Zondervan Corp., publisher, and licensee of WJBL-AM-FM Holland, Mich. Buyers: Mrs. M. Earlene Stebbins (51%) and son, Paul M. Stebbins (49%) have formed new corporation (BAL-8380, BALH-2118). Action June 30.

Facilities changes

TV actions

■ *KRMA-TV Denver—Broadcast Bureau granted CP to change type trans. (BPET-512).

■ WXIA-TV Atlanta—Broadcast Bureau granted CP to change ERP to 300 kw (vis.); 59.7 kw (aur.); change type of ant.; make changes in ant. structure; and ant. height 1,048 ft. (BPCT-4850). Action July 8.

■ *KBIN Council Bluffs, Iowa—Broadcast Bureau granted mod. of CP to change ERP to 247 kw (vis.); 24.7 kw (aur.); make changes in ant. system; and ant. height 317 ft. (BMPET-846). Action June 27.

■ KTVH(TV) Hutchinson, Kan.—FCC granted request of KTVH to shift main studio from Hutchinson to Wichita, Kan. In approving shift, FCC noted its rules require station's main studio to be in community of license unless good cause is shown for its being outside community. In its proposal, KTVH said it planned to continue operation of Hutchinson studio. However, that studio would be point of origin for less than 50% of station's local nonentertainment programming. FCC cautioned that studio change did not reduce station's primary obligation to meet ascertained needs and interests of Hutchinson and added that future renewals of license would be judged with regard to station's obligation to community. Action July 1.

■ WBTW Charlotte, N.C.—Broadcast Bureau granted CP to install alt. main trans. (BPCT-4842). Action July 7.

■ WCSC-TV Charleston, S.C.—Broadcast Bureau granted CP to change type ant., special (BPCT-4858). Action July 7.

■ WSPA-TV Spartanburg, S.C.—Broadcast Bureau granted CP to change type of aux. trans. (BPCT-4867). Action June 30.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KWIV Douglas, Wyo. (BP-19,395), June 20; WEMD Easton, Md. (BP-19,684), June 24; WFMO Fairmont, N.C. (BP-19,666), June 20 and WTLK Taylorsville, N.C. (BP-19,790), June 19.

FM applications

■ KAFF-FM Flagstaff, Ariz.—Seeks CP to change trans. location to Mt. Mormon, 17 miles south-south-east of Flagstaff; change studio location to W. Hwy. 66, Flagstaff; install new trans.; install new ant.; make change in ant. system (decrease height); change TPO; ERP: 48.6 kw (H&V) and HAAT: 1,514 ft. (H&V). Ann. July 10.

■ WWLM Canton, Miss.—Seeks mod. of permit to change trans.-studio location to Rt. 3, Canton; change trans.; change ant.; make changes in ant. system (increase height); change TPO; ERP: 3 kw (H&V) and HAAT: 300 ft. (H&V). Ann. July 10.

■ KCOU Columbia, Mo.—Seeks CP to redescribe studio location-remote control to 102 Pershing Hall, University of Missouri on Hill St., Columbia; install new trans.; install new ant.; make change in ant. system (increase height); change TPO; ERP: 427 w and HAAT: 110.96 ft. Ann. July 11.

■ WGVO Greenville, Ohio—Seeks mod. of permit to change frequency to 91.7 mhz; change ant.; make change in ant. system (decrease height); change transmission line; ERP: 78 w and HAAT: 96 ft. Ann. July 11.

■ KROZ Tyler, Tex.—Data filed in accordance with commission's first report and order to change frequency to 92.1 mhz; change trans.; change ant.; change TPO; HAAT: 281.125 ft. and change frequency modulation monitor (Doc. 20139). Ann. July 11.

FM actions

■ KLGT Breckenridge, Colo.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; make changes in transmitting equipment; change TPO; ERP 3 kw (H&V); ant. height —230 ft. (H&V); remote control from main studio at 306 South Main St., Breckenridge (BMPH-14522). Action July 3.

■ WLRB Rehoboth Beach, Del.—Broadcast Bureau granted mod. of CP to change trans. and studio location to County Rd. 288, 1 mile south of 287, 3.3 miles west of Belltown, Del.; change ant.; ERP 3 kw (H&V); ant. height 300 feet (H&V) (BMPH-14505). Action July 2.

■ WAVV Tampa, Fla.—Broadcast Bureau granted CP to install new trans.; change TPO; change ERP 100 kw (H&V); ant. height 460 ft. (H&V); remote control from 101 N. Tampa St., Tampa (BPH-9463). Action July 3.

■ KDEA New Iberia, La.—Broadcast Bureau, granted CP to install new ant.; change ERP 51 kw (H&V); ant. height change 440 ft. (H&V); remote control from 121 W. Main St., New Iberia (BPH-9479). Action July 3.

■ KIBC Ogallala, Neb.—Broadcast Bureau granted mod. of CP to specify studio and remote control as 20 N. Spruce St., Ogallala; change trans.; change ant.; change TPO; ERP 3 kw (H&V); ant. height 300 ft. (H&V) (BMPH-14521). Action July 2.

■ WSUS Franklin, N.J.—Broadcast Bureau granted CP to make changes in transmitting equipment and shorten transmission line; ERP 360 w (H&V); ant. height 760 ft. (H&V); remote control from main studio at 75 Main St., Franklin (BPH-9467). Action July 3.

■ WPIX-FM New York—Broadcast Bureau granted CP to change trans. location to World Trade Center, New York; install new trans.; install new ant.; change TPO; change ERP 3.6 kw (H&V); ant. height change to 1420 ft. (H&V); remote control from main studio at 220 East 42nd St., New York (BPH-9456). Action July 3.

■ WTVN-FM Columbus, Ohio—Broadcast Bureau granted CP to operate by remote control from WTVN-TV master control room, 753 Harmon Ave., Columbus; install new trans.; install new ant.; change TPO; change ERP 40 kw (H&V); change ant. height 550 ft. (H&V); remote control; condition (BPH-9461). Action July 3.

■ WCJO Jackson, Ohio—Broadcast Bureau granted CP to change trans. location to 3 1/2 miles southeast of Jackson; make changes in ant. system (increase height); change TPO; change ERP 3 kw (H&V); change ant. height 300 ft. (H&V); remote control from 227 E. Broadway St., Jackson (BPH-9420). Action July 3.

■ WKBI-FM Ridgway, Pa.—Broadcast Bureau granted CP to install new ant. at main trans.; make changes in transmitting equipment; change TPO; ERP 740 w (H&V); ant. height 550 ft. (H&V); remote control from Main and Broad St., Ridgway, and 10 Railroad St., St. Marys, Pa. (BPH-9465); granted mod.

of CP to change ant. at aux. trans.; make changes in transmission equipment; change ant. height 550 ft. (H&V); ERP 200 w (H&V); remote control from Main & Broad St., Ridgeway, and I0 Railroad St., St. Marys (BMPH-14515). Action July 3.

■ **WJLC-FM** South Boston, Va.—Broadcast Bureau granted CP to use former main trans. as aux. and original ant., at main trans. location to be operated on 97.5 mhz; change TPO 1 kw; ERP 2.75 kw (H); ant. height 250 ft. (H); remote control from main studio site 554 N. Main St., South Boston, Va. (for auxiliary purposes only); condition (BPH-9459). Action July 3.

■ **KTNT-FM** Tacoma, Wash.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 100 kw (H); 41 kw(V); ant. height 380 ft. (H&V) (BPH-9281). Action July 2.

■ ***WHAD** Delafield, Wis.—Broadcast Bureau granted CP to install new trans.; install new ant.; make changes in transmitting equipment; change TPO; change ERP 79 kw (H&V); ant. height 700 ft. (H&V); remote control from main studio at 821 University Ave. (Vilas Hall), Madison, Wis. (BPED-2030). Action July 3.

■ **WBKV-FM** West Bend, Wis.—Broadcast Bureau granted mod. of CP to make changes in ant. system (increase height); ERP 47 kw (H&V); ant. height 500 ft. (H&V); remote control from main studio at E. Decorah Rd. at Indiana Ave., West Bend; conditions (BMPH-14520). Action July 2.

FM start

■ Following station was authorized program operating authority for changed facilities on date shown: **WMYB-FM** Myrtle Beach, S.C. (BPH-8879), June 24.

In contest

Designated for hearing

■ **Shreveport and Bossier City, La., FM proceeding:** G.F. Abendroth, et al. and Coastal Broadcasting Corp., competing for 100.1 (Docs. 20537-8)—Broadcast Bureau designated for hearing competing applications of G.F. Abendroth, et al. and Coastal Broadcasting Corp. for new FM. Bureau also approved agreement providing for dismissal of two other mutually exclusive applications—Bossier Broadcasting Corp. and Shreveport-Bossier Broadcasting—in return for reimbursement. Hearing issues to be determined include which proposal would better provide fair, efficient and equitable distribution of radio service and, in event it should be concluded that choice between two applicants should not be based solely on this consideration, which of proposed operations would better serve public interest. Action July 3.

■ **KMCM(AM)** McMinnville, Ore., **renewal proceeding:** Norjud Broadcasting (Doc. 20543)—FCC designated for hearing application of Norjud Broadcasting for renewal of KMCM(AM). FCC said issues to be determined included whether station broadcast personal attacks and if so, to ascertain extent of violations; whether KMCM broadcast political editorials and to what extent it had, if true; whether station engaged in censorship of materials submitted by candidates in response to political editorials and whether KMCM discriminated between candidates in its practices, regulations and facilities or services rendered to legally qualified candidates responding to station's political editorials. Action July 8.

Case assignments

Acting Chief ALJ Lenore G. Ehrig made following assignments on date shown:

■ **Orlando, Fla., TV proceeding:** Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television, Comint Corp. and TV 9 Inc. (Docs. 11803, 17339, 17341-2, 17344)—Designated ALJ David I. Kraushaar as presiding judge and scheduled hearing for September 22. Action June 30.

