

Aug. 18, 1975

Getting a fix on fall in TV billings
Pay cable: on the launching pad and counting

Broadcasting Aug 18

The newsweekly of broadcasting and allied arts

Our 44th Year 1974

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NEWSPAPER

No. 1^{*} and Gaining



Making big news in the Twin Cities, because Eyewitness News at 10 p.m. is No. 1, Mon.-Fri., in every major demographic of both Arbitron and Nielsen.* In fact, Eyewitness News swept 21 of 21 Arbitron categories and 22 of 24 Nielsen classifications. And we're still gaining on the market. In adults 18-49, for example, Mon.-Sun., we average 194,000 viewers (up 24% from a year ago) compared to 140,000 for the next highest station, according to ARB.

So make new gains in your media strategy. Choose KSTP-TV with anchorman Ron Magers, sportscaster Tom Ryther and weatherman-meteorologist Dr. Walt Lyons. No. 1 and gaining.

EYEWITNESS NEWS



Division of Hubbard Broadcasting Inc.; WTOG-TV Tampa-St. Petersburg; KOB-TV Albuquerque. For information contact your local Petry office or call KSTP-TV's Jim Blake or Dave Garvin at (612) 845-2724.

*Arbitron, Minneapolis-St. Paul, May 1975, 5-day Program Averages. TSA. Estimates subject to limitations of said report. Nielsen, Minneapolis-St. Paul, May, 1975, 5-day Program Averages. Estimates subject to limitations of said report.

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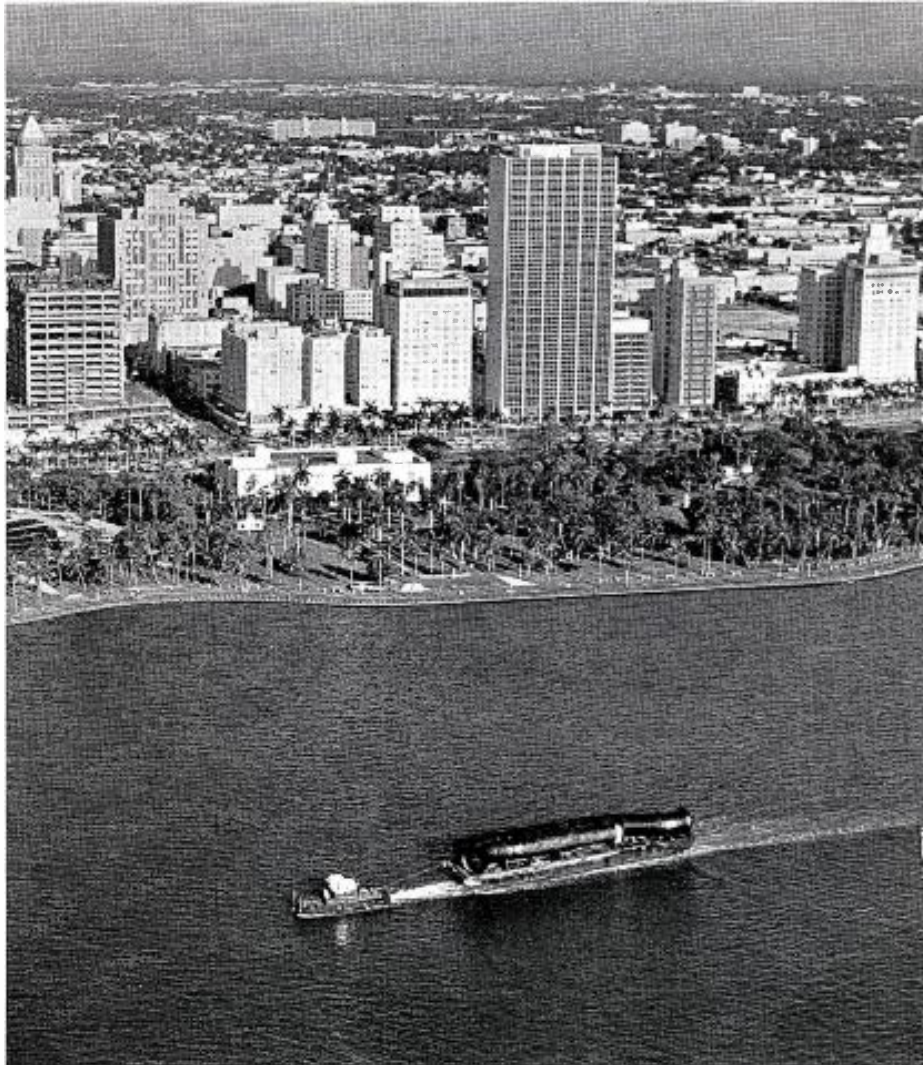
NIS. IT'S WORKING WONDERS IN MIAMI.

The most remarkable success story in radio history is unfolding in Miami.

WINZ, bumping along in 22nd place in morning drive time, sky-rocketed into first in less than a month,

after switching to NBC News & Information Service.

Read the WINZ story on the facing page, first in a series about what NIS is doing all across America.



NIS. IT WORKS.

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“Going from 22nd place in our last ARB to first place in a special Hooper—and doing it in only 26 days—well, it’s just incredible! And this is one of the most hotly contested radio markets where. Wow, does

That’s Dick Casper, manager of WINZ in Miami. One day, all-news ser-

Broadcasting
Aug 18, 1975

Designed to fuse local and national community coverage with the resources of NBC’s world’s largest broadcast organization—for reports on the world.

Meanwhile, the b

in town covers what’s happening locally. Each NIS hour is a brightly formatted mix of the two. The best of both worlds.

returns are in from Cleveland, too. They want gains for the pitched from rock or And ad dollars are with shares, as always.

nage, that elusive community factor, it when a station becomes NIS outlet.

medium markets sets—NIS works.

**THE WAY IT WORKS
IN MIAMI IS THE WAY IT CAN
WORK FOR YOU.**

NIS

NBC NEWS & INFORMATION
SERVICE

Business Briefly



Hard sell for fast food □ Hardee's Inc. is set to serve its most extensive spot TV and radio spread this week, advertising in about 75 markets throughout country. Initial flight is being placed by Benton & Bowles, Hardee's agency since last March, and will run through December. Theme of campaign is "Hello Hardee's!" and different versions of the popular song, "Hello Dolly!" are used in TV and radio commercials that cater to adults (for example: "Hello, Hardee's, well, hello, Hardee's, it's so nice to have a place where we belong..."). Four different TV spots are aimed at children and are combination of animation and live action. Hardee's advertising is directed to entire family.

Rainy season □ Londontown Manufacturing Co., Baltimore, on behalf of London Fog rainware, will break spot TV and radio campaign this fall in substantial list of markets. Spot TV set to begin in late September and continue through mid-November; spot radio will start in mid-October and last for different periods, depending on market. AC&R Advertising, New York, is seeking adults, 25 to 49.

How sweet it is □ Planters-Curtiss Confectionery Division of Standard Brands, Chicago, will sweeten spot TV this fall with four-week spree in large number of markets in support of Baby Ruth and Butterfinger candy bars. Lee King & Partners, Chicago, is targeting its commercials to women 18-49, teenagers and children 6-11.

Organic □ Rising interest in "natural" or granola-like cereals is reflected in spot TV campaign for Pet's Heartland cereal, beginning today in many major and secondary markets. Spots are being bought by Haworth, Chicago, and will run

at least four weeks. They will be fringe 30's aimed at women 25-54.

General Mills in cereal act □ Adding to wave of TV spots for cereal products will be General Mills campaign for relatively new BucWheats pre-sweetened cereal. Campaign will begin Aug. 25 and run for four weeks in wide range of national markets. Spots, early and late fringe 30's being bought by Campbell-Mithun, Minneapolis, will emphasize both nutritional value and maple flavor of cereal. Target audience is women 25-54.

And Kellogg's, too □ Kellogg begins spot TV campaign this week that will bring spots for several cereal products into markets nationwide. Spots for Product 19, emphasizing cereal's nutritional value, will run six weeks in long list of major markets. Leo Burnett, Chicago, agency for Kellogg, is buying daytime, prime, and early and late fringe 30's aiming at women over 35. Business is already being placed for 13-week campaign to begin Oct. 27 for several of Kellogg's pre-sweetened cereals, with Burnett buying weekend and children's programs 30's and 60's, aiming at children 6-11.

Competition brewing □ Joseph Schlitz & Co., Milwaukee, will look to better competitive position of its relatively new Schlitz malt liquor through spot TV campaign set to begin Sept. 15. Schlitz is up against Colt 45 malt liquor, heavy spot TV advertiser for years. New campaign will run from eight to 12 weeks depending on market, with prime time and fringe 30's being bought by Leo Burnett, Chicago, directed to men 18-49.

Dannon goes to market □ Dannon Yogurt (through Marsteller ad agency) is ready to launch separate TV and radio campaigns next month. TV flight will run in 15 markets, including New York, Cincinnati and Detroit, and will feature campaign that boasts about Dannon's fresh delivery to stores. (Another TV campaign is in works, but Marsteller sources remain tight-mouthed about theme.) Campaign will begin next month and run 10 weeks in most markets (13 weeks in New York). Both TV and radio campaign are aimed at adult men and women. Radio campaign will go basically on young-adult-oriented stations in 10 markets, including Chicago, Washington, Baltimore and Atlanta. Radio flight begins

Sept. 8 and will run for 10 weeks. Theme of 60-second spots that will be used focuses on actual letters from satisfied Dannon eaters.

TV for tires □ Dunlop is preparing major spot TV campaign for its line of tires to run for four weeks beginning Sept. 5. Agency, Rumrill Hoyt, New York, is buying fringe, news, and sports 10's aimed at men 18-49 in long list of national markets.

Going after businessmen □ Automatic Data Processing Co., Clifton, N.J., which provides computerized bookkeeping and record-keeping services to business, is lining up extensive spot radio campaign throughout country, starting Sept. 9 and continuing for about 10 weeks. Schaefer Advertising Inc., Valley Forge, Pa., is aiming to reach men, 35-64, in drive time periods on weekdays.

Switch-hitter □ Health industries' European Health Spas, previously heavy in print, has changed its emphasis to TV, with three new minute and 30-second spots depicting in slow-motion now exercise can tone and develop body. They're being used in national spot TV on 59 stations in 26 ADI markets in Flight that began July 20. European Health Spas spent \$1,098,400 in spot TV last year; latest spending not disclosed. Agency is N.W. Ayer/Jorgensen/Macdonald, Los Angeles.

Synergism □ Hudson Pharmaceutical Corp., New York, is introducing Spider-Man children's chewable vitamin in September, supported initially by spot TV campaign on stations in New York area and scheduled to spread later in fall to Northeast and to other regions of country by beginning of 1976. Hudson expects to put about \$1 million into campaign, heavily in spot TV, and there will be co-op radio expenditures in some markets. Carl Fergo Communications, New York, is focusing on children and adult women. Spider-Man name was chosen because it is successful comic book figure and also because Cadence Industry Corp., New York, owns both Hudson Pharmaceutical and Marvel Comics Group, of which Spider-Man is part.

Auto action □ Fall line of cars for Oldsmobile division of General Motors, Detroit, will be promoted through four-

week spot TV campaign set to begin Sept. 29 in long list of markets. Leo Burnett, Chicago, is agency, buying prime time and fringe 30's directed towards all male demographics.

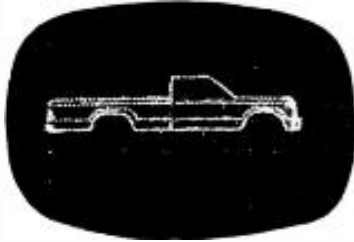
Educational sell for Exxon □ Exxon Corp. (through McCaffrey & McCall) has put together four 60-second radio spots as part of special nine-market campaign beginning Sept. 1 for four weeks. Spots will ring changes on theme of energy self-sufficiency through Alaska pipeline and building more nuclear-power plants. Educational campaign is aimed at adults, and markets include New York, Chicago, Boston, San Francisco and Pittsburgh.

On the rise in radio □ Following up "Business Briefly" note of July 7, Bristol-Myers' new daily 60-minute *Radio Playhouse* series has added 18 stations to bring total to 54. Women-oriented series began Monday, Aug. 4. New stations include WMAL(AM) Washington, WJW(AM) Cleveland, WISN(AM) Milwaukee, KOA(AM) Denver; WSOC(AM) Charlotte, N.C., and KRLA(AM) Pasadena, Calif.

Fragrant fall □ Yardley (through Altman, Stoller, Weiss of New York) has made \$360,000 fourth-quarter buy on ABC Radio's American Contemporary Network. Five Yardley products are involved in splurge: three cosmetics (Pot of Gloss, Lip Slicker and Color Sweep), and two perfumes (Daylight Encounter and You're the Fire).

Partings of the way □ BBDO Inc., New York, which has been agency for F & M Schaefer Brewing Co., Brooklyn, N.Y., since 1932 (even before repeal of Prohibition), will end its 43-year association Sept. 30. Creative work on beer account (about \$4 million in billings, 90% in broadcast), has been assigned to Warwick, Welch & Miller Inc., New York, with media buying handled by Schaefer's house agency, Summit Advertising, New York. One factor contributing to split with BBDO was assumption of media buying functions by Summit in January this year. General Mills Inc., Minneapolis, reports it is dropping Wells, Rich Greene Inc., New York, from all product assignments and shifting approximately \$2.5 million in billings (\$2 million in television) to Needham, Harper & Steers, Chicago (Hamburger Helper, Tuna Helper and Casserole mix) and Dancer-Fitzgerald-Sample, New York (Chipos, Mrs. Bumby's Potato Chips and Shaped Snacks). WRG has been agency for Ralston Purina Co., St. Louis, since 1969.

Bicentennial tie-in □ Dodge Division of Chrysler Corp., Detroit, is moving on national basis with its "Spirit of '76" campaign for Dodge Truck that began as regional Bicentennial effort by Michigan



dealers. New 30- and 60-second spots began last week on network television, with fireworks spelling out theme and outlining star-spangled pickup truck. In addition, 30- and 60-second radio and TV spots, featuring file and drum music, have been produced for dealer use on stations for about two months throughout country. BBDO Detroit is seeking adults.

Prospect □ National Railroad Passenger Corp. (AMTRAK), Washington, D.C., has named Harry W. Graff Inc., New York, as

agency for Express Services. Graff said account billings are "open-ended" at this time since AMTRAK has not in past made strong promotional and advertising efforts in support of Express Services. Graff intends to split billings evenly between broadcast and print.

Rock support □ Pepsi-Cola (BBD&O), BASF magnetic tape (Young & Rubicam), Bristol-Myers (direct), Lever Bros. Close-Up tooth paste (J. Walter Thompson), Warner-Lambert (J. Walter Thompson), Noxell (SSC&B), Bic butane lighters (Wells, Rich, Greene), and S.C. Johnson (Foote, Cone & Belding) have bought all six national minutes of Viacom Enterprises' syndicated weekly 90-minute *Don Kirschner's Rock Concert*.

Uncorking □ Canandaigua Industries Inc., Canandaigua, N.Y., is beginning spot campaign on behalf of its various wine products, launching effort in Virginia for Old Hempstead on black radio stations for 26 weeks starting in early September. For Wild Irish, Canandaigua will go with spot TV splurge in 25 markets for 12 weeks and supplement it with spot radio on black outlets in eight markets, starting in early October. Helfgott, Towne & Silverstein, New York, is aiming for adults.

Rep appointments □ KIRO(AM) and KSEA(FM) Seattle have named CBS Radio Spot Sales as national representatives □ WTSO(AM) and WZEE(FM) Madison, Wis.; WNOW(AM) and WQXA(FM) York, Pa.; WHYI(FM) Fort Lauderdale, Fla., and WKLX(AM) Portsmouth, Va., have named Alan Torbet Associates Inc. □ WKO(FM) Pittsburgh and WFTL(AM) and WGLO(FM) Fort Lauderdale, Fla., have named HR/Stone Inc. □ WTVW-TV Tupelo, Miss., has named Katz Television.

BAR reports television-network sales as of July 27

ABC \$390,186,800 (29.8%) □ CBS \$474,673,000 (36.3%) □ NBC \$444,143,800 (33.9%)

Day parts	Total minutes week ended July 27	Total dollars week ended July 27	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	\$ 669,500	3,279	\$ 18,894,900	\$ 13,374,900	+41.3
Monday-Friday 10 a.m.-6 p.m.	952	8,203,300	28,753	293,501,200	259,194,000	+13.2
Saturday-Sunday Sign-on-6 p.m.	352	2,882,200	8,751	129,286,100	116,418,700	+11.1
Monday-Saturday 6 p.m.-7:30 p.m.	99	1,701,000	2,959	70,864,300	62,529,900	+12
Sunday 6 p.m.-7:30 p.m.	19	286,500	471	11,012,100	9,310,600	+18.3
Monday-Sunday 7:30 p.m.-11 p.m.	402	16,716,500	11,793	693,726,200	661,918,600	+ 4.8
Monday-Sunday 11 p.m.-Sign-off	265	3,206,000	5,559	92,578,800	82,198,100	+12.6
Total	2,205	\$33,665,000	61,535	\$1,309,003,608	\$1,204,944,800	+ 8.6

Source: Broadcast Advertisers Reports

Monday Memo®

A broadcast advertising commentary from Max Tendrich, president, Weiss & Geller, New York

Yoo-Hoo gets attention by use of broadcast

"Yoo-Hoo," as defined in the dictionary, means to get someone's attention. Molly Goldberg did her share in calling Mrs. Bloom. Even Nelson Eddy and Jeannette MacDonald got into the act with "When I'm calling yoo-hoo-hoo-hoo, yoo-hoo-hoo." The soft drink Yoo-Hoo has also been attracting considerable attention both in the U.S. and abroad. It is chocolate-flavored and noncarbonated, and its advertising since the early 1960's, when Weiss & Geller became its agency, has helped it become a drink popular with the entire family.

Yoo-Hoo contains high quality (animal) protein providing the basic amino acids needed for health and growth. Because Yoo-Hoo is made with skim milk and defatted cocoa, it is low in cholesterol. Yet the drink offers an ideal "pick-me-up" because of its sugar content and the natural sugar in its milk ingredient. No other soft drink can claim these advantages. Aside from these factors, Yoo-Hoo's broad popularity can be attributed to:

- Use of selective spot radio and TV buys to reach different groups of consumers. (Recent use of more than one flight per season.)

- Utilization of all the merchandising tie-ins and devices the stations offer.

- Endorsement and publicity by Yogi Berra, vice president of Yoo-Hoo and former New York Mets manager. Plus the recent addition of Pearl Bailey as Yoo-Hoo's radio commercial personality.

- Backing the bottlers of Canada Dry, Pepsi-Cola, Cott and others who do not consider Yoo-Hoo directly competitive with their own beverages.

Most of the million-dollar advertising and promotion budget to be spent this year will go into radio. Since Yoo-Hoo appeals to various groups, different stations are considered to cover each segment of the market. Initially, Yoo-Hoo, with limited advertising funds, positioned itself as an ideal drink for preteen-agers and used the kiddie TV shows, but through the years with the help of generous flights of radio commercials, Yoo-Hoo has become an all-family drink.

For example, in the New York area this summer, in addition to two previous flights run this year, a seven-week schedule of 269 commercials per week on 16 stations was ordered. While the number of stations may seem large, we divide the stations into these categories; teens, young adults 18-34, and women (mothers of young children) 25-49. Stations also in-



Max Tendrich has been with Weiss & Geller, New York, for more than 30 years. Starting in the accounting department, he successively became media buyer, media director, vice-president-media, executive vice president and, in 1972, president of the agency. He has supervised such accounts as Schenley Distillers, Columbia Pictures, Nedicks, Flagstaff Foods, Ehlers Coffee, Proctor-Silex, Yoo-Hoo and Cott Beverages.

clude programs appealing to black and Spanish-speaking audiences.

Differing commercial approaches are used for the various segments. For example, musical jingles have carried much of the story to the young. The jingle is ideally suited for this purpose. It creates awareness, communicates the message, and motivates by creating a memorable emotional experience. Musical arrangements reflect the most current tastes in sound.

While Yoo-Hoo contains nutritional ingredients so important for the growing youngsters, we tend not to over-emphasize this directly. The milk angle can be a motivational problem. Teens or preteens resent being told how good it is. So the jingle gives emphasis instead to energy derived from the other ingredients. Thus, we call Yoo-Hoo "the action drink for action people."

This year has been difficult for all soft drinks. The cost of ingredients, especially sugar, and the constant increases by can and bottle manufacturers have almost made soft drinks a luxury. To counteract this resistance, Yoo-Hoo has run three flights of radio advertising. The first one started in February in the cold winter months in the East, the first time in Yoo-Hoo's history that advertising began so

early in the nontraditional soft-drink months. Our campaign was directed to adults, mainly supermarket shoppers with a "Did-You-Know" appeal. We told why Yoo-Hoo is the one soft drink that is good for the entire family. Following this campaign, we utilized Pearl Bailey as our spokeswoman to deliver the same message but in the special personal "Pearlie Mae" style of hers. Our current jingle tells the popularity story of Yoo-Hoo as "America's Number-One Chocolate Soft Drink."

We work very closely with the radio stations. With each flight, we meet with the stations and ask for all the promotional and merchandising help we can get from them. Our agency philosophy of "If you don't ask, you don't get" comes into play here and we find almost 100% cooperation. The stations not only help to deliver Yoo-Hoo's message to the consumer, but all those involved in the distributive process are kept informed with the stations' assistance.

We have found advantages in working with station announcers, disk jockeys, and program personalities. Where stations have talented individuals with loyal audiences, we often urge these people to create their own commercials in their own personal styles. For these special talents, we supply fact sheets and cases of Yoo-Hoo. By listening to the air checks, we monitor the results. To date, the response has been excellent. Since Yoo-Hoo is a fun drink and a fun name, most of these commercials are quite humorous and memorable.

The Yoo-Hoo company will also often supply cases of Yoo-Hoo to stations for community events. Yoo-Hoo is supplying one station with 1,500 T shirts for on-the-air giveaway. All of this is possible because of the many years of client-agency-station relationships. While each station must earn its place on the schedule, contributions above and beyond merely the airing of the commercial are often taken into consideration.

Yoo-Hoo's distribution, which extends throughout the East, is expanding constantly. Our agency deals with local distributors and we work cooperatively with their agencies. This enables our agency timebuyers to secure most advantageous rates for our client.

Radio, along with a modest use of TV for the preteen-ager, remains Yoo-Hoo's basic media strategy. It has made this good-tasting soft drink that's good for people "America's Number-One Chocolate Soft Drink." Now internationally, Yoo-Hoo is fast becoming recognized as the number-one high quality protein beverage, and the broadcast media helps sell Yoo-Hoo worldwide.

Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

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

Broadcasting in Congress. There are measures pending in both houses of Congress to permit one-year experiment of broadcasting chamber proceedings. Main resolution in House is H. Res. 269 by Jack Brooks (D-Tex.). In Senate it's S. Res. 39 by Lee Metcalf (D-Mont.). House Rules Committee, which has alternately discussed and postponed further discussion of Brooks resolution, has formed subcommittee to conduct hearings on measure. 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 rebuild deadline.** FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14). Action concludes rulemaking in Docket 20363. Commission, however, has outstanding another rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. That search goes forward; comment deadline has been extended to Oct. 3, replies to Nov. 6.

Children's TV. FCC's policy statement on children's television programming, adopted last year (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case no. 74-2006). House Communications Subcommittee, meanwhile, has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21).

Citizen agreements. FCC policy statement and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agreements has been issued. Comments have been filed (BROADCASTING, Aug. 4).

Community ascertainment. FCC has in-

stituted rulemaking (Docket 19715) designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, May 12). Comments have been filed in proceeding (BROADCASTING, July 7). Similar proposal for noncommercial stations has also been issued (Docket 19816) (BROADCASTING, Aug. 4); comments are due Sept. 15.

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 insure agency cannot involve itself in broadcast license renewal proceedings before FCC. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. In House, Government Operations Committee passed bill similar to that passed by Senate, but with one significant difference for broadcast industry: Bill, H.R. 7575, does not exempt proposed agency from involving itself in license renewal proceedings, although committee's report said agency's "active participation should be discouraged" in license renewal proceedings (BROADCASTING, Aug. 4).

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

CPB nominees. Seven of eight nominations to board of Corporation for Public Broadcasting have been confirmed by Senate (BROADCASTING, Aug. 4). Eighth nominee to 15-member CPB board, Colorado brewer Joseph Coors, will have difficulty obtaining confirmation and for that reason is having separate hearing from rest. He will appear before Commerce Committee Sept. 9-10.

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

order, but the commission has denied them.

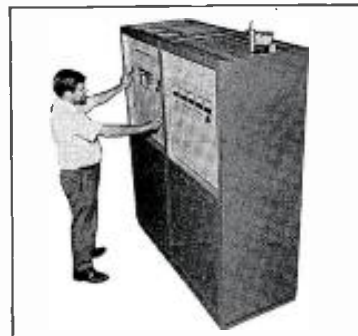
Crossownership (television-cable television). FCC has initiated rulemaking (Docket 20423) aimed at easing restrictions it had imposed on common ownership of cable system and television station in same market (BROADCASTING, April 17). Comments and reply comments have been filed.

EEO guidelines. FCC has issued notice of inquiry and proposed rulemaking on equal employment opportunity guidelines (BROADCASTING, July 21). Comments are due Sept. 11; replies, Oct. 1.

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

QUALITY TALKS FOR KKAA

Aberdeen, South Dakota



Continental's new 5/10 kW AM transmitter is setting records for acceptance. It has performance and efficiency, with the cleanest sound around. Listen to Continental: quality talks.

Continental
Electronics

CONTINENTAL ELECTRONICS MFG. CO.
BOX 17040 DALLAS, TEXAS 75217

KPHO-TV Presents

The Little Rascals in Phoenix

“Not only did we out-distance the Mouse 4 to 1, with Children 6 to 11—we pulled almost 5 times as many Teens and 3 times as many members of the entire family.”

—EDWARD G. AIKEN
KPHO-TV, Phoenix

#1 MON.-FRI. 4-4:30 p.m.

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.

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

KING WORLD PRODUCTIONS, INC.

903 Mountain Ave.
Berkeley Heights, N.J. 07922
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hearings, as yet unscheduled, on two measures. Proxmire bill has twin in House, H.R.2189 by Robert Drinan (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

FCC's fairness-doctrine report. FCC's new fairness statement exempting product commercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast media, and otherwise modifying fairness doctrine (BROADCASTING, July 1, 1974), is subject of petitions for reconsideration filed with commission as well as appeal filed with U.S. Court of Appeals in Washington by National Citizens Committee for Broadcasting and Friends of the Earth.

FCC fees. Sixteen parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20) (Case nos. 75-1053 et al.); more than 70 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Case nos. 75-1087 et al.). Several parties seeking refunds have filed in U.S. Court of Claims (Case nos. 82-74 et al.). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4).

■ **Indecency.** FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17) is being appealed to U.S. Court of Appeals in Washington (Case no. 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Ruling involves airing of George Carlin album cut (see story, page 21).

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

Leapfrogging. FCC has initiated rulemaking (Docket 20487) aimed at modifying or repealing rules that require cable systems to select closest stations in importing distant signals. Comments have been filed (BROADCASTING, Aug. 4).

License renewal legislation. Over 125 representatives and 20 senators have sponsored or co-sponsored license renewal bills so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. None, however, is yet on the agenda of communications subcommittee in either house. NAB has placed its stamp of approval on two renewal bills, H.R. 5578 by Representatives Louis Frey (R-Fla.) and Goodloe Byron (D-Md.), and S.2119 by Senator Paul Fannin (R-Ariz.). Bill identical to Frey-Byron measure, S.2246 by Senator J. Glenn Beall (R-Md.) and Wendell Ford (D-Ky.), has also been introduced in Senate (BROADCASTING, Aug. 4).

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 as-

sociations. Order also is subject of petitions for reconsideration filed with commission.

■ **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 are due Sept. 1; deadline for comments not proposing disputed issues to be announced.

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

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 (BROADCASTING, July 14). Petitioner, Accuracy in Media, has requested full-court rehearing of panel's order (BROADCASTING, Aug. 4).

Performers' royalty. Copyright subcommittees in both houses have held hearings on measures to create performers' royalty to be paid by broadcasters and other users of recorded works (BROADCASTING, July 28). Bill on Senate side is S. 1111 by Senator Hugh Scott (R-Pa.), who has been trying for some 30 years to push measure through. In last session of Congress, it was defeated as amendment to Senate's copyright bill. S. 1111 is being considered separately from pending copyright bill S. 22. Subcommittee on House side is scrutinizing duplicate of Scott bill, H.R. 5345 by Representative George Danielson (D-Calif.) for possible insertion in copyright revision bill pending there (H.R. 2223).

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

■ **Pole attachments.** Since fall of 1970, National Cable Television Association and AT&T have been at stalemate in pole-rate negotiations. Most recent proposal by AT&T has been rejected by NCTA (BROADCASTING, June 9). FCC staff has devised formula for payment and NCTA has supplied numbers to apply to that formula (see story, this issue). Both sides must now examine the resulting schedule. In absence of settlement, FCC will have to face again issue of imposing one.

■ **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 Sept. 8 effective date but were turned down (BROADCASTING, Aug. 11).

Public broadcasting funding. Public broadcasters have lost their fight for five-year funding for Corporation for Public Broadcasting. Bill sought (H.R. 6461) had provision for five-year appropriation as well as five-year authorization. House Appropriations Committee has rejected concept of five-year appropriation and struck that provision from bill. If authorization part of bill passes House and Senate, committee said it would vote three-year appropriation in separate measure (BROADCASTING, July 28). Future of CPB funding bill now in Senate Appropriations Committee (S. 893), which, like House bill has both five-year authorization and appropriation, is uncertain in light of action on House side of Hill. All appropriations bills originate in House.

Section 315. Senate Communications Subcommittee Chairman John Pastore's (D-R.I.) bill to exempt presidential and vice presidential candidates from equal-time requirements in section 315 of Communications Act (S. No. 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.

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

■ **Washington Star transfer.** FCC has set for expedited hearing Texas banker Joe Allbritton's application for transfer of control of Washington Star Communication's broadcast properties and associated *Washington Star*. Approval of transfer would require waivers of FCC's crossownership rules barring transfer together of newspaper-broadcast and radio-television combination in the same market. A prehearing conference has been held; indications are, however, that the deal will be re-arranged to avoid lengthy litigation (BROADCASTING, Aug. 11).

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 (BROADCASTING, July 28).

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This week

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—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 will deal with new trends in video disc 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, RIT, Rochester 14623; (716) 464-2772.

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

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

Also in August

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.

Aug. 29-Sept. 7—Bi-annual *International Radio & Television Exhibition* (technical). West Berlin. For information: AMK Berlin, Messedamm 22, 1 Berlin 19.

Aug. 31—Deadline for entries in Abe Lincoln Awards of *Southern Baptist Radio & Television Commission*. Purpose is to honor broadcasters for achievements in advancing quality of life in America and for helping broadcast industry enrich its service to public. Further information and entry forms: Box 12157, Fort Worth 76116.

September

Sept. 5-6—*Mississippi Broadcasters Association* license-renewal seminar. Chuck Cooper, WCBI-TV Columbus, is chairman. Jacksonian motel, Jackson.

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

Sept. 10—*Association of National Advertisers* workshop on advertising planning and research. Plaza hotel, New York.

■ **Sept. 10-12**—*Michigan Association of Broadcasters* fall convention. Hidden Valley, Gaylord.

Sept. 11—FCC's new 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). Previous deadline was Aug. 11. Deadline for replies was extended from Aug. 26 to Sept. 26. FCC, Washington.

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* 42d annual convention. Margita White, assistant White House news secretary will be Sept. 14 dinner speaker. Also on agenda: Ashton Hardy, general counsel, FCC, Washington; Washington attorneys Earl R. Stanley and John Wells King; Norman (Pete) Cash, Television Bureau of Advertising, New York; Jerrell A. Shepard, president, KWIX(AM) Moberly, Mo.; Dick Wagner, vice president of Cincinnati Reds and president of KODY North Platte, Neb.; Larry Perry, engineer-attorney, Nashville; V. Kay Melia, vice chairman of National Association of Broadcasters radio board, and Charles Jones, director, NAB's Radio Information Office, Holiday Inn, North Platte.

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

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

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

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

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

Sept. 17-20—*Institute of Broadcasting Financial Management* annual conference. Century Plaza hotel, Los Angeles. (1976 conference will be held Sept. 12-16 in Boston; 1977 conferences in mid-September in Chicago).

Sept. 17-20—*National Association of FM Broadcasters* 1975 National Radio Broadcasters Conference and Exposition. Luncheon speakers include FCC Chairman Richard E. Wiley (Sept. 19) and Julian Bond, civil rights leader (Sept. 20). Marriott hotel, Atlanta.

Sept. 17-19—*Tennessee Association of Broadcasters* convention. Holiday Inn-Rivermont, Memphis.

Sept. 18-20—*Minnesota Broadcasters Association* fall conference. Kahler motel, Albert Lea.

Sept. 19-21—*Florida Association of Broadcasters* fall conference. Innisbrook, near Tarpon Springs.

Sept. 19-21—*American Women in Radio and Televi-*

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Sept. 17-20—Institute of Broadcasting Financial Management annual conference Century Plaza hotel, Los Angeles. 1976 conference will be held Sept. 12-16 in Boston. 1977 conference in mid-September in Chicago.

Sept. 17-20—National Association of FM Broadcasters 1975 National Radio Broadcasters Conference & Exposition. Marriott hotel, Atlanta. 1976 conference/exposition will be Sept. 19-22, Regency Hyatt House, San Francisco.

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

Nov. 16-19—National Association of Educational Broadcasters 51st annual convention. Sheraton Park hotel, Washington. 1976 convention will be Nov. 14-17, Conrad Hilton hotel, Chicago.

Nov. 18-20—Television Bureau of Advertising annual convention, Americana hotel, New York. 1976 convention will be Nov. 8-9, Shoreham Americana, Washington.

Feb. 21-25, 1976—National Association of Television Program Executives 13th annual conference. Fairmont and Mark Hopkins hotels, San Francisco. 1977 conference will be Feb. 12-16, Fontainebleu hotel, Miami.

March 21-24, 1976—National Association of Broadcasters annual convention, Chicago. 1977 convention will be March 27-30, Shoreham Americana, Washington, Dallas (1979) and New Orleans (1980) have been approved as future sites.

April 4-7, 1976—National Cable Television Association annual convention, Convention Center, Dallas. 1977 convention will be April 17-20, McCormick Place, Chicago.

May 5-9, 1976—American Women in Radio and Television 25th annual national convention, Marriott hotel, Philadelphia. 1977 convention will be April 26-May 1, Radisson Downtown hotel, Minneapolis.

June 15-20, 1976—Broadcasters Promotion Association 21st annual seminar, Statler-Hilton, Washington. 1977 seminar will be June 12-16, Beverly Hilton, Los Angeles.

Midwest Area Conference. Hilton Inn, Annapolis, Md.

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

■ **Sept. 22**—Comments due at FCC regarding commission's further notice of proposed rulemaking (Docket 19995) aimed at setting standard to prevent television signals commonly viewed in noncable households of cable community from being blacked out because of mileage priorities. Reply comments are due Oct. 7. FCC, Washington.

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

Sept. 22-24—National Cable Television Association board meeting. Colony Beach hotel, Sarasota, Fla.

■ **Sept. 23-25**—CBS Radio Affiliates board of directors meeting. Marriott Inn, Newport Beach, Calif.

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

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

■ **Sept. 25-26**—Television Information Office open meeting for broadcasters in Texas and nearby states to examine public and government attitudes toward TV and to discuss ways to increase public awareness of the medium's achievements and problems. Representative Barbara C. Jordan (D-Tex.) will be Sept. 26 luncheon speaker. Houston Oaks hotel, Houston.

■ **Sept. 26**—FCC's new deadline for comments on

proposed rulemaking (Docket 20520) which would amend broadcast station multiple ownership rules to set a 5% limit on institutional ownership of broadcast stations. Previous deadline was Aug. 11. Deadline for replies was extended from Aug. 26 to Oct. 13. FCC, Washington.

Sept. 26—FCC deadline for comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 19554). FCC, Washington.

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

Sept. 26-27—First annual meeting of Public Radio in Mid-America, new regional association of public radio stations. St. Louis. Registration details from Bob Thomas, KWMU St. Louis 63121.

Sept. 28-30—Nevada Broadcasters Association annual convention. Kings Castle-Hyatt hotel, Lake Tahoe.

Sept. 28-Oct. 3—Society of Motion Picture and Television Engineers 117th technical conference and equipment exhibit. Jack Valenti, president of the Motion Picture Association of America, will be Sept. 29 luncheon speaker. Century Plaza hotel, Los Angeles.

