

As advertising volume soars, runaway billings
but signs of trouble for TV; selling surge for radio

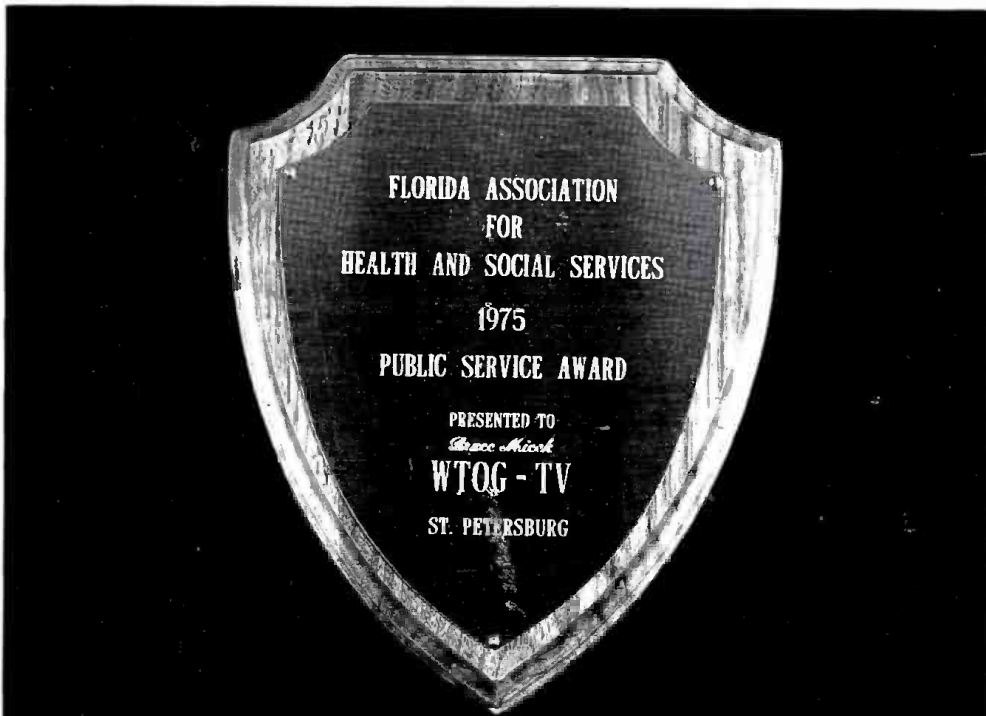
Broadcasting Jul 26

The newswweekly of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER

36112LIRRA R5184KRK DEC/78
A U L I R R A R Y
U S A I R F O R C E
S E R I A L A C O S E C T I O N
M O N T G O M E R Y A L 36112



Congratulations, Bruce Micek.

As News and Public Affairs Director at WTOG-TV, Bruce is our innovator of Information 44 and moderator of Forum 44, two forms of public service programming designed to keep our community informed. For his contributions, Bruce recently received "The Outstanding Person in the Field of Television in Florida" award.

We would like to publicly recognize Bruce and all the other WTOG-TV people who worked on this public information programming. We're also proud to be part of the Hubbard Broadcasting 50-year tradition of award-winning service to the public.

Somehow, when the independent station in a four station market, and not the largest in the state at that, wins statewide acclaim, the award takes on added significance.

WTOG-TV

TAMPA-ST. PETERSBURG

A DIVISION OF HUBBARD BROADCASTING INC.



TAKE AWAY OUR PLANES, AND WE'D BE JUST LIKE EVERYBODY ELSE.

Take away our planes and we'd have to send your packages on the passenger airlines, and hope for the best.

Take away our planes and we couldn't deliver your packages the next day 97% of the time.

Take away our planes and our prices would have to go up, and our claim rate would probably go up with it.

Take away our planes and we'd be a freight forwarder.

And since there're already 250 air freight forwarders, the world didn't need number 251.

What the world did need when we went into business 3 years ago was a fast, low cost, dependable way to get packages delivered from one city to another overnight.

So instead of shipping packages on airlines designed for people, we created a system especially for packages.

With a route structure designed for packages, not people.

To and from big cities like New York and Los Angeles.

And smaller cities like Macon and Albuquerque, Peoria and Rochester, and 5,000 other combinations, many of them virtually impossible to connect

with on the passenger airlines.

And we fly when packages need to fly, overnight, when more than 80% of the passenger planes are "asleep" on the ground.

It's a totally enclosed system. The packages are picked up by our trucks, flown on our planes, and delivered on our trucks. Everybody who touches your package works for Federal Express.

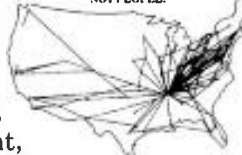
Unlike the air freight forwarder/passenger airline system, *the package never leaves our hands.*

If you think about it for a minute, this is the only intelligent way to operate when you're in the business of handling valuable packages.

Our claim rate seems to bear this out. It's two hundredths of one percent. And when you compare our claims paid ratio to Emery's, you'll find it's six times better than theirs.

In a test conducted by an independent research

A ROUTE SYSTEM FOR PACKAGES,
NOT PEOPLE.



organization, our delivery rate was twice as good as theirs.*

And when you compare our prices, you'll find we're the same and sometimes less than they are.

If you took away our planes, none of this would be true.

We'd be just another "me too" system of sending packages.

What could we say in our advertising about our service that 250 other companies couldn't?

We'd have to come up with some jingle, or some clever line in our advertising like, "Here today, there tomorrow" or something equally vague.

The planes are the whole idea behind Federal Express.

Take them away and you might as well call somebody else.

FEDERAL EXPRESS



*Test conducted April, 1975, by Opinion Research Corporation, involving identical 9-lb. packages sent door to door. Summaries and other information available upon request from Vincent Fagan, Senior V.P., Federal Express Corporation, AMF Box 30167, Memphis, Tennessee 38130.

The Week in Brief

THE SILVER LINING ALSO HAS A CLOUD □ Record TV profits make it a seller's market but bring some gripes from advertisers and others. **PAGE 19.**

RADIO RAVES □ RAB pushes radio as the medium for advertisers to use with or in place of TV, citing radio's availability, lower cost and wider reach. **PAGE 21.**

McGANNON FIRES AGAIN □ Westinghouse's president claims the networks don't need O&O's to finance their operations and questions whether they are in the public interest. **PAGE 22.**

THOSE FCC VACANCIES □ The White House officially forwards the Fogarty nomination to the Senate. But there may be a hitch in connection with the White nomination. **PAGE 22.**

ROBINSON'S TWO YEARS □ As he prepares to leave his FCC post, the commissioner weighs what he and the commission have accomplished during his tenure. Included is some constructive criticism of FCC priorities and procedures. **PAGE 23.**

FCC ON THE ROAD □ Annual report on travels of the seven commissioners lists 118 trips at government expense at a modest total cost of \$25,557. Though Chairman Wiley made 29 trips, he did not miss a regular or special FCC meeting. **PAGE 24.**

DUOPOLY DITHER □ The FCC rules that permit noncommercial broadcasters to own two stations in the same service in the same community come under attack. Protesting is Jacksonville, Fla., black group that provides information and makes grants to minority business. **PAGE 25.**

TURNDOWN □ Petition for rulemaking by National Black Media Coalition is rejected after two-and-one-half years by the FCC. It had sought wide reforms in commission procedures, but commission feels that many proposals overlap other proceedings; that some suggestions lack merit or are beyond FCC resources. **PAGE 27.**

THAT HILL FILL □ FCC's Hooks and Robinson file statements that supplement advisory Chairman Wiley had furnished Moss and which outlined conditions at the commission. **PAGE 31.**

FORUM ON DISTANT SIGNALS □ Van Deerlin subcommittee hearing gets expected testimony from cable operators and broadcasters on program importation. It was part of a series of such sessions that are examining the role of CATV. **PAGE 32.**

SCHORR'S THOUGHTS ON INQUIRY □ Speaking in Aspen, he reaffirms his position against cooperating with the House ethics committee that is probing the *Village Voice* leak. He says he won't testify unless subpoenaed and, if forced to appear, won't disclose his source. **PAGE 35.**

CONVENTION RATINGS □ CBS-TV won the numbers battle for the Democratic National Convention, but there was a mass defection of audience from all three networks' coverage. **PAGE 36.**

NIXON INTERVIEWS □ Syndicast Services contracts to distribute the first three of four David Frost interviews with the former President. Fourth telecast pends outcome of a court decision dealing with Watergate. The syndication arrangement proves to be complex. **PAGE 38.**

EUCCHARISTIC CONGRESS □ Capital Cities Broadcasting plans live coverage of Roman Catholic event in Philadelphia next month. More than 100 stations have signed so far for pick-ups. **PAGE 39.**

SILVERBACH QUILTS □ Senior vice president of 20th Century-Fox tenders a surprise resignation. Some cite a promotion slight as the reason. **PAGE 39.**

NAD TO REFEREE □ The National Advertising Division has stepped into an escalating feud between Coca-Cola and Pepsi-Cola. Controversy centers on ad claims as to which soft drink pleases most. **PAGE 40.**

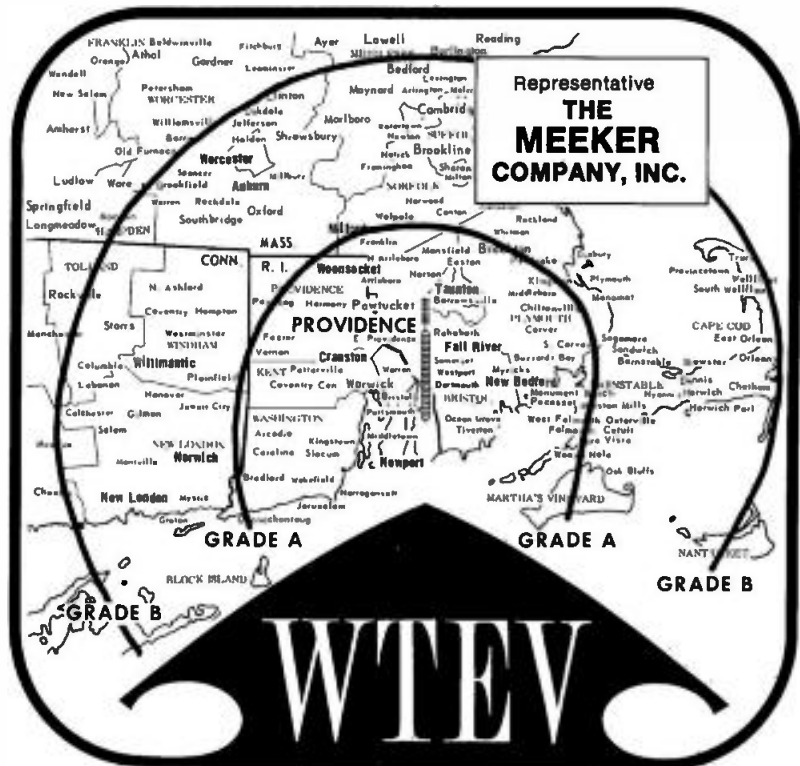
VISIONS OF A FIBERED NATION □ An OTP-commissioned study by Arthur D. Little Inc. offers a scenario of how the national telecommunications system could change by 1991. **PAGE 42.**

CBS-TV'S NUMBER TWO MAN □ His peers agree that CBS-TV's Bob Daly is a low-key, solid and experienced. They also see him as an excellent counterweight to network President Bob Wussler and well qualified to assume an ever-widening range of responsibility. **PAGE 65.**

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The rich Providence ADI is a buying market. Effective Buying Income \$ 7,285,598,000*

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



WTEV 6

abc

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

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

STEINMAN TELEVISION STATIONS

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

Format showdown

FCC this week is expected to lay groundwork for Supreme Court test of whether commission may involve itself in broadcasters' entertainment-format decisions. Commission's reluctance to do so has been made clear. But agency has been pressed by U.S. Court of Appeals in Washington to respond, with hearings, to any public objection to proposed format changes in station sales. Draft memorandum opinion and order to be considered this week calls on court to reconsider its position and to expedite consideration of issue by Supreme Court.

Draft order, which would conclude inquiry begun in December (BROADCASTING, Jan. 5), says commission faces administrative nightmare, since logic of court's opinions apply to renewal as well as to assignment and transfer applications. Furthermore, draft argues that commission regulation of formats would be inconsistent with congressional intent—which draft says is to leave matters like formats to marketplace regulation—and would violate First Amendment, since broadcasters would refrain from experimenting with formats that could not be abandoned without risk of FCC hearing.

Sign of the times

Dancer-Fitzgerald-Sample's television-syndication arm is departing from standard barter practice for such ad-agency departments to sell new half-hour weekly situation comedy to stations for cash. Series is called *King of Kensington*, now running successfully on CBC in Canada. First purchaser is Metromedia for its six owned stations. They'll begin airing weekly episodes (26 are on tape) next January. DFS chose straight syndication after surveys showed that in current boom market stations want all commercial minutes within half hour to sell to their own advertisers. Barter arrangement would take away two of those minutes for agency's sale.

EEO for cable

FCC this week is to consider draft notice of inquiry and proposed rulemaking that proposes for cable television generally same EEO guidelines that commission has adopted for broadcasters (BROADCASTING, June 28). But there are some differences in application. Although stations with 10 or more employees are required to file affirmative action programs and those with 50, workforce analyses, cable systems with five or more would have to file versions of

both. Cable Bureau says that, because of smaller size of cable industry, percentage of employees affected would be same. Draft notice also raises question of commission's jurisdiction to regulate cable's EEO performance.

Second cable item up for action this week is Cable Bureau recommendation that FCC eliminate present rule requiring local communities to regulate subscriber fees and substitute rule to make local regulation discretionary, but under due-process procedures and with stipulation that requests for increases be handled with reasonable speed. Some officials, however, expect FCC to scrap present rule and leave whole field to local authorities.

Pssst, wanna buy a book?

There was concern among Baltimore radio broadcasters over possibility that April-May Arbitron ratings had been compromised after word got out that woman had offered Arbitron diaries for sale at prices ranging from \$1,500 to \$2,500. Turned out she had seven diaries on market, all sent to individual members of her family. At least two stations that rejected offer, WSID(AM) and WFBR(AM), reported incident to Arbitron, which excluded diaries from 2,499 used in tabulating April-May sweep.

Odd footnote: Arbitron can find no law under which to prosecute woman.

Relic of the ring



When FCC Commissioner James A. Quello returns to Washington after August vacation, he expects to be breathing easier and sporting new look. Mr. Quello, 62, has been bothered by deviated septum ever since nose was hit in Golden Gloves bout 45 years ago. On Aug. 2 he'll undergo surgery in home town, Detroit, to correct condition and at same time restore original proportions which are remembered as Romanesque.

Hold the phone

Tariff that radio stations are saying would put end to telephone call-in contests and promotions in New York metropolitan area—and probably serve as model elsewhere—has been filed by New York Telephone Co. with State Public Service Commission. In essence, it eliminates busy signal: If promotional lines are tied up or calls unanswered, caller gets recorded message. This makes it completed call, and caller is charged for it.

Stations fear widespread alienation of listeners: Five stations participated in three-month test, got so many listener complaints about high phone bills that broadcasters concluded system would bar such promotions. Phone company says it's necessary to ease load on its facilities and put cost on actual users.

Though it's New York problem now, implications are national. If it works, other phone companies are considered sure to pick it up—and perhaps expand it to include call-in programs as well. New York phone company seems sympathetic, but firm. It's been meeting with several New York stations and both sides say they hope to find acceptable compromise. While search continues, phone company has postponed effective date from Aug. 5 to Sept. 5.

Second thoughts

Drabness of Democratic convention and low TV ratings it attracted have generated lot of discussion at NBC, already, on general theme that there's got to be better way to cover than customary gavel-to-gavel. NBC officials say this doesn't mean they think ABC's edited approach is better: They don't. They'd like to find some flexible format that would let live coverage cut in and out as news justifies but say they'll talk about virtually any suggestion that comes up, including rotation among networks.

CBS authorities plan to review coverage later, if they haven't already started. In any case, talk is about what to do four years from now; since both NBC and CBS covered Democrats wall to wall, they expect to do no less for Republicans next month.

Toro market

Business at Spanish-language TV stations in U.S. is riding general advertising tide. Spanish International Network, which owns and/or represents 14 to 16 Spanish-language TV outlets in country, says advertising volume in first half of 1976 was about 25% over last year's same period—and is increasing.

Talk goes on

Despite reports that affiliate and network attention has lately been refocusing on 45-minute concept for expansion of network evening news, executive at ABC News—where 45-minute concept initially surfaced—says hour still looks more reasonable. Next meeting of minds for ABC is affiliate board of governors meeting in late October.

Business Briefly

President Ford Committee □ Pending his nomination, TV 30's and 60's will figure into presidential campaign for Gerald Ford, Sept. 6 to Nov. 1. Long list of markets is being readied, to use fringe, daytime and prime-time spots. In-house agency, Campaign '76, Washington, handles creative; placement is by S.F.M. Media, New York.

Nationwide Insurance □ Several spots carrying familiar theme, "Nationwide is on your side," will run from 70 to 80 TV markets in campaign Nov. 8 to Dec. 3. Mixture of 10's, 30's and 60's in fringe time are geared to men, 18 and over. Ogilvy & Mather, New York, is agency.

Rockwell International □ Company's table saws are feature of fall and pre-holiday campaigns in 68 TV markets, Oct. 18 for three weeks and Nov. 29 for three weeks. Late and early fringe 30's will be targeted to men, 25-54, Ketchum, MacLeod & Grove, Pittsburgh, is agency.

Green Giant □ Bake 'N Serve vegetable products are served up in new TV spots placed in 12 markets Nov. 15 to Dec. 12. Upscale women, 18-49, are targets for fringe and daytime 30's. Leo Burnett, Chicago, is agency.

C.F. Mueller □ Mueller's macaroni is prepared for fall campaign, Sept. 20 to Nov. 28, in 20 TV markets and 30 radio markets. Early and late fringe 30's for TV and drive-time and housewife-time 60's for radio share theme, "Nothing goes with everything like Mueller's." Women, 18-49,

are target audience. Needham, Harper & Steers, New York, is agency.

Parker Brothers □ Pre-Christmas campaign for Boggle game by Parker Brothers (division of General Mills) will run Nov. 1 to Nov. 28 in number of TV markets. Women, 25-54, are target audience Humphrey Browning MacDougall, Boston, is agency.

Mars Inc. □ Milky Way brand candy bar has been assigned to D'Arcy-MacManus & Masius, New York, which replaces Ted Bates on account which bills estimated \$3 million. Approximately \$2.4 million is allocated to radio and television. D'Arcy also handles other company's accounts—Marathon candy bar and test products.

Bank of America □ Installment loans division of Bank of America, San Francisco, will run fringe and prime-time TV 30's in substantial number of markets, Aug. 23 to Sept. 19. Target is men and women, 18-49. Grey Advertising, San Francisco, handles account.

Simmons □ Beauty Rest mattress will be showcased in spot-TV flight to span 76 major markets, starting in early September and lasting six weeks. Young & Rubicam, New York is concentrating on fringe 30-second periods catering to adults, 18-34.

General Motors □ Company's motor-homes division (direct) is one of national sponsors of half-hour weekly series called *Holiday on Wheels*, produced by

Rick Spalla Video Productions, Los Angeles, and syndicated by Vidistrib Inc. there. Rest of two national minutes within each half hour are purchased by Kampgrounds of America (West Advertising, Billings, Mont.), Suzuki motorcycles (direct), Smuggler trailers (direct) and Trailer Life Publications (direct). Stations, which get series free, are given four minutes to sell to local advertisers. Mr. Spalla has completed four half-hours, all hosted by Gordon MacRae: Navajo customs in Arizona, Colorado, New Mexico and Utah, with Rory Calhoun as co-host; hang gliding and water skiing along California coast, with George Montgomery as co-host; underwater diving and tarpon fishing in Cyprus Gardens, Fla. and windjammers in New England. Thirty-five stations have so far accepted series.

Western Auto □ Nine-week spot-TV flight being plotted for Kansas City, Mo.-based hard goods chain starts in early October. Barickman Advertising, Kansas City, is zeroing in on total men and women.

Hormel □ Chili and new Cookbook Chili by Hormel will be subjects of fall campaign in less than 30 TV markets and number of radio markets as fringe, day and prime-time 10's and 30's. Women, 18-49, are target for BBDO, Minneapolis.

American Beauty Macaroni □ Company, on behalf of various of its products, is cooking up spot-TV flights to run this summer, fall and winter in selected markets in Midwest and Southwest from August through December. Target audience: total women.

Gillette □ In new 30-second commercial for Gillette Trac II, a villainous caped character called "The Shadow" lurks at end of day, ready to leave shadowy beard on unsuspecting man. By using Gillette Trac II, according to commercial created by Benton & Bowles, New York, the man finds out that "the Gillette Trac II can outlast the shadow." The campaign began last week on all three-TV networks.

American Library Association □ Agency, Hahn, Crane & Associates, Chicago, will use batch of ALA public-service spots in 10 separate 60-minute radio broadcasts under umbrella title *New York. A Portrait in Sound*. Celebrities Tony Randall, Myrna Loy, Rita Moreno, Cliff Robertson, Joel Grey and Jimmy Breslin read and perform literature and

BAR reports television-network sales as of July 4

ABC \$439,670,600 (30.9%) □ CBS \$505,114,700 (35.4%) □ NBC \$480,075,000 (33.7%)

Day parts	Total minutes week ended July 4	Total dollars week ended July 4	1976 total minutes	1976 total dollars year to date	1975 total dollars year to date	% change from 1975
Monday-Friday Sign-on 10 a.m.	146	\$ 667,500	3,582	\$ 18,708,500	\$ 16,847,200	+11.0
Monday-Friday 10 a.m.-6 p.m.	992	10,588,000	26,621	316,646,700	271,158,100	+16.8
Saturday-Sunday Sign-on-6 p.m.	341	4,618,400	8,264	158,793,200	122,132,000	+30.0
Monday-Saturday 8 p.m.-7:30 p.m.	104	2,794,200	2,705	76,869,300	54,814,000	+40.2
Sunday 6 p.m.-7:30 p.m.	17	718,600	570	23,687,900	10,489,700	+125.8
Monday-Sunday 7:30 p.m.-11 p.m.	408	23,449,600	11,062	731,404,300	640,766,200	+14.1
Monday-Sunday 11 p.m.-Sign-off	199	3,235,900	5,335	98,750,400	82,630,000	+19.5
Total	2,207	\$46,072,200	58,139	\$1,424,860,300	\$1,208,837,200	+17.8

Source: Broadcast Advertisers Reports

WE TURNED THE TELEPHONE INTO A CRIMINAL'S WORST ENEMY AND THE PUBLIC'S BEST FRIEND.

Sure, everybody wants to fight crime. From a safe distance. Nobody wants to look a criminal in the eye. Or play Superman. Because people who stick out their necks risk losing their necks.

The problem: How does the public get involved without getting involved?

We thought it was a question worth answering. So we got together with the Durham Public Safety Department and came up with a solution.

"Crime Stop." Two words that turn an ordinary telephone into a crime fighting machine.

In a five-part, five-day series, we told the people how it works.

If you see a crime in progress, or even suspect one, you simply dial 911 and say "Crime Stop." Just tell the police what you see, and hang up. No questions asked. No need to leave your name or location. No involvement. The police act in "good faith" and immediately rush to the scene of the crime.

The people got our message.

During the first two weeks

there was a 700% increase in reports to the police. Thirty calls a day. Resulting in eleven arrests.

Since then there's been a continuous rise in arrests and convictions. And a drop in the number of crimes.

Which shows you what can happen when a TV station gets people talking to the police.

WTVD

Durham-Raleigh



ONE OF THE STATIONS OF
CAPITAL CITIES COMMUNICATIONS.
WE TALK TO PEOPLE.

IT WAS THE BIGGEST BIRTHDAY BASH OF ALL TIME.

ON JULY 4TH, WE SET ASIDE OUR REGULAR PROGRAMMING TO THROW A MAMMOTH 16-HOUR BICENTENNIAL CELEBRATION.

AND WHAT A CELEBRATION IT WAS! AN AUDIENCE EQUAL TO EVERY FAMILY IN THE UNITED STATES CAME TO OUR PARTY—MORE THAN ATTENDED FESTIVITIES ON EITHER OF THE OTHER TWO NETWORKS. BY FAR.

THE PARTY WAS SUCH A SUCCESS, IN FACT, THAT THE FOLLOWING SUNDAY, BY OVERWHELMING DEMAND, WE BROADCAST A SPECIAL HOUR OF HIGHLIGHTS.

AS YOU CAN SEE FROM JUST A FEW OF THE RETURNS, JULY 4, 1976 WAS A DAY WE'LL CHERISH THE REST OF OUR LIVES.

Impressive! Inspiring! Magnificent! TV. at its finest!

SAN FRANCISCO, CALIFORNIA

To me there never has been a television day and night that gave us the enjoyment and entertainment that came with your July 4 accomplishment.

BUFFALO, NEW YORK

It was a once-in-a-life-time experience.

NILES, MICHIGAN

It was the finest thing my husband and I have ever seen on television. It reminded me of the many wonderful things about America that we are apt to forget when the bad things happen.

EUREKA, CALIFORNIA

A Beautiful Birthday Party! It was by far the most wonderful thing we've ever seen on television.

ST. PETERSBURG, FLORIDA

Thank you for the most fantastic program I've seen, "In Celebration of U.S.," which made this holiday far more than I had expected. You've captured the diversity of the American spirit.

SILVER SPRING, MARYLAND

Sincere congratulations and heartfelt thanks for your wonderful coverage of the July 4th Bicentennial Celebration. In such coverage TV seems to have realized its potential as a constructive and cohesive force in our society.

TARRYTOWN, NEW YORK

TV. has certainly come of age. Congratulations and many many thanks.

BETHESDA, MARYLAND

We consider this the all-time landmark of television.

YAKIMA, WASHINGTON

You made history live and I felt I was a living part of that history.

HEMPSTEAD, NEW YORK

Tears and goose bumps had to be in every home watching.

LEESBURG, FLORIDA

What a wonderful, joyous celebration it was, which, thanks to TV. we all could share.

SEATTLE, WASHINGTON

I hope you taped the whole day's events and will present them to the National Archives.

OMAHA, NEBRASKA

I am astonished at my reaction to it all. It prompted an outpouring of reflection about my feelings about being an American.

YPSILANTI, MICHIGAN

Beautiful! Fantastic! The July 4th show covered by you and the CBS crew made me and, I'm sure, millions of Americans proud of our heritage.

FT. WORTH, TEXAS

Never have I personally felt such a deep love for my country and my fellow man.

KINGSPORT, TENNESSEE

It made us proud to be Americans.

PRESCOTT, ARIZONA

You made us proud to be Americans.

INDIANAPOLIS, INDIANA

Made me feel proud to be a part of this nation.

SAN DIEGO, CALIFORNIA

I am proud to be an American and what a marvelous opportunity you have given us to renew our belief and faith in ourselves.

SCHENECTADY, NEW YORK

As we watched we thought, this is really a country united, when so many can come together from one ocean to another. May this day linger long with all of us.

CORNING, IOWA

It was very patriotic, very beautiful, very emotional and very American.

TOPEKA, KANSAS

Watching CBS coverage made me proud to be an American.

CUMBERLAND, RHODE ISLAND

I'm truly proud to be an American; you made me feel even more proud. What a great job you did.

N. SUBURBAN, ILLINOIS

MANY HAPPY RETURNS!



It was more than a stalwart news job. It breathed pride, I'm sure, in millions of Americans everywhere both in their country and in themselves.
ROCKY RIVER, OHIO

I wasn't at all ashamed to choke back a patriotic lump in my throat, knowing that many more people were doing the same. Your coverage made the Bicentennial as exciting as a Bicentennial should be!
ST. PAUL, MINNESOTA

Thank you for taking us with you as you criss-crossed our land celebrating our 200th birthday.
SAN ANTONIO, TEXAS

Congratulations and thank you. What a wonderful birdseye view you gave all of us of the July 4th Celebration.
SANTA CRUZ, CALIFORNIA

We enjoyed all the places you took us.
ATHENS, ALABAMA

To sit in the comfort of your own home and see the sights we saw, never a hitch or dull moment.
DUNELLEN, NEW JERSEY

While it would have been impossible to be in most historic cities all at the same time, this was the next best thing. Fact is, we had a better seat in our living room.
OBLONG, ILLINOIS

You made America come alive for millions of people.
S. MIAMI, FLORIDA

It was just like being there.
SKOKIE, ILLINOIS

Thank you for the wonderful "In Celebration of" birthday party. I felt as though I were present at all the parties shown. This program enabled me to celebrate our 200th birthday in far grander style than I dreamed.
COLORADO SPRINGS, COLORADO

I felt as if I'd been around the country—and the world—in 10 hours! Several times I was in tears.
COVINGTON, KENTUCKY

I felt I was participating in the Bicentennial celebrations everywhere. You really brought the country together.
EAST PALMOUTH, MAINE

Never-to-be-forgotten panorama of the Bicentennial celebration all over our country.
WASHINGTON, D.C.

I have had one perfect day, and perhaps it will be enough to last the rest of my life. It was as if you and CBS reached out your hand into this lonely corner of Mississippi and said "Come with us and let us see the face of America." I went with you and I shall never forget the day.
NESBIT, MISSISSIPPI

A masterpiece.
NAPLES, FLORIDA

I have never been happier with a TV program than your "Happy Birthday U.S." I cannot express in words how excellent I thought [it] was.
SAN RAFAEL, CALIFORNIA

I never saw such a glorious birthday party. What a wonderful bunch of people the Americans are. I'll remember it as long as I live.
PHILADELPHIA, PENNSYLVANIA

I'm so delighted I can hardly express my feeling—so I'll say thank you CBS for such a wonderful program.
BRAIDENTON, FLORIDA

A very meaningful celebration for me.
HARRISON, ARKANSAS

It was stirring and beautiful.
ATLANTA, GEORGIA

What a day it was!
HOLYOKE, MASSACHUSETTS

Being a naturalized citizen from England, it all had a very special meaning for me.
CLAIRTON, PENNSYLVANIA

I enjoyed it to the utmost! Thank you.
ST. CATHARINES, ONTARIO, CANADA

I am a naturalized citizen...I love this country and your many wonderful comments about our past and hopes for the future made my wife and me swell with pride.
SALT LAKE CITY, UTAH

For those of us patriotic Americans here in Canada for whom crossing the border was impractical yesterday, you brought the happy, heart-warming and sometimes hallowed ceremonies and celebrations into our homes.
CHILLIWACH, BC, CANADA

One of the happiest days of my life.
MIDDLETOWN, OHIO

It was a lovely day, and one which we will never forget.
ALBUQUERQUE, NEW MEXICO

You helped make for us July 4, 1976 the most memorable day of our lives.
POMPAHO BEACH, FLORIDA

It was truly a glorious Fourth. You made it an unforgettable one.
DURHAM, NORTH CAROLINA

An unforgettable birthday gift.
SAN DIEGO, CALIFORNIA

You made it a day long to be remembered.
JACKSON HEIGHTS, NEW YORK

My wife and I sat enthralled yesterday as we watched your superb broadcast of the daylong Bicentennial celebration.
RIVER FOREST, ILLINOIS

I learned more from that show than I ever did at school.
BELLAIRES, TEXAS

Thank you again for making it possible for all of us to recall the events and accomplishments that have made America great, and thanks to all of you for making America's 200th birthday a day we'll never forget.
JACKSON, OHIO

Glorious, exciting and inspiring.
SHREVEPORT, LOUISIANA

It was truly magnificent and it's a celebration I will always keep in my heart.
CARROLLTON, OHIO

I enjoyed every minute of your all-day Bicentennial...I'll not forget this 4th of July!
LEWISTON, IDAHO

Your Birthday Party for U.S. restored one's faith in the good old-fashioned virtues—among them the belief in excellence.
COVENTRY, CONNECTICUT

By the end of the day I was filled with so much love for my flag and the country...
EDINA, MISSOURI

Without your day-long broadcast...I would never have felt the full impact of our nation's 200th Birthday.
CHICAGO, ILLINOIS

After this particular TV show yesterday, I feel much different about things and intend to do what I can to further the cause of being a good average American.
MARION, IOWA

Thanks for the bang-up job you did with "In Celebration of U.S." I am not a super patriot, but found myself glued to the TV just about all day long!
ARLINGTON, MASSACHUSETTS

It gave me a whole new hopeful outlook on the future of my country!
PRAIRIE VILLAGE, KANSAS

You brought America right into our home and we saw our country as we will never have the chance to see it again.
WHITTIER, CALIFORNIA

My deep appreciation to CBS for the fantastic broadcast...
TWO RIVERS, WISCONSIN

We want to tell you how much we enjoyed the Bicentennial Broadcast.
PAGE, NORTH DAKOTA

Walter was wonderful as usual.
TERRE HAUTE, INDIANA

Truly a Herculean performance.
SHARON, MASSACHUSETTS

You and your crew made every American richer.
FT. LAUDERDALE, FLORIDA

Truly superb show with the excellent hosting of Walter Cronkite. Nicest party I was ever invited to.
PITTSBURGH, PENNSYLVANIA

Congratulations on some beautiful and exciting programming.
O'FALLON, MISSISSIPPI

A brilliant job! A super job! A comprehensive job!
RIVERDALE, NEW YORK

It remained until CBS' 16-hour Bicentennial presentation July 4 to cap anything this network has done in its years of public service.
MT. VERNON, ILLINOIS

I am an invalid and completely bedridden so my contact with this beautiful world is through others. Mr. Cronkite, you seemed so happy to be doing what you were doing and viewing, that one could not keep from feeling as joyous as you.
OAK RIDGE, TENNESSEE

How grateful we are for the hours you spent on the Bicentennial celebration. The coverage was excellent and we watched from morning till night. What a tribute you gave this wonderful Nation of ours.
GRAND ISLAND, NEBRASKA

Thank you for your unique birthday gift...
HUNTSVILLE, ALABAMA

As older citizens (82 and 77 respectively) we can perhaps appreciate more than some of the younger generation may have, the magnitude of the job you all did.
RICHMOND, VIRGINIA

You were superb in every way. We watched from the beginning to the end.
OKLAHOMA CITY, OKLAHOMA

I literally could not tear myself away from the marvelous, exciting coverage. The lump in the throat made eating difficult—a day of pride and love.
MERCER, PENNSYLVANIA

...I enjoyed every minute...
DONIPHAN, MISSOURI

Personal and profound thanks. I sat glued to the TV on the Fourth from the beginning to the end...
NORTH MIAMI BEACH, FLORIDA

I couldn't attend any festivities but CBS brought all the joy and excitement of the day to me.
KEARNEYSVILLE, WEST VIRGINIA

The most marvelous eighteen hours of Americana ever!
WALNUT CREEK, CALIFORNIA

...thank you for a day that we never dreamed could possibly be so marvelous.
AMHERST, NEW YORK

We stayed with you till midnight.
SARASOTA, FLORIDA

Your colossal coverage of our country's celebration was a fantastic feat. Stupendous sights. Awesome scenes. Fabulous photography.
GLENCOE, ILLINOIS

Your presentation was television's finest moment.
PATCHOGUE, NEW YORK

As I watched, by the hour, your performance in handling that most glorious Bicentennial show, I was thrilled, awe-struck and nearly overcome by your abilities.
BELLEAIR, FLORIDA

It doesn't seem enough just to say thank you...your coverage all day yesterday...was the most joyous I have ever watched.
NORTH MIAMI BEACH, FLORIDA

The greatest of all your great ones. It left us with a grand and proud feeling.
VIENNA, VIRGINIA

I say—BRAVO.
PORTLAND, OREGON

This sampling hardly does justice to the astonishing outpouring of mail from every corner of the country. It will be remembered with pride and gratitude.