■ **Pensacola, Fla., FM proceeding:** Perdido Broadcasting Co. and Barba Broadcasting Co., competing for 107.3 mhz (Docs. 20469)—Designated ALJ Chester F. Naumowicz Jr. as presiding judge and scheduled hearing for September 8. Action June 30.

Procedural rulings

■ **WJAM(AM)** Marion, Ala., **renewal proceeding:** Radio Marion (Doc. 20383)—ALJ Reuben Lozner scheduled hearing for Oct. 15 in Marion. Action July 1.

■ **WACT(AM)** Tuscaloosa, Ala., **renewal proceeding:** New South Radio (Doc. 20463)—ALJ Byron E.

Harrison confirmed procedural schedule in which hearing originally scheduled for Aug. 4 was continued to Dec. 8. Action July 7.

■ **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 canceled July 14 hearing and rescheduled hearing for July 29 in Stamford. Action July 2.

■ **Iowa City, AM proceeding:** Braverman Broadcasting Co. and Johnson County Broadcasting Corp. (KXIC[AM]Iowa City) competing for 800 khz (Docs. 19596-7)—ALJ David I. Kraushaar granted request by Broadcast Bureau and rescheduled hearing for Aug. 6 in lieu of Aug. 18. Action July 7.

Dismissed

■ **Arkadelphia, Ark., FM proceeding:** Arkadelphia Broadcasting Co. and Great Southwest Media Corp., competing for 100.9 mhz (Docs. 19892, 4)—ALJ John H. Conlin dismissed as moot joint petition for approval of agreement by Great Southwest Media Corp. and Arkadelphia; granted application of Arkadelphia; and terminated proceeding. Action July 8.

■ **Crowley, La., FM proceeding:** KSIG Broadcasting Co., Rice Capital Broadcasting Co. and Southwest Louisiana Radio Broadcasting Co., competing for 102.9 mhz (Doc. 20441-3)—ALJ David I. Kraushaar granted joint motion by Rice Capital Broadcasting Co. and Southwest Louisiana Radio Broadcasting Co. and dismissed with prejudice application of KSIG. Action July 10.

■ **Quitman, Miss., FM proceeding:** A. C. Elliot Jr. and Melvin Pulley, competing for 98.3 mhz (Docs. 20196-7)—ALJ Walter C. Miller granted motion by Elliott and dismissed with prejudice application of Pulley; canceled hearing scheduled for July 15 and closed evidentiary record. Action July 7.

■ **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 dismissed with prejudice application of W.M.E.D. Associates. Action July 9.

Joint agreement

■ **South Lake Tahoe, Calif., FM proceeding:** KWOL Inc., New World Broadcasting Co. and Entertainment Enterprises, competing for 100.1 mhz at South Lake Tahoe (Docs. 19978-80)—ALJ Chester F. Naumowicz Jr. granted joint request, approved applicants, joint agreement; dismissed application of KOWL Inc., granted that of Entertainment and terminated case. Action July 1.

Initial decision

■ **Camilla, Ga., FM proceeding:** Capel Broadcasting Co. and Enterprise Broadcasting, competing for 105.5 mhz (Docs. 20245-6)—ALJ Ernest Nash granted application of Enterprise Broadcasting for new FM and denied competing application of Capel Broadcasting Co. Ann. July 7.

FCC decision

■ **St. Louis and Granite City, Ill., AM proceeding:** Doubleday Broadcasting Co., seeking KWK(AM) St.

Louis facilities (1380 khz), and Norman Broadcasting Co. (WGNU[AM] Granite City), seeking frequency change from 920 khz to 1380 khz (Docs. 20277-80)—FCC denied motion by Bronco Broadcasting Co., St. Louis, requesting stay of hearings on competing applications for facilities of KWK pending court review of FCC action returning its tardy application as unacceptable for filing. Action July 8.

Fines

■ **WATV(AM)** Birmingham, Ala.—Broadcast Bureau notified Crescendo Broadcasting that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by operating transmitting system without properly licensed operator. Action June 27.

■ **KJAZ(FM)** Alameda, Calif.—Broadcast Bureau notified Patrick Henry that he incurred apparent liability for forfeiture of \$250 for willful or repeated violation of rules by failing to log readings of transmitter plate current and plate voltage at intervals of 3 hours or less and failing to have any entries of frequency measurements in maintenance log. Action July 1.

■ **WCLA-AM-FM** Claxton, Ga.—Broadcast Bureau ordered The Evans County Broadcasting Co. to forfeit \$1,500 for repeated violations of rules by operating WCLA(AM) with excessive power prior to sunrise time; by having operator on duty at WCLA-FM who did not hold valid radio operator license and by failing to log operator in charge of transmitter. Action July 7.

■ **KGMB(AM)** Honolulu—Broadcast Bureau notified Hefel Broadcasting Corp. that it incurred apparent liability for forfeiture of \$1,000 for willful or repeated violation of rules by operating in excess of authorized power or by failing to make notations in operating log. Action July 1.

■ **WTIM(AM)** Taylorsville, Ill.—Broadcast Bureau notified PSB Inc. that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules for various operating and maintenance log violations and operating by remote control. Action June 27.

■ **WADE(AM)** Wadesboro, N.C.—Broadcast Bureau notified Carolinas Advertising it incurred apparent liability for \$500 forfeiture for repeated violation of rules by failing to provide licensed operator in charge of station transmitter since operator's license had expired. Action July 7.

■ **WGTM(AM)** Wilson, N.C.—Broadcast Bureau notified Campbell Broadcasting of liability for \$600 forfeiture for willful or repeated violation of rules by operation of transmitter by unlicensed operator and by failing to enter base current ratios and deviations in maintenance log of daily directional pattern. Action July 7.

■ **WCSM(AM)** Celina, Ohio—Broadcast Bureau ordered Johnston Broadcasting to forfeit \$1,000 for repeated violation of rules in that transmitter input power had not been maintained within permitted tolerance for presunrise operation. Action July 7.

■ **KUIK(AM)** Hillsboro, Ore.—Broadcast Bureau notified Sho-N-Tel Inc. that it incurred apparent liability for forfeiture of \$250 for willful or repeated

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Summary of broadcasting

FCC tabulations as of June 30, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,417	0	28	4,448	40	4,488
Commercial FM	2,659	0	39	2,698	149	2,847
Educational FM	734	0	23	757	93	850
Total Radio	7,810	0	90	7,903	282	8,185
Commercial TV	699	1	6	706	53	759
VHF	508	1	2	511	9	520
UHF	191	0	4	195	44	239
Educational TV	224	9	10	243	13	256
VHF	89	3	4	96	3	99
UHF	135	6	6	147	10	157
Total TV	923	10	16	949	76	1,015

*Special temporary authorization

**Includes off-air licenses

violation of rules by operating in excess of authorized power. Action July 2.

■ **KWMC(AM)** Del Rio, Tex.—Broadcast Bureau notified Amistad Broadcasting Co. that it incurred apparent liability for forfeiture of \$1,500 for willful or repeated violation of rules by failing to have properly licensed operator on duty at transmitter or remote control point; failing to make frequency measurement checks each month; failing to have acceptable means to monitor modulation; failure to maintain functional equipment for emergency action notification; failing to log times of station identification; operating at greater and less than authorized power and failure to reduce or raise power by remote control to authorized license variance. Action June 27.

■ **KFRO(AM)** Longview, Tex.—Broadcast Bureau notified Voice of Longview that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by failing to maintain power within limits prescribed, or readings were made with modulation, or remote antenna meter was not calibrated to read within 2% of regular ammeter. Action June 27.

■ **WBTX(AM)** Broadway, Va.—Broadcast Bureau notified Massanutten Broadcasting Co. that it incurred apparent liability for forfeiture of \$250 for willful or repeated violation of rules by operating by remote control. Action July 1.

■ **WILA(AM)** Danville, Va.—Broadcast Bureau notified WILA Inc. of apparent liability for \$2,000 forfeiture for willful or repeated violation of rules by operating station with transmitter output power in excess of 105% of authorized power of 1000 w. Action July 7.

■ **WFLS(AM)** Fredericksburg, Va.—Broadcast Bureau notified Star Broadcasting Corp. that it incurred apparent liability for forfeiture of \$2,000 for willful or repeated violation of rules by operating with daytime power levels under Pre-Sunrise Service Authority. Action July 1.

Other actions

■ Broadcast Bureau granted authority for ABC-owned and affiliated stations to carry to completion following programs, without any time after 7 p.m. counting toward permissible three hours network prime time material under prime time rule: (1) network coverage of golf tournaments on July 20, August 10 and August 24, provided that coverage is scheduled to end by 6:30 p.m. and (2) network coverage of NFL Hall of Fame Football Game on August 2, provided coverage is scheduled to end by 7 p.m. Action June 23.

■ Broadcast Bureau granted waiver of dual network rules to permit simultaneous broadcast of NBC News and Information Service programming and two NBC Radio Network programs by stations in same community affiliated with NBC's NIS and Radio Network services. Waiver is granted through July 1, 1976. NBC's request for waiver of rules for additional Bicentennial programming is denied without prejudice to subsequent waiver request for Bicentennial programming which specify length and frequency of programs or program series involved. Action June 27.

■ **WAUD(AM)** Auburn, Ala.—FCC denied motion by Nancy Spears and Frankie King, individually, and Human Relations Council of Alabama, for withdrawal of their petition to deny renewal application of WAUD. Request was based on agreement between petitioners and WAUD's licensee, in which licensee agreed that it would comply with and be bound by cer-

tain commitments concerning its programming and employment practices. FCC found that agreement was inconsistent with letter and spirit of Proposed Policy Statement regarding agreements between broadcast licensees and public. Commission said it regarded agreement as having "no force or effect." Action July 1.