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

October

■ **Oct. 2-3**—Ohio Association of Broadcasters fall convention. Speakers will include FCC Chairman Richard E. Wiley and Tom Brokaw, NBC White House correspondent. OSU Center for Tomorrow, Columbus.

Oct. 2-5—Joint fall meeting, Missouri Broadcasters Association and Illinois Broadcasters Association. Chase-Park Plaza hotel, St. Louis.

Oct. 2-8—International Telecommunication Union Telecom75, second world telecommunication exhibition. Event scheduled simultaneously with Second World Telecommunications Forum. Second International Festival of Telecommunications and Electronics Film, and "Youth in Electronic Age" competition all to be held in same city. Palais des Exposition, Geneva.

Oct. 3—FCC's new deadline for comments on proposed rulemaking concerning possible alternatives to March 31, 1977, deadline for older major market cable systems to comply with access and channel capacity rules adopted March 31, 1972 (Docket 20508). Previous deadline was Aug. 18. Deadline for replies was extended from Sept. 8 to Nov. 6.

■ **Oct. 3-5**—Massachusetts Broadcasters Association annual meeting. Dunfey's Resort, Hyannis. Contact: Douglas Rowe, MBA, 16 West Main Street, Marlborough, Mass. 01752; (617)485-5555.

Oct. 3-5—Illinois News Broadcasters Association, fall convention. Ramada Inn, Peoria.

Oct. 3-5—American Women in Radio and Television Northeast Area Conference. Rye Town Hilton Inn, Rye, N.Y.

■ **Oct. 7-9**—Electronic Industries Association 51st annual convention. Fairmont hotel, San Francisco.

Oct. 8—FCC's new deadline for comments on proposed rulemaking (Docket 20496) which would modify or eliminate use of signal strength contours for purposes of cable television system regulation. Previous deadline was Aug. 11. Deadline for replies was extended from Sept. 1 to Oct. 24. FCC, Washington.

Oct. 8-10—Indiana Broadcasters Association fall convention. Royal Inn, South Bend.

Oct. 9-12—Women in Communications Inc. annual national meeting. Sheraton Inn-Skyline East, Tulsa, Okla.

Oct. 10-12—American Women in Radio and Television East Central area conference. Plister hotel, Milwaukee.

■ **Oct. 12-14**—North Dakota Broadcasters Association fall convention. Ramada Inn, Grand Forks.

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

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

Oct. 15—FCC's new deadline for comments on inquiry into dropping new VHF channels into top 100 markets (Docket 20418). Previous deadline was July 11. Deadline for replies was extended from Aug. 11 to Nov. 18. FCC, Washington.

Oct. 16-17—Joint regional radio convention. National Association of Broadcasters and Radio Advertising Bureau. Marriott hotel, Boston.

Oct. 17-19—American Women in Radio and Television West Central area conference. Hilton hotel, Omaha, Neb.

■ **Oct. 21-31**—MIFED, international feature film, TV film and documentary market for film buyers and sellers. Oct 21-26 will be mainly movies and documentaries for TV; Oct 26-31, brand new films of 1974-75 vintage; Oct. 23-31, meeting point for dealers and producers of the western and socialist countries. Largo Domodossola 1, 20145. (U.S. contact: Gerald Rappoport, 159 West 53d Street, New York 10036.)

Oct. 22-23—Kentucky Broadcasters Association fall convention. Julian Goodman, chairman, NBC, will be principal speaker. Red Carpet Inn, Bowling Green.

Oct. 24-26—American Women in Radio and Television Southwest Area conference. Dallas.

Oct. 25-27—Texas Association of Broadcasters fall meeting. Houston Oaks hotel, Houston.

Oct. 26-28—Post-Newsweek Stations, in cooperation with the League of Women Voters and the Aspen Institute's Program on Communications and Society, to sponsor "Ballots and Broadcasting: from Harding-Cox to 1976 and Beyond"—conference to make electronic media more effective in the electoral process. Reston Conference Center, Reston, Va.

■ **Oct. 28**—Comments due at FCC on proposed changes in definition of a cable television system. Replies due Nov. 28. FCC, Washington.

Oct. 30—FCC deadline for reply comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 19554). FCC, Washington.

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What's in a name

EDITOR: Much of the debate over sex and violence on TV misses the more important issue: the image of life presented by network television. That image, I feel, has little or nothing to do with the way most of us live our lives.

The unreality of television programs is scary because of the power of the medium. By now it's a cliché to say that though art imitates life, after a while life starts imitating art. Sooner or later people start to act like the people they see on TV. Which makes you wonder where scriptwriters get some of their ideas.

And the names. Where on earth do the people who create TV shows get their names? There appears to be an unwritten rule that every new show must have a one-word title, that the title generally be the last name of the main character and that the name be of indeterminate crypto-Slavic origin. Kojak, Kolchak, Kodiak, Holvak, Banacek. They all sound alike, and they're not even real. Who knows anyone with last names like the ones on TV? They all sound like Kodak, which means nothing and came from the brain of an executive who thought it had a pleasing sound.

The purpose of this whole diatribe is to try to make sure we see TV's preoccupation with brutality as just a symptom of a larger problem. That problem is the same sort of cynical contempt for human sensitivity we've seen in contemporary politics.—Robert W. Coxe, *Shrewsbury, Mass.*

Encouragement

EDITOR: I am writing in response to the letter by Ken Mallory which appeared in your July 28 edition.

I too am handicapped, but I have managed around my eye problem. I, like Ken, have 20/80 vision corrected with contact lenses, but I have managed to do everything and anything connected with radio.

I do a regular board shift six days a week. I handle a good deal of my station's production, and on top of all this I sell. I have a degree in radio and TV, and five years experience in the radio industry.

To handicapped people in our industry all I can say is hang in and stay with it.—Norm Howard, *KZOL(AM) Farwell, Tex.*

Backgrounder

EDITOR: I read with interest Mr. Layton's response (July 28) to my previous letter concerning third class operators and their exam.

Unfortunately my previous letter was

quite long. In reducing its length, the editor left many unsupported statements. I would like to try to present the reasons for the statements published, as I originally wrote.

For routine operation of a station, power or current ratio calculations are not required if the station is in compliance with 73.93(g) and 73.265(f) of the FCC rules. These sections require a tabulation or chart of upper and lower limiting values of parameters to be available for lesser grade operators. This removes any requirement for calculation. To determine if station operation is within the terms of its license, the operator merely compares his readings to those on the chart.

Making the third-class operator memorize information that is not required for his job is quite unreasonable. We should not test an applicant's ability to memorize useless material. The information on the third, second, and first are not useless to me, since I am responsible for more than routine transmitter operation. I still do not wish to force my "superior knowledge" upon those who must concentrate on programming.

Mr. Layton refers us to your "For the Record" section of FCC fines (a great place to see your name in print?). It is true that a lot of stations are being cited for operation with excessive power. I truly believe this would not be the case if these stations were in compliance with the sections of the rules mentioned above.

It has been my experience that those routine duty operators who have passed the "more comprehensive" first class exam are generally no better than the thirds at keeping their logs legal.

For routine operation, we do not need more operators with superior technical knowledge. We need, instead, those who will truly be responsible for the proper operation of the station. This includes making required log entries, comparing those entries against posted limits, adjusting equipment to within those limits, and shutting the station down if such adjustment cannot be made (legally or whatever).

A more comprehensive exam will not insure responsibility.—Harold Hallikainen, *president, Hallikainen & Friends, San Luis Obispo, Calif.*

Cut-out

EDITOR: Someone in your "Music" department isn't counting. Paul Simon already has three solo albums, not two (Aug. 4 issue): *Paul Simon, Rhymin' Simon* and *Live Rhymin'*.—Eric Riback, *music director, Progressive Radio Network, New York.*

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Closed Circuit.

Insider report: behind the scene, before the fact

Summertime

FCC commissioners' offices have quieted down this month with several members off on vacation. Charlotte T. Reid is spending month in Frankfurt, Mich. James H. Quello is expected back today from Calumet, Mich., where he attended "Copper Country Centennial." Abbott Washburn leaves tomorrow for family reunion in Duluth, Minn., and will spend rest of month in Minnesota, his home state. Glen O. Robinson is in Utah backpacking, expected back Aug. 25. Benjamin L. Hooks, off for two weeks, will return next week after tests for intestinal problems in hospital in hometown, Memphis. Chairman Richard E. Wiley will take motor trip to Maine this week. After that, like Robert E. Lee, he'll take vacation day or so at time. Chairman Wiley has been trying to keep at least four members on hand for commission meetings, next scheduled Aug. 28.

Enigmatic answer

Directors of Association of Independent Television Stations, under prodding by FCC Chairman Richard E. Wiley as to independents' intentions for 7-9 p.m. family-viewing period ("Closed Circuit," Aug. 4), voted last week to recommend that its members support National Association of Broadcasters TV code. Officials would not elaborate, but decision may be interpreted as reflecting more INTV interest in code's time standards for independents than in its family-hour restrictions. Certainly it cannot be interpreted as recommending early compliance with those restrictions, which by code provision are waived until Sept. 7, 1977, for programs under contract to stations as of last April 8, when family-viewing provision was adopted.

Upbeat

Contrary to published reports of imminent sale of any of its stations, authorities at WGN Continental Broadcasting Co. said last week company is interested in acquiring "viable" properties in TV, AM, FM and cable. Parent Tribune Co. has under consideration plans for going public in keeping with terms of will of late Colonel Robert R. McCormick.

WGN Continental, wholly owned subsidiary, holds licenses for WGN-AM-TV Chicago, KWGN-TV Denver, and KDAL-AM-TV Duluth, Minn. Through interlocking ownership with *New York Daily News*, it is charged with WPX-TV-FM New York and WICC(AM) Bridgeport, Conn., in its

portfolio. Thus it has "vacancies" under FCC multiple ownership rules for one more VHF, two UHF's, six FM's and four AM's. It owns cable systems in California and Michigan.

Wells's wait

One of Washington's unsolved mysteries is long delay in formal nomination of Robert Wells, Kansas broadcaster and former FCC commissioner, for directorship of Office of Telecommunications Policy. Nomination was cleared weeks ago following requisite full-field investigation by FBI, and it was thought to be just question of when President Ford would send his choice to Senate.

Now word is that everything is in order, that Mr. Wells will divest his holdings in broadcasting and related fields, as deemed necessary, and that nomination, barring unforeseen developments, will be among first batch to be transmitted to Senate when Congress reconvenes after Labor Day.

Yes or no?

Does Ford administration support legislation creating royalty that broadcasters would have to pay to record performers and manufacturers, as Nancy Hanks, chairman of National Endowment for the Arts, said it did in testimony before Senate Copyright Subcommittee (BROADCASTING, July 28)? Or was Miss Hanks's statement delivered without necessary clearance by Office of Management and Budget, as OMB officials told BROADCASTING at the time? At urging of broadcast representatives, Senator Quentin Burdick (D-N.D.) has put question in letter drafted for dispatch to James Lynn, OMB director.

In letter to BROADCASTING, Robert Wade, general counsel for National Endowment for the Arts, repeated assertion that OMB had cleared Miss Hanks's testimony, though he did not identify what official there had done so.

Stalled

No progress was reported last week on revisions in deal by which Joe L. Allbritton, Texas banker, hopes to acquire control of *Washington Star* and associated broadcast properties. Week before, Mr. Allbritton and several families that now own parent company had begun talks about spinning Washington stations out of deal and thus extricating it from hearing FCC has ordered on crossownership waiver (BROADCASTING, Aug. 11). Signs last week were that some family members

were balking at some of new proposals, though persons close to negotiations saw possibility of resolution this week.

Better than bingo?

Television commercial production houses in Chicago are complaining about new competition from Catholic archdiocese which they say is underbidding them on advertising jobs. Archdiocese has built multimillion-dollar multipoint distribution system to link churches and parochial schools with its own television programming, is using its studio facilities to enter commercial market. Word is that major studios, such as Fred Niles, Sarra, have lost such accounts as Sears, Commonwealth Edison to church's operation.

Offense to gays?

Confrontation may be shaping up between ABC-TV and National Gay Task Force over upcoming made-for-TV movie, "The Homicide of Jenny Storm," whose title character is lesbian dental assistant. "It's our policy," ABC spokesman said, "not to permit screenings in advance for groups with censorship on their mind." Spokesman said movie doesn't deal with homosexuality but is instead police melodrama loosely based on Kitty Genovese murder in New York several years ago.

Gay Task Force spokeswoman said she thinks ABC is not allowing pre-screening because lesbian character is stereotyped in ways unacceptable to gays. She said if ABC's no-screening policy persists, she's ready to mobilize Gay Media Alert Network in dozens of cities around country to put pressure on local ABC affiliates not to carry "The Homicide of Jenny Storm."

Crossing the gap

Commercial broadcaster with outstanding credits in good music may be tapped for vacancy on board of directors of Corporation for Public Broadcasting, caused by resignation of Neal B. Freeman, King Features Syndicate executive, who has moved up in Hearst organization.

Now awaiting hearing Sept. 9-10 for CPB board is Joseph Coors, Colorado brewer, and principal owner of Television News, whose nomination by President Ford is opposed by liberals to point that Chairman John Pastore (D-R.I.) of Subcommittee on Communications felt separate proceeding was needed. Seven other nominees (of board's complement of 15) were confirmed routinely last month.

The Week in Brief

HARD SELL; SOFT DRINK □ *Yoo-Hoo chocolate beverage finds radio the right medium to get consumer attention.* **PAGE 6.**

BIG IF NOT BIGGEST □ *Surging confidence in the television industry's ability to rise from the recession is consensus from sales officials, networks and others. In fact, predicted gains for 1975 sales indicate a gangbusting fourth quarter and possibly record-breaking year.* **PAGE 16.**

FORECASTS FOR PAY CABLE: BULLISH □ *Growing levels of penetration in key markets, signs of contagion elsewhere and analyses from Wall Street point up pay cable's new status—the appendage that may some day threaten to wag the cable dog.* **PAGE 17.**

COSMIC PROMOTIONS □ *Syndicated sci-fi show, Space: 1999, is being launched in costly style. Independent Television Corp.'s series follows the Star Trek mode and some stations are making pitch to that cult in particular.* **PAGE 19.**

NONENTERTAINMENT TIME □ *All in a day's programming log, stations were again required by the FCC to report the average percentage of nonentertainment programs by category in their broadcast day. In 1974, news, public affairs, other nonentertainment and nonsports programs totaled 21.8% of their time, down from 22.5% reported in 1973.* **PAGE 21.**

CALL FOR REVIEW □ *Pacifica Foundation, whose WBAI(FM) New York aired George Carlin's comedy monologue which precipitated the FCC's indecency ruling, has filed for review. Claiming the rule will interfere with free expression, is flawed on First Amendment and case law grounds, Pacifica has petitioned Appeals Court in Washington.* **PAGE 21.**

DOUBLE BILLING □ *National Association of Broadcasters will hold programming seminars for radio program directors along with six regional fall conventions it co-sponsors with the Radio Advertising Bureau. Speakers, panels are confirmed.* **PAGE 21.**

TO STATE FOR ARBITRATION □ *National Association of Broadcasters' chairman and president follow 15 senators' lead in urging the State Department to act in protection of stations near Canadian border. Limited authority, especially related to proposed Canadian tax revision, is State's reply, but ad deletion problem is under investigation.* **PAGE 22.**

MINORITY VOICES □ *FCC Commissioner Hooks scores*

neglect of minority broadcasting interests, evidenced in FCC order easing requirements for expanded AM service. National Black Media Coalition also goes on record with criticism. **PAGE 22.**

TO THE TOP □ *Fidelity Television Inc., rejected by both the FCC and U.S. Court of Appeals, will go to the Supreme Court to contest RKO General Inc. as licensee of KHJ-TV Los Angeles.* **PAGE 25.**

ADDED ATTRACTION □ *Television now attracts 22 million more adults daily than do newspapers, according to a study by R.H. Bruskin Associates. Comparisons may sway some print-only advertisers, suggests TV Bureau of Advertising.* **PAGE 26.**

BRITISH SELF-REGULATION □ *Written jointly by cigarette manufacturers and the British code of advertising practice committee, a voluntary code has been formulated to suppress advertisements encouraging people to smoke. The guidelines specifically ask the media to refrain from running ads implying some link between smoking and sexual success, better work performance or relaxation.* **PAGE 26.**

NO COMMENT □ *FCC will leave up to Congress the decision on how cable television should be regulated. Present difficulties of three-tiered cable regulation will continue to be addressed on subject-matter basis, but several changes in cable rules are proposed by FCC in the meantime.* **PAGE 27.**

ON ICE □ *National Cable Television Association helped draw up a pole-rate schedule, but cable industry remains to be sold on idea. AT&T and NCTA continue waiting game.* **PAGE 28.**

SET SALES DECLINE □ *Electronic Industries Association reports drop in TV and radio receiver sales.* **PAGE 29.**

WHAT PRICE NIXON? □ *David Frost isn't talking figures, but he has settled with former President Richard Nixon on deal to film four 90-minute interviews. There are several unanswered questions surrounding the contract.* **PAGE 32.**

STRADDLING THE CABLE/BROADCAST LINE □ *As president and general manager of Westport Television Inc., operator of KMBA-TV Kansas City, Mo., and Target Network Television, which feeds programming to 100-plus CATV systems, Bob Wormington has an interest in two conflicting worlds. His farsighted view: Broadcasters must adapt to changing times, accept changing communications patterns to fill new needs.* **PAGE 49.**

The most adults in Chicago.

People talking to people makes us #1.

More adults listen to WGN than any other radio station in Chicago. 1,806,000 adults, to be exact. In fact, 142,400 listen to WGN...and only WGN. That's at least 75% more adults than any other station. People talking to people. It works.

Source: Arbitron, Chicago, Apr/May '75, Metro, Mon-Sun 6am-Midnight, Cume and Exclusive Cume, Adults 18+. Data subject to qualifications listed in report.

Radio 720  People talking to people is what makes us #1.

Broadcasting Aug 18

Vol. 89 No. 7

Top of the Week

TV sales: on course for a big one

Despite some shaky moments—particularly the networks' new-season efforts—1975 business is seen heading for a good, if not fantastic, year

The television business has weathered the recession in sound shape and seems assured of reaching record sales levels—if not bonanza levels—again this year.

That confident picture emerged from a canvass of sales officials and other TV specialists and experienced observers last week. It reflected a surge in network sales over the past few weeks, a comeback in spot sales in the third quarter and an apparently rising trend in local sales.

The Television Bureau of Advertising is holding to the 1975 gain projections it made earlier this year: Spot and network sales to rise about 8% each from 1974 levels, local sales to rise about 11%. But TVB officials privately are not writing off the possibility that those estimates may prove conservative.

Indeed, "we could have a bonanza year if the economy really turns around—the fourth quarter could be gangbusters," said Harvey Spiegel, TVB senior vice president, research and marketing.

Network sales have begun to look more like gangbusters in the past month. After the latest start in memory, with an uncommonly large number of new programs and time shifts to be evaluated in an economy that made advertisers more cautious than usual, selling of the new prime-time schedules is at least—and at last—approaching year-ago levels.

Network officials and others agreed last week that the networks appeared to have successfully ridden out any uncertainty about the strength of their new-season rates, thanks to the past month's sales acceleration.

The network officials seemed confident, too, that both the fourth quarter and 1975 as a whole would produce record revenues for them individually and collectively.

It seemed clear that network sales, in total, had not yet pulled abreast of the total at this time last year, although they appeared to be nearing that pace. Some

Wall Street specialists, however, were convinced they were far short.

But the same Wall Street experts also agreed that—as network sources insisted—the networks were holding firm on their pricing. In the view of some stock specialists, the networks' refusal to discount their rates was in part responsible for their tardiness in getting new-season sales up to year-ago levels.

If advertisers had in fact been playing cat-and-mouse with the networks, hoping rates would crack, the game began to break up about a month ago. That's when the current sales surge started. NBC-TV alone reported over \$45 million in new-season prime-time sales in the last two weeks of July, calling it an "avalanche" (BROADCASTING, Aug. 4).

Officials at all three networks say the stepped-up pace is continuing. Mike Weinblatt, executive vice president of NBC-TV, the only network that put dollar figures on its results, said last week that in the last 10 days orders totaling another \$35 million had been signed or put on hold at NBC.

"And there's still money out there," he added.

Mr. Weinblatt said NBC-TV now is "about even" with its 1974 pace in selling the new prime-time schedule and expects these next two weeks to "take us past" the year-ago level.

He estimated NBC-TV's rates reflect a 6% to 8% increase in costs-per-thousand compared with last season's.

"Even in the slow period," he said, "pricing never suffered. We were convinced that advertisers were just being cautious. Caution didn't mean they would spend less—just that they were hanging on longer. The money was still there."

Robert D. Wood, president of CBS-TV, said his network is near if not equal to its year-ago pace on new-season prime-time sales. The difference between this sales season and last, he said, is that this time it started later and is taking longer. Where CBS-TV normally has most of its up-front business wrapped up by July, he said, "four or five guys" are still negotiating now. "But it's apparent the money is there and is going to be spent," Mr. Wood added.

"When the third and fourth quarters are over," he said, "I have no doubt we will have done better in each of them than we did in last year's third and fourth."

Mr. Wood classified CBS-TV's rate structure as "very sturdy" and estimated its C-P-M's were running 5% or 6% ahead of last year's.

Sales of specials, he said, are running

far ahead of last year.

James T. Shaw, vice president in charge of sales at ABC-TV, confesses he had some doubtful moments back there during the doldrums. But he said the doubts went away about four weeks ago when "a lot of money began coming in—both annual buys and scatter buys."

He says sales of the new prime-time schedule are not yet up to year-ago totals but that "October and November are getting tight, the weeks in December before Christmas are filling up and we're meeting our objectives for September."

Consequently, he said, "we will have a fourth-quarter gross higher than last year's. The money is there."

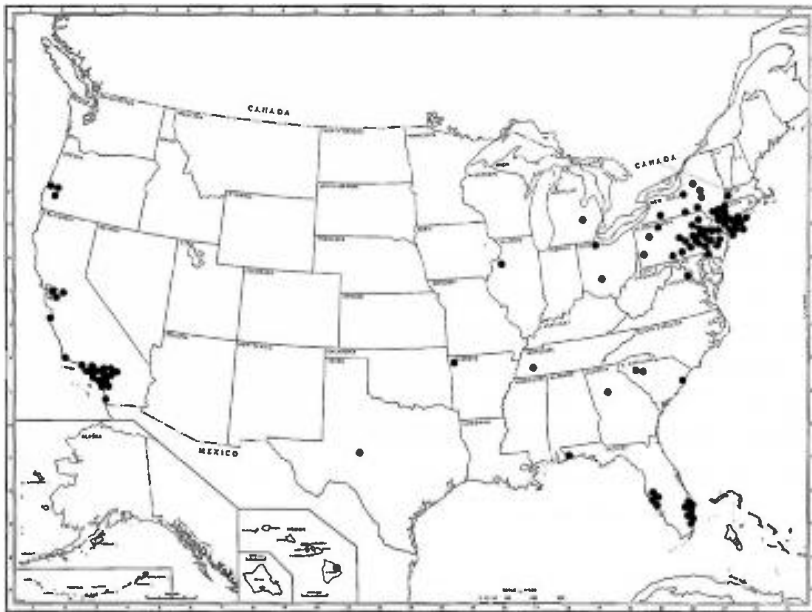
ABC-TV's C-P-M for this fall is "slightly—finitely—lower on a mean average basis" than it was a year ago, according to Mr. Shaw. Presumably—though he didn't say so—this is a lingering ill effect from the severe ratings distress that ABC-TV experienced in the early months of last season.

Officials of all three networks agreed sales in other day-parts also were running strong. So did agency executives. "Especially news," one added. "News is sold out—you can't buy news to save your fanny."

Over-all, there seemed no doubt that all three networks would wind up 1975 with sales increases over 1974. Mr. Wood said CBS-TV's anticipated second-half gains will come on top of a first half that was "extremely strong." Mr. Shaw was confident ABC-TV would also show over-all sales gains. Mr. Weinblatt said NBC-TV's total sales will "have to be up substantially" because "I know of no day-part that will be anything but ahead of last year in total dollars."

If network business is looking up, so is spot TV. It got off to a strong first quarter, up about 11% by TVB estimates, but then slowed perceptibly, advancing about 5% above the year-ago level in TVB's figures. In the third quarter it has perked up again, according to TVB and other sales authorities checked last week—with increases thus far ranging as high as 15% at some rep firms. Though it's still too early to get a sure line on fourth-quarter spot, the mood appears to be optimistic for that area also.

The returns on local sales are more scattered, but they also suggest continuing gains. TVB estimated that local rose 4% in the first quarter, then accelerated to make a 11% gain in the second, and is anticipating further gains to reach the 11% increase projected for the full year.



Where pay is playing. The National Cable Television Association says that as of July there were 98 pay cable systems in 18 states, and the above map indicates where they are. Most of them are clustered in New York (24), California (21), Pennsylvania (19) and Florida (12). The state-by-state figures then drop to four in New Jersey, three each in Oregon and South Carolina, and two in Ohio. States with one pay cable operation: Arkansas, Delaware, Georgia, Hawaii, Illinois, Massachusetts, Michigan, Tennessee, Texas and Virginia. That all translates into approximately 273,000 pay subscribers out of a total 10-million-plus CATV homes.

Spurt begins in pay cable with movies as main fare, sports second

Some projections put industry at \$350-million volume by 1980

Pay cable, which has been around since late 1972, is off and running. How far it will go is anybody's guess, but predictions both inside and outside the industry are bullish. Revenues and penetration figures are showing steady growth.

One Wall Street analyst, Jim Birney of Furman Selz Dietz & Birney, suggests 20% of all cable subscribers will have pay service in five years, with as much as a 30-to-40% pay penetration in cable systems serving the largest markets. Figuring total cable subscriber growth per year at 12-15%, Mr. Birney counts close to 17.5-million subscribers in five years. Twenty percent of that total means 3.5-million pay subscribers in five years, each contributing, say, \$100 a year in monthly payments—a \$350-million-a-year industry.

Another analysis conducted by the Needham, Harper & Steers advertising agency, New York, forecasts pay cable growth for a 10-year period at the end of which 45.7% of all TV homes will be

hooked to CATV, with 15.5% of them receiving pay TV.

Forecasts are difficult in a field where much experimentation is still going on, said David O. Wicks Jr., vice president of Warburg Paribas Becker Inc., New York, a CATV lender. "But from the evidence we've seen," said Mr. Wicks, "pay cable is not something that is going to disappear."

Indeed a look at penetration levels achieved by the more energetic pay venturers makes disappearance the least likely fate of pay cable.

Theta Cable in the Los Angeles area currently has 46% of its 78,000 subscribers taking its "Channel Z" movie service at an additional \$8.95 monthly charge ("Closed Circuit," Aug. 11). In three high-income service areas—Brentwood, Bel-Air and Beverly Hills—penetration is upward of 60%, and in outlying areas near San Bernardino, Calif., where out-of-home entertainment is less accessible than in Los Angeles and where the "Z" service has been available only since the end of May, 8,200, or 51%, of the cable subscribers are taking the pay channel. The other Theta systems closer in are averaging 30-35% pay penetration.

Ed Allen of Western Communications is not as certain that characteristics of the Los Angeles market can be projected elsewhere. Mr. Allen sees a 30-35% peak for an all-movie (no sports) pay package. According to him, the first pay-selling sweep usually signs up about one-third of the cable market, but that percentage falls back to about 20-25%.

Western's system at Concord, Calif.,

where Optical System's Channel 100 movie package was first offered last August, is reporting 4,000 of a total of 23,000 cable subscribers signed up for pay. Another Western system at Monterey, Calif., has signed up 2,269 pay subscribers after initiating the service only last month and without any door-to-door selling so far. The system has a total of 12,318 subscribers.

Other cable people suggest 30% penetration as the benchmark for profitable operation. Beyond that, "it's all gravy," said one industry representative.

Percentages, of course, don't tell the whole story.

Cox Cable's San Diego system—the largest in the country with 105,000 subscribers—has only 19% pay penetration, but that accounts for close to 20,000 homes at an additional \$8.95 a month. The San Diego pay operation is run on a leased channel basis with Optical Systems providing and marketing the service and giving a 10% cut of the revenues to Cox.

Cox's Quint-Cities Cablevision system (Moline, East Moline, Silvis, all Illinois, and Davenport and Bettendorf, both Iowa) reflects over 30% pay penetration representing close to 6,100 subscribers. That system runs on a "stand-alone" approach, explained John Gwin, Cox vice president. The movie package is obtained and marketed by Cox itself. The Quint-Cities system is relatively new, and pay service is being sold with the basic cable service as the system grows.

However, Mr. Gwin was cautious in asserting pay cable's role. "Cox still thinks of itself as primarily a CATV operator," he said. Pay cable is a "good adjunct" to basic cable operations. Unlike regular CATV service, pay service involves programming costs. A \$6 pay cable charge, for example, said Mr. Gwin, might only translate to \$3 for the cable operator as the rest goes to the owner of the movie rights. It is better to expand systems and add new CATV subscribers—who may also be sold pay, explained Mr. Gwin—than merely to sell pay service to present CATV subscribers. "We [at Cox] don't want the tail to wag the dog," concluded Mr. Gwin.

In other cases, pay cable can be the whole picture. Chuck Dolan's system at Oyster Bay, Long Island, N.Y., reports "practically" 100% pay penetration, accounting for more than 30,000 subscribers. There, Home Box Office Inc.'s movie-sports package was marketed from the beginning, without the need for resell. Mr. Dolan sells three services; a basic cable retransmission service at \$5 a month; a 12-channel service including HBO for \$11 a month, and a 30-channel service including HBO for \$18 a month. The sales pitch is for the two costlier services, explained Mr. Dolan. Most of his subscribers can get New York City stations off the air.

Bob Rosencrans, president of UA-Columbia Cablevision, expects pay cable operations to contribute in "rough numbers" about a million dollars—a half-million in income—to his company's pro-



Out in front. Scientific-Atlanta last week landed the largest single package of satellite earth stations with a 24-unit sale to Teleprompter Corp. Previously, it had sold systems to UA-Columbia Cablevision and American Television & Communications, bringing its sales total to 32 units at "quoted price per unit" of \$75,000 (discounts for bulk buys could shave per unit cost). Teleprompter and UA-Columbia contracts are in form of 12-month obligations to buy from S-A. Teleprompter's preliminary studies indicate potential need for 24 earth stations to bring in

satellite-distributed Home Box Office pay programming to some 800,000 cable subscribers nationwide. UA-Columbia is planning six. AT&C has submitted firm orders for two. Above left (l to r): Sidney Topol, S-A president; William J. Bresnan, senior vice president of Teleprompter, and Jack R. Kelly Jr., executive vice president of S-A. Above right: Jay Levergood, general manager, Cable Communications Division, S-A; Ken Gunter, executive vice president, UA-Columbia, and Howard Crispin, vice president-marketing.

In Brief

FCC late Friday made public 37 of 96 responses to questions posed by Representative John Moss's (D-Calif.) House Subcommittee on Oversight and Investigations. They had been blocked first by Moss subpoena seeking to prevent subject agencies from releasing replies, then by legal technicalities concerning federal court's order that stopped Mr. Moss from interfering with requests filed under Freedom of Information Act (BROADCASTING, Aug. 11). Remainder of data that will be made public—estimated 1,800 of 20,000 pages FCC compiled in answering investigation—will be released Tuesday (Aug. 19). First, fast glance confirms general impression there are few news bombshells therein: Most responses were of caliber of that saying FCC advised former President Nixon, before 1972 State of Union address, that he might tell nation commission would open pilot regional spectrum management center in Chicago. Among others: that FCC meets informally with representatives of regulated industries but does not notify public of such contacts; that it issued 13 consultancy contracts greater than \$10,000 in fiscal '74 and '75, the largest to Brandon Applied Systems Inc. for \$996,109 for program conversion of its computer system; that in last five years three of its present members (Chairman Wiley, Commissioners Quello and Robinson) had come directly or indirectly from regulated industries, and that five earlier members had gone to such involvements (Chairman Burch, Commissioners Cox, Wells, Johnson and Houser). Among information not supplied because no records are kept: list of ex parte contacts, list of those who lobby FCC, record of commissioner's appearances on TV in last five years. Among more suggestive, if cryptic, responses was that no FCC staff appointments of grade GS 15 or higher had been sent to White House since Chairman Wiley took office in March 1974, although records show at least seven such appointments were so referred during Burch administration. □ Six television commercials challenged in July before National Advertising Division of Council of Better Business Bureaus have been **judged acceptable**: for Diamond Crystal Salt Co., Gillette (drain opener), Maybelline (comb-on mascara), Procter & Gamble (Bounty paper towels), Warner-Lambert (cough formula) and General Mills Fun Group (toy). □ John H. Mitchell, president of Columbia Pictures Television, urged last week that TV networks fix **new-season** schedules by March 15, begin them Oct. 1, to give producers time to develop quality. □ **All-Frazier fight** will be first feature on Home Box Office's new satellite pay-cable service on UA-Columbia's Fort Pierce-Vero Beach, Fla., systems Sept. 30. HBO bought rights for that showing from Video Techniques, which is otherwise distributing fight to theater TV. □ FCC has set expedited hearing on application of Zenith Radio Corp. for sale of WEFM(FM) Chicago to GCC Communications, in accord with U.S. Appeals Court ruling that questioned buyer's proposed format change from classical music (BROADCASTING, Oct. 7, 1974). Citizens Committee to Save WEFM was party to hearing. □ **Don Durgin**, former president, NBC-TV, and since January executive VP, McCaffrey & McCall, New York, elected president of agency, succeeding **David B. McCall**, who remains chairman and chief executive officer. □

jected \$15.5 to \$16 million in over-all revenues this year. UA-Columbia was the first to announce plans to join HBO in a satellite network where programming would be received at earth stations located near cable-system headends. If all the earth stations (five are planned so far) go as scheduled, pay cable revenues could be boosted to \$2 or \$2.5 million next year, said Mr. Rosencrans.

The first pay service to be fed by an earth station is scheduled to begin Oct. 1 at UA-Columbia's Fort Pierce, Fla., system. That system and the adjacent, microwave-connected Vero Beach system account for 19,000-plus subscribers and Mr. Rosencrans said he "would be happy" with 5,000 pay subscribers.

According to Mr. Rosencrans, the first solicitation of pay customers usually nets a 20-25% penetration. UA-Columbia uses a "negative selling approach," said Mr. Rosencrans. Every cable subscriber is given a free two-week pay service and then must request a disconnection if he does not want to continue subscribing. That technique produced a rapid 22% penetration in UA-Columbia's San Angelo, Tex., system. The Channel 100 package was offered in the middle of last April, and today the San Angelo system reports 3,000 pay subscribers (at \$8 each) out of 13,500 regular CATV subscribers.

UA-Columbia reports a 45% pay penetration (4,648 pay subscribers) in its systems serving north central New Jersey and 28% penetration (6,841 pay subscribers) for its system at Brookhaven, Long Island, N.Y.

Jerry Greene, vice president for finance at Teleprompter Corp., said early projections for \$3 million in pay revenues will probably be exceeded in 1975. That is still a very small percentage of Teleprompter's over-all revenues, which for the first six months have been reported at over \$46 million (BROADCASTING, Aug. 11). Mr. Greene declined to venture long-run forecasts for pay cable contributions to Teleprompter's operation, but he seemed

confident that the beginnings of a satellite pay network could only improve things. (Teleprompter announced an agreement with HBO to supply about 800,000 subscribers with pay cable programming earlier this summer [BROADCASTING, June 2]. There are plans for a possible 24 earth-station sites.)

The two Teleprompter systems where pay was introduced over a year ago show 56% and 83% penetration respectively. The systems—Babylon-Islip, Long Island, and Mount Vernon, both New York—represent almost 7,000 pay subscribers together.

Sammons Communications Inc. leases channels to Optical Systems for pay service to its systems in Emmaus, Eaton and Harrisburg, all Pennsylvania. So far, penetration has reached only about 10%, but, according to a Sammons spokesman, the company is currently looking into acquiring and selling pay service on its own. By marketing pay itself, he said, Sammons is hoping for a 30-35% penetration. The plan involves HBO programming, which is scheduled to begin in September at the Johnstown-Gloversville, N.Y., system with 6,000 regular subscribers; in October at Wellsville, N.Y., which reaches 4,000-5,000 subscribers, and in November at the Cortland, N.Y., system that serves a similar number of subscribers. Later, HBO programming received via satellite is planned for Sammons's Kansas City, Mo., system.