CBS NEWS

Source: Nielsen Television Index. AA Household Hour Estimates, July 4, 1976, 8:00 a.m.-Midnight. Gross Hourly Rating Points for CBS equal 127.8—for the second network 96.5. This is the equivalent of every television household in the U.S. tuning to CBS for 77 minutes and to the second network for 58 minutes. Subject to qualifications available on request.

songs relating to New York City. Series has so far been bartered by ALA to WCLV(FM) Cleveland, KERA-FM Dallas, WAVA-FM Arlington, Va., and WBAL(AM) Baltimore. In New York, it's already on WOR(AM) as booster to current fund-raising campaign for research libraries of public-library system. Union Dime Savings Bank (through Wyse Advertising, New York) will pick up tab for New York airing. Bartering is being done by Cinema-Sound Ltd., New York, which produced all 10 hours in cooperation with New York Public Library and AFTRA.

Monticello Drug Co. □ Jacksonville, Fla.-based manufacturer is putting together spot radio drive to run in mainly Southern markets, including Atlanta, Miami, Houston, Norfolk, Va., and Raleigh, N.C. Flight is scheduled to begin in October and continue for 13 weeks. Robert A. Becker Inc., New York, is setting its sights on men and women, 35-64.

Automatic Data Processing □ Clifton, N.J.-based firm that provides computerized bookkeeping and record-keeping services, is touching off six-week, spot radio drive in mid-September to cover 31 markets throughout U.S. Primary emphasis centers in New York, Boston, Chicago, Detroit, Philadelphia and Los Angeles. Schaefer Advertising, Valley Forge, Pa., is gearing commercials toward men, 35-64.

Rep appointments

- **WGPR-FM-TV** Detroit: Devney Organization, New York.
- **WUO(TV)** Lima, Ohio: Katz Television Continental, New York.
- **WATU-TV** Augusta, Ga. and **WQWO-FM** Muskegon, Mich.: Neil Group, Troy, Mich., appointed regional representatives for Michigan, Ohio and Indiana.
- **KDKB-AM-FM** Mesa, Ariz.: Bolton/Burchill International, New York.

Aramis □ September-through-December campaign for Aramis men's toiletries will use new creative theme for TV 30's. Fringe, prime-time and sports placements are geared to men, 25-54. AC&R, New York, is agency.

Henry I. Siegel Co. □ On behalf of HIS sportswear for men and women, company is putting together spot-TV effort to run in long list of markets for four weeks, starting in late August. Leber Katz Partners Inc., New York, is taking aim at periods appealing to men and women, 25-34.

FMC Corp. □ As part of national roll-out for Furadan insecticide, FMC is blueprinting broad spot television and radio campaign to begin in early October and continue through July 1977. Number of television markets is not known but TV

will be used in 23 states. Spot radio will be tapped in approximately 90 markets. Marsteller Inc., New York, is targeting men, 25-54.

United Vintners □ Inglenook wines will be showcased in spot-TV drive scheduled to begin in late August and continue until early October in substantial number of markets. McCann-Erickson, San Francisco, is centering on adults, 25-54.


Nestle's, Kellogg's □ Nestle's breakfast supplement and candy bars (through Leo Burnett) and Kellogg's children's breakfast cereals (also Leo Burnett) have added three new stations to daily, half-hour *Lassie* series, of which they are major sponsors. Stations are WECA-TV Tallahassee, Fla.; WOPC Altoona, Pa.; and WUHQ-TV Battle Creek, Mich. That brings total station count to 79, most of which strip *Lassie* in late afternoon fringe for children's demographics. Syndicast Services, New York, which distributes series, is releasing another 100+ half-hour episodes to tack on to 130 half-hours already in syndication. Nestle's and Kellogg's are responsible for both national minutes and stations, which get series free, receive four minutes to sell to local advertisers.

Curtis Mathis □ Color TV sets will be accentuated in spot-TV effort to begin in mid-August for two months in approximately 50 markets. Campaign was created by McQuien, Lawson & Knowles, Dallas, which uses Dorothy Baker & Associates, Dallas, for media planning and placement. Commercials will be aimed at men and women, 25-49.

Friendly Ice Cream Corp. □ Spot radio and TV are being added in Boston, Providence, R.I., and Portland, Me., in keeping with Friendly's move into these areas. Spot TV will focus on six major markets for about seven weeks, with starting dates ranging from late July to early and mid-August. Quinn & Johnson, Boston, is directing its appeal to men and women, 18-49.

Owens Country Sausage □ Company's fall broadcast plans include use of regional TV networks (in Southwest) for first time for seven weeks, starting in November in prime periods. Owens traditionally uses spot broadcasting and will rely on two flights this fall: first running from late September to late October and other from late October to late November, tapping 17 markets in spot TV and 10 in radio, all in Southwest. Bloom Advertising, Dallas, is seeking to reach women, 25-49, through commercials in fringe and daytime slots.

Velsicol Chemical Corp. □ Chicago company has launched television attack against "fire ants." Four-week flight of half-minute spots urges use of company's chlordane chemical to combat biting and stinging ant family. Kenrick Advertising, St. Louis, is handling campaign.



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- Power:** 50,000 watts day - 10,000 watts night.
- Minimum Commercials:** Just 10 minutes per hour.
- Audience Involvement:** Exciting "HIT MAN" Contest.
- Station Promotion:** Saturation advertising... Outdoor... Bus Cards... Television... Newspaper.
- Merchandising:** Vic Sabatini works for you and KRLA exclusively!
- Blend Well:** And you have "A PIECE OF CAKE" that assures the success of your next radio campaign.

In Los Angeles, call Dick Cruise... Tom Bernstein... Lee Willis... Al Yellen or Shayle Ray... they'll help put the icing on the cake.



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Monday Memo[®]

A broadcast advertising commentary from Louis T. Fischer, senior VP-director of media, Dancer-Fitzgerald-Sample, New York

Third-quarter 1976 presents a special case for the TV advertiser

Television broadcasting in this third quarter of 1976 is making history on several fronts. While taking full advantage of the opportunities to do what it does so well—live coverage of history-making events—third-quarter TV is being severely distorted for the advertiser.

We may be in the most compressed three-month period in broadcast history. Because network television will introduce new programing in mid-September, the final weeks of the third quarter have really moved into the fourth quarter. That and all the specials—the political conventions, the Olympics and Bicentennial events—means we're actually working with an eight-week quarter.

With the distortions in size and content, we have zooming prices. Some network rates are higher by 50% and spot is up as much as 35% compared with a year ago. Fortunately, at Dancer-Fitzgerald-Sample we have clients with the foresight and confidence to permit long-range commitments, which, combined with skillful buying, kept our cost increases for television around 18% over the 1975 third quarter.

We had to devise, months ago, a strategy for buying in this peculiar period, making judgments not only of the relative values of the various specials, particularly the conventions and the Olympics, but also of what would remain of regular programing.

In general terms, we concluded the conventions would attract many infrequent viewers whose demographics would be right—perhaps even essential—for specially targeted corporate messages. We also determined that unusual opportunities for heavy spot buying would occur as millions of viewers switched to independents from the network stations during the convention coverage. In the process, our reputation for tough negotiating for rates and availabilities would come under severe test.

We have consistently given high marks to television coverage of the Olympics and have found them a satisfactory marketing vehicle for consumer products. We anticipated no decline in 1976 in prestige, effectiveness or the suitability of the format for consumer goods in a range all the way from beer and certain cereals to big-ticket items such as autos.

Always in the background in the planning and decision-making for this peculiar quarter—and at all times, for that matter—was concern over rising costs. As we intensified our efforts to secure the best possible rates in network and in spot we had to



Louis T. Fischer joined Dancer-Fitzgerald-Sample in 1939 as an account executive. He later switched to the media department where he became a media analyst. In 1954 he was named a vice president and in 1966 he became senior vice president, director of media. He is a member and former president of the American Association of Advertising Agencies Media Directors Council.

keep asking whether the higher prices we faced then or at some time in the future might force us to consider alternatives to television.

Broadly speaking, we did not propose significant shifts into alternative media, even in this quarter, and although we expect the upward pressures on rates to continue into and even beyond next year, using alternative media on a large scale in the foreseeable future does not seem likely.

There are no clear-cut alternatives to television for the kind of marketing problems many of our clients face, especially those with packaged goods, because TV is such a powerful medium and because other media costs are rising also.

We will continue to study the alternatives, of course, but we do not believe there will be a major shift to more radio or print. The relative values are still in favor of television for the mass market. And before there is any danger of television pricing itself out of business there will be enough changes within the industry to keep it competitive.

The pressures for higher prices for television time came from several sources but mainly from the improving health of the economy and the general expectation that the improvement would continue through next year. There is an additional force from a growing number of advertisers, notably retailers, who are beginning

to use television as a major advertising medium.

As might be expected, all of this has brought plenitude, in both mood and reality, to television advertising. But the signs of change, while still quite distant and advancing slowly, will be sufficient, we believe, to keep further increases from upsetting the prevailing relative values.

At DFS we're forecasting television rate increases for the 1977-78 season at 6% to 7% above 1976-77 levels.

The changes on the horizon are, quite obviously, still out of focus. There are many possibilities. Although as yet there is no consensus, an increase in the amount of commercial time within prime-time network programs might be a simple way to reduce the mounting competition for the available time.

A fourth network, on the other hand, is not a realistic possibility. The political and capital requirements are not in sight, although expansion of special networks, e.g. the Hughes Television Network, will be nourished by the growing number of advertisers looking for places to invest their advertising dollars in television.

In the other media, nothing that we see developing will be powerful enough to produce big changes in audience numbers.

In television, for example, one commercial on one network program can sometimes reach 25 million households in prime time and more than eight million in daytime. Not many other media vehicles can deliver such numbers with a single purchase. And the impact of radio and print, even with big numbers, is somewhat less because they lack the combination of sight and sound that is delivered by TV.

In this third quarter, which offers such a diversity of specials as well as the introductions to the new season, we have been concerned about program content. Is there too much violence, too much sexual permissiveness? Are the viewers turned off by some of this and does the advertiser suffer? The best available intelligence on what effect, if any, the television program has on the commercials is inconclusive, but this subject will rise in importance in the future.

At DFS we believe that the commercial—what it says and how it says it—is always the most critical factor in advertising success. The commercial must stand on its own to fulfill its purpose.

One thing is fairly sure—it makes little difference from a marketing standpoint, how well, or how poorly, the participants in the Olympics or the Democratic and Republican conventions perform.

The viewers will make their purchase decisions based on what the commercials say, not on the speeches and comments from the politicians.

■ indicates new or revised listing

This week

July 27-29—Hearings resume on cable television regulation before *House Communications Subcommittee*. Room 2123, Rayburn House Office building, Washington.

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

Also in August

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

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

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

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

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

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

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

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

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

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

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

Aug. 17-18—*House Communications Subcommittee*

hearings on family viewing. Los Angeles.

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

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

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

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

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

September

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

■ **Sept. 1**—FCC's deadline for comments on request by Public Media Center of San Francisco to institute inquiry and rulemaking on airing of public service announcements by broadcasters (RM-2712). FCC, Washington.

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

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

Sept. 12-14—*Southern Cable Television Association* convention. Fairmont Colony Square hotel, Atlanta. Contact: Otto Miller, executive secretary, P.O. Box 465, Tuscaloosa, Ala. 35401; (205) 758-2157.

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

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

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

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

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

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

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

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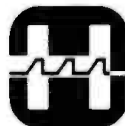
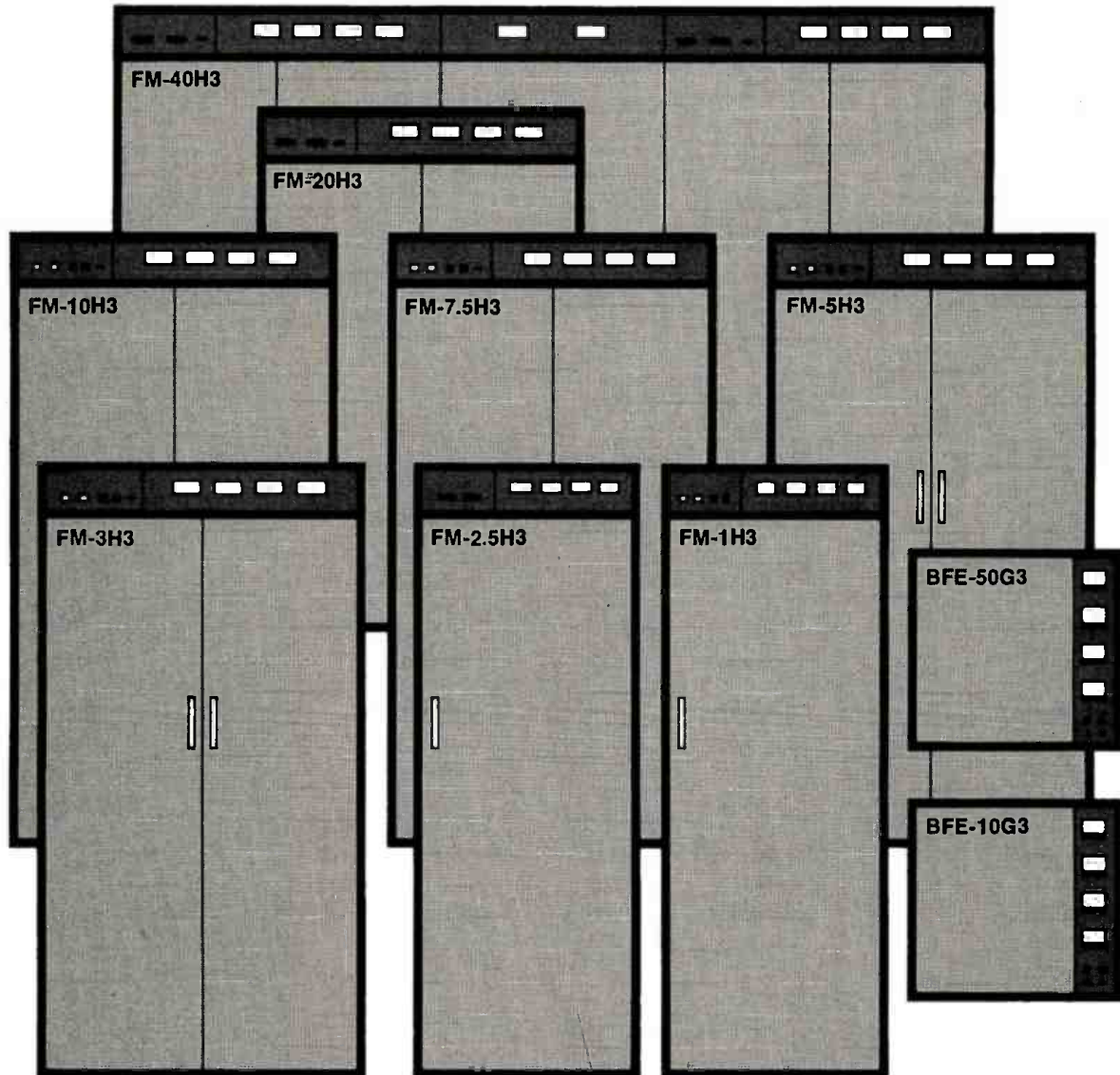
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COMMUNICATIONS AND
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Sept. 15-17—*Tennessee Association of Broadcasters* annual convention. Glenstone Lodge. Gatlinburg.

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

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

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

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

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

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

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

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

■ **Sept. 26-28**—*Nebraska Broadcasters Association* convention. Vincent Wasilewski. National Association of Broadcasters president, and FCC Commissioner Abbott Washburn will speak. Lincoln Hilton. Lincoln.

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

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

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

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

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

October

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

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

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

Oct. 1-3—*Massachusetts Broadcasters Association* annual convention. Sheraton-Boxborough Inn. Box-

Major meetings

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

borough. Contact: Douglas Rowe, MBA, 16 West Main Street, Marlborough, Mass. 01752.

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

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

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

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

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

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

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

Oct. 9—Seminar of *California Trial Lawyers Association* for Northern California news media. Sub-

jects will include libel and slander, reporters' shield law, media gag rule, invasion of privacy and public figure status. Hilton Inn, San Francisco International Airport.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

municipal auditorium.

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

November

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

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

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

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

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

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

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

Downtown. Minneapolis.

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

Nov. 15-16—*National Association of Broadcasters* regional conference. Omni International hotel. Atlanta.

Nov. 15-17—First International Videodisc Programming Conference, co-sponsored by *Visiondisc Corp.* and *United Business Publications*. Agenda will include discussions about software likely to be distributed on the new videodisc formats. Site to be designated in New York City.

Nov. 18-19—*National Association of Broadcasters* regional conference. Hyatt Regency O'Hare hotel. Chicago.

Nov. 19-22—*Federal Communications Bar Association* annual seminar. Cerromar Beach hotel. PR.

Nov. 21-23—Sixth national symposium on children's television, held by *Action for Children's Television* in cooperation with *Harvard Graduate School of Education*, University Law School, Science Center and Gutman Conference Center. Cambridge, Mass.

Nov. 22-23—*National Association of Broadcasters* regional conference. Statler Hilton hotel. Washington.

Open Mike[®]

Time for another look

EDITOR: The recent revelation of errors in the Chicago radio Arbitron (BROADCASTING, July 5) has thrust an opportunity on us to reflect on the role of ratings.

While researchers, media directors and radio sales managers all agree that Arbitron is merely a barometer of the advertising climate, timebuyers continue to increase their blind dependence on rating books—and are allowed to do so by their superiors, their clients and radio stations.

One day, the April/May Arbitron was the authority, the basis on which the almighty C-P-M's were determined, and, in turn, the basis for the selection of stations to be purchased. The next day, the Arbitron was "inoperative."

Rather than wasting time negotiating "efficient" buys, let us rather expend our energies determining what is best for the client—which will, after all, best serve the interests of the agency and radio stations.

This is, therefore, one seller's opinion: that agencies force their buyers to keep their clients' marketing objectives in mind. That the clients demand thorough reasoning behind media plans and buys. And that sellers of radio rely less heavily on an Arbitron which, by the delivery of a Mailgram, may become immediately invalid (if it ever was valid to begin with).

While I fault Arbitron for committing these severe errors in the spring book for Chicago radio, I fault buyers and salesmen—and clients—for allowing our dependence on it to get out of proportion. It never was the "gospel," and should not be viewed as such.—*James M. Robinson, general sales manager, WDSM(FM) Chicago.*

'Memo' responses

EDITOR: Although I agree with the thesis of BBDO's Thomas Dillon that advertising is a reflection of our right of free speech ("Monday Memo," July 12), I must question his logic when he suggests that without the financial support of advertising there might not be any practical freedom of politics or religion.

I suggest our freedom to advertise is related to our freedom of politics and religion as part of our total democratic structure and not, as Mr. Dillon suggests, that its existence allows the other freedoms to exist.—*William T. Ryan, instructor of journalism, Saint Francis College, Loretto, Pa.*

EDITOR: I've had a wide and gratifying response to "Monday Memo" (BROADCASTING, June 28). Perhaps it proves that your many interested readers do want to be kept informed about national representatives.—*Sam Brownstein, general manager, Pro/Meecker Radio, New York.*

On the syndicated side

EDITOR: You overlooked the 12-hour syndicated TV special, *The Great American Celebration*, in your July 12 wrap-up on Bicentennial programming.

Ray Beindorf Productions was the packager and seller, and Robert Wold Co. arranged station clearance and interconnection.

We were on more than 100 TV stations from 7 p.m. EDT Saturday (July 3) to 7 a.m. EDT Sunday (July 4). Coverage of U.S. homes was almost 80%.—*Robert Wold, Robert Wold Co., Los Angeles.*

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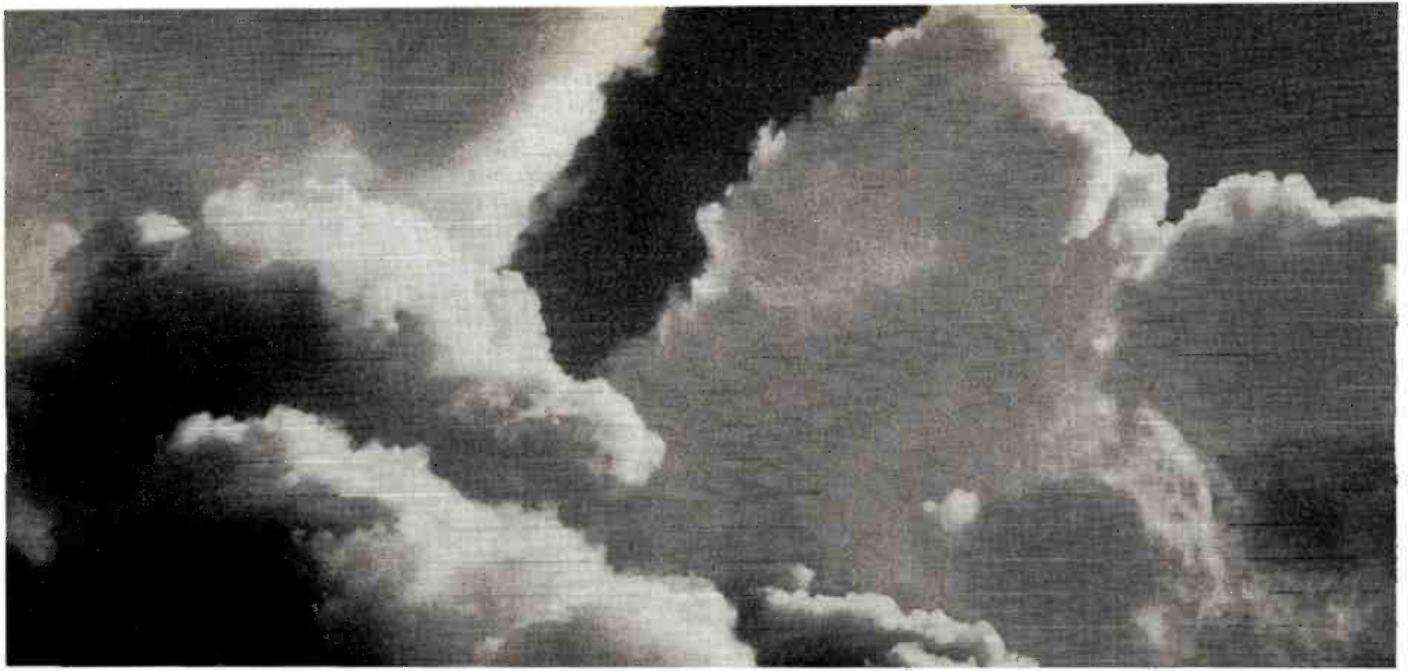
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Bill Merritt, Western sales manager.
Sandra Klausner, editorial-advertising assistant.

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THE TRANSITIONAL STORM.

PART I. AN EXPLANATION.

HOW CRITICAL IS THE ENERGY "CRISIS"?

The energy situation in America today is serious. On the other hand, it is not the end of the world.

It is true there is an energy crisis in the sense that there is an increasing scarcity of certain *fuels*. But there is no scarcity of *energy*.

There never *has* been.

There never *will* be.

There never *could* be. Energy is inexhaustible.

Edward Teller puts it this way: "...*unlimited* energy exists. What is missing is the practical way to use this energy efficiently."

No—there is no energy "shortage." There is an energy "crisis" because we have reached a critical juncture in the availability of means to provide our energy.

THE TRANSITIONAL GAP

The end of the fossil-fuel age is clearly discernible. The beginnings of a *future*-energy age are not yet clearly established.

But that is not an earthshaking situation for us to be in. The phasing in and phasing out of fuel epochs is nothing new.

Roughly a hundred thousand years ago, man learned how to burn wood. This gave him a primary fuel for the production of energy when and as he needed it—in this case, energy in the form of heat.

By 1400 AD, man was capturing energy through windmills and through the flow of water over water-wheels. But even more important, he had learned how

to burn coal. And with that, the fossil-fuel age had begun.

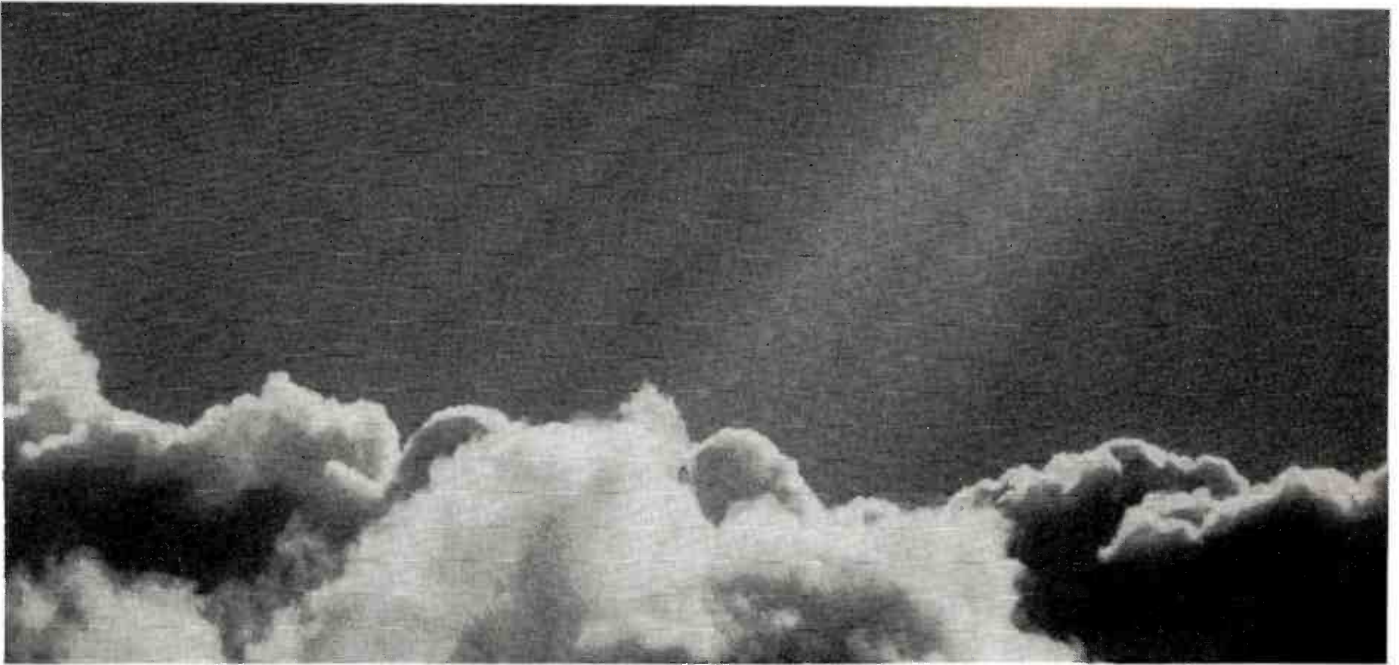
Finally, in the last century, man discovered natural gas and petroleum. The fossil-fuel age was fully launched, and the advanced industrial society we know today was made possible, including the generation of electricity.

FOSSIL FUELS DISAPPEARING

Yet now we find the industrial society's appetite for energy is so prodigious that some of our fossil fuels—natural gas and oil—are already fast disappearing, and coal is by no means inexhaustible. In hindsight, it is clear that from the first, man expected too much of the fossil-fuel epoch. Everyone alive today was born years after it began. We were born into it as we were born into the constants of rain, sunshine and the tides. It is understandable, therefore, that without giving it much thought, we more or less expected fossil fuels to go on forever.

As Dr. M. K. Hubbert of the U. S. Geological Survey has said, "It is difficult for people who are living now...to realize how transitory the fossil-fuel epoch will eventually prove to be when viewed over the significant span of human history."

In a period of only 1300 years from beginning to end, Dr. Hubbert estimates, man will have consumed the world's entire available supply of fossil fuels. Further, he estimates that 80 percent of that supply—all but the first and last ten percents—will have been consumed in the incredibly short period of 300 years.



Clearly, in historic perspective, this is a rather insignificant though at times troublesome period, and it is important that we adjust our thinking to accept this insignificance lest we fall victim to the despairing notion that the world will go out of business when the last barrel of oil is pumped.

It won't. The fossil-fuel epoch may be passing, but energy itself remains permanently with us. The challenge of the moment is for us to do everything possible to find ways of capturing that energy.

THE IMPERATIVES

The imperatives we face are these:

First, we must stretch the fossil-fuel epoch to its absolute limit. Conservation of *all* energy is a must—and especially conservation of petroleum resources. And we must substitute coal and uranium for other fuels wherever possible.

Second, we must speed the development of other sources of energy so that we can move into the future-energy epoch as soon as possible.

That sounds simple, but what makes it more difficult than it needs to be is the lack of public consensus—the notion promoted by some that there are other options, including a halt to growth.

But the fact is—given a growing population and a continuing desire by everyone for a satisfying life-style—no other options exist. Increased supplies of energy are essential.

OUR SEPARATE ROLES

It is also essential for all the players in this enormous drama to have a clear understanding of their separate roles.

The utility industry's part is to meet consumer demand at the lowest possible cost and with acceptable environmental impact. It must press ahead on research and development on new sources of electric

power. It must share in the task of seeing that people learn how to use electricity more efficiently.

Given today's complexity of environmental and energy regulations and the huge investment required for energy research and development, government, commerce and industry all have a vital role in the energy drama. They must join the utility industry in encouraging consumers to use energy wisely.

The consumers' role is in many ways the most important. Since they are the users of electricity, they are the ones that can make "wise use of energy" mean something. They must make it a way of life. They must encourage their neighbors to do the same. They must also support research and development that will lead to new sources of electricity. And they must face the reality that dwindling fossil fuels, staggering investments for research and development, and equipment for the protection of the environment are inevitably influencing electric rates.

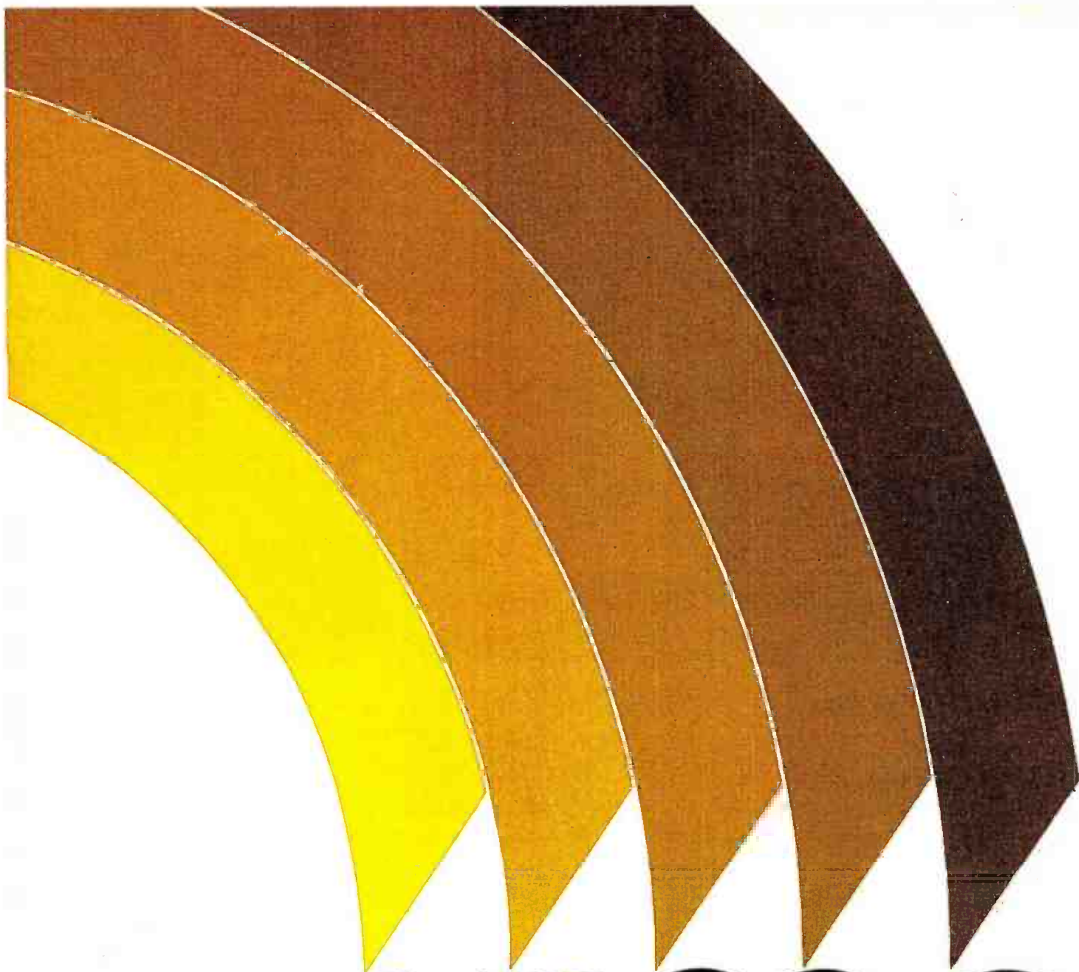
Perhaps most important of all, consumers must give serious, practical, realistic thought to public decisions to be made regarding energy sources and environmental concerns.

None of these roles will be easy to perform. What makes the drama worth the playing, however, is the promise at its end: the discovery that satisfying lives need not come to a grinding halt and that a new, more abundant epoch will follow the old.

And in the final analysis, there is no alternative to our playing our roles conscientiously. As Dr. Glenn Seaborg, former Chairman of the Atomic Energy Commission, said, "...the future of energy is the future of man. Without it we become nothing. With it, we become whatever we wish to be."

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Broadcasting 4 Jul 26

Vol. 91 No. 4

Top of the Week

Mixed fallout from ad boom: bigger profits, new problems

It's sellers' market in television for network and spot, but clients begin grumbling at rising prices, and fat-cat image plagues medium

The unparalleled prosperity that has descended on television this year is also showering down problems. Signs of client discontent are beginning to appear. Some broadcasters are anticipating cries of outrage from critics who have always claimed that television was a gold mine, even in less affluent times.