■ **KMJ-TV** Fresno, Calif.—FCC granted request by Television Advisory Committee of Mexican-Americans to withdraw its informal objection to renewal of license for KMJ-TV. Request was based on agreement between committee and licensee of KMJ-TV, McClatchy Newspapers. FCC found that provisions of agreement were in accord with recent Proposed Policy Statement on agreements between licensees and public. FCC said due to other pending matters, renewal application for KMJ-TV would remain in deferred status. Action July 1.

■ **KGO-TV** San Francisco and **KABC-TV** Los Angeles—Broadcast Bureau granted waiver of prime time access rule to permit both stations to carry half-hour ABC Television Network Saturday evening newscast at 7 p.m., beginning July 5 and running through September 6 without such time counting toward permissible three hours of network and off-network programming permitted by rule, provided that network program is preceded and followed by half-hour of locals news or public affairs programming. Action June 27.

■ **KQRS-AM-FM** Golden Valley, Minn.—FCC granted short-term license renewals for KQRS-AM-FM, licensed to Hudson Broadcasting Corp., for period ending June 1, 1976. FCC said this would give it opportunity to review stations' operations at earlier date. Committee for Open Media objected to renewals, alleging that stations' transmitter operating logs had been routinely falsified by station personnel. While special field inspection of KQRS-AM-FM conducted on June 4, 1974, disclosed no further rule violations, commission said it appeared that in past Hudson Broadcasting had fallen short of degree of control and supervision expected of licensee. Action July 1.

■ **WPVI-TV** Philadelphia and **WKBW-TV** Buffalo, N.Y.—Broadcast Bureau granted waiver of prime time access rule to present 30-minute Saturday ABC network news programs at 7 p.m. beginning June 28, 1975, and running through September 6, 1975, without time counting toward permissible three hours of network and off-network programs each evening permitted by rule. Action June 18.

■ **WRFE(FM)** Aguada, Puerto Rico—Broadcast Bureau denied request for rule waiver to identify as Aguada-Mayaguez. Action July 2.

■ **KBMT-TV** Beaumont, Tex.—FCC denied request of Liberty National Corp. for ruling on applicability of commission's "three-year rule" to proposed purchase and resale of KBMT-TV. Rule prohibits transfer of control of license if station has been operated by proposed assignor or transferor for less than three successive years. FCC said it generally has refrained from issuing rulings in such circumstances but rather has preferred "to pass on such questions within context of properly filed application where all factors bearing upon request and public interest may be considered." Action July 9.

Allocations

Actions

FCC took following actions on **FM** allocations:

■ Alabama, Mississippi and Georgia—FCC denied three petitions for reconsideration of two 1974 commission rulings involving interrelated proposals that would have resulted in alteration or assignment of FM channels in 22 communities in Alabama, Mississippi and Georgia. Petitions were filed by Oliva Broadcasting Co., Ocilla, Ga., Troy Maddox and A.J. Guest, Blackshear, Ga., and Broadcast Good Music! Committee, Atlanta. Principal proposal in proceeding was filed by Broadcast Good Music seeking assignment of ch. 300 as seventh FM channel at Atlanta. "The overriding consideration in making FM channel assignment depends on availability," commission said. "In this respect, however, we are not yet prepared to make wholesale changes in table in order to make particular assignment. We believe that this sort of action would be vastly disruptive to development of FM broadcasting..." Action July 1.

■ **Holiday, Fla.**—Broadcast Bureau proposed assignment of ch. 221A to Holiday as community's first FM station. Action was in response to petition by Ralph M. Hansen Jr. Action June 27.

■ **Illinois**—FCC denied petition by Northern Illinois Broadcasting Co., Inc., licensee of WNIB(FM) Chicago, requesting several FM channel assignment changes for communities in Illinois. Northern proposed substituting ch. 284 for ch. 245, occupied by WKZN(FM) at Zion, to eliminate severe short-spacing between WNIB and Zion's present assignment. FCC found that if proposal were granted, public would be net loser and stations involved would suffer as well. However regrettable limited coverage situation faced by WNIB might be, commission concluded that Northern's petition had offered no remedy that would not lead to result far worse than present condition. Action July 2.

Rulemaking

Action

■ FCC amended rules to permit FM translator service for individual communities to be provided by combination of signals vertically and horizontally polarized. Action July 2.

Translators

Application

■ **Central Virginia Educational Television Corp.**, Arlington and vicinity, Va.—Seeks ch. 14, rebroadcasting WNVF Goldvein, Va. (BPTT-2881). Ann. July 10.

Actions

■ **K04IC** Howard, Colo.—Broadcast Bureau granted CP for new translator on ch. 4, rebroadcasting KRDO-TV Colorado Springs (BPTTV-4725). Action June 17.

■ **K70BV**, **K73CA** and **K75AQ** Kabetogama, Minn.—Broadcast Bureau granted CP to change frequency and call letters to K69AZ on ch. 69; K65AP on ch. 65 and K67AR on ch. 67 (BPTT-2808-9, 2811). Action June 17.

■ **K79AL** and **K82A1** Orr, Minn.—Broadcast Bureau granted CP to change frequency and call letters to K61AL on ch. 61 and K63AL on ch. 63 (BPTT-2814-5). Action June 17.

■ **K70BN** and **K74AS** Virginia, Minn.—Broadcast Bureau granted CP to change frequency and call letters to K68AT on ch. 68 and K66AP on ch. 66 (BPTT-2807, 2810). Action June 17.

■ **K56AJ** Bassett, Neb.—Broadcast Bureau granted CP for new translator on ch. 56, rebroadcasting KCNA-TV Albion, Neb. (BPTT-2832). Action June 12.

■ **W62AK** Presho, N.Y.—Broadcast Bureau granted CP for translator on ch. 62, rebroadcasting WSKG Binghamton, N.Y. (BPTT-2803). Action June 24.

■ **K09ML** Riverside, Ore.—Broadcast Bureau granted CP for new translator on ch. 9, rebroadcasting KIVI Nampa, Idaho (BPTTV-5283). Action June 16.

■ **W10AS** Sabana Grande, Youco and San German, Puerto Rico—Broadcast Bureau granted CP for translator to rebroadcast WSUR-TV Ponce, Puerto Rico via translator W82AM (BPTTV-4894). Action

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June 20.

- K09MK Martin, S.C.—Broadcast Bureau granted CP for new translator on ch. 9, rebroadcasting KBHE-TV Rapid City, S.D. (BPTTV-4871). Action June 12.
- K58A1 Swett and Porcupine, S.D.—Broadcast Bureau granted CP for new translator on ch. 58, rebroadcasting KBHE-TV Rapid City, S.D. (BPTT-2541). Action June 12.
- K70BD, K74AO and K80AN Fillmore, Meadow and Kanosh, Utah—Broadcast Bureau granted CP to change frequency and call letters to K61AM on ch. 61; K58A1 on ch. 58 and K55BA on ch. 55 (BPTT-2840-2). Action June 20.
- W60AG Abingdon and areas of Washington county, Va.—Broadcast Bureau granted CP for new translator on ch. 60, rebroadcasting WSVN-TV Norton, Va. (BPTT-2791). Action June 16.
- W69AK Bland and W69AJ Rocky Gap, Va.—Broadcast Bureau granted CPs for two translators on ch. 69, rebroadcasting WBRA-TV Roanoke, Va. (BPTT-2792-3). Action June 20.
- W70AS Strasburg and Front Royal and W77AG Madison, Va.—Broadcast authorizations canceled and call letters deleted at request of licensee. Ann. July 11.

Cable

Applications

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

- Richey Cable, 6501 E. Dreyfus, Scottsdale, Ariz. 85254, for Eagar, Ariz. (CAC-05312): KTVK, KPHO-TV, KAET, KOOL-TV Phoenix; KTAR-TV Mesa; KVOA-TV, KGUN-TV, KOLD-TV Tucson, all Arizona.
- H. B. Cable TV, Box 1305, Eureka, Calif. 95501, for Blue Lake, Calif. (CAC-05271): KEET, KIEM-TV, KVIQ-TV Eureka; KRCR-TV Redding; KRON-TV, KGO-TV, KPIX, KBHK-TV San Francisco; KTVU Oakland; KTXL, KXTV Sacramento, all California.
- Southern Monterey County CATV, for King City, Calif. (CAC-05310): Add KMEX-TV, KTLA Los Angeles.
- H.B. Cable TV, for McKinleyville, Calif. (CAC-05320): Requests certification of existing operations.
- San Dieguito Cable Co., for Park Place, Calif. (CAC-05319): Requests certification of existing operations.
- Eastern Shore CATV Inc., for Fenwick Island, Del. (CAC-05313): Requests certification of existing operations.
- Palm Beach Cable Television Co., Box 10297, Riviera Beach, Fla. 33404, for Palm Beach county, Fla. (CAC-05325): WPBT, WTHS-TV, WCKT, WPLG-TV, WLTV, WTVJ Miami; WPTV Palm Beach; WPEC West Palm Beach; WKID, WTVX, Ft. Pierce, all Florida.
- Sight & Sound Service Corp., for Greensburg, Ind. (CAC-05327): Add WIPB Muncie, Ind.; WKEF Dayton, Ohio; WKON Owenton, Ky.; WMUB-TV Oxford, Ohio.
- Vista Cable Inc., for Monon, Ind. (CAC-05089): Add WISH-TV Indianapolis.
- Haysville Cable T.V., Box 776, Chanute, Kan. 66720, for Haysville (CAC-05314) and Derby Cable T.V., for Derby (CAC-05315), both Kansas: KARD-TV, KAKE-TV Wichita; KTVH, KPTS Hutchinson, both Kansas; KBMA-TV Kansas City; KPLR-TV St. Louis, both Missouri; *KTWU Topeka, Kan.
- Alpine Cable TV Inc., for Alexandria, La. (CAC-05311): Add WMAU Bude, Miss.
- Mid-South Telecasters, c/o Clint L. Pierson Jr., esq., Rodrigue & Pierson, Covington, La. 70433, for Covington, La. (CAC-05318): WWL-TV, WDSU-TV, WYUE, WYES, WGNO-TV New Orleans; WBRZ, WAFB-TV, WLPB-TV, WRBT Baton Rouge, both Louisiana; WLOX-TV Biloxi, Miss.; KHTV Houston.
- Amcomm-Minnesota, for Cottonwood, Minn. (CAC-05326): Requests certification of existing operations.
- Cablevision of Osage Beach, 12541 Bennington Pl., St. Louis 63141, for Osage Beach, Mo. (CAC-05270): KYTV, KOLR, KMTC, KOZK Springfield; KOMU-TV, KCBJ Columbia; KRCC Jefferson City, all

Missouri.