Manhattan Cable offered pay service last October and began actively marketing the product in January to its some 70,000 New York City subscribers. Today, more than 22,000 subscribers, or 31%, take the pay service at an \$18 total monthly charge per subscriber.

UHF rescue mission gets off the ground

As promised by leading broadcasting organizations in the UHF action plan released last month (BROADCASTING, July 28), the FCC has been given petitions (1) requesting a systematic decrease in UHF receiver noise and (2) urging that UHF antennas be permanently attached to sets.

The petition regarding receiver noise asks that the FCC reduce the highest permissible noise figure from 18 to 14 decibels within six months, to 12 db within 18 months and to 10 db within 30 months. The first reduction could be handled through improved quality control by manufacturers, the petition said. It added that the second could be fostered through modest and inexpensive design improvements and the third, through equipment designs already in laboratory development.

The other petition requests that if a manufacturer ships a television receiver with an affixed VHF antenna, an effective UHF antenna must also be affixed. And, the petition said, if a VHF antenna is connected to VHF antenna terminals, a UHF antenna must similarly be connected to UHF terminals.

Huge promotional push to get ITC's 'Space: 1999' into orbit

Syndicated show said to be costliest ever receives commensurate PR efforts by stations, some of which will pre-empt networks for it

Promotion directors at many TV stations around the country are doing more tub-thumping for a new syndicated show, the one-hour *Space: 1999*, than for the new prime-time programs they'll be carrying from their networks.

One reason is that their managers in many cases are scheduling the science-fiction series at least partly in prime time, pre-empting or delaying the affected network program. Network station-relations executives confirmed last week that *Space: 1999* was giving them more displacement problems than they needed, although some also tended to minimize the difficulties.

Planetaria and museums—or more conventional sites decked out in space-flight style—are being used by a number of stations for preview parties for clients, local opinion leaders and newsmen.

WTWJ(TV) Miami, for one, entertained 350 guests last Monday night at the Miami Space Transit Planetarium, previewing both *Space: 1999* and the new CBS-TV schedule under a multimedia projection of the Miami skies as astronomers determined they will appear on Sept. 13, 1999—the date when, in the space series, the moon is blasted out of orbit and the adventures of *Space: 1999* begin. Similarly, WUAB(TV) Cleveland-Lorain, an independent, showed the first episode of *Space: 1999* to some 300 guests last Wednesday under a simulation of Sept. 13, 1999, skies at the Cleveland Museum of Natural History.

KDNL-TV St. Louis, another independent, is having a preview party for about 200 guests at the McDonnell Douglas Planetarium on Sept. 8. In a somewhat different tack, KHJ-TV Los Angeles, also an independent, reports that it is working with the California Museum of Science and Industry on a *Space: 1999* display opening there Oct. 1 for eight weeks. KTIV(TV) Sioux City, Iowa, will have its "Space: 1999-NBC Preview Party" at the local Hilton but with sets built to resemble a space ship's control room. KFSN-TV Fresno, Calif., a CBS outlet, will have several hundred guests in to a combined preview and grand opening of its new plant on Sept. 10.

Linkups with museums and use of space-age mock-ups are among the more exotic additions to conventional advertising and promotion. Costumes used in the

series, which were designed by Rudi Gernreich, the noted fashion designer, are being traveled around the country and put on display in shopping malls and other traffic centers by a number of stations, including WFLA-TV Tampa, Fla.; KTVV-TV Austin, Tex., and KFSN-TV Fresno.

In Sioux City, KTIV not only plans to have costumes on display for a full week but among other things is working with 11 local department stores to install video cassette players for continuous playing of *Space: 1999* promos, with Roger Mansfield, station manager, narrating highlights.

Some stations, such as KRON-TV San Francisco, are going after the *Star Trek* cult in particular. KRON-TV, an NBC affiliate, is doing a mailing to the 6,000-plus names on the mailing list of the Trading Post in Berkeley, Calif., a store dealing solely in *Star Trek* memorabilia, and is thinking of holding a special preview in Berkeley for the Trekkers. In Cleveland, WUAB is scheduling *Star Trek* as lead-in to *Space: 1999*, KMSP-TV Minneapolis-St. Paul, an ABC outlet, hopes to reach a larger, if less preconditioned, potential audience by passing out special promotion material at its space at the Minnesota State Fair from Aug. 20 through Sept. 1.

Many stations are launching the series on Sept. 13 to coincide with the moon-blast date in the first episode. Many others are starting earlier—or broadcasting "previews"—to get the jump on new network programming and in the process to get more extensive play in local newspapers and TV supplements.

Independent Television Corp., which produced and is distributing the series, has produced a wide range of promotional support. "I've never known a syndicator, ever, to put this much behind a promotion," said Larry Kellogg, promotion manager of WFLA-TV Tampa. "It's just never happened. And it's quality material." Jerry Bronston, promotion and public relations director of KMSP-TV Minneapolis-St. Paul, said "they're sending us everything you can think of."

Martin Landau and Barbara Bain, stars of the series, have made 151 personalized promos for individual stations, given 74 telephone interviews, made personal appearances in nine cities, and are slated to appear on all major national talk shows. ITC is also providing 30-second promos—usable as 30's, 20's or 10's—for each of the series's 24 episodes, plus promos for the series as a whole. Beyond that, stations have been furnished with slides for on-air use, suggested copy for local on-air origination along with background music on audio tapes, a selection of photos—on contact sheets in both color and black and white—from each episode and for generic use, materials for *TV Guide* ads and for newspaper ads of all sizes from full pages down, plus sales kits and press kits as well as access to merchandising material that already ranges from T-shirts to pocket books, comic books and \$15 models of the series's space ship and eventually is due to include more than 100 products.

Abe Mandell, ITC president, who initi-



Space spectacular. Among the elaborate station promotions for ITC's *Space: 1999* was one at Miami's Space Transit Planetarium, where some 350 clients and press representatives were treated to a preview and reception by WTUV(TV), last Monday (Aug. 11). L to r: General Sales Manager Tom Fraioli, series stars Barbara Bain and Martin Landau and Local Sales Manager Mal Kahn.

ated plans for the series, says it is clearly the most expensive in TV history, with costs to date totaling \$6.5 million, but that it is already assured of being profitable with sales thus far in 146 U.S. markets—including 48 of the top 50 and predominantly to network affiliates, and in 101 other countries around the world.

Mr. Mandell says he has been surprised—but is obviously pleased—that one early forecast proved wrong. He said last winter in announcing the show that he expected many stations to delay starting it until they could determine which network shows proved weak, and then work it in as a prime-time substitute (BROADCASTING, Jan. 20). Instead, he said last week, stations haven't waited. He said that 98 of the 146 station buyers' thus far have already reported time slots and over 60% of these are in prime time, displacing network shows by shifting them to other periods if not pre-empting them completely.

Among the ABC shows most frequently displaced reportedly are *Barbary Coast* (Monday, 8-9 p.m. NYT) and *Happy Days* and *Welcome Back, Kotter* (Tuesday, 8-9); on CBS-TV, *Big Eddie* (Friday, 8-8:30) and *Good Times* and *Joe & Sons* (Tuesday, 8-9), and on NBC-TV, *Invisible Man* (Monday, 8-9) and *Montefusco* and *Fay* (Thursday, 8-9).

Program Briefs

Michelson names Keystone. Charles Michelson Inc., New York, has appointed Keystone Broadcasting System, New York and Chicago, as national sales representative of Michelson radio series to agencies and national advertisers. Michelson dramas include *The Shadow*, *The Lone Ranger*, *Gunsmoke*, and *Fibber McGee & Molly*. Company will continue to make individual radio station sales.

MGM signs. Christiana Productions, which is led by producer-writer Joanna Lee, has been signed by MGM Television to non-exclusive development deal for TV series and movies for TV. Ms. Lee won Emmy for her Thanksgiving special for *The Waltons*. She also wrote and served as associate producer for MGM-TV's "Babe", two-hour movie to be aired by CBS Oct. 23. She recently completed teleplay, "Ziegfeld," another two-hour movie for CBS.

First 16. Sixteen TV stations have signed for re-released *Maverick* series for fall start, Warner Bros. Television announced last week. Emmy award-winning series that stars James Garner, Jack Kelly and Roger Moore was on ABC for five years and was first released for syndication in 1962 (147 markets for two runs only). Series, consisting of 124 hour-long episodes, has been licensed to KHJ-TV Los Angeles; WUAB(TV) Cleveland; KDNL-TV St. Louis; WXIX-TV Cincinnati; KMBC-TV Kansas City, Mo.; KOIN-TV Portland, Ore.; KFMB-TV San Diego; KTAR-TV Phoenix; WLKY-TV Louisville, Ky.; WOI-TV Des Moines, Iowa; WHBF-TV Rock Island, Ill.; WEEK-TV Peoria, Ill.; WCTI(TV) New Bern, N.C.; WKYT-TV Lexington, Ky.; WSMW-TV Worcester, Mass.; and WHMA-TV Anniston, Ala.

Revival. o'Connor Creative Services, Hollywood, announces that it has rights to radio syndication of 104-episode series of *This is Your FBI*, originally produced from 1945 to 1953. Each episode is half-hour, is based on actual FBI cases, and produced with cooperation of that agency.

Wold uses domsat. Landmark in commercial TV broadcasting was established Aug. 9 when Milwaukee Brewers home game with Texas Rangers was relayed by satellite to Texas Rangers Baseball Network. Robert Wold Co., Los Angeles, specialist in buying of transmission and

production facilities for local stations and networks, arranged interfacing of three common carriers. Route: Milwaukee county stadium to Chicago by Midwestern Relay Co., using terrestrial facilities; from Western Union, Chicago, to Western Union, Dallas, by WU's domsat, Westar; by AT&T terrestrial link to studios of KXAS-TV Fort Worth, originating station for baseball network.

NAFB's new venture. National Association of Farm Broadcasters Foundation has been set up by NAFB. Orion Samuleson, WGN(AM) Chicago, has been named president; Bob Miller, WLW(AM) Cincinnati, and Lynn Adair, KSL(AM) Salt Lake City, have been chosen vice presidents, and George Logan, KGNC(AM) Amarillo, Tex., has been named secretary-treasurer. On drawing boards: plans for scholarships for students interested in farm broadcasting; research in farm radio-television, and international projects to help underdeveloped countries utilize farm broadcasting efficiently to improve agriculture.

At century mark. Gold Key Entertainment Division of Vidronics Co. Inc., Hollywood, has sold its 100th station (KAKE-TV Wichita, Kan.) its *Rainbow Outdoor Adventure* package of motion picture features.

'Monty' breakthrough. Time-Life Television announced its first commercial-station sale of weekly 30-minute British satirical TV series, *Monty Python's Flying Circus*, which is now on 112 public stations. Commercial station is KPRC-TV Houston.

AFTRA's year in N.Y., L.A.

More than \$18 million was collected for the fiscal year by the two major locals of the American Federation of TV and Radio Artists. The Los Angeles local reported that it collected \$9,503,010 for the year that ended June 30; the New York local reported that it had collected \$8,802,669 for the year that ended May 31.

The figures do not represent total earnings of members under AFTRA contracts, but only those for which talent checks are

Soaper puts Georgia in a lather.

In 1939 it was Orson Welles's *War of the Worlds* that caused mass panic when a fictional radio story was interpreted as a real newscast. In 1975 it's *As the World Turns*, a CBS-TV daytime soap opera, that had some Centerville, Ga., residents in an uproar. When viewers heard the program warning of a tornado "moving northeast seven miles from Centerville" they took it seriously and began flooding the weather service's Macon office with calls. In true soap opera style it took the fictional tornado three days to reach "Centerville" and it was only after it struck and destroyed the fictitious town that life in the real Centerville and the weather bureau returned to normal.

distributed through the two locals, which represent fully 90% of AFTRA's membership.

The Los Angeles chapter received almost \$3.25 million for TV programs, more than \$2.7 million for transcribed radio commercials, and more than \$1.6 million for video-tape commercials. The New York chapter took in more than \$6 million for transcribed radio commercials, and more than \$1.3 million for video-tape commercials.

The figures represent collections for session and reuse fees, claims and late payment penalties.

Pacifica contends FCC overstepped line in Carlin decision

Foundation's appeal claims violation of First Amendment, says ruling would inhibit 'free and robust' exchange of ideas

In a brief filed in its appeal of the FCC's declaratory ruling on indecency, Pacifica Foundation last week argued that the commission decision is flawed throughout, and flies in the face of the First Amendment and case law precedent. Pacifica's arguments are supported in an amicus curiae brief filed by the San Francisco chapter of the Committee for Open Media, a citizen group.

The FCC's ruling was precipitated by a complaint about a recorded monologue by comedian George Carlin which was aired by Pacifica's WBAI(FM) New York.

Words like those used are indecent, the commission decided and it grasped opportunity afforded by the complaint against WBAI to define what it means by material, that when broadcast, is "indecent" and in violation of federal law (BROADCASTING, Feb. 17). Although WBAI was not punished for the Carlin broadcast, Pacifica is appealing the FCC ruling because the commission said the case would go into the station's license file and might be held against the station later if more complaints followed. Pacifica's petition for review is pending in the U.S. Court of Appeals for the District of Columbia.

In its brief, Pacifica argued that the commission's contention that it can ban particular words from the airwaves without interfering with free expression is "an absurdity." The "direct effect," it said, "is to inhibit the free and robust exchange of ideas."

The commission's ruling sets "indecency" apart from "obscenity," saying that "indecency" lacks the element of appeal to the prurient interest and cannot be redeemed by a claim that it has literary, artistic, political or scientific value if children are in the audience. The distinction between the two "is utterly without support in the decided cases," Pacifica argued. It said the commission had "overstepped the boundaries of interpretation"

and exceeded its power.

Pacifica argued that the commission does not have the power to impose a flat ban on the use of certain words, without regard for the context in which they appear unless it can be proved that broadcasting has "special qualities" setting it apart from other media. Pacifica contended that there is nothing in the Red Lion case, the case traditionally advanced to point out broadcasting's "special qualities," to indicate the FCC can "carve out . . . exceptions from the First Amendment as it deems necessary" or "promulgate rules regulating [program] content in the public interest."

A major FCC rationale in the indecency rule is its belief that the broadcasting medium is special because it enters the privacy of the home where children might be present. Pacifica argued that the commission produced no evidence to prove that children are harmed by hearing the words it classified as indecent and that the commission is not entitled to make choices which are the obligations of parents. It contends too that viewers and listeners are not captive listeners but can control their television or radio receivers. "The ultimate effect of permitting regulation of nonobscene speech to protect the random dial-tuner is not only violative of the rights of broadcasting," Pacifica said, "but grossly violative of the rights of willing listeners who may be entertained or intellectually challenged by the very programming which others find offensive."

The San Francisco chapter of the Committee for Open Media concurred with Pacifica's arguments, and at the end of its brief, wondered why the commission has acted in "this bizarre fashion." "The

answer, we believe, may well be found in the congressional pressure that lies behind the commission action," it said. The committee noted that in 1974 the FCC was directed by appropriations committees in both houses to take action to protect children from excessive programming of violence and obscenity. "The commission may be promoting its own stock with these committees, some of which control the commission's appropriations," the committee said.

The respondents in the case—the U.S., represented by the Justice Department, and the FCC—currently have until Sept. 10 to file their briefs. However, they are expected to request more time.

Two in one at NAB-RAB regional meetings

Programming sessions are tacked on to six radio conventions

The National Association of Broadcasters will hold seminars for radio program directors concurrent with the six regional radio conventions it is sponsoring this fall with the Radio Advertising Bureau.

The association announced, too, that it has booked Hugh Finnerty, billed as an expert on selling, promotion and public relations, to speak at the combined luncheon gatherings.

The program director seminars will be separate from the radio conventions on the first day of the conventions and will be conducted by Bob Henaberry of Bob Henaberry Associates, New York.

The seminars will engage the partici-

Looking at local logs. Last year was the second year in which the FCC has required TV stations to report by category the average percentage of their broadcast day devoted to news, public affairs and other nonentertainment programming. The commission's compilation of these 1974 statistics, issued last week, showed that on the average, a total of 21.8% of a station's day is devoted to news, public affairs and "other nonentertainment/nonsports programming, a drop from 1973's 22.5%. Subcategories of that total figure also fell off in 1974: public affairs was down from 4.4% to 4.1%; other nonentertainment/nonsports programming fell from 9.3% to 8.7%. The news category, however, rose slightly, from 8.8% to 8.9%. The commission also reported that 8.6% of a station's day was devoted to locally produced nonentertainment/nonsports programming, off from 8.7% in 1973, but for prime time, in that category, the 1974 percentage was 8.0, against 7.7 for the previous year. The commission issued market-by-market and station-by-station data; a summary chart follows:

	Percent of total time operated			
	6a.m.-midnight		6 p.m.-11 p.m. ¹	
	1974 ²	1973 ³	1974 ²	1973 ³
All programs (local and nonlocal)	8.9%	8.8%	11.7%	11.7%
News	4.1	4.4	2.5	5.1
Public affairs				
Other nonentertainment/nonsports	8.7	9.3	2.4	2.4
Total	21.8	22.5	16.5	19.1
Locally produced programs				
News	4.8	4.7	6.1	5.9
Public affairs	1.8	1.7	1.2	1.1
Other nonentertainment/nonsports	2.0	2.3	0.7	0.7
Total	8.6	8.7	8.0	7.7

¹5 p.m.-10 p.m. in the central and mountain time zones.

²699 stations reporting.

³616 stations reporting.

pants in problem-solving exercises. During the morning sessions they will be asked to program for a hypothetical radio station, which, due to some natural disaster is the only remaining station in New York City. That station alone must serve the needs of New York's heterogeneous population. The afternoon sessions will feature panels of managers and program directors whose successes have won acclaim for their stations.

The panels are as follows: in Atlanta, Oct. 13, Warren Potash, manager of WBAP(AM) Fort Worth and Bob Harper, program director of WKBW(AM) Buffalo, N.Y. In Boston, Oct. 16, Bill Scott, news director of WINS(AM) New York; John Hultman, news director of WBBM(AM) Chicago, and John Webster, program director of WERE(AM) Cleveland. In New Orleans, Nov. 10, Ed Newsome, manager, and Scott Burton, program director of KSD(AM) St. Louis. In Chicago, Nov. 3, Frank Barnako, news director, WRC(AM) Washington; Lou Adler, news director, WCBS(AM) New York and Ed Ripley, program director, WJW(AM) Cleveland. In Denver, Nov. 17, Marty Greenberg, manager, and John Gehron, program director, WLS(AM) Chicago. In San Francisco, Nov. 20, Paul Drew, national program director and Harvey Mednick, national promotion director, RKO Radio, Los Angeles.

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Media

NAB, senators seek State Dept. aid in dispute with Canada over commercials

Wearn and Wasilewski follow Buckley in asking Kissinger to do something about deletion of ads by cables there; some hope held out in response

The board chairman and president of the National Association of Broadcasters jointly wrote Secretary of State Henry Kissinger last week to urge that the State Department act to protect the interests of stations near the Canadian border which in their opinion are in danger of being squeezed out of the Canadian advertising market. The State Department, in answer to a similar plea from 15 senators, has already said it is doing what it can, but its authority in this case is limited.

In their letter to Secretary Kissinger, NAB Chairman Wilson Wearn of Multimedia Broadcasting Co., Greenville, S.C., and NAB President Vincent Wasilewski protested the deletion of commercial advertising from U.S. television programs over Canadian cable, a practice they said is encouraged by the Canadian Radio and Television Commission. They also protested proposed legislation in the Canadian parliament that would deny as business deductions to Canadian businesses any advertising purchased on non-Canadian stations.

The same complaints were voiced in a letter to the State Department last month by 15 senators, led by James Buckley (C-R-N.Y.).

Mr. Buckley was told in a July 25 letter from Robert McCloskey, assistant secretary for congressional relations at the State Department, that the department has "no legal basis" for objecting to the Canadian parliament's proposed tax revision. Mr. McCloskey, however, said that American broadcast stations should participate in the hearings on the legislation to urge that changes be introduced gradually.

But Mr. McCloskey also wrote that the department has "serious concern" about the other matter, the deletion of commercials from U.S. stations on Canadian cable systems, and said that the department is "presently reviewing possible alternative courses of action that might be taken in an attempt to obtain some measure of satisfaction." He said the department plans to consult with the FCC in its review.

In his letter, Senator Buckley had said the two Canadian actions combined "would appear to be aimed at the total elimination of U.S. television stations from Canadian advertising markets."

Senator Buckley said Canadian authorities "fully accept" the reception of

American television station programs and that the Canadian viewing audience's desire for these programs "is the single most important reason" for the growth of Canadian cable. But, he said, "current Canadian policies in this field plainly constitute an attempt to reap the benefits of U.S. television service while denying the stations who render that service any opportunity to earn the rewards of their efforts."

The co-signers of the Buckley letter included Senators J. Glenn Beall (R-Md.), Quentin Burdick (D-N.D.), Robert Griffin (R-Mich.), Philip Hart (D-Mich.), Jesse Helms (R-N.C.), Jacob Javits (R-N.Y.), Patrick Leahy (D-Vt.), Edmund Muskie (D-Me.), Claiborne Pell (D-R.I.), Richard Schweiker (R-Pa.), Hugh Scott (R-Pa.), Robert Stafford (R-Vt.), Lowell Weicker (R-Conn.), and Milton Young (R-N.D.).

Hooks says FCC overlooked blacks in AM expansion

Liberalized rules erred, he says, by omitting special treatment for applications from minorities

FCC Commissioner Benjamin L. Hooks has criticized the commission majority for "a neglectful omission of the responsibility to foster minority broadcasting interests." Mr. Hooks's statement, issued last week, is in regard to a commission order which eased requirements for expanding AM service (BROADCASTING, June 30).

According to Mr. Hooks, the only black member of the commission, the rules perpetuate a system that is partially responsible for "racial ownership imbalance." He claimed that the commission order has overlooked judicial precedent by not promoting minority ownership through the allocation process. He also criticized the majority for not taking minority programming formats into account in their rulemaking.

The National Black Media Coalition last week also took exception to the order. It petitioned the FCC for reconsideration of the rules and filed a motion to stay their effectiveness. NBMC claimed that the new rules do not foster affirmative action encouraging minority ownership and asked the commission for a minority impact statement.

FCC revamping procedures in line with Privacy Act

The FCC has initiated a rulemaking aimed at implementing the Privacy Act of 1974 and at "protecting the rights of the individual in the accuracy and privacy of information concerning him which is contained in commission records." The rule provides procedures under which an in-

dividual, about whom information is contained in commission records, could seek to examine that information and, if he feels it is incorrect, seek to have it corrected or amended. The commission would not be required to comply with the request if it felt the information was correct, but it would be required to annotate the record so that the disputed portion is apparent to anyone inspecting the file. In addition, the individual would be permitted to file a statement disagreeing with the commission's decision, and it would become part of the record. Some records would be exempt from the provisions of the Privacy Act—among them, those maintained on individuals who have been the subject of FCC field enforcement actions, attorney misconduct files, investigations of and complaints against broadcast stations and their owners, officers and employees. Those systems, the commission says, are maintained for law-enforcement purposes. Comments are due Aug. 29. Since the final rules must be issued by Sept. 27, the effective date of the act, the commission is not inviting reply comments.

Media Briefs

Nowhere to hide. Nielsen Station Index announced last week its samples in larger markets will be chosen from both listed and non-listed telephone households, starting in fall of 1976, or earlier if possible. Nielsen declined to identify markets at this time. Nielsen's local TV reports now are based solely on samples from households included in telephone directories. American Research Bureau samples also are drawn from listed households.

Cub's den. Council for UHF Broadcasting has established Washington address: P.O. Box 23640, L'Enfant Plaza Station, Washington, 22024. Telephone (202) 488-5211.

Getting together. Sarasota/Bradenton (Fla.) Broadcasters Association has been established. Officers (all stations in Sarasota): Robert Nelson, WXLTV-TV, president; Cliff Lanson, WSPB-AM-FM, vice president, and Jay M. Epstein, WYND, secretary-treasurer.

Going public? Resolving to act to affirm its commitment to communication between board of Corporation for Public Broadcasting and public, board informally agreed that Chairman Robert Benjamin should appoint ad hoc committee on subject of opening its meetings to all comers, subject to practical limitations. At last week's meeting, (Aug. 12-13), pickets from citizen groups protested closed-door policy. Three were allowed to address board: Pluria Marshall, National Black Media Coalition; Cathy Irwin, National Organization for Women, and Nicholas Johnson, National Citizens' Committee for Broadcasting. Speculation among CPB officials had been that motion would be made at last week's meeting to open meetings, even though session was billed as "informational" for 13 new members.

In the heartland. Public radio stations in

seven states have formed Public Radio in Mid-America (PRIMA) as link for state and regional networking and program exchanges. Charter members: WSIU(FM) Carbondale, Ill.; WVUB(FM) Vincennes, Ind.; KCKK-FM Cedar Rapids and WSUI(AM) Iowa City, both Iowa; KANU(FM) Lawrence, KNBU(FM) Baldwin City and KMUW(FM) Wichita, all Kansas; KBIA(FM) Columbia, KBFL(FM) Buffalo, KCUR(FM) Kansas City, KLUM(FM) Jefferson City, KSOZ(FM) Point Lookout, KUMR(FM) Rolla, KWMU(FM) St. Louis and KXCV(FM) Maryville, all Missouri; KIOS-FM Omaha, Neb., and KOSU-FM Stillwater, Okla.

Special exemptions? FCC has invited comments by Sept. 15 on proposed rule to identify and exempt specialty stations with

limited audiences from cable systems' allowable signal complement. Stations involved have predominantly religious, ethnic or automated programming.

Quotations. National Association of Broadcasters has published new pamphlet containing quotes from cable industry executives, motion picture producers, economists and newspaper columnists on pay cable television. "Notable Quotes ... About Free TV and Pay-Cable TV" is part of continuing antisiphoning and anti-pay campaign directed by NAB.

Status of PTV. Fiscal 1975 saw the addition of three licensees and 11 transmitting stations to public-television fold, according to report by Public Broadcasting Ser-

How to keep thieves from making what's yours theirs.

Burglary and car theft are among our nation's most prevalent crimes. They also are among the easiest to prevent . . . if people like your listeners would take the time to learn how.

The State Farm Insurance Companies have produced for radio a series of five public service programs and four spots on how your listeners can protect themselves against burglary and car theft. The programs, each four minutes, are on such topics as how to make it tough for burglars to get into your home; how to outthink the would-be thief; how to make it more likely he'll get caught; and how to get financial protection against theft. The spots—two are 60 seconds and two are 30 seconds—cover some of the same pointers in briefer fashion.

These non-commercial messages are aimed at informing your listeners . . . not advertising State Farm. For a free tape and scripts, return the coupon below or call us collect at 309-662-2625.



Robert Sasser
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Illinois 61701

Please send me your public service series on burglary and car theft prevention. I understand there is no charge.

NAME _____

STATION _____

ADDRESS _____

CITY _____ (No P. O. Box Numbers, Please) STATE _____ ZIP _____

vice. Projections for fiscal 1976 are three more licensees and 16 new stations, 10 of which will be repeaters picking up broadcasts from parent stations. Current status: total of 152 PTV licensees operating 256 transmitting stations in contiguous states, Alaska, Hawaii, Puerto Rico, Virgin Islands, Guam and American Samoa. All but three are PBS members; 85 are VHF and 155 are UHF of the 240 transmitters linked by PBS's interconnection system.

Rand research. Third volume in study of television and human behavior, "The Research Horizon, Future and Present," is available with broadcasters among the intended audience. Final product of Rand Corp. evaluation will be book still in preparation, tentatively titled *The Fifth Season: How Television Influences Human Behavior*. Current volume, by George Comstock and George Lindsey with Marilyn Fisher, details scientific community's research priorities and implications of their desire to make such research relevant to TV policy decisions. Number-one priority is "TV and the socialization of young persons"; politics, special populations, behavioral effects and TV management are among nine others.

No union. Petition by Writers Guild of America East on behalf of four women researchers in CBS News' Washington bureau has been dismissed by National Labor Relations Board. In refusing to grant group status for collective-bargain-

ing purposes, NLRB agreed with CBS Inc. that employees "do not share a sufficient community of interest to constitute an appropriate unit," that they "are not residual, unrepresented employees" and that their daily job functions have basic dissimilarities.

N.Y. denies charge. City of New York has urged FCC to reject as "frivolous" charge by The Network Project that municipal ownership of WNYC-AM-FM-TV New York violates First Amendment. In petitions to deny stations' license renewals, Columbia University-based group charged that stations are only public access facilities and city violates amendment by controlling material broadcast. But even if city gave up its control, Network Project said it would still be violating rules delegating that control to licensee. New York, in its opposition, maintained that there is no violation since Communications Act and fairness doctrine apply equally to municipally owned stations.

Changing Hands

Announced

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

■ **WFUN(AM)** South Miami, Fla.: Sold by Rounsaville of Miami Beach Inc. to Sudbrink Broadcasting Inc. of Florida for \$1.3 million. Seller, Robert W. Roun-

saville, owns WCIN(AM) Cincinnati; wVOL(AM) Berry Hill (Nashville), Tenn.; WMBR(AM)-WAIV(FM) Jacksonville, WDAE(AM)-WAVV(FM) Tampa, WNBE(AM) Winter Zark and WBJW(FM) Orlando, all Florida. Principal in buyer is Robert (Woody) Sudbrink who owns WLYF(FM) Miami and WAVO(AM) Decatur, Ga., and has various interests in WLAK(FM) Chicago, WLIF(FM) Baltimore, WPCH(FM) Atlanta and WEZW(FM) Wauwatosa-Milwaukee. He is also president of WVEZ(FM) Cincinnati which is controlled by his wife, Margareta. WFUN is full time on 970 khz with 5 kw.

■ **KIMA-TV** Yakima and **KEPR-TV** Pasco, both Washington, along with **KLEW-TV** Lewiston, Idaho: One third of licensee, NWG Broadcasting Corp., sold by Sally Ann Gassaway, administratrix of estate of husband, P. Richard Gassaway, to John Noel Jr. and Seattle First National Bank, trustee of estate of Harrell B. Whitney, for \$187,000 plus assumption of about \$266,000 in liabilities. Mr. Gassaway has no other broadcast interests. Mr. Noel and Seattle bank own a third of NWG Broadcasting each. Mr. Noel has interests in Washington bottling companies, canning company, motel and investment corporation. Seattle bank, through its trust department, has interests in KOMO-TV Seattle, KOMW(AM) Omak, Wash., and KATU(TV) Portland, Ore. KIMA-TV is CBS affiliate on ch. 29 with 105 kw visual, 10.5 kw aural and antenna 970 feet above average terrain. KEPR-TV is satellite of KIMA-TV on ch. 19 with 97.7 kw visual, 9.8 kw aural and antenna 1,250 feet. KLEW-TV also is satellite on ch. 3 with 13.8 kw visual, 1.38 kw aural and antenna 1,250 feet.

■ **WEAL(AM)** Greensboro, N.C.: Sold by Eugene S. Tanner, trustee in bankruptcy for WEAL Inc., to North State Broadcasting Co. for \$293,000. Buyer is owned equally by brothers, Lewis Pace Poag and Morgan Rees Poag, who are former students and have no other broadcast interests. WEAL is on 1510 khz with 1 kw day and 250 w during critical hours.


■ **WEXY(AM)** Oakland Park, Fla.: Sold by Broward County Broadcasting Co. to Celebrities Inc. for \$250,000. Seller is Albert S. Tedesco who has controlling interests in KTCR-AM-FM Minneapolis-St. Paul and KDUZ-AM-FM Hutchinson, Minn., and in WWCM-AM-FM Brazil, Ind., which was sold to Hausman Broadcasting Corp. (Barry L. Housman, principal) for \$550,000, subject to FCC approval (BROADCASTING, June 23). Buyer, James S. Beattie, owns WOHN(AM) Herndon, Va., and 50% of WSSA(AM) Morrow, Ga. WEXY is daytimer on 1520 khz with 1 kw.

■ Other sales reported at the FCC last week include: **KPGA(FM)** Pismo Beach, Fla., and **WASC(AM)** Spartanburg, S.C. (see page 37).

Approved

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

■ **KIEM-TV** Eureka, Calif.: Sold by California-Oregon Radio Co. (Wayne



**FEATURED BY
AMERICA'S OUTSTANDING
MEDIA BROKER**

**WEST COAST
\$200,000**

Beautifully equipped FM covering several thousand from very pleasant setting near all sports and recreation. Easy drive to big city. Station doing well but perfect for further development. 29% down—10 year terms if qualified.

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 • CHICAGO, Illinois (60601); 333 North Michigan Ave., Hub Jackson, Bud Doss, Roger H. O'Sullivan, (312) 346-6460
 • ATLANTA, Georgia (30361); 400 Colony Square, Suite 510, Clifford B. Marshall, Robert A. Marshall, (404) 892-4655
 • BEVERLY HILLS, California (90212); 9465 Wilshire Blvd., Colin M. Selph, Roy Rowan, (213) 274-8151

Vickers, Newton L. Steward, Paul Roberts and others) to Ingham Communications Inc. for \$400,000 cash plus assumption of liabilities of about \$300,000. Sellers have no other broadcast interests. Buyer is owned by Harvey Ingham III, Saratoga, Calif., communications consultant, and Richard Ingham, Florida businessman. Neither has other broadcast interests. KIEM-TV is CBS and NBC affiliate on ch. 3 with 100 kw visual and 20 kw aural and antenna 1,650 feet above average terrain.

■ Other sales approved by the FCC last week include: WMOB(AM) Mobile, Ala.; KRYT-AM-FM Colorado Springs; WSST(AM) Largo, Fla.; WKIC(AM)-WGS(FM) Hazard, Ky., and KSGT(AM) Jackson, Wyo. (see page 37).

Fidelity goes higher

Twice-rejected challenger for channel 9 in Los Angeles now goes to Supreme Court

Fidelity Television Inc., which has been trying since 1965 to displace RKO General Inc., as licensee of KHJ-TV Los Angeles, has not yet given up despite negative decisions from the FCC and the U.S. Court of Appeals. Fidelity is now asking the U.S. Supreme Court to review the channel 9 case.

The U.S. Court of Appeals last month denied Fidelity's petition for rehearing and reconsideration of the court's decision, in March, affirming the commission's order renewing the KHJ-TV license and denying Fidelity's competing application (BROADCASTING, July 7).

In seeking Supreme Court review, Fidelity argued that the commission accorded an advantage to RKO simply because of its incumbency—and that was an error. Such an advantage is not warranted under commission precedents, it said.

Fidelity also contended that, in failing to award Fidelity preference on diversification of media grounds—Fidelity owns no other stations, while RKO is a multiple owner—the commission's decision offends First Amendment principles. It noted that the Supreme Court held that the public is entitled to the widest possible diversity of voices.

FCC denies request but Cottone just won't quit

The FCC has denied communications attorney Benedict Cottone's motion to dismiss a disciplinary proceeding and clear the records regarding his alleged misconduct during a renewal hearing involving KAYE(AM) Puyallup, Wash. One of Mr. Cottone's contentions is that FCC Administrative Law Judge Ernest Nash had schemed to oust him from the KAYE hearing (BROADCASTING, June 2). In discussing the denial, Mr. Cottone said the commission failed to answer his charges and he will continue to fight although he does not yet know what his next step will be. In

a related action, the commission also denied the contention by the Federal Communications Bar Association that the FCC does not have jurisdiction to conduct disciplinary proceedings against Mr. Cottone and that his case should be turned over to the D.C. Court of Appeals. The commission said it was premature to respond to the FCBA's contention that disciplinary proceeding against Judge Nash should be handled by the Civil Service Commission.

FCC to wait and see what Houston foreclosure brings

The FCC has decided not to say if its three-year rule applies to Liberty National Corp.'s proposed purchase and resale of KBMT(TV) Beaumont, Tex. The rule prohibits sale of a station if the owner has operated it for less than three years.

LNC, a one-bank holding company in Oklahoma City, said that KBMT's licensee, Harbour Television System, has defaulted on a \$2,320,324 debt to LNC. The debt is secured by a pledge of all Harbour stock and physical assets. An additional \$400,000 is owed to general creditors, LNC said.

LNC had requested a ruling in view of its proposal to acquire KBMT at a public foreclosure sale, invest additional money in the station, upgrade programming, deal with general creditors, and then sell KBMT without profit.

FM on the up-and-up. FM radio's average share of total radio listening in New York, Los Angeles, Chicago, Philadelphia, Boston, San Francisco and St. Louis has increased 78% over the past five years, according to analysis prepared by the CBS Owned FM Stations. CBS/FM's investigation, focused in markets in which it owns and operates stations, drew on American Bureau Research Reports in those areas for April-May 1970 and 1975. CBS/FM said the April-May 1975 reports show an average quarter-hour FM share of 35.6% of total radio listening in these seven markets, up 78% from the average 20% share in 1970.