"No doubt about it," one long-time TV sales expert said last week. "The critics and do-gooders will be coming out of the woodwork when they realize how much this year's profits are up. I can hear ACT [Action for Children's Television] already, asking: 'What do you mean you can't afford to run children's programs without commercials? So your profits would be up only 70% instead of 80%.'"

The sales official picked those percentages out of the air, but it's obvious that profits are running substantially ahead of those a year ago and, barring cataclysm, will record their greatest growth in recent memory if not in TV history.

Prosperity may be also bringing problems in client relations. Increasingly, agency and advertiser executives are saying not only that TV costs have risen precipitously but also that desirable TV time is hard to find at almost any cost, so that the time has come to explore alternatives to TV.

An estimated 20% increase in radio revenues presumably reflects some spillover—or even deliberate diversion—from television, as well as a stronger advertising economy generally. But those who insist that money is being switched, or may be switched, to alternative media are reluctant to identify whoever is or may be doing the switching, and many TV sales executives say they're convinced that, as one put it, "they're not companies for whom television is an integral part of their business."

Many TV executives think that the problem stems in large part from adver-

tiser and agency planners' underestimation of the extent of TV price increases this year.

"A lot of them figured rates would go up 10% or so over last year's," one official said, "but because of the inventory shortage—the effect of the Olympics, politics and the Bicentennial among other things—they've gone up what: 20%? 30%? 40%? Now to make sure they don't get burned again, they're overestimating that the increases next year will also be 20%, 30%, 40%—or more.

"I can see no way that next year's increases will come close to this year's, but the planners are taking no chances on underestimating again, and that's scaring a lot of people and causing a lot of talk about looking for alternatives to television."

Agency, spot and network sources all tend to agree that this year's increases, much as they may have startled buyers, were mostly "catch-up increases"—that TV's price rises had not kept pace with those of other media in recent years and that these brought TV more nearly into line, relatively, with the others. But where TV salesmen voiced confidence that next year's rises would be smaller, at least some agency executives wanted to know: How

can we be sure? Others asked: What other medium matches television anyway? (also see "Monday Memo," page 11).

Others tended to expect the uptrend to taper off. Edward Tashjian, vice president and director of media planning and buying services for BBDO International, was one who thought the crunch would ease next year. Robert Liddel, senior vice president and media director of Compton Advertising, also thought 1977 increases would be less steep—and, for TV's sake, had better be.

Despite increased use of radio and other media there's been no trend away from television, Mr. Liddel said, but he added that "if heavy increases continue, there will be a trend to other media." Joel Allerhand, vice president for marketing service at Air Time Inc., New York, a media-buying service, said his firm was exploring alternatives for maybe 10 clients—and that "for one, who had been strictly TV, we're staying with TV in September but moving into radio for a November flight." He thought spot TV would register spectacular gains in the fourth quarter, with rates in a few isolated instances ranging up to 100% above 1975.

Just how much TV prices have actually

	1975	1974	% change		1975	1974	% change
All TV's				UHF			
Profit margin	18.9%	17.0%	+11.2	Profit margin	6.09	4.73	+28.8
Total time sales	2,505,100	2,337,500	+ 7.2	Total time sales	\$1,787,200	\$1,658,000	+ 7.8
From:				Network	132,300	111,100	+19.1
Networks	333,200	317,900	+ 4.8	National, regional	704,200	606,800	+16.1
National, regional	1,024,600	937,300	+ 9.3	Local	950,700	940,100	+11.3
Local advertising	1,147,300	1,005,400	+ 6.0	Total broadcast revenue	1,562,100	1,473,400	+ 6.0
Total broadcast revenue	2,301,200	1,971,700	+ 8.8	Nonbroadcast revenues	54,000	50,800	+ 6.3
Nonbroadcast revenue	62,500	61,500	+ 1.6	Tradeouts, barter	60,500	61,100	- 1.0
Trade-outs, barter	58,800	62,800	- 6.4	Total broadcast expense	1,467,000	1,403,700	+ 4.5
Total broadcast expense	1,865,400	1,628,600	+ 6.2	From:			
From:				Technical	223,000	197,900	+12.7
Technical	244,400	211,700	+ 7.9	Program	523,700	482,900	+ 8.5
Program	673,400	596,100	+ 7.4	Selling	199,500	209,200	- 4.6
Selling	257,400	223,100	+ 2.5	General, administrative	520,800	513,700	+ 1.4
General, administrative	690,200	597,700	+ 6.0	Total salaries	528,600	515,900	+ 2.5
Selected expense items				Technical	114,700	110,900	+ 3.4
Total salaries	724,400	620,000	+10.0	Program	207,700	203,300	+ 2.2
From:				Selling	18,400	616,100	+ 2.0
Technical	154,300	141,600	+ 9.0	General, administrative	87,700	85,600	+ 2.5
Program	292,700	263,500	+11.1	Cost of outside news service	9,000	8,900	+ 1.1
Selling	160,100	146,300	+ 9.4	Music license fee	27,900	28,200	- 1.1
General, administrative	117,300	107,400	+ 9.2	Depreciation, amortization	116,400	119,400	- 2.5
Cost of outside news service	16,900	15,700	+ 7.6	Interest	25,600	—	—
Music license fees	44,800	41,000	+ 9.3	Film, tape rental	115,200	109,800	+ 4.9
Depreciation, amortization	153,900	146,300	+ 6.4	Profit	95,700	69,700	+ 36.4
Interest	5,500	—	—				
Film, tape expense	166,600	156,100	+ 11.9				
Profit	435,800	343,100	+21.5				

As for last year. The typical, or median, television station had a profit of 18.9% in 1975, up from 17% the year before, according to figures compiled by the National Association of Broadcasters. Illustrated in the chart at left, the annual exercise shows that for all TV's, VHF and UHF, time sales were up in 1975, reaching the \$2.5 million mark. Operating costs were up too, but not as much as they were up in 1974. The chart at right represents the typical UHF television station, solidly in the black now after shaky beginnings. The median UHF station in 1975 showed a profit of \$95,700 and margin of 6.1% before taxes.

increased over last year's is hard to determine. Both agency and TV sales sources agree that it depends on several factors. Advertisers who bought early, for example, got in before the subsequent increases were put into effect. Those who delayed either had to pay more or didn't get what they wanted, or both. The extent and timing of increases also varied by daypart.

Given these caveats, knowledgeable spot TV sales sources estimated that station rates may be up by 40% over last year's—though one who subscribed loosely to that figure contended it could be "no better than a wild guess." An agency source, on the other hand, said he wouldn't be surprised to see 50% to 100% increases in spot-TV costs-per-thousand this fall.

As for networks, agency sources estimated that C-P-M's this fall would be up by 35%-40% for housewife daytime, maybe 50% for Saturday-morning children's programming and anywhere from 25% to 50% for prime time, "depending," as one said, "on how much, what and when you bought."

Network sales sources don't buy that magnitude of increase. They said prime-time C-P-M's are up about 15%, but conceded that price varies according to circumstance and may be higher in other dayparts. Daytime increases, they said, may range up to 30%.

They also insisted that no advertiser has been frozen out of network by either high prices or lack of availabilities. "It wouldn't make sense to bring new advertisers into television one year and then have to tell them we can't take care of them the next," one said.

All three networks were said to have reserved some time—about 15% of inventory in the case of prime time, according to some estimates—to accommodate late scatter-plan buyers.

"We could be sold out, but we're not," said one network executive. "There are advertisers who would buy at higher prices if we had higher prices, but we've held back. All three networks are offering fourth-quarter plans right now."

NBC has been reported to have held back on selling the new season because NBC was in third place in the ratings and decided to wait to get the spillover—at its own prices—after ABC and CBS were virtually sold out. An NBC source denied that claim.

"We held back," he said, "but not because we were third. We held back because we thought the initial prices were too low—especially ABC's. Possibly ABC had come up so fast [in the ratings] that it didn't realize its new prices were too low. But then it all began to level out and we were all getting pretty good prices."

A network source estimated that the cost-per-thousand homes for network prime time this fall and next spring will be in the \$4 area for a 30-second announcements, or \$8 for minutes. He compared this with about \$3.45 or so for 30's, \$6.90 or so for minutes, at the start of the 1976-77 season.

Still other sources estimated that current

In Brief

- Barring unexpected objections from Capitol Hill, Department of Defense will soon advise all military services they may **begin regular use of paid radio and TV advertising for recruiting**. DOD last week circulated results of 1975 test of paid radio commercials to Armed Services and Appropriations Committees in Senate and House, with announcement of intention to buy broadcast time running to \$9 million, about 9% of total advertising budget recommended for fiscal 1977. Radio test (BROADCASTING, July 28, 1975) supports conclusion that "there is little risk" in including broadcast in media mix.
- ABC-TV's first four days of **Olympic coverage swamped opposition** in prime time with national Nielsen rating of 24.5 and 47 share of audience. Nightly Olympics ratings/shares: Sunday (July 18), 7-9 p.m., 18/42; Monday, 7:30-11 p.m., 25.9/49; Tuesday, 7:30-11 p.m., 24.9/47; Wednesday, 7:30-11 p.m., 26.4/48. First four nights of 1972 Olympics got 24.4 rating and 45 share.
- Ronald Reagan, in appearance on NBC-TV's *Today*, **challenged President Ford to debate** at Republican convention. White House said Mr. Ford would decline.
- Democratic National Committee on Friday petitioned Supreme Court to review FCC decision exempting candidates' news conferences and debates from equal-time law. Court of Appeals upheld FCC (BROADCASTING, April 19). FCC has expanded definition of "legally qualified candidate" in application of equal-time law. Term now includes person who is committed to run as write-in candidate, is eligible to do so and makes substantial showing he is bona fide candidate. Decision came after appeals court ruled that FCC erred in refusing to order time for Communist write-in candidate for U.S. senator from Illinois.
- National Association of Broadcasters has retained Frazier, Gross & Clay, Washington broadcast consultants, to make \$30,000 study of economic, technical, regulatory and competitive forces likely to make impact on radio to 1985.
- Financial reports: **Storer Broadcasting Co.**, Miami Beach, for first half of 1976 reported net income of \$6,732,000 (\$1.48 per share) on revenues of \$60,073,000, compared with \$3,527,000 (77 cents per share) on revenues of \$47,172,000 in first half of 1975. Storer also announced it had completed purchase of 646,229 shares of common stock from estate of late George B. Storer for \$14,540,152, as approved earlier by stockholders (BROADCASTING, April 19). Stock will be retained in treasury, reducing shares outstanding by 14.2% to 3,901,836.
- **Metromedia Inc.**, New York, for first half of 1976 reported net income of \$13,820,712 (\$2.06 per share) on revenues of \$123,867,039, compared with \$5,519,631 (84 cents per share) on revenues of \$100,727,211 in first half of 1975.
- **Cox Broadcasting Corp.**, reported net income up 49% over 1975 in both second quarter and first half: \$6,815,000 (\$1.16 a share) and \$10,039,000 (\$1.71 per share), respectively. Operating revenues for second quarter were \$37,250,000, up 23%, and for first half \$64,892,000, up 22%. Clifford Kirtland Jr., president, said broadcast revenues in second quarter were 35% over last year.
- **Washington Post Co.**, in second quarter reported net income up 87% to \$7.7 million on revenues of \$99 million, up 22%. Broadcast division revenues, unreported, were said to be up 34%.
- **J. Walter Thompson**, New York, for first half reported net income of \$1,644,000 (60 cents per share), compared with \$740,000 (28 cents per share) in same period last year. Commissions and fees were \$68,644,000 in 1976 half, \$64,218,000 in 1975 period.

prime-time prices, as of a month or so ago, are running 11%-12% ahead of those last spring, but with variations by network. Agency sources said ABC has been averaging about \$29,000 for a prime-time 30-second announcement as against \$25,000 a year ago, for a 16% gain; CBS, \$32,000 versus \$28,000 for a 14% gain, and NBC \$30,000 versus \$28,500 for a 5% gain.

The booming business has inevitably led to speculation that networks, having little inventory left to sell despite strong demand, may feel compelled to create additional availabilities by cutting down on promos, credits and other nonprogramming material to stay within National Associa-

tion of Broadcasters code limits.

Some network sources concede that they've thought—or are thinking—of such a step, but others profess themselves horrified by the prospect ("Closed Circuit," July 5). Another solution would be to create additional network time.

A network official spoke of the pressures this way: "When you have 50 new advertisers coming in each year, and new products all the time, when inventories are tight you are going to have some of these people asking about finding more time." Another added: "It's always the advertisers who want to get in who want you to find more time."

Complaints of clutter may in any case be

- **Cox Cable Communications** has bought cable television system serving Pensacola, Fla., from David Communications Inc. for \$900,000 cash. System serves 2,000 subscribers.
- Frankie Crocker, program director, WBLS(FM) Newark, N.J., indicted for falsely denying to federal grand jury investigating payola that he **received \$10,000 and \$400 payments from record promoters.**
- House Judiciary subcommittee marking up **copyright bill** reversed earlier decision and voted to give radio stations same right as TV's to sue local cable system for substituting commercials on broadcast signals imported from other markets. Mark-up continues today (July 26).
- Chester L. Migden, vice president of Hollywood Film Council, has **protested nomination of Margita White** to FCC, without mentioning her name. Letter to President Ford followed earlier statement from council criticizing FCC's refusal to limit prime-time reruns (BROADCASTING, July 5). Mr. Migden wants commissioner who understands all facets of industry, including Hollywood labor.



- **Joseph R. Fogarty** (picture above), counsel to Senate Communications Subcommittee, nominated to FCC (see page 22). □ Nominated by President for six-year term on 15-member board of Corporation for Public Broadcasting: **Charles Crutchfield**, president, Jefferson Pilot Broadcasting Co., Charlotte, N.C., and **Paul M. Stevens**, president of Southern Baptist Convention's Radio and Television Commission, Fort Worth ("Closed Circuit," July 5); **Clyde M. Reed**, editor-publisher, *Parsons* (Kan.) *Sun*; **Charles W. Roll Jr.**, study director, Gallup Organization, and president, Polls Inc., Lawrenceville, N.J., and **Leslie N. Shaw**, vice president and director of community development, Great Western Financial Corp., Los Angeles. □ **Robert Siegenthaler**, executive producer, ABC News special events unit, New York, named executive producer, *ABC Evening News with Harry Reasoner and Barbara Walters*, introduction of which has been postponed from Sept. 20 to Oct. 4. He succeeds Steve Skinner, to be reassigned. □ **Douglas Kiker**, Washington editor, NBC-TV's *Today*, named political correspondent, NBC News. **Tom Pettit**, NBC Washington reporter, will be first of several to be tested as *Today* replacement. □ **John Richardson**, acting director, Commerce Department's Office of Telecommunications since 1972, named director. □ **Peter G. Levathes**, one-time vice president-media director of Young & Rubicam, later president of Twentieth Century-Fox Television, recently director of corporate relations, Corporation for Public Broadcasting, named to newly created post of director of program development, CPB.

another problem brought on by current prosperity. Broadcast Advertisers Reports, which monitors 75 markets one week per month, tabulated 366,832 commercials during May—10% more than in May 1975. And during the average month in the first half of this year, BAR counted 335,000 commercials, up 15.5% from the average in the comparable period two years ago.

During the second quarter of the current year, BAR counted more commercials (1,078,240) than in the fourth quarter of last year (1,054,308). Another index: Commercial activity in Los Angeles in May was so heavy that the BAR computer program couldn't handle it: A new program had to be written in midrun.

Radio capitalizes on TV tightness to toot its horn

With TV sales booming and TV inventory tight, radio sales executives are pushing their medium as the one for advertisers to use either with or in place of television.

Two new instances surfaced last week:

■ The Radio Advertising Bureau announced a "Fourth-Quarter Help Hotline" to "dramatize the opportunity to buy radio now at affordable levels." RAB

promised advertisers that "we'll help you get on radio as fast as you need to be in that so-called tight fourth quarter—or next week—or in 1977."

■ Researchers for the CBS Radio network tuned up their computer and came out with analyses to show that dollar for dollar network radio can deliver more target audience—a lot more—than television.

"While radio's business is excellent, there are still affordable availabilities," Mr. David said. "At the same time, TV is as hard to buy as it is costly. For those reasons RAB is offering specific help to advertisers in areas of planning, commercial testing and creativity.

"Radio grew more than any other medium in 1975, according to McCann-Erickson. Radio was up 10.2% while TV was up 8.7%, followed by outdoor at 8.3% and newspapers up 5.5%. Magazines are down 2%.

"But radio's gain wasn't accomplished by drastic rate increases, but by attracting more advertisers. In 1976 radio is growing at the rate of 20%. Our rates are up, but nowhere near the 'adflationary' pattern of other media.

The value of radio alone or in the media mix was pointed up in a study released by Richard M. Brescia, vice president and general sales manager of the CBS Radio network.

"Advertisers and agencies," he said, "are seriously evaluating the alternatives and the whole idea of media mix, not only due to the high cost of television but also because of the shortage of available television time at any cost. And what many are really discovering is that a media mix, incorporating network radio, improves the buy significantly."

He cited a CBS Radio study showing that an "average" spot TV buy at 100 household gross rating points per week using 30-second announcements in the top 50 ADI (Area of Dominant Influence) markets, with the rating points equally divided among daytime, early fringe, prime time and late fringe, would cost \$127,425 and would deliver 46,632,000 homes at a \$2.73 cost per thousand; 23,101 men aged 18 and over at \$5.52 a thousand; 36,662 women aged 18 and over at \$3.48 and 59,763 adults 18 and over at \$2.13.

But the same amount of money spent for 30-second radio announcements across five radio networks, the study continued, would reach 178% more men 18-plus, 98% more women 18-plus and 129% more adults 18-plus—in the 50 ADI markets alone. Nationally, across the entire networks, the same budget would reach 397% more men 18-plus than the TV buy in the 50 ADI's, 239% more women 18-plus and 300% more adults 18-plus.

In C-P-M terms, the study put network radio's at \$1.98 for men 18-plus in the top 50 ADI's and \$1.11 nationally, as compared with \$5.52 for spot TV in the 50 ADI's; for women 18-plus, network radio's was pegged at \$1.76 in the 50 ADI's and \$1.03 nationally, against spot

TV's \$3.48; and for adults 18-plus, network radio's was 93 cents in the 50 ADI's and 53 cents nationally, as compared with spot TV's \$2.13.

"A network radio buy will deliver much more advertising weight in the top ADI's than a spot-TV buy with a similar budget," Mr. Brescia said, "and it also gives an advertiser the added advantage of the networks' full nationwide delivery. Spot TV is often used as an overlay to an advertiser's network TV effort, but our figures show that network radio can be a much better buy for this purpose."

CBS Radio researchers said their study assumed the radio budget was divided among five networks: CBS, NBC and the ABC Contemporary, Entertainment and Information networks. The spot-TV audience delivery and cost-per-thousand figures were derived from *BBDO Audience Coverage and Cost Guide* and CBS estimates, while audience data for network radio were based on Arbitron Radio's April-May 1975 top-50 ADI reports and on *RADAR XII* data in the industry-sponsored Radio's All-Dimensional Audience Research project.

McGannon fires another round against networks

This one is aimed at TV O&O's which he says are no longer needed to support network operations; he also demands movie previews

The three TV networks' role in television economics has become so dominant as to raise the question of whether it is in the public interest, Donald H. McGannon, president and chairman of Westinghouse Broadcasting Co., charged last week.

Certainly, he contended, the profits of TV networking have become so great that network officials can no longer validly argue that they need to own stations to finance their network operations.

He made the assertions, part of his running fight with all three networks over what he terms inequities in affiliate compensation and network encroachment on station time (BROADCASTING, May 24, et seq), in a letter to John A. Schneider, president of the CBS/Broadcast Group. At the same time he served notice on Mr. Schneider and officials of ABC-TV and NBC-TV that Westinghouse stations will refuse to clear network prime-time movies involving "crime, violence and adult content" until given an opportunity to preview them "in their final edited form." He listed 24 movies in this category, five scheduled on NBC, seven on CBS, 12 on ABC.

Mr. McGannon's letter to Mr. Schneider was in response to one from the CBS executive asserting, among other things, that most of the increase in network profits has come in recent years and that their rate of return is still less than that of stations in

the five markets where Westinghouse operates (BROADCASTING, July 5).

Mr. McGannon dismissed the rate-of-return argument and cited profit figures whose "significant fact," he said, "is that for the first time in 1972 the [three-network] income of \$111 million exceeded the O&O station income of \$102.5 million," disposing of the notion that networks need to own stations to finance their networking.

In 1974, Mr. McGannon said, the networks had 31% of all television profits, their O&O's had 14% and the networks controlled another 28% through payments to non-O&O affiliates.

"The fundamental question that this industry must face," he said, "is: *Is it in the public interest* and consonant with the objective of the Communications Act for the three networks to have dominance and a strangle-hold that they do on the economics of this industry which has such a pervasive and powerful impact on 230 million people?"

He said the situation would become worse if the networks expand evening news into station time, and worse yet if, as "it is now being rumored and apparently discussed with members of the FCC," the networks increase prime-time commercial content from three minutes per half-hour to four "to finance the take-over" of this time. The latter, he said, would have a "serious" effect on large-market stations and a "traumatic" effect on smaller-market ones.

"So the question I posed above must be extended to say: *Is it in the public interest* for networks who control 73% of the profit of television [to] be permitted to unilaterally pre-empt more station time than the 67% already held and to radically increase network prime-time inventory that will traumatically affect virtually all of the stations in America?" It is my conviction that this is not in the public interest and must be avidly resisted."

Mr. McGannon discounted Mr. Schneider's emphasis on networks' "investment" in programming, saying "this function is short-lived and quickly underwritten by advertising contracts with agencies for national advertisers."

Mr. Schneider was recuperating from a gall-bladder operation last week, and other CBS officials said they would have no immediate comment on the McGannon letter.

The feature movies Mr. McGannon said his stations would pre-empt unless previewed first were "Buster and Billie," "California Split," "Catch 22," "Claudine," "Deliverance," "Live and Let Die," "The Long Goodbye," "Midnight Cowboy," "The Seven Ups," "The Stepford Wives," "Thunderbolt and Lightfoot" and "Walking Tall II," all on ABC; "Chinatown," "Death Wish," "Save the Tiger," "Badlands," "McCabe & Mrs. Miller," "Scarecrow" and "I Want To Keep My Baby" on CBS and "War Between the Tates," "The Wrath of God," "Macon County Line," "Breezy" and "Breakout" on NBC.

Ford sends up Fogarty for FCC; White nomination runs into snag

Pastore aide is named for two-year vacancy on commission; woman nominee's husband's law firm may cause problems with conflict of interest

The anticipated nomination of Joseph Fogarty, counsel to the Senate Communications Subcommittee under John Pastore (D-R.I.), to be a member of the FCC was announced by the White House last week and forwarded to the Senate. Mr. Fogarty is expected to encounter no resistance there, but he stands in line behind White House assistant news secretary Margita White, whose own nomination, also to the FCC, hit a rough spot last week.

The problem with Mrs. White's nomination (BROADCASTING, July 19) is a possible conflict of interest that "concerns me somewhat," Senator Pastore said last week. "I understand her husband is connected with some law firm that does business at the FCC." The senator said his staff is "looking into" the problem and that hearings on Mrs. White's and Mr. Fogarty's nominations will await the outcome of that investigation.

Mrs. White's husband, Stuart, is a lawyer specializing in tax law, but his firm, Hamel, Park, McCabe & Saunders, has some communications clients, including AT&T and some broadcast stations. The firm's communications practice was built up principally after John Pettit, FCC general counsel for two years, joined the firm in 1974. According to Mrs. White, Stuart White "has taken every possible effort to make sure there would be no conflict of interest," and at some "financial sacrifice." She would give no details.

That Senator Pastore chose last week to voice his concern surprised the White House, which evidently believed the problem had already been resolved. It told the Senate subcommittee of the possible conflict and of the steps Mr. White had agreed to take before it sent Mrs. White's nomination to the Hill.

Senator Pastore said last week that he is "not disturbed in the least that the Republican Mrs. White was nominated to a seven-year term and his own protege Mr. Fogarty was picked to fill two years remaining in an unexpired term. "I would have preferred it the other way ... but I understand that Joe is amenable to it," he said.

He also answered concerns raised by some of Mrs. White's supporters that he might use the possible conflict to sidetrack her nomination and move Mr. Fogarty's. "There's no subterfuge here," he said. "There's no strategy. If she's qualified, she's going to get it." He said Mr. Fogarty's nomination will wait on Mrs. White's.

Glen Robinson at the FCC door: always the lawyer

As his two-year term ends and he heads for a law-school post, he weighs carefully what he and the commission accomplished—and didn't accomplish—during his tenure with the agency

Commissioner Glen O. Robinson sat in his shirtsleeves in his office last week as he began the final two weeks of his two years as a member of the FCC and reviewed the impressions and experiences he had accumulated. He seemed detached, somewhat in the role of the law school professor he had been (at the University of Minnesota) and would be again this fall (at the University of Virginia). As a commissioner, he had, without trying very hard, avoided becoming identified with any of the groups affected by the commission—public interest or industry. But for all the detachment—or perhaps because of it—he did not seem sanguine about the chances of the commission performing its mission of regulating the communications industry in the public interest.

Would the public interest be better served, he was asked, if the FCC were out of business?

His answer: "I would have to think long and hard about that."

He did not mean that literally, of course. There is a technical function that must be performed and, in broadcasting, structured as it is, a general oversight responsibility that some agency must handle.

But the answer was a fair reflection of a mood. "In terms of the nitpicking nonsense we get involved in [in broadcasting]," he said, "we're better off not existing." He is one for discussing cosmic issues, like the use of VHF drop-ins or satellites for direct broadcast.

Commissioner Robinson, in his two years on the commission, developed a reputation among commissioners and staff as well as lawyers who practice before the commission, for "brilliance" (as one official put it) for being acerbic (in the view of more than one staffer), and for performing as a good lawyer who, most officials agreed, held the commission to high legal standards in the drafting of its opinions and orders. "I'm sorry to see him go," said former FCC Chairman Dean Burch, who as an aide to then-President Richard Nixon, urged Mr. Robinson's appointment to the commission.

As a commissioner, Mr. Robinson never had the impact on policy that a chairman would have. But, commission staffers and outside lawyers say he had an influence. "He forced the commissioners to keep their minds open to ideas they might not otherwise accept," one staff member said. And, in drafting items for the commis-

sion, the staff felt delighted to keep in mind his bias in favor of competition and against regulation.

But if Commissioner Robinson had an impact on the commission, it obviously was not enough to have transformed it into what he would consider an ideally functioning machine. His expressed lack of certainty as to the future value of an FCC came about two hours into a conversation in which he had criticized the agency for what he felt was its failure to set meaningful priorities, (its proclivity for spending as much time on trivial matters as important ones), for its reluctance or inability to seek "structural reform" and thus get at the root causes of problems, and for its lack of effective planning. He also expressed regret at what he regarded as opportunities the commission missed to improve the regulatory framework.

Throughout, there could be heard echoes of the themes Commissioner Robinson has expressed in statements and separate opinions—the commission's weakness for protecting as well as regulating its regulatees and its reluctance to make the break with the past that moving into the future requires.

The criticisms, however, were set against a background of generally kind words about the commission—its members and staff. He had, Commissioner Robinson said, "enjoyed" his associations at the commission (despite an occasional "flare-up" with members of the staff) and among the regulated industries. The commission itself, he said, "functions better than other independent agencies; it is more rational, more open."

Of course, that could also be construed as a harsh judgment of those other agencies.

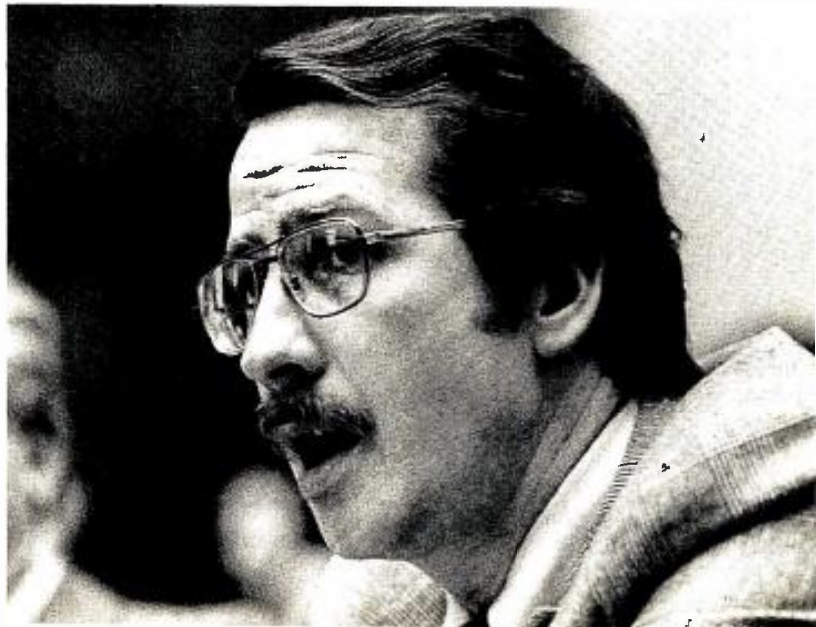
But, on priorities, for instance, he said, "There should be at least a rough correlation between the importance of a particular matter and the time devoted to it. Yet a typical agenda might have 10 or 12 cable items involving certification or requests for special relief. The systems would have between 500 and 5,000 subscribers, but

“An agency not only regulates its regulatees, it protects them. That's part of the regulatory life style. It's not a one-on-one, captive-of-the-industry situation. It's a great deal of identification; it's evident in other agencies, too.”

those items will take, typically, as much time as we spend on a major rate case involving AT&T." (The reason, he said, is that commissioners generally lack interest in highly complex common carrier matters; they prefer to deal with subjects that have achieved notoriety in the press—an observation that other commentators have made before him.)

But of considerably more substance is his concern with what he feels is the commission's preference for tinkering with symptoms rather than going after basic causes. The prime-time access rule is the example he frequently cites. The rule, which opens up a half hour of prime time nightly on network affiliates for nonnetwork programming, not only cannot achieve its goal of promoting diversity in programming, he feels, but also has the potential for "mischief," what with the manner in which it specifies the kind of network programming that is exempt. (He does not blame the present commission for the rule, which was adopted in 1970, but he does for not killing it last year, when it had the chance.)

The way to deal with the issue of network dominance, he said, might be to help create a fourth network. And VHF drop-ins would help in that regard, he said—that and the further development of UHF. The espousal of drop-ins by itself is enough to put the commissioner beyond



the bounds of the communications establishment, but he doesn't stop there.

Last week, he talked also of cable television, of the use of translators, even of the use of direct broadcast satellites as ways of restructuring the industry to provide the outlets and program distribution points that would obviate what the commission regards as the need to involve itself in programming. The use of such technology, he acknowledged, would require a departure from the concept of "localism" in the commission's allocations policy.

From his days at Minnesota, Commissioner Robinson has expressed concern about commission involvement in programming—specifically including the fairness doctrine. Now, he noted, the commission finds itself resisting pressures generated by the courts and citizen groups to get deeper into programming. But he blamed the commission for inspiring such pressures with its own stress on news and public affairs programming.

The commission's failure to seek fundamental solutions he ascribed in part to the lack of long-range planning. "We have to step back and look at the system as a whole, and think of what's happening and what is going to happen," Commissioner Robinson said.

But perhaps more than the lack of planning as a cause, in the commissioner's view, is the commission's "defensiveness." He says proposals to add VHF drop-ins to the allocations table run into a policy designed to protect UHF (a policy which in recent weeks has been eased as a result of Commissioner Robinson's arguments). And cable television policy, he says, is designed to protect television generally.

"I don't want to sound like a Tartar sweeping everything before me," he said. "But we can't be wedded to a system that may already be out of date." Besides cable television and satellites, there are video disks and tape cassettes coming on. "Are we ready for that, or are we going to dig in our heels against that, too? If the past is any guide, we have to predict a long hard struggle by the industry, the commission and staff to accommodate everybody. Maybe you can't accommodate everybody."

Commissioner Robinson sees such "defensiveness" almost as second nature for a regulatory agency. "An agency not only regulates its regulatees," he said, "it protects them. That's part of the regulatory life style. It's not a one-on-one, captive-of-the industry situation. It's a great deal of identification; it's evident in other agencies, too."

But along with the criticisms, there were acknowledgements of achievements. The crossownership rule, which bars the creation of co-located newspaper and broadcast crossownerships and requires the divestiture of broadcasting or newspaper properties in 16 cities where the commission says a media monopoly exists, is one. Although it does not go as far as he would have liked—he called for the break-up of all newspaper-broadcast crossownership situations in the same community—he now feels the rule represents a substantial

accomplishment. (Some commission officials feel Commissioner Robinson is entitled to a large share of the credit—or blame, depending on one's point of view—for the shape the rule ultimately took. "He moved it farther along than it would otherwise have gotten," said one staff member.) And, despite his frequent criticisms of the commission's cable policies as protectionist, he feels the commission's record in cable in the past two years shows "modest" improvement—though he regards as a major disappointment the commission's failure to liberalize more than it did its pay cable rules.

Considering his views on restructuring the industry, it's likely that broadcasters who have grown accustomed to the present system will not mourn Commissioner Robinson's departure. But although he is leaving the FCC, Commissioner Robinson may still have an impact on telecommunications policy. For the next three years, along with his post at Virginia, he will be associated with the Aspen Institute for Humanistic Studies as a special adviser and as chairman of a special project to examine communications policy and the policy-making process.

On the road with the FCC

Commissioners in last fiscal year made 118 trips at government cost for total travel tab of \$25,557

On June 10, it was Spearfish, S.D., and an address before the South Dakota Broadcasters Association. Four days later, it was Philadelphia and a speech to the Institute of Electrical and Electronics Engineers' International Conference on Communications. Then, on the 22d, it was a run up to New York for NBC's 50th anniversary, and three days after that, it was Memphis, and noncommercial WKNO-TV's 20th anniversary and a speech to the National Association for the Advancement of Colored People.

A busy time? Perhaps. But that wasn't the only period in the last 12 months during which FCC Commissioner Benjamin L. Hooks maintained a heavy travel schedule, as he responded to invitations to address or visit with broadcasters and others regulated by the commission, as well as with other groups.

Nor was Commissioner Hooks the commission's most traveled member. With 18 trips, he trailed by 11 the member who has set the pace for travel since he joined the commission in January 1972—Chairman Richard E. Wiley.

Travel, the commissioners insist, is part of the job. Members of the regulated industries want to see and hear them in person, and the commissioners feel it helps them to meet those they regulate—as well as an assortment of other groups concerned about matters under the commission's jurisdiction.