- Continental Cablevision of Ohio, for Willard (CAC-05321), New Haven township (CAC-05322), Plymouth (CAC-05323) and Plymouth township (CAC-05324), all Ohio: Add WGTE-TV Toledo, Ohio.
- Service Electric Cable TV, for Mahanoy City (CAC-05272), Blythe township (CAC-05273), East Brunswick township (CAC-05274), Butler township (CAC-05275), Delano township (CAC-05276), Frackville (CAC-05277), Gilberton (CAC-05278), Girardville (CAC-05279), Mahanoy township (CAC-05280), West Mahanoy township (CAC-05281), New Castle township (CAC-05282), New Ringold (CAC-05283), Norwegian township (CAC-05284), East Norwegian township (CAC-05285), Ryan township (CAC-05286), Rush township (CAC-05287), St. Clair (CAC-05288), Tamaqua (CAC-05289), Walker township (CAC-05290), West Penn township (CAC-05291); Ashland Video Co., for Ashland (CAC-05292), Barry township (CAC-05293), Butler township (CAC-05294), Conyngham township (CAC-05295), Centralia (CAC-05296), East Cameron township (CAC-05297); Pioneer Cable TV, for Gordon (CAC-05298), Ringtown (CAC-05299), Union township (CAC-05300); B.K.P. Television Systems, for Sunbury City (CAC-05301); Selingsgrove (CAC-05302), Northumberland (CAC-05303), Upper Augusta township (CAC-05304) and Rockefeller township (CAC-05305), all Pennsylvania: Add WPHL, WTAF Philadelphia; WKBS-TV Burlington, N.J.
- Blue Ridge Cable Television, for Meshoppen, Pa. (CAC-05316R): Requests renewal of certificate of compliance.
- B.K.P. Television Systems for Point township (CAC-05306), Shamokin Dam (CAC-05307), Monroe township (CAC-05308), and Penn township (CAC-05309), all Pennsylvania: Add WPLH-TV, WTAF-TV Philadelphia; WKBS-TV Burlington, N.J.
- Athena Cablevision of Knoxville, Knoxville, Tenn. (CAC-05317): Add WCLP-TV Chatsworth, Ga.; WSVN-TV Norton, Va.

Certification actions

- CATV Bureau granted following operators of cable TV systems certificates of compliance: Sammons Communications, West Fairview, Pa. (CAC-3277); Sammons Communications, Lower Paxton township, Pa. (CAC-3297); Kickapoo Cable TV/Black River Cable Vision, Black River Falls, Wis. (CAC-4159); Eastern Shore CATV, Ocean City, Md. (CAC-5039) and Vista Cable, Remington, Ind. (CAC-5087).
- Wichita, Kan.—FCC granted application by AirCapital Cablevision for certificate of compliance to begin service in Wichita, located in Wichita-Hutchinson, Kan., major TV market. AirCapital proposed carrying KARD-TV, KAKE-TV Wichita, KTVH-TV, *KPTS Hutchinson, Kan.; KBMA-TV Kansas City, Mo.; and KWGN-TV Denver. KAKE-TV and Radio, licensee of KAKE-TV, objected to AirCapital's application, contending that its franchise was not in strict compliance with rules. In addition, KAKE-TV asserted that since Kansas State Network owns 35% of AirCapital's stock and is also licensee of KARD-TV, ownership combination is in violation of cross-ownership rules. Stating that it did not believe it should "freeze" cable development where local dispute over operative date of franchise was unresolved, FCC said it was persuaded that franchise issued AirCapital was valid (CAC-1402). Action July 2.
- East Lansing, Mich.—Cable Bureau granted application by National Cable Co. for certificate of compliance to add *WTVS Detroit and directed it to amend its application for recertification with reference to franchise fee in excess of 3% to conform with FCC rules (CAC-4942). Action July 7.
- Palmyra, Mo.—Application by Palmyra Cablevision for certificate of compliance dismissed for failure to prosecute (CAC-3364). Action July 2.
- Imperial, Neb.—Burwell Cable TV has been ordered by FCC to amend its application for certificate of compliance to operate system at Imperial, located in Hayes Center, Neb., smaller TV market. Burwell applied for certification last December. It requested authorization to carry KWNB-TV Hayes Center, KOMC McCook, *KPNE-TV and KNOP-TV North Platte, KLOE-TV Goodland, Kan., and KTVS Sterling, Colo. System became operational on or about December 1, in violation of rule which requires certification by FCC before system can become operational. Burwell contended its untimely commence-

ment of operations was not intentional and requested waiver to continue carriage of inconsistent signals KNOP-TV and KLOE-TV. FCC said Burwell has not documented that good cause would exist for waiver; having failed to do so, continued carriage would not be in public interest and they must be deleted forthwith (CAC-4647). Action July 9.

- Ellwood City, Ellport, Wampum and Kippel boroughs and Wayne, Perry, North Sewickley and Franklin townships, Pa.—Cable Bureau granted applications by Armstrong Utilities for certificates of compliance to add WUAB Lorain and WKBF-TV Cleveland; waived rules to permit two basic access channels to be shared among all areas and waived rules to permit continued carriage of WJAC-TV Johnstown, Pa., WTRF-TV Wheeling, W. Va., and WSTV-TV Steubenville, Ohio (CAC-2190-2197). Action July 9.
- Towanda and Monroe boroughs, Monroe, Towanda and Wysox townships and North Towanda, Pa.—Cable Bureau granted in part applications by Centre Video Corp. for certificates of compliance to add WOR-TV New York and denied waiver of rules to carry WPIX New York (CAC-5020-5). Action July 7.
- Arbor Vitae, Cloverland, Land O'Lakes, Plum Lake, Lincoln, Presque Isle and Winchester, Wis.—Cable Bureau granted applications by Northern Lights Cable Corp. for certificates of compliance to carry WAEO-TV Rhinelander; WSAU-TV and WAOW-TV Wausau; *WPNE and WBAY-TV Green Bay, Wis., and WLUC-TV Marquette, Mich. Rule waiver was granted to permit carriage of non-network and syndicated programming of WBAY-TV and WLUC-TV in lieu of independent station since predicted microwave costs of importing distant independent signal would place severe strain on company (CAC-3886, 3888, 3890, 3891, 3892, 3895, 3898). Action July 7.

Other actions

- Newport, Del.—FCC informed Rollins Cable Vue, operator of system in Newport, that it temporarily may discontinue carrying WBAL-TV Baltimore until such time as it makes converters available to its subscribers. FCC noted it previously had held it would be unnecessary for system to obtain another certificate of compliance before recommending carriage of previously certified signal. Action July 8.
- WBRE-TV Wilkes-Barre, Pa.—FCC denied application by WBRE-TV Inc., for review of Broadcast Bureau ruling that granted Blue Ridge Cable Television permission to inspect certain financial records of NEP Communications and WBRE-TV Inc. NEP is licensee of WNEP-TV Scranton, Pa. and WBRE-TV Inc. is licensee of WBRE-TV. Blue Ridge had requested permission to inspect 1972, 1973 and 1974 annual financial reports of both stations, alleging that station's financial status had been placed in issue in petition for special relief in which they sought relief from implementation of commission's revised network exclusivity rules. To provide Blue Ridge Cable, owner of systems in Wilkes-Barre-Scranton market, fair opportunity to evaluate arguments and respond, Bureau said financial statements should be made available. Action July 1.
- Charlotte Amalie, St. Thomas, V.I.—FCC requested Caribbean Communications Corp., to voluntarily discontinue carriage of Armed Forces Television Station, ch. 40, Roosevelt Roads Naval Station, Puerto Rico on its system at Charlotte Amalie. Action was in response to complaint filed by U.S. Department of Defense, operator of Roosevelt Roads station. While there was no provision in either Communications Act or rules explicitly prohibiting carriage by cable of signal originated by government station, FCC said public interest was disserved by such carriage and urged Caribbean to voluntarily terminate its carriage of Armed Forces signal. Action July 2.

Rulemaking

- FCC formally adopted network nonduplication rules for television systems in Mountain Time Zone that are identical to rules in effect throughout rest of country since 1972. FCC also provided special procedure designed to preserve status quo of smaller market stations in Mountain Zone seeking relief from standard. Action July 9.
- FCC adopted rule prohibiting any cable system from importing, via distant TV signal, sports event that is being played within TV market in which cable community is located. Rule provides a 35-mile zone of protection into which distant telecasts of same game may not be imported by system when home team is playing at home and when game is not available on local television signal. Action July 9.

Classified Advertising

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Vermont Vacationland Salesperson needed by WIPS. Get away to Green Mountains and Champlain Valley to develop undersold market. Base salary, immediate commissions on established list, car expenses provision. Self starters with experience, call John or Linda at WIPS-Ticonderoga, NY 518-585-2868.

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Monterey, California, live in one of America's most beautiful resort growth areas. Outstanding contemporary station with excellent opportunity for a professional salesperson who has career management aspirations with rapidly growing group. Guarantee versus 20%. The person we're seeking should earn \$15,000 first year. EOE/MF. Reply Greentree Group, P.O. Box 68, Moraga, CA 94556.