The commission said it generally refrains from ruling in such cases and waits until all factors can be considered through a properly filed application. However, it noted that an "unsympathetic ear" would not be turned on a future rule-waiver request.

Bad marks for college radio-TV courses

A survey of Indiana broadcasters shows that while the vast majority of station managers and employees polled consider college education essential for prospective professional broadcasters, they are critical of college radio-television programs, rating them "fair" to "very poor" relative to

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the needs of broadcasting stations. College radio-TV departments, professors and placement services were evaluated by the respondents, including 78 station managers, as poor in helping students find jobs.

Courses in radio/television are generally poor in providing practical experience in sales, the business of broadcasting and FCC rules and regulations, according to survey respondents. Theory without practical experience and courses in the history of broadcasting were dismissed as "a waste of time" while knowledge of how to apply for a job, prepare resumes and interview are considered invaluable for students.

More than 86 percent of the commercial broadcasters would advise college students not to specialize but rather to gain practical experience and over-all broadcast education. Areas of study least recommended were engineering, noncommercial station operation, film, history and theory. Advice from broadcasters to those in college broadcasting programs: maintain a closer relationship with commercial stations, hire faculty with commercial broadcast experience and require internship programs for all radio/TV majors.

The survey was the work of Darrell E. Wibble, associate professor at Ball State University's Center for Radio and Television, Muncie, Ind., a former commercial broadcaster.

TIO Texas regional concentrates on public attitudes toward TV

The Television Information Office will sponsor its second open regional meeting in Houston Sept. 25-26, inviting station personnel from Texas and neighboring states. The meeting will be hosted by KHOU-TV, KPRC-TV and KTRK-TV, all Houston, all TIO members.

The two days' sessions will examine public and government attitudes toward television, and will discuss ways of increasing public awareness of the medium's achievements. Congresswoman Barbara C. Jordan (D-Tex.) will be a featured speaker, with TIO director Roy Danish also speaking.

A regular meeting of the Television Information Committee, headed by Peter Storer of Storer Broadcasting, will take place September 25 as part of the conference.

\$12 million for facilities

The Office of Education of the Department of Health, Education and Welfare has announced awards totaling \$12 million to 62 noncommercial radio and television stations. The grants, made under the Educational Broadcasting Facilities Program, are going to 41 TV and 21 radio stations to expand power, buy equipment and generally improve services. Nearly \$41 million in grants had been sought by 193 applicants.

Broadcast Advertising

More TV sales ammo

Bruskin five-year report shows television outpacing newspapers

The growing value of television to advertisers in comparison with newspapers is underlined in a new study by R.H. Bruskin Associates, New Brunswick, N.J., which stresses TV now attracts 22 million more adults on a daily basis than newspapers.

Commissioned by the Television Bureau of Advertising, the study found that 120-million adults (85%) view TV daily, compared to 98 million (69%) who read newspapers. A comparison of this study with one in 1970 showed that 101-million adults viewed TV each day five years ago (by 1975 there was a gain of 19-million adults). Five years ago 97-million adults read newspapers (by 1975 there was a gain of only one million adults).

"The findings of this study enable the advertiser to look beyond mere circulation statistics and compare media in the more meaningful terms of people reached," commented Roger Rice, TVB president. "The newspaper-only advertiser may now discover why his sales have lagged behind those of his television-using competitor: his advertising has been treading in a stagnant medium while his competitor's advertising has been swept along by television's growth."

Arbitron buys TM advertising monthly

Theodore F. Shaker, the president of Arbitron, announced last week the purchase

of *Newspaper Advertising Reports* from TM Productions by Arbitron to "help our TV-station and radio-station clients get a larger chunk of the local advertising dollar."

Newspaper Advertising Reports monitors every newspaper buy in the five markets where it appears (New York, Los Angeles, Chicago, San Francisco and Philadelphia), attempting also to get information about promotional planning done by retailers "before the budget is allocated to newspapers."

According to Mr. Shaker, Arbitron bought the publication on a percentage basis (the more copies sold, the more money TM Productions will receive) and plans to extend its reach to 25 markets "in the near future." The publication has 37 clients among radio and TV stations, with the subscription cost based on the station's 60-second rate.

Mr. Shaker says Arbitron will "computerize" the publication and "refine" it. "Considering that about 75% of all local advertising money goes to newspapers and only 25% goes to radio and television, we think *Newspaper Advertising Reports* is needed to redress this balance," he concludes.

British cigarette makers impose own ad restrictions

Cigarette manufacturers in Great Britain have decided to try self-regulation with a new voluntary advertising code that seeks to prevent advertisements which encourage people to start smoking, increase their consumption or smoke to excess.

Last week's announcement of the code was made less than a week after the British government said it was looking into the



Reflected image. Seeing yourself as others see you was again the theme of the Television Bureau of Advertising's sales managers conference in Denver earlier this month. The others in this case were station sales staffs who provided their views of management which were then compared with the managers' views of themselves and evaluated by Professor Hank Wilson of the Bridgeport Graduate School of Business, Bridgeport, Conn. Those attending were (standing l to r): Dave Grace, local sales manager, K8TV Denver; Dave Herman, general sales manager, KOB-TV Albuquerque, N.M.; Dick Green, vice president-sales, California-Oregon Broadcasters, Redding, Calif.; Gary Rice, station manager BT66, Ballarat, Victoria, Australia; Tony Malone, local sales manager, KLAS-TV Las Vegas; Dan Gustin, general sales manager, KOLO-TV Reno; Fred Dravland, sales manager, KMGH-TV Denver; Wes Maser, general sales manager, KOLN-TV Lincoln, Neb.; Gordon Bussey, local sales manager, KVAL-TV Eugene, Ore.; (seated l to r) Professor Wilson; Maurice B. Mitchell, chancellor, University of Denver; Robert M. McGredy, Dycos Institute.

possibility of increased tobacco industry controls.

Written by manufacturers and the British code of advertising practice committee, the code especially seeks to protect young people and will be supervised by the Advertising Standards Authority, an independent body.

The code has similar guidelines as those used for television before cigarette promotion was banned by Britain on that medium in 1965. Among the advertisements the media are asked not to accept are those that imply links between smoking and sexual success and those that claim smoking increases manliness, relaxation or better work performance. Testimonials by well-known personalities are also discouraged.

A minister of state at the Department of Health has said that the government would try to work with voluntary agreements. However, an antismoking pressure group said the code was "grossly inadequate" because it did not apply to indirect forms of cigarette promotion such as coupons.

NSF-funded group laying groundwork of children TV study

Project started in April in answer to FTC call; first report due in early '76

A research group with a grant from the National Science Foundation is collecting names of people and institutions equipped to study children's responses to television advertising.

The research planning group, based at the Harvard Graduate School of Education, is also trying to identify the most important areas of concern in the children's advertising controversy, is reviewing the available literature on the subject and is trying to define areas where more research is needed.

The project began in April and the group is expected to file its first report early in 1976. It is a response to a call from the Federal Trade Commission for more information to help it construct guidelines for children's advertising.

The members of the research planning group include Richard Adler of the Harvard School of Education, who is serving as principal investigator and project manager; Bernard Friedlander, University of Hartford (Conn.); Gerald Lasser, Harvard Graduate School of Education; Thomas Robertson and John Rossiter, The Wharton School, University of Pennsylvania, and Scott Ward, Harvard Business School. An advisory committee of scholars, representatives of government, consumer groups and industry is currently being formed.

Advertising Briefs

Telling it all. J. Walter Thompson Co., New York, has formed Telecommunications Division, outgrowth of its TeleCom-

munications Development Course, to teach businessmen principles of effective spokespersonship, particularly in broadcast media. Jack Hilton, executive vice president of JWT's Dialog public communications division, who developed course, has been named president of new division.

Rejected. KXTX-TV Dallas, owned by Christian Broadcasting Network, has rejected Mercury Records TV spot for rock group Ten CC and their latest album, *Original Soundtrack*. Among station's reasons for decision were alleged references to devil in spot, and alleged connection between group's name and narcotics use. Record industry sources were at loss to explain latter charge, and Mercury denied any demonic reference in spot.

Spanish market facts. Conill Advertising Associates, New York, is offering free report on domestic Spanish population characteristics, based on Department of Commerce data. Demographics show Spanish make up largest ethnic market language-wise, with larger-sized families, younger population and strong buying power.

New in L.A. Formation of Kader-Brigham-Scully advertising-public relations agency, Los Angeles, was announced last week. Firm is made up of former Capital Communications Co. principals, Don Kader and Kathie Scully, and Tom Brigham, formerly of Tom Brigham & Associates.

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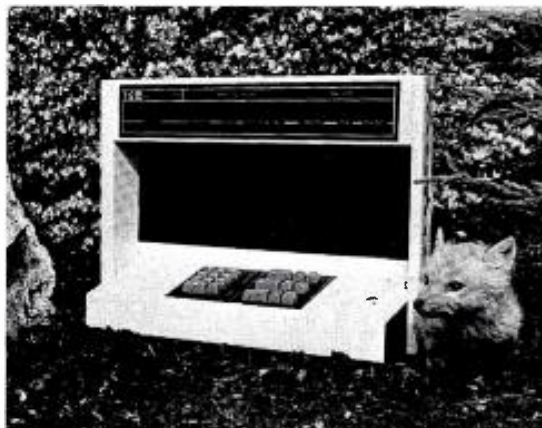
FCC says it's up to Congress to define three tiers of cable regulation

Commission proposes minor changes in its rules to alleviate some problems in area, but says over-all policy needs legislation

The FCC has concluded that it lacks the authority to decide how cable television should be regulated by state and local governments, and that Congress must find a remedy to the present difficulties of three-tiered cable regulation ("Closed Circuit," Aug. 4). But until such time as Congress acts, "to ease burdens that can be identified in specific areas," the FCC has proposed several changes in its cable rules.

With regard to its processing procedures for a certificate of compliance, the commission said that "inconsistent" local provisions would be considered void. At present, applicants must either seek waiver or get the local franchise authority to delete or alter that provision to con-

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form to commission standards. The FCC noted the delay and financial costs to the applicant as reasons for the proposed change.

The commission also proposed that to the extent any franchise fee is above 3% of gross annual subscriber revenues, the excess fee would similarly be void.

As to its over-all approach to three-tiered regulation, the commission said that it will maintain its subject-matter approach to cable regulation it has taken in the past, until legislative guidelines can be substituted. That approach was based on the distinction between regulations regarding the use of streets and rights-of-way and the regulation of the operational aspects of cable communications. In the FCC's eyes, the former is within the jurisdiction of the states and their political subdivisions, while operational aspects came under commission auspices.

The commission said it would also continue to work toward a cooperative solution to the problem of multiple systems of accounts being developed by various states. The FCC hopes a voluntary adoption of a uniform accounting system would result.

The commission's inquiry into duplicative cable regulation was adopted some nine months ago in response to recommendations by the Federal-State-Local Advisory Committee, formed by representatives of the cable industry, local governments and public interest groups. The majority of the committee recommendations by the Federal-State-Local nonfederal authority or delegate all authority to constituent cities and towns.

The FCC in terminating the proceeding now, however, said that "while non-duplicative regulation is a worthy objective," the "jurisdictional impediments" for the FCC without clear congressional guidance would present major difficulties.

Comments on the proposed changes are due Sept. 22.

Cable Briefs

Review sought. National Association of Broadcasters has petitioned U.S. Court of Appeals for District of Columbia Circuit for review of FCC's decision that denied NAB's request for reconsideration of revised pay cable rules. Other parties, both broadcasters and cable operators, currently have appeals pending before same court of pay cable rules. While NAB motion is technically separate case, it could be consolidated with parties that filed prior appeals.

Clamping down. New York State has adopted law that would make person guilty of "theft of services," in connection with pay cable, subject to criminal prosecution.

Sold. Telesonic CATV Inc., which serves seven communities in western Pennsylvania, has been sold to Tele-Media Company of Addil for a price close to \$1 million. Paul Jones and John Beatty are sellers of system that services 3,050

subscribers in communities of Cresson, Gallitzin, Randolph, Brockport, Parker, Pleasantville and Emlenton. Telesonic passes some 5,100 homes with 96 miles of plant. Buyers are Bob Tudek and Everett Mundy, who operate cable systems in Ohio, Pennsylvania and West Virginia. Firstmark Financial Corp. and Fidelity Bank in Philadelphia financed the sale; broker was Daniels & Associates.

Coalitions petition. Philadelphia Community Cable Coalition and National Black Media Coalition last week jointly petitioned D.C. Court of Appeals for review of FCC order that cancelled March 31, 1977, cable rebuild deadline (BROADCASTING, July 14). Citizens Communications Center, which represents coalitions, said pleadings will charge that commission was procedurally in error, did not have sufficient data and did not satisfy court decision regarding active solicitation of comments.

Ford, live and on cable. GE Cablevision's system at Peoria, Ill., will deliver live coverage of President Ford's address on domestic and economic issues at Peoria Hilton on Tuesday (Aug. 19). Program will be part of CATV system's local origination effort and will be relayed to non-commercial WTVP(TV) Peoria.

Strike threat. Theta Cable Television, Los Angeles-based CATV system that serves more than 77,000 subscribers in greater Los Angeles area (and that has 33,000 paying extra for its movie-special features Z channel), is facing possible strike of 250 employees. Theta has been in negotiations with Local 11502 of Communication Workers of America for three months, after employees of Theta Cable voted in NLRB-supervised 1974 election to have CWA union represent them. Major issues reportedly are wages and fringe benefits.

Another to Hilliard. Teleprompter Florida CATV Corp. has sold its Pahokee, Fla., system to Bob Hilliard of Southeast Cablevision Inc. for approximately \$200,000. System passes 2,000 homes with 17 miles of plant and serves 1,025 subscribers. Financing was handled by Firstmark Financial Corp. and Pahokee purchase is continuation of Southeast Cablevision's draw-down of \$1,680,000 line of credit. Company earlier purchased systems in St. Augustine, and Belle Glade, both Florida. (BROADCASTING, July 7).

Iowa beckons HBO

Home Box Office Inc.'s pay programming package will enter the North Central region "early next year," when Heritage Communications Inc. picks up the service for its Des Moines, Iowa, cable system. The system, which serves 16,000 subscribers, is in the process of completing some 800 miles of plant that will eventually serve nearly 90,000 homes.

Heritage also announced tentative plans for additional affiliations with HBO in order to bring pay cable to another 20,000 subscribers at its systems elsewhere in

Iowa, Colorado and Minnesota.

An application to the FCC for an earth station to serve the Des Moines system is being prepared.

AT&T, NCTA in waiting game

Pole attachment issue no closer to settlement as both sides differ on whether firm offer has been made

The long and strained negotiations between AT&T and cable television looking towards a settlement on the pole-rate attachment issue are hung up on semantics. As of last week, AT&T was "still waiting" for a rate proposal from the National Cable Television Association and NCTA was awaiting AT&T reactions to the latest rate schedule based on the FCC staff's formula.

The latest rate schedule (BROADCASTING, Aug. 4) is a result of the NCTA providing the "mechanical calculations" requested by FCC Chairman Richard Wiley to fill in the nonspecific rate formula drawn up by the commission's staff last April. According to Amos (Bud) Hostetter, chairman of the NCTA pole rate committee, the resulting schedule must still be "sold" to the cable industry. There are substantial increases, he said, that affect cable systems in states where the hardest fights against such increases have taken place. The NCTA committee nevertheless, supplied the numbers to fulfill its commitment to the FCC, Mr. Hostetter explained.

However, according to Bob Sanderford, AT&T legal counsel, the NCTA was committed to come up with a proposal and since this latest schedule lacks NCTA endorsement, AT&T does not feel that it should comment on the numbers.

The numbers, which supposedly reflect a 10-15% over-all decrease in existing rates, were transmitted to AT&T by letter last week. That letter, signed by Mr. Hostetter, emphasized "that the list of prices is not to be considered an offer either of the NCTA ad hoc committee (on pole rates) or the NCTA board."

"We're surprised that the letter doesn't constitute an offer," Mr. Sanderford said, "as we were under the impression it would."

Those sentiments were relayed back to NCTA in a letter mailed by AT&T later last week. That letter explained that AT&T "does not necessarily agree with the validity of the data or the underlying assumptions" in the latest rate schedule and "disputes the implication that the FCC staff's formula should be used." AT&T, according to Mr. Sanderford, agreed to look at any range of numbers the commission's staff devised but did not agree to accept any broad formula suggestion.

So AT&T is still waiting.
And so is NCTA.

Set sales droop

**First-half EIA report details
22% decline in TV sales,
20% drop-off for radio units**

The Electronic Industries Association reports declines in radio and television set sales for the first half of 1975.

Total TV set sales dropped over 22% for the first 26 weeks of 1975 compared to the same period in 1974. Color sets showed a larger percentage decline than black-and-white sets but remained the largest seller with about 2.8 million sets sold. 2.2 million black-and-white-sets were sold between Jan. and June 1975.

Total radio receiver sales dropped over 20% for those same six months as compared with the first half of 1974. AM sets accounted for close to three million—a drop of about two million from comparable 1974 figures—while FM set sales totaled close to seven million—a drop from nearly 12.6 million a year earlier. Comparing only June 1975 sales with June 1974 sales however showed an increase in FM set sales of 2.6%.

Muzak looks to the skies

Muzak Corp. is conducting first field tests of the technical feasibility of satellite transmission.

Since February 1974, Muzak has been working on satellite transmission. Its music services are currently provided via telephone or FM sideband. A satellite demonstration with the AII receiver and RCA time was held last summer in New York (BROADCASTING, Aug. 19, 1974).

According to Paul Warner, vice president and general manager of Muzak's product division, the firm has been negotiating with suppliers and vendors and now believes satellite transmission may be economically feasible.

To convert to the system, Mr. Warner estimated that 100,000 receivers would be needed at, he hoped, for less than \$1,000 each. However, he said no purchase agreements have been made.

Technical Briefs

Beaming down in Africa. GTE International has put into operation first three of 14 earth stations that will make up Algeria's domestic communications satellite system, first of its kind in Africa. When completed, system will include one TV channel and 65 voice channels. Remaining 11 stations are expected to be completed this year. They replace communications system that relied principally on high frequency radio communications, often interrupted by weather conditions.

\$20 million sale. Harris Corp., Quincy, Ill., has signed \$20 million agreement with Republic of Indonesia for Harris to supply transmitters, antenna towers and related equipment for nationwide radio broad-

casting system. Transmitters will be standard Harris 50 kw and 10 kw units. Equipment will be installed at 36 separate sites along 3,000 island chain that includes Java, Sumatra and portions of Borneo and New Guinea. Shipments are to begin before end of this year, with stations going on air in 1976.

One thousand. Consolidated Video Systems Inc. Santa Clara, Calif., has sold its 1,000th time base corrector, used by broadcasting industry in electronic news gathering. Buyer, CBS Television Network, New York, had already purchased 24 CVS time base correctors being the first network to use the CVS 504A. An additional 10 units are on order by CBS.

Good mixer. Television Research International Inc., Palo Alto, Calif., has introduced helical editing control system which interfaces company's EA-5 editing system with Sony VO 2850 three-quarter-inch cassette U-Matic format. System allows editors to intermix Sony unit with any other helical VTR.

Listen here. Alpha Electronic Services Inc., Stanton, Calif., has announced two-tone attention systems for monitoring and transmitting emergency broadcast signals required by FCC rules that become effective Jan. 15, 1976. Designated EBS-230, unit combines encoder and decoder sections, is rack-mountable and sells for under \$300.

Conversion special. Trans-American Video, Hollywood, has developed Pan Scope, an electronic system for converting wide-screen motion pictures to video tape. Special control is used that follows dramatic action taking place anywhere within wide-screen format.

Eraser. Robins Industries Corp., Comack, N.Y., has made available degausser to demagnetize tape reels up to 1" wide and 17" in diameter. Model R24024 is capable of erasing 100 reels of 1/2" tape in approximately 30 minutes and in normal use can be operated for 40 minutes before requiring a 10-minute cooling off period.

All for one. Philips Audio Video Systems Corp., Mahwah, N.J., has introduced LDH-16 color telecine system that make video programming possible using as many as three film sources plus live scenes. Fully integrated film/slide/live pick-up unit is capable of transferring super 8mm film, 16mm film and 35mm slides to standard TV format as well as picking up opaque displays, rear-screen projections and limited-action live scenes. Basic LDH-16 system includes LDH-20 compact color camera with fixed 100mm f/2.1 lens.

New antenna. RCA Broadcast Systems, Camden, N.J., has placed on market Turnstile II, new low-band TV broadcast antenna that company says provides 2 through ch. 6 stations "with significant quality improvement in transmitted picture." RCA claims new design reduces VSWR (voltage standing wave ratio) by 50%, compared to Superturnstile, most widely used VHF antenna in TV industry.



New home. Corporate headquarters of Lima Broadcasting, licensee of WIMA-AM-FM Lima, Ohio, has expanded to occupy this \$225,000 facility at 667 West Market Street, Lima. Building was designed by Bowman and Armstrong; architects. Installation of MW-1 Gates transmitter is expected this month.

It's now Gibraltar. Quick-Set Inc., Northbrook, Ill., has acquired complete Houston Fearless TV camera and microwave support products line from Technology Inc. New Quick-Set line will be marketed under Gibraltar name and includes pneumatic studio pedestal (formerly Houston Fearless PD-8), medium weight counter balance pedestal (PD-3) and cam head (HFCH) with capacity up to 350 pounds. Line will also include microwave relay tilt head, heavy-duty tripod and dolly. Former Houston Fearless line will be manufactured at Quick-Set's Northbrook headquarters.

Iranian contract. RCA has signed \$8.75-million contract with Iranian development concern to provide range of telecom-

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munications services for new resort on island in Persian Gulf. Contract from Kish Island Development Organization, Tehran, Iran, is to include radio-TV program production center, cable-TV program distribution designed to serve 3,500 color receivers, three FM broadcasting stations, and mobile radio network.

Chicago planners. Ten engineers have been named to National Association of Broadcasters' planning committee for 30th annual broadcast engineering conference to be held concurrently with NAB convention in Chicago, March 21-24. Members of engineering conference committee are: Daniel H. Smith, Capital Cities Communications, Philadelphia, chairman; Robert J. Butler, NBC, New York; William B. Honeycutt, KDFW-TV Dallas; Ralph L. Hucaby, WLAC-TV Nashville; Eldon Kanago, KICK-AM-FM Spencer, Iowa; Leslie Learned, MBS, Centerport, N.Y.; James D. Parker, CBS-TV, New York; R. LaVerne Pointer, ABC, New York; Russell B. Pope, Golden Empire Broadcasting, Chico, Calif., and Doyle D. Thompson, Landmark Communications, Greensboro, N.C.

New mike. Television Equipment Associates, Bayville, N.Y., has developed wireless microphone for news, sports and studio production uses. Mike operates on 450 mhz frequency and features large reduction in interference from extraneous electronic signals. Transmitter fits into shirt pocket or can be worn on belt.

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Music

Tracking the 'Playlists'

Few groups make the dramatic change in sound that the Bee Gees made with their most recent single and album, and the arrival this week of *Jive Talkin'* in the first position on the pop "Playlist" (a jump from six) testifies to the success of that change. The single is about to go gold in sales and makes the Bee Gees, along with Eric Clapton, RSO Records' most potent act. Elton John's *Someone Saved My Life Tonight*, following the pattern of most of his singles, is now in the top three, and War's *Why Can't We Be Friends* and Melissa Manchester's *Midnight Blue* make their first top-10 appearances. K.C. and the Sunshine Band, who backed up George McCrae on his million-selling *Rock Your Baby*, which they wrote, move to 13 with their own disco hit, *Get Down Tonight*. Janis Ian's *At Seventeen* edges into the top 20 while topping many MOR charts. After a number of moderately successful attempts, David Bowie appears to have his largest single hit with *Fame*, now at 22. The Carpenters' version of Neil Sedaka's *Solitaire* makes another major jump, this week to 28. Strongest among new additions to the charts is Morris Alpert's *Feelings*, another hit broken first by MOR stations, at 36. Orleans, building from a solid FM progressive base, has its best pop potential with *Dance With Me*, now at 41. Fresh from a joint concert appearance at a Las Vegas hotel, Frank Sinatra and John Denver break into the list with new singles: Mr. Sinatra's *I Believe I'm Going to Love You* is at 45; Mr. Denver's *I'm Sorry* at 47. Glen Campbell's *Rhinestone Cowboy* and Conway Twitty and Loretta Lynn's *Feelin'* remain the nation's two most-heard country singles, with Willie Nelson's Columbia debut, *Blue Eyes Crying in the Rain*, the chart's biggest gainer, at nine.

Breaking In

Daisy Jane — America (Warner Bros.) ■ With three consecutive single hits, America currently ranks among the most-heard groups in pop radio, bringing their sound also to so many adult listeners that the group's name has become synonymous with the evolution of "adult contemporary" radio. Their style has mellowed gradually through their string of hits, so much so that an earlier success such as *Ventura Highway* seems almost heavy metal by comparison. *Daisy Jane*, like the three previous hits, is produced by George Martin, and may be the first of his collaborations with the group in which the touches he brought to the Beatles' records are apparent. The single is quiet, downtempo and lightly orchestrated in a way which recalls *For No One* and other Beatle-Martin efforts. It has been added by WOW(AM) Fort Wayne, Ind.

Who Loves You — Four Seasons (Curb). ■ With the highly successful comeback (on Private Stock) of Frankie

Valli in the past six months, it has been rumored that the Four Seasons, Mr. Valli's collective identity, would have a new recording contract. They have surfaced on Curb Records, a newly created Warner Brothers subsidiary, with a Bob Gaudio composition that seems to have more in common with late sixties Beach Boys music than with the old Four Seasons hits. The song fades in, an unusual feature in itself, and Mr. Valli's voice is mixed down much more than in previous Seasons records. The last third of the song is a pulsing disco break that adds to the song's catchy but thoroughly uncharacteristic flavor. WSAI(AM) Cincinnati has added it.

Extras

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

- Ballroom Blitz*, Sweet (Capitol).
- Can't Give You Anything*, Stylistics (Avco).
- Daisy Jane*, America (Warner Bros.).
- Disco Queen*, Hot Chocolate (Big Tree).
- Gone At Last*, Paul Simon & Phoebe Snow (Columbia).
- How Long (Bet You Got A Chick On The Side)*, Pointer Sisters (ABC).
- It Doesn't Matter Anymore*, Linda Ronstadt (Capitol).
- It Only Takes A Minute*, Tavares (Capitol).
- Look At Me*, Moments (Stang).
- Love Being Your Fool*, Travis Wammack (Capricorn).
- No Way To Treat A Lady*, Helen Reddy (Capitol).
- Run Joey, Run*, Geddes David (Big Tree).
- Saturday Night Special*, Lynrd Skyrnd (MCA).
- Send In The Clowns*, Judy Collins (Elektra).
- That's When The Music Takes Me*, Neil Sedaka (MCA).
- What You Got*, Duke & Drivers (ABC).

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

- Don't Stop Loving Me*, Don Gibson (Hickory).
- Don't Cry Joni*, Conway Twitty (MCA).
- Funny How Time Slips Away*, Narvel Felts (ABC Dot).
- I Want To Hold You In My Dreams Tonight*, Stella Parton (Country Soul).
- I'm Sorry*, John Denver (RCA).
- San Antonio Stroll*, Tanya Tucker (Columbia).
- This Is My Year For Mexico*, Crystal Gayle (United Artists).
- Wasted Days & Wasted Nights*, Freddie Fender (Dot).

The Broadcasting Playlist **Aug 18**

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 week	This week	Title (length) Artist—label	Rank by day parts				
				6-10a	10a-3p	3-7p	7-12p	
6	1	1	Jive Talkin' (3:43) Bee Gee's—RSO	3	3	1	3	
1	2	2	Listen to What the Man Said (3:53) Paul McCartney—Apple	2	2	4	2	
7	3	3	Someone Saved My Life Tonight (6:45) Elton John—MCA	4	1	2	1	
3	4	4	Love Will Keep Us Together (3:15) Captain & Tennille—A&M	1	4	3	6	
5	5	5	One of These Nights (3:29) Eagles—Asylum	5	5	5	4	
2	6	6	I'm Not in Love (3:40) 10 C.C.—Mercury	6	6	6	5	
11	7	7	Why Can't We Be Friends (3:45) War—United Artists	7	9	7	7	
4	8	8	Hustle (3:27) Van McCoy—AVCO	9	8	8	8	
14	9	9	Midnight Blue (3:25) Melissa Manchester—Arista	8	7	9	12	
12	10	10	Rockin' Chair (3:15) Gwen McCrae—Cat	11	11	10	9	
8	11	11	Magic (3:30) Pilot—EMI	12	12	12	10	
9	12	12	Please Mr. Please (3:24) Olivia Newton-John—MCA	10	10	11	13	
16	13	13	Get Down Tonight (3:06) K.C. & Sunshine Band—TK Records	15	13	14	11	
17	14	14	Fallin' in Love (3:13) Hamilton, Joe Frank & Reynolds—Playboy	13	14	17	15	
18	15	15	Rockford Files (3:06) Mike Post—MGM	18	15	18	14	
27	▲ 16	16	Could It Be Magic (3:37) Barry Manilow—Arista	20	20	13	17	
19	17	17	How Sweet It Is (To Be Loved By You) (3:33) James Taylor—Warner Bros.	14	16	16	25	
20	18	18	Rhinestone Cowboy (3:18) Glen Campbell—Capitol	19	21	15	19	
10	19	19	Swearing to God (3:58) Frankie Valli—Private Stock	17	18	20	16	
21	20	20	At Seventeen (3:56) Janis Ian—Columbia	16	17	19	30	
28	21	21	Fight the Power (5:05) Isley Bros.—T-Neck	22	22	23	18	
25	22	22	Fame (3:30) David Bowie—RCA	23	24	22	20	
15	23	23	The Way We Were/Try to Remember (4:48) Gladys Knight & The Pips—Buddah	21	19	24	29	
26	24	24	Tush (2:14) Z.Z. Top—London	25	25	25	21	
24	25	25	Dynomite (3:30) Tony Camillo's Bazuka—A&M	26	23	21	31	
13	26	26	Wildfire (4:47) Michael Murphy—Epic	24	26	27	22	
29	27	27	Rendezvous (3:30) Hudson Bros.—MCA	28	29	28	24	
40	▲ 28	28	Solitaire (4:40) The Carpenters—A&M	29	27	33	28	
30	29	29	Pinball Wizard (3:48) Elton John—Polydor	34	42	29	23	
23	30	30	Morning Beautiful (3:03) Tony Orlando & Dawn—Elektra	35	32	26	38	
32	31	31	Sister Golden Hair (3:16) America—Warner Bros.	31	37	30	26	
39	32	32	Help Me Rhonda (2:48) Johnny Rivers—Epic	27	28	31	40	
33	33	33	Black Superman Ali (3:32) Johnnie Wakelin—Pye	38	41	32	39	
22	34	34	Love Won't Let Me Wait (3:18) Major Harris—Atlantic	43	47	44	32	
38	35	35	Holding On to Yesterday (3:18) Ambrosia—20th Century	33	31	34	42	
—	▲ 36	36	Feelings (2:58) Morris Alpert—RCA	44	46	42	33	

Over-all-rank	Last week	This week	Title (length) Artist—label	Rank by day parts				
				6-10a	10a-3p	3-7p	7-12p	
43	37	37	Thank God I'm a Country Boy (2:47) John Denver—RCA	*	38	*	27	
42	38	38	Wasted Days & Wasted Nights (2:41) Freddie Fender—ABC	30	30	40	*	
31	39	39	There's Nothing Stronger Than Our Love (2:52) Paul Anka—United Artists	32	33	41	*	
49	40	40	Third Rate Romance (3:22) Amazing Rhythm Aces—ABC	37	35	38	44	
—	41	41	Dance With Me (2:59) Orleans—Asylum	39	40	37	43	
44	42	42	That's the Way of the World (3:08) Earth, Wind & Fire—Columbia	40	34	36	46	
37	43	43	The Proud One (3:02) The Osmonds—MGM	47	*	*	34	
50	44	44	Feel Like Making Love (3:03) Bad Co.—Swan Song	41	43	35	47	
—	45	45	I Believe I'm Going to Love You (2:47) Frank Sinatra—Reprise	48	*	*	36	
45	46	46	'Til the World Ends (3:30) Three Dog Night—ABC	36	36	46	*	
—	47	47	I'm Sorry (3:29) John Denver—RCA	42	45	39	45	
36	48	48	I'm on Fire (3:03) Dwight Twilley Band—Shelter	*	*	*	35	
34	49	49	When Will I Be Loved (2:52) Linda Ronstadt—Capitol	*	39	*	41	
35	50	50	Philadelphia Freedom (5:38) Elton John Band—MCA	*	*	*	37	

Country

2	1	1	Rhinestone Cowboy (3:18) Glen Campbell—Capitol	1	1	1	2	
1	2	2	Feelins' (3:00) Conway Twilley & Loretta Lynn—MCA	2	2	2	8	
4	3	3	Daydreams about Night Things (2:21) Ronnie Milsap—RCA	3	3	4	4	
5	4	4	The First Time (3:04) Freddie Hart—Capitol	4	5	5	6	
3	5	5	If I Could Only Win Your Love (2:36) Emmylou Harris—Reprise	6	6	3	11	
9	6	6	Randy the Rodeo Clown (2:54) Moe Bandy—GRT	5	7	7	13	
6	7	7	Love in the Hot Afternoon (3:20) Gene Watson—Capitol	7	8	9	3	
14	8	8	I'll Go to My Grave (Loving You) (2:46) Stattler Bros.—Mercury	8	4	10	5	
17	9	9	Blue Eyes Crying in the Rain (2:17) Willie Nelson—Columbia	10	9	6	14	
7	10	10	Bouquet of Roses (2:24) Mickey Gilley—Playboy	9	11	8	12	
13	11	11	Woman in the Back of My Mind (2:48) Mel Tillis—MGM	11	12	11	21	
10	12	12	I've Never Loved Anyone More (2:42) Lynn Anderson—Columbia	14	10	12	22	
19	13	13	Stay Away from the Apple Tree (2:46) Billy Jo Spears—United Artists	13	13	13	*	
11	14	14	Say Forever You'll Be Mine (2:45) Dolly Parton & Porter Wagoner—RCA	12	15	14	*	
18	15	15	Memories of Us (3:11) George Jones—Epic	15	14	16	*	
15	16	16	Even if I Have to Steal (2:50) Mel Street—GRT	16	16	15	*	
24	17	17	I Hope You're Feelin' Me (2:59) Charlie Pride—RCA	17	17	18	*	
20	18	18	Home (2:10) Loretta Lynn—MCA	21	18	17	*	
22	19	19	You're Not the Woman You Used to Be (2:48) G. Stewart—MCA	19	19	19	*	
8	20	20	The Seeker (2:59) Dolly Parton—RCA	18	21	21	15	
—	21	21	Same Old Story (2:46) Hank Williams Jr.—MGM	24	20	20	*	
16	22	22	Dear Woman (3:03) Joe Stampley—Epic	25	22	22	20	
—	23	23	Bringing It Back (3:07) Brenda Lee—MCA	22	23	23	*	
—	24	24	Barmaid (2:35) David Wills—Epic	23	*	24	*	
12	25	25	Deal (2:30) Tom T. Hall—Mercury	*	24	25	25	

Cold-shouldered by the networks, Richard Nixon turns to Frost

British producer says he has deal for no-subjects-barred series of interviews with former President; price undisclosed

The hot potato of former President Richard M. Nixon's televised "memoirs" finally came to rest last week in the hands of talk-show host David Frost, who says he will film four 90-minute interviews with Mr. Nixon for broadcast some time after the 1976 presidential election.

An Aug. 10 Beverly Hills, Calif., news conference left unanswered several key questions about the contract between Mr. Nixon and Mr. Frost, including how much Mr. Nixon will be paid, and who makes up the "international consortium of broadcast organizations" that is, according to Mr. Frost, providing financial backing. Mr. Frost, staff members of his Paradine Productions, and Irving Lazar, literary agent for Mr. Nixon, were unavailable for comment last week.

Mr. Frost said the filming for the four programs would begin shortly, but that they, along with Mr. Nixon's written memoirs, will be withheld until after the election at the request of the former President.

Mr. Frost claimed that no topic, including Watergate, would be excluded from the questioning, and anticipated that at least one-quarter of the interviews would deal with Watergate-related issues.

Printed speculation last week put Mr. Nixon's price at between \$500,000 and \$1 million, but there was no indication whether he had agreed to more or less than the \$600,000 Mr. Lazar had been reported to be asking from the networks.