For instance, besides appearing before

members of regulated industries, Commissioner Hooks addressed the mid-winter workshop of the National Newspaper Publishers Association, in St. Thomas, Virgin Islands, and Commissioner Glen O. Robinson participated in a number of seminars and conferences with researchers and members of the academic community on communications policy, including a conference at the Aspen Institute in Aspen, Colo., and a seminar at the Yale Law School.

Commissioner Abbott Washburn once traveled to New Orleans to observe first hand the communications capabilities of off-shore drilling rigs in the Gulf of Mexico. And Chairman Wiley and Commissioner Hooks went to Boston in October and, in a single trip, to Denver, Los Angeles and San Francisco, in November, to participate in regional meetings with members of the public as well as broadcasters. The chairman also visited Ottawa as part of a U.S. government delegation to discuss with Canadian officials their policy of requiring Canadian cable systems to delete commercials they import along with American television signals—a policy that has angered the American television stations involved and become a matter of concern to the State Department.

All told, the seven commissioners made 118 trips in the year ending June 30 at a cost to the government of \$25,557. In the preceding year seven commissioners made 102 trips at a total cost of \$25,670.

Chairman Wiley's 29 trips cost the government a total of \$5,411, and Commissioner Hooks's 18, \$4,024. As for the other commissioners, Mr. Washburn made 17 trips at a cost of \$3,080, James H. Quello 16, at a cost of \$4,212; Mr. Robinson, 16, at a cost of \$2,722; Robert E. Lee, 15, at a cost of \$3,895; and Charlotte Reid, who left the commission on June 30, seven, at a cost of \$2,213.

As in the past, the number of trips commissioners take is not an accurate index to the number of meetings they miss. Chairman Wiley, for instance, did not miss a single regular or special meeting, while former Commissioner Reid missed 21. However, she missed nine in October when she spent two weeks in Los Angeles visiting her son who was seriously injured in an automobile accident and three others in August, when she was on vacation. As for the other commissioners, Mr. Hooks missed 11 regular and special meetings; Mr. Quello, eight; Mr. Washburn, seven, and Messrs. Lee and Robinson, four each. In the cases of Messrs. Hooks, Robinson and Washburn, at least one of the meetings missed was during the August hiatus.

WNYC stations renewed

FCC has renewed the licenses of New York City's WNYC-AM-FM-TV subject to the condition that the stations report on the steps taken to improve equal employment opportunities for women. New York-based Network Study Project had petitioned the

commission to deny the renewals on EEO grounds, and later said the stations' EEO plan, filed in response to a commission request, was deficient in failing to include goals and timetables or quotas and because a municipal-employee hiring freeze in effect in New York would prevent the stations from remedying underutilization of women. The commission said its rules require neither goals and timetables nor hiring quotas, and added that the reporting requirements it imposed would permit it to monitor the stations' efforts to hire women when the hiring freeze is ended.

Jacksonville shift basis for attack on FCC's duopoly rules for noncommercial

Black group says existing licensee shouldn't get second channel there

The FCC rules permitting noncommercial broadcasters to own two stations of the same service in the same community are under attack again, this time by a black group in Jacksonville, Fla., which says it may want to apply for a channel being eyed by an existing noncommercial television licensee in that city.

Community-Owned Research and Development Inc., in reply comments (filed

late) in a rulemaking involving a proposed shift of television allocations in Jacksonville, urged the commission to use the proceeding to adopt a new policy barring the creation of new duopoly situations involving noncommercial broadcasters.

At issue is a petition of Community Television Inc., licensee of noncommercial WJCT-TV (ch. 7) Jacksonville, for a shift in the table of assignments for Jacksonville that would reserve channel 30 for public broadcasting use rather than channel 59, as at present. Community has said it would apply for channel 30 if it is reserved.

CORD urged the commission to deny the petition on the ground that it normally accepts requests for such changes only from parties "qualified" and intending to apply for them. And Community, CORD said, should not be considered qualified.

CORD contends that public broadcasting duopolies preclude other, more efficient uses of the spectrum. It adds that many licensees of stations involved in duopoly situations have not operated the secondary station on a full-time basis: three such stations are dark and two are on the air only 24 hours each week.

CORD, a black-owned and operated, community-based research firm with a history of interest in telecommunications, provides information and makes grants to minority businesses. It says its interest in filing an application for a reserved channel 30 is "strong," but adds that the commis-



Signed, sealed and delivered. A.H. Constant, chairman of Chronicle Broadcasting Co. (l), accepts a \$2.85 million check from Joseph A. Kjar, executive vice president of Bonneville International for sale of KRON-FM San Francisco which Bonneville has renamed KOIT(FM). Looking on are Dick Dixon (standing), KOIT station manager and Joe Dorton (r), director of Bonneville's California division.

sion should not approve Community's application even if that meant the allocation would remain vacant "for a few additional years."

The commission last year rejected a petition for rulemaking that would have made noncommercial broadcasters subject of the same duopoly rules that apply to commercial broadcasters. But the commission did not deal with the question of whether to permit new duopolies.

The community rulemaking provides

WESTBROOK HOSPITAL



WHERE SUICIDE BEGINS

Future shock. A loss of moorings. Millions wandering aimlessly through life, unable to cope, unable to find a reason for living. A crisis arises and they collapse. Suicide is a growing issue of public concern—and it begins in a life without meaning or purpose.

Westbrook Hospital, in 26 half-hour dramas, shows to 120 markets how life can take on new meaning and hope. For audition cassette or more information call collect (805) 498-6661. Ask for Jim Evans.

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

an opportunity for the issues involved in creating a new noncommercial duopoly situation, CORD says. But if the commission believes wider notice of the issues involved is desirable, it could broaden the proceeding to accept comments from non-Jacksonville interests.

"In any event," CORD says, the rulemaking should not be resolved "until the over-all duopoly question is resolved."

Mississippi AM disputes charges

It says petitions to deny are unsupported by facts

WTUP(AM) Tupelo, Miss., one of many Mississippi broadcast stations hit by petitions to deny renewal of license two months ago (BROADCASTING, May 10), has called the petitions filed against it vague and unsubstantiated.

Petitions from Jack Benney, a local resident and an officer of Pollution and Consumers Protection Foundation, and the North Mississippi Coalition for Better Broadcasting, accused WTUP of discriminatory employment practices, fairness-doctrine violations, regional control of broadcast media and other violations of FCC rules.

WTUP said that the coalition's petition was an "exercise in vague and total

ly unsupported generalities" and the Benney petition was fraught with irrelevant or unverified accusations not compiled in the proper form required by FCC rules.

The coalition petition mainly referred to and supported to Benney complaint, WTUP said, and the station addressed itself to the Benney petition.

WTUP said Benney's case mixed a few factual allegations with "broad, unsupported assertions" which were the result of "hearsay, rumor, opinion or broad generalization."

A Benney assertion that the licensee had never hired a full-time black employe was attacked by WTUP as untrue. The station said it had employed one full-time black in what it termed the "upper four" job categories for each year between 1971 and 1976. In 1975, instead of a black, a Spanish-surnamed announcer was employed.

Changing Hands

Announced

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

■ KBUZ-AM-FM Mesa, Ariz.: Sold by KBUZ Inc. to Southwestern Media Inc. for \$1.2 million. Seller is wholly owned subsidiary of Number One Radio Inc. of Phoenix, which also owns KAIR-AM-FM Tucson,

Ariz. Principals in seller are Edwin G. Richter Jr. (30%), H. Lee Druckman (30%), Frank Kalil (15%) and Howard Duncan (10%). Principals also have minority interests in publicly held Adams-Russell Co., owner of WYTV(TV) Youngstown, Ohio, and WLOB(AM) Portland, Me., and Messrs. Richter and Kalil are brokers for R.C. Crisler Co., Cincinnati. Principals in buyer are Lowell Homburger (49%), Wynne J. Steurnol (21.2%) and Margot E. Behrmann (15.9%). Buyer is newly formed corporation intending to sell stock to newcomers to dilute holding of current principals to about 50.1%. Mr. Homburger owns broadcast investment company in Bay City, Mich. Mr. Steurnol is a businessman and funeral home director in West Branch, Mich., with no other broadcast interest. Mrs. Behrmann is sister of Mr. Homburger and has no other broadcast interests. KBUZ is on 1310 khz with 5 kw day and 500 w night. KBUZ-FM is on 104.7 mhz with 100 kw, antenna 1,550 feet above average terrain. Broker: R.C. Crisler Co.

■ KFSC(AM) Denver: Sold by First National Bank of Denver to Latino Broadcasting Corp. for \$500,000. Seller is court-appointed representative of estate of Francisco V. (Paco) Sanchez who had no other broadcast interests. Buyer of Spanish-language station is owned by Associated Southwest Investors Inc., investment company based in Phoenix (30.66%), Edward O. Romero (12%), John K. Tipton (12%), Bruce H. Butterwick (12%), John V. Amato (12%), Vincent J. Domenico (12%), and others. Mr. Romero is president of buyer and has no other broadcast interests. Messrs. Tipton, Butterwick, Amato and Domenico have real estate and other interests in Denver vicinity. KFSC is 1 kw daytimer on 1220 khz.

■ KVOV(AM) Henderson, Nev.: Sold by KTOO Broadcasting Inc. to KVOV Inc. for \$200,000 plus \$200,000 noncompetition covenant. Seller is Cy Newman (100%), who also owns 50% of KWRL(AM) Sparks, Nev. Buyer is owned by Joseph F. Newman (50%) and Louis E. Randle Jr. (50%). Joseph F. Newman (son of Cy Newman) is owner of Joe Newman Advertising Inc. and majority owner of TV-radio rep firm, Bottom Line Inc., both of Indianapolis. Mr. Randle is president of grain distributor companies in Indianapolis and Cincinnati and has no other broadcast interests. KVOV is 5 kw daytimer on 1280 khz.

■ WAGF(AM) Dothan, Ala.: Sold by Dothan Broadcasting Co. to B.C. Eddins and Clark, Jones for \$350,000. Principals in seller are Julian C. Smith and Fred C. Moseley (50% each), who have no other broadcast interests. Mr. Eddins owns WFMH-AM-FM Cullman, Ala., Cullman cable TV system and 50% of WMCP(AM) Columbia, Tenn. Mr. Jones is Fort Lauderdale, Fla., businessman. WAGF is on 1320 khz with 1 kw full time. Broker: Blackburn & Co.

■ KIBL(AM)-KJDF(FM) Beeville, Tex.: Sold by Bee Broadcasting Inc. to Wacker Broadcasting Corp. for \$325,000. Principals in seller are Donald Funkhouser (60%), I.



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Clinton Miller (20%) and W.L. Myers (20%). Mr. Funkhouser and wife, Jeanne, have 25.5% interest each in purchaser of KWMC(AM) Del Rio, Tex., a transfer now awaiting FCC approval, (BROADCASTING, May 24). Messrs. Miller and Myers have no other broadcast interests. Principals in buyer are Charles Watts Wacker Sr. (76.27%), his son, Charles Jr. (8.48%), and his aunt, Desdemona W. Schultz (15.25%). Charles Wacker Sr. is retired vice president and account supervisor of Leo Burnett, Detroit. Charles Wacker Jr. is student at University of Texas. Mrs. Schultz has no other broadcast interests. KIBL is on 1490 khz with 1 kw day and 250 w night. KJDF(FM) is on 104.9 mhz with 3 kw and antenna 330 feet above average terrain.

■ WCNX(AM) Middletown, Conn.: Sold by Middlesex Broadcasting Co. to David E. Parnigoni for approximately \$300,000. Principals in seller are William J. O'Brien, Jr. and brother Richard J. O'Brien (50% each) who have no other broadcast interests. Buyer also owns WKVT(AM) Brattleboro, Vt. WCNX is 1 kw daytimer on 1150 khz. Broker: H.R. Gardner & Associates.

■ WZGC(FM) Atlanta: Sold by GCC Communications Inc. to First Media of Georgia for \$2,510,000 plus \$990,000 covenant not to compete. (Price was originally reported as flat \$3.5 million [BROADCASTING, July 19]). Seller, owned by Alexander M. Tanger, president (100% common stock), and publicly held General Cinema Corp. (100% preferred stock), has been involved in years of litigation before courts and the FCC to acquire WEFM(FM) Chicago and change format from classical music to contemporary. It has been selling off other properties to cover Chicago losses (BROADCASTING, March 15). General Cinema owns 97% of WCIX-TV Miami, with Mr. Tanger as station's president. It owns major motion-picture theater chain, 21 bottling and canning plants and other enterprises. GCC Communications retains WIFM(FM) Philadelphia and WGCL(FM) Cleveland. Buyer is owned 49.2% by Richard E. Marriott, 30.78% by his brother, Jay W. Marriott Jr., and 18.01% by Richard's wife, Nancy P. Marriott. Marriott family is principal in publicly held Marriott Corp., Washington-based hotel, restaurant, airline catering and entertainment chain. Buyers also own WPGC-AM-FM Morningside, Md. (Washington), and KAYK-AM-FM Provo, Utah. WZGC is on 92.9 mhz with 100 kw and antenna 590 feet above average terrain. Broker: Blackburn & Co.

■ Other sales reported at the FCC last week include: WFHK(AM) Pell City, Ala.; KREO(AM) Indio, Calif.; WQTI(FM) Dunn, N.C.; WDOH(FM) Delphos, Ohio (see page 51).

Approved

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

■ WPBS(FM) Philadelphia: Sold by Bulletin Co. (Robert and William L. McLean families) to LIN Broadcasting for

\$1.4 million. Seller publishes *Philadelphia Bulletin* and *Santa Barbara (Calif.) News-Press* and owns KTMA-AM-FM Santa Barbara. Buyer is publicly traded company which owns WAND(TV) Decatur, Ill.; WIL-AM-FM St. Louis; WBBF(AM)-WBBF(FM) Rochester, N.Y.; WFIL(AM) Philadelphia; KILT-AM-FM Houston; WAVY-TV Portsmouth, Va.; KXAS-TV Fort Worth and telephone answering and radio paging businesses. WPBS is on 98.9 mhz with 14 kw and antenna 830 feet above average terrain.

■ WKDA-AM-FM Nashville: Sold by WKDA Broadcasting Co. to Dick Broadcasting Co. for \$1.2 million. Seller is subsidiary of Chatham Corp. which also owns KNOK-AM-FM Fort Worth and whose principals are Garry Brainin, Albert Greene, Charles E. Harris and Robert J. Bond Jr. Buyer is owned by James A. Dick family. Mr. Dick and his wife, Marilyn, own 28.56% each of WIVK-AM-FM Knoxville, Tenn. WKDA is on 1240 khz with 1 kw day, 250 w night. WKDA-FM is on 103.3 mhz with 100 kw and antenna 390 feet above average terrain.

■ WKID(TV) Fort Lauderdale, Fla.: Sold by Channel 51 Inc., debtor in possession, to Johns-Koenig Associates Inc. for \$1 million. Seller represents former licensee, bankrupt Recreation Corp. of America, amusement park operator principally owned by C.T. Robertson who also has interest in WATU-TV Augusta, Ga., and Miami Mission Association, nonprofit

religious organization. Buyer principals are Abel Holtz, Alvin Koenig, William F. Johns Jr., Lawrence C. Porter and Robert R. Frank. Mr. Holtz is Florida bank chairman, Mr. Koenig owns Florida investment corporation and business-furniture firm, Mr. Johns is present general manager of WKID. Mr. Porter has interests in Florida real estate and finance corporations and owns 95% of Films and Tape Resources Inc., which acquires and develops films for TV and theatrical distribution, and Mr. Frank is Miami Beach attorney. WKID is independent on channel 51 with 355 kw visual, 78.8 kw aural and antenna 1,020 feet above average terrain.

■ Other sales approved by the FCC last week include: WMOX(AM) Meridian, Miss. (see page 51).

FCC denies request for rulemaking filed by black group

Two-year-old petition turned down by commission; it says many points already contained in both pending and completed matters

After considering for two and a half years a voluminous petition for rulemaking filed by the National Black Media Coalition, the FCC has found nothing in it on which to

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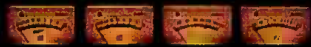
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It wasn't easy, but we have combined transparent picture quality, plus two professional quality audio tracks with advanced editing techniques. That combination simply is not available in any other recorder, no matter what the format or tape width.

Before considering another recorder, examine these eight BVH-1000 features:

1. Exclusive 1.5 head. This completely avoids the problem of missing information caused by head switching of single head machines. It also insures, for the quality user, a continuity of video information, as well as VIRS record/playback, which may be required of all machines in the future.

2. Advanced servo design. The BVH-1000 incorporates drum servo, capstan servo, tension servo, reel servo. This servo system, combined with dual capstan drive, provides highly accurate tape speed and quality interchange, plus gentle tape handling in fast forward and reverse modes.

3. Five motors. These eliminate the use of unreliable and inaccurate belt systems for drives.

4. Standard VH and color framing modes. Both are standard equipment in the BVH-1000. Two high quality audio tracks and a separate cue track, plus 400Hz tone generator are also standard.

5. Bidirex search control. Built-in bi-directional search control allows shuttling of the video tape in either direction from 1/3 frame jog to high speed rewind and fast forward. The non-segmented formats allow the operator to see the picture and make fast editing decisions either manually or with computer control.

6. Standard tape timer. This features a special memory that prevents the tape from unthreading. SMPTE reader/generator is a plug-in option.

7. Versatile mounting. A flexible mounting system and built-in wave form select enable the BVH-1000 to be adapted to any number of mounting or console configurations. The BVH-1000 is at home in a small van or big studio.

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

Company	Period/Ended	Current and change				Per Share	Year earlier		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
Capital Cities.....	6 mo. 6/30	102,427,000	+21.2%	17,571,000	+43.8%	2.26	84,504,000	12,218,000	1.58
Communications Satellite.....	6 mo. 6/30	19,862,000	- 3.8%	21,890,000	-10%	2.19	20,628,000	24,320,000	2.43
Walt Disney.....	9 mo. 6/30	403,909,000	+16.3%	48,063,000	+29.8%	1.55	347,098,000	37,012,000	1.20
Filmways.....	3 mo. 5/31	27,122,000	+23%	425,000	+93.1%	.18	22,034,000	220,000	.09
Gannett.....	6 mo. 6/30	196,732,292	+15.2%	21,844,500	+24%	1.01	170,747,192	17,602,527	.82
Kingstip.....	9 mo. 6/30	27,803,695	+13.1%	955,208	+ 8.1%	.83	24,404,277	883,324	.77
LIN.....	6 mo. 6/30	17,513,000	+14.2%	2,656,000	+43.7%	.97	15,325,000	1,848,000	.71
Media General.....	6 mo. 6/30	95,958,000	+14.9%	7,448,000	+11%	1.02	83,508,000	6,708,000	.93
Multimedia.....	6 mo. 6/30	36,326,352	+36.3%	4,415,432	+41.7%	1.00	26,635,522	3,115,493	.71
Sony.....	6 mo. 6/30	760,576,000	+15%	49,050,000	+53%	.23	661,353,000	32,043,000	.15
Taft.....	3 mo. 6/30	26,996,656	+ 7.8%	3,321,644	+65.7%	.82	25,034,260	2,004,487	.50
Time Inc.....	6 mo. 6/30	494,185,000	+14.9%	30,735,000	+38%	3.05	450,016	22,258,000	2.23
Viacom.....	6 mo. 7/3	22,738,000	+14.8%	1,798,000	+26.8%	.47	19,799,000	1,417,000	.39
Wometco.....	6 mo. 6/14	90,190,000	+18%	6,760,000	+41%	.73	76,545,000	4,762,000	.51

seek comments in a rulemaking.

In large part, history has passed it by. The commission said many of the 30 proposals contained in the rulemaking are being considered in connection with other, ongoing proceedings. A number of others have already been considered and, in some cases, adopted, in rulemakings already concluded.

However, 15 were denied as being without merit or beyond the commission's available resources. The list included proposals for establishing seven geographic circuits, each of which would be the responsibility of an individual commissioner, and for using cable franchise fees above the general 3% maximum to subsidize indigents' subscription fees and to foster public access in the purchase of video equipment and the establishment of training facilities.

The commission acted on a vote of 4-to-1, with Commissioner Glen O. Robinson absent and Commissioner Benjamin L. Hooks dissenting in part. He supported a number of the proposals offered in the petition, including one of those the commission denied—to require that rulemaking hearings be conducted in the commission's district offices as well as in the main office in Washington.

Hotel hikes MGM profits

Metro-Goldwyn-Mayer Inc. said in a recent prospectus that more than half of its operating revenues for the six months ended Feb. 29 were earned by the MGM Grand hotel in Las Vegas.

Of the \$132.4 million six-month revenue total, the MGM Grand harvested \$70.5 million, the feature-film division accounted for \$43.7 million and the TV-programs division earned the remaining \$18.1 million.

MGM issued the prospectus because it's offering \$90 million in sinking-fund notes and debentures for seed money to build another Grand hotel, this one in Reno.

In an analysis of MGM's television commitments, the prospectus reported, "For the six months ended Feb. 29, 1976, MGM's revenues increased by \$8,569,000

from the comparable 1975 period due to the broadcast of two new hour-long network series, but operating income increased only \$125,000 due to the low gross profit margins realized on those new series." For the 1976-77 season, MGM is represented by the half-hour Danny Thomas sitcom, *The Practice*, on NBC and by a new 60-minute drama series on CBS called *Executive Suite*. In addition, ABC has given MGM the go-ahead for three two-hour episodes of *How the West Was Won*, with air dates to be announced.

FCC won't change specialty dispensation; WNEP-TV gets help

FCC has rejected several petitions for reconsideration of its rules that define "specialty station" and permit their unlimited carriage on cable systems (BROADCASTING, March 1). The commission said such carriage should have "little, if any economic impact" on most local broadcasters. It also provided a list of 26 UHF stations that meet the "specialty" definition. Another, WGPR-TV Detroit, is covered by a waiver. In other actions affecting cable, the FCC provided ABC affiliate WNEP-TV Scranton, Pa., with one year of relief from nonduplication rules, "due primarily" to the station's "uncertain financial situation." The commission however, denied special relief to another station in the market, NBC affiliate WBRE-TV Wilkes-Barre, Pa. Both are UHF's.

Media Briefs

Monthly meeting. Four FCC members met for 45 minutes on July 7 with two members of Committee for Community Access, Boston, which is said to have total of 11 members. Committee's Jacob Bernstein complained about what he said was failure of broadcast media in Boston to cover desegregation and about absence of full-time jazz radio station. Chairman Richard E. Wiley with Commissioners Robert E. Lee, Benjamin L. Hooks and Abbott Washburn met group in one of

series of monthly en banc meetings with public. They suggested committee discuss complaints with stations in area.

FCC grant affirmed. U.S. court of appeals for tenth circuit (Denver) has affirmed FCC decision granting certificate of compliance to Aircapital Cablevision Inc. for cable system in Wichita, Kan. KAKE-TV and Radio Inc., licensee of KAKE-TV Wichita, had appealed commission's action, contending that cable system did not have valid franchise from Wichita and that commission should have held formal hearing on question of validity.

CBS Radio add. KMBZ(AM) Kansas City, Mo., will join CBS Radio effective Aug. 9. Station, owned by Bonneville International Corp., was affiliated with CBS Radio some 25 years ago when it was KMBC(AM).

No, again. FCC has denied Eastminster Broadcasting Corp. reconsideration of commission decision denying renewal of licenses for WOTW-AM-FM Nashua, N.H. In Feb. 19 denial, commission found licensee had "displayed a record of fraudulent billing practices" and had abdicated its responsibility as FCC licensee.

United goes to court. United Broadcasting has appealed FCC decision denying United's application for renewal of license of WOOK(AM) Washington. Appeal seeks reversal of FCC denial of stay of proceedings based on what United said was newly-discovered evidence regarding reliability of witness who testified against it. Commission, in unanimous opinion, said WOOK had broadcast lottery information, in violation of federal statutes, and had broadcast false and misleading advertising (BROADCASTING, Sept. 15). In same action, commission deferred action on mutually exclusive application of Washington Community Broadcasting because of question about its financial qualification. That matter is still pending.

Early birds. ABC Inc. reports that some of its holders of ABC warrants issued in 1972 have asked company to register warrants for resale to public through underwriters. Warrants, issued in

connection with 7% notes due 1992, entitle holders to purchase shares of common stock of ABC at price of \$24 per share. ABC has been selling at more than \$37 per share. ABC said it plans to file registration statement in August or September covering warrants to purchase common stock of all holders requesting registration.

For minorities. Corporation for Public Broadcasting has selected one third of 57 applicants to be recipients of more than \$200,000 in grants through Minority Training Grant Program. Project, which has awarded more than \$1 million in grants over past three years, assists in placement of minorities in public broadcasting and in upgrading of those already on job. Grants are effective for up to two years, with CPB paying up to 50% of salary, benefits and training expense. Round nine of judging for grants will be held in December. Inquiries should be made to Martha Carrell, director of training and development, CPB, 1111 16th Street NW, Washington 20036.

100%. Newly formed Louisville Area Radio Stations organization (LARS) has announced that all 18 commercial stations in Louisville, Ky., metropolitan area have joined group. LARS, which includes some stations in Indiana, will promote radio use in community. Elected officers include: President Jim Caldwell, VP and general manager, WAVE(AM) Louisville; Vice Presi-

dent Charlie Jenkins, general manager, WXVW(AM) Jeffersonville, Ind., and Secretary-Treasurer E.A. Gudridge, president/general manager, WKLO(AM)-WCSN(FM) Louisville.

Hooks, Robinson tack on some more thoughts to Moss

The 41-page statement the FCC submitted in response to 14 "oversight" questions from Representative John Moss (D-Calif.), chairman of the Oversight and Investigations Subcommittee (BROADCASTING, July 12), did not completely satisfy Commissioners Benjamin L. Hooks and Glen O. Robinson. So they filed statements of their own.

Commissioner Hooks stressed what he felt was the commission's need for additional staff—particularly economists. He cited the present and anticipated future workload, as well as his hope that individual commissioners could devote time to specific areas of interest, "such as preparation of proposals and studies of various subjects."

In other areas, he said he supported specific public and citizen group participation in commission proceedings. "The concept of providing some form of assistance" to groups to enable them to partici-

pate, he added, "is ripe for implementation."

Commissioner Robinson was concerned principally with the commission's position on cable television. He said there is a "tilt" in favor of broadcasting in the regulation of cable television, and added: "It mocks reality to deny it." But he said the problem is not simply one of a pro-broadcasting bias but of "a pro-regulation bias."

And, while the commission was cool to the prospect of cable legislation, Commissioner Robinson feels there is "a vital need" for it. Congressional direction for the commission in its cable regulation, he said, "is overdue."

Better deal for women urged upon media by women's year report

The media should establish as an ultimate goal the employment of women in policy-making jobs in proportion to their numbers in the work force, and should make "special, sustained efforts to seek out news of women."

These are two of the 10 guidelines the National Commission on the Observance of International Women's Year proposed in its final report, "... To Form a More Per-

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Van Deerlin is host to forum on distant signals

Cable, broadcasters plead their respective causes before Communications Subcommittee in session that features testimony via satellite from California

Members of the House Communications Subcommittee, currently examining regulation of cable television, were given a demonstration of satellite communications last week when a witness appeared before them in Washington while sitting in California.

The witness, Donald Williams, president of Mission Cable Television, San Diego, read his testimony and answered questions from the congressmen from the studios of Theta Cable Television in Santa Monica, Calif. He was the first of 11 witnesses testifying about distant signals at a hearing last Tuesday, another in the chain of hearings the subcommittee is conducting on cable regulation.

The other witnesses were split between cable operators and broadcasters. The cable operators' testimony followed predictable paths, arguing for total relaxation of the FCC's restrictions on the number and type of signals cable can import into broadcast markets. The broadcasters stuck to their oft-expressed argument that unrestricted importation of distant broadcast signals by cable systems might drive some stations, particularly small-market operations, out of business.

Mr. Williams's testimony, too, was predictable. He told how his company, the largest cable system in the country, made peace with the local broadcasters. He emphasized that while Mission Cable grew, so did the local TV stations. He said the San Diego market exhibited the sixth fastest growth rate nationwide, a point Subcommittee Chairman Lionel Van Deerlin (D-Calif.), a native of San Diego, repeats often when asked his views about the broadcast-cable controversy.

Concluded Mr. Williams, "The story told by San Diego broadcast and cable successes should be evidence enough that cable television should be released from the tangled web of burdensome regulation."

But the bigger news at the hearing was the medium on which Mr. Williams appeared. It was the first time in the knowledge of committee officials that a satellite has been used in the Senate or the House. The feat was accomplished in several steps. The signal carrying Mr. Williams was microwaved from Santa Monica to Western Union's television operating center in Beverly Hills, Calif., from there to Western Union's transmission facility in Riverside county. The signal

was then bounced off the Westar I satellite to an earth station at the entrance to the Rayburn House Office building in Washington.

Questions from the subcommittee members were transmitted to Mr. Williams by telephone.

The members of the subcommittee expressed pleasure with the demonstration, which proceeded almost without error. The only mishap was at the start of transmission, when Mr. Van Deerlin tried twice to welcome Mr. Williams, who remained expressionless and unhearing in front of the camera in California. The monitors in the hearing room responded to Mr. Van Deerlin with music, the origin of which was a mystery. The problem was quickly righted, however, and Mr. Williams's image and voice began coming through clearly.

"Can you hear me now, Mr. Chairman?" Mr. Williams asked. "Yes, although I liked the music," Mr. Van Deerlin replied.

The broadcasters' side of the San Diego story was presented by Clayton Brace of KGTV(TV) San Diego, who was cautious in his praise of the agreement reached between broadcasters and cablecasters in San Diego. "Increased revenues produced by this market growth have, I am happy to say, thus far more than offset inroads from cable," he said. "But I do not believe that this will continue to be true indefinitely. Our local cable systems are still growing steadily . . . I can foresee a point in the future at which our local service could be threatened."

Mr. Brace urged that the FCC's syndicated exclusivity rules be shored up to protect stations in markets below the top 50. As those rules stand now, he said, "such protection is wholly or largely nonexistent." TV stations in the San Diego market (which at the time the FCC promulgated the exclusivity rules in 1972, was considered by the commission to be under the top-50 markets) were able to obtain from Mission Cable program protection similar to that the FCC gives to top-50 stations, Mr. Brace said. That was a key provision of the agreement between cable and TV in San Diego, signed in March this year. In return, the local TV's agreed not to oppose Mission Cable's petition to the FCC to permit it to carry on the entire system three Los Angeles TV signals previously carried on just part of the system.

Mr. Brace said his station participated in the agreement because it thought the FCC would grant Mission's petition anyway. "What we did, quite frankly, was to try to salvage whatever we could from a basically undesirable situation."

Among five other broadcasters to testify last Tuesday was one who sought to air radio's side of the story, John H. McGuinness of KIMN-AM-FM Denver. "We have these potential problems with cable," Mr. McGuinness said. "If the cable operator is allowed to substitute television commercials he can competitively price his television commercials with the local radio operator." Also, he said if a cable system brought in from 10 to 20 radio signals to a

fect Union. . . Justice For American Women." The guidelines also call on the media to make news judgments on the basis of subject matter, not sex-segregating material thought to be of interest only to women into certain sections of a newspaper or broadcast implying news of women "is not real news"—and to avoid the use of women's bodies "in an exploitative way to add irrelevant sexual interest in any medium."

The report also contains a checklist for entertainment programing and advertising designed to help avoid stereotypes of women. It asks, for instance, whether the producer or advertiser portrays women as whole people or as weak and confused and dependent on male strength.

The report says women's groups' studies of media output conclude that the public is being given "a distorted portrayal and lack of news coverage of women." It adds that public television is not significantly better than commercial television and that "licensed media are no better than unlicensed media."

However, the commission notes that improvements in the media's treatment of women are discernible. "Style books are being revised and employment practices modified. And increasingly women's perceptions of themselves are changing, as myths about women's presumed limitations are being discredited."

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Here and there. A San Diego broadcaster, Clayton Brace of KGTV-TV, testified live at the House Communications Subcommittee hearings on cable regulation while his cable counterpart there, Donald Williams of Mission Cable Television, told his story to the subcommittee via a satellite hook-up from a California studio to an earth station parked outside the Rayburn House Office building an on to monitors in the hearing room.



market such as Aspen, Colo., the two stations there now could lose portions of their local audiences.

As at previous hearings on cable, Representative Timothy Wirth (D-Colo.) continued to press for economic data from broadcasters to prove their claims of harm. None who was asked volunteered to turn over his balance sheets, however. They said they keep their financial data secret for competitive reasons.

The broadcasters offered some data, however, Robert Kizer, president of Avery-Knodel Television, a sales representative, was one so armed. He said, "There is a definite causative relationship between television households assigned to a TV market and the number of national-regional dollars allocated to that market."

Mr. Kizer showed examples of ARB research showing the amount of "spill-in," meaning viewing of nonlocal television signals in local markets, and said those figures are used by advertisers in deciding where to buy advertising. "Now, national advertisers and their agencies are concerned with reducing advertising costs with minimal reduction in effectiveness or efficiency," he said. "One of the methods of accomplishing this goal, at least to some extent, is to exclude markets from buy lists that have excessive amounts of viewing to other markets."

Major advertising agencies rarely drop stations because of spill-in now, he said, but added "they advise it is possible" that will happen in a small market with "significant cable penetration."

Mr. Kizer summarized what was on the other broadcasters' minds: "What the above says very pointedly is that at the bottom line, the adverse affects of unregulated cable and unlimited distant signal importation for the small-market broadcaster means that he cannot enlarge his station staff; he cannot invest in expensive new technical equipment or upgrade his broadcast facilities; he cannot subsidize expansion of his costly news operations, he cannot purchase syndicated programs and hope to amortize their cost when his audience is diminished; in short he cannot improve or increase the quality or degree of his station's service to his local viewers, a majority of whom are unserved by cable. What it also portends is that we will see

many small-market TV stations go dark as it becomes increasingly difficult to meet the demands of advertisers due to diminishing viewers."

Another broadcaster testifying was Leo Beranek, president of WCVB-TV Boston, who said: "Fractionalization of a smaller market is to the benefit of the large markets. The reverse of this is not true, as it is rare, probably nonexistent, that a small market station is imported into a major market by CATV."

Marshall Pengra, a consultant representing KMIR-TV and KPLM-TV, two independent UHF stations in Palm Springs, Calif., told the subcommittee that those two stations are suffering at the hands of

signals imported by cable from Los Angeles. Neither has ever finished a year in the black, he said; both are cutting staff and neither can afford competitive fringe-time programs to compete with five imported independents. He blamed all of that on the competition from the Los Angeles signals, and told a story of one advertiser in Palm Springs who admitted dropping his account with KMIR-TV because the station could not get non-duplication protection from the local cable system.