Help Wanted Announcers

DJ Wanted Four station chain always has openings for combo DJ/sales people. Earn \$12,000 first year. Box F-185, BROADCASTING.

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.

Creative copywriter and production person for contemporary metropolitan New York station. Position includes short air shift. Tape, resume and copy samples to Stephen Haltom, WRAN, P.O. Box 528, Dover, NJ 07801. E.O.E.

Small market station seeks announcer for evening shift. Production ability very helpful. Live on the U.S.-Canadian border and love it. Send resume, references and audition tape to WSLB, Box 239, Ogdensburg, NY 13669.

Mature MOR announcer: CBS MOR/Contemporary station in 100,000 plus market. Seeking announcer for afternoon drive program. Two years experience preferred. Excellent benefits. Rush resume and 7% IPS tape with commercial delivery and MOR format to Program Director, Radio Station WSOY, P.O. Box 2250, Decatur, IL 62526.

Good and getting better? We're expanding and need two top 40 personalities. Tapes and resumes to Ken Curtis, WVOP, P.O. Box 900, Vidalia, GA 30474.

Central Indiana stable AM-FM station needs night announcer looking for permanent position. The person we hire must want to settle and become part of our station and community. Call manager 317-342-3394.

New station needs announcer, program director to supervise announcing staff of new FM MOR station in Kilmarnock, Virginia. Write Dean Loudy, Warsaw, VA 22572 or call 804-333-4105 after six.

Immediate opening for experienced announcer 5 KW-AM station. Write full particulars and minimum salary to start to W.C. Maxwell, Box 427, UPO, Kingston, NY 12401.

Help Wanted Technical

Engineering manager Major midwest market AM/FM seeks engineering manager experienced in all aspects of Technical Department administration. Position requires first phone and background in directional antenna systems. Equal Opportunity Employer. Reply Box F-208, BROADCASTING.

Help Wanted Technical Continued

Mature AM FM Automation Engineer to keep all systems functioning. \$12,000 a year. Southwest Texas. Reply Box G-5, BROADCASTING.

Chief for AM directional & FM stereo in New Jersey. Must be capable complete maintenance. Excellent salary. Box G-146, BROADCASTING.

Challenge for the right technical individual. Help put new Class C FM on the air. Chief for AM and FM. Group ownership. Equal Opportunity Employer. KVIC, Box 3487, Victoria, TX 77901 512-573-9171.

Engineer-Announcer: 1st ticket and maintenance for Western Pa. stereo FM. Good salary for right person. Resume to Larry Conti, WFEM-FM, Ellwood City, PA 16117.

Wanted: Chief Engineer for 30,000 watt public stereo FM station in Wash. D.C. area. Must have a degree or at least two years experience in a comparable broadcast position. Send resume to Don Martin, WGTS-FM, Takoma Park, MD 20012. EOE.

Chief engineer - St. Louis market. Directional AM station seeking chief with minimum five years' experience, knowledge of DA, FCC regulations. No board work, but ability to handle some production of commercials helpful. Major station in market, good working conditions. Fringe benefits. Send resume, salary requirements to J. Costantino, GM, WRTH, 135 N. Merrimac, St. Louis, MO. 63105 An Equal Opportunity Employer/MF.

Transmitter Engineer for 5 KW operation. Must have First Class License and capability to learn quickly under technical director. WSAV, Savannah, GA.

Caribbean: Unique situation (English speaking) Shirt sleeves and shorts working chief. Company will be small operation consisting of 3VHF and one FM license. Opportunity to invest and participate in ownership. Contact Jim Garth, P.O. Box 21032, Ft. Lauderdale, FL 33316 or call 305-525-5953.

Broadcast Engineer for maintenance responsibility in 5KW DA and 50KW-Stereo with program automation. Good opportunity, benefits and working conditions in new equipment operation. Resume to: Lew Owens, Box 11670, Lexington, KY 40511.

Help Wanted News

Aggressive AM/FM in College town needs experienced News Director. Good references required. Manager, KRUS, Box 430, Ruston, LA 71270.

Professional journalist wanted by full-time 5 KW indie near Philadelphia. Permanent position for exp. person digging, writing and airing local news. Oppt. for p-b-p. Send tape and resume to WCOJ, Coatesville, PA 19320. An Equal Opportunity Employer.

News editor for public radio stations. Gather, write, edit, and air news programs. Work as part production team developing newsfeatures for magazine programs. Salary \$9500. At least one year's radio experience desirable with demonstrated ability to communicate effectively on the air. Deep interest community and world affairs necessary. BA level degree journalism, broadcasting or related area desirable but experience can be substituted. Application deadline, August 11th. Resume, air samples to: Donald Forsling, Associate Manager, WOI-AM-FM, Ames, IA 50010. Equal Opportunity-Affirmative Action Employer.

We need top notch news director, writer, reporter. Must be able to establish contacts to maintain reading news position. If you are a go getter with proper background and credentials call Bob Ritter, 912-382-1234.

Farm News Broadcaster Opportunities and growth unlimited. Must know farm markets. Contact Bob Boettger at 815-469-2163.

Help Wanted Programing, Production, Others

Virginia modern country needs person with heavy production ability and creative approach. Limited air work with lots of local news and production. We can afford someone who can handle plenty of responsibility. Resume to Box G-113, BROADCASTING.

Top rated modern country station needs program director, personality and production. Earn \$10,000 first year. Company benefits and Florida sunshine. Send resume to Box G-147, BROADCASTING.

Wanted: Fine arts director for public radio station in Wash. DC market. Will announce classical music. Degree and/or experience in classical music required. Must have third phone. Send resume and tape to Don Martin, WGTS-FM, Takoma Park, MD 20012. EOE.

Mid-America University of 7,000 students needs versatile, energetic, imaginative TV-radio news specialist. TV experience desired. Must have initiative, mature judgment, ability to work with administrators, faculty, staff and students in developing timely TV and radio news reports to area electronic media. Salary range: \$8,500 to \$10,000. Send resume to: Director of Information and Public Services, Murray State University, Murray, KY 42071.

Center for Radio and Television is seeking a faculty member for Fall 1975 to teach beginning courses in radio and/or television production and programming, with prime emphasis in writing for media. Master's degree required, 2 years of college or university teaching experience, and background in advertising agency writing activity. Free lance writing and/or public relations experience desirable. Apply to Dr. William H. Tomlinson, Center for Radio and Television, Ball State University, Muncie, IN 47306. Applications requested by August 1, 1975. An Equal Opportunity/Affirmative Action Employer.

Situations Wanted Management

G.M. Presently employed. Will move for right offer. Nine years experience in small & medium markets. Box G-60, BROADCASTING.

Currently GM of an AM signal covering a half million; have increased billing 150%. Previous GM position increased billing threefold. Young, aggressive, excellent references, degree, 1st phone. Now seriously looking. Market size and area secondary. Box G-106, BROADCASTING.

Ohioan will program your station to be community oriented. Community involvement my specialty. Also know music, etc. College stations considered. Currently teaching college course. Box G-122, BROADCASTING.

A boss knows knows how its done. A leader shows how its done. Let me lead for you. Young, experienced GM, SM, PD. I can train and motivate effectively. Box G-125, BROADCASTING.

Situations Wanted Sales

I want more, more responsibility. More challenges. More \$\$. I want sales. Presently employed at network with three year experience in financial and traffic areas. Willing to learn and work hard. BS in R&TV. Box G-138, BROADCASTING.

Creative sales dynamo: Successful convert (West Coast agency Creative Director to Mid-Western AE/Branch Manager) specializing in new business acquisition. Seeking transition to broadcast sales representative, increased income through commission system with strong metro station. Billing growth guaranteed! 402-391-7677.

Sales, news and sports director looking for change. Would like sales, play-by-play combo. Steve Turner, 10694 Ladue Road, Creve Coeur, MO 63141 314-432-2742.

Situations Wanted Announcers

Northern California AM driver wants San Diego opportunity. Can we meet second week of August? Box G-18, BROADCASTING.

Situations Wanted Announcers Continued

Top rated nite man, up tempo rocker, heavy personality, tapes & references to prove it, major or excellent med. Box G-62, BROADCASTING.

Radio TV personality, family man seeks more than a job in warmer climate near ocean, gulf, lake or deep river. (I'm a Pisces.) Presently PD of automated station. Over 10 years experience medium & major markets, 4 years as morning man. Have ticket, tubes, production expertise and sales ability. Let's talk. Box G-79, BROADCASTING.

Experienced contemporary MOR air personality and operations director desires move to Mid West University market station, for tapes and resume reply Box G-102, BROADCASTING.

I need: modern country air shift. I have two years experience, third phone, cooperative attitude. Music Director with results. Box G-103, BROADCASTING.

Experienced P.D., DJ/news/production/copy. FCC first ticket. Presently P.D. small NY station, seeking immediate, definite opening (any format) with growth opportunity on medium market northeast station. Tape available, but prefer personal audition-interview. Please state salary and type of position available, first letter. Remember, medium market only, please. Box G-108, BROADCASTING.

Sports announcer. Strong play by play. Major market talk background. Radio and/or TV. Box G-111, BROADCASTING.

Pick of the litter comedy team seeking top 40 or contemporary MOR DJ spot. Together 6 years, 3rd endorsed, radio and TV experience. Prolific writers, all original comedy material, brash or subtle, from satire to whimsy. Box G-112, BROADCASTING.

Mature announcer-copywriter. Deep resonant voice. Beautiful Music format. 3rd endorsed. Currently employed. Box G-118, BROADCASTING.

Attention Wisconsin: I can spark your station! I'm 30, with 8 years of radio experience, first phone, production manager, music director, very creative, dependable and stable. Present station will give excellent references. Box G-124, BROADCASTING.