The two American broadcast groups that have featured Mr. Frost's work in the past, ABC-TV and Group W, said they had no association with the "consortium" or any intention of carrying the interviews. Mr. Frost's syndicated interview



Lighting some fires. CBS News's *60 Minutes* Aug. 10 interview with Mrs. Betty Ford was the first major broadcast interview granted by the First Lady, and reaction to it provided news copy for most of last week. Mrs. Ford said she would not be surprised if she learned that her 18-year-old daughter, Susan, were having an affair, prompting a wave of denunciations and bringing stations innumerable man-in-the-street interviews. *60 Minutes* segment was another in the highly successful prime-time run for the news series, which makes its annual departure in deference to football season Sept. 7. Executive producer, Don Hewitt, said there is no chance series will return in prime time next winter.

series, which was canceled in 1972, was Group W-produced; since that time, he has contributed occasional feature programs to ABC-TV's *Wide World of Entertainment*.

The agreement between Mr. Frost and Mr. Nixon came after negotiations were broken off between Mr. Lazar and NBC News. NBC News President Richard Wald said that an inability to reach agreement on Mr. Nixon's fee was the principal reason behind the breakdown.

Douglas pending the outcome of the appeal.

Mr. Farr, author of a 1971 *Los Angeles Herald-Examiner* story that the Manson gang had drawn up a death list of Hollywood celebrities, was cited by Judge Older for violating the court's gag order during that murder case. Mr. Farr refused to name his source, other than to say they were two lawyers participating in the case. He's expected to seek Supreme Court review of latest ruling.

Heat's still on Bill Farr

The Ninth U.S. Court of Appeals has upheld the five-day jail sentence (plus \$500 fine) imposed on *Los Angeles Times* newsmen William T. Farr last year after a state judge ruled that Mr. Farr could not be forced to serve an interminate sentence for contempt of court. Mr. Farr had served 46 days in jail before being freed by U.S. Supreme Court Justice William O.

Journalism briefs

Mediator newsmen. KWTv(Tv) Oklahoma City reporter Bob Moseley played key role in release of hostages held by three gunmen during attempted holdup of supermarket there Aug. 1. Three store employees were seized by would-be robbers when police surrounded building. On phone, Mr. Moseley relayed demands and counter-offers of district attorney in five hours of negotiations that preceded release of hostages and surrender of gunmen. Mr. Moseley followed spot new report that day at 6 p.m. with follow-up next day in which he discussed "the system" and the psychology of taking hostages with psychiatrist and former prison inmate.

NIS to 42. Addition to WMEN(AM) Tallahassee, Fla., last week brought to 42 total of stations now subscribing to NBC News's News and Information Service. NBC Radio President Jack Thayer has said that commitments now in hand from other stations will push total to at least 59 stations by Oct. 1. Other recent additions to NIS line-up include KWBB(AM) Wichita, Kan.; KAAP(AM) Santa Paula, Calif.; WCSH(AM) Portland, Me., and WLBZ(AM) Bangor, Me.

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Broadcasting's index of 134 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Aug. 13	Closing Wed. Aug. 6	Net change in week	% change in week	1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
ARC	N	19 1/2	19	+ 1/2	+ 2.63	28 3/8	12 3/8	7	17,187	335,146	
CAPITAL CITIES	CCR	N 36 3/8	35 1/4	+ 1 1/8	+ 3.19	43 1/2	19 1/2	12	7,208	262,191	
CBS	CAS	N 46 3/4	47 1/2	- 3/4	- 1.57	53 1/8	20 1/8	12	28,313	1,323,632	
CDNCERT NETWORK*		0	1/4		.00	7/8	1/8		2,200	550	
COX	COX	N 19 3/4	19 1/4	+ 1/2	+ 2.59	26 1/2	9 3/8	10	5,812	114,787	
GROSS TELECASTING	GGG	A 10 1/4	10 1/4		.00	13 5/8	6 3/8	7	800	8,200	
LIN	LINB	O 7 3/4	7 7/8	- 1/8	- 1.58	9 1/8	2	8	2,297	17,801	
MOONEY	MOON	O 2 1/2	2 1/4	+ 1/4	+ 11.11	3 5/8	1	7	385	962	
RAHALL	RAHL	O 5 5/8	6 1/8	- 1/2	- 8.16	6 1/4	1 3/4	12	1,297	7,295	
SCRIPPS-HOWARD	SCRP	O 20	20 1/2	- 1/2	- 2.43	22	13 1/2	7	2,589	51,780	
STARR*	SAG	M 3 7/8	4 1/2	- 5/8	- 13.88	9	3 1/4	4	1,091	4,227	
STORER	SRK	N 15 1/8	14 3/4	+ 3/8	+ 2.54	20 5/8	10 7/8	7	4,571	69,136	
TAFT	TFB	N 21	22	- 1	- 4.54	27 1/4	10 3/4	7	4,045	84,945	
WOODS COMM.*		0	1/2		.00	1 1/4	1/4	4	292	146	
Broadcasting with other major interests									TOTAL	78,087	2,280,798
ADAMS-RUSSELL	AAR	A 2 1/8	2 1/4	- 1/8	- 5.55	2 1/2	3/4	13	1,248	2,652	
AVCO	AV	N 5 1/4	5 3/8	- 1/8	- 2.32	8 7/8	2 1/8	1	11,481	60,275	
BARTELL MEDIA	BMC	A 1	1		.00	2 3/8	5/8	1	2,257	2,257	
JOHN RLAIR	RJ	N 5	5 7/8	- 7/8	- 14.89	7 1/2	3 1/2	24	2,403	12,015	
CAMPTOWN IND.*		0	1/8		.00	7/8	1/8	2	1,138	142	
CHRIS-CRAFT	CCN	N 4 1/2	4 1/4	+ 1/4	+ 5.88	5 7/8	1 1/2	17	4,164	18,738	
COMBINED COMM.	CCA	N 9 1/2	10	- 1/2	- 5.00	15 1/8	5 1/8	6	4,568	43,396	
COWLES	CWL	N 7 1/8	7 1/8		.00	8 7/8	3 7/8	6	3,969	28,279	
DUN & BRADSTREET	DNR	N 25 1/2	24 1/4	+ 1 1/4	+ 5.15	35	14 5/8	17	26,514	676,107	
FAIRCHILD IND.	FEN	N 7 1/4	7 3/8	- 1/8	- 1.69	8 3/4	3 3/4	6	4,550	32,987	
FUQUA	FOA	N 5 1/2	5 1/8	+ 3/8	+ 7.31	10 3/4	3 1/8	9	8,671	47,690	
GANNETT CO.	GCI	N 33	32 1/2	+ 1/2	+ 1.53	38 1/2	20 1/2	20	21,108	696,564	
GENERAL TIRE	GY	N 15 1/4	15 1/8	+ 1/8	+ .82	18 1/4	10 1/4	5	21,523	328,225	
GLOBETROTTER	GLRTA	O 1 5/8	1 5/8		.00	4 3/4	7/8	8	2,731	4,637	
GRAY COMMUN.		0	7		.00	8 1/2	5	5	475	3,325	
HARTE-HANKS	HHN	N 16 5/8	16 3/4	- 1/8	- .74	19 3/8	6	11	4,369	72,634	
JEFFERSON-PILOT	JP	N 30	31 3/4	- 1 3/4	- 5.51	38 1/4	20 1/2	12	24,064	721,920	
KAISER INDUSTRIES	KI	A 8 7/8	8 3/4	+ 1/8	+ 1.42	11 3/8	4 1/4	5	27,487	243,947	
KANSAS STATE NET.	KSN	O 3 1/8	3 1/4	- 1/8	- 3.84	4 1/8	2 3/4	5	1,815	5,671	
KINGSTIP	KTP	A 6 1/4	6	+ 1/4	+ 4.16	6 3/4	1 1/2	12	1,154	7,212	
KNIGHT-RIDDER	KRN	N 24 3/4	28 3/8	- 3 5/8	- 12.77	32 3/4	9 1/4	16	8,305	205,548	
LAMB COMMUN.*	P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593	
LEE ENTERPRISES	LNT	A 18 3/4	19 1/4	- 1/2	- 2.59	19 3/8	10 3/4	10	3,352	62,850	
LIBERTY	LC	N 9 7/8	10 1/4	- 3/8	- 3.65	15 5/8	7 1/8	5	6,762	66,774	
MCGRAW-HILL	MHP	N 9 1/2	9 3/4	- 1/4	- 2.56	13 1/2	5 1/2	8	24,569	233,405	
MEDIA GENERAL	MEG	A 30 1/8	31 5/8	- 1 1/2	- 4.74	32 3/4	15 1/2	11	3,604	108,570	
MEREDITH	MDP	N 10 1/2	10 1/4	+ 1/4	+ 2.43	13 3/8	8	4	2,995	31,447	
METROMEDIA	MET	N 12	12 3/4	- 3/4	- 5.88	15	4 1/2	9	6,553	78,636	
MULTIMEDIA	MMED	O 13 1/4	13 1/4		.00	14 1/4	8 3/4	9	4,389	58,154	
NEW YORK TIMES CO.	NYKA	A 12 7/8	13	- 1/8	- .96	14 1/2	6 3/4	8	10,231	131,724	
OUTLET CO.	OTU	N 13	13 3/4	- 3/4	- 5.45	62	7	5	1,381	17,953	
POST CORP.	POST	O 6 1/2	7	- 1/2	- 7.14	16 1/2	4 3/4	26	870	5,655	
PSA	PSA	N 4 1/2	4 3/8	+ 1/8	+ 2.85	10	1 1/2	9	3,181	14,314	
REEVES TELECOM	RBT	A 1 5/8	1 3/4	- 1/8	- 7.14	2 1/4	5/8	7	2,376	3,861	
ROLLINS	RDL	N 18 1/8	18 1/4	- 1/8	- .68	22	6 1/2	13	13,341	241,805	
RUST CRAFT	RUS	A 7 1/8	7 1/4	- 1/8	- 1.72	10 1/4	5 1/8	5	2,328	16,587	
SAN JUAN RACING	SJR	N 9 3/4	9 3/4		.00	13 3/8	5 1/2	7	2,509	24,462	
SCHERING-PLOUGH	SGP	N 48 3/8	48 3/4	- 3/8	- .76	74 3/8	44 3/4	20	53,938	2,609,250	
SONDERLING	SDB	A 6 3/4	7 1/4	- 1/2	- 6.89	10	3 1/2	5	727	4,907	
TECHNICAL OPERATIONS	TO	A 4 1/4	4 1/2	- 1/4	- 5.55	6 3/4	2 3/8	5	1,344	5,712	
TIMES MIRROR CO.	TMC	N 16	16 3/4	- 3/4	- 4.47	19 1/2	9 1/4	10	31,385	502,160	
WASHINGTON POST CO.	WPD	A 26 1/2	26 3/4	- 1/4	- .93	28 3/4	14 3/4	9	4,751	125,901	
WOMETCO	WOM	N 13 5/8	13 7/8	- 1/4	- 1.80	15 7/8	6 1/4	9	5,775	78,684	
Cablecasting									TOTAL	370,830	7,637,425
AMECO** *	ACO	D 3/8	3/8		.00	1 7/8	1/8		1,200	450	
AMER. ELECT. LABS	AELRA	O 1 5/8	1 1/2	+ 1/8	+ 8.33	2 1/8	1/2	13	1,672	2,717	
AMERICAN TV & COMM.	AMTV	O 11	10 3/4	+ 1/4	+ 2.32	19 1/4	5 1/2	20	3,304	36,344	
ATHENA COMM.**		0	1/4		.00	3 1/2	1/8		2,125	531	
BURNUP & SIMS	BSIM	O 6	6 1/8	- 1/8	- 2.04	24 1/8	2 1/2	11	8,268	49,608	
CABLECOM-GENERAL	CCG	A 5	6	- 1	- 16.66	7 1/4	1 1/2	9	2,560	12,800	
CABLE FUNDING	CFUN	D 5 3/4	5 3/4		.00	7 3/8	3 7/8	144	1,121	6,445	
CABLE INFO.		0	1/2		.00	1 1/4	1/8	1	663	331	
COMCAST		0	2 3/4		.00	3 1/4	3/4	11	1,708	4,697	
COMMUNICATIONS PROP.	COMU	O 2 1/4	2 1/8	+ 1/8	+ 5.88	3 1/2	1	14	4,761	10,712	
COX CABLE	CXC	A 11	11 1/8	- 1/8	- 1.12	15 7/8	3 3/4	17	3,560	39,160	
ENTRON*	ENT	O 1	1		.00	1 1/2	3/8	7	1,358	1,358	
GENERAL INSTRUMENT	GRI	N 9 7/8	10 1/8	- 1/4	- 2.46	17 1/8	5/8	7	7,201	71,109	
GENERAL TV		0	5/8		.00	1 1/2	1/4	31	1,000	625	
SCIENTIFIC-ATLANTA	SFA	A 15 1/2	13 3/4	+ 1 3/4	+ 12.72	17 3/8	4	13	963	14,926	
TELE-COMMUNICATION	TCOM	O 3 3/8	3 3/8		.00	6 3/8	7/8	2	5,181	17,485	
TELEPROMPTER	TP	N 5 7/8	5 5/8	+ 1/4	+ 4.44	9	1 3/8	13	16,604	97,548	
TIME INC.	TL	N 55 1/8	55	+ 1/8	+ .22	59 1/4	24 7/8	11	9,960	549,045	
TOCOM	TOCM	O 2	2 1/8	- 1/8	- 5.88	4 7/8	1 3/4	5	634	1,268	
UA-COLUMBIA CARLE	UACC	O 8 3/8	8 1/2	- 1/8	- 1.47	12 3/4	3 3/4	12	1,714	14,354	
UNITED CABLE TV	UCTV	O 2 5/8	2 5/8		.00	4 5/8	1/4	5	1,879	4,932	
VIACOM	VIA	N 6 3/4	6 5/8	+ 1/8	+ 1.88	9 1/4	2 5/8	9	3,665	24,738	
VIKOA**	VIK	A 1 1/2	1 1/2		.00	4	1/2	1	2,534	3,801	
Programming									TOTAL	83,635	964,984
COLUMBIA PICTURES	CPS	N 6 3/4	6 7/8	- 1/8	- 1.81	9 1/2	1 5/8	26	6,748	45,549	
DISNEY	DIS	N 41 5/8	43 3/8	- 1 3/4	- 4.03	54 3/4	18 3/4	23	29,755	1,238,551	

Stock symbol	Exch.	Closing Wed. Aug. 13	Closing Wed. Aug. 6	Net change in week	% change in week	1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
FILMWAYS	FWY	A 4 1/2	4 5/8	- 1/8	- 2.70	5	2 1/8	6	1,792	8,064	
FOUR STAR		3/8	3/8		.00	1 3/8	1/8	1	666	249	
GULF + WESTERN	GW	N 39	40 3/4	+ 1 3/4	+ 4.29	42 1/2	18 3/8	5	14,470	564,330	
MCA	MCA	N 70 1/4	70 1/8	+ 1/8	+ .17	81	19 1/4	10	8,478	595,579	
MGM	MGM	N 14 3/4	15 1/8	- 3/8	- 2.47	32 1/2	9 1/4	6	12,180	179,655	
TELE-TAPE** *	O	1/4	1/4		.00	3/4	1/8		2,190	547	
TELETRONICS INTL.	O	4 1/4	4	+ 1/4	+ 6.25	5	1 1/4	9	943	4,007	
TRANSAMERICA	TA	N 8 1/2	8 3/4	- 1/4	- 2.85	10 3/8	5 1/2	13	64,945	552,032	
20TH CENTURY-FDX	TF	N 12	12 3/8	- 3/8	- 3.03	14 7/8	4 1/2	12	7,547	90,564	
WALTER READE**	WALT	O 3/8	1/4	+ 1/8	+ 50.00	1/2	1/8		4,467	1,675	
WARNER	WCI	N 17 1/8	17	+ 1/8	+ .73	20 7/8	6 7/8	7	16,718	286,295	
WRATHER	WCO	A 3 1/2	3 5/8	- 1/8	- 3.44	8 1/8	1 1/4	6	2,229	7,801	
Service									TOTAL	173,128	3,574,898
8800 INC.	RBDD	O 16	15 3/4	+ 1/4	+ 1.58	17 1/2	9 7/8	7	2,513	40,208	
COMSAT	CO	N 36 3/4	35 3/4	+ 1	+ 2.79	46	23 3/4	8	10,000	367,500	
ODYLE DANE BERNBACH	DDYL	O 10	10		.00	11 7/8	5 5/8	6	1,816	18,160	
ELKINS INSTITUTE** *	ELKN	O 1/8	1/8		.00	5/8	1/8		1,897	237	
FOOTE CONE & BELDING	FCB	N 8 1/2	9	- 1/2	- 5.55	11 1/4	5 3/8	6	2,009	17,076	
GREY ADVERTISING	GREY	O 7	7		.00	8 3/8	5 5/8	4	1,213	8,491	
INTERPUBLIC GROUP	IPG	N 14 3/4	15 1/2	- 3/4	- 4.83	19	8 1/8	5	2,249	33,172	
MARVIN JOSEPHSON	MRVN	O 6 3/4	6 5/8	+ 1/8	+ 1.88	9 3/4	3 1/4	5	1,800	12,150	
MCI COMMUNICATIONS	MCIC	O 2 1/2	2 3/4	- 1/4	- 9.09	6 1/2	1		13,339	33,347	
MOVIELAR	MOV	A 1 5/8	1 3/8	+ 1/4	+ 18.18	1 3/4	1/2	9	1,407	2,286	
MPO VIDEOTRONICS	MPO	A 3	3 1/4	- 1/4	- 7.69	4	1	17	537	1,611	
NEEDHAM, HARPER	NDHMA	O 5 1/8	5 1/8		.00	7 1/2	3 5/8	7	892	4,571	
A. C. NIELSEN	NIELB	O 17	19 1/8	- 2 1/8	- 11.11	28	7 3/8	16	10,598	180,166	
OGILVY & MATHER	OGIL	O 17 1/4	18	- 3/4	- 4.16	23 1/2	10	6	1,805	31,136	
J. WALTER THOMPSON	JWT	N 6 7/8	7	- 1/8	- 1.78	12	4 1/4	9	2,649	18,211	
UNIVERSAL COMM.*	O	1/4	1/4		.00	3/4	1/8		715	178	
Electronics/Manufacturing									TOTAL	55,439	768,500
AMPEX	APX	N 5 3/8	5 5/8	- 1/4	- 4.44	8 3/8	2 1/4	5	10,885	58,506	
CCA ELECTRONICS	CCAE	O 1/8	1/8		.00	1 1/8	1/8		881	110	
CETEC	CEC	A 1 1/2	1 3/4	- 1/4	- 14.28	2 1/8	1	7	2,319	3,478	
CDHU, INC.	CDH	A 2 5/8	2 5/8		.00	3 7/8	1 1/4	29	1,617	4,244	
CONRAC	CAX	N 17	18 1/2	- 1 1/2	- 8.10	21 3/4	10	7	1,271	21,607	
EASTMAN KODAK	EASKD	N 91 7/8	91 1/2	+ 3/8	+ .40	108 3/4	63	24	161,347	14,823,755	
GENERAL ELECTRIC	GE	N 43 3/8	45	- 1 5/8	- 3.61	65	30	14	182,885	7,932,636	
HARRIS CORP.	HRS	N 23 3/8	23 3/4	- 3/8	- 1.57	33 1/2	13 1/8	334	6,152	143,803	
HARVEL INDUSTRIES	HARV	O 3 1/8	5 3/8	- 2 1/4	- 41.86	9	2 1/2	20	480	1,500	
INTERNATIONAL VIDEO	IVCP	D 2 3/8	2 1/2	- 1/8	- 5.00	7 1/2	1 1/4	4	2,730	6,483	
MAGNAVIX	MAG	N 8 7/8	8 7/8		.00	9 7/8	3 3/4	8	17,799	157,966	
MICROWAVE ASSOC. INC	MAI	N 16 1/4	17 1/4	- 1	- 5.79	26 7/8	9 3/4	8	1,320	21,450	
3M	MMM	N 54 5/8	56 1/2	- 1 7/8	- 3.31	80 1/2	7 5/8	27	114,240	6,240,360	
MOTOROLA	MOT	N 45	46 1/4	- 1 1/4	- 2.70	61 7/8	34 1/8	21	28,198	1,268,910	
DAK INDUSTRIES	DEN	N 7 3/4	8 1/8	- 3/8	- 4.61	12 7/8	5 1/4	3	1,639	12,702	
RCA	RCA	N 17 5/8	18 1/8	- 1/2	- 2.75	21 1/2	9 7/8	14	74,484	1,312,780	
ROCKWELL INTL.	ROK	N 24 1/4	24 1/2	- 1/4	- 1.02	28 3/8	18 3/8	7	30,913	749,640	
RSC INDUSTRIES	RSC	A 1 3/4	2	- 1/4	- 12.50	2 1/4	1/2	6	3,440	6,020	
SONY CORP.	SNE	N 11 1/8	10 7/8	+ 1/4	+ 2.29	29 7/8	4 3/4	29	172,500	1,919,062	
TEKTRONIX	TEK	N 35 3/4	34	+ 1 3/4	+ 5.14	47 3/4	18 1/2	13	8,671	309,988	
TELEMIATION	TIMT	O 1	1		.00	2 3/4	1	6	1,050	1,050	
VARIAN ASSOCIATES	VAR	N 13 3/8	13 5/8	- 1/4	- 1.83	17 3/4	6	12	6,838	91,458	
WESTINGHOUSE	WX	N 15 3/8	16 1/8	- 3/4	- 4.65	25	8 1/2	43	86,989	1,337,455	
ZENITH	ZE	N 23 3/8	25 3/8	- 2	- 7.88	31 5/8	10	97	18,797	439,379	
TOTAL									937,445	36,864,342	
GRAND TOTAL									1,698,564	52,090,947	

Standard & Poor's Industrial Average 98.6 96.9 -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.

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

Company	Period Ended	CURRENT AND CHANGE				YEAR EARLIER			
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Adams-Russell.....	9 mo. 6/29	10,482,000	+ 2.0%	231,000	+18.4%	.191	10,285,000	195,000	.151
BBDO International Inc.....	6 mo. 6/30	34,700,000	+ 6.4%	2,946,000	+ 5.5%	1.172	32,600,000	2,792,000	1.11
Fairchild Industries.....	6 mo. 6/30	114,059,000	- 4.3%	1,528,000	-51.7%	.33	129,091,000	3,160,000	.69
Gannett Co.....	6 mo. 6/29	168,366,348	+ 8.8%	17,433,204	+18.5%	.83	154,728,191	14,700,901	.70
International Video Corp.....	9 mo. 4/30	19,385,000	- 6.5%	(2,153,000)		(.79)	20,730,000	662,000	.23
Kingstip Inc.....	9 mo. 6/30	24,404,277	+17.7%	883,324	+ 311%	.77	20,718,536	284,027	.25
The Liberty Corp.....	6 mo. 8/30	70,662,000	+ 4.3%	7,014,000	+ 4.1%	1.02	67,684,000	6,735,000	.97
MCA Inc.....	6 mo. 6/30	328,431,000	+ 7.4%	34,860,000	+ 37%	4.09	305,652,000	25,287,000	3.01
Multimedia Inc.....	6 mo. 6/30	26,635,522	- 2.6%	3,115,493	- 7.0%	.71	27,332,025	3,347,251	.76
UA-Columbia Cablevision.....	9 mo. 6/30	11,670,000	+11.7%	1,040,000	+12.9%	.61	9,949,000	805,000	.45

1Includes tax credit in 1974.

2Includes \$.07 per share gain on sale of marketable securities.

*Change too great to be meaningful.

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Media



Pollock

Lawrence J. Pollock, VP of Capital Cities Communications and general manager of its WKBW-TV Buffalo, N.Y. named VP and general manager of Capital Cities' WPVI-TV Philadelphia. He succeeds **Eugene McCurdy**, who was said to have decided to seek other business interests rather than pursue other opportunities within Capital Cities. **Phillip R. Beuth**, VP and general manager of company's KFSN-TV Fresno, Calif., succeeds Mr. Pollock at WKBW-TV.

Stuart M. Cohen, general sales manager, WLKW-AM-FM Providence, R.I., named general manager, WBNY-FM Buffalo, N.Y. Both are McCormick Communications stations.

John F. Casey, general manager, WIBM(AM)-WHFI(FM) Jackson, Mich., named to same position, WSGW(AM)-WSBM(FM) Saginaw, Mich. He will continue additional duties as national program director for licensee, Booth Broadcasting Co. Succeeding him is **Wayne H. Blackmon**, sales manager, WIBM-WHFI. **Rick Belcher**, operations manager, WIBM-WHFI, named to same position, WSGW-WSBM.

Goff Lebharr, general manager, WQAL(FM) Cleveland, named to same post, WJMD(FM) Washington. Both are SJR Communications Inc. stations.

Brian Skelly, sales manager, KIKI(AM) Honolulu, named general manager.

Dale Pon, sales manager, WPLJ(FM) New York, named creative services director, WHN(AM) New York.

Marilyn Rees, sports director and account executive, KTIX(AM) Pendleton, Ore., named promotion manager.

Anna Mae Buskee, long-time secretary to J. Leonard Reinsch, chairman and director of Cox Cable Communications Inc., Atlanta, retires after more than 30 years with Cox organization.

Broadcast Advertising

Paul L. John, executive VP-media director, Campbell-Ewald Co., Detroit, named executive VP-director of Chevrolet account with over-all responsibility for Chevrolet account activities, succeeding **Richard O'Connor**, named executive VP-chief operating officer. **John D. Varnier**, assistant media director Campbell-Ewald, elected senior VP-director of media, succeeding Mr. John.

Phillip R. Syrdal, local sales manager, KIRO-AM-FM Seattle, named general sales manager.

Robert J. Peyton, Eastern sales representative, Paramount Television Sales, New York, named director of audience development, Katz Television, New York. **Larry G. Shrum**, sales manager, WANE-TV Fort Wayne, Ind., named manager, Katz Television office in Atlanta.

Allan J. Stelmach, sales manager, KSON-FM San Diego, named general sales manager, KSON-AM-FM.

Adam Polacek, VP-director of sales, Metromedia Inc., New York, named general sales manager, WPLG-TV Miami.

Pete Vincelette, local sales manager, WLKW-AM-FM Providence, R.I., named general sales manager. **Eugene J. Lombardi**, account executive, WLKW-AM-FM, succeeds Mr. Vincelette. **Richard Ruggier**, account executive there, named regional sales manager of stations.

Len Graziano, assistant sales manager, American team at Katz Television, New York, named sales manager, that team, succeeding **Donald A. Barabee**, who was named assistant to president.

William R. Caufield, manager, sales pricing, NBC, New York, named director, sales planning.

Ben Canada, general sales manager, WSFA-TV Montgomery, Ala., named local sales manager, WVUE(TV) New Orleans.

Milton I. Herlich, VP-associate media director, William Esty Co., New York, named associate media director, N. W. Ayer ABH International, New York.

Jim Elliott, media planner and buyer, Ogilvy & Mather, Los Angeles, named media supervisor, Foote, Cone & Belding/Honig, Los Angeles.

Cheryl Kahn, media planner/buyer, Cunningham & Walsh, San Francisco, named to same post, Ted Thompson & Partners, San Francisco.

Cynthia Francis Webber, with SSC&B Inc., New York, named VP-creative group head, Grey Advertising, New York.

Larry A. Stillman, partner and associate creative director, Tatham, Laird & Kudner, Chicago, named associate creative director, D'Arcy-MacManus & Masius, St. Louis.

Hal Daume, VP-survey division and television testing, Audits & Surveys Inc., New York, named director of research, The Marshalk Co., Cleveland. **Eills J. Veech**, manager of broadcast media, General Mills, Minneapolis, named director of media, The Marschalk Co.

Nan Diley, television buyer, Campbell-Mithun, Minneapolis, named television buyer, The Haworth Group, Minneapolis.

Mort Bassett, station rep with 39 years in broadcasting, retires this month; Mort Bassett & Co., his company, will close August 31.

Programing



Thurston

Barry H. Thurston, VP for programing, Kaiser Broadcasting Co., Oakland, Calif., appointed director of programing for WPIX(TV) New York. He will be proposed for election as VP at next meeting of WPIX Inc. board and will succeed **Henrik Booraem**, VP, programing of WPIX, when Mr. Booraem retires early next year.

Deanne Barkley, VP-creative affairs, Robert Stigwood Organization, Hollywood, has been named VP-program development, NBC-TV, Burbank, replacing **Terry Keegan** who has joined Paramount Television as VP-creative affairs (BROADCASTING, July 28).

Diana S. Dreiman, administrator, NBC World Premiere movies, West Coast, named manager, Motion Pictures for Television, NBC, Burbank, Calif. **Betty Jane Reed**, manager, program analysis, NBC, New York, named director, program analysis.

Peter Allen, staff announcer for WQXR(AM) New



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York for 28 years, named to handle Metropolitan Opera broadcasts sponsored via national syndication by Texaco Inc., starting in fall. Mr. Allen, who replaces Milton Cross who died last January, had been stand-by announcer on opera broadcasts for many years.



Salzman

David Salzman, general manager, Group W-owned KDKA-TV Pittsburgh, appointed chairman of the board and chief executive officer. Group W Productions, New York, replacing **Chet Collier**, who was named senior VP, creative program development, Group W, New York. **Jonathan Hayes**, general sales manager of Group W's KYW-TV Philadelphia, will replace Mr. Salzman as general manager of KDKA-TV Pittsburgh.



Mord

Marvin Mord, VP for audience analysis and primary research, ABC Television, New York, promoted to new post of VP, research services, ABC Television. Election follows designation of **Seymour Amlen**, VP, audience-research services, as VP and assistant to president of ABC Entertainment (BROADCASTING,

Aug. 4).

Buzz Kulik, producer-director, signed to exclusive contract with Columbia Pictures Television, Burbank, Calif., with first assignment producing and directing "The Lindbergh Kidnapping Case," three-hour movie being made for NBC.

Barbara Miller, assistant director, feature casting, Warner Bros., appointed manager, talent, CBS Television Network, Hollywood.

Robert Bruno, program director and announcer, WVIP-AM-FM Mount Kisco, N.Y., named program director, WNEW(AM) New York.

Pat Whitley, program manager, WNBC(AM) New York, named program director, WMEX(AM) Boston.

Gary Osborn, air personality, WIBM(AM)-WHFI(FM) Jackson, Mich., named program director.

Jack Fitzgerald, announcer, WWWM(FM) Cleveland, named program director, KSTT(AM) Davenport, Iowa.

Frank Absher, announcer, WJOL(AM) Joliet, Ill., named program director, WBYG-FM Kankakee, Ill.

David Friedman, Eastern regional sales manager, Columbia Pictures Television, New York, elected VP.

Steven Palladino, executive producer, Gordon Crowe Productions, New York, named head of newly formed performing arts division, West Coast, Sterling Recreation Organization, Bellevue, Wash.

Jer Reeves, cinematographer/producer in special projects unit, KIRO-TV Seattle, named special projects director.

Broadcast Journalism

Dan Shedrick, head of Coliseum Sports Productions, named director of programing development, Television News Inc., New York. **Elliott Field**, son of Dr. Frank Field, NBC-TV meteorologist and science reporter, named science/medical reporter, TVN.

Hank Schaeue, news director, WINS(AM) New York, named to newly created position of manager, news programs, NBC Radio News and Information Service, New York.

Morry Alter, director of news and programing, KSDO(AM) San Diego, named news director, WTOP(AM) Washington.

Dave White, news director, WUSJ(AM) Lockport, N.Y., named news director, KTTR(AM)-KZNN-FM Rolla, Mo.

Jonathan Lehrer, reporter, WJOB(AM) Hammond, Ind., named news director, WBYG-FM Kankakee, Ill.

Joan Manauer, assistant news features editor, United Press International, New York, named television reporter and columnist, UPI, succeeding **Frank Swertlow**, who resigned to join *TV Guide*.

Joe Bradis, broadcast executive, Associated Press, New York, named to newly created post of regional membership executive, responsible for New Jersey, Maryland and Delaware relations with AP member stations. **Jim Wessel**, director of special projects, succeeds Mr. Bradis.

George D. Skinner, managing editor, WJBK-TV Detroit, named associate director, Katz News Service, New York, news consultation service of Katz Television, station rep.

Tony Sylvester, news and information director, RCA Corp., Washington, named anchorperson, WAVY-TV Norfolk, Va.



Fifty years of newscasting. "What can you say after you're a complete bust?" asked Lowell Thomas, accepting Broadcaster of the Century Award on Aug. 7 from the International Platform Association in Washington. Mr. Thomas, who began his broadcasting career in 1925 KDKA(AM) Pittsburgh and is still on CBS nightly, is president of IPA. Group presented him with sculpture of his head commissioned from Domenico Facci.

John Winters, news director, WPEN-AM-FM Philadelphia, named news assignments director-newscaster, KFRC-AM-FM San Francisco. **Jo Interrante**, news anchorperson, KNBR-AM-FM San Francisco, named newscaster-reporter, KFRC-AM-FM.

Stephen Schiff, anchorman, WDSU-TV New Orleans, named to same post, KMOX-TV St. Louis.

Vernell Jessie, news director, KNOK-AM-FM Fort Worth, named news reporter, KXAS-TV there.

Appointed chairman of eight Associated Press Broadcasters committees: **Jack Gennaro**, WFHR(AM) Wisconsin Rapids, Wis., performance; **Frank Georg**, WTOP-AM Washington, audio; **Dick Bieser**, WHIO-TV Dayton, Ohio, photo; **Curtis Beckmann**, WCCO-AM-FM Minneapolis, awards; **Don Keough**, WROC-AM-TV Rochester, N.Y., freedom of information; **Charles Whitehurst**, WFMY-TV Greensboro, N.C., newsletter; **Frank Balch**, WJOY(AM) Burlington, Vt., representation, and **Walter Rubens**, KOBE(AM) Las Cruces, N.M., and Mr. Beckmann, co-chairmen, convention.

Equipment & Engineering

Francis Latapie, manager of technical contracts department, technical/operations division, International Telecommunications Satellite Organization, Washington, named to succeed **Andrea Caruso** as director of administration and conference affairs, who resigns to return to Italy for family considerations.

Ronald B. Wilkes, with Data Communications Corp.'s BIAS system (Broadcast Industry Automation System), Memphis named manager of application systems, DCC. **H. David Shepard**, also involved in BIAS, named manager of software support, DCC.

Deaths

Robert W. Phillips, 67, VP, Booth Broadcasting Co., general manager, WSGW(AM)-WSBM(FM) Saginaw, Mich., died July 31 in Saginaw after long illness. Mr. Phillips, active in Michigan broadcasting since 1930's, was among founders of Michigan Association of Broadcasters. He is survived by his wife, Mary, and one daughter.

Ted Oberfelder, 63, former VP of ABC and retired owner of KRAM(AM) Las Vegas, died Aug. 5 of heart attack after long illness. Mr. Oberfelder joined ABC in 1945 as coordinator of audience promotion. He is survived by his wife, Joan, and daughter, Judy.

Dora McCann, co-host of *The McCanns At Home* radio series on WOR(AM) New York died last Wednesday (Aug. 13) at New York University Hospital. She was co-host with her husband, Alfred McCann Jr., from 1947 until Mr. McCann's death in 1973. Mrs. McCann and her daughter, Patricia McCann, served as co-hosts until illness curtailed Mrs. McCann's activities last November. Miss McCann has been conducting show alone since that time. Survivors also include son, Lowrie.

Fern Sharp, 76, women's affairs broadcaster, died July 20 at Grant hospital, Columbus, Ohio. She began her career with *Round Robin Review* on WBNS(AM) Columbus, pioneer women's interest program in Ohio, and entered TV in 1949 with *Sharps Comments* on WBNS-TV Columbus.

For the Record®

As compiled by BROADCASTING, Aug. 4 through Aug. 8 and based on filings, authorizations and other FCC actions.

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

New stations

TV action

■ **Monroe, La.**—Louisiana Educational Television Authority. Broadcast Bureau granted VHF ch. 13 (210-216 mhz); ERP 316 kw vis., 31.6 kw aur. HAAT 1,777 ft.; ant. height above ground 1,986 ft. P.O. address: Box 44064, Capitol Station, Baton Rouge 70804. Estimated construction cost \$778,552; first year operating cost \$113,657; revenue none. Geographic coordinates 32°11'45" north lat., 92°04'10" west long. Type trans. RCA TT-50FH. Type ant. RCA TF-12BH. Legal counsel Patton, Boggs & Blow, Washington; consulting engineer W.J. Kessler Associates, Gainesville, Fla. Principals: H. Max Fetty is executive director of Louisiana Educational Television Authority. (BPET-470). Action Aug. 7.