Robert Rice, president of WRAU-TV Peoria, Ill., complained that one result of distant signal importation is the removal of local choice in selecting programs. WRAU-TV has pre-empted network movies, which in its opinion have too much sex and violence, such as "Midnight Cowboy," and series such as the now defunct *Hot l Baltimore*. "However, the cable rules make such local decision meaningless, since local cable systems could carry these programs live," Mr. Rice said.

There was another broadcast witness at the hearing but he testified for the other side. Ted Turner, chairman of Turner Communications Corp., Atlanta, acknowledged that "I'm considered ... a traitor to be here on behalf of the cable industry this morning." But he credited the success of one of two UHF stations, WTCG-TV Atlanta, to the almost 100 cable systems which carry it. "My hat's off to the cable people. I'm

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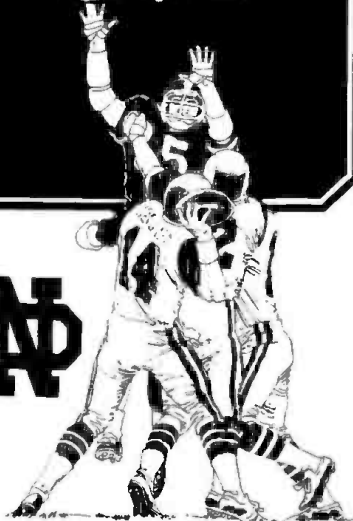
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pulling for them. They are providing a real public service for the American people." He charged that "broadcasters don't want any more competition than they have to have," and argued against restrictions on distant signals. "To limit the number of television stations available to cable systems is to shortchange the American people and perpetuate a broadcast monopoly."

Mr. Turner has used cable as a tool to boost his broadcast station's viewership. "I visited the cable systems. I attended their association meetings and I told them about all the things we were doing with channel 17," he said.

A cablecaster, Glenn Jones, head of Jones Intercable, Englewood, Colo., argued that the FCC's signal importation rules are holding cable down, and for one reason only: "to protect broadcasters"—principally networks—advertising profits. As a citizen of this country it shames me to continually witness the networks using our scarce and valuable public airwaves to harness us into their perpetual food chain."

Barry Stigers, general manager of Verto Cable TV, Scranton, Pa., complained that the FCC's syndicated exclusivity rule discriminates against cable systems started since 1972, when the rule took effect, in favor of older "grandfathered" systems, many of which carry 12 or more channels without having to give exclusivity protection to local broadcasters. "The 1972 carriage and nonduplication rules have virtually stifled our growth, forcing us to accept a saturation level 20% less than the great bulk of systems in the market, systems serving nearly 50% of all television homes in the market," he said.

Edward Allen, president of Western Communications Inc., a multiple system operator in Walnut Creek, Calif., argued that "the facts just do not support" television's claims of harm from cable. He noted that in 10 years, the TV industry's net revenues have doubled from \$2.25 billion in 1966 to \$4.5 billion anticipated by the end of this year. "With the profit ratio of the industry holding steady (and improving slightly) at about 20% of gross sales level, it would appear that the television industry is a substantially inflation-proof and CATV-proof industry."

A second day of hearings Thursday focused on sports issues, with testimony from Commissioner of Baseball Bowie Kuhn, National Hockey League Vice President Don Ruck and a representative of the National Collegiate Athletic Association.

The primary message of Mr. Kuhn and Mr. Ruck was that the sports interests should have a say in the future development of cable. "You can understand our concern, because it is our rights, our interest and our broadcasts that are being carved up," Mr. Ruck said.

All three sports spokesmen wanted clamps on imported distant signals. Mr. Ruck argued that home game ticket sales are hurt two ways by distant signals, first by the importation of the same game from a city where it is not blacked out, and second by the importation of a more attractive



Receiving end. The earth station that received the signal carrying San Diego cablecaster Donald William's testimony to the House Communications Subcommittee is backed into location outside the Rayburn House Office building. The station is a Satcom-10T 10-foot diameter conical horn trailer-mounted unit provided by Antennas for Communications Inc., Ocala, Fla.

game in another city. Importation of more attractive games on distant signals might also hurt the home team's ability to sell an attractive TV package, he said.

Added Mr. Kuhn, "We fear that unless baseball as a sports entrepreneur is given control over the distribution of its product, there can ultimately be a serious diminution of sports programming to the American public."

Mr. Kuhn also said that baseball wants to expand into the pay cable market, but that unchecked distant signal importation "can dilute our opportunities" to do so.

The Communications Subcommittee's cable hearings continue this week and the next, beginning Tuesday (July 27) on the subject of pay cable and continuing Wednesday on federal-state regulation, and Thursday on industry structure.

Manhattan Cable shows a profit

**Time Inc. operation generates
net income for first time**

Time Inc. reports that its subsidiary, Manhattan Cable, operated in the black for the first time in its 11-year history in the first half of 1976. It was a "slight profit," according to Thayer Bigelow, president of Manhattan Cable, but still good news considering that the operation has lost nearly \$20 million since 1965.

Mr. Bigelow contributed the gain to several factors: the rise of pay television on the system, subscriber rate increases (now \$10, up from \$6), increased operating efficiency, better equipment, better management, successful marketing and "learning from mistakes." Manhattan Cable's current total subscriber level is 80,000-plus (of which 34,000 take the Home Box Office pay package). The total subscriber figure is expected to level off at around 100,000 in the next five years, said Mr. Bigelow.

Neither company would specify how much the cable firm contributed to Time Inc.'s net income of \$30.7 million (\$3.05 per share) for the first six months—up

37% from \$22.2 million (\$2.23 per share) in 1975. Revenues were up 15% to a record \$494.1 million. Time Inc.'s major lines of business, publishing and forest products, generated the lion's share of the income, the firm said.

Cable Briefs

New line. Magnavox CATV Division, Manlius, N.Y., is offering new 4-M Microline main station series for small CATV systems seeking to expand plants. It is intended for use outside densely populated areas and can be used for trunk, bridging or distribution service. As companion to Magnavox MX-404 main station, it is available with variety of voltage and gain characteristics including either manual or automatic gain control.

First? San Diego attorney John W. Witt has filed cable theft-of-service complaint against Vornado Corp., owner of Two Guys Department Stores. Charge is that Two Guys' salesmen were illegally intercepting and demonstrating Optical Systems Corp's Channel 100 pay cable programs. According to Optical, this is first such criminal complaint filed under new California law passed in January of this year.

Building Birmingham. American Television & Communications Corp. has selected Scientific-Atlanta Inc. to build first 300-mile segment of Birmingham, Ala., CATV system. Work is scheduled to be completed by summer 1977. Birmingham system is expected to total 1,000 miles of cable plant.

Point, counterpoint. National Cable Television Association has denied charges of sex discrimination made by former NCTA political coordinator Carol Seeger-Risher (BROADCASTING, May 31). In response to civil suit filed at U.S. district court in Washington, NCTA made counter-claim, charging that Ms. Seeger-Risher admitted destroying NCTA records in her possession day she was discharged.

Warner Cable Corp.'s income figures skyrocket

Warner Cable Corp. reported pretax income for the first six months of 1976 rose 595% to reach \$2,543,000, as compared with \$366,000 a year ago. Operating revenues for the period also reached a new high, rising 36% from \$18,374,000 in 1975 to \$24,988,000 this year.

Pretax income for the second quarter was put at \$1,511,000, up 417% from a year ago, on operating revenues of \$12,855,000, up 37.8%. Gustave M. Hauser, chairman and chief executive officer, said the company, which operates more than 140 cable systems in 30 states, serving nearly 550,000 households, now has recorded six consecutive record-breaking quarters since the first quarter of 1975, when pretax earnings were \$74,000.

Broadcast Journalism®

Schorr's thoughts on leak inquiry

He reaffirms his position against cooperating with House ethics committee; doesn't attend hearings

After interviewing more than 400 people and spending \$150,000, the investigation of the leak of the House Intelligence Committee's report on the Central Intelligence Agency to CBS correspondent Daniel Schorr has failed to find the source. Mr. Schorr is not going to tell the investigators where to look.

Mr. Schorr, suspended in late February from all reporting duties at CBS, was not in Washington last week for the first of two weeks of hearings before the House ethics committee on the events of last winter that led to the publication of the suppressed document in the New York weekly, *Village Voice*. Mr. Schorr admitted that he had been the medium through which the report travelled to the *Voice*, after he had reported its contents on the CBS evening news.

But as the ethics committee's chief investigator, David Bowers, testified that his staff's four-month search has yet to bear fruit, Mr. Schorr was vacationing at a rented home in Aspen, Colo.

"I'm having a good time," he told BROADCASTING in a telephone interview. He said he was playing tennis, swimming, "seeing more of my children than I ever have before," seeing friends, attending lectures. "If the state of limbo means the state of Colorado, that's not bad."

On Thursday he made a speech to the Aspen Institute for Humanistic Studies, his fourth in as many years, in which he had composed an answer to the question: "Why are you talking in Colorado while an investigation in which you seem to be a key figure is going on in Washington?"

"The short answer is that talking here is nicer," he said in his lecture. "The longer answer is that while obviously concerned and curious about the hearings being held by the House ethics committee, I have no intention of cooperating in that venture. I am not willing by my uncommanded presence to associate myself with an investigation whose purpose I deplore and can only be chilling to a free press."

Mr. Schorr has already declined one request to talk with the ethics committee's investigators. He had this to say about his future stance:

"In the current hearings I shall not appear unless subpoenaed. If subpoenaed, I shall not give any testimony about the source of the House Intelligence report or the source of any other information."

By that last statement, he did not intend to sound defiant or uncooperative, Mr. Schorr said. Rather he wants "to avoid any possible misunderstanding on what to me is a vital principle. If one reporter,

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especially in such a widely publicized case, were to betray a source that reporter had promised to protect, then many sources would dry up for many reporters."

He said: "I hope there will be no confrontation with Congress over sources." And he added: "I hope that the committee will not invoke its power to seek a citation for contempt ... I must enforce a journalist's ethic. I cannot go back on the professional standards of a lifetime."

Many observers at the ethics committee's hearings last week were betting that Mr. Schorr's hopes will come true. The witness list for the two weeks of session has been laid out, and Mr. Schorr was not on it. Beyond the two weeks, however, the committee's plans were unknown.

The view into Mr. Schorr's future with the network is equally clouded. He said he has not talked with his employers about getting his assignment back and he does not know when he will. "I don't think there will be any really substantive conversation between me and CBS until they finish these hearings ... I cannot tell what's going to happen then."

Mr. Schorr seems to have prepared himself for the possibility that he won't return to a regular beat. He talks of a wall growing between him and the network as time passes: "I have to admit that this thing has lasted a lot longer than I thought." And he is thinking of writing a book about trying to be a journalist on television. Without that daily deadline to keep it on one track,

"my mind tends to go in different directions," he said.

Mr. Schorr's speech to the Aspen Institute was largely about the pressures on TV journalists. His thesis was that there are plenty of people who are trying to use television to manipulate the public mind—power figures, political radicals and terrorists, for examples. But broadcast journalists "are generally innocent of the charge of manipulation," he said. In fact, at its best, TV journalism can provide an antidote against manipulation, puncturing with fact myths such as those spun in the coverup of the Watergate scandal, he said.

"To reveal what those in power don't want revealed, to tell the public what it may not wish to hear, obviously entails some risk, especially so in TV—regulated, fretful, wary of pressure from government and from local affiliates. No one ever said that journalism had to be a risk-free profession. To those journalists trying to resist manipulation in an age of manipulation, no one ever promised a rose garden."

CBS wins battle of convention coverage, but all three networks lose audience war

CBS-TV won the ratings battle of the Democratic convention but viewers overwhelmingly rejected the political spectacle when they were given entertainment or sports as an alternative.

In the 10 hours over the course of the four days (July 12-15) when all three networks were covering the convention, CBS clocked in with a 10.8 rating and 24 share, NBC scored a 9.9 rating and 22 share and ABC got a 7.8 rating and 17 share.

And in the 20 prime-time hours of gavel-to-gavel coverage during the four convention days (afternoon Nielsens were not available, last week), CBS had a 9.2 rating and 20 share to NBC's 8.4 rating and 19 share.

As an example of the public's mass defection from the networks' convention coverage, on Wednesday (July 14) from 9 p.m. to midnight (NYT) when all three networks were covering the convention, they could manage a combined share-of-audience figure of only 66%. On a comparable Wednesday last year (July 16, 1975) when the networks were running only entertainment programming from 9 to 12 p.m. they averaged a 90 share. The 34% of the audience that wasn't watching the convention from 9 to 12 p.m. on Wednesday was looking at movies and various syndicated shows on independent stations.

And when ABC opted out of convention coverage, as on Wednesday from 8 to 9 p.m., a rerun of *The Bionic Woman* rolled to a 17.2 rating and 37 share, compared to NBC's convention coverage (8.8 rating, 19 share) and CBS's (8.4 rating, 18 share). ABC's telecast of the All-Star baseball game (Tuesday, 8-11 p.m.) got a 26.1 rating and 52 share (making it by far the highest-rated show of the week) compared to

CBS's convention numbers (5.9 rating, 12 share) and NBC's (5.4 rating, 11 share) (BROADCASTING, July 19).

UNESCO 'experts' squint down sights at free press

Proposals that would cripple news functions in Latin America offered at Costa Rican conference; concerned IAAB, IAPA monitor

Proposals for communications policies in Latin American countries that could lead to government-operated news agencies, nationalize independent news services and restrict independent reporting in and out of those areas were advanced in a 10-day conference that ended last week in San Jose, Costa Rica.

The proposals, although officially described as only "alternatives," so alarmed free-press advocates that, among others, both the Interamerican Association of Broadcasters and the Interamerican Press Association had representatives on hand throughout the conference. The IAAB and IAPA boards also met in Costa Rica during the July 12-21 conference period. An IAAB representative called the proposals the most serious IAAB had encountered in its 30-year history.

The conference was conducted by the United Nations Educational, Scientific and Cultural Organization for Latin American nations for the purpose of developing "mass communications policies." Aside from the UNESCO sponsorship, the conference was considered critical not only for the restrictive policies that might emerge for Latin America but also for the possibility that these policies would be used as models by African and Asian nations.

Among the proposals, or "alternatives," included in working papers prepared for the conference were these:

- Nationalization of broadcast and print news media.
- Government-run news agencies "exclusively empowered" to distribute information from outside the country.
- Legal measures to "provide a defense against the competition" of journalists from major international news services. A correspondent could be arrested if his home office published anything critical of the country where the correspondent was stationed.

Arch L. Madsen, president of Bonneville International Corp., represents the National Association of Broadcasters on the IAAB board and is treasurer of IAAB and a member of its executive committee. He was represented at Costa Rica by Walter Canals, who is in charge of Latin American marketing for Bonneville. Mark Bench, national sales manager of the Bonneville radio station group, is alternate delegate to IAAB.

The "alternatives" were contained in a

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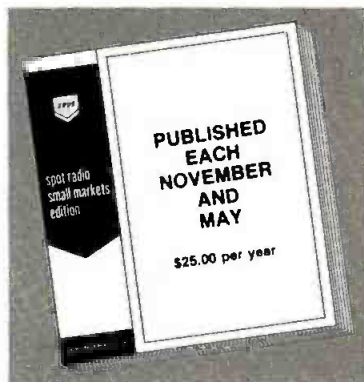
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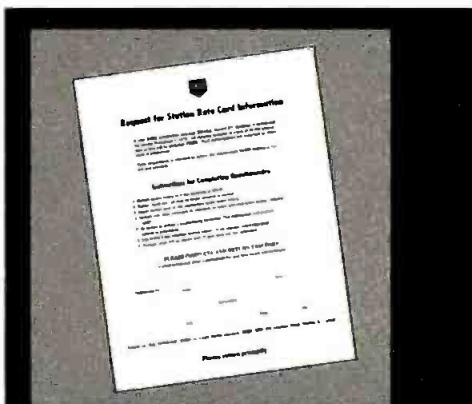
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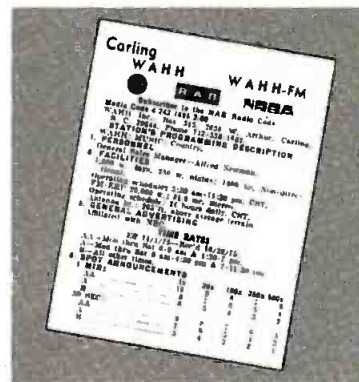
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report prepared for the UNESCO Costa Rica conference by so-called "experts" under a directive originally proposed by the Soviet Union and Byelorussia in 1972. Members of the IAAB commission that analyzed the report said they had never heard of any of the "experts" and questioned their right to that designation.

In its lengthy analysis the IAAB special commission—on which Mr. Bench represented the U.S.—described as "truly admirable" the ingenuity that UNESCO's experts employed to enumerate ... different ways to say that broadcasting should not be more than a new weapon in the hands of the government presently in charge.

"The report's conclusion is inevitable. They believe in seeing everything from an over-all, imposed view of culture, of nationalizing everything so that integral development and 'social change' (they don't tell us what this means) can be brought about in its entirety."

UNESCO officials have denied that the "alternatives" represent UNESCO policy, which they said "is in favor of total freedom of information." Free-press advocates remained skeptical, however. Freedom House, a nonprofit organization that monitors political and civil rights throughout the world, called a news conference a few weeks ago to express its "outrage" over the proposals. Press service officials, among others, have also been highly critical.

Washington workshop in store for RTNDA

The Radio Television News Directors Association is sponsoring a news workshop session on July 31 at WMAL-TV Washington for members of the Association for Education in Journalism, whose annual convention begins the next day at the University of Maryland.

RTNDA also announced plans for its three-day convention in Bel Harbour, Fla., on Dec. 13. CBS anchorman Walter Cronkite will give the keynote address. A series of workshops on current issues in broadcast news operations is planned and the association's Paul White Memorial Award will be presented to Theodore F. Koop, retired CBS News executive and RTNDA past president.

NBC tries two-hour evening newscast on its Washington TV

A two-hour local early evening news show, which has worked for some stations in New York and on the West Coast, was introduced in Washington for the first time last Monday at NBC-owned WRC-TV, which has long trailed the CBS-affiliate, WTOP-TV, in the ratings.

The new WRC-TV early evening news is actually two one-hour shows; The first is

designed to emphasize local news; the second is devoted to local, national and the international news.

Each segment has its own anchorman, with Jim Vance on at 5 p.m. and Jackson Bain on at 6.

Until Monday, WRC-TV's evening news was one hour at 6 p.m. WMAL-TV, the ABC affiliate had the same. Only at WTOP-TV was the early news longer, beginning at 5:30 p.m.

The two-hour news concept has not been universally successful. In May, KNXT Los Angeles, a CBS-owned station cut its two-hour newscast back to one hour (BROADCASTING, May 24).

For WRC-TV the move is aimed at improving viewership. The station's early news trails both other network affiliates in Arbitron May figures, which give it a seven rating and 17 share, WMAL-TV an eight rating and 19 share and WTOP-TV an 11 rating and 31 share.

WRC-TV is tied with WMAL-TV if Nielsen figures are used, both with 19 ratings and eight ratings and 19 shares. WTOP-TV has a 14 rating and 34 share.

Av Westin dons another cap

Av Westin, former vice president and director of television documentaries for ABC News and executive producer of the *ABC Evening News*, will become executive news adviser for Reymers & Gersin Associates, an Oak Park, Mich., news consultancy.

Reymers & Gersin Associates, has about one dozen station clients.

Mr. Westin's one-year contract with Reymers & Gersin excludes certain stations from the agreement: KMBC-TV Kansas City, where he has been a consultant on his own recently; and the six Capital Cities Communications TV stations, where he will be involved in documentary production (BROADCASTING, July 19).

Journalism Briefs

NBC News on violence. For seventh time since 1963, NBC will pre-empt full prime-time schedule for three-hour special on violence in America, scheduled for January. Executive producer is Stuart Schulberg, NBC News, formerly with *Today* show.

To radio. Eliot Janeway, political economist, will do daily 90-second radio program under auspices of O'Connor Creative Services, Universal City, Calif. Mr. Janeway writes newspaper column and publishes *The Janeway Letter* financial newsletter.

Award winner. William P. Wheatley, 31, NBC News national assignment editor, New York, is one of 13 journalists chosen to receive Harvard University's 39th Nieman Fellowships. Mr. Wheatley is eleventh broadcast journalist ever to receive award. Fellowships are for year of study in any department of university.

Potentially hot Nixon interviews make for complex syndication deal

Syndicast contracts for Frost talks, which will go out in four segments, have contingencies for several methods of selling advertiser time, eight of top-10 markets are signed

All five Group W TV stations and Metromedia's five VHF TV stations are among 23 that have so far agreed to take the package of four 90-minute specials to be gleaned from David Frost's upcoming taped interviews with former President Richard Nixon.

Syndicast Services, New York, will distribute the first three specials in a simultaneous feed spaced out over a three-week period within the February-March Nielsen/ARB sweep. The telecast of the fourth special, focusing on Watergate, will depend on the legal status of the appeals pending in various federal courts.

Syndicast's agreement with the stations is one of the most complicated television contracts ever devised, according to various industry sources. It calls for 12 commercial minutes within each 90-minute episode, six of which Syndicast will try to sell to national sponsors, with the other six handed over to the stations (which would get the specials free in a straight barter arrangement) for sale to local advertisers.

But, these sources continue, if Syndicast is unable to obtain sponsors for the national minutes, the contract specifies that the barter arrangement would be dropped and Syndicast would then buy the time on the various stations at bargain rates (one source says 60% of the station's hourly rate-card price, which the station would be presumably be willing to settle for because of the potential impact of the interviews). Syndicast would try to get its money back by giving equally low rates to advertisers, according to the sources.

If this alternative fails for lack of advertiser interest, the third fall-back position, these sources say, would be outright sale of the four 90-minute specials to the stations, which would then try to sell all 12 minutes to local advertisers.

Syndicast has structured this unusual deal, these sources say, because a number of advertisers have already said no to Syndicast's feelers, most of them expressing reluctance to become associated with a potentially controversial show.

But it's precisely this potential audience-grabbing controversy, these sources add, that has induced stations in eight of the top-10 markets (missing: Chicago and Detroit) to agree to the terms of the deal, with Group W and Metromedia being joined by all five Corinthian stations, four of the five Scripps-Howard stations (all ex-

cept KTEW-TV Tulsa, Okla.; Corinthian's KOTV-TV has Nixon in Tulsa) and three of the five Cox stations (WSB-TV Atlanta, WSOX-TV Charlotte, N.C.; and WHIO-TV Dayton, Ohio).

Mr. Frost's Paradine Productions Inc. is in charge of the series, with actual production to be handled by San Diego's Pacific Video. Mr. Nixon will sit for a total of 24 hours of conversation with Mr. Frost, which will be taped over a four-week-or-so period in San Clemente, Calif., next November and December, according to Marv Minoff, Paradine's executive vice president.

Mr. Frost acquired rights to the interview after television network news departments had turned them down (BROADCASTING, Aug. 18, 1975). Irving Lazar, literary agent for Mr. Nixon, had offered the interview series at a reported \$600,000. What Mr. Frost guaranteed is unknown.

A spokesman for Group W said it will produce four 60-minute documentaries as "companion pieces" to Paradine's specials. These Group W documentaries will "further clarify" the issues raised in the specials, this spokesman adds, by tapping historians, journalists and some actual participants in the historical events to be covered in each special.

Procession of stations for Capcities coverage of Catholic Congress

More than 100 agree to carry 90-minute special ending event; Group W offers same at opening

Capital Cities Broadcasting will carry live the closing mass and ceremonies of the 41st Roman Catholic International Eucharistic Congress in Philadelphia Aug. 8, and more than 100 TV stations have signed so far for the coverage.

Capital Cities has offered the 90-minute

live telecast to stations free of charge and 104 have accepted. The program will originate as a remote from John F. Kennedy Stadium by the company's WPVI-TV Philadelphia and will be produced by Capital Cities TV Productions. Capital Cities will also arrange for the interconnection.

The program also will present the highlights of the congress, which opens on Aug. 1. Narrators for the telecast will be Bishop Fulton J. Sheen and an announcer still to be selected. A taped message of greeting from Pope Paul VI will be used. Several Latin American countries also will take the program by satellite.

Group W, through the facilities of its Philadelphia station, KYW-TV, will provide live coverage of the solemn high mass that will serve to celebrate the opening of the Congress on Aug. 1 from 12 noon to 1:30 p.m. The special will be carried on the five Group W stations and will be made available, without charge, to other TV stations.

Silverbach quits; sources cite promotion slight

Alan Silverbach took the industry by surprise when he abruptly resigned last week as senior vice president of Twentieth Century-Fox Television, Los Angeles.

Industry sources close to the situation said Mr. Silverbach, a 30-year veteran of the company, was miffed when Fox bypassed him in favor of Sy Salkowitz to replace Jack Haley Jr. as president last month. Mr. Haley had resigned to pursue movie and other television interests.

The sources said further that Mr. Silverbach became convinced that the corporate and financial bureaucracy at Fox had begun losing its direction as a producer of creative concepts for network television and for syndication. For example, Fox managed to place only one series—CBS's holdover comedy *M*A*S*H*—on the three

networks' 1976-77 prime-time schedules.

Mr. Salkowitz said that he had nothing but praise for Mr. Silverbach's contribution to the company and that Fox would take its time finding a replacement for him. And Mr. Silverbach said he hasn't decided yet about his own plans for the future.

Programing Briefs

Whatever happened to? Newsweek Broadcasting Service, New York, is producing *Update: Where Are They Now*, daily radio series focusing on famous personalities and events from America's past. Five three-and-a-half minute programs are produced weekly with two local spot availabilities. Series, narrated by Mort Crim, is syndicated by Alcare Communications and had featured Buster Crabbe, Gale Storm, Red Grange, Francis Gary Powers and Roy Rogers, among others. Audition material is available from: *Tom Holland, Alcare Communications, Box 72, Philadelphia 19105; (215) 687-5767.*

Moving. Charles Michelson Inc., pioneer radio syndication firm and U.S. program representative for overseas TV stations, will move its headquarters from New York to Beverly Hills, Calif., Aug. 1. Michelson, based in New York for 38 years, will operate from: *9350 Wilshire Boulevard, Calif. 90212. (213) 278-4546.*



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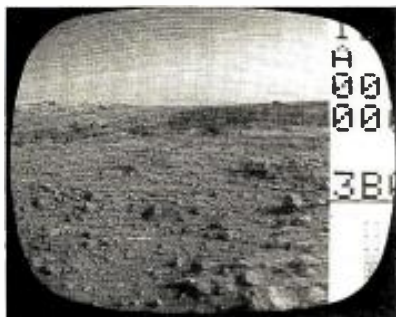
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First from Mars. Pictures relayed to earth by Viking I after landing on Mars, Tuesday, July 20, were broadcast by the networks after facsimile transmission to the Jet Propulsion Laboratory in Pasadena, Calif. All three networks broke into scheduled programming for special reports in segments that morning (CBS aired a total of 23 minutes; ABC, 15 minutes; NBC 40 minutes). Unlike some earlier space flights, Viking was not equipped with conventional television cameras, and the networks, in response to criticism that coverage was too limited, pointed out that what material they had was indeed used. Complaints from viewers asking for more coverage were augmented by the gripe from a scientist involved in the space program, J. Richard Keefe, who scored the networks and the public for being "apathetic" about the Mars landing. The first color pictures were relayed to earth on Wednesday and were treated on regular network newscasts.

NAD to referee Coke-Pepsi fight

Better Business Bureau group to study comparative ad claims

The National Advertising Division of the Council of Better Business Bureaus has stepped into the developing feud between the Coca-Cola Co. and the Pepsi-Cola Co. over whose soft drink pleases the most palates.

The exchange of comparative advertising volleys has been going on for more than a year, but in recent weeks the battle has become pitched, leading the NAD to decide to enter the fray. NAD has a policy of not revealing which comparative advertising it is reviewing and in the case of Coke versus Pepsi, it would not confirm that an investigation is taking place. But from other authoritative sources it was learned that NAD has become sufficiently concerned over the claims and counterclaims of the cola giants as they affect advertising credibility to order an evaluation of their broadcast and print copy.

Complaints may be filed with the NAD by other advertisers or outside organizations or groups, or may be initiated by the NAD itself. The self-regulatory advertising body itself is reported to have launched the inquiry into the Coca-Cola/Pepsi advertising claims.

More than a year ago the comparative-advertising campaign began in Dallas, with each of the companies maintaining its respective beverages were preferred.

The advertising on radio, television and in print subsequently was extended to San Antonio and Corpus Christi, Tex., and to Detroit, Flint and Grand Rapids in Michigan. Two weeks ago Pepsi moved into two major battlefields—Los Angeles and New York—to wage a counteroffensive against Coca-Cola's claims of preference in those markets.

During the past year there have been pronouncements from each of the companies challenging the claims of the other. For example, Coca-Cola ran a commercial in Dallas suggesting that Pepsi was winning in a taste test only because people like the letter "M" better than the letter "Q". (In the test "M" was the symbol for Pepsi and "Q" for Coca-Cola.)

The Coke commercial carried in Dallas said at one point: "Two glasses, one marked 'M' and the other 'Q' and both glasses contained the same thing, Coca-Cola. We asked people to pick the one that tasted better. Most picked 'M' even though the drinks were the same. You know what that proves: It proves that people will pick 'M' more often than 'Q' and so 'M' has an advantage."

A Pepsi official retorted that only in Dallas were the letters "M" and "Q" used. In other cities the company used "L" and "S" and got the same results, he said, "with Pepsi the winner."

Pepsi cited Coca-Cola scheduling TV



Cola collision. The conflicting advertising claims of Pepsi-Cola Co. (top) and Coca-Cola Co. over the soft-drink preferences of beverage drinkers have attracted the scrutiny of the National Advertising Division of the Council of Better Business Bureaus.

commercials comparing its Fresca with Pepsi or its Tab, a diet drink, with Pepsi-Cola's Pepsi Light as examples of "comparing apples to oranges."

In its latest barrage in New York and Los Angeles, Pepsi proclaims, in advertisements carried on radio and TV and in newspapers, "Nationwide, more Coca-Cola drinkers prefer Pepsi than Coke . . ." and ends with the tagline, "Take The Pepsi Challenge, Let Your *Taste* decide."

Pepsi-Cola called a news conference in New York two weeks ago to announce the new advertisements and said they were based on the results of a national test. Victor A. Bonomo, president of Pepsi, said that more than half of 3,176 Coca-Cola drinkers actually prefer the taste of Pepsi. He said the test was conducted by Motivational Programs Inc., New York. The commercials show Coke drinkers who said they preferred the taste of Pepsi and would switch to Pepsi in the future.

For the moment, at least, Coca-Cola seems content to let Pepsi have the last word. A spokesman for Coca-Cola in Atlanta, asked to comment on Pepsi's latest maneuver, replied with a chuckle: "We're not going to say anything right now. They must be really hurting if they have to start running news conferences."

Griffin aide tapped for FTC

President Ford last week nominated David A. Clanton to the Federal Trade Commission for the two months left in former Chairman Lewis Engman's term and for a full seven-year term after that ("Closed Circuit," June 28).

The President had nominated Thomas

Sowell to the short term which ends Sept. 26, but Mr. Sowell withdrew his nomination saying he wanted a full term (BROADCASTING, June 14).

Mr. Clanton, 32, is a legislative aide to Senator Robert P. Griffin (R-Mich.) and has served on the senator's staff since 1969.

The Senate Commerce Committee will hold hearings on the nomination on July 28.

Two networks see fairness issue in Ad Council spots

Broadcast-standards officials at ABC-TV and CBS-TV have held up the airing of a series of Advertising Council messages on the American economic system. Sources at both networks said the spots raise controversial issues and have the potential of being challenged under the fairness doctrine.

Jeremy Rifkin, the head of the Peoples' Bicentennial Commission, and former FCC Commissioner Nicholas Johnson, chairman of the National Citizens Committee for Broadcasting, are planning to petition the networks to run replies to the council's spots, according to industry sources.

NBC's standards officials said that they had no trouble with the spots, which were produced by Compton Advertising, and that they would look on reply-time requests case-by-case. The spots are said to have already been shown locally on hundreds of TV stations. They were introduced at the National Association of Broadcasters convention last spring (BROADCASTING, March 29).

Distillers produce PSA's on responsible drinking; no problems with NAB code

Whiskey distillers, through an industry group, the Distilled Spirits Council, are making their first venture into television, but not to advertise since liquor ads are prohibited by the National Association of Broadcasters and the DSC.

DSC has produced, along with the National Council on Alcoholism, a 30-second public service announcement on responsible drinking.

The spot has been distributed to stations in Los Angeles, New York, Minneapolis, Baltimore and Kansas City, Mo., and includes a tag line with the phone number of the area's local Council on Alcoholism chapter. If public response is good, DSC said, it will probably produce more spots.

No problems are anticipated with the NAB's Code Authority which usually rules on strictly commercial matter. It would look at the spots if it received complaints, but does not require that they be "cleared" before being aired.

Ford Motor uses TV to brighten its image

Campaign will run to end of year in move to recapture public acceptance as top-of-the-line

Ford Motor Co., Detroit, has put into gear its heaviest corporate advertising campaign in the past 10 years, concentrating on TV to communicate the message that Ford makes "quality" cars and tires hard to satisfy its customers.

Neither officials of Ford nor of its agency, Kenyon & Eckhardt, New York and Detroit, would disclose the precise sum allotted to the campaign scheduled to extend to the end of the year, but it runs into several millions of dollars. The corporate effort hinges on extensive use of network TV. It began in early July with sponsorship of CBS-TV's coverage of the Democratic convention and continues during July and August and throughout the remainder of 1976 on a wide assortment of network series.

Ron DeLuca, executive vice president of Kenyon & Eckhardt, New York, said the campaign was designed to show the public that Ford "makes a car as well as one made by General Motors." He conceded Ford has been plagued for years by "an image problem." He viewed the problem as a long-term one and said the solution would be long-term, meaning a commitment to a continuous corporate advertising campaign.

Bill Cosby was selected as the spokesman for the commercials after audience research indicated that he topped other candidates for the assignment in terms of appeal to all demographic groups, warmth, sincerity and believability.

According to Mr. DeLuca, the commercials tell prospects that Ford does considerable testing and invests in improvements to make Ford, Mercury and Lincoln cars more durable and more reliable. Mr. Cosby is shown in various commercials underlining improvements made in the cars to produce a safer and more comfortable ride.



Cosby and computer. Bill Cosby, Ford Motor spokesman on new multimillion-dollar corporate TV advertising campaign, introduces Fred, the computer, which helps Ford engineers locate sources of vibrations in chasses.

Advertising Briefs

Getting together. Association of National Advertisers will hold joint workshops for television (Feb. 2, 1977) and for media (Feb. 3) at \$90 combination registration fee for ANA members and \$110 for non-members. Place: Plaza hotel, New York. William Kistler, ANA, 115 East 44th St., New York (212) 697-5950, has further information.