Would like to come home to Northeast PA. College, experience all phases, radio and TV. Box G-129, BROADCASTING.

Young, single announcer seeking small market Adult Contemp./MOR station. Hard working, dependable, no screamer. 1 year experience, currently employed. 3rd endorsed. Will relocate. Box G-130, BROADCASTING.

Proven production pro seeks position at medium to large market West Coast station. Heavy on news, top LA. reference. Currently employed mid-west medium. Available September. Box G-132, BROADCASTING.

Young, creative jock with 1st phone looking for a move up. Experienced with Top 40 and MOR. Box G-134, BROADCASTING.

Dependable asst. PD with first looking for Top 40/rock position. Not afraid to work. Box G-135, BROADCASTING.

Disc jockey, good voice, good personality, can run tight board. Have 3rd phone, associate degree. Need start, some experience, will travel. Rock radio personality. Box G-136, BROADCASTING.

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Versatile announcer. Creative production, dedicated, experienced. Desires small, friendly station, Eastern U.S. 914-482-4239.

Announcer needs work. Will go anywhere. Contact Patrick Maher, Emmons, MN.

Family man eight years experience presently working. Looking for good country outlet. 815-933-9989.

Jock looking for break-in position. Will send resume or come in person. Reply Michael Wood, 1305 Clinton Ave., Apt 22, Irvington, NJ 07111.

Situations Wanted Announcers Continued

Two years automation co-ordinating in major Midwest market. SRP "Beautiful Music". Seeking announcer/operator position. Male, married, ready to relocate, B.S. Speech-Broadcasting, 3rd endorsed. Tape/resume/references: Robert Darnell, 9626 O'Hern Plaza No. 18, Omaha, NE 68127, 402-331-3759.

Beautiful Music operation! Sophisticated host. First phone. 27 years experience. Age 52. No automation. Fort Wayne, IN. 219-436-8781.

Need challenge! BA, personable, voice, currently top rated medium market beautiful music, seeking MOR or part-time in SoCal. Fred Missman, 5216 N. Sixth No. 204, Fresno, CA 93710, 209-224-7435.

Sick and tired of xeroxed jocks? Former PD looking for medium market gig as MD. Have worked almost all formats, know music inside out. 4 years in medium & major markets. Prefer northeast. No sinking ships please. Chris Landon. 212-658-2314.

Do you want me to make money for your station? I can, with my good commercials, news, and sales ability. 3rd endorsed. Will relocate. Prefer North Eastern states. Richard Goodman, 1745 East 8th Street, Brooklyn, NY 11223. 212-645-6486.

Personality, pipes, humor, creativity, experience, hairy chest. Major markets call me. 305-764-8975.

Personality seeking major market. 2 years experience. Air check and resume sent upon request. Call 303-237-2914.

Situations Wanted Technical

Young, energetic engineer seeks advancement. 25, degree, first phone, 8 years AM, FM Stereo, automation. Prefer Midwest. Box G-64, BROADCASTING.

Engineer, stable family man, 15 years chief, AM FM TV, seeking professional satisfaction, clean air in Southwest. Box G-107, BROADCASTING.

Engineer with well rounded background of AM-FM maintenance experience. Directional experience. Also can do airwork. If you have a good opportunity let me hear from you. Box G-126, BROADCASTING.

Chief Engineer: I've got the experience and know how. 25 years AM FM DA Stereo automation remote control, FCC rules, etc, construction and maintenance. How about it!! Box G-128, BROADCASTING.

Experienced AM/FM engineer seeking permanent position with chance for advancement. On-air experience. Married. 1-904-258-6174 evenings.

1st Phone Engineer, several years general electronics repair and two-way radio work. Will relocate. M. King, 2601 Almonaster Ave., New Orleans, LA 70117.

Situations Wanted News

Reporter, anchorman, sportsman. 8 years experience, Pbp, anchor, cameraman, 1st phone, pilot's license. B.A. degree. Lost job due to company financial problems. All areas considered. Box G-82, BROADCASTING.

Broadcast journalist seeking position in professional news operation. Experienced, former ND, strong writing, reporting, interviewing. Box G-37, BROADCASTING.

I'm unusual. I know radio news is better than TV news. I just built a radio news dept. into the most professional and largest in the region. I work for a major group in a top 30 market. If you want a serious news dept. let's talk. No hurry. Box G-120, BROADCASTING.

Medium-Major Market News Director, now working, wants out of Northeast. Top rank, major awards. Married, veteran. Box G-123, BROADCASTING.

Meteorologist, exceptional combination of professionalism and personality, warmth. AMS seal. Box G-139, BROADCASTING.

Situations Wanted News Continued

Wanted full-time job. Medium or major markets only. 4 years experience. Good writer. Weekend man in Detroit. Douglas Nagy 1-313-534-0251.

Small market ND Twice. Consider any position, medium market. Enthusiastic. Strong interviewing, writing, reporting. Notre Dame grad. Relocate. David Barrett, 705 W. Washington, Apt. 4, South Bend, IN 219-288-0217.

Pilot/Reporter. 27 years old, 3 years back-up traffic reporter for WDBO AM/FM Orlando, Florida. Call after 6:00 PM (Central). Russell Lazuka, 4020 Ridgley Country Club Dr., Apt. 606, Ft. Worth, TX, 76126. 817-737-5255.

Five years experience newsman and news director, seeking reporter position in good small or medium market. Family, B.S. Degree, teaching experience. Resume and tape available. Rod Neaveill, 1778 Cumberland Green Dr., No. 300, St. Charles, IL 60174. 312-584-5498.

Situations Wanted Programing, Production, Others

Commercial copywriting, production, programming, news. Five years experience. I've done the work in a small market, now I want the title and pay that goes with it. Married, no kids. Will relocate. Box G-40, BROADCASTING.

Present station changed format. Looking for program directorship at country formatted station. 815-933-9984.

Experienced P.D./announcer with an eye on the future looking for a stable position. MOR, Country. First phone. Family man. Charlie Walters, 408-255-2010.

Mature broadcaster, grass roots experience, all phases, seeks first program director's position. Excellent writing, airwork (non-rock), references. Box 1223, Northland, Southfield, MI 48075.

Mod Country PD. Heavy production, 10 years experience. 31 years old. Family man. Now. 915-653-2768.

Among Illinois' finest sport directors. Total action sports. Hearing is believing. 815-433-0581.

If you are a medium major modern country station that relates to your listening audience, I have to offer, stability, leadership, a love of country music, and the desire to grow within your organization. My qualifications are, first phone, 8 years experience, tight board, authoritative news, creative production, strong personality, and a desire to settle down to raise my family. 501-536-8208.

TELEVISION

Help Wanted Management

Development Director statewide PTV network. Planner and doer to raise funds from corporations, foundations and build continuing constituency through underwriting, annual gifts, auction, etc. Degree preferred. Exp. & achievement important. Write or call Paul K. Taff, CPTV, 24 Summit St., Hartford, CT. 203-278-5310. An Equal Opportunity Employer.

Help Wanted Sales

Account Executive. Group-owned NBC affiliate in Alaska's top market needs strong local AE. Some list, but mainly acquiring new accounts. 13% commission. EOE, M/F. No drifters. Send resume and references to Sales Manager, KENI-TV, PO Box 1160, Anchorage, AK 99510.

Needed, an experienced TV Salesperson in Upstate New York market. Must have excellent track record. Fine opportunity for the right salesperson. Salary, commission and liberal fringe benefits. Contact Charles Estlick, General Sales Manager, WNY5-TV, Syracuse. An Equal Opportunity Employer.

Help Wanted Announcers

Commercial Announcer with ability to handle sports segment in news. Experienced only, please. Southeast - Medium sized market. Reply with resume and salary range to Box G-141, BROADCASTING.

Help Wanted Technical

Television technicians wanted for positions in the Middle East. Five years of heavy maintenance experience required. Send resume and copies of certificates to Box G-61, BROADCASTING.

Supervisory position open for Engineer experienced in the operation and maintenance of RCA TTU-25B transmitter. Send resume to R.L. Ashenfeiter, WCIU-TV, 141 W. Jackson Blvd., Chicago, IL 60604. WCIU-TV is an Equal Opportunity Employer.

Engineer, with first and experience to join small PTV staff to operate and maintain Xmtr. and new color equipment. Resume to Dennis Dunbar, WGBY-TV, One Armory Square, Springfield, MA 01105. 413-781-2801. Equal Opportunity Employer.

Video and Maintenance Engineer for college and broadcast facility. Maintain IVC equipment. Long Island campus. First class desirable. Write Chief Engineer, WLIW-TV, Ellington Ave. West, Garden City, NY 11530.

Television Technician. Requires Associate Degree and/or Broadcasting Certificate from accredited technical institution. Must hold First Class Radio-Telephone License. Consideration given to work-related experience in broadcasting. Salary commensurate with educational preparation and experience. Send resume to William Ballard, Director of Channel 19, WUCM-TV, Delta College, University Center, MI 48710. An Equal Opportunity Employer.

TV Mobile Chief Engineer. Shirtsleeve type. California's fastest growing mobile company needs fully qualified man with PC70's, AVR2's and Ampex 3000. Editing experience helpful. Contact Messrs. Stevens or Sommer, 714-291-7292.

Broadcast engineer with sound radio and television experience to work with management consulting firm on station valuation matters in Washington, D.C. Administrative experience helpful. Please call Horace Gross, Frazier, Gross & Clay, Inc., 202-966-2280.

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 area code 209-529-7047.

Help Wanted News

Experienced anchorperson for Boise ABC affiliate. Applicants must have current VTR or film—we will request later. Box G-69, BROADCASTING.

News anchor, sports and weather for medium size midwest market. Strong on-air performance a must. Send resume and availability. Salary open, request for audition tape immediately follows receipt of resume. Looking for more than pretty faces, need involvement. Box G-127, BROADCASTING.