AM application

■ **Barrow, Alaska**—Silakkuagvik/Communications Inc. (nonprofit) seeks 680 khz, 10 kw-D, 5kw-N. P.O. address: Box 546, 99723. Estimated construction cost \$178,000; first-year operating cost \$94,281. Principal: Roy Nageak, pres. Ann. Aug. 6.

AM start

■ **WLVC Fort Kent, Me.**—Authorized program operation on 1340 khz, 250 w-U. Action July 28.

FM applications

■ **Ridgecrest, Calif.**—Space/Time Broadcasting Co. seeks 92.7 mhz, 3 kw., HAAT minus 120 ft. P.O. address: 121 W. Ridgecrest Blvd. 93555. Estimated construction cost \$8,250; first-year operating cost \$2,400; revenue \$20,500. Format: C&W 60%, easy listening 33%. Principals: John T. Murray and Forest W. Ogan, partners, own KZIQ(AM) Ridgecrest. Ann. Aug. 5

■ **Santa Clara, Calif.**—Cain Radio of University of Santa Clara seeks 89.1 mhz, 10 w., HAAT 152 ft. P.O. address: U. of Santa Clara, 93053. Estimated construction cost \$3,750; first-year operating cost \$2,000. Principal: Dennis O'Hara, general manager. Ann. Aug. 5.

■ **Seward, Neb.**—Tricounty Broadcasting Co. seeks 96.9 mhz, 100 kw (H&V), HAAT 610 ft. P.O. address: Box 101, 68434. Estimated construction cost \$113,063; first-year operating cost \$58,420; revenue \$50,000. Format: standard pop. Principals: Frank R. Newall (60%) owns 80% of KGMT(AM) Fairburg, Neb.; Richard E. Witkovski (40%) is VP of broadcast equipment firm. Ann. Aug. 5.

■ **Battle Ground, Wash.**—Western Informational Broadcasting Association seeks 89.9 mhz, 5.75 kw., HAAT 260 ft. P.O. address: Box 96, Battle Ground 98604. Estimated construction cost \$3,951; first-year operating cost \$1,000. Principal: Al McDowell, pres. Ann. July 30.

FM actions

■ **Ignacio, Colo.**—KUTE Inc. Broadcast Bureau granted 91.3 mhz, 10 w., HAAT 55 ft. P.O. address: Southern Ute Tribal Affairs Bldg., Ignacio 81137. Estimated construction cost \$16,885; first-year operating cost \$10,000. Principal: Leonard C. Burch, tribal council chairman of Southern Ute Tribe (BPED-1928). Action Aug. 4.

■ **Chicago**—Kennedy-King College (City College of Chicago) Broadcast Bureau granted 89.3 mhz, 10 w. HAAT 83 ft. P.O. address: 6800 S. Wentworth Ave., Chicago 60621. Estimated construction cost \$73,500; first-year operating cost \$75,000. Principal: Frank Hayashida, dean of planning, development and operations (BPED-1957). Action Aug. 5.

■ **Grand Rapids, Minn.**—Northern Community Radio. Broadcast Bureau granted 91.7 mhz, 100 kw (H&V) HAAT 460 ft. P.O. address: Box 196, Lake Elmo, Minn. 55042. Estimated construction cost \$93,050; first-year operating cost \$49,260. Principal: Richard V. McClear, pres. Action July.

■ **Dayton, Ohio**—Dayton City Schools. Broadcast Bureau granted 90.1 mhz, 10 w. P.O. address: 348 W. First St., Dayton 45402. Estimated construction cost \$19,700; first-year operating cost \$38,183. Principal: William M. Scott, executive director of secondary education (BPED-2043). Action Aug. 6.

■ **Amarillo, Tex.**—Broadcast Bureau granted Good News Broadcasting Co. and J.W. Brauer joint petition; dismissed Brauer application; and granted application of Good News for 101.9 mhz, 100 kw., HAAT 729 ft. P.O. address: Box 75075, Oklahoma City 73107. Estimated construction cost \$30,200; first-year operating cost \$45,100; revenue \$58,000. Format: relig. Principals: James E. McCustion, owner of Christian management counseling service, and Gary L. Acker, owner of KEGG(AM) Daingerfield Tex. and stockholder in KLFJ(AM) Springfield, Mo. (BPH-9212). Action Aug. 6.

■ **Gatesville, Tex.**—McClarín Broadcasting Co. Broadcast Bureau granted 98.3 mhz, 3 kw., HAAT 300 ft. P.O. address: 813 Main St., Gatesville 76528. Estimated construction cost \$26,577; first-year operating cost \$15,320; revenue \$65,000. Format: C&W/easy lstng. Principal: George W. McClarin (100%) owns KCLW(AM) Hamilton, Tex. (BPH-9321). Action Aug.

FM starts

■ **KCBX San Luis Obispo, Calif.**—Authorized program operation on 90.1 mhz, ERP 38 w, HAAT 1410 ft. Action July 23.

■ **WZLE Lorain, Ohio**—Authorized program operation on 104.9 mhz. ERP 3 kw, HAAT 300 ft. Action July 23.

■ **WSWM Memphis**—Authorized program operation on 91.7 mhz. TPO 10 w. Action July 28.

Ownership changes

Applications

■ **WEXY(AM) Oakland Park, Fla.** (AM: 1520 khz, 1 kw-D)—Seeks assignment of license from Broward

County Broadcasting Co. to Celebrities Inc. for \$250,000. Seller: Albert S. Tedesco (100%) has interests in KTCR-AM-FM Minneapolis, KDUZ-AM-FM Hutchinson, Minn., and WWCM-AM-FM Brazil, Ind. Buyer: James S. Beattie has interests in WOHN(AM) Herndon, Va. and WSSA(AM) Morrow, Ga. Ann. Aug. 7.

■ **KPGA(FM) Pismo Beach, Fla.** (93.5 mhz, 1.68 kw)—Seeks assignment of license from James M. Strain to Jack and Lovey-Lois Gale for \$70,000. Seller: Mr. Strain is selling due to inadequate capital. Mr. and Mrs. Gale have sold KFTW(AM) Fredericktown, Mo. Ann. Aug. 7.

■ **WRVR(FM) New York** (106.7 mhz, 5.4 kw)—Seeks transfer of control of Riverside Broadcasting Co. from Riverside Church (100% before; none after) to Sonderling Broadcasting Corp. (none before; 100% after). Consideration: \$2,300,000. Principals: Riverside Church is selling due to continuous losses. Sonderling is major broadcast company; Egmont Sonderling, pres. 21.7%, et al. Ann. Aug. 7.

■ **WEAL(AM) Greensboro, N.C.** (1510 khz, 1 kw-D, 250 w-CH)—Seeks assignment of license from Eugene S. Tanner to North State Broadcasting Co. for \$293,000. Seller: WEAL Inc. (Mr. Tanner is trustee in bankruptcy). Buyers: Lewis P. and Morgan R. Poag, both former students at University of North Carolina. Ann. Aug. 5.

■ **WASC(AM) Spartanburg, S.C.** (1530 khz, 1 kw-D, 250 w-CH)—Seeks transfer of control of Carolina Radio Broadcasting Co. from Dewey D. Foster, George Beasley (60% before; none after) to James E. Harrelson, et al (40% before; 100% after). Consideration: \$142,500. Principals: Mr. Foster is retiring. Mr. Harrelson (51%) is WASC chief engineer; Sam E. Floyd (25%) owns minority interests in several Southern radio stations; K. Joe Sessions (24%) is WASC manager. Ann. Aug. 5.

Actions

■ **WMOB(AM) Mobile, Ala.** (840 khz, 1kw-D)—Broadcast Bureau granted assignment of license from Bellaire Inc. to Bay Broadcasting Corp. for \$288,000. Seller: John C. Vath Sr., president. Buyers: Walter Starr (27%), Roger Cavaness (27%), Alton Broussard II (27%) and James Murrell III (19%). Mr. Starr, Mr. Cavaness and Mr. Broussard are in sales department at WNOE-AM-FM New Orleans. Mr. Murrell is attorney (BAL-8397). Action July 29.

■ **KIEM-TV Eureka, Calif.** (ch. 3). Broadcast Bureau granted transfer of control of California Oregon Radio Co. from Wayne Vickers, et al. (100% before; none after) to Ingham Communications (none before; 100% after). Consideration: \$400,000 plus assumption of liabilities of approximately \$300,000. Principals: Wayne L. Vickers (26.6%) and eleven others are stockholders in California Oregon Radio Co. Harvey and Richard S. Ingham (50% each) own farm in Iowa.

NOTE
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(BTC-7779). Action July 29.

- **KWST(FM)** Los Angeles, (KBMS Inc.); **WLOO(FM)** Chicago, **WABX(FM)** Detroit—Broadcast Bureau granted transfer of control of Century Broadcasting (parent of KBMS) from George A. Collias and Howard Grafman (12.96% each), Anthony C. Karlos and George A. Rafel (12.90% each) et al. to George A. Collias and Howard Grafman (12.96% each), Anthony C. Karlos (12.90%), Andrew C. Sotter (6.50%), Anthony G. Rafel, trustee (4.83%), et al (de jure to de facto control) (BTC-7805). Action July 31.
- **KRYT-AM-FM** Colorado Springs—Broadcast Bureau granted assignment of license to Silver West Broadcasting Corporation from William S. Cook; Mr. Cook to sell to Robert J. Adams 20% stock for \$50,000, with option for more shares (BAL-8445). Action July 29.
- **WSST(AM)** Largo, Fla.—Broadcast Bureau granted assignment of license to Norman Bie Jr., and E.W. Bie dba Largo Broadcasting Co. from same principals plus Elizabeth A. McCord; consideration for 25% interest \$95,865. (BAL-8444). Action July 29.
- **WKIC(AM)-WSGS(FM)** Hazard, Ky.—Broadcast Bureau granted Mountain Broadcasting Service Inc. transfer of control from William B. Sturgill, Ernest Sparkman and W.G. Coal Sales Inc. to Ernest Sparkman and W.G. Coal Sales Inc. (50% each); consideration \$195,000. (BTC-7797). Action July 25.
- **KSHE(FM)** Crestwood, Mo.—Broadcast Bureau granted transfer of control of KSHE Inc. as shown under KWST Los Angeles, above. Action July 31.
- **WOWK-TV** Huntington, W. Va.; **WBNG-TV** Binghamton, N.Y.; **WLYH-TV** Lancaster, Pa.; **WTAJ-TV** Altoona, Pa.—Broadcast Bureau granted involuntary transfer of control of The Bergen Evening Record Corporation (80% stockholder of licensee) from Donald G. Borg to Malcolm A. Borg and Garden State National Bank, co-executors of estate of Donald G. Borg (BTC-7806). Action July 31.
- **WBAY-AM-FM** Green Bay, Wis. (AM: 1360 khz, 5 kw, DA-N; FM: 101.1 mhz, 100 kw)—Broadcast

Bureau granted assignment of license from Norbertine Fathers to Midwest Communications Inc. for \$700,000 plus \$300,000 for noncompetition. Seller: Norbertine Fathers, religious community, is in process of selling **WBAY-TV** Green Bay and **WHBY(AM)** Appleton, Wis. Buyers: Ducey E. Wright (92%) et al. Mr. Wright owns **WRIG(AM)-WDEZ(FM)** Wausau, Wis. (BAL-8308). Action July 25.

■ **WORE(FM)** Neenah-Menasha, Wis. (94.3 mhz, 2.6 kw)—Broadcast Bureau granted assignment of license from Midwest Communications to R N-M Inc. for \$245,000. Seller: Ducey E. Wright, president, has acquired **WBAY-AM-FM** Green Bay, Wis. and owns **WRIG(AM)-WDEZ(FM)** Wausau, Wis. Buyers: William W. Hansen, Harry D. Jacobs Jr. (each 43 3/4%), et al. Mr. Hansen is general manager of **WJOL(AM)-WLLI(FM)** Joliet, Ill. Mr. Jacobs is vice president of investment firm and former general manager of **WMAQ(AM)** Chicago (BALH-2133). Action July 25.

■ **KSGT(AM)** Jackson, Wyo. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from KSGT Inc. to Snow King Broadcasting Corp. for \$330,000. Seller Paul W. Knowles, president. Officers of corporation also own **KAPR(AM)** Douglas, Ariz. Buyers: Robert W. Campbell (45%) television director for NBC Washington. Lawrence E. Horning (45%) has interest in building and property management firms in Washington. James A. Gammon (10%) is Washington lawyer. Action July 31.

Facilities changes

TV actions

- **KABC-TV** Los Angeles—Broadcast Bureau granted CP to change ERP to vis 159 kw(H), aur 31.7 kw(H); trans. ant.; and ant. height 2978 ft. (BPCT-4838). Action July 25.
- **KDTV** San Francisco—Broadcast Bureau granted mod. of CP to change ERP to vis. 701 kw (H), aur. 105 kw (H); change type trans.; change type ant.; make changes in ant. structure; ant. height 1240 ft. (BMPCT-7587). Action July 31.
- **WGPR-TV** Detroit—Broadcast Bureau granted mod. of CP to make changes in ant. structure (BMPCT-7588). Action Aug. 6.
- ***WLIW** Garden City, N.Y.—Broadcast Bureau granted CP to change ERP to 1220 kw (vis), 122 kw (aur), change trans. location to Washington Ave. and Long Island Expwy. Plainview, N.Y.; change trans. and ant.; change ant. structure (BPET-445). Action Aug. 7.
- **KSTP-TV** St. Paul—FCC notified station KSTP-TV that consideration of its application to increase ant. height has been deferred to prevent possible prejudice to its competitors in area. Action Aug. 1.
- **WNBC-TV** New York—Broadcast Bureau granted CP to install aux. ant. on Empire State Bldg., 350 Fifth Ave. (BPCT-4793). Action July 25.

AM applications

- **WYLS** York, Ala.—Seeks CP to make changes in ant. system. Ann. Aug. 6.
- **KVON** Napa, Calif.—Seeks mod. of CP to make changes in MEOV's. Ann. Aug. 6.
- **KIQI** San Francisco—Seeks to add operation 6 a.m. to sunrise specified hours with 250w. Ann. Aug. 6.
- **WKBQ** Garner, N.C.—Seeks mod. of CP to increase daytime power to 1kw. Ann. Aug. 6.
- **WGFT** Youngstown, Ohio—Seeks mod. of CP to make changes in ant. system. Ann. Aug. 6.

AM action

■ **WKLTV** Blackstone, Va.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 1.8 kw (H&V); ant. height 370 ft. (H&V); condition (BMPH-14548). Action Aug. 4.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KVRE** Santa Rosa, Calif. (BP-19,381), July 23; **WTGR** Myrtle Beach, S.C. (BP-19,589), July 21.

FM actions

■ **KPOL-FM** Los Angeles, Calif.—Broadcast Bureau granted CP to install new trans, new ant.; change TPO; change ant. height 530 ft. (H&V); ERP 100 kw(H&V); remote control from 4600 Carter Dr., Los Angeles (BPH-9510). Action July 29.

■ ***KSBR** Mission Viejo, Calif.—Broadcast Bureau granted mod. of CP to operate trans. by remote control from main studio at 28000 Marguerite Parkway, Mission Viejo (BMPED-1287). Action Aug. 5.

■ **KUDE-FM** Oceanside, Calif.—Broadcast Bureau granted CP to install new trans.; increase ant. height; change TPO; ERP 9.5 kw(H&V); ant. height 980 ft. (H&V); remote control from main studio at 2950 Oceanaside Blvd., Oceanside (BPH-9180). Action July 29.

■ **KWYT** Salinas, Calif.—Broadcast Bureau granted request for SCA on subcarrier of 67 khz, to conduct remote control telemetry on multiplex basis (BSCA-1490). Action July 29.

■ **KSOL** San Mateo, Calif.—Broadcast Bureau granted CP to change trans. location to San Bruno Mt., 1.4 miles south of San Francisco; change ant.; change ant. system; ERP 6.2 kw (H), 4.5 kw (V); ant. height 1160 ft.; remote control permitted (BPH-8814). Action Aug. 6.

■ **KFKA-FM** Greeley, Colo.—Broadcast Bureau granted mod. of CP to change trans and ant.; ERP 100 kw (H&V); ant. 660 ft. (H&V); remote control permitted (BMPH-14549). Action Aug. 4.

■ **KDJQ** Pueblo, Colo.—Broadcast Bureau granted mod. of CP to change trans. location to 4.8 miles north of Pueblo, 1 mile west of hwy. 25. Pueblo; change studio location-remote control to 315 West 8th St, Pueblo; change trans. and ant.; make change in ant. system; ERP 100 kw (H&V); ant. height 320 ft. (H&V); condition (BMPH-14493). Action Aug. 1.

■ **WTIC-FM** Hartford, Conn.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 15 kw (H&V); ant. height 810 ft. (H&V); remote control permitted (BPH-9527). Action Aug. 4.

■ **WPLR** New Haven, Conn.—Broadcast Bureau granted CP to install new ant.; change TPO; ERP 10 kw(H&V); ant. height 950 ft. (H&V); remote control from main studio at 1294 Chapel St., New Haven (BPH-9521). Action July 29.

■ **WBJW** Orlando, Fla.—Broadcast Bureau granted CP to install new trans.; ERP 100 kw (H&V); ant. height 350 ft. (H&V); remote control permitted (BPH-9532). Action Aug. 4.

■ **KSIH** Pocatello, Idaho—Broadcast Bureau granted mod. of CP to change trans. location to 3.55 miles west of Pocatello; change studio to 2761 Poleline Rd., Pocatello; change trans. and ant.; change ant. system; ERP 100 kw (H&V); ant. height 990 ft. (H&V) (BMPH-14552). Action Aug. 4.

■ **KADQ** Rexburg, Idaho—Broadcast Bureau granted mod. of CP to operate trans. from main studio at 37 West Main, Rexburg (BMPH-14546). Action Aug. 5.

■ ***WNUR** Evanston, Ill.—Broadcast Bureau granted CP to change trans. location to Leverone Hall, Northwestern University, 2001 Sheridan Road, Evanston; operate by remote control from studio site at Speech Building, Northwestern; install new trans. and ant.; make change in ant. system; ERP 7.2 kw (H&V); ant. height 120 ft. (H&V) (BPED-1872). Action Aug. 5.

■ **WLKI** Angola, Ind.—Broadcast Bureau granted CP to install new ant.; change ant. system; change TPO; change ant. height 300 ft. (H&V); ERP 3 kw(H&V); remote control from main studio 601 N. Wayne St., Angola (BPH-9526). Action July 29.

■ ***KCUI** Pella, Iowa—Broadcast Bureau granted CP to change trans. and studio location; change ant. system; remote control permitted (BPED-2061). Action Aug. 4.

■ **WXID** Mayfield, Ky.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 10 kw (H&V); ant. height 160 ft. (H&V) (BMPH-14545) Action Aug. 4.

■ **WRJH** Brandon, Miss.—Broadcast Bureau granted CP to install new ant.; ERP 3 kw (H&V); ant. height 290 ft. (H&V); remote control permitted (BPH-9528). Action Aug. 4.

■ **WSUS** Franklin, N.J.—Broadcast Bureau granted CP to install new aux. trans.; ERP 360w (H&V); ant. height 750 ft. (H&V); remote control permitted (BPH-9543). Action Aug. 4.

■ ***WCWP** Brookville, N.Y.—Broadcast Bureau granted CP to make changes in trans. equipment; ERP 100 w (H), 94 w (V); ant. height, 190 ft. (H&V); remote control permitted (BPED-2060) Action Aug. 4.

■ **WTLB-FM** Utica, N.Y.—Broadcast Bureau granted mod. of CP to make changes in ant. system; ERP 3.5 kw; ant. height 500 ft.; remote control permitted

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(BMPH-14551). Action Aug. 4.

■ *WUNF-FM Asheville, N.C.—Broadcast Bureau granted mod. of CP to change trans. and ant. (BMPED-1198). Action Aug. 4.

■ KEBC Oklahoma City—Broadcast Bureau granted CP for ERP 50 kw (H&V); ant. height 330 ft. (H&V); remote control permitted (BPH-9518). Action Aug. 4.

■ WJIT-FM San Juan, P.R.—Broadcast Bureau granted CP to change trans. and studio location to Aqueduct Hill Rd., Guaynabo, P.R.; install new trans.; change ant. system; ERP 50 kw (H&V); ant. height 260 ft. (H&V) (BPH-9558). Action Aug. 7.

■ KROZ Tyler, Tex.—Broadcast Bureau granted data filed in accordance with first report and order in Docket 20139, to change frequency to 92.1 mhz; change trans. and ant.; ERP 3 kw (H&V); ant. height 280 ft. (H&V); condition. Action Aug. 4.

■ WQCR Burlington, Vt.—Broadcast Bureau granted CP to install former main trans. as aux.; ERP 6.5 kw; ant. height 290 ft. (BPH-9531). Action Aug. 4.

■ *WORT Madison, Wis.—Broadcast Bureau granted mod. of CP to change trans. and studio location to 2047 Winnebago St., Madison; change trans. and ant.; make changes in ant. system and transmitting equipment; ERP 4 kw; ant. height 105 ft.; remote control permitted (BMPED-1282). Action Aug. 4.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KBEQ Kansas City, Mo. (BPH-9007), July 23; KRTH Los Angeles (BPH-9448), July 22; WBEU-FM Beaufort, S.C. (BPH-9279), July 23; WHAI-FM Greenfield, Mass. (BPH-9427); July 23; WKZQ Myrtle Beach, S.C. (BPH-8962), July 24; WSTR-FM Sturgis, Mich. (BPH-9375), July 22; *KANU Lawrence, Kan. (BPED-1949), July 25; *KBFM Edinburg, Tex. (BPED-9383) July 22; *KLON Long Beach, Calif. (BPED-1727), July 24; *KUSU-FM Logan, Utah (BPED-1744), July 28.

In contest

Procedural rulings

■ 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)—ALJ David I. Kraushaar, rescheduled hearing for January 12, 1976. Action July 31.

■ 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 denied petition by Interstate Broadcasting Company Inc. (WQXR) to intervene (Doc. 19597). Action Aug. 4.

■ WJIM-AM-FM Lansing Mich., **renewal proceeding:** Gross Telecasting (Doc. 20014)—ALJ Byron E. Harrison scheduled hearing for October 21 at Lansing. Action July 31.

■ KSSR Kalispell, Mont., **FM proceeding:** Suhr Transport. (Doc. 20551) seeking extension of time for completion—Review Board scheduled oral argument for 10 a.m., Sept. 4. Action Aug. 5.

Initial decisions

■ WCFL(AM) Chicago, **renewal proceeding:** Chicago Federation of Labor and Industrial Union Council (Doc. 20064)—Initial decision released June 13, proposing grant of renewal for WCFL became effective Aug. 4.

■ Fulton, Miss., **FM proceeding:** Itawamba County Broadcasting Co. and Tombigbee Broadcasting Co., competing for 101.7 mhz (Docs. 19838-9)—Initial decision granting Itawamba new FM became effective July 24 for 101.7 mhz, 3 kw. HAAT 194 ft. P.O. address Box 587, Fulton 38843. Estimated construction cost \$21,139; first-year operating cost \$7,847; revenue \$8,455. Principals: Olive E. and Ivous T. Sisk (each 50%), Olive and Ivous Sisk each own 25% of WWSA(AM) Vernon, Ala., and 50% of WFTO(AM) Fulton.

Review board decision

■ Aptos-Capitola, Calif., **AM proceeding:** Progressive Broadcasting Co., applying for 1540 khz (Doc. 19506)—Review board granted application of

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	18	949	76	1,015

*Special temporary authorization

**Includes off-air licenses

James B. Fenton, Grant R. Wrathall Jr., Lawrence M. Wrathall and Loretta Wrathall (Progressive Broadcasting Co.), for new daytime-only station on 1450 khz, 1 kw at Aptos-Capitola, Calif. Decision sustained initial decision of ALJ Chester F. Naumowicz Jr., released Aug. 6, 1974, proposing grant of Progressive's application; judge also waived rules requiring that studios be located in both communities of assignment and ruled that Progressive should be allowed to identify itself as licensed to Aptos-Capitola. Action July 24.

FCC decision

■ **WRIK-TV** Ponce, Puerto Rico, **TV proceeding:** Ponce Television Corp., seeking changes (Doc. 19974)—FCC refused to issue policy statement to effect that it would approve proposal by Ponce Television Corp. to move trans. of WRIK-TV closer to San Juan than to Ponce. Commission also decided not to "hyphenate" WRIK-TV's ch. 7 as "Ponce-San Juan" assignment. Action Aug. 1.

Complaints

■ *WNJM(TV) Montclair, N.J.—Commission denied petition by John Cervase for reconsideration of April 14 FCC action denying review regarding his complaint against WNJM. Action Aug. 1.

■ *WNET Newark, N.J.—Commission denied petition by John Cervase, Newark attorney, for reconsideration of FCC Broadcast Bureau ruling that denied his complaint against WNET. Action Aug. 1.

Fines

■ WSEA(FM) Georgetown, Del.—Broadcast Bureau notified Scott Broadcasting Corp. that it has incurred apparent liability for \$500 forfeiture for violation of rules in August, September and October 1974, by operating station in excess of 105% of authorized power. Action July 28.

■ WDMG(AM) Tallahassee, Fla.—Broadcast Bureau notified WDMG Inc. that it incurred apparent liability of \$500 for violation by failing to terminate emissions of station when it was determined that transmitting system was operating in manner inconsistent with station authorization. Action July 30.

■ WCSR Hillsdale, Mich.—Broadcast Bureau notified Flynn Enterprises Inc. of \$250 forfeiture for violation of rules by failing to change from nighttime to daytime power by 6 a.m. in December on various dates. Action July 28.

■ KSTP(AM) St. Paul, Minn.—Broadcast Bureau ordered Hubbard Broadcasting to forfeit \$2,000 for repeated failure to observe rules by not informing parties answering telephone calls during "\$100 Bill Give Away" contest of licensee's intention to broadcast conversations before broadcast of such conversations. Action July 28.

■ WKNY(AM) Kingston, N.Y.—Broadcast Bureau as result of inspection, notified licensee it had incurred apparent liability for forfeiture of \$200 for violation by failing to show in operating logs that weekly tests of Emergency Action Notification System had been conducted. Action July 30.

■ KVOZ(AM)-KOYE-FM Laredo, Tex.—FCC reprimanded Border Broadcasters Inc., licensee, for deliberately falsifying survey results in intentional effort to mislead potential advertisers about stations' audience size. Action Aug. 1.

■ WKBY Chatham, Va.—Broadcast Bureau ordered Pittsylvania County Broadcasters Inc. to forfeit \$250 for repeated violation of rules by failing to keep maintenance log. Action July 30.

■ WNNT-AM-FM Warsaw, Va.—Broadcast Bureau partially granted application for remission of forfeiture in light of evidence submitted and since FCC finds log entries indicating WNNT overpower were due to defects in remote metering rather than overpower operation. Forfeiture for apparent WNNT(AM) over-power operation was set aside, leaving forfeiture of \$500 for overpower at WNNT-FM. Action July 28.

Other actions

■ **KSRT(FM)** Tracy, Calif.—Broadcast Bureau denied waiver to identify as Tracy-Stockton, Calif. (Ltr. 5-16-75). Action July 16.

■ **WXBM-FM** Milton, Fla.—Broadcast Bureau granted request to identify as Milton-Pensacola. Action July 24.

■ **WTMC(AM)** Ocala, Fla.—Broadcast Bureau denied request for waiver to identify as Ocala-Silver Springs, Fla. Action July 22.

■ **WVFX-AM-FM** Highland Park, Ill.—Broadcast Bureau granted waiver to identify as Highland Park-Deerfield. Action July 16.

■ **WHAY(FM)** Aberdeen, Miss.—Broadcast Bureau granted waiver to identify as Aberdeen-Amory, Miss. Action July 15.

■ **KSHE(FM)** Crestwood, Mo.—Broadcast Bureau granted waiver to identify as Crestwood-St. Louis, Mo. Action July 16.

■ **KNIS(FM)** Carson City, Nev.—Broadcast Bureau granted waiver to identify as Carson City-Reno. Action July 16.

■ **WMOU(AM)** Berlin, N.H.—Broadcast Bureau denied request for waiver of rules to identify as Berlin-Gorham, N.H. Action July 16.

■ **WFMN(FM)** Newburgh, N.Y.—Broadcast Bureau denied waiver to identify as Newburgh-Beacon. Action July 17.

■ **WBFB(FM)** Rochester, N.Y.—Commission granted application of WBFB Inc. for renewal of license of WBFB until June 1, 1978—remaining license term for New York stations. It deferred action on renewal application for WBFB(AM) Rochester, pending receipt and staff resolution of engineering information. FCC dismissed petition to deny by Action for Better Community Inc. et al., and denied informal complaint by Metro-Act of Rochester Inc., that were filed against both stations. Action July 30.

■ **WVOR(FM)** Rochester, N.Y.—Commission granted application of Amalgamated Music Enterprises Inc. for renewal of license of WVOR(FM) until June 1, 1978. Application was opposed by Action for Better Community Inc. et al., and Metro-Act of Rochester Inc. Action July 29.

■ **WKGN(AM)** Knoxville, Tenn.—Commission has granted request of WKGN to refund \$200 filing fee submitted in connection with its application for CP for new FM station at Oak Ridge, Tenn. Action July 22.

■ Richmond, Va.—FCC has granted unconditionally renewal of eight Richmond-area stations, conditioned renewal of five others on additional employment policy information, WIKI-AM, WDYL-FM, WLEE-AM, WRVA-AM, WWBT-TV, WXEX-TV and deferred action on three others pending receipt and approval of additional amendments to their affirmative action program. Stations whose renewals were granted without condition are: WRXL-FM, WIKI(AM), WDYL-FM, WLEE(AM), WRVA(AM), WWBT-TV, WXEX-TV and WTVR-TV. Conditional renewal was granted to WTVR-AM-FM, WRNL(AM), WRVQ-FM, and WEZS(AM). Renewal was deferred on

WIVE-AM-FM and WXGI(AM). Action Aug. 1.

■ KBIQ(FM) Edmonds, Wash.—Broadcast Bureau granted waiver to identify as Edmonds-Seattle. Action July 22.

■ KITN(AM) Olympia, Wash.—Broadcast Bureau granted request for waiver to identify as Olympia-Lacey, Wash. Action July 16.

■ General action—Commission amended its Freedom of Information Rules to provide that applications for equipment authorizations routinely would be available for inspection in office of chief engineer following effective date of authorization. Commission also added applications for advance approval of subscription television systems to those for equipment authorization now listed. Action becomes effective Sept. 15, 1975. Action July 29.

■ Mutual Broadcasting System—Commission granted request by Mutual for waiver of dual network rules to permit stations in same market to broadcast simultaneously two football games as well as regularly scheduled Mutual network (MBS) or Mutual Reports (Black) network newscasts this fall. Mutual sought waiver in connection with broadcast of black college football games at same time Mutual said it also would be presenting Notre Dame or other NCAA football games. Action Aug. 1.

Allocations

Actions

FCC took following actions on FM allocations:

■ Bangor, Me.—Commission denied addition of class A FM ch to Bangor, which now has two class B assignments. Action Aug. 1.

■ Long Island, New York—FCC assigned ch 269A to Southold and ch 296A to Westhampton Beach. It denied assignment of ch 269A to Center Moriches and ch 296A to Hampton Bays, N.Y. Action was in response to petitions by Peconic Bay Broadcasting Corp., for assignment of ch 269A to Southold, East Coast Broadcasting Corp. for assignment of ch 269A to Center Moriches and ch 296A to Hampton Bays, and MAC Broadcasting Corp. for assignment of ch 296A to Westhampton Beach. Action Aug. 1.

■ Oregon—Broadcast Bureau proposed deletion of unoccupied and unapplied for ch 260 at Grants Pass, Ore., and its subsequent assignment to Eugene, Ore., as fifth FM assignment (Docket 20566). Proposal would also involve substitution of ch 262 at Grants Pass in lieu of deleted channel. Parties may file comments by Oct. 1, reply comments by Oct. 20. Action Aug. 1.

Rulemaking

Actions

■ FCC proposed that noncommercial broadcasters be required to ascertain problems and needs of communities of license and others they serve or propose to serve, program to meet those needs and document their ascertainment and programing efforts (Doc. 19816). Parties may file comments on or before Sept. 15, 1975. Commission said it would provide for neither reply comments nor extensions. Action July 30.

■ Commission denied nine petitions for reconsideration of its March 20 decision revising its rules governing use of feature films, sports and series type programs by pay cable or STV for which per-program or per-channel charge is made (Docs. 19554, 18893). Action Aug. 1.

■ Commission proposed standard for exempting from cable television nonduplication rules television signals that commonly are viewed off-air in cable community (Doc. 19995). Comments may be filed by Sept. 22 and replies by Oct. 7. Action July 30.

Translators

Applications

■ Community Council, St. George Island, Alaska—Seeks ch 4 rebroadcasting KUAC-TV Fairbanks, Alaska; KYUK-TV Bethel, Alaska; KAKM Anchorage. Ann. Aug. 6.

■ UHF-TV Association, Tucumari vicinity, N.M.—Seeks ch. 69, rebroadcasting KVII-TV Amarillo, Tex. (BPTT-2892). Ann. Aug. 6.

■ West Virginia Educational Broadcasting Authority, Parkersburg, W. Va.—Seeks ch. 57, rebroadcasting WMUL-TV Huntington, W. Va. (BPTT-2891). Ann. Aug. 6.

Actions

■ K67AS Estes Park, Colo.—Broadcast Bureau granted CP for new translator, rebroadcasting KYCU-TV Cheyenne, Wyo. (BPTT-2715). Action July 16.

■ K03EF, Lake Creek rural area, Colo.—Broadcast Bureau granted CP for new translator to rebroadcast KMGH-TV Denver, via K13DE Walcott, Colo. (BPT-TV-5343). Action July 31.

■ K02DQ Lake George and Florissant, Colo.—Broadcast Bureau granted CP for translator to change frequency from ch 2 to ch. 11; change call to K11MT; make changes in ant. system (BPTTV-5312). Action July 30.

■ K77CE International Falls, Minn.—Broadcast Bureau granted CP for translator to change frequency from ch. 77 to ch. 55; change call letters to K55BC (BPTT-2812). Action July 14.

■ K08IM, K10JL, K12KB, Amalia, N.M.—Broadcast Bureau granted CPs for 3 new VHF translators to rebroadcast KOB-TV Albuquerque, via K70DJ Romeo, Colo.; KOAT-TV Albuquerque via K76AX Romeo; KGGM-TV Albuquerque via K67AK Romeo (BPTTV-5316-8). Action July 29.

■ K06IM Henefer and Echo, Utah—Broadcast Bureau granted CP for new VHF translator to rebroadcast KUED Salt Lake City via K65AD Summit county, Utah (BPTTV-5260). Action July 23.

■ K05FT Riverton, Arapahoe and rural Fremont county, Wyo.—Broadcast Bureau granted CP for new translator to rebroadcast KDUH-TV Hay Springs, Neb., via K11MN Jeffrey City, Wyo. (BPTTV-5314). Action July 29.

Cable

Applications

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

■ Grove Hill Cablevision Inc., One Henderson St., Brewton, Ala. 36426, for Grove Hill, Ala. (CAC-05427) WIQ Demopolis, Ala.; WTOK-TV, WHTV-TV, WMAW Meridian, Miss.; WKRG-TV, WALA-TV Mobile, Ala.; WSFA-TV Montgomery, Ala.; WDAM-TV Laurel, Miss.; WEAR-TV Pensacola, Fla.; WLOX-TV Biloxi, Miss.

■ Village CATV Inc., for Bella Vista, Ark. (CAC-05429): Add KMTC Springfield, Mo.

■ Community Television Systems Inc., for Wallingford (CAC-05434); Madison (CAC-05435); East Haven (CAC-05436); Branford, (CAC-05437); North Branford (CAC-05438), North Haven (CAC-05439) and Guilford (CAC-05440), all Connecticut; Delete: WSMW-TV Worcester, Mass. and add WSBK-TV Boston, Mass.; WNJU-TV Linden, N.J.; WXTV Paterson, New Jersey.

■ Buhl Cable TV Co., 4238 135th Ave., Bellevue, Wash. 98006, for Shoshone, Idaho (CAC-05413); KMVT Twin Falls, Idaho; KBCE-TV, KTVB, KAID Boise, Idaho; KIVI Nampa, Idaho; KBGL-TV Pocatello, Idaho.