Pizza to go. Pizza Hut has selected Foote, Cone & Belding, Chicago, as its national advertising agency. Agency replaces Noble-Dury & Associates. There are 2,381 Pizza Hut restaurants.

All in the family. Interpublic Group of Companies Inc. has announced formation of Campbell-Ewald Worldwide. Thomas Adams will be chairman of subsidiary, which will consist of Campbell-Ewald Co., Detroit; Tinker Campbell-Ewald, New York; and Campbell-Ewald International, London, all advertising agencies. Campbell-Ewald total billings are approximately \$260 million.

Firm plans. Richard S. Carney and John F. Duffy have formed new advertising/public relations company, Carney Duffy Inc. Based in Clayton, Mo., firm is presently handling Vess Soda and Consolidated Flavor Corp.

Getting better all the time. Improvement

in handling of spot TV commercials is reported in latest study released by N W Ayer ABH International covering 1975. Study shows that from 1972 to 1975 there was steady progress by stations in such areas as "did not run" (down to 1.2% from 1.9% in 1972); "wrong time" (down to 0.3% from 0.7%); "wrong film" (down to 1.3% from 1.4%) and "make-goods" (down to 2.8% from 4.0%).

Advertising cleanup. Sixteen challenges to national advertising, including five on television and radio, were resolved during June by National Advertising Division of the Council of Better Business Bureaus. Modified or discontinued were commercials for American Motors (Pacer) on TV; Borden's Inc. (Sacramento Tomato Juice) on TV and radio; Chattem Drug & Chemical Co. (Mudd pimple product) on radio; Getty Oil Co. on TV and A.R. Winarick Inc. (Ozon II).

Jacquemin, McElfrish plan regional representation

Television Marketing Services, St. Louis, has been formed to represent TV stations in a 17-state area adjacent to St. Louis, Atlanta and Dallas.

Heading the organization are Robert M. Jacquemin, president, who recently left Telerep where he was vice president and sales manager in St. Louis and John A.

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McElfrish, executive vice president, who formerly was general sales manager of KPLR-TV St. Louis. TMS will operate offices in St. Louis, Dallas and Atlanta to cover the 17-state region and will be available to station groups and to individual stations.

Mr. Jacquemin said at a news conference in New York last week that TMS does not as yet have a client but is "close to several deals." TMS will open officially on Aug. 1 from temporary headquarters at 334 Bristol, St. Louis 63119. Telephone is (314) 962-4331.

TMS decided to venture into regional representation on the premise that many station groups, stations and general rep firms cannot afford to maintain staffs on a regular basis in the selected geographic area, and that the section chosen is a growth one for spot television.

PG&E protesters want more

The seven environmental groups that persuaded the FCC to find eight California radio stations in violation of the fairness doctrine as a result of power company commercials they carried are not satisfied. The groups have petitioned the U.S. Court of Appeals in Washington to review the commission decisions, in the same case, holding that four other stations had complied with the doctrine.

At issue was the stations' carriage in September 1974 of Pacific Gas & Electric Co. commercials promoting the construction of nuclear power plants and the use of nuclear power. The complainants said the commercials presented one side of a controversial issue of public importance. The commission agreed, and said eight of the stations had not afforded time for contrasting views. However, it said KATY(AM) San Luis Obispo, KJOY(AM) Stockton, KPAY(AM) Chico and KVON(AM) Napa had (BROADCASTING, May 24). The California groups are seeking reversal of that decision.

Tape popularity mounts

Expanded use of videotape in TV commercials distribution is underscored in a study made by the 3M Co., St. Paul.

The study, which was released through the Videotape Production Association in New York, indicated that 60% of all TV commercials are now distributed on videotape. To gather its data, 3M mailed questionnaires to approximately 680 TV stations and received 502 completed returns (74%).

Other highlights of the study: 40% of all commercials were received by stations on film and of this number, stations transferred 40% of the incoming film to tape for telecasting; regarding film to tape transfer, 53% are to quad open reel; 42% to quad carts and 5% to other tape formats (helical); regarding commercials received on tape, 84% of all stations made some dub to another tape for telecasting or for back-up.

Fibered nation is imagined by think tank on OTP contract

Arthur Little says AT&T could inherit the earth

Picture this: a telecommunications system operating under the Communications Act of 1991, based on a nationwide system of broadband fiber optics and operated by AT&T. It transmits not only telephone messages but also programs of conventional and pay cable—and conventional television, as well. Television stations quit broadcasting over the air as optical fiber systems became available, and the FCC reallocated the vacated frequency space to land mobile radio.

That scenario is one of five prepared by Arthur D. Little Inc., Cambridge, Mass., under a \$100,000 contract from the Office of Telecommunications Policy, to illustrate some of the conflicts and changes that might occur in the next 15 years "from the interaction between technological innovation and the social context in which it occurs." The study was commissioned in connection with the effort being made by OTP and the White House to determine what changes should be made in the functions of OTP and whether its location in the executive branch should be changed.

The scenarios are not intended as forecasts, the report notes. Rather, they are described as "futurable," in that their essence could arise or be made or helped to occur." OTP, for its part, disclaims any agreement or disagreement with the scenarios.

The scenario dealing with the future development of optical fibers—"Broadcasting's Race to the Wire: The Future of Broadband Distribution to the Home"—casts AT&T as wily and farsighted, able to read the politics of the continuing dispute between cable and broadcasters, and ready to bring its own great technological and political resources to bear at the proper time.

As for the FCC, it is pictured as declining in effectiveness and prestige as it attempts to regulate through arbitration of disputes between contending forces instead of through "consideration of the public's interests, in light of changing technology."

For a time in the 1980's, according to the scenario, it appears that direct broadcast satellite technology will solve cable's problem of distributing programs at manageable cost in areas where conventional wiring would be uneconomic. But the FCC, "which hears the shrill protests of the broadcasters," decides DBS systems would not be in the public interest.

But that development is anticipated and

exploited by AT&T, which has learned how to respond to competitive threats. It bypasses the FCC and goes to Congress "with a grand design." It proposes a rewrite of the Communications Act of 1934, a rewiring of the nation with broadband fiber-optic local distribution systems. AT&T would take responsibility for providing the nation with the benefits of modern communications technology. For, AT&T points out, according to the scenario, cable operators lack the resources to do the job, and broadcasters are not interested in the project.

The plan, according to the scenario, is received "as bold and imaginative." The FCC's performance throughout the period leading up to AT&T's coup brings the agency into increasing disfavor with Congress and the public, as its efforts to balance conflicting economic interests fail. Finally, one month after the Communications Act becomes law, the FCC chairman submits his resignation. And, as a sign of the changing times, the President nominates the chairman of the National Citizens Committee for Broadcasting as the new FCC chairman—and the nomination "sails through the Senate in record time."

The four other scenarios contained in the study deal with U.S. Postal Service, citizens band radio, broadband telecommunications technology and a public-service satellite system.

PBS help from Kresge

Foundation's grant will whittle station tabs for satellite project

The Public Broadcasting Service has received a grant of \$1.55 million which will lower substantially the amount PBS must collect from each station to implement the planned satellite interconnection system.

The Kresge Foundation, Troy, Mich., provided the grant. It will apply toward the \$39.5-million satellite project. Under a seven-year contract with Western Union signed last month (BROADCASTING, June 21), the Kresge matching grant means that each public television licensee will have to contribute \$15,000 instead of \$25,000. The Corporation for Public Broadcasting will pick up the balance of the bill "through private lending institutions," according to PBS.

The satellite system is scheduled for completion by winter, 1978-79, with hardware and FCC approval still to be secured. The grant—like the Western Union contract—does not include National Public Radio which had explored the possibility of doubling up with the television system on satellite interconnection when it was first discussed.

Technical Briefs

Brazilian buy. Televisao Guaiba Ltd. has bought RCA broadcast equipment and television transmitting systems valued at

about \$1.7 million for new TV station in Porto Alegre, Brazil. Station is scheduled to begin broadcasting later this year.

ENG expansion. Meredith Corp., New York, is installing 13 RCA TK-76 color TV cameras, valued at about \$450,000, at four of its stations—WNEM-TV Bay City, Mich.; WHEN-TV Syracuse, N.Y.; KPHO-TV Phoenix, and KCMO-TV Kansas City, Mo. Cameras will expand electronics newsgathering capabilities of stations, according to Harry L. Francis, vice president, operations, Meredith Broadcast Division.

Eggs in one basket. Goldmark Communications Corp. has placed all its company activities under one roof: Its new address is 98 Commerce Road, Stamford, Conn. 06904. (203) 327-7270. Goldmark's key facilities are its Transcam division, which transfers wide-screen feature films to magnetic video-tape cassettes, its research-and-development unit and its contract-service department.

New camera shipments. RCA Broadcast Systems, Camden, N.J., reports it has shipped out first units of RCA's new color television camera, TK-46, to WFMJ-TV Youngstown, Ohio; WCMH-TV Columbus, Ohio and WXIL-TV Winston-Salem, N.C. Camera is improved version of TK-45 and TK-44, of which more than 1,000 units are in regular service. Base price of TK-46 is about \$67,000.

Books

Media Access: Your Right to Express Your Views on Radio and Television, by Andrew O. Shapiro. Little, Brown, \$8.95, 227 pp.

Mr. Shapiro, a professor of law at New York University, attempts to lay out a guide for laymen interested in achieving access, for themselves or their ideas, to radio and television. The FCC rules and policies mandating that access, while limiting broadcasters' freedom to operate their stations as they wish, are there—the equal-time rule, the fairness doctrine and the personal-attack rule and the rest. Present, too, are case histories and hypothetical examples to illuminate the legal principles being discussed, as well as the duties of broadcasters and advertisers under the law. The author makes the point in this preface that the book is not "intended as a guerilla text for listeners and viewers." Besides being aimed at members of the public seeking access to the media, the book, he says, is aimed at helping broadcasters understand their obligation "to air public debate on important issues."

News for Everyman: Radio and Foreign Affairs in Thirties America, by David Holbrook Culbert. Greenwood Press, Westport, Conn. \$13.50, 238 pp.

An insight into the philosophies of the more prominent radio newsmen of the thirties and the role of the medium at that time in establishing public opinion about foreign affairs has been meticulously researched for this book.

One of the more valuable portions of

this work is the author's treatment of six leading radio newsmen of that era: Boake Carter, H.V. Kaltenborn, Raymond Gram Swing, Elmer Davis, Fulton Lewis jr. and Edward R. Murrow.

For each commentator there is a biographical sketch, a discussion of his air style and an analysis of his broadcasts.

The author, David Holbrook Culbert, has taught at Yale University, and is now assistant professor of history at Louisiana State University.

Sound Recording Practice, edited by John Borwick. Oxford University Press, \$35.25, 433 pp.

The editor, technical editor of the British

magazine, *The Gramophone*, and a lecturer at the University of Surrey, has compiled 25 chapters written by members of the Association of Professional Recording Studios on the many different phases of sound recording and reproduction.

The book is divided into five sections covering the technical aspects of different methods of recording and the equipment used in each, different techniques, studio design and methodology and sections on radio, television and film sound recording as differentiated from recording for phonograph records.

A glossary is provided to help with the complex nature of the text and there are many charts and graphs.

yes, Virginia Knauer,



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The Broadcasting Playlist™ Jul 26

Contemporary

Over-all-rank	Last This week	Title (length)	Artist—label	Rank by day parts			
				6-10a	3-7p	7-12p	12p
1	1	Afternoon Delight (3:10)	Starland Vocal Band—Windsong	1	1	1	1
9	2	You'll Never Find Another Love ... (3:36)	Lou Rawls—Phila. Int'l.	2	2	2	2
3	3	Kiss and Say Goodbye (2:24)	Manhattans—Columbia	3	3	3	3
2	4	Silly Love Songs (3:28)	Paul McCartney & Wings—Capitol	4	7	6	8
14	5	You're My Best Friend (2:49)	Queen—Elektra	5	5	7	7
4	6	More, More, More (3:02)	Andrea True Connection—Buddah	6	9	4	5
5	7	Got to Get You into My Life (2:27)	Beattles—Capitol	10	4	5	6
8	8	The Boys Are Back in Town (3:26)	Thin Lizzy—Mercury	8	6	12	4
10	9	Rock N' Roll Music (2:26)	Beach Boys—Reprise	7	8	10	10
15	10	Let 'Em In (5:08)	Paul McCartney & Wings—Capitol	9	12	9	9
22	11	Heaven Must Be Missing an Angel (3:28)	Tavares—Capitol	11	13	11	15
13	12	Turn the Beat Around (3:21)	Vicki Sue Robinson—RCA	12	14	8	16
12	13	Shop Around (3:23)	Captain & Tennille—A&M	13	10	16	17
17	14	Sara Smile (3:07)	Hall & Oates—RCA	15	11	14	11
23	15	Moonlight Feels Right (3:38)	Starbuck—Private Stock	16	15	17	12
20	16	Don't Go Breaking My Heart (4:23)	Elton John & Kiki Dee—Rocket/MCA	14	20	13	13
18	17	Get Closer (3:45)	Seals & Crofts—Warner Bros.	19	17	15	14
7	18	Let Her In (3:03)	John Travolta—Midland Int'l.	17	18	19	19
24	19	I'm Easy (2:59)	Keith Carradine—ABC	20	21	18	18
16	20	Misty Blue (3:38)	Dorothy Moore—Malaco	22	16	22	20
11	21	I'll Be Good to You (3:30)	Bros. Johnson—A&M	21	19	21	21
21	22	Tear the Roof off the Sucker (3:39)	Parliament—Casablanca	18	22	20	22
6	23	Love Is Alive (3:24)	Gary Wright—Warner Bros.	23	23	23	24
27	24	You Should Be Dancing (3:23)	Bee Gees—RSO/Polydor	24	24	25	25
30	25	Play That Funky Music (3:12)	Wild Cherry—Epic	25	25	26	27
25	26	I'd Really Love to See You ... (2:36)	England Dan & John Ford Coley—Big Tree	28	32	24	23
28	27	Get Up and Boogie (4:05)	Silver Convention—Midland Int'l.	26	26	29	29
36	28	Crazy on You (4:06)	Heart—Mushroom	31	27	28	28
26	29	Baby, I Love Your Way (3:28)	Peter Frampton—A&M	29	30	30	30
29	30	This Masquerade (3:17)	George Benson—Warner Bros.	27	28	33	33
31	31	Another Rainy Day in New York City (2:57)	Chicago—Columbia	30	29	31	34
33	32	Young Hearts Run Free (3:51)	Candi Staton—Warner Bros.	32	31	32	32
38	33	Say You Love Me (3:58)	Fleetwood Mac—Reprise	38	40	27	26
—	34	A Fifth of Beethoven (3:02)	Walter Murphy & Big Apple Band—Private Stock	33	33	34	31
37	35	If You Know What I Mean (3:43)	Neil Diamond—Columbia	34	34	37	37
34	36	Never Gonna Fall in Love Again (3:45)	Eric Carmen—Arista	36	35	36	36
32	37	Take the Money and Run (2:48)	Steve Miller Band—Capitol	37	36	38	35
35	38	Shannon (3:50)	Henry Gross—Lifesong	35	*	35	*
—	39	A Little Bit More (2:56)	Dr. Hook—Capitol	40	38	39	40
—	40	(Shake, Shake, Shake) Shake Your Booty (3:06)	K.C. & Sunshine Band—TK Records	39	39	40	38

Playback

Almost there. *You'll Never Find Another Love Like Mine* (Philadelphia International) by Lou Rawls wins top bolt this week on the "Playlist" as it moves into second position. This ballad was produced by Kenny Gamble and Leon Huff, who lend their talents to an artist with a long list of record successes. It's the biggest mover at KMEN(IAM) San Bernadino, Calif. and rates in the top three at WABC(IAM) New York, WPGC(IAM) Morningside, Md. (Washington), and KONO(IAM) San Antonio, Tex. **Debut.** Coming on at 34 is a disco-styled *A Fifth of Beethoven* (Private Stock) by Walter Murphy and the Big Apple Band. It's an instrumental that's moving on charts from KHJ(IAM) Los Angeles to WOX(IAM) Atlanta and is established at number one on a WAYS(IAM) Charlotte, N.C. **Climbing fast.** Other significant movers include *You're My Best Friend* (Elektra) by Queen which follows the group's earlier success. *Bohemian Rhapsody* (Elektra). *Moonlight Feels Right* (Private Stock) by Starbuck took an eight-place "Playlist" jump; WLEE(IAM) Richmond, Va., lists it as number one. **Threatening.** *(Shake, Shake, Shake) Shake Your Booty* (TK Records) by K.C. & the Sunshine Band is new at 40. And *Summer* (United Artists) by War is just off the edge of the "Playlist." This mellow-beat single is on at KILT(IAM) Houston, WCOL(IAM) Columbus, Ohio and WFIL(IAM) Philadelphia.

Country

Over-all-rank	Last This week	Title (length)	Artist—label	Rank by day parts			
				6-10a	3-7p	7-12p	12p
6	1	Teddy Bear (5:03)	Red Sovine—Starday	2	1	2	3
1	2	Golden Ring (3:01)	George Jones & Tammy Wynette—Epic	1	3	1	2
2	3	Say It Again (2:56)	Don Williams—ABC/Dot	3	4	3	1
7	4	All These Things (3:07)	Joe Stampley—ABC/Dot	4	2	4	6
3	5	The Door Is Always Open (2:42)	Dave & Sugar—RCA	5	5	5	5
21	6	Love Revival (2:58)	Mel Tillis—MCA	6	6	6	4
8	7	Solitary Man (2:39)	T.G. Sheppard—Hitsville	7	7	7	9
4	8	Rocky Mountain Music (3:32)	Eddie Rabbitt—Elektra	8	12	9	8
23	9	When Something's Wrong With ... (2:59)	Sonny James—Columbia	10	8	16	14
11	10	Homemade Love (2:50)	Tom Bresh—Farr	12	19	8	15
12	11	Vaya Con Dios (2:28)	Freddy Fender—ABC/Dot	11	9	12	23
—	12	Save Your Kisses for me (3:04)	Margo Smith—Warner Bros.	14	11	11	11
—	13	Bring It on Home to Me (2:20)	Mickey Gilley—Playboy	15	17	10	16
22	14	Butterfly for Bucky (3:42)	Bobby Goldsboro—United Artists	16	16	14	13
9	15	El Paso City (4:13)	Marty Robbins—Columbia	19	10	13	17
13	16	Is Forever Longer Than Always (2:30)	Porter Wagoner & Dolly Parton—RCA	18	15	15	12
10	17	Stranger (3:10)	Johnny Duncan—Columbia	17	13	17	18
18	18	Suspicious Minds (3:57)	Waylon Jennings & Jessi Colter—RCA	9	21	20	21
5	19	The Letter (2:53)	Conway Twitty & Loretta Lynn—MCA	21	18	19	7
—	20	One of These Days (3:03)	Emmylou Harris—Reprise	20	20	18	10
15	21	Here Comes the Freedom Train (3:25)	Merle Haggard—Capitol	13	22	21	19
17	22	I'll Get over You (3:12)	Crystal Gayle—United Artists	22	14	25	20
—	23	Cowboy (3:10)	Eddy Arnold—RCA	23	23	24	22
—	24	In Some Room Above the Street (3:10)	Gary Stewart—RCA	*	25	22	24
—	25	Lovin' Somebody on a Rainy Night (3:07)	La Costa—Capitol	24	*	23	*

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day at which it appears. A (■) indicates an upward movement of five or more chart positions.

Fates & Fortunes

Media

Robert A. Hart Jr., general sales manager, KMGH-TV Denver, named general manager of station and VP of parent company, McGraw-Hill Broadcasting Co., New York. **Ted V. Barros Jr.**, corporate director of public affairs, McGraw-Hill Broadcasting, assumes additional duties as director of public affairs for KMGH-TV, replacing **Sheldon Peterson**, retired.



Hart



Herbst

Richard Herbst, VP, WTMJ Inc., licensee of WTMJ-AM-TV and WKTI(FM) Milwaukee and Teltron cable TV subsidiary, Wausau, Wis., appointed to additional post of general manager of company.



Marts



Engelhardt



Carpenter



Barron

Lee Marts, general manager, WOC Broadcasting Company, licensee of WOC-AM-TV-KIHK(FM) Davenport, Iowa, elected VP of parent, Palmer Broadcasting. He continues as general manager of stations. **Robert G. Engelhardt**, Palmer Broadcasting technical director, Des Moines, Iowa, elected to company's board of directors. **George C. Carpenter**, station manager, Palmer's WHO-TV there, named general

manager of that station. **Abe Barron**, general sales manager, WHO(AM)-KLYF(FM) Des Moines, named general manager of those stations.

Craig W. McCoy, VP/general manager, McCoy Broadcasting's KGON(FM) Portland, Ore./VP KYXI(AM) Oregon City, Ore., elected VP of McCoy, which also owns KHON-TV Honolulu, KAH-TV Wailuku and KHAW-TV Hilo, all Hawaii, and KLAQ-AM-FM Lakewood, Colo.

William W. Mulvey, treasurer and chairman of executive committee of Horizons Communications Corp., group owner, named board chairman, replacing **Edward W. Wood**, who has been appointed honorary chairman.

Clayton Kaufman, national sales manager, WCCO(AM) Minneapolis-St. Paul, assumes additional duties as broadcast operations director.

David A. Donlin, general sales manager of WBAX(AM) Wilkes-Barre, Pa., appointed general manager, succeeding **Richard D. Booth**, who has resigned to pursue other business interests.

Bronson Bach, account executive, WBRZ(TV) Baton Rouge, named general manager, WAIL(AM) there.

David R. Hutchinson, local sales manager, WGMA(AM) Hollywood, Fla., appointed general manager.

Neil A. Armstrong, former astronaut and now professor of aerospace engineering/director of Institute of Engineering and Medicine, University of Cincinnati, elected to board of directors of Taft Broadcasting there.

Sue-Ann Krakower, employment manager, NBC, New York, named employment director.

Edward B. Newsome, general manager, KSD(AM) St. Louis, elected to NBC Radio Network's Affiliate Executive Committee for three-year term beginning in October.

Ed Dennehy, business manager, WSTU(AM) Stuart, Fla., and formerly with Metromedia's WNEW(AM) New York, rejoins Metromedia as business manager, WIP(AM) Philadelphia, replacing **John Bell Jr.**, transferred to same post at WASH(FM) Washington.

Russ Thornton, news director, KXAS-TV Fort Worth, appointed director of administration/development.

Ann Bryant, promotion manager, WBRC-TV Birmingham, Ala., promoted to operations/program director.

Roy A. Collingsworth Jr., studio director, WMAZ-TV Macon, Ga., promoted to assistant operations director.

Donald Nutting, operations manager/public affairs director, WEZI(FM) Memphis, named operations director, KJOI(FM) Los Angeles.

Bill Wade, general manager, KSOM-AM-FM Ontario, Calif., named operations director, KMEN(AM) San Bernardino, Calif.

Ann Tallman, promotion manager, WDEE(AM) Detroit joins WWJ-AM-FM there in same position.

Alan H. Frank, general manager, noncommercial KMWU(FM) Wichita, Kan., joins noncommercial WKMS-FM Murray, Ky., in same post.

Newly elected officers, Georgia Association of Broadcasters: **Paul Raymon**, WAGA-TV Atlanta, president; **Don Sports**, WCLA-AM-FM Claxton, VP, radio/president elect; **John Radeck**, WJBF(TV) Augusta, VP, television, and **Esther Pruett**, WTOG-AM-FM-TV Savannah, secretary/treasurer.

Newly elected officers, Hollywood Radio and Television Society: **George Nicholaw**, CBS Radio division/KNX(AM), president; **Salvatore J. Iannucci Jr.**, Jones, Day, Reavis & Pogue law firm, VP; **Thomas Wertheimer**, MCA, secretary, and **Lionel Schaen**, KHJ-TV, treasurer.

Broadcast Advertising



Timon

Clay S. Timon, senior VP/management representative, McCann-Erickson, New York, joins Doyle Dane Bernbach there as senior VP, international.

Robin Smith, VP/account supervisor, D'Arcy-MacManus & Masius, St. Louis, appointed executive assistant to James B. Orthwein, agency president. **Barbara Middleton**, from Daily & Associates, Los Angeles, joins DM&M there as media supervisor.

Lynn Hollister, group research manager, Television Advertising Representatives, New York, named associate director of sales development, Katz Television Continental, New York. **Robert A. Ashley**, account executive, Katz Television American, Los Angeles, named sales manager, Katz Television Continental, Los Angeles.

Burke Liburt, national sales manager of WABC-TV New York, named local sales manager, succeeding **Lee Gannon**, appointed national sales manager for WXYZ-TV Detroit. Both stations are ABC-owned. **Ed Samson**, account executive at ABC Spot Sales, named national sales manager, WABC-TV.

Ken Dudwick, VP/associate creative director, Boisford Ketchum, San Francisco, named senior VP and creative director.

Merv Hiller, administrative manager, creative services department; **Don Richards**, account supervisor, and **Peter Horst** and **Murray**

Kalis, creative directors, Leo Burnett, Chicago, named VP's.

Grace P. Reiner, international media director/group head, Grey Advertising, New York, named VP.

Richard J. Wolk, sales manager, KDKA-TV Pittsburgh, appointed national sales manager, WTAE-TV there.

Michael J. Eckert, regional sales manager, WAIT(AM) Chicago, joins Blair Radio, New York, as account executive, succeeding **Frank Wilkinson**, transferred to Blair's Los Angeles Office. **Thomas D. Lynch**, on assignment in Los Angeles office, returns to New York to fill post vacated by **Harry (Rick) Fromme**, named national sales manager, WHDH(AM) Boston.

Joseph R. Matthews, account executive, CBS-TV, Chicago, named sales manager, WFLD-TV there.

Stanley B. Greenberg, local sales manager, KSD(AM) St. Louis, named general sales manager.

Betty Lavety, media supervisor, Lee King and Associates, Chicago, joins J. Walter Thompson there as local broadcast buyer, media department.

John St. Leger, director of public relations and publicity/account manager supervisor, Young & Rubicam, New York, named VP, media development and administration, The Advertising Council, there.

Jane Strasser, media director, Media Trade Co., San Francisco, joins Clinton E. Frank there as media buyer/planner. **Carl Filkhorn**, with Earl Ludgin & Co., Chicago, and **Bernie Vangrin**, art director, Botsford Ketchum, San Francisco, join CEF San Francisco as art directors.

Keith Trantow, assistant VP, Albert Frank-Guenther Law, Los Angeles, elected VP.

Mary Jane Hurley, personnel supervisor, Benton & Bowles, New York, named director of creative control services.

Dean Shaffner, in charge of multimedia presentations for Vizmo Productions, New York, named director of research for Adam Young Inc., New York-based TV representative.

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

Richard O'Brien, VP, Reilly Brown Inc., Boston, joins Giardini/Russell, Cambridge, Mass., in same position.

Ronald Pine, VP/production manager, Blaine-Thompson Co., New York, appointed VP, Ash/LeDonne Inc., entertainment division of Kelly, Nason, New York.

Peter J. Alper, advertising manager, Volvo Western Distributing, Torrance, Calif., appointed to same post at Volvo Western there, new division that encompasses VWD and Volvo Southwest, Houston. **Susan Schuman**, VWD advertising department senior secretary, named advertising administrator responsible for dealer cooperative ad programs and budget administration.

Harold A. Parks, Southeastern sales representative of Spanish International Network, New York, has moved his office from Atlanta to 2525 S.W. Third Avenue, Miami, 33129. (305) 856-3132.

Paulie Landon, VP/regional manager, Torbet-Lasker Radio Reps, San Francisco, joins KOIT(FM) there as sales manager.

Alan E. Smith, account executive, KMBY(AM) Monterey, Calif., appointed sales manager.

Deborah Slater Taylor, floor director, KOMO-TV Seattle, appointed commercial producer.

George Rossi, account executive, WYFM(FM) Sharon, Pa., named sales manager.

Programing

Wayne Barrington, program manager, WISN-TV Milwaukee, named to same position, KMTV(TV) Omaha.

Richard Beach, operations manager, WSBK-TV Boston, promoted to program manager.

Edward L. Babinski, formerly marketing manager, F&M Schaefer Brewing Co., New York, named executive VP of Manchester Broadcasting Productions there, which produces radio broadcasts of New York Yankees, New York Nets and New York Islanders.

Joyce Robinson, freelance casting executive, named casting manager, CBS-TV, Hollywood.

Jeff Alan, president, Alan/Tuna Productions, West Coast syndication firm, joins Watermark, Hollywood, as account executive.

Scott O'Neil, music director, KGIL(AM) San Fernando, Calif., joins Radio Arts, radio programming service, Burbank, Calif., as music director. **Ken Ross**, air personality, WZMF(FM) Menomonee Falls, Wis., named Radio Arts operations director, and **Ron Russ**, air personality, KSRF(AM) Santa Monica, Calif., named RA production manager.

Jim Rogers, senior VP/production services director, Cargill, Wilson & Acree, Atlanta, joins Jayan Film Productions there as production VP/staff director.

Irv Brodsky, ABC Sports press representative, New York, named to newly created post of manager of sports information, ABC public relations there.

Leah Erickson, professor of television/film directing, Trenton (N.J.) State University, joins

KMOX-TV St. Louis as entertainment editor.

Tony Roberts, sports director, WWDC(AM) Washington, joins WRC(AM) there in same capacity.

Naomi Honeth, music director, WDCA(FM) Portland, Me., appointed program director.

Stacy Drake, air personality, WHAG(AM) Halfway, Md., named program director.

V.A.L. Linder, program manager, WCCO(AM) Minneapolis-St. Paul, retires. He joined station in 1954 and was named program manager in 1960. He is succeeded by **By Napier**, assistant program manager.

Jane Chastain, sports reporter, WTVJ(TV) Miami, who also was sports commentator, CBS-TV, is resigning effective Sept. 5 to move to Los Angeles with her husband.

James B. Barnes, programming/development director, noncommercial KETC-TV St. Louis, appointed chairman of Phase I planning committee for developing satellite communication of programing produced by member stations of Southern Educational Communications Association (BROADCASTING, Feb. 16).

Broadcast Journalism

Amalia Barreda, co-anchor, KPX-TV San Francisco, joins KCST-TV San Diego as reporter/co-anchor. **Hal Gray**, reporter, WCIX-TV Miami, joins KCST-TV in same post, and **Phil Stone**, from WJXT(TV) Jacksonville, Fla., joins as weekend sports anchor.

Ron Scott, news/special projects director, WISN-TV Milwaukee, joins NBC News, Chicago, as reporter.

Harvey Cox, news producer, WBRZ(TV) Baton Rouge, appointed news director, WRBT(TV) there.

Gene Hodges, news director, WWAY-TV Wilmington, N.C., joins WTVN-TV Columbus, Ohio, in same position.

Ray Murray, assistant news director, KORJ(FM) Garden Grove, Calif., named news director, KBLF(AM) Red Bluff, Calif.

Jim Ellis, reporter, KLEO(AM) Wichita, Kan., promoted to assignments editor.



Texas happenings. The Texas Association of Broadcasters held its 24th annual meeting in Arlington and elected new officers. They are (l to r): Jim Phillips, KHEY(AM) El Paso, secretary-treasurer; Roger B. Watkins, WTAW-AM-FM College Station, president, and Mel Z. Gilbert, KSNY(AM) Snyder, vice president, president-elect. The group also named Paul Stevens, president of the Southern Baptist Radio and Television Commission, TAB's "Distinguished Texan of the Year." Presenting Dr. Stevens with the award is last year's recipient, Democrat Senator Lloyd Bentsen (r).



BOOKS FOR BROADCASTERS

- 304. AUDIO CONTROL HANDBOOK**—for radio and television broadcasting, 4th edition. Revised and Expanded by Robert S. Oringel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronic aspects of audio operation. 192 pages, illustrated index. **\$10.00.**
- 305. BROADCAST JOURNALISM, An Introduction to News Writing** by Mark W. Hall. Covers all basics of radio-television news writing style, techniques—for student and practicing professional. 160 pages, 6 1/8" x 9 1/4". **\$6.95.**
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- 313. THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION: Techniques** edited by Raymond Spottiswoode. Major reference work of 10,000 entries—will eventually comprise three or four volumes. 1,124 pages, 6 3/4" x 9 1/2", 1,000 diagrams, index. **\$37.50.**
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- 327. THE WORK OF THE TELEVISION JOURNALIST** by R.W. Tyrell. Describes every job from writer and producer to that of cameraman, recordist, film editor and newscaster. Invaluable as a basic primer for all newcomers to television—student and professional. 176 pages, illustrated, glossary. **\$14.50.**
- 328. WRITING FOR TELEVISION AND RADIO, Revised and Enlarged 3rd Edition** by Robert L. Hilliard. Shows how today's successful writers prepare and produce top TV and radio programs of every type. Includes new chapters and fresh script samples and excerpts. 461 pages, index. **\$16.50.**
- 332. THE TECHNIQUE OF THE SOUND STUDIO, Radio, Television, Recording, 3rd Revised Edition** by Alec Nisbett. The basic approach of this widely-used text and guidebook emphasizing general principles rather than rule-of-thumb, has the latest technological developments. 558 pages, 5 1/2" x 8 1/2", 234 diagrams, glossary. **\$14.50.**
- 333. THE TECHNIQUE OF SPECIAL EFFECTS IN TELEVISION** by Bernard Wilkie. A unique, pioneering and astonishingly comprehensive book that covers everything one needs to know about "special effects" from popping champagne cork to bullet and bomb effects. 400 pages, 5 1/2" x 8 3/4", 200 halftones, 40 diagrams, appendix, index. **\$16.50.**
- 336. THE BROADCAST COMMUNICATIONS DICTIONARY** edited by Lincoln Diamant. Puts—at your fingertips—some 2,000 technical common and slang words in daily use on both sides of the Atlantic... many coined during the last decade. Includes familiar words that mean the same thing (and the same words that mean different things) in English-speaking countries everywhere. An extremely useful tool. 128 pages. **\$6.95.**
- 345. AMERICAN BROADCASTING: A Sourcebook on the History of Radio and Television** by Lawrence W. Lichty and Malachi C. Topping. A skillfully edited anthology of 93 selections, this unique source book provides a comprehensive description and analysis of broadcasting in America from its pre-history to 1975. Articles by such notables as: Edwin H. Armstrong, William L. Shirer, Edward R. Murrow, Samuel Goldwyn, Frank Stanton—to name but a few. A must for every broadcaster's library. 723 pages, notes, tables, bibliography, index, chronological table of contents. **\$26.50.**

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New RTNDA board. Newly elected to one-year terms on the board of directors of the Radio Television News Directors Association are: Region I, **Dean Mell**, KHO-TV Spokane, Wash. Region III, **Phil Mueller**, KSL(AM) Salt Lake City; Region V, **Robert McMullen**, WFRV-TV Green Bay, Wis., and Canada. **Dick Smythe**, CHUM(AM) Toronto. Directors elected to two-year terms include: Region VI, **Robert Wilbanks**, WHO(AM) Des Moines, Iowa; Region VIII, **R. Lord Gilmartin**, WKRC-TV Cincinnati; Region IX, **Lloyd Patton**, WBRZ(TV) Baton Rouge; Region X, **Chris Clark Bot-saris**, WTVF(TV) Nashville; Region XII, **Fred Young**, WTAE-AM-FM-TV Pittsburgh; Region XIII, **Ted Landphair**, WMAL(AM) Washington and Region XIV, **Dave Partridge**, WFBC-AM-FM-TV Greenville, S.C. With the exception of Robert McMullen, new board members will take office during RTNDA's convention in Miami in December. Mr. McMullen takes office immediately due to resignation of a former board member.