Aggressive news director for dynamic medium market in southeast. Must be experienced newswriter, administrator, organizer and ability to anchor Action News format. Reply with resume and minimum salary. Box G-142, BROADCASTING.

Television director needed. Prefer someone with experience in directing news, regular programs and commercials. Send application and resume to WKBN-TV, Attention of Norm Berger, 3930 Sunset Boulevard, Youngstown, OH 44501 promptly. An Equal Opportunity Employer.

Radio-TV Director-Catholic Diocese. Responsibility for electronic media. Send resume, salary expectation: Communications, Box 982, La Crosse, WI 54601.

Help Wanted Programing, Production, Others

Promotion Manager - creative, competitive, able to get the most out of on-air, plus moderate newspaper and other budgets. We are a good-sized market, VHF network affiliate, in a very competitive TV area. We need a skilled, imaginative, hard-working person to head up promotion. An Equal Opportunity Employer. Send full details to Box G-12, BROADCASTING.

Producer-director for public television station. Salary \$12,000 or higher depending on qualifications and experience. Send resume to Box G-70, BROADCASTING.

Operations Supervisor, university owned PTV. Bachelor's plus minimum one year professional production experience. Must be able to train & supervise college students in crew positions, sets, lighting, master control, etc. \$8500. Resume, references, tape (if available) to Production Manager, KRWG-TV, Box 3J, Las Cruces, NM 88003. Deadline August 1, 1975. Equal Opportunity/Affirmative Action Employer.

Promotions director for Public Broadcasting TV affiliate. Bachelors degree in journalism, broadcast or related field preferred; and experience in related area necessary. Must have advertising, promotions, print and broadcast writing experience. Good typing and clerical skills. Located in university community with good benefits. Salary range \$8,500 to \$10,500 dependent upon experience. Respond to Manager, KUID-TV, University of Idaho, Moscow, ID 83843. Closing date: August 15, 1975. An AA/EEO Employer.

Producer-professor, experienced, creative person to teach part-time in television and film and produce instructional programs. Master's degree required. Salary is competitive, based on qualifications. Position available Aug. 15. Contact Dr. Jack Wilson, UPO 912, Morehead State University, Morehead, KY 40351. 606-783-2134. MSU is an Equal Opportunity Employer.

Situations Wanted Management

Production/Operations Manager Executive Producer. Strong background station and studio operation, remotes, film production, news. Public affairs oriented. MA degree. Box G-110, BROADCASTING.

Station manager, operations-program director, etc. Highly qualified, experienced all phases. Special expertise in new station preparation (5 V-UHF), organization, troubleshooting. Heavy sales involvement. Accustomed to formidable challenges, responsibility. Aggressive quality competitor ready for a new challenge. Box G-116, BROADCASTING.

General Sales Manager. Professional. Ten years in Top 25 market. Ready to move. 414-962-4459.

Situations Wanted Sales

Attention: Major Market Television. Dynamic Radio Sales personality desires to switch to Television sales with growth opportunity leading to management. Can adjust and apply techniques quickly. Personable, knowledgeable and highly reputable. Write Box G-105, BROADCASTING.

Situations Wanted Technical

Professional 1st phone Audio Engineer, 6 years experience in creative production and live programming. Willing to relocate in Medium or Metro Market. Box G-121, BROADCASTING.

Experienced TV Control Engineer with first and engineering maintenance background seeking position. 1-904-258-6174 evenings.

First phone. BS Degree Broadcasting, 23, single, need training, go anywhere. Michael Presik, 931 Montclair Road, Pensacola, FL 904-433-4965.

Experienced, proven Chief Engineer: Studio transmitter planning/installations, maintenance. TV-AM-FM, microwave, proofs, FCC. Available early. Ray McInturff 1-703-371-2281.

Situations Wanted Technical Continued

Experienced AM/FM/TV Engineer seeks permanent position with chance for advancement. Married, 29. 1-904-258-6174 evenings.

Situations Wanted News

Experienced photo-journalist. Six years TV newsfilm, three as Chief Photographer. Worked all phases newsfilm, including processing and quality control. Inquire Box G-7, BROADCASTING.

Solid professional with five years medium market experience wants out of news directorship and back into field reporting. Visually oriented with news savvy, production skills, and masters degree. I am energetic and looking for a dedicated operation. Box G-67, BROADCASTING.

Utility man. News Director, Producer, Assignment Editor, Field Reporter, Anchor. Edits & shoots film. Five years TV experience ready to work for you. Box G-117, BROADCASTING.

Aggressive, young newsman seeks position as reporter, producer, or weekend anchor with your news team. Presently in Philadelphia market. Immediate availability. George Colajezzi, 143 Shoemaker Road, Huntingdon Valley, PA 19006 215-947-4936.

Experienced TV news Reporter-photographer-producer wants to quit politics and return to news. Willing to relocate. Pete Whelpton 617-358-2172.

Mature broadcaster, 26, seeking a responsible position in television news. 6 years experience in radio. B.A. Pol. Sci./Journ. plus T.V. training. 213-881-6770 for details or resume request.

Former Assistant News Director/Assignments Editor in Top 100 market seeks challenging position in TV news. Strong on writing/production. Contact Gene Lenore, 3255 N. Anderson, Tucson, AZ. 602-795-4459.

Situations Wanted Programing, Production, Others

Emmy winning black producer. (network O&O) 10 years media experience. Seeks TV producing or writing position. Box G-23, BROADCASTING.

Director/Producer 12 years experience in medium and major markets. Strong in news, public service and commercials. Experienced in all phases of production. Two Emmys. BA and graduate work. Available to relocate anywhere. Box G-94, BROADCASTING.

Program Manager Complete knowledge of feature film, syndicated product. Good administrator, creative. Know license renewal, CATV, research. Excellent background in promotion. Box G-97, BROADCASTING.

Major market writer-producer. Know tape, film, promotion, PR, Radio-TV, print, budgets, consider station, agency or, Box G-114, BROADCASTING.

Associate producer/director, 1½ years chief cameraman & ass't director (TV); background also includes film & still production; recent MA. Box G-119, BROADCASTING.

Producer, director, editor, writer seeks audiovisual position in film or television. B.S. degree in communications with four years experience. David Weinstein 919-488-5872.

Experienced producer/director. Returning to graduate school seeking free-lance assignments. sports, commercials. Gordon 513-868-1915.

BUY—SELL—TRADE

WANTED TO BUY EQUIPMENT

1KW AM transmitter wanted for use as auxiliary. Should be clean and in good condition. Contact Walter C. Maxwell, WGHQ, at 914-331-8200.

Wanted to Buy Equipment Continued

Equipment Wanted: Looking to buy two 55 or 60 kilowatt UHF transmitters, RCA or Harris. Immediate availability needed. Call Craig Gosden 213-553-3600.

We need used 250, 50, 1 KW, 10KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

Equipment wanted: Collins 21-E, RCA 6TA-10-H, Schafer 800-T automation. I buy for sale south of the border or anywhere. To buy or sell good used transmitters, automation, etc. Contact Paul Schafer, Schafer International, 5801 Soledad Mtn. Rd., La Jolla, CA 92037 Phone 714-459-0222.

Equipment Wanted: Looking to buy self-supporting tower, 200-250-300-350 foot. Immediate availability needed. Call Craig Gosden 213-553-3600.

FOR SALE EQUIPMENT

Gates FMC12 Bay Circular antenna with heaters, beam tilt and null fill tuned to 96.5. 1 ERI rejection filter. 21 sections Andrews 3 1/8 inch rigid with hangers. One Collins 20V2 1 kw AM transmitter tuned to 1050KC. 200 feet ½ inch foam Helix and Mosley isocoupler. Miscellaneous Gates FM limiters and AGC amplifiers all equipment is in excellent condition and removed from service due to our recent move. Contact: George Kravis, KRAV, Tulsa, OK. Telephone: 918-585-5555.

Transmitter parts, 12,000 spare parts and tubes for RCA TT50AH transmitter. Complete list available. Contact Wayne Seacat, WGAL-TV, Lincoln Highway West, Lancaster, PA 17604. Ph. 717-393-5851.

For sale. Immediate delivery. Approximately 120 foot roll Andrew three inch Helix Type HJ850B. Unpacked. Left over from antenna job. Sealed. Never used. Value \$1,600. Pick up immediately for \$1,500 cash. WPBS. 215-483-7200. Mr. Hogan.

TV transmitter available soon. Composite 25 KW Visual Amplifier now operating on Channel 4; also a Federal FTL 17A rated 5KW Visual, 2.5 KW Aural. WSM Inc., Box 100, Nashville, TN 37202. Ph. 615-749-2206.

General Electric 100 watt 2 frequency (26.25, 26.27) FM base station, with master controller remote unit, porta-mobil unit, also 2 frequency with charger. Mobil unit 100 watt 2 frequency; mobil unit 100 watt 1 frequency; 100 foot R6-8v cable antenna, S4000. All equipment less than six months old. Call Bill Raymond, WWCO, 203-758-2468.

Gates SA-40, was main KORT control board thru June 75. No case, bad meter. As is. S315. 4-K Radio Inc., Box 936, Lewiston, ID 83501.

Microtime 398 Time Base Corrector. 8 mths. old - excellent condition. Fully operational. \$8,000.00. Reach Productions, 513-228-6573.

Three Marconi Mark 7A color cameras, cable, zoom lenses & spare parts, as is, very reasonable. Call G. Stevens 305-895-6400.

IVC 870 color VTR. Assemble/Insert editing. Excellent condition. 6 mths. old. \$6,000.00. Reach Productions, 513-228-6573.

One stop for all your professional audio requirements. Bottom line oriented. F.T.C. Brewer Company, Box 8057, Pensacola, FL 32505.