■ Triad CATV of Indiana Inc., 103 W. Main St., Portland, Ind. 47371, for Berne, Ind. (CAC-05433); WTTV Bloomington, Ind.; WANE-TV, WPTA, WKJG-TV Fort Wayne, Ind.; WIPB Muncie, Ind.; WBGU-TV Lima, Ohio; WXIX-TV Newport, Ky.

■ Citizens Cable of Allen County Inc., for St. Joseph twp. (CAC-05430), New Haven (CAC-05431) and Adams twp. (CAC-05432), all Indiana; Add WMSH-TV South Bend, Ind.

■ Sammons Communications Inc., for Pleasantville (CAC-05414), Alsecon (CAC-05415), Somers Point (CAC-05416), Egg Harbor twp. (CAC-05417), Linwood (CAC-05418), all New Jersey; Requests certification of existing CATV operations.

■ Lawrence Cablevision Inc., for Union twp. (CAC-05421), Shenango twp. (CAC-05422), South New Castle bor. (CAC-05423), all Pennsylvania; Add: WPGH-TV Pittsburgh and delete WKBF-TV Cleveland.

■ Schenectady Cablevision Inc., for Scotia, New York (CAC-05424R): Requests renewal of certificate of compliance.

■ Centre Video Corp., for Charleoroi bor., Pa. (CAC-

05419R): Requests renewal of certificate of compliance.

■ Lawrence Cablevision Inc., for New Castle twp. Pa. (CAC-05420); Add WPGH-TV Pittsburgh and delete WKBF-TV Cleveland.

■ Liberty TV Cable Inc., Vandergrift, Pa. (CAC-05428): Requests certification of existing CATV operations.

■ Youngsville TV Corporation, Youngsville bor. (CAC-05425), Pittsfield twp. Pa. (CAC-05426): Requests certification of existing CATV operations and to add WUTV Buffalo, N.Y.; WQLN Erie, Pa.

■ Harbor Video-cable, Grays Harbor county (CAC-05441), Montesano (CAC-05442), both Washington; Add KPVT Portland, Ore.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Northern Lights Cable Corp. Boulder Junction (CAC-03887), St. Germain (CAC-03896) and Washington (CAC-03897), all Wisconsin; Seminole Cablevision, Seminole county, Fla. (CAC-04214); Cable Sparta, Sparta (CAC-04259); Wisconsin CATV, Eau Claire (CAC-04270), Altoona (CAC-04271), Chippewa Falls (CAC-04272), Washington (CAC-04273), Hallie, (CAC-04274), Seymour (CAC-04275), Union (CAC-04276), all Wisconsin; Cox Cable of Portsmouth, Portsmouth, Va. (CAC-04456); Sparta TV Cable Company, Sparta, Tenn. (CAC-04884); Artesian Cable TV, Meade, Kan. (CAC-04945); Omega of Indiana Cable Co., N. Manchester, Ind. (CAC-04960); Lewis Development, Lewis, Kan. (CAC-04970); Cable TV of Acadiana, Eunice, La. (CAC-04997); MBS Cable TV, Wintersville, Ohio (CAC-05090); WGN Electronic Systems Co., Houghton, Mich. (CAC-05096); Phenix City CATV, Phenix City, Ala. (CAC-05115); Alert Cable TV, Inc. Pryor, Okla. (CAC-05123); Continental Cablevision Corp., Bath twp. (CAC-05128), Moorefield twp. (CAC-05129), Springfield twp. (CAC-05130), all Ohio; Lincoln Cablevision, Lincoln, Ill. (CAC-05134); Televents of San Joaquin Valley, Los Banos, Calif. (CAC-05161); Warner Cable of Winter Haven, Winter Haven, Fla. (CAC-05207); Wabash Cablevision, (contiguous to Mt. Carmel) Wabash county, Ill. (CAC-05210); Hill County Cablevision, Kerrville, Tex. (CAC-05222); Cable Service of Azusa, Azusa, Calif. (CAC-05223); Beatrice Cable TV Co., Beatrice, Neb. (CAC-05227); Marysville Cable TV Co., Marysville, Kan. (CAC-05238); Cablecom-General, Wellington, Tex. (CAC-05233).

■ San Carlos, Redwood City and Belmont, Calif.—Cable Bureau granted applications by Peninsula Cable Television Corp. and Belmont Cable Television Co. for certificates of compliance to add KTLA Los Angeles and KTXL Sacramento and partially waived signal carriage rules to permit systems to continue carriage of distant signals of network affiliates KCRA-TV, KXTV, both Sacramento, KOVR Stockton and KSBW-TV Salinas. (CAC-2858-59, 2861). Action July 31.

■ Tulare, Calif.—FCC denied petition by Sequoia Cablevision for reconsideration of March 25 FCC action denying certificates of compliance for proposed cable systems at Visalia, Tulare and portions of Tulare county. Action July 30.

■ Colorado—FCC denied request of Pikes Peak Broadcasting Co., licensee of KRDO-TV Colorado Springs, for reconsideration of FCC ruling that station was not grandfathered for carriage on 15 Colorado cable systems. Action July 29.

■ Moorhead, Minn.—FCC granted Valley All-Channel Cablevision of Moorhead Inc. certificate of compliance to add CBWT Winnipeg to its existing cable system, and denied petition to deny or designate for hearing application for certificate of compliance filed by KTHI-TV Fargo, N.D. (CAC-4657). Action July 31.

Other actions

■ Charlestown, Clarksville, Jeffersonville, Sellersburg, and unincorporated areas of Clark county, Ind.—FCC denied GRC Cablevision petitions for special relief for waiver of leapfrogging rules to allow it to substitute WGN-TV (Ind.) Chicago for WXIX-TV (Ind.) Newport, Ky. Action Aug. 1.

■ Maine—Commission granted request by State Cable TV Inc. for temporary partial waiver of access ch. rules to permit it to provide single educational access ch. and combined public access-origination ch. for shared use by its cable systems at Augusta, Farmingdale, Gardiner, Hallowell and Randolph. Action Aug. 1.

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Classified Advertising

SEE PAGE 56, BROADCASTING
ISSUE—JULY 28, 1975
FOR CLASSIFIED RATES AND FORM.

RADIO

Help Wanted Management

San Diego, general sales manager for top rated "FM" rocker. Must have current advertising experience in medium or major market. Excellent base plus bonus and benefits. All replies confidential. Box G-185, BROADCASTING.

Successful, progressive Black station in major southern market looking for creative, aggressive sales manager who can sell and motivate sales force to sell while assisting General Manager with administration. Excellent chance for advancement and good earnings for producer. Send complete details to Box H-74, BROADCASTING.

Local Sales Manager: Top 25 market, local sales experience necessary at TVB station. Send resume: Box H-153, BROADCASTING.

General Manager To manage new FM Stereo radio station. Excellent area to live. Salary plus commission on profits, negotiable. Opportunity to purchase stock in station. P.O. Box 733, Ogallala, NE 69153.

Colorado Sales Manager. Contemporary station in beautiful Grand Junction, Colorado, has opportunity for career-minded sales person who possesses successful local sales record. Remuneration open for discussion. EOE/MF. Call Dick Elliott, 303-245-4953 after 6:30 PM, MDT.

Managers wanted. Sales-oriented manager with experience will earn commensurate with ability to increase sales. Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864.

New Pennsylvania FM with Religious/Good Music format needs manager. Position will require track record in commercial sales. Station target on/air date is October 15, 1975. Call Mr. Kitchen 615-698-3429.

Help Wanted Sales

Successful, progressive Black station in major Southern market looking for experienced man or woman in sales. Must have proven record of creative aggressive selling. Chance for excellent earnings and advancement. Send complete details to Box H-75, BROADCASTING.

Picturesque mountain town at Yellowstone entrance needs sales person with management potential. Need person prepared to help build station and community. Choice living environment. Incentive. Small market. Great potential. Write Box H-106, BROADCASTING.

National Radio Sales Director for already successful syndicated programs. Unlimited potential for sharp, aggressive, self-starter. Lots of travel. Box H-111, BROADCASTING.

KBUL, (part of a five-station group), Wichita, is the home of the lowest unemployment in America. Are you organized, enthusiastic, and interested in being in a million plus area? Country music interest preferred. Small markets welcome. 316-722-0018, Mr. Davis, Box 9001, 67212. Station rank up 5 positions in six months.

Ground floor opportunity enlarging sales staff at Midwest University town contemporary FM. Desire, experience, self-motivation. Resume to: KRNA, 1027 Hollywood Blvd., Iowa City, IA 52240.

Needed immediately! a street-wise, strong time sales-person for WLOK in Memphis. We are part of a national chain of stations. You can expect to make at least \$12,000 your first year. Call Bill McKay, General Manager, 901-527-9565. An Equal Opportunity Employer.

Prosperous Alabama station looking for sales person. Experience not necessary women and minorities invited. Training offered. Delightful place to live near big lakes. Send resume Jerdan Bullard, WKUL, Cilman and Airmidia station, Equal Opportunity Employer.

Help Wanted Sales Continued

Market leader needs self-starting salesperson experienced in RAB sales materials. Good ideas produce lasting accounts on station with terrific track record of performance. Start \$10-15,000. Send resume to Jim Colston, WROV, Roanoke, VA.

Y-115 is piecing together a team of professionals during the last 45 days we hired Don Garrard formerly of WCFL and WAPE Alex Stone of KOMA. We're also hiring a major market news director. We're young, area's great, metro's 250,000; TSA 460,000. We're looking for 2 professional street fighting salespeople for our sales and management team. Interested? call Howard Johnson at Y-115/WYNE 414-233-6050. Here's your chance to join a legend!

Sales Manager, can earn up to \$25,000 first year at number one station in seven station Eastern market. Immediate opening. Will consider and train salesperson with solid track record ready to move up. Send resume and references to Harry Averill, Haverfam Associates, 4306 Kilbourne Drive, Fairfax, VA 22030.

We want you if (1) you're a personable, polished account executive with solid background in advertising and media sales; (2) you can sell public affairs radio programing to national accounts and follow-up with thoughtful account servicing; (3) you want to work in Washington, D.C. with a dynamic young company. Liberal salary, expense account plus ample benefits. Want us? Resume, salary requirements to P.O. Box 32300, Washington, D.C. 20007.

Help Wanted Announcers

Great opportunity for creative personality to fill morning slot. Excellence required. You'll love the area in upper Midwest near metro market. Equal Opportunity Employer. Resume and salary required to Box H-86, BROADCASTING.

Telephone talk show host. Metro Florida market. Must be knowledgeable, controversial and experienced in talk radio. Rush resume immediately to Box H-87, BROADCASTING.

Northeast AM station, Contemporary MOR, Number 1 market, seeks reliable/creative air personality. Good production an absolute must. Resumes to Box H-128, BROADCASTING.

Quality AM-FM Midwest operation has opportunity for top-notch broadcaster to utilize his skills among professionals. Excellent facilities enhance low turnover rate. Need experienced announcer with production, news and sports capabilities. Send resume. E-O-E. Box H-132. BROADCASTING.

Creative Top 40 Jock Work in one of the finest facilities in the East. Live in one of the most delightful areas anywhere. Enjoy being part of a fast growing market's number one station. We need you now. Pros only. Box H-183, BROADCASTING.

Conversational personality with something to say about MOR music, feature news, sports, local and current events, etc. If you ad-lib well, like a more flexible format, and are strong on spots, send resume. Great Lakes area, medium market. EOE. Box H-186, BROADCASTING.

Announcer-sportscaster needed by Sept. 1. Minimum 3 years experience; gather, report, write, edit, PBP football-BKB-BB; MOR music. \$600 per month to start. Send tape, resume, to Marcie Fitch, Station Manager, KDGO-CBS, Box 3390, Durango, CO 81301.

KDKO, Littleton (Denver) Colorado. Immediate opening 1st ticket fast-paced experience disco/soul articulate announcer. No collect calls. EOE.

Arkansas Ozarks announcer/newsperson opportunity. Good voice, strong production required. Rush resume and tape to KHOZ, Box 670, Harrison, AR 72601.

Help Wanted Announcers Continued

Louisiana daytimer wants a good CW combination person. Cajun station has good sound and good audience. KJEF, Box 1248, Jennings, LA 70546. 318-824-2934.

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.

Fulltime AM/FM in College mkt needs afternoon announcer. Contact Mgr, KRUS AM/FM, Box 430, Ruston, LA 71270.

Hard-working, young announcer for one of Oklahoma's top small markets. Send resume, tape: KWCO, P.O. Box 1268, Chickasha, OK 73018.

Immediate opening for announcer with first class license. Must have some technical and production experience. WAMD, Aberdeen, MD 21001.

Are you a Hot Shot? Can you increase our ratings? News, jocks, male, female. Rush your tape to Edd Robinson, WAME, P.O. Box 1008, Charlotte, NC 28231. An Equal Opportunity Employer.

Announcer, Number one rated contemporary station needs a super sharp pro to replace man we are losing to major market station. Talent, production and great air sound are essential. Send resume and air check to Jim Palmer, WCVS Radio, P.O. Box 2697, Springfield, IL 62708. Equal Opportunity Employer.

WH-SH Albany, New York a great Scott station, joins the great Schulte Beautiful Music Family. Salespersons and announcers are now being interviewed.

WILS, Lansing Michigan, still looking for the right morning person. Must be mature with 3 to 5 years experience and a strong personality. Send tape and resume to WILS Radio, 600 Cavanaugh Road, Lansing, MI 48910.

No. 1 Soul Rock WJMI, Jackson, Mississippi needs strong drive night personality. Must follow tight format. Good top 40 delivery, no screamers, no rhymers. Carl Haynes, Zane Roden, 601-948-1515.

Personality and/or format jocks, first phones premium, for number one station in market. Tapes and resumes to J.C. Smith, WJPS, Box 3636, Evansville, IN 47735. E.O.E.

Informative Morning Person with creative production abilities. Four track production studio, full company benefits. Send resume, references and tape to: Larry King, Program Manager, WLTA-FM, P.O. Box 7695, Atlanta, GA 30309. Susquehanna Broadcasting Company is an Equal Opportunity Employer.

Rock'n'Roll 14 needs mid-day personality! Also do production and/or news. Great sound/facility/people here. We're No. 1 and an EOE. Tape and resume to Mike Berlak, PD, WSJM, P.O. Box 107, St. Joseph, MI 49085. A Midwest Family Station.

Announcer or salesperson, must do high school play-by-play football, basketball, baseball, good chance to finish college at Miss State University. Joe Phillips (WSSO), Starkville, MS 601-323-1230.

Sign-on announcer and news director, or sign-on announcer/salesperson, or news director/salesperson. Must be experienced. Salary depends on your talent and initiative. Write WTWA, P.O. Box 591, Thomson, GA 30824.

Rochester! Adult contemporary FM. Tape, resume: Bob Bittner, PD, WVOR, 333 Midtown, Rochester, NY 14604. Music: widest variety.

Six station group seeks announcer with first willing to learn all facets of radio. Excellent advancement opportunity. Contact Galen Gilbert, 3537 Wooten, Fort Worth, TX 76133. 817-292-7174. E.O.E.

Help Wanted Announcers Continued

Announcer. Contemporary Radio station. 1st phone desired. 3rd phone with broadcast endorsement mandatory. Minimum three years experience. Electronic aptitude with outstanding broadcast skills. AFTRA. Opening immediately. Contact: Robin Mitchell, West Eighth and Malsion Place, Cincinnati, OH 45204. Equal Opportunity/Affirmative Action Employer.

Help Wanted Technical

Technical director-Chief engineer for two well equipped AM-FM operations in Midwest Great Lakes resort area. Must be experienced and knowledgeable automation, proofs, construction. Excellent opportunity with salary and benefits based on ability and experience. Resume, requirements, references to Box H-82, BROADCASTING.

Managing Chief Engineer. Overall charge of technical department. Know and respect FCC rules. Know maintenance and operation of directional antenna system. Know how to provide best sound in town for an AM contemporary. Northern part of southeast. Box H-96, BROADCASTING.

Challenging position for experienced broadcast engineer. Some travel. Major equipment manufacturer. Box H-110, BROADCASTING.

Chief Engineer for AM/FM in beautiful, safe, Ohio River college town. Some board work. Equal Opportunity Employer, male-female. Please send salary requirements Box H-137, BROADCASTING.

Engineer who knows FM Stereo. How to maintain, innovate, problem-solve quickly. Design studios and build equipment for AM/FM Stereo rocker. Want best sound in state-expanding. Box H-149, BROADCASTING.

Chief Engineer wanted immediately for one of the East's most beautiful facilities in one of the finest living areas anywhere. Golf 8 mos. of year, unexcelled swimming, and fishing, and no smog. A truly fine opportunity. Box H-184, BROADCASTING.

FM station seeking part-time engineer. First phone necessary. Contact WEFA, Waukegan, IL, 312-662-0540, during business hours.

Transmitter Engineer for 5 KW operation. Must have First Class License and capability to learn quickly under technical director. WSAV, Savannah, GA.

Chief Engineer Philadelphia AM Directional. Directional knowledge preferred. First phone necessary. Salary commensurate with qualifications. 215-455-9200. Equal Opportunity Employer.

Experienced Audio Technicians to set up and record location interviews, then edit tapes for mixing. Attractive salary, benefits with young dynamic Washington, D.C. company. Resume, salary requirements to P.O. Box 32300, Washington, D.C. 20007.

Help Wanted News

East Coast suburban station needs an experienced newperson to join an outstanding local news operation. Must be willing to work day or night shift and capable of outside or inside news coverage. Good pay and benefits. Equal Opportunity Employer. Send resume and salary requirements to Box H-131, BROADCASTING.

Connecticut AM/FM needs News Director. A real digger. Strong writing, adult delivery, stable individual. Morning slot. Box H-170, BROADCASTING.

Booming college town, number one rating, "rocker", automated, local ownership-management, exceptional staff, ground-floor opportunity, "streetfighter" actuality oriented. References, salary requirements: Calvin Hunter, KSNM-AM-FM, Pocatello, ID.

Creative, dynamic, public affairs oriented news director, writer, needed immediately for fulltime country outlet in Huntsville, Alabama. Must be a self starter, capable of hosting a talk show and communicating with our audience through newscasts. Mail tapes and resume to: Chris Martin, P.D., WBHP Radio, P.O. Box 547, Huntsville, AL 35804.

Help Wanted News Continued

Maine's most powerful AM/FM seeks experienced news director. Tape and resume to: Dutch Heiser, WSKW/WTOS, Box 159, Skowhegan 04976.

Professional broadcast journalist to write, report, air news for major 50 kw northeast adult MOR station. Seek dedicated, energetic, experienced individual with capability in areas of production, documentary and public affairs. Send resume and tape with newscast you have written to: News Broadcasting, Route 2, Box 59C, Middletown, MD 21769. An Equal Opportunity Employer, M&F.

Newsperson to move into aggressive, expanding W. Mass. news operation. Persuade me in your letter, tape and resume that you understand local news and how to gather it. Ray Boyer, Box 958, Pittsfield, MA 01201.

Help Wanted Programing, Production, Others

Wanted assistant to the president must know the new contemporary soul sound and how to program it. Must know promotions contests and how to make a station a winner. Must be familiar with all FCC Regulations. Will schedule all engineers. We have 2 new buildings to work from in major midwestern market. You will answer to the president of the company only. Salary open, plus fringe. Box H-92, BROADCASTING.

Country Program Director for Midwest AM-FM Stereo. Knowledge of country music, demonstrated leadership ability, good air and production presentation plus proven ratings record required. Five-figure salary, good benefits with this Equal Opportunity Employer. Send resume to Box H-158, BROADCASTING.

MOR Production Specialist, work with team of professionals to produce specs, sales presentations, promos. Weekend jock shift. Send tape and resume, no calls: Charlie Warren, PD, WFTL, Box 5333, Ft. Lauderdale, FL 33310, EOE.

Program/Operations Director for Country Stereo WIRX, St. Joseph-Benton Harbor, MI. Need top person to keep us ahead of top competition. Strong on airshift, production, organization, attitude, and knowledge of sales. Tape, resume to Joseph Mackin, GM, P.O. Box 107, St. Joseph, MI 49085. A Midwest Family Station.

Program Director, for northwest Floridas number one modern country music station, immediate opening for top notch entertainer, experienced programmer, production person show knows country music, send resume, tape and references to John W. Doran, WNVY Radio, 2070 North Palafox, Pensacola, FL 32501.

Go-getters to produce public affairs programming on Capitol Hill, Washington. Must have broadcast news or related experience. Interviewing expertise essential, some writing necessary. Attractive salary, benefits with young dynamic company. Resume, salary requirements to P.O. Box 32300, Washington, D.C. 20007.

Situations Wanted Management

Christian couple mid-30's. 18 years experience radio/TV. Prefer Christian station. Management/sales/operations. Box H-90, BROADCASTING.

Seventeen years experience. Management, sales, programming, sports, desire small to medium market. Call 919-653-4083 or write Box H-133, BROADCASTING.

As broadcast consultant have trained 422 salesmen, 43 GSM, 12 GM, 9 PD. Worked Black, MOR, all talk, Contemporary, all news, country. All sized markets. Creative. Dynamic. Leader. Set, achieve highest standards in management, sales, programming, promotion, administration, community service. Not afraid to climb mountains with shirt sleeves rolled up. Interested consulting, then, based on performance, permanency. Box H-134, BROADCASTING.

Mature, responsible and experienced broadcaster seeks position with station as General Manager. Strong on administrative, sales, and promotion. Presently sales manager for 5kw "dead-end" station. Have proven track record in all areas. References. Box H-135, BROADCASTING.

Situations Wanted Management Continued

Experienced GM, presently employed, track record includes bringing station from bottom to top in profit and ratings. 9 station market. Strong on sales, management, programming and engineering. Want challenge in medium market S.E., Midwest, 33 married, civic leader. Box H-185, BROADCASTING.

Billing sagging? You may need my long, successful radio sales experience, desire local and/or national sales management position, major market, strong innovator, quick-minded, creative, great references, don't pass up this opportunity. Write Box H-191, BROADCASTING.

Genl Manager experienced. Available now. East sales oriented, 43, small medium market. Resume: William E. Powley, Box 68, Hinesdale, NY.

Situations Wanted Sales

Sales/jock 3 yrs. exp., 4 formats, second in command in sales, billing, Sfigures. Ass't PD, Mus. dir, for AM/FM split. No. 1 contemporary jock on AM. College. Young. Looking for small/medium, medium market. Where I'll prove myself in Sfigures, while staying on air. Can't advance further here, but on good terms. Honest references. All inquiries answered promptly. Box H-174, BROADCASTING.

Situations Wanted Announcers

DJ, 3rd phone, light board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

I want to work overseas, 11 year broadcasters, B.A., employed, references, single, 29. Box H-123, BROADCASTING.

If you are a northeast medium market with a definite, immediate opening, consider me. Experienced, FCC first ticket, announcer/DJ/news/production. Currently PD, but unhappy with small market. Want opportunity with growth-oriented medium market, Northeast. Only serious replies answered. Box H-151, BROADCASTING.

Toprated nite man, uptempo, strong personality, major or excellent medium only. Box H-152, BROADCASTING.

Personality Announcer, exceptional news and commercial delivery. 1 year professional experience. Able to relocate. Box H-156, BROADCASTING.

Announcer: college trained, some experience. 3rd endorsed, top 40 preferred. I'm ready now. Box H-159, BROADCASTING.

Four years experience. Bright, congenial, first phone. Seek contemporary, medium or major market, West preferred. MD, PD experience. Box H-169, BROADCASTING.

Have worked on Wall Street for past ten years, looking for new direction, hope to find it in broadcasting. Have third endorsed. Box H-178, BROADCASTING.

Good bits, good numbers, good grief. Personality morning man working in Northeast seeks professional operation in good market. 27, BA. Box H-187, BROADCASTING.

Young man seeks position in T&O or broadcasting. Resume upon request. Contact Chris Bardo, 2633 Shenandoah, St. Louis, MO 63104.

Announcer-Writer, 25 years experience radio and TV. News, commercials, interviews, Interested New Jersey, New England. Exc. references. Carver. 2233 Windsor Ave., Youngstown, OH.

Employed. Looking for northeast Black rock. Let's talk. 803-558-5004. AM til noon anytime.

Twenty year old DJ, no experience, seeks first break. Broadcast school grad, 3rd endorsed, willing to travel, 203-335-2445.

Young college black with B.S. and first class seeks position with small market radio/television. Hard worker, dependable. Will relocate. Seeks first break. Joe Nichols, 817-21st Ave. No., Nashville, TN 37208. 615-329-3932.

Situations Wanted Announcers Continued

Human being. air personality. 16 years radio-TV seeking stable long term position. MOR and/or talk show. Make good program director. Excellent credentials. Require good pay and well worth it. Jim Lord in Tampa. 813-839-0568.

Limited experience. Looking for small market Top 40. Rollin Reetz, 1917 Clarence, Berwyn, IL 60402. 312-788-1272.

Deejay, Navy vet, 3rd, news, copy, available now. Frank Shineman, 265 Quintard, D37, Chula Vista, CA. 714-426-8060.

1st phone, 28, 2 yrs. experience, good MOR/Rock announcer. Better than average sportscaster. Will move. Immediate availability. 612-646-3633.

Minority employee of major market station seeking smaller market air position. Two years experience. P. Chin, 20000 Lorain, Apt. 1-526, Cleve, OH. 216-333-5076.

Attention: Looking for Top 40/MOR small/medium market, experienced, employed; heavy on production. AFRT Vet, will relocate, 3rd, easy to listen to. Robert E. Starbuck, 432 Eureka, Ripon, WI. 414-748-2021.

Two years afternoons/production Northeast progressive AM. Seeking new challenge at contemporary AM/FM. Prefer metro area. First phone, 28, extensive music background. Terry 203-423-1271 before 1 PM.

Experienced night jock looking for new gig. Currently employed. 1st ticket. Phone 215-583-5164.

Drugs and sex, I can't offer but a professional, progressive, contemporary announcer I can. Experienced, tight production, ready anywhere. 314-423-5793, 1700 Caniff Circle, Apt. 1, Columbia, MO.

Rocky Mtns. only. Looking for station in Mtns. or short drive from them. 1st phone, 4 1/2 years, any format or automation, enjoy work, no hurry, just want a change, tired of sun and sand. Write 710 Senic Hy, Apt. 305, Pensacola, FL 32505.

Detroit trained jock, experienced, needs job. Can handle music, production, news, copy. Will accept offer from anywhere. Prefer progressive station. Randy Schems, 420 McConville, No. 126, Lynchburg, VA 24502; 804-237-5727.

Small market: Need to be given a chance. 1 1/2 years experience. Top 40. 3rd endorsed. Broadcast school grad. Prefer East Coast. 919-346-9009. Paul Hunner.

Top Sportscaster seeks top-flight position; 10 yrs. PBP Hockey, hoop, baseball, football, high school, college, plus pro coverage. Have greater metro exp; now seeks break into metro, not a floater, dedicated sports journalist; B.A., married. 112 Carlyle Pl., Roslyn, NY 11577.

Situations Wanted Technical

Experienced young engineer desires Midwest medium or larger market. BSET, first phone, AM FM Stereo, automation. Box H-100, BROADCASTING.

1st phone Engineer with AM and FM experience, solid electronics and recording equipment training. Will relocate. Excellent references. Box H-117, BROADCASTING.

Chief Engineer. AM-FM-DA. 25 years Nevada, Oregon, Utah or Idaho. Available September. Box H-157, BROADCASTING.

1st phone Texas combo man. Friends! Romans! Countrymen! "Lend me your watts". Talented, experienced. Box H-167, BROADCASTING.

Left major AM-FM station in 1973 to start my own business. Now out of business and seeking position as staff engineer with medium or large station. Have first, lots of maintenance experience, know my theory and can run a tight board. Presently in DC area, but will relocate. Box H-177, BROADCASTING.

Experienced CE, excellent annncr. AM & FM. POB 3112, Quartz Hill, CA 93534. 805-943-4743.

Situations Wanted Technical Continued

Board operator 1st phone. Seeking job in midwest or northern U.S. 2 yrs. exp. radio and television. Call or write for resume. Brian Druley 312-582-2248, 8190 S. Kildare Chicago 60652.

Innovative chief, Kansas AM/FM seeking advancement. 913-456-9738 evenings.

Situations Wanted News

Sports Director with excellent PBP, sportscasting, commentary. Four years. Available in September. Box H-42, BROADCASTING.

Broadcast journalist seeking position in professional news operation. Experienced, former ND, strong writing, reporting, interviewing. Box H-79, BROADCASTING.

Newsman, 6 yrs exp., now at top station in major market. Wants street reporter position with radio or TV. Box H-166, BROADCASTING.

Experienced, aggressive, not money-hunger. Will relocate. Jim King, Box 155, Canandaigua, NY.

Newsman. Skilled, experienced. BA., 3rd endorsed. Ralph Gonzalez, 3327 Thornton Ave., Anaheim, CA 92804. 714-828-8151.

Experienced small market news-sports director, PBP, hard working digger, want new challenge immediately. Bill Brown, 144 Third St., Turners Falls, MA 01376.

I can still get your audience to sit up and listen. News-sports reporter. 1 year experience. Rod Morrison, 23 Harriet Avenue, Belmont, MA. 617-484-2069.

Situations Wanted Programing, Production, Others

Experienced Programmer, major market jock desires contemporary Top 40 or FM rocker in competitive medium or middle market. College grad plus research background. Box H-53, BROADCASTING.

Major market programmer available for fall ARB. Impressive track record. Box H-150, BROADCASTING.

Dave Donahue, available now for Country Radio. Ratings and reputation speaks for itself. Operations, National PD, troubleshooter, pro programmer. Majors only. Call 216-267-1359. Write, 189 Sandra Drive, Cleveland, OH 44135.

TELEVISION

Help Wanted Sales

Local Sales person. medium market network affiliate. Unlimited \$\$\$ potential. Experience required. An Equal Opportunity Employer. Send resume to Bill Snyder, General Sales Manager, WQAD TV, Moline, IL.

Help Wanted Technical

Chief Engineer: Installation, operation and maintenance PBS station. Five years intensive television electronics experience, FCC first class license required. Resume and references. Box H-144, BROADCASTING.

Supervisory Maintenance Engineer, in charge of maintenance PTV broadcast station, color TV background and first class FCC license required. Resume and references. Box H-145, BROADCASTING.

Chief Engineer. Southeast non-commercial UHF. Requires technical, managerial, and administrative skills and experience. Excellent benefits. Send resume and salary requirements. Box H-148, BROADCASTING.

Transmitter supervisor, needed immediately for upper Midwest UHF TV station. Must have UHF transmitter experience and be able to take complete charge of transmitter operations. Write Box H-173, BROADCASTING.

Help Wanted Technical Continued

Senior Video Engineer in charge studio, remote video quality. Requires extensive camera control and lighting experience. Good salary in Southeast. Equal Opportunity Employer. Box H-188, BROADCASTING.

Senior VTR Engineer in charge quality control all recordings. Requires extensive editing experience. Good salary in Southeast. Equal Opportunity Employer. Box H-189, BROADCASTING.

The following positions are available for late August: TV transmitter maintenance technician. First Class license and experience necessary. Two TV studio technicians. First Class license and experience preferred. Contact Chief Engineer, WNAC-TV, Boston. An Equal Opportunity Employer M/F.

TV Engineer. Excellent opportunity for first class licensee with fundamental knowledge and ability to learn and advance quickly under tutelage of chief engineer. Profit sharing, retirement and other long-range benefits. WSAV-TV, Savannah, GA.

TV Chief Engineer, responsible for the operation of a full-color broadcast and CCTV. First phone and ten years experience in operations, maintenance and design of TV facility. Color experience mandatory. Salary range: Bachelor Degree or equivalent \$10,560-\$13,600. TV Maintenance Engineer, responsible for TV equipment for broadcast and CCTV. First phone and six years experience in maintenance and operation. Color experience mandatory. Salary range: Bachelor Degree or equivalent. \$10,560-\$12,560; Masters or equivalent \$11,800-\$13,600. Positions available August 18, 1975. Liberal benefits. Send resume to Eric Smith, Station Manager, WSRE-TV, Pensacola Junior College, Pensacola, FL 32504. Equal Opportunity. Affirmative Action Employer.

Film sound mixer/engineer. Complete Boston commercial film sound studio seeks experienced career person to take over while staff mixer goes on holiday. Operations include recording, transfer, screening, and 4 track 16/35 mixing with rollback. Please submit resume to: The Cody Co., 24 Dane St., Somerville, MA 02143.

Broadcasting Engineer. University of Michigan has opening for television technician who enjoys working with finest TV/Audio broadcast equipment. Quad Tape to Vidifont, plus learning opportunities in computer technology from terminal to CPU. Salary commensurate with experience. Excellent benefits and working conditions. Send resume to Shirley Ware, Employment Services, University of Michigan, 2031 Administrative Services Bldg., Ann Arbor, MI 48104. A non-discriminatory, affirmative-action employer.

TV transmitter engineer, first phone required with ham ticket also, preferred. Quarters, utilities and transportation furnished. Dial 1-307-864-3655 evenings for further information regarding conditions and wages.

Help Wanted News

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 field reporter w/anchor experience for Fla. station. Minimum: two years experience. College degree. Send resume. Equal Opportunity Employer. Box H-138, BROADCASTING.

Help wanted Television. A midwest state informational organization seeks aggressive newperson familiar with all phases of radio and television news. Good salary and fringe benefits available. Contact Box H-162, BROADCASTING.

Help Wanted Programing, Production, Others

Producer/Host, with special emphasis on writing and on-air experience, to plan and coordinate public affairs programming. Major market experience desired. Salary open. Southwest PTV station. Resume, references. Box H-142, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Program Manager: knowledgeable in audience research, programing and managerial. 3-5 years major market experience. Resume, references. Box H-143, BROADCASTING.

Independent in top Midwest market needs creative, experienced director with photographic background. Equal Opportunity Employer. Box H-171, BROADCASTING.

Film Unit Supervisor. Supervise three cinematographer/editors plus shoot and edit film as demand requires. Bachelors plus five years film experience. \$13,300. Contact Production Manager, KUON-TV, Box 83111, Lincoln, NE 68501.

Major Mideastern Production House needs lighting director experienced in techniques of lighting commercials, industrials and shows. Knowledge of studio operations important. Producer/director, must be creative, knowledgeable and experienced in single camera techniques, film experience valuable, will work with major agencies and corporations. Applicants must have current VTR or film of their work, we will request later. Production Manager, Television Production Center, 445 Melwood Street, Pittsburgh, PA 15213.

Situations Wanted Management

Profit minded top television account executive wants first management position. Young. Degree. Employed. Box H-37, BROADCASTING.

Versatile weathercaster/announcer. A.M.S. Polished. Mature. Radio third. Box H-160, BROADCASTING.

An experienced television manager/sales manager with an outstanding record of success wishes to relocate in similar capacity. I am sales, cost, and profit oriented and will produce results. Write: Box H-182, 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. Presently employed. Box H-193, BROADCASTING.

RTV Grad with a minor in business management seeks entry level position in television sales. Single, willing to relocate, looking for management opportunity. Rob Dickhuth, 184 Devonwood Dr., Pitts., PA 15241, 412-833-2866.

Situations Wanted Sales

Sales Manager. One of the best people person with great record. Call Jim Anderson 414-962-4459.

Situations Wanted Technical

30 years, AM-TV, XMTR or maintenance. Box H-136, BROADCASTING.

Assistant Chief Eng. with 15 years in TV ready for Chief. Last eight years spent installing and maintaining studio and transmitter equipment with supervision of studio operation. If you want a take charge chief, I'm your man. Box H-141, BROADCASTING.

Situations Wanted News

News pro. 12 years. Anchor/reporter/producer. Seek combination on air-management medium or major market. Box H-51, BROADCASTING.

Anchorman-top 50 market, available for fall season. Intelligent, degree, family, employed. Box H-97, BROADCASTING.

Meteorologist, young dynamic professional weathercaster with 8 years on-air experience including Top 20 market desires position with professional news oriented station. B.S. degree, Meteorology. TV seal of approval, American Meteorological Society. Box H-146, BROADCASTING.

Situations Wanted News Continued

Creative, thinking radio newsman seeks TV reporting job. I take pride in developing my own stories. For VTR and resume, write Box H-147, BROADCASTING.

Tired of auditioning young hotshot, go-go jocks who have experienced little and show it? I am an experienced, down-to-earth broadcaster who will bring your ratings to your newscasts. Box H-165, BROADCASTING.

News Director, 25 years experience all phases, now employed, medium market south-southwest preferred. 14-16M. Box H-181, BROADCASTING.

Serious about broadcasting? You bet I am! You supply the job and I'll apply my skills. Andrew Armstrong, 34 Susquehanna Avenue, Cooperstown, NY 13326.

Minority Anchor-Reporter: 5 years experience, college grad. enthusiastic, dedicated, seeks medium market. Mark Rivera 608-274-4317, for videotape.