Gail Harris, reporter/anchor/editor, WBT(TV) Charlotte, N.C., named co-anchor, 6 p.m. *Scene Tonight* newscast. **Mike Cozza**, reporter/assignment editor, replaces Miss Harris as weekend editor/anchor.

Cindy Bétz, from WPOM(AM) Riviera Beach, Fla., joins WDBO-TV Orlando, Fla., as reporter.

Ward Lucas, reporter/anchor, KIRO-TV Seattle, named reporter/co-anchor, KBT(TV) Denver.

Mitchell Carr, with KLIF(AM) Dallas, named news director, KFWD(FM) Fort Worth.

Toni Pace, associate producer, *Take It From Here*, public affairs program, WRC-TV Washington, named associate producer, local news.

James A. Seamans, Kansas State University graduate, named news director, KQTY(AM) Borger, Tex.

Ed Richards, news director, WCUE(AM) Cuyahoga Falls, Ohio, named midday anchor-man, WGAR(AM) Cleveland.

Gary Cox, news director, WHON(AM) Centerville, Ind., named reporter, WIRE(AM) Indianapolis.

Gail Christian, NBC News correspondent, reporter KNBC(TV), Los Angeles, joins noncommercial KCET(TV) there as news director.

Equipment & Engineering

Donald E. Lefebvre, Eastern U.S. regional manager, distributor sales, Telemation, Salt Lake City, named managing director of Telemation Ltd., London.

Harold L. Green, manager, operations/engineering, Kaiser Broadcasting, San Francisco, appointed VP.

Philip J. Davis, administration director, Americas and Asia Group, Memorex Corp., Santa Clara, Calif., joins International Video Corp., Sunnyvale, Calif., as corporate marketing administration director.

Kish B. Sadhvani, senior optical designer, Rank Taylor Hobson, United Kingdom, appointed product manager for television and motion picture lens products manufactured in UK, marketed in U.S. by Rank Precision Industries. He will be based in New York.

David S. Lenzer, director of personnel, Dayton (Ohio) Press, joins Jerrold Electronics, Horsham, Pa., as director of human resources.

Gary K. Land, industrial engineer, National Cash Register Co., Los Angeles, joins Convergence Corp., Irvine, Calif., maker of videotape editing systems, as operations VP.

Gordon W. Pearlman, marketing VP, Electronics Diversified, Hillsboro, Ore., appointed Western regional sales manager, Kliegl Bros., Portland, Ore., office.

Jim A. Summers, executive VP, K&M Electronics, Edina, Minn., named marketing director, Consolidated Video Systems, Santa Clara, Calif. CVS specializes in application of digital video technology for broadcast, industrial, educational and CATV markets.

Cable

Newly elected officers, Montana Cable Television Association: **Robert D. Towe**, Montana Video, Billings, president; **Ray Rohrer**, Kalispell Cable TV, Kalispell, VP, and **McLean A. Clark**, TV Cable Association, Big Timber, secretary/treasurer.



Eger to move on. John Eger, deputy director of Office of Telecommunications Policy who served as acting director for 21 months, has submitted his resignation to President Ford. Eger, whose resignation becomes effective Aug. 1, will be of counsel to Washington law firm of Lamb, Eastman & Keats. He also plans to maintain independent law practice, consult and lecture.

Allied Fields

Sid Bakal, account supervisor, Richard Weiner public relations, New York, joins Air Time Inc., media services firm there as VP, information services.

Mel J. Kampmann, general manager, KXJB-TV Fargo, N.D., joins McHugh and Hoffman Inc., communications consultants, McLean, Va., as account executive.

Elizabeth Wood, executive VP of Telmar Communications Corp., New York, named president and chief operating officer of firm, which is supplier of computer-based systems for media and marketing analysis to advertising agencies, broadcasters and advertisers.

Carolyn Tilliston, of Federal Election Commission, Washington, joins Office of Telecommunications Policy there as assistant to director for congressional affairs.

Henry Goldstein, senior research analyst, Chesebrough Ponds, Greenwich, Conn., joins Lee Slurzberg Research, New York, as VP, responsible for new product and concept research.

Sam B. Vitt, president of Vitt Media International Inc., New York, media planning and buying organization, has been named co-chairman of 1976 national United Nations Day committee.

Death

Wilfred Fleisher, 78, veteran newspaperman and ABC Radio correspondent in Washington during World War II and CBS correspondent in Stockholm in 1950's, died in Stockholm July 13. While accompanying American expeditionary force in Vladivostok, Russia, in 1918, he scored world beat on assassination of Czar Nicholas II and family.

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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 actions

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown: KTFE Oxnard, Calif., to Jan. 9, 1977 (BMPCT-7554-5); KSCI San Bernardino, Calif., to Jan. 9, 1977 (also to change ERP to 3,334.3 kw vis., 666.8 kw aur.; change studio location to 280 S. I St., San Bernardino; change type trans. and type ant.; make changes in ant. structure; ant. height 2393 ft. (BMPCT-7617, 7646).

AM applications

■ Dillon, Colo.—Alan K. Levin seeks 1130 khz, 5 kw D. P.O. address: 9750 E. Ohio Ave., Denver 80231. Estimated construction cost \$68,900; first-year operating cost \$30,000; revenue \$134,000. Format: MOR. Principal: Mr. Levin owns half of distributing company. Ann. July 6.

■ La Follette, Tenn.—LaFollette Broadcasters seeks 960 khz, 1 kw-D. P.O. address: 307 Westbury Dr., Clinton, Tenn. 37716. Estimated construction cost \$74,643; first-year operating cost \$40,000; revenue \$72,000. Format: MOR. Principals: Charles Phillips, J.C. Ridenour Sr., W. Alvin and Lester Fox (25% each). Mr. Phillips is sales manager at WYSH-AM-FM Clinton, Tenn. and owns interest in WIXI(AM) Lancaster, Ky. Fox's have interest in motor company. Mr. Ridenour is attorney. Ann. June 30.

AM start

■ WTNL Reidsville, Ga.—Authorized program operation on 1390 khz, 500 w-D. Action June 24.

AM license

Broadcast Bureau granted following license covering new station:

■ KWMB Wabasha, Minn. (BL-14137). July 6.

FM applications

■ Chandler, Ariz.—Chandler Communications Co. seeks 107.9 mhz, 30 kw, HAAT 1,738 ft. P.O. address: Box 108, Phoenix 85001. Estimated construction cost \$64,523; first-year operating cost \$47,000; revenue \$50,000. Format: MOR, C&W. Principal: Ralph Borkman works for aircraft development company and is engineering consultant for KXTC(FM) Glendale, Ariz. Ann. July 9.

■ Douglas, Ariz.—KAPR Inc. seeks 95.3 mhz, 3 kw, HAAT 45 ft. P.O. address: Box 243, Douglas 85607. Estimated construction cost \$8,450; first-year operating cost \$10,782; revenue \$21,500. Format: MOR. Principal: Paul (66.7%) and Helen (33.3%) Knowles. Knowles have interest and positions in KAPR(AM) Douglas. Ann. July 9.

■ Phoenix—American International Development seeks 99.9 mhz, 100 kw, HAAT 1,674 ft. P.O. address: 4548 W. Osborn Rd., Phoenix 85031. Estimated construction cost \$38,716; first-year operating cost \$204,204; revenue \$175,100. Format: Spanish, Latin music. Principal: Julia S. Zozaya (96.7%) works for Arizona Department of Economic Security. Ms. Zozaya has one percent interest, in application for UHF TV station in Phoenix. Ann. July 9.

■ Phoenix—KXIV Inc. seeks 99.9 mhz, 96.6 kw, HAAT 1,738 ft. P.O. address: 3003 N. Central Ave., Phoenix 85012. Estimated construction cost \$126,975; first-year operating cost \$113,400; revenue \$125,000. Format: Standard pops. Principal: Applicant is subsidiary of Cave Creek Enterprises, television production companies and licensee of KXIV(AM) Phoenix. Principals have media production interests as well. Ann. July 9.

■ Healdsburg, Calif.—Carroll E. Brock seeks 92.9 mhz, 18 kw, HAAT 730 ft. P.O. address: 3350 Watt Ave., Sacramento, Calif. 95821. Estimated construction cost \$75,474; first-year operating cost \$82,920; revenue \$84,000. Format: Adult music. Principal: Mr. Brock has land interests and is applying for AM station in Grass Valley, Calif. Ann. July 9.

■ Lompoc, Calif.—JWR Broadcasting Corp. seeks 100.9 mhz, 3 kw, HAAT 29 ft. P.O. address: 825 Doverlee St., Santa Maria, Calif., 93454. Estimated construction cost \$43,004; first-year operating cost \$31,900; revenue \$84,000. Format: Adult music. Principals: Edward Walsh (30%), Donald V. Berlant (10%), Eric T. (40%) and Margaret (20%) Esbensen. Mr. Walsh is engineer; Mr. Esbensen is attorney; Ms. Esbensen is secretary; Mr. Esbensen also owns hearing aid operation and Mr. Berlant is investor. Ann. July 9.

■ Lompoc, Calif.—Straw Broadcasting Co. seeks 100.9 mhz, 3 kw, HAAT 74 ft. P.O. address: 3640 Buellton Rd., Lompoc 93436. Estimated construction cost \$8,100; first-year operating cost \$18,350; revenue \$36,000. Format: All news. Principal: Applicant owns KKOK(AM) Lompoc. Ann. July 9.

■ San Jose, Calif.—Fremont Union High School District-Lynbrook High School seeks 88.1 mhz, 10 w, HAAT 100 ft. P.O. address: 1287 Johnson Ave., San Jose 95129. Estimated construction cost \$5,832; first-year operating cost \$1,000. Format: Variety. Principal: Applicant is public school district. Ann. July 12.

■ Westmoreland, Calif.—Ettlinger Broadcasting Corp. seeks 94.5 mhz, 50 kw, HAAT 376 ft. P.O. address: 8831 Sunset Blvd., W. Hollywood 90069. Estimated construction cost \$134,627; first-year operating cost \$89,710; revenue: none given. Format: C&W, soft rock. Principals: John Ettlinger (60%), Donald and Norma Pierce (25%) and Charles Theodore (15%). Mr. Ettlinger has media production interests. Pierces raise and race horses. Mr. Theodore is technical adviser. Ann. July 9.

■ Dunedin, Fla.—Stereo FM 92 seeks 92.1 mhz, 3 kw, HAAT 284 ft. P.O. address: 845 Indian Rocks Rd., Belleair, Fla. 33516. Estimated construction cost \$39,215; first-year operating cost \$80,000; revenue \$50,000. Format: MOR. Principals: John and Jean Southmayd (67.5%), Carol and E.C. Marquardt Jr. (22.5%) and Manly St. Jean (10%). Mr. Southmayd is lawyer; Mr. St. Jean is contractor for General Electric and chief engineer for WDCL(AM) Dunedin and Mr. Marquardt is lawyer. Ann. July 9.

■ Holiday, Fla.—Holiday Broadcasting System seeks

106.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 5403 Aloha Place, Holiday 33589. Estimated construction cost \$69,001; first-year operating cost \$96,850; revenue \$150,000. Format: Standard pops. Principals: JoAnn Pippin, W.H. Jr. and James Mitchell and Roy Speer (24% each). Applicants have land and/or construction interests, except Mr. Speer, who is lawyer. Ann. July 9.

■ Macclenny, Fla.—Woodrow W. Rhoden seeks 92.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Rte. 1, Box 190, Macclenny 32063. Estimated construction cost \$32,186; first-year operating cost \$33,360; revenue \$65,000. Format: C&W. Principal: Mr. Rhoden has real estate interests. Ann. July 9.

■ Marco, Fla.—Deltona Broadcasting Co. seeks 101.1 mhz, 100 kw, HAAT 668 ft. P.O. address: 3250 SW Third Ave., Miami 33129. Estimated construction cost \$203,166; first-year operating cost \$119,702; revenue \$84,000. Format: MOR. Principal: Applicant is subsidiary of Deltona Corp. and licensee of WPAP-FM Panama City, Fla. Ann. July 9.

■ Honolulu—Hawaiian Islands Public Radio seeks 88.1 mhz, 26.6 kw, HAAT 2,123 ft. P.O. address: 1001 Dillingham Blvd., Suite 207A, Honolulu 96817. Estimated construction cost \$47,696; first-year operating cost \$87,500. Format: Variety. Principal: Applicant is nonprofit corporation formed for purpose of establishing educational public broadcasting facilities. Ann. July 15.

■ Salmon, Idaho—Dale J. Smith seeks 92.7 mhz, 1.8 kw, HAAT —1,235 ft. P.O. address: Box 950, Salmon 83467. Estimated construction cost \$26,535; first-year operating cost \$12,000; revenue \$24,000. Format: Standards. Principal: Mr. Smith owns KSRA(AM) Salmon. Ann. July 15.

■ Chicago—Lakeside Communications seeks 88.1 mhz, 10 w, HAAT 100 ft. P.O. address: 6946 S. Constance Ave., Chicago 60649. Estimated construction cost \$17,200; first-year operating cost \$22,300. Format: Variety. Principal: Applicant is nonprofit corporation formed to operate station. Ann. July 9.

■ Fort Wayne, Ind.—Purdue University seeks 89.1 mhz, 4 kw, HAAT 117 ft. P.O. address: 2101 Colliseum Blvd., E. Ft. Wayne 46805. Estimated construction cost \$33,874; first-year operating cost \$30,000. Format: Variety. Principal: Applicant is Indiana public educational agency. Ann. July 9.

■ Monticello, Me.—Monticello Community Broadcasting Corp. seeks 88.7 mhz, 10 w, HAAT 50 ft. P.O. address: Houlton Trust Bldg., Houlton, Me. Estimated construction cost \$3,800; first-year operating cost \$1,500. Format: Variety. Principal: Applicant is nonprofit corporation formed to operate proposed station. Ann. July 9.

■ Baltimore—College of Notre Dame of Maryland seeks 90.3 mhz, 10 w, HAAT 105 ft. P.O. address: 4701 N. Charles St., Baltimore 21210. Estimated construction cost \$8,369; first-year operating cost \$3,000. For-

EDWIN TORNBERG & COMPANY, INC.

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Summary of broadcasting

FCC tabulations as of June 30, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,450	4	25	4,479	46	4,525
Commercial FM	2,772	0	48	2,820	127	2,947
Educational FM	814	0	31	845	68	913
Total Radio	8,036	4	104	8,144	241	8,385
Commercial TV	700	1	7	708	56	764
VHF	509	1	3	513	10	523
UHF	191	0	4	195	46	241
Educational TV	231	9	13	253	15	268
VHF	90	3	5	98	6	104
UHF	141	6	8	155	9	164
Total TV	931	10	20	961	71	1,032

*Special temporary authorization

**Includes off-air licenses

mat: Variety. Principal: Applicant is private educational institution. Ann. July 15.

■ **Elsie, Mich.**—Ovid-Elsie Area Schools seeks 91.3 mhz, 10 w, HAAT 140 ft. P.O. address: 8989 Colony Rd., Elsie 48831. Estimated construction cost \$17,795; first-year operating cost \$18,000. Format: Variety. Principal: Applicant is school district. Ann. July 15.

■ ***Traverse City, Mich.**—Northwestern Michigan College seeks 90.9 mhz, 10 w, HAAT 120 ft. P.O. address: 1701 E. Front St., Traverse City 49684. Estimated construction cost \$3,774; first-year operating cost \$3,000. Format: Variety. Principal: Applicant is public educational institution. Ann. July 9.

■ **West Branch, Mich.**—Ogemaw Broadcasting Co. seeks 105.5 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 185, West Branch 48661. Estimated construction cost \$33,586; first-year operating cost \$35,450; revenue: none given. Format: Standards, C&W. Principals: Robert Marshall (50%), Jack Kauffman (37.5%) and Gene Flowers (12.5%). Mr. Marshall is publisher of newspaper in West Branch. Ogemaw Broadcasting is licensee of WBMB(AM) there. Mr. Kauffman is also general manager of WDBC(AM) Escanaba, Mich. Ann. July 9.

■ **Farming township, Minn.**—Stearns County Broadcasting seeks 105.5 mhz, 1.2 kw, HAAT 443 ft. P.O. address: Rte. 2, Albany, Minn. 56307. Estimated construction cost \$62,415; first-year operating cost \$20,000; revenue \$75,000. Format: C&W, oldies. Principals: Urban Keppers, A.J. Glatzmeier and Louis Gretsch (25% each), six others. Stearns County Broadcasting owns KASM(AM) Albany, Minn. Ann. July 15.

■ **Carthage, Miss.**—Meredith Color Johnston seeks 98.3 mhz, 3 kw, HAAT 300 ft. P.O. address: Drawer L, Carthage 39051. Estimated construction cost \$11,505; first-year operating cost \$9,000; revenue \$25,000. Format: MOR, C&W, soul. Principal: Mr. Johnston is licensee of WECF(AM) Carthage and has majority interest in WKTA(FM) McKenzie, Tenn. Ann. July 9.

■ **Mansfield, Mo.**—Mansfield Broadcasting Co. seeks 95.9 mhz, 3 kw, HAAT 206 ft. P.O. address: Box 575, Lebanon, Mo. 65536. Estimated construction cost \$23,428; first-year operating cost \$46,149; revenue \$48,000. Format: C&W. Principal: Herbert Starbuck (100%) is in sales department of Risner Broadcasting, Lebanon, Mo. Ann. July 9.

■ **Billings, Mont.**—Mattco Inc. seeks 102.9 mhz, 100 kw, HAAT 500 ft. P.O. address: Box 1276, Billings 59103. Estimated construction cost \$94,725; first-year operating cost \$27,000; revenue \$60,000. Format: Adult contemporary. Principals: Russell (75%) and William (25%) Matthias. Russell is lawyer, son William has investment interests. Msytco owns KBOM(AM) Bismarck, N.D., KOOK(AM) Billings, KBDF(AM) Eugene and KYJC(AM) Medford, both Ore. Ann. July 9.

■ **Ogallala, Neb.**—Ogallala Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT 294 ft. P.O. address: 113 W. 4th St., Ogallala 69153. Estimated construction cost \$20,000; first-year operating cost \$3,500; revenue \$12,200. Format: Would duplicate AM. Principal: Applicant is licensee of KOGA(AM) Ogallala. Ann. July 9.

■ **Bayard, N.M.**—KNFT Inc. seeks 92.7 mhz, 3 kw, HAAT 133 ft. P.O. address: Hwy. 180 E., Silver City, N.M. 88061. Estimated construction and first-year operating cost \$20,420; Revenue: none given. Format: MOR. Principal: Keith and Janalie Le May (100%). Applicant is licensee of KNFT(AM) Bayard. Ann. July 9.

■ **Taos, N.M.**—Taos Communications Corp. seeks 99.9 mhz, 3 kw, HAAT —283 ft. P.O. address: Box 2676, Taos 87571. Estimated construction cost \$5,500; first-year operating cost \$63,700; revenue \$85,000. Format: Quality music. Principals: John D. McDermott (33.3%) and Daniel R. Lee (41.33%) and six others. Mr. McDermott is involved in freelance TV production. Mr. Lee is president and general manager (no stock) of WSBC(AM)-WXRT(FM) Chicago. Ann. July 9.

■ ***Houghton, N.Y.**—Houghton College seeks 90.3 mhz, 10 w, HAAT —311 ft. P.O. address: Hillside Dr., Houghton 14744. Estimated construction cost \$200; first-year operating cost \$5,000. Format: Variety. Principal: Applicant is private, nonprofit educational institution. Ann. July 9.

■ ***Nyack, N.Y.**—Nyack College seeks 91.3 mhz, 10 w, HAAT 55 ft. P.O. address: Nyack 10960. Estimated construction cost \$2,000; first-year operating cost all donated. Format: Religious, variety. Principal: Applicant is nonprofit, private educational institution. Ann. July 9.

■ **Olean, N.Y.**—Great Dane Broadcasting Corp. seeks 100.9 mhz, 1.55 kw, HAAT 405 ft. P.O. address: 344 Main St., Penn Yan, N.Y. 14527. Estimated construction cost \$11,638; first-year operating cost \$4,500; revenue \$9,000. Format: Standards. Principal: Applicant is buying, subject to FCC agreement, WMNS(AM) Olean. Principals are Robert W. Burns and Kenneth Pedersen. Mr. Burns has interest in WSWF-AM-FM Seneca Falls, N.Y. Ann. July 9.

■ **Southold, N.Y.**—North Fork Broadcasting Co. seeks 101.7 mhz, 3 kw, HAAT 267 ft. P.O. address: 43 Pantigo Rd., East Hampton, N.Y. 11937. Estimated construction cost \$129,350; first-year operating cost \$65,554; revenue \$50,000. Format: Easy listening. Principals: James M. Strong (60%) and Nelson Meringola (20%), five others. Mr. Strong has insurance, banking and travel interests. Mr. Merinoia is general contractor and owns outdoors store. Ann. June 29.

■ **Southold, N.Y.**—Peconic Bay Broadcasting Corp. seeks 101.7 mhz, 3 kw, HAAT 300 ft. P.O. address: 147 Midland Ave., Bronxville, N.Y. 10708. Estimated construction cost \$113,370; first-year operating cost \$55,780; revenue \$150,000. Format: Good music. Principal: Joseph Sullivan (62%), six others. Mr. Sullivan is vice president of Television Bureau of Advertising. Ann. July 9.

■ ***Burlington, N.C.**—Voice of Christ seeks 90.1 mhz, 630 w, HAAT 209 ft. P.O. address: 501 Eastway Lane, Graham, N.C. 27253. Estimated construction cost \$13,063; first-year operating cost \$27,130. Format: Religious. Principal: Applicant is nonprofit educational corporation. Ann. July 9.

■ **Shallotte, N.C.**—Media Group Inc. seeks 93.5 mhz, 3 kw, HAAT 300 ft. P.O. address: 120 Forest Hills Dr., Monroe, N.C. 28110. Estimated construction cost \$64,768; first-year operating cost \$42,000; revenue \$80,000. Format: C&W. Principal: Five owners; one, Joe Ross (22 2/3%) has broadcast interests; WIXE(AM) Monroe (30%). Ann. July 9.

■ **Waynesville, N.C.**—Paul J. Wolfe seeks 104.9 mhz, 3 kw, HAAT 23.6 ft. P.O. address: 510 Milledge Rd., Augusta, Ga. 30904. Estimated construction cost \$50,959; first-year operating cost \$25,160; revenue \$90,000. Format: C&W, standards. Principal: Mr. Wolfe, until recently, was program director for WJCL-TV Savannah, Ga. Ann. July 9.

■ ***Columbus, Ohio**—Ohio State University seeks 88.7 mhz, 10 w, HAAT 258 ft. P.O. address: 190 N.

Oval Mall, Columbus 43210. Estimated construction cost \$3,341; first-year operating cost \$3,050. Format: Music variety. Principal: Applicant is public educational institution. Ann. July 15.

■ **Jewett, Ohio**—Carroll-Harrison Broadcasting seeks 106.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 246 Fourth St., S.E., Carrollton, Ohio 44615. Estimated construction cost \$800; first-year operating cost \$50,835; revenue \$100,000. Format: C&W, religious. Principal: William A. Brackney (51%) and seven others. Mr. Brackney is self-employed forestry specialist. Mr. Brackney has one-third interest in application for new FM in New Lexington, Ohio. Ann. July 9.

■ **New Lexington, Ohio**—Perry County Broadcasting Co. seeks 106.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 246 Fourth St., S.E., Carrollton, Ohio 44615. Estimated construction cost \$800; first-year operating cost \$50,835; revenue \$79,000. Format: C&W, religious. Principals: William Brackney, Milford C. Tackett and James Myer (33-1/3% each). Mr. Brackney owns interest in application for new FM in Jewett, Ohio. Mr. Tackett owns drive-in and works for, as does Mr. Myer, mining-enforcement administration in Ohio. Ann. July 9.

■ **Coos Bay, Ore.**—Pacific Western Broadcasters seeks 98.3 mhz, 3 kw, HAAT 24 ft. P.O. address: 371 Anderson St., Coos Bay 97420. Estimated construction cost \$29,443; first-year operating cost \$52,320; revenue \$90,000. Format: C&W. Principal: Phillip E. Waters (100%) owns KYNG(AM) Coos Bay. Ann. July 15.

■ **Pendleton, Ore.**—Faith Media Inc. seeks 103.5 mhz, 100 kw, HAAT 1,149 ft. P.O. address: 21 S.W. Dorion, Pendleton 97901. Estimated construction cost \$95,500; first-year operating cost \$52,820; revenue \$60,000. Format: Religious. Principal: Applicant is nonprofit, nonstock corporation formed to operate station. Ann. July 9.

■ ***State College, Pa.**—Central Pennsylvania Christian Institute seeks 89.9 mhz, 5 kw, HAAT 670 ft. P.O. address: 545 Orlando Ave., State College 16801. Estimated construction cost \$49,938; first-year operating cost \$24,000. Format: Variety. Principal: Applicant is nonprofit corporation formed to operate station. Ann. July 9.

■ ***Chattanooga, Tenn.**—University of Tennessee seeks 88.1 mhz, 50 kw, HAAT 747 ft. P.O. address: 232 Communications Bldg., Knoxville, Tenn. 37916. Estimated construction cost \$24,166; first-year operating cost \$3,000. Format: Variety (rebroadcasting WVOT[FM] temporarily). Principal: Applicant is state university. Ann. July 15.

■ **Cleveland, Tenn.**—Thomason Broadcasting seeks 98.3 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 1059, Cleveland 37311. Estimated construction cost \$52,104; first-year operating cost \$20,000; revenue \$40,000. Format: Easy listening. Principal: Clyde W. Thomason (100%) is general manager of WBAC(AM) Cleveland. Mr. Thomason wishes to purchase WBAC and duplicate some programming. Ann. July 9.

■ ***Memphis—Southern Communication Volunteers** seeks 90.5 mhz, 10 w, P.O. address: Box 2118, Memphis 38101. Estimated construction cost \$100; first-year operating cost \$300. Principal: Applicant proposes to relay existing signal of WEVL(FM) and has also applied for 89.9 mhz, which it will seek if not granted this frequency and vice-versa. Ann. July 15.

■ ***Murfreesboro, Tenn.**—Franklin Road Christian Schools seeks 91.5 mhz, 2.13 kw, HAAT 575 ft. P.O. address: Rte. 7, Franklin Rd., Murfreesboro 37130. Estimated construction cost \$42,728; first-year operating cost \$43,800. Format: Religious, variety. Principal: Applicant is private educational institution with grades K-12. Ann. July 9.

■ **Trenton, Tenn.**—Trentone Inc. seeks 97.7 mhz, 3 kw, HAAT 237 ft. P.O. address: Town House Office Bldg., Trenton 38382. Estimated construction cost \$21,401; first-year operating cost \$6,000; revenue \$12,000. Format: Variety. Principals: Billy Elliot (51%), Grady Lewis and Larry Elgin (24% each). Gentlemen own rental property and have farming interests. Trentone also owns WTNE(AM) Trenton. Ann. July 16.

■ ***Fort Davis, Tex.**—Blue Mountain School and College seeks 90.7 mhz, 18.6 w, HAAT 33 ft. P.O. address: Box 1436, Fort Davis 79734. Estimated construction cost \$9,707; first-year operating cost \$2,000. Format: Religious. Principal: Applicant is private educational institution. Ann. July 9.

■ **Laredo, Tex.**—Radio Laredo seeks 98.1 mhz, 99.9 kw, HAAT 111 ft. P.O. address: Norton and S. Zapata Hwy., Box 1899, Laredo 78040. Estimated construction cost \$76,000; first-year operating cost \$48,000;

revenue \$60,000. Format: Beautiful music. Principal: Rodger Watkins (25.5%), John Hicks III (25.5%) and Thomas Thompson (19.2%) three others. Mr. Watkins has interests in WTAW-AM-FM College Station, KLVI(AM)-KBPO(FM) Beaumont and KLAR(AM) Laredo, all Tex., as does Mr. Hicks. Mr. Thompson has interests in KVAR. Other stockholders have varying interests in aforementioned stations. Ann. July 15.

■ Luray, Va.—Caverns Broadcasting Co. seeks 106.3 mhz, 3 kw, HAAT 130 ft. P.O. address: Box 748, Luray 22835. Estimated construction cost \$119,805; first-year operating cost \$54,350; revenue \$120,000. Format: MOR. Principal: H.T.N. (90%) and H.T.N. II (10%) Graves. Elder Graves has tourist attraction complex; younger Graves is college student. Ann. July 9.

■ *Roanoke, Va.—Committee for Roanoke Free Radio seeks 90.1 mhz, 10 w HAAT 50 ft. P.O. address: 825 Patterson Ave., SW, Roanoke 24016. Estimated construction cost \$1,000; first-year operating cost all donated. Format: Variety, informational. Principal: Applicant is nonprofit organization formed to operate proposed alternative FM station. Ann. July 15.

■ *Yakima, Wash.—Northwest Chicano Radio Network seeks 91.9 mhz, 18.6 kw, HAAT 924 ft. P.O. address: 8895 Guide Meridian, Lynden, Wash. 98264. Estimated construction cost \$7,592; first-year operating cost \$40,000. Format: Variety. Principal: Applicant is nonprofit organization. Ann. July 12.

FM actions

■ Willcox, Ariz.—Coppertone Communications. Broadcast Bureau granted 98.3 mhz, 3 kw, HAAT 56.75 ft. P.O. address: Box 1117, Willcox 85643. Estimated construction cost \$26,765; first-year operating cost \$7,470; revenue \$13,750. Format: C&W, modern and standard pop. Principals: Burkett H. and Elizabeth I. Wamsley (each 25%), Cody W. Wamsley (12.5%), et al. Principals own same percentages of KHLI(AM) Willcox (BPH-9668). Action July 8.

■ Liberty, Ky.—Radio Station WDKO. Broadcast Bureau granted 105.5 mhz, 3 kw, HAAT 204 ft. P.O. address: Box B, Liberty, Ky. 42539. Estimated construction cost \$25,500; first-year operating cost \$8,800; revenue \$12,000. Format: standard pop. country and gospel. Principal: Carlos Wesley (100%) owns and manages WKDO(AM) Liberty, Ky. (BPH-9438). Action July 13.

■ Chadron, Neb.—Big Sky Co. Application for new FM station to operate on channel 234 (94.7 mhz) returned due to short-spaced site. Action July 2.

■ Mansfield, Ohio—Heart of Dixie. Broadcast Bureau granted 92.7 mhz, 3 kw, HAAT 300 ft. P.O. address: Hwy. 84 W, Mansfield, 71052. Estimated construction cost \$21,067; first-year operating cost \$6,225; revenue \$8,320. Format: Good music. Principal: Buford Bennett Strange (100%) owns KDXI(AM) Mansfield. Ann. June 15.

FM starts

■ WVOK-FM Birmingham, Ala.—Authorized program operation on 99.5 mhz, ERP 100 kw, HAAT 850 ft. Action June 29.

■ WKRA-FM Holly Springs, Miss.—Authorized program operation on 92.7 mhz, ERP 3 kw, HAAT 300 ft. Action June 30.

FM license

Broadcast Bureau granted following license covering new station:

■ *KRBD Ketchikan, Alaska (BLED-1543). Ann. July 6.

Ownership changes

Applications

■ WFHK(AM) Pell City, Ala. (1430 khz, 1 kw-D)—Seeks transfer of control of St. Clair Broadcasting System from Fate and Georgia Gossett and Fred and Carrie Kelley (100% before; none after) to A.C. and Louise Elliot and Lamar and Belly Williamson (none before; 100% after). Consideration: \$135,000. Principals: Sellers wish to leave broadcast field. Buyers are A.C. Elliot and Lamar Williamson (49% each). Mr. Elliot owns WBFN(AM) Quitman, Miss. and is applying for FM there. Mr. Williamson is salesman at WOKK(AM) Meridian, Miss. Ann. June 30.

■ KHOF(AM) Los Angeles, KHOF-TV San Bernardino, KVOF-TV San Francisco and WHCT-TV

Hartford, Conn.—Seeks transfer of control of Faith Center from Paul O. Davis, Herb Cuckler, et al (10 members of Board of Directors) to W. Eugene Scott, Willard T. Cantelon, et al (11 members of Board of Directors). Change reflects reorganization and changes of board. Ann. July 12.

■ KREO(AM) Indio, Calif. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Bounty Broadcasting Corp. to California Wireless Corp. for \$152,500. Sellers: Some stockholders are having personal difficulties. Mone Anathan owns 25% interest in WEIR(AM) Weirton, W.Va.; Robert Ferguson has small interest in WTRF-FM-TV Wheeling, W.Va. and John Gelder has interest in TWTO(TV) Terre Haute, Ind. Buyers are Richard Spaulding (80%) and Steven Spaulding (20%). Spauldings have equipment and real estate interests. Ann. July 14.

■ KFSC(AM) Denver (1220 khz, 1 kw-D)—Seeks assignment of license from estate of Paco Sanchez to Latino Broadcasting Corp. for \$500,000. Seller: Probate court authorized sale to liquidate asset of estate to pay certain costs of estate of deceased. Buyer consists of ten stockholders, no broadcast interests. Ann. July 15.

■ WKEM(AM)-WLEQ(FM) Bonita Springs and Immokalee, Fla. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 95.9 mhz, 3 kw)—Seeks assignment of license from Jerome Broadcasting Corp. to Gold Coast Broadcasting for \$395,000. Sellers: Conrad J. Jones, Charles families profit sharing trust, have no other broadcast interests. Buyer is owned by Richard J. Friedman, Jan Kantor and Ralph Winquist. Mr. Friedman also owns WMDD-AM-FM Fajardo, P.R. Mr. Kantor is account executive with WQAM(AM) Miami. Mr. Winquist is consulting engineer in Bridgeport, Conn. Ann. July 9.

■ WHYT(AM) Noblesville, Ind. (1110 khz, 250 w-D)—Seeks assignment of license from Mid-Indiana Broadcasters Corp. to Family Life Broadcasting System for \$271,500. Seller wishes to retire outstanding debts. Assignee is religious broadcasting operation and licensee of WUNN(AM) Mason, WUFN(FM) Albion and WUGN(FM) Midland, all Mich. Robert Schwartz, secretary, owns 50% of and is selling WCRM-AM—FM Clare, Mich. Ann. July 9.

■ WVOC(AM) Battle Creek, Mich. (1500 khz, 1 kw-D)—Seeks assignment of license from WVOC Inc. to Television Thirty-Six for \$144,000 and \$136,812 not to compete and \$16,000 for land. Sellers wish to devote more time to operation of WDFP(FM) Battle Creek. Buyers are Bob Sherman, Delton Winkel and E. Daniel Stomp (33-1/3% each). Mr. Sherman is broadcast consultant. Mr. Winkel is sales manager of WJIM-AM-FM Lansing, Mich. where Mr. Stomp is account executive. Ann. July 9.

■ KVOV(AM) Henderson, Nev. (1280 khz, 5 kw-D)—Seeks assignment of license from KTOO Broadcasting Co. to KVOV Inc. for \$200,000 and \$200,000 covenant not to compete. Seller: Cy Newman, general manager, owns 50% of KWRL(AM) Sparks, Nev. Buyers are Joseph F. Newman and Louis Randle Jr. (50% each). Mr. Newman owns advertising and rep firm. Mr. Randle has electronic products interests. Ann. July 15.

■ *WEDT(FM) Alfred, N.Y. (91.3 mhz, 10 w)—Seeks assignment of license from Educational Foundation of Alfred to State University of New York. Change of ownership reflects name change order, within university's family of stations. Ann. July 9.

■ WQTI(FM) Dunn, N.C. (103.1 mhz, 3 kw)—Seeks assignment of license from North Carolina Central Broadcasters to Cumberland A&A Corp. for \$155,000. Sellers wish to devote more time to WCKB(AM) there. Buyers are Gardner Altman Sr. (75%) and Jr. (25%). Elder Altman is pastor, with interest in WFLB(AM) Fayetteville, N.C. Other Altman is attorney and also has interest in WFLB. Ann. July 15.

■ WDOH(FM) Delphos, Ohio (107.1 mhz, 3 kw)—Seeks assignment of license from Tri-County Broadcasting to Vogel Roach Corp. for \$95,000. Sellers: Vernon P. Hopkins, David Roach and Raymond Tanner, Mr. Roach has 25% interest in buyer. Other principals in buyer, William R. Vogel (51%), Alwyn Traylor (12%), Neil Lancaster (6%), and Hugh Ellington (6%) also own WGNs(AM) Murfreesboro, Tenn.; WNOI(FM) Flora, Ill.; WIFN(FM) Franklin and WMP1(FM) Scottsburg, both Indiana, and WAMA(AM) Selma, WHOD-AM-FM Jackson, WBLO(AM) Evergreen, WTCB(AM) Flomaton and WULA-AM-FM Eufaula, all Alabama. Ann. July 14.

■ KWEN(FM) Tulsa, Okla. (95.5 mhz, 100 kw)—Seeks assignment of license from Swanco Broadcasting to Ron Curtis and Co. for \$500,000. Seller: Gerock H. Swanson (82%), also owns KRMG(AM) Tulsa;

WBYU(FM) New Orleans; KKYX(AM) San Antonio, Tex.; KKNK(FM) Oklahoma City; KQEO(AM) Albuquerque, N.M.; KLEO(AM) Wichita, Kan., and purchased; subject to FCC approval, KFJZ(AM)-KWXI(FM) Fort Worth and the Texas State Network (BROADCASTING, June 23, 1975). Buyer is principal in KLAZ(FM) Little Rock, Ark.; has purchased KALO(AM) there (BROADCASTING, May 24) and owns Ron Curtis & Co., Chicago-based communications executive search firm.

■ KIBL(AM)-KJDF(FM) Beeville, Tex. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 104.9 mhz, 3 kw)—Seeks assignment of license from Bee Broadcasting to Wacker Broadcasting for \$325,000. Sellers: Donald and Jean Funkhouser wish to move to larger market and are seeking to buy KWMC(AM) to that end. Principal in buyer is Charles Watts Wacker Sr. (76.3%). His son owns 8.48% and his aunt owns remaining 15.2%. Mr. Wacker was employed by advertising agency. Ann. July 15.

■ KBZB(AM) Odessa, Tex. (920 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Atkins and Green Broadcasting to Mesa Broadcasting for \$260,000. Seller: Diana J. Atkins is widow, and executrix of estate, of Herbert H. Atkins, no other broadcast interests. Buyer is Ralph Wayne (100%), who owns majority interests in KKVN(AM) Plainview and 100% of KKYR(AM) Marshall, both Tex. Ann. July 9.

■ KCONY(AM) San Marcos, Tex. (1470 khz, 250 w-D)—Seeks transfer of control of Central Broadcasting Co. from Forest L. Whan (78% before; none after) to William C. Veidt (8% before; 86% after). Consideration: None. Principals: Transferee is son-in-law of transferor and has been manager of KCONY for seven years. Mr. Whan's interest also includes that of his wife, deceased, himself as executor of will. Ann. July 14.

Actions

■ WCCO-AM-FM-TV Minneapolis—Broadcast Bureau granted acquisition of positive control of Midwest Radio-Television by MTC Properties (26.5% before; 53% after) through purchase of stock from Robert B. Ridder voting trust (26.5% before; none after). MTC is awaiting FCC approval of purchase of remaining 47% from Minneapolis Star and Tribune Co. (BROADCASTING, April 19). Ridder trust is subsidiary of Knight-Ridder Newspapers Inc. and owner of 45% of Akron (Ohio)-based Group One Broadcasting Co. MTC is holding company owned by descendants of W.J. and F.E. Murphy families who published *Minneapolis Tribune* from 1900 to 1940. Minneapolis Star and Tribune sale (47%) was for \$1 million and MTC's 14.98% interest in papers (BTC-8623). Action July 12.

■ WMOX(AM) Meridian, Miss.—Broadcast Bureau granted transfer of control of The Miss-Ala Co. from Grace B. Skewes to James B. Skewes, Ms. Skewes's son. Ms. Skewes is selling all her stock for lifetime annuity of \$2,500 per month (BTC-7102). Action July 8.

Facilities changes

AM applications

■ WGRO Lake City, Fla.—Seeks CP to add nighttime power with 1 kw, DA-N. Ann. July 15.

■ KSUB Cedar City, Utah—Seeks CP to increase daytime power to 5 kw. Ann. July 15.

AM actions

■ WEET Richmond, Va.—Broadcast Bureau granted modifications of license covering relocation of studio to Route 360, approximately five miles outside city limits (BML-2591). Action July 2.

■ KPUG Bellingham, Wash.—Broadcast Bureau granted CP to increase nighttime and daytime power to 10 kw-D, 5 kw-N, DA-N, and change type trans. (BP-20,072). Action July 7.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KMFb Fort Bragg, Calif. (BP-19806), June 30; KPBC Flourtown, Pa. (BP-20246), June 30; WMLR Hohenwald, Tenn. (BP-19757), July 1.

FM applications

■ WRFS-FM Alexander City, Ala.—Seeks CP to install new ant.; change TPO; ERP 27 kw and HAAT 254 ft. Ann. July 12.

■ WAQT Carrollton, Ala.—Seeks CP to install new

trans.; ERP 100 kw. Ann. July 14.

- *KUNC-FM Greeley, Colo.—Seeks CP to change ant.-trans. location; install new trans. and ant.; change TPO; ERP 100 kw and HAAT 763 ft. Ann. July 12.
- *WQTQ Hartford, Conn.—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 154 w and HAAT 86 ft. Ann. July 12.
- WTLN-FM Apopke, Fla.—Seeks CP to install new ant. and increase height; HAAT 254 ft. Ann. July 12.
- WQXQ Daytona Beach, Fla.—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 100 kw and HAAT 230 ft. Ann. July 14.
- WAIV Jacksonville, Fla.—Seeks CP to change trans. location; install new trans. and ant.; change TPO and HAAT 583 ft. Ann. July 12.
- WAUG-FM Augusta, Ga.—Seeks CP to change trans. location; install new ant.; change TPO; ERP 100 kw and HAAT 1,516 ft. Ann. July 14.
- *WVVS Valdosta, Ga.—Seeks CP to install new trans.; change TPO and ERP 5.34 kw. Ann. July 12.
- KТУH Honolulu—Seeks CP to install new trans.; change TPO; ERP 29.6 kw. Ann. July 15.
- WGNU-FM Granite City, Ill.—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 100 kw and HAAT 540 ft. Ann. July 12.
- WYLD-FM New Orleans—Seeks CP to change trans. location; change studio location to 2906 Tulane Ave., New Orleans; install new trans. and ant.; change TPO; ERP 100 kw and HAAT 430 ft. Ann. July 12.
- WDEA-FM Ellsworth, Me.—Seeks CP to change trans. location; install new ant.; change TPO; ERP 8.7 kw and HAAT 993 ft. Ann. July 12.
- WCBY-FM Cheboygan, Mich.—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 100 kw and HAAT 520 ft. Ann. July 12.
- *KCFV St. Louis—Seeks CP to change frequency to 91.1 mhz; install new trans. and ant.; change TPO; ERP 872 w and HAAT 161 ft. Ann. July 15.
- *WHPC Garden City, N.J.—Seeks CP to install new ant.; change TPO; ERP 1.26 kw and HAAT 194.5 ft. Ann. July 12.
- KHFM Albuquerque, N.M.—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 1.5 kw and HAAT 4,144 ft. Ann. July 12.
- New CP, Roswell, N.M.—Seeks modification of CP to change trans. and ant.; change TPO; ERP 30.4 kw and HAAT 245 ft. Ann. July 12.
- WQBK-FM Rensselaer, N.Y.—Seeks CP to increase height of ant. system; change TPO; HAAT 300 ft. Ann. July 12.
- *WDAV Davidson, N.C.—Seeks CP to change frequency to 89.9 mhz; change trans. location; install new trans. and ant.; change TPO; ERP 18.5 kw and HAAT 301 ft. Ann. July 12.
- KFNW-FM Fargo, N.D.—Seeks CP to change trans.-studio location to Cass City Rd., near Horrace, N.D.; install new trans. and ant.; change TPO; ERP 100 kw and HAAT 347 ft. Ann. July 12.
- WFAH-FM Alliance, Ohio—Seeks CP to change trans. location; change studio location to 393 Smyth Ave., Alliance; install new trans. and ant.; change TPO; ERP 17.8 kw and HAAT 500 ft. Ann. July 14.
- WJEH Gallipolis, Ohio—Seeks CP to change trans.-studio location to 117 Portsmouth, Rd., Gallipolis; install new trans. and ant.; change TPO; ERP 50 kw and HAAT 351 ft. Ann. July 14.
- *WHSS Hamilton, Ohio—Seeks CP to install new trans.; change TPO; ERP 208 w and HAAT 285.9 ft. Ann. July 12.
- *WUSO Springfield, Ohio—Seeks CP to change frequency to 88.1 mhz. Ann. July 14.
- *WCSU-FM Wilberforce, Ohio—Seeks CP to change trans. location; install new ant.; change TPO; ERP 1 kw and HAAT 300 ft. Ann. July 12.
- WHBM Xenia, Ohio—Seeks CP to redescribe trans. location; install new trans. and ant.; change TPO; ERP 3 kw and HAAT 193 ft. Ann. July 12.
- WGCБ-FM Red Lion, Pa.—Seeks CP to redescribe trans.-studio location to State Rte. 66141, Red Lion; install new ant.; change TPO; ERP 50 kw and HAAT 500 ft. Ann. July 14.
- WOYE-FM Mayaguez, P.R.—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 25 kw and HAAT 1,963 ft. Ann. July 14.

Call letters

Applications

Call	Sought by
New AMs	
KBCR	Big Country Radio, Steamboat Springs, Colo.
WKPG	Adams Broadcasting Co., Port Gibson, Miss.
New FMs	
WOKD	Arcadia-Punta Gorda Broadcasting Co., Arcadia, Fla.
WMFO	Greater Ocala Broadcasting Corp., Ocala, Fla.
Existing AMs	
KHIS	KUZZ Bakersfield, Calif
WQIO	WEEZ Chester, Pa.
Existing FMs	
WOKF	WTAN-FM Clearwater, Fla.
KGAB	KEWE Camarillo, Calif.
WWCG	WLAG-FM LaGrange, Ga.

Grants

Call	Assigned to
New FMs	
*WLHS	Lakota Local School District, West Chester, Ohio
*WVPR	South Carolina Educational Television Commission, Rock Hill, S.C.
WVLA	Mesabi Communications Systems, Eveleth, Minn.
WRBI	Donald G. Davis Ir/as Batesville Broadcasting Co., Batesville, Ind.
KTAK	Riverton Broadcasting Co., Riverton, Wyo.
KOAV	Nampa Broadcasting Corp., Nampa, Idaho
Existing TVs	
KTTC	KROC-TV Rochester, Minn.
WHFT	WFCB-TV Miami
Existing AMs	
WCRJ	WIAD Jacksonville, Fla.
KNWZ	KDEF Albuquerque, N.M.
KNTA	KEGL Santa Clara, Calif.
WOBС	WHEL New Albany, Ind.
Existing FMs	
KOPY-FM	KDSE Alice, Tex.
KALF	KKTU Ukiah, Calif.
WRIA	WKBV-FM Richmond, Ind.
KALO-FM	KGIW-FM Alamosa, Colo.
WIZM-FM	WWLA LaCrosse, Wis.
WKDD	WCUE-FM Akron, Ohio
KIEL	KTRM-FM Beaumont, Tex.
KBCR-FM	KBCR Steamboat Springs, Colo.
*WVPW	WVWC Buckhannon, W.Va.

- WFID Rio Piedras, P.R.—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 50 kw and HAAT 801 ft. Ann. July 12.
- WKTA McKenzie, Tenn.—Seeks CP to install new trans. and ant.; change TPO; ERP 100 kw and HAAT 466 ft. Ann. July 14.
- WSEV-FM Sevierville, Tenn.—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 100 kw and HAAT 1,087 ft. Ann. July 14.
- KNRO-FM Conroe, Tex.—Seeks CP to change trans. location; install new ant.; change TPO; ERP 100 kw and HAAT 531.8 ft. Ann. July 14.
- KZFM Corpus Christi, Tex.—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 100 kw and HAAT 552 ft. Ann. July 12.
- KDNT-FM Denton, Tex.—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 100 kw and HAAT 468 ft. Ann. July 12.
- KSPL-FM Diboll, Tex.—Seeks CP to change trans. location; delete remote control; install new trans. and ant.; change TPO; ERP 50 kw and HAAT 326 ft. Ann. July 15.
- KDAB-FM Ogden, Utah—Seeks CP to change trans. location; install new ant.; change TPO; ERP 24 kw and HAAT 3,742 ft. Ann. July 12.
- *WTGM Norfolk, Va.—Seeks CP to change trans. location; change studio location to 5200 Hampton

Bldv., Norfolk, Va.; change TPO; ERP 28 kw and HAAT 630 ft. Ann. July 12.

- WKTI Milwaukee—Seeks CP to install new trans. and ant.; change TPO; ERP 15.5 kw. Ann. July 14.

FM actions

- KOWN Escondido, Calif.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 3 kw (H&V); ant. height 155 ft. (BPH-9945). Action July 5.
- WIOF Waterbury, Conn.—Broadcast Bureau granted CP covering change of trans. location; operation by remote control from studio location; and installation of new ant.; ERP 14 kw (H&V) and ant. height 840 ft. (BPH-9936). Action July 5.
- WJLQ Pensacola, Fla.—Broadcast Bureau granted CP to change trans. location; specify studio location as 900 Lakewood Rd., Warrington, Fla.; operate by remote control from studio site; install new trans. and ant.; make change in ant. system; ERP 100 kw (H&V); ant. height 500 ft. (H&V) (BPH-9749). Action July 8.
- KXLY Spokane, Wash.—Broadcast Bureau granted CP covering changes in transmitting equipment; ERP 10 kw (H&V), ant. height 3010 ft. (BPH-9941). Action July 5.
- WBES Charleston, W.Va.—Broadcast Bureau granted modifications of permit to change trans. location; ERP 50 kw (H&V), ant. height 360 ft. (BMPH-14850). Action July 5.

FM starts

- Following stations were authorized program operating authority for changed facilities on date shown: KWLN Lodi, Calif. (BPH-9363), June 29; WSTO Owensboro, Ky. (BPH-9424), June 29.

In contest

Designated for hearing

- Detroit—Commission consolidated for hearing renewal applications for WCAR (1130 khz) and WCAR-FM (92.3 mhz), and competing applications of The Hall Broadcasting Co. for new stations on those facilities. WCAR Inc. is licensee of WCAR and WCAR-FM. Action July 14.

Procedural ruling

- Auburn, Me., **FM proceeding**: Andy Valley Broadcasting System and The Great Down East Wireless Talking Machine Co., competing for 100.1 mhz (Doc. 20643-4)—ALJ Lenore G. Ehrig rescheduled hearing to Sept. 15. Action July 9.

Initial decision

- WJAM(AM) Marion, Ala., **renewal proceeding**: Radio Marion (Doc. 20383)—ALJ Reuben Lozner renewed license of Radio Marion. Judge Lozner, however, cautioned RMI's principals "to exercise extreme care in the preparation of further renewal applications, to make certain that programs are properly classified and to take all the necessary steps to assure that its performance meets its promises." Ann. July 13.

FCC decision

- WSIB(AM) Beaufort, S.C., **renewal proceeding**: Sea Island Broadcasting Corp. of S.C. (Doc. 19886)—Commission revoked license of Sea Island Broadcasting. Sea Island may continue to operate WSIB until 12:01 a.m. October 1, 1976, to enable it to conclude station affairs. However, if Sea Island seeks judicial review of decision, FCC authorized it to continue to operate station until 30 days after final disposition of appeal. Commission said its decision to revoke WSIB license was primarily based on fact that "Sea Island has shown a classic pattern of making deliberate misrepresentations and other misleading and deceptive statements to us when it believed it could effectively conceal suspected wrongdoing." In initial decision released May 1, 1975, ALJ Chester F. Naumowicz Jr. proposed revocation of WSIB license finding Sea Island had engaged in fraudulent billing practices. Action June 24.

Fine

- WRKT(AM) Cocoa Beach, Fla.—Commission admonished Bucks County Radio News, for lack of control and supervision of contest conducted by its station. Action was result of FCC inquiries conducted in May 1975 and Jan. 1976, which revealed that from March

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17, 1975, to April 25, 1975, station conducted promotion known as "Wild Card Contest." While listeners may have been led to believe there would be 12 different chances to win every day and numerous winners, commission said WRKT program logs and statement of Chester E. Pike Jr., president of Bucks County and general manager of station, indicated that from March 19, 1975, to the end of the contest only seven games actually were broadcast daily. In addition, it said station records showed that during 40-day contest period, only 10 winners were declared. Action July 8.

Other actions

■ WMOU(AM)-WXLQ(FM) Berlin, N.H.—Commission denied application of White Mountain Broadcasting Co., for renewal of licenses. Renewals were originally designated for hearing to determine whether White Mountain engaged in fraudulent billing practices and failed to maintain or retain adequate program logs. In initial decision released February 5, 1976, ALJ James F. Tierney recommended one-year renewal for stations and ordered licensee to forfeit \$10,000 and make full restitution of all amounts it unjustly acquired through nearly five years of fraudulent billing. Commission said it affirmed Judge Tierney's findings but disagreed with his ultimate conclusion that licenses should be renewed since such conclusion in circumstances of this case was inconsistent with commission policy and prior Commission decisions (Doc. 20456). Action June 29.

■ WRFY(FM) Reading, Pa.—Commission granted WRFY short-term renewal of license to end Aug. 1, 1977. WRFY is licensed to City Broadcasting Co. Commission noted that Dr. Frank A. Franco, 50 percent stockholder of City Broadcasting, had entered pleas of no contest to five counts of mail fraud. (Dr. Franco had been indicted for allegedly submitting bills for medical services to insurance company when medical services listed on bills had not, in fact, been performed.) Commission said plea of no contest had been accepted primarily because Dr. Franco did not benefit financially from this action; he had not exploited his patients; his conduct was motivated by his desire to accommodate his patients; and he previously had good record. FCC noted that criminal conduct did not involve broadcast station, full restitution of sum defrauded had been made, total fine had been paid, and Dr. Franco had been released from probation. Action July 8.

Allocations

Petitions

FCC received following petitions to amend FM table of assignments:

- California State University, Long Beach, Calif.—Seeks assignment of ch. 204 to Avalon, Calif. (RM-2719). Ann. July 14.
- Hangtown Broadcasters, Sacramento, Calif.—Seeks assignment of ch. 221A to Placerville, Calif. (RM-2720). Ann. July 14.
- Ranchland Broadcasting Co., O'Neill, Neb.—Seeks assignment of ch. 238 to Gordon, Neb. (RM-2718). Ann. July 14.
- Crusade for Christ Inc., Norfolk, Va.—Seeks assignment of ch. 224A to Mechanicsville, Va. (RM-2722). Ann. July 14.

Actions

- Alaska Educational Broadcasting Commission, Anchorage—FCC granted assignment of ch. 269A to Wrangell, Alaska for noncommercial use (RM-2645). Action June 18. Also granted was assignment of ch. 265A to Petersburg, Alaska (RM-2663). Action June 25.
- Mission Viejo, Calif.—Broadcast Bureau proposed amending rules to allow use of Class A rather than Class D facilities on educational FM channel 203 (88.5 mhz) at Mission Viejo. (Class D educational stations operate with no more than 10 watts power.) Action was in response to petition by Saddleback Community College District, licensee of KSBR, Channel 203D, Mission Viejo (Doc. 20879). Action July 13.

■ Iowa—Broadcast Bureau proposed assigning UHF television channels to five Iowa communities to be reserved for noncommercial educational use, and

modifying two existing UHF television channel assignments, one in Iowa, other in Minnesota. Action was in response to petition by The State Educational Radio and Television Facility Board of Iowa (Board), licensee of four noncommercial educational television stations in Iowa, and permittee of four others, all of which form Iowa Educational Broadcasting Network. Specifically, Board requested assignment of ch. *38 at Fort Madison; ch. *44 at Keokuk; ch. *54 at Keosauqua; ch. *25 at Rock Rapids; and ch. *33 at Sibley, Iowa. Board also requested ch. *57 be substituted for unoccupied and unapplied for ch. *58 at Burlington, Iowa, in order that requested assignment of Koekuk can be made (Doc. 20878). Action July 1.

■ Iowa City and Burlington, Iowa—Commission retained ch. 230 (93.9 mhz) in Iowa City, and assigned ch. 228A (93.5 mhz) to Burlington. Commission deleted ch. 232A from table of assignments at Anamosa, Iowa (Doc. 19161). Action June 29.

■ La Crosse, Wis.—Broadcast Bureau denied petition by Family Radio, licensee of WIZM(AM) La Crosse, for assignment of FM ch. 269A (101.7 mhz), at La Crosse. Broadcast Bureau noted that due to transfer of station WWLA(FM) at La Crosse, to Family Radio Company now would be prevented from pursuing its petition. Bureau said no other party expressed interest in operating station on ch. 269A at La Crosse and pointed out that commission generally does not make assignment without assurance from party that it intends to operate station on channel if authorized (Doc. 20435). Action July 7.

Rulemaking

Petitions

■ California Community Television Association, Castro Valley, Calif. and National Cable Television Association, Washington—Requests amendment to cancel March, 1977, deadline by which cable television systems must comply with franchise standards (RM-2723). Ann. July 14.

■ National Association of Broadcasters, Washington—Requests amendment of cable television syndicated program exclusivity rules (RM-2721). Ann. July 14.

Action

■ Commission denied petition for rulemaking by Bernard Balmuth (RM-1977) asking FCC to adopt rule limiting network reruns to 25 percent of total prime time hours in any year and requiring on-the-air identification of reruns (Doc. 20203). Action June 29.

Translators

Petitions

- XYZ Television, Douglas Creek and rural area, Colo.—Seeks CP for ch. 3 rebroadcasting KREX-TV Grand Junction, Colo. (BPTTV-5631). Ann. July 15.
- Moffat County, Steamboat Springs, Colo.—Seeks CP for ch. 64 rebroadcasting KWGN-TV Denver. Ann. July 15.
- Apache Tribe of Mescalero, Mescalero Apache Reservation, N.M.—Seeks (1) CP for ch. 8 rebroadcasting KOAT-TV Albuquerque, N.M. via K58AH Ruidoso and Capitan, N.M. and (2) CP to change frequency from ch. 2 to ch. 10 and change primary station to KOAT-TV Albuquerque (BPTTV-5629-30). Ann. July 15.

■ Riverton Fremont TV Club, Riverton, Arapahoe and rural Fremont county, Wyo.—Seeks CP for ch. 3 rebroadcasting KOA-TV Denver (BPTTV-5628). Ann. July 15.

Action

■ K59AE Fresno, Calif.—Translator authorization canceled and call letters deleted. Ann. July 16.

Cable

Certification actions

■ Deerfield Cable Systems, Mass.—Commission granted Deerfield Cable Systems certificates of com-

pliance to begin cable television operations at Bernardston, Deerfield, Northfield and Sunderland, Mass., all within Adams and Greenfield, Mass., smaller television markets. Springfield Television Broadcasting Corp., licensee of WRLP, objected to carriage of WBZ-TV and WCVB-TV, Boston, on four cable systems. It contended that while FCC lists two signals as significantly viewed, it should reconsider that presumption and review on case by case basis question of whether signals are significantly viewed in communities. Action July 8.

■ Central New York Cable TV, New York—Commission deferred action on applications of Central New York Cable TV for certificates of compliance for its cable TV systems at 17 central New York communities. Systems involved serve Utica, town of New Hartford, Whitesboro, Clayville, Schuyler, Kirkland, Whitesboro, Westmoreland, Oriskany, Marcy, village of New Hartford, Deerfield, Yorkville, Frankfort, New York Mills, Paris and Clinton. Action June 30.

■ Hugo Cablevision, Hugo, Okla.—Commission granted Hugo Cablevision certificate of compliance for new cable television system at Hugo, located outside all television markets. Certification is subject to outcome of antitrust suit pending in U.S. district court in which Hugo Cablevision, Hugo City Council and others are defendants. Action July 1.

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Advance Cable Corp., for Columbus, Ohio (CAC-05145); Sumter County Cablevision, for Lake Penasoffkee, Fla. (CAC-05266); American Television and Communications Corp., for specified unincorporated portion of Delaware county, Ohio (CAC-05817); Marshall Cablevision Co., for Arab, Ala. (CAC-05868); American Cablevision Co., for Bessemer township, Wakefield, Bessemer, all Mich. and Hurley, Wis. (CAC-05896-9); Delaware Teleservice Co., for Camden and Smyrna, Del. (CAC-06021-3); Rensselaer County Cablevision Corp., for North Greenbush (town of), N.Y. (CAC-06093); Hamilton TV Cable Co., for Hamilton, Tex. (CAC-06105); Complete Channel TV, for Madison (town of), Wis. (CAC-06275); Warner Cable of Union City, for Union City, Ohio (CAC-06592); Warner Cable of Union City, for Union City, Ind. (CAC-06593); Warner Cable of Wapakoneta, for Wapakoneta, Ohio (CAC-06594); National Cable Television Corp., for Connellsville, Connellsville township, South Connellsville borough, Dunbar borough, Dunbar township, Upper Tyrone township, all Pa. (CAC-06305-10); Colonial Cablevision, for Moreau (town of), N.Y. (CAC-06421); Warner Cable of Kenton, for unincorporated areas of Hardin county, Ohio (CAC-06585); Warner Cable of Wapakoneta, for unincorporated areas of Auglaize county, Ohio (CAC-06595); Warner Cable of St. Marys, for St. Marys and unincorporated areas of Auglaize county, Ohio (CAC-06596-7); Warner Cable of Delphos, for Delphos, Ohio (CAC-06600); Warner Cable of Ft. Shawnee/Cridersville, for Fort Shawnee, unincorporated areas Allen county, unincorporated areas of Auglaize county and Cridersville, Ohio (CAC-06601-4); Cablevision of Duncan, for Duncan, Okla. (CAC-06620); Sheridan Cablevision, for unincorporated areas Sheridan county, Wyo. (CAC-06633); Bay Cablevision, for Berkeley and Richmond, Calif. (CAC-0587-8); Howard county Television Assoc., for Howard county, Md. (CAC-03934); Greater East Longmeadow Cablevision, for East Longmeadow, Mass. (CAC-6380); Continental Cablevision of Miami Valley, for Kettering, Centerville, Oakwood, West Carrollton, Miamisburg and Moraine, Ohio (CAC-05492-6, CAC-05765).

Other actions

■ KDTV(TV) San Francisco—FCC directed 12 cable companies serving 27 communities to carry KDTV. Systems are: Century Cable of Northern Calif., El Cerrito Video Systems, Cable Antenna Systems, Peninsula TV Power, Fremont Cable TV, Pacifica Cable Co., Vista Grande Cablevision, Nationwide Cable, Bay Cablevision, Crystal Brite Television, Televents Inc. and Teleprompter Cable Systems. Action was in response to petition by Bahia de San Francisco Television Co., permittee of KDTV. Action July 7.

■ Warner Cable, Warrensburg, Mo.—Commission authorized Warner to continue operation of its cable TV systems at Warrensburg provided it seeks certification for system within 30 days of final disposition of case now pending before commission involving United Telephone of Missouri, previous operator of Warrensburg system. Commission dismissed Warner's application for certificate of compliance at this time, and denied objection by Warrensburg Cable to Warner's application for certification. Action June 30.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager wanted for successful Kentucky AM/FM. Exceptional opportunity. EOE. Box U-57. BROADCASTING.

General Manager to supervise sales, programming, and promotion to bring country format up to potential. Good opportunity for professional. Northeast location in Top 70 market list. EOE. Box U-140. BROADCASTING.

General Manager. Top 50 market needs manager capable of working with equal professionalism in sales, firm but fair administration, budgeting and expense control. Successful, group-owned operation. Immediate opening. Send qualifications and financial history to: Box U-175. BROADCASTING.

Sales Manager. We're looking for a salesperson ready to move up to sales management. Will direct our five person staff. Sales ideas, administrative ability, and record of success in competitive market are musts! Liberal compensation package now and unlimited growth potential at metro Mid-Atlantic AM-FM. Send resume and salary requirements to Box U-186. BROADCASTING.

Director of KANU Radio Services. KANU-FM. University of Kansas. Lawrence, Kansas. Responsible for administration of all broadcasting and non-broadcasting activities of radio stations KANU and KFKU. Master's degree required. PhD preferred. Minimum of three years' senior management experience in non-commercial broadcasting or comparable experience; personnel, fiscal and program management. Salary minimum: \$20,000 per year. Submit resume, names of five references and name and title of immediate supervisor to Del Brinkman, Chairperson, KANU Director Search Committee, School of Journalism, Flint Hall, 105, University of Kansas, Lawrence, KS 66045. Deadline for applications: August 20. An Equal Opportunity/Affirmative Action Employer.

Program Director for WHA Radio. Responsible for broadcast radio program direction, scheduling, acquisition, selection and evaluation for WHA-AM and the University of Wisconsin-Extension Telecommunications Center. Major duties include: personnel management of full time and part-time staff in: Radio programming, production, announcing, music, news, public affairs, ascertainment and program information and promotion; development, review and administration of broadcast program and production budgets; coordination of the WHA-AM schedule with the Wisconsin Educational Radio Network; and programming representation and liaison with National Public Radio, the general public, University, State and national organizations, and the WHA listener support group. Bachelors degree in broadcasting or related field required. Applicants must have at least five years experience in radio broadcasting, including three years at a CPB qualified public radio station and one year senior administrative Public Radio experience plus demonstrated knowledge and experience in: personnel management, radio program development; production, supervision and evaluation, FCC rules and regulations, and fiscal management. Salary minimum: \$17,800. Write for application and details to: Ronald Bornstein, Director and General Manager, WHA Radio, 821 University Avenue, Madison, WI 53706. An Equal Opportunity Employer.

Managers for new non-commercial Christian FM in Arizona. Must raise own support while recruiting and managing volunteer staff. This is missionary radio, hard work, low pay, tremendous satisfaction while you grow with a new broadcast group. 602-778-1777.

General Manager for AM/FM property in fast-growing Southeast market. Requires solid knowledge of all facets of radio with strong sales and management experience. Salary commensurate with experience. Send resume, references, and salary requirements to Box 2242, Philadelphia, PA 19103. An Equal Opportunity Employer. M/F.

HELP WANTED MANAGEMENT CONTINUED

Broadcasting Controller. Expanding radio station group now requires financial executive capable of being in complete charge of all accounting systems, budget controls, cash management and long-term financial planning. Candidates should have some public accounting experience and documented record of success in growth oriented company. MBA in finance helpful. If you have a strong drive for achievement, we will provide earnings commensurate with previous experience and ability to contribute to our growth. Send confidential resume to: Curtis Communications Group, O'Hare Plaza, Suite 285, 5725 E. River Rd., Chicago, IL 60631. Attn: Fred Harms.

HELP WANTED SALES

Leading Arkansas station needs experienced, aggressive street fighter with future goals for management. \$10,000 salary & commissions, gas allowance, hospitalization. Send resume to Box U-178. BROADCASTING.

Challenging tough sales. Top conservative middle market. Persuasive hard working, determined tiger. Sell CW or MOR; long term contracts will be well rewarded. No weaklings. Box U-184. BROADCASTING.

Wanted: Two working sales managers for progressive markets big coverage area Southwest. Sell and motivate sales people. Send resume and work record. Box U-190. BROADCASTING.

Need 2 hard working aggressive salespersons. They must be professionals wanting to live and make money in So. Calif. Send resume to Ross Adkins, KSOM, PO Box 1510, Ontario, CA 91762.

Aggressive salesperson for Long Island area. AM-FM operations in excellent market, managerial opportunity. WHLI, Box 219, Hempstead, NY 11550.

Madison, WI. Excellent career opportunity for bright problem-solving salesperson on the way up, strong on creativity with ability to build campaigns. Six station group seeks person with management potential. Job opening result of promotion. Our people earn far more, city offers superior living, you'll have opportunity for management and equity WISM, Madison, WI. Box 2058, 53701. A Midwest Family Station.

WSMI AM-FM, Litchfield, Illinois. Sales opening, may consider experienced announcer or newperson. Solid opportunity for businessperson type. Send resume.

Leading regional contemporary station looking for hustler with great desire to succeed. Fourth person on aggressive sales staff needed now. Send resume to Bryce Cooke, Vice President, General Manager, WTAC Radio, PO Box 600, Flint MI 48501. Equal Opportunity