Helix-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Two Gates CB-11 12 inch turntables, less arms. \$125 each. 4-K Radio, Box 936, Lewiston, ID 83501.

COMEDY

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Profile

A gradualist with a vision at Cox Cable

Henry Harris became involved with cable television on the very day the FCC, through its second report and order, put a freeze on CATV growth—April 1, 1966. For a man who considers himself a “conservative,” becoming business manager for the cable division of Cox Broadcasting Corp. in the face of such an omen may have seemed imprudent. Indeed, looking back, Mr. Harris admits that he “came close” to shifting to the broadcasting side of Cox around 1966 and 1967, although he added, “I always knew we would get out of the freeze.”

Today Mr. Harris is president of Cox Cable Communications Inc. (which has been separated from Cox Broadcasting except on a corporate level), the fifth largest multiple system operator in the country and, among its other distinctions, operator of the nation’s largest single system (the 100,000-subscribers-plus Mission Cable TV Inc. in San Diego).

Paradoxically, the Harris brand of conservatism has been responsible for growth at Cox Cable. With regard to franchising, Mr. Harris explains that he is not into the “wild game of wild promises,” as were some other cable outfits in the 1960’s and early 1970’s, when it was not unknown for applicants to offer cities as much as 15% of their gross revenues to gain a franchise. Admittedly, Cox was not competitive with other bidders during those years, but Mr. Harris explains that while many systems could not perform, Cox has performed on every franchise it held.

“I don’t believe in making a crap shoot,” says Mr. Harris of his business attitudes. Therefore, while Cox may not be the first to do something, he suggests, it is often the first to make money doing it. “My forte is not pumping something up,” said Mr. Harris, adding that Cox could have announced it was planning to build 10 or more earth stations and immediately added several points to its publicly traded stock. “That is not how I play the game,” notes Mr. Harris—who does say that before the end of the year Cox will enter the satellite—distribution side of pay cable.

Mr. Harris attributes his conservatism to his Southern upbringing and business training. He was born and raised in Raleigh, N.C., moving to Winston-Salem, N.C., as a teen-ager. He earned a BS in business administration at the University of North Carolina at Chapel Hill in 1960. He went to college on an ROTC scholarship and immediately after graduation



Henry Wood Harris—president of Cox Cable Communications Inc., Atlanta; b. Raleigh, N.C., June 11, 1938; BS in business administration, University of North Carolina, Chapel Hill, 1960; infantry platoon commander and instructor at ordnance school, U.S. Marine Corps, 1960-63; MBA, University of North Carolina, 1964; loan officer and manager of dealer finance section, Trust Company of Georgia, Atlanta, 1964-66; taught economics at Georgia State College, Atlanta, 1964-65; joined Cox Broadcasting as manager of cable division, 1966; vice president, director of operations and chief financial officer, Cox Cable, 1969-70; president 1970; member of National Cable Television Association executive committee, 1974; NCTA board member, 1973-present; m. Mary Margaret Durham of Winston-Salem, N.C. June 10, 1960; children—Greg, 13; Charlotte, 9.

went into the Marines for three and a half years. “I didn’t exactly see the world,” he reflects, explaining that his military service took him only to Quantico, Va., and Camp Lejeune, N.C.

After the military, Mr. Harris first earned a masters degree in business administration, also from UNC, and then went to a bank job in Atlanta with the Trust Company of Georgia, as a loan officer and manager of the dealer finance section. At nights he taught economics at Georgia State College, an experience Mr. Harris said provided “good psychological

rewards.” Through a banking acquaintance, H. Stewart Corbett Jr. (now vice president of subsidiary operations and assistant treasurer, Cox Broadcasting), Mr. Harris was introduced to Cox.

That acquaintance and an attraction to cable because of its “visible growth” characteristics pulled Mr. Harris into the CATV industry. Looking back, he comments that it was “pure luck” to get in on the ground floor of the industry as he did.

When Cox Cable went public in 1968 and spun out of Cox Broadcasting (although the latter retains a 56% controlling interest) it had 45,000 subscribers. Now Cox has over 360,000. The “blood and guts” of the business, according to Mr. Harris, is marketing. He acknowledges that he has no “magical new ideas” but insists that offering a larger product package is the message in successful marketing. More distant signals and access channels are elements in bolstering the product package, says Mr. Harris. No single service draws subscribers, but collectively a large package enhances the value of a cable hookup to people and maintains subscriber demand, he explains: “It’s like filling up a bucket with an eyedropper.”

If the beauty in the cable industry is its steady growth, according to the Harris analysis, then its trouble lies when cable gets into the “blue yonder.” Cox Cable stays abreast of new developments, but Mr. Harris feels that two-way capability and other ancillary services are a little too far off to warrant his committing the company to them at the moment.

Mr. Harris takes more chances outside the office. “I’m not very good at anything,” he contends, “But I like to do just about everything”—including running the river on a raft with his youngsters, Greg, 13, and Charlotte, 9. He also likes to play tennis and golf and an occasional card game.

As do most in the cable industry, Mr. Harris has his eyes on pay cable where he sees a substantial return for a moderate investment. Among the attractions of cable, he explains, is that it does not involve as much risk while holding out the prospect of generating needed capital.

One thing that can hamstring that “visible growth” of cable is unfavorable regulation, and Mr. Harris’s remarks on that subject do not differ from his colleagues. “We can’t break down the regulatory door,” he says, “but we can put a foot in the door and each time when another CATV-carried-signal is shown to have no negative effect on broadcasters, open the door a little more.”

Editorials

Not again

The House Communications Subcommittee spent four days last week listening to witnesses, including some whose time is valuable, talk about the impact of television advertising on the young. It was just another summer rerun, or, to be more precise, a rerun of a rerun of a rerun, ad infinitum.

There was Peggy Charren, with the Ford Foundation picking up the check, condemning the presence of advertising in any programming that children may watch. There was Robert Choate, financed by inheritance, accusing television advertising of ruining the health of the young. How can these people continue to obtain an audience before legislators who are perfectly aware that the first television generation is taller, brighter, healthier than any that preceded it, just as the last pretelevision generation was taller, brighter and healthier than generations preceding it?

The national sense of proportion is endangered when Congress listens repeatedly to this kind of testimony. Nor is it advanced when legislation is introduced, as by Representative Timothy Wirth (D-Colo.), to create a government council on children's television advertising (BROADCASTING, July 14). Not on advertising in general, mind you. Not on the innumerable other institutions and conditions that may affect the young. Just on advertising contained in television programs broadcast before 8:30 p.m. with audiences composed at least 25% of children under 11.

This is not to say there should be no concern over the kind and quantity of television advertising to which children may be exposed. It is to say, however, that the concern is sometimes overblown and oftener misdirected. And it ignores the considerable self-discipline that has been imposed over recent years to correct earlier excesses, as in toy advertising.

As the House hearings clearly demonstrated last week, there is no evidence that contemporary television advertising is harming the young. The broadcasting and advertising witnesses who testified displayed a keen awareness of responsibilities as well as understanding of the real world that the noncommercial interests refuse to recognize. Their views deserve consideration in whatever report the subcommittee ultimately writes, even though it runs against the legislative grain to admit that an inquiry into fancied social evils has failed to find any.

Enemies of change

Something called the WRVR Listeners Guild has announced its intention to oppose the sale of the Riverside Church's WRVR(FM) New York to Sonderling Broadcasting. The guild assumes there may be a redirection of the station's jazz emphasis, and it thus joins the long line of citizen groups that have managed to intercede, sometimes decisively, when sales or management decisions entailed format changes.

Another New York FM, Starr Broadcasting's WQIV New York, has been under attack by several groups since it switched formats from classical music to rock. Though it reportedly is nearing agreements that will clear the way for the sale of the station to GAF Corp., Starr has been made to suffer for its decision to abandon a money-losing format in search of recovery. In its latest quarterly report the company reported a loss of \$395,458, of which a third was legal expense in the WQIV dispute. It may be assumed that the Starr experience, which has been widely publicized in New York, emboldened the WRVR Listeners Guild to take action.

These and similar intercessions elsewhere are beginning to

pose a real threat to the fluidity of programming that has enriched contemporary radio. The medium takes its creativity from the constant change or refinement of station formats. But no broadcaster will knowingly embark upon a new format that he cannot easily abandon if it fails.

In the Starr experience and those that have preceded it, the deterrent to format change is clear. From now on, stations will avoid adoption of the specialized programming that may attract a following too small to provide an advertising base but noisy and moneyed enough to petition the FCC against a change of format. The ultimate effect must be a stifling of innovation in radio everywhere.

It is not easy to suggest a cure for the problem. The courts have given citizens standing in such situations. But if much harm is to be avoided, broadcasters and the FCC, perhaps with help in Congress, must figure a way out.

The everywhere show

Coverage of the start of the Apollo-Soyuz space mission last week provided ample proof, if any is needed, that global television is here. Or, to be exact, that the potential for global television exists and may be turned into reality for any event that the world's major powers consider worthy.

That makes it dependent on governments, which is a pity. Nevertheless a start has been made. Certainly last week's pictures were available to more viewers in more countries than any other event ever was, and this was true because Russia decided, in this one instance, to help make it a worldwide TV spectacle.

Russian participation undoubtedly helped the ratings as well. American viewers have seen so many space flights on TV that they have tended to treat each succeeding one, since the moon walk in 1969, as just another series episode. The Russian angle gave this one novelty by providing glimpses, however guarded, of the secret Soviet launch site, and it enhanced the human-interest values in the in-space linkup.

We would like to think the U.S.-Soviet accord in this case bespeaks further cooperation between the two countries in making international TV broadcasting something more than a sometime thing. The history of the issue at the United Nations does not encourage great optimism, because at bottom it is a political issue, but last week's events underscore the need for renewed efforts. Otherwise the promise of worldwide television remains restricted by chauvinistic politics.



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