Top pro. Host-emcee. 17 years major market talent. Versatile, creative, responsible. Available now. 602-993-0256.

Weekend anchor, mini-documentary producer at small, progressive station. Eyewitness format, young, aggressive, creative, seeking challenge in larger market. 813-939-0291.

Situations Wanted Programing, Production, Others

Enthusiastic Stephens College 74 graduate. TV radio film production experience. Woman anxious to join the broadcasting scene. Will relocate. Box H-30, BROADCASTING.

Writer/producer or associate producer. Looking for medium-to-small TV operation. Commercials, promos, documentaries, whatever. Four years radio, freelance 16mm (sound) & still photography. Degree. Box H-81, BROADCASTING.

Sports reporter-photographer, broadcast grad, 3rd phone, TV and motion picture exp., seeks opportunity now. Box H-89, BROADCASTING.

Production manager-director. Top market independent UHF experience. Commercial production, personnel and facility management. Seek opportunity to build staff and station. Box H-114, BROADCASTING.

Multi-faceted producer/director with 3 years TV/film producing/directing experience, plus 4 years script-writing, film editing and crew work, seeks open-end creative job with unlimited potential for one with top ability. Replies Box H-161, BROADCASTING.

Experienced Director-Producer in all phases of TV. Over 12 years in medium and major markets. Heavy in news and PA. Seeking similar position. College and graduate degrees in TV. Two Emmys. Relocation no problem. Box H-176, BROADCASTING.

Producer with quality experience in public affairs, live broadcasts, videotape editing, sports. Looking for growth, challenge, creative opportunities. Box H-179, BROADCASTING.

New Orleans market to producer/director. 4 yrs experience, BA, 1st. News Director, commercial production. Need new environment. Box H-194, BROADCASTING.

Crew Chief FL net affl; 5 years experience; cams, audio, lighting; BA degree; looking for career move to any market; 305-524-7987.

CABLE

Help Wanted Sales

Cable Program Sales. Excellent opportunity for ambitious salesperson. Small salary, big commission, great W. Pa. market. Valuable advancement possible for right person. Box H-155, BROADCASTING.

BUY-SELL-TRADE

WANTED TO BUY EQUIPMENT

Wanted East Coast TV station seeks to lease state-of-the-art color TV equipment for a five camera pickup. Will consider truck or control room configuration. Prefer triax. Period: April to October 1976. Send equipment details to Box G-197, BROADCASTING.

Gates stereo Yard console. Condition unimportant. Patrick Henry, KJAZ, Alameda, CA. 415-523-9300.

We need used 250, 50, 1 KW, 10KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

3 Norelco PC-70 color cameras. Excellent physical and electrical condition. Camera chains consist of: (2) Angenieux 10x18 lens, (1) Angenieux 18x1 lens. All lens manually controlled. (3) 200' lengths TV81 Camera cable. Contours and encoders. Box H-190, BROADCASTING.

Two (2) IVC 960 Helical 1" Machines, rack mounted. Two (2) IVC 4102 time base correctors. Three (3) EMCOR 19" racks 74" high. All mounting hardware. Best offer. Box H-192, BROADCASTING.

Stereo console, used 5 mixer QRK: RCA stereo generator: stereo automation system: KFMP, Cape Girardeau, MO. 314-334-5644.

Spart-Matic cart playback machine, model 300C-P. Very good condition, now in use. Surplus to station's needs. Sell \$190.00 or trade for record/playback cart machine. Call Dick Ryall, KTFI, 208-733-3381.

2-Collins 26-U 3 limiters. Mint condition. Lyle Richardson, or Bill Martin, KUDE, Oceanside, CA 714-757-1320. Also near new dehydrator.

TP-66: excellent condition. Sell or trade. Wanting remote van production switcher, character generator and/or cash. Art Hafer, WGTE-TV Toledo. 419-255-3330.

CCA 10kw FM transmitter. Five years old. Immaculate. Available in ninety days. \$7,500.00 or best offer. Also, Gates ten channel solid statesman control board, needs minor repairs. \$1,000.00 or best offer. Contact Marshall W. Rowland, WOIK Radio, 904-356-1366.

RCA BTA 250 M watt AM transmitter in excellent condition, plus spare parts and tubes, also rust remote control unit, in good condition. Contact William Raymond, WWCO, Waterbury, CT. 203-758-2468.

Gates 500GY transmitter, Gates SA-40 console. Gates limiter. All in service. Available when we install new equip. Call 214-937-1390.

For Sale Good used 5 KW AM transmitter traded in on Continental 315F, Call Dick Floyd or Vernon Collins, 214-381-7161.

Eng editing package. 1 New Tri-EA 5 Editor with 1 IVC 870C and 1 IVC 825C (VTR's used but with new head and new machine warranty). Recorders have RF output for use, with D.O.C. Complete package \$10,000; D.O.C. extra \$2,500. J.D. Ivey Corporation, 617 W. Central Blvd., Orlando, FL 32801. 305-843-8982.

Complete 3060 SMC automation system, used two years! Station changing programing. Carousels, dual playback, 4-Revox. Completely installed in three custom deluxe racks. Asking \$13,000 complete. 517-224-7911 for Robert Diltner.

Helix-styroflex. Large stock-bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Microtime 640 Digital TBC. New, never been used, at dearl cost - \$9,000. Full factory warranty. This unit is in inventory due to customer cancellation. Immediate delivery. Call 305-843-8982, J.D. Ivey Corporation, 617 West Central Blvd., Orlando, FL 32801.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Recording studio engineer career? Degree not needed. Details 25c. Attainment, Box 45333BC, Dallas, TX 75235.

Production Directors, free catalog display material for those doing own TV spots. Displays, Box 223, Westfield, IL.

Limited Offer! Send name and \$10; receive 3 custom logos, plus our A Capella Demo. 3 station I.D.'s \$15. Demo only, \$2. MHL Production, No. 61BR Thunderbird Estates, Maryville, MO 64468.

PLACEMENT SERVICE

Announcers with first phone qualified for air shifts including news and production. Placement director, Brown Institute, Fort Lauderdale, FL, 305-772-0200.

INSTRUCTION

For 38 years, Industry Leader, Don Martin School of Communications trains for 1st phone license, in just five weeks. Call collect for details, 213-462-3281, or write: Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!

Omega State Institute, your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students welcome. Free booklet. Call or write today, 312-649-0927. 333 East Ontario, Chicago, IL 60611.

San Francisco. FCC license, 6 weeks, night class 12 weeks, 9/8/75. Results guaranteed. Veterans approved. School of Communications Electronics, 150 Powell Street, 94102. 415-392-0194.

No FCC license? Tried every way but the right way? It's time for Genn Tech. Home study. Free catalog. 5540 Hollywood Blvd., Hollywood, CA 90028.

Kiis Radio's Broadcasting Workshop for Professional DJ & News training. Both in studio and on-air training. Write: Kiis 8560 Sunset Blvd., Los Angeles.

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-d.j.-1st class F.C.C. license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Etkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.— plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

1st Class FCC, 6 wks., \$400.00 money back guarantee. VA appvd. Nat'l Inst. Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: August 25, Sept. 29, Nov. 10. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

Instruction Continued

Cassette recorded first phone preparation at home plus one week personal instruction in Boston, Atlanta, Philadelphia, Detroit, Kansas City, Seattle, Los Angeles. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone 213-379-4461.

RADIO Help Wanted Management

MAJOR MARKET OPERATIONS MANAGER WJAR - PROVIDENCE

Format: Adult Contemporary. We're looking for a mature, creative person with superb organizational abilities, able to work well with our professional staff. Exceptional production and promotion skills are necessary as well as ability to do a short daily air shift. Finest equipment in New England. Good pay and benefits with major company. Send tape and resume to Alan H. Andrews, Vice President and General Manager, WJAR Radio, 176 Weybosset Street, Providence, Rhode Island 02903. Equal Opportunity Employer. M/F.

SALES MANAGER

KONO/KITY, San Antonio, looking for sales-oriented professional; proven track record; send resume with facts. Jack Roth, President, Mission Broadcasting Co., P.O. Box 2338, San Antonio, Texas, 78298.

Help Wanted Sales

RADIO SALES POSITION

—Somebody's the number-one radio account executive in the country. If it's you, you'll earn the industry's fattest commission checks here. Number-one contemporary, top 10 market, wants one sales pro who starts early, stops late and writes a ton of orders in between. Excellent agency list goes with the job, but we expect equal effort on developing directs. No beginners, order-takers or paper-shufflers, please. You'd hate it here.

Box H-195, BROADCASTING.

Broadcast Buyer (Radio) Think you're ready to move up from media estimator/researcher or **Asst Buyer?** Ready to prove it? Here's the opportunity to move up and **Diversify**, have real responsibility in small suburban NJ house agency. Candidates **Must** have buying experience, know research, planning, ARB, Pulse, Nielsen etc. Facility with figures. **Good Typing** a must. **Varied Agency Duties** plus planning/buying/follow-thru. Inexperienced need not apply. Send resume and salary history to Advertising, 994 Riverview Dr, Totowa, N.J. 07512.

BROADCAST EQUIPMENT SALESPERSON

Christian organization needs broadcast equipment salesperson to take charge of national and international sales. CALL MR. KITCHEN 615/698-3429.

Business Opportunity

Radio Purchases Available

Radio purchases available. Nonlisted, private situations, view toward radio group. Full professional expertise in financing, operations.

Box H-139, BROADCASTING

Help Wanted Announcers

Two million plus people in Northeastern market are starving for adult personality radio. Group owned station is rebuilding to fill this void. Want good communicators, not time and temperature jocks. EOE

Box G-163, BROADCASTING.

TALK SHOW HOST

Major market 50 KW needs controversial, lively, bright host. Send resume and tape to: Frank N. Magid Associates, One Research Center, Marion, Iowa 52302

Help Wanted News

LEADING SOUTHWEST RADIO NEWS DEPARTMENT SEEKS BROADCASTER WITH AUTHORITATIVE DELIVERY. REWRITE ABILITY A MUST. YOU WILL ASSUME KEY POSITION ON A 15 MEMBER NEWS STAFF. SEND TAPE AND RESUME TO:

KFJZ, P.O. BOX 1317, FORT WORTH, TEXAS 76101

Help Wanted Programing, Production, Others

NATIONAL PROGRAM DIRECTOR

Must be knowledgeable in varied formats. Prefer aggressive, well-educated person with some large market experience. Send resume to:

Box H-25, BROADCASTING.

PROGRAM DIRECTOR

Tyrant desired to run personality MOR format in major market. Real challenge. 20K.

Box H-198, BROADCASTING.

Situations Wanted Management

GENERAL MANAGER/PROGRAM & NEWS DIRECTOR SEEKING NEW POSITION. HAVE OUTSTANDING SALES RECORD, CREDENTIALS & REFERENCES. 33 YEARS OLD, EDUCATED, EXPERIENCED & "BOTTOM-LINE" ORIENTED. FOR A CONFIDENTIAL DETAILED RESUME PLEASE WRITE: BOX H-60, BROADCASTING.

You belong in

Broadcasting

The newswEEKLY of broadcasting and allied arts

Situations Wanted Management Continued

I PUT ...

sales, programing and administration together as G.M. to make a major market winner from scratch. I can do the same for you. Major or medium market. FM or AM. Reasonable salary requirements. Let's talk confidentially.

716-334-6496

PROFESSIONAL AVAILABLE!

Nationally known, respected and ready now! Need to use my 20 + years of broadcast skill again after 18 months on the "fringes." GM-GSM-AE-OM-BM Line or Staff! Local or National! Medium or Large Market! Personal interview will convince you that I can produce! Excellent Record and References!

**CONTACT: JIM LUCK
(214) 233-5848.**

YOUNG, AGGRESSIVE, GENERAL MANAGER, READY TO ASSUME NEW DUTIES. SEPTEMBER 1st. 1st PHONE, DEGREE. EXCELLENT TRACK RECORD. MR. TAYLOR ... 414-782-9452.

Situations Wanted Announcers

Knowing Truth Is Where You Sit

Combined with open-mindedness, intelligence, and a sense of humor; college grad with extensive teaching and talk show experience seeks meaningful position.

Mark Isler, 8160 Redlands St., Playa Del Rey, California, (213) 821-3906

Situations Wanted Programing, Production, Others

COUNTRY P.D.

Bottom Line Oriented, Top Rated P.D. available September 15. Proven Track Record in Large and Major Markets. Ability to mobilize and motivate talent for profit and ratings. Mal Harrison 606-928-6196.

TELEVISION

Help Wanted Management

PROGRAM/OPERATIONS MANAGER

Midwest VHF Network affiliate. Must be familiar with all phases including license renewal. Will be member of executive team. An excellent opportunity to join an aggressive station with new facilities. An equal opportunity employer. Send resume to Box H-65, BROADCASTING.

DEVELOPMENT DIRECTOR for large Mid-western PTV fund raising organization. Excellent opportunity for experienced person with strong managerial, business and public relations skills. Duties include organizing volunteer and membership committees and functions; planning and directing annual TV auction and related fund raising events; assisting station management in its public relations efforts. Must have ability to meet deadlines and work efficiently with volunteers and management. Competitive salary and fringe benefits. Full time position. Send resume to *Box H-140, BROADCASTING.*

Help Wanted Management Continued

Is your goal to become a sales manager early in your career? We have clients in all areas of the country seeking ambitious account executives with a burning desire for management. Openings in radio, TV and cable TV ... In all size markets. We want to hear from both recent college graduates and candidates with up to five years selling experience. Submit detailed resume in confidence to Mike Walker, Vice President, Ron Curtis & Company, 5725 East River Road, Chicago, Illinois 60631.

Help Wanted Sales

Sales engineer trainee—Sales engineer trainee with BSEE and some television and or radio experience. Television sales engineering includes writing television, television systems proposals and simple drafting. Send resume to Industrial Sciences Incorporated, PO Box 1495 Gainesville, Florida 32602.

Help Wanted Technical

Circuit Development Engineers

Applicants should be familiar with latest solid state devices and techniques. BSEE and at least 5 years of recent design experience required

Television Systems Engineers

Applicants should be thoroughly familiar with television systems. Minimum of 5 years of experience required.

Send resume and salary requirements to *The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, Calif. 95945.*

STUDIO ENGINEERING SUPERVISOR WANTED

California network affiliated VHF TV station, group owner, has immediate opening for person with working experience in maintenance of studio and master control equipment, including digital, plus experience or potential in supervision of personnel. Requires recently acquired knowledge of digital circuitry, first class phone. Equipment includes RCA, Ampex, Chiron, Norelco. Advancement potential. An equal opportunity employer. Written resume required. Phone Don Ferguson 916/441-4041 or write c/o KXTV, P.O. Box 10; Sacramento, Ca. 95801.

Circuit Design Engineer

Five years television terminal equipment design experience required with recent video circuits design experience. Send resume to Industrial Sciences Inc. PO Box 1495 Gainesville, Florida 32602.

Situations Wanted News

Highly personalized style ANCHORMAN

Good-looking individualist seeks key anchor job. Help stamp out dull anchormen. No Magid stations please!

Box H-71, BROADCASTING

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

Situations Wanted News Continued

Minority, award-winning, seasoned, major-market on-air TV news reporter seeks opportunity in major market. Salary, twenties.

Box G-161, BROADCASTING.

Rates, classified listings ads:

Help Wanted, 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).

Situations Wanted, 40c per word—\$5.00 weekly minimum.

All other classifications, 60c per word—\$10.00 weekly minimum.

Add \$2.00 for Box Number per issue.

WASHINGTON DC NETWORK newscaster

seeks TV anchor spot or Program Director pos. Male/White/Forties/25 years experience—local & net; radio & tv/All markets considered/Pls. state salary range

Box H-163; BROADCASTING.

Situations Wanted Programing, Productions, Others

SUPER INTERVIEWER/PRODUCER

Currently producing and hosting 5 nights a week, woely acclaimed, public affairs program for PTV station in 1-million market. I'm ready for a much larger market and more money doing what I do best—getting people to talk openly and interestingly on television. Resume and tape (as available) on request. Box H-196, BROADCASTING.

Employment Service

JOBS! JOBS! JOBS! IF YOU HAVE THE TALENT—WE HAVE THE JOBS!!! Subscribe to:



Box 61, Lincoldale, N.Y. 10540
Number "One" in Weekly, Nationwide Employment Listings for Radio, TV, DJ's, PD's, Announcers, News, Sales and Engineers

\$12.00 3 months (12 issues)

\$25.00 12 months (50 issues)

(Check Appropriate Box).

NAME _____

ADDRESS _____

Enclose Check or Money Order

CATV

CABLE TELEVISION

The Town of Bernardston, Mass. hereby solicits applications for a Cable T.V. license. Filing deadline Aug. 31, 1975.

Board of Selectmen

Town Hall

Bernardston, Mass. 01337

Placement Service

STATION OWNERS & MANAGERS

We will recruit your personnel at no charge to you. Call the

'PERSONNEL HOTLINE'

305-392-4210

24 HOURS A DAY

7 DAYS A WEEK

Legal Notice

SALE AT PUBLIC AUCTION

All of the Class A voting common stock and Class B non-voting common stock of Harbour Television Systems, Inc. owner and operator of television station KBMT-TV, Channel 12, Beaumont, Texas will be sold at public auction on August 25, 1975 at 9:00 a.m. at the offices of Orgain, Bell & Tucker on the Fourth Floor of the Beaumont Savings and Loan Building, Beaumont, Texas.

The stock being sold represents all of the issued and outstanding stock of Harbour Television Systems, Inc. Substantially all the assets of Harbour Television Systems, Inc. are subject to mortgages and security interests known to the Seller to secure the aggregate sum of \$2,950,126. The assets, or some of them, are subject to other mortgages, security interests and liens in amounts unknown to the Seller.

The sale will be made by contract which will provide that the Closing of the sale and the transfer of the stock of Harbour Television Systems, Inc. will be subject to the express prior written approval of the Federal Communications Commission, Washington, D.C.

For information concerning the assets and business of station KBMT-TV, contact one of the following: Mr. Robert A. Gregory, Senior Vice President, The Liberty National Bank and Trust Company of Oklahoma City, P.O. Box 25848, Oklahoma City, Oklahoma 73125. Telephone: (405) 231-6126. Mr. Gordon Greer, Executive Vice President, The Liberty National Bank and Trust Company of Oklahoma City, P.O. Box 25848, Oklahoma City, Oklahoma 73125. Telephone: (405) 231-6143. Mr. Douglas T. Thompson, Station KBMT-TV, 525 Interstate 10 South, Beaumont, Texas 77704. Telephone: (713) 833-7512.

The Town of Warwick, Orange County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted with a "Request for Proposals" available from the undersigned. Applications will be accepted until November 6th, 1975 and all applications received will be available for public inspection during normal business hours at the Town Hall, 60 Main Street, Warwick, New York.

MILDRED S. LITTELL,
Town Clerk
60 Main Street
Warwick, New York 10990
914-988-1124

Business Opportunity

OPTICAL SYSTEMS MANUFACTURER

Management oriented partner and venture capital needed for development of optical products for the Medical, TV and Motion Picture Industry, Box H-55, BROADCASTING

Wanted To Buy Stations

TWO RADIO VETS WANT SMALL MARKET AM DAYTIMER. PENNSYLVANIA, VIRGINIA, WEST VIRGINIA. BUY OUTRIGHT OR MAJOR INTEREST. Box H-115, BROADCASTING.

Experienced Broadcasters Wants to buy a Small Market AM or AM-FM Combination. Financially Qualified. All area's Considered but especially interested in Midwest, Central, South, Southwest.

Box H-154, BROADCASTING.

Wanted To Buy Stations Continued

FM or AM/FM within 250 miles of New Orleans. Owner/Operator. Have Capital. Write us through Frank J. Stich, Jr., 1010 Common Street, New Orleans, La. 70112.

Miscellaneous

"HE WHO LAUGHS LAST ... STAYS IN A SMALL MARKET!"
.... Yutz

The Yutzman Letter contemporary original comedy written each month for radio personalities. Subscribers in major stations in top 10 markets.

Samples \$5.00 which is fully refundable if you don't like us and return the samples to us 30 days.

Don't laugh last.....take a look!

Payable and mail to:
THE YUTZMAN LETTER
The Yutzman Bldg. 7603 Petty Lav Ct
Louisville Kentucky 40220

For Sale Stations

TOP MARKET OFFERING

AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price: 2 1/2 million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

Northeast regional fulltime 5,000 watt AM property serving medium sized metro.. Excellent chance for individual with sufficient capital to enter business as owner. Station is priced at \$625,000 and had revenues of over \$400,000 two years ago. Excellent opportunity for sales oriented company or person. Please outline financial qualifications in request letter. Box H-91, BROADCASTING.



SOVRAN ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-8545



Brokers & Consultants to the Communications Industry
THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

For Sale Stations Continued

Plains	small	daytime	\$125K	Terms
NE	metro	fulltime	550K	180K
SE	metro	profitable	500K	terms
South	medium	FM	115K	60K
SW	metro	FM	350K	100K



Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco
Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

FOR SALE

Pa.-N.Y.-Del. Area
3 station market
1000 Watts — AM
24 Hours ... 2 Towers
Gross Business ... \$300,000
Cash or terms
Box H-164,
BROADCASTING.

Investors (active or inactive) wanted to help our skilled management/engineering team acquire fulltime AM/FM in Florida. Other acquisitions planned! \$10,000 min. Resume and/or financial statement with first letter please. Box H-180, BROADCASTING.

First Time Offering
TV—East
Priced at 8 times cash flow
\$1,900,000 cash
Good growth market
Principals only—Write:
Box H-197, BROADCASTING.

Profitable Full-time AM-FM single station expanding market, Texas, \$350,000, favorable terms available NORMAN FISCHER & ASSOCIATES, INC., P.O. Box 5308, Austin, Texas 78763, 512 452-6489.

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington
Contact: William L. Walker
Suite 509, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

MIDWEST
Single Station Markets
Fulltime AM & FM
\$350,000
Daytimer with FM CP \$315,000
Terms Available

AT YOUR SERVICE WITH 20 YEARS EXPERIENCE.
RICHARD A. SHAHEEN, INC.
Media Brokers
435 N. Michigan Ave Chicago, Ill 60611
312/467-0040



Profile

Bob Wormington: trying for the best of both the cable and the broadcast worlds

Bob Wormington is a Dodge City, Kan., native who ordinarily doesn't shoot from the hip. But he is fiercely outspoken on one subject: broadcaster involvement in cable television.

Mr. Wormington may be slightly biased because he is president and general manager of Westport Television Inc., operator of KBMA-TV Kansas City, Mo., and of Target Network Television, which provides programming to cable systems. But he insists that in order to survive and to flourish, broadcasters must not be one-dimensional: they must adapt to changing communication patterns to fill changing needs.

He recognizes that a comparatively new UHF operation such as KBMA-TV can use all the help it can muster. And an auxiliary service such as Target Network Television can be another profit center. Mr. Wormington conceded that TNT, formed a year ago, is still in the red but said he is confident it will prove profitable as advertiser acceptance becomes more widespread.

Robert Joseph Wormington is a tall, serious person with an understated sense of humor. One colleague said, "Bob is low-keyed in terms of volume but high-keyed in terms of ideas and energy."

His affinity for communications developed during his growing-up days in the Kansas towns of Dodge City, Emporia and Topeka. An interest in writing led him to study journalism in college. Though reared in Kansas, he has spent his 25-year working career in nearby Kansas City, Mo., and always in some phase of television.

After receiving his master's degree in journalism from the University of Kansas at Lawrence in 1950, he joined WDAF-TV Kansas City as a salesman. A year later he was recalled to duty with the Air Force for a year during the Korean war and was assigned to a photo reconnaissance TV production unit. When he returned to WDAF-TV in 1951, he asked for a production assignment and was named a producer-director.

He moved up to program manager of WDAF-TV in 1955, assistant general manager in 1958 and general manager in 1964. Deciding to strike out on his own, Mr. Wormington left WDAF-TV in 1968 to become president of Color Systems Inc., Kansas City, a producer of TV commercials.

For two years Mr. Wormington functioned as a leading producer of regional TV commercials but he missed the



Robert Joseph Wormington, president of Westport Television Inc., Kansas City, Mo., operator of KBMA-TV Kansas City, Mo., and Target Network Television Inc.; b. Dodge City, Kan., Oct. 17, 1926; aviation cadet, U.S. Air Force, 1944-46; BA Washburn University, Topeka, Kan., 1948; MA in journalism, University of Kansas at Lawrence, 1950; account executive, WDAF-TV Kansas City, Mo., 1950-51; U.S. Air Force reconnaissance production unit, 1951-52; with WDAF-TV as producer-director, 1952-54; program director, 1954-58; assistant general manager, 1958-64; general manager, 1964-68; president of Color Systems Inc., Kansas City, 1968-70; president, Westport Television Inc. since 1970; m. Kareen O'Connor of Kansas City, 1953; children—Nancy, 20; Patrick, 18; Kathie, 16; Mary, 15; Ann Marie, 11, and Joseph Michael, 2.

rhythm and pace of a TV station. When Westport Television Inc., which was building a new UHF station in Kansas City, offered him the post of president, he accepted. The challenge of helping to create a station from scratch appealed to his competitive spirit.

It's been no easy task, Mr. Wormington acknowledges, but in the past five years, the independent UHF station has grown in audience and advertiser acceptance and is now operating profitably. The key to survival and success has been counter-programming.

"We face competition from three network-affiliated VHF's and we have built our schedule to emphasize sports programming especially, and to some extent syndicated series and features," he says. "We carry more sports than any other station in the market and carry the games of the Royals [baseball]; the Kings [basketball]; the Scouts [hockey] and teams of the new World Football League. We also telecast the Big Eight conference championships in sports not usually seen on local television, including track, swim-

ming and basketball."

The station's revenue is derived about 50-50 from national spot and local business, he says. H-R Television is the national representative but the station has installed Mr. Wormington's brother, Bill, in New York as director of national sales. (Bob refers to Bill as my "kid brother"; they are twins but Bill was born five minutes later than Bob.)

"Bill's main function is to develop national business," Mr. Wormington says. "I believe strongly but a UHF station must make a persistent effort to develop national sales."

Bob Wormington is devoting more of his time these days to Target Network Television, a separate entity which is now feeding a daily 10-hour schedule of programming to more than 100 cable TV systems in parts of Arkansas, Nebraska, Kansas, Missouri and Oklahoma, and reaching more than 250,000 homes. The programming is obtained from various sources.

Mr. Wormington stresses that TNT, which began operating in early 1975, is not competing with the major networks. It is an example, he said of "narrow casting."

"We're looking for the special few," Mr. Wormington says. "The farmers, the hunters, the fishermen and other sportsmen. The women at home more interested in making do with food and clothing rather than gourmet cooking or fashionable chic. There's no way we can compete with the mass entertainment media and we're not trying to."

TNT has visions of becoming a coast-to-coast service and of tapping the possibilities in satellites. But that's in the future. Right now one of its prime thrusts is to garner more national advertising, and he recently hired Tom Campbell, formerly with H-R Television, as national sales manager.

To infuse excitement in the schedule this fall in the rabid sports environs of the Midwest, Mr. Wormington revealed, TNT will feed Big Eight football games seven days a week to cable systems. On Saturdays and Sundays, a full game will be transmitted and on other days a one-hour edited version will be carried.

For relaxation Mr. Wormington likes to sail and fish. He is an avid reader of magazines and books, particularly those dealing with history.

Mr. Wormington is a devoted family man. He and his wife, Kareen, whom he has known since childhood, have six children ranging in age from 20 to 2. They like to vacation together. In early August the entire Wormington brood took off for a cottage in the mountains of Colorado for a two-week sojourn of fishing, hiking and swimming and no telephones.

Editorials

Will they never learn?

A staff report at the Department of Health, Education and Welfare has recommended the prohibition of all advertising for liquor and cigarettes. The report arises from a genuine concern about the incidence of alcoholism and diseases that medical authorities associate with smoking, and it is just as unrealistic as all those arguments that were heard before broadcast advertising for cigarettes was outlawed, effective at the beginning of 1971.

The easy-answer types who campaigned for the antibroadcast legislation marked television as the evil instrument that turned juveniles onto cigarettes and persuaded adults it was socially desirable to continue smoking. Take cigarette advertising off the air, their propaganda machine kept saying, and the smoking menace will disappear.

It didn't quite turn out that way. Broadcasters, whose media had been used not to induce nonsmokers to smoke but to induce smokers to switch brands, lost \$200 million a year for no public benefit whatever. By the government's own statistics, cigarette consumption has steadily increased since cigarette advertising was diverted to other media.

It is pertinent to recall now that nobody talked about liquor advertising when the antibroadcasting forces were going after cigarette advertising on radio and television. The reason, of course, was that broadcasters could not be blamed for alcoholism as they were for cancer, heart disease and other illnesses ascribed to smoking. By the broadcasters' own choosing, liquor advertising has been kept off the air.

There is no evidence that a ban on all advertising for liquor and cigarettes would achieve the ends predicted for, but unrealized by, the ban on radio and television advertising for cigarettes. These products are clearly in demand by large numbers of people here and in other countries of the world. A ban on advertising would not erase the market; it would only perpetuate the market as it is divided now by the manufacturers that sell to it.

Broadcasters have written off cigarettes as a lost cause and liquor as a liability and will be disinclined to take an active part in the defense of cigarette and liquor advertising in other media. The memory of all those newspaper editorials advocating the ban on broadcast use by cigarettes is all too sharp. Still, there may be a point in a unified campaign to oppose discrimination against advertising of any legal product in any medium.

Backdoor cable

There is something to be said for the National Association of Broadcasters' proposal that the FCC conduct a "full-fledged inquiry" into the possible effects of an ingenious arrangement that would permit cable systems to eliminate commercials from distant signals and substitute those of their own. It is not an inquiry that would necessarily lead, however, to the ends the NAB foresees.

As reported here a week ago, a new type of sales representative, KTV Spot Sales, has requested the FCC to waive its rule prohibiting cable systems from making deletions or alterations—except those explicitly prescribed by nonduplication rules—in any broadcast signals they carry. KTV has come up with a way to make a buck for itself and remotely situated cable systems. By agreement with the originating stations, their commercials can be replaced with commercials sold by KTV as a spot representative for the cable system. This works, of course, only when the cable system is so distant from the originating station that its subscri-

bers are uncouneted in the station's audience.

The NAB sees in this a danger to local radio advertising. It argues that a cable system would logically go after local accounts as substitutes for the distant-signal advertisers and thus create new competition for small-market radio, which is already hard pressed. For that reason, the NAB proposes the widescale inquiry into the KTV plan.

There may be some danger to radio—or to local newspapers, for that matter—in the arrangement proposed by KTV Spot Sales. There are also prospects for new arrangements between distantly separated television stations and cable systems. For example, independent stations imported into large markets from afar might offer an opportunity for significant revenues for cable systems—and perhaps for revenue sharing that would augment the stations' own advertising revenue. A distant independent appearing on a cable in, say, Los Angeles might find it profitable to let the cable system substitute its commercials for the originals at an agreed-upon division of returns.

The rule the FCC is being asked to waive was written originally to give the broadcaster absolute protection against perversions of his programing and advertising in cable carriage. Maybe it needs revision to admit contractual agreements between broadcasters and cable systems when in the interests of both. The NAB is right about the need for full review.

Moss's paper mountain

Considerable attention has been paid to Representative John E. Moss's maneuvers to keep reporters from inspecting the carloads of information that eight federal agencies, including the FCC, prepared in response to a questionnaire from the House Investigations Subcommittee that Mr. Moss heads. Much of the attention has deservedly been paid to the California Democrat's conflicting roles as an author of the Freedom of Information Act and, now, the quarterback of an attempt to run around it.

But the larger matter at stake here is the act of information gathering itself and the enormous waste of civil servants' time spent and committed to the project. The questionnaire was devised by a swollen subcommittee staff inventing ways to exhaust a \$600,000 budget. Its complexity may be gauged by the length of the FCC's reply alone: 18,000 pages. As this publication noted at the time the questionnaire was issued, the responses it was calculated to induce will keep Mr. Moss's employes reading and analyzing well into the next budget, and the next one, and the next one.

For the personnel involved, this may be clever career planning. For the taxpayers, it is another needless burden.



Drawn for BROADCASTING by Jack Schmidt

"Folks, another WOF listener has just been contacted by our mobile unit..."

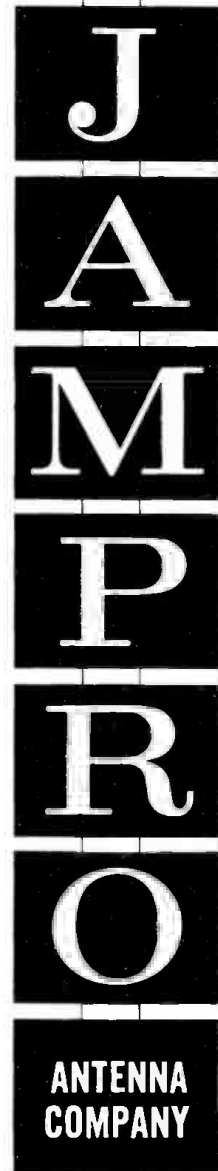
COMPARE FM ANTENNAS BEFORE YOU BUY!

Compare all elliptically or circularly polarized FM antennas and you'll find JAMPRO'S PENETRATOR leads the others in 19 important categories. It has more outstanding performance features than any other comparable FM antenna on the market today. The PENETRATOR has the widest VSWR bandwidth for best stereo now, and quadraphonic sound when you are ready! It is unique, it has a patent for five features not found in any other FM antenna. Only the PENETRATOR made by JAMPRO insures maximum power gain by using internal transformers together with phase and amplitude tests. It has the lowest windload, with and without deicers! It comes with a 2 year warranty, a first for the industry. Compare these six bay high power antennas offered for 50 KW and 100 KW ERP stations, taken from printed company literature in February, 1975.

SUPPLIER	JAMPRO	RCA	GATES	COLLINS	SHIVELY	PHELPS DODGE	CCA
1. Antenna Type Number	JSCP-6	BFG 6A	FMS-6	37CP6	6810-6	CFM HP-6	FMC-HP-6
2. Safe input power rating	40 KW	36 KW	40 KW	40 KW	40 KW	30 KW	40 KW
3. Power gain ratio DB	5.05	5.06	5.05	5.00	5.18	5.2	5.2
4. Trimmed 1.1/1 VSWR bandwidth	±200KHz	±100KHz	±100KHz	±110KHz	±150KHz	±100 KHz	NS
5. Axial ratio-polarization	2DB	NS	NS	NS	NS	NS	NS
6. Impedance match at each bay?	Yes	No	No	No	No	No	No
7. Factory VSWR plot in I.B.	Yes	No	No	No	No	No	No
8. Factory phase/amplitude checks.	Yes	No	No	No	No	No	No
9. Tuned on tower like customers?	Yes	No	No	No	No	No	No
10. Antenna factory pre-tuned?	Yes	Yes	Yes	Yes	Yes	No	No
11. Quadraphonic capability?	Yes	NS	NS	NS	NS	NS	NS
12. Manufactured by seller?	Yes	No	No	No	Yes	Yes	Yes
13. Dual Deicer wattage?	Yes	No	No	No	No	No	No
14. Antenna shop painted?	Yes	Yes	No	No	No	No	No
15. Weight with mtg. bckts.	498.5#	381#	496#	512#	NS	404#	404#
16. Wind load 50/33 PSF, EIA	673#	920#	883#	1301#	727#	780#	780#
17. Deicer wind load, 50/33 PSF	770#	1040#	NS	NS	NS	NS	NS
18. Warranty - guarantee	2 Yr.	1 Yr.	1 Yr.	1 Yr.	1 Yr.	1 Yr.	1 Yr.
19. Antenna List Price	\$7,250	\$7,642	\$7,245	\$6,900	\$5,505	\$5,000	\$6,545
20. Antenna price with deicers	\$8,750	\$11,421	\$8,820	\$8,400	\$6,303	\$5,660	\$7,670

NS = Not Stated

Other exclusive reasons for choosing a PENETRATOR include dual wattage deicers for energy conservation, FAA color painting for longer antenna life, and a 15 page complete instruction booklet with measured factory VSWR!



A SUBSIDIARY OF
CETEC CORPORATION
(916) 383-1177
6939 POWER INN ROAD
SACRAMENTO, CALIF.
95828

Save the children

"One of the best things you have done!" was the comment of a concerned viewer following the series about child abuse on the Fetzer television station in Kalamazoo.

The locally-produced series focused public attention on this tragic problem which all too often destroys lives—both emotionally and physically. The programs presented facts to help adults deal rationally with the problems that lead to child abuse.

Helping to save children from abuse is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

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

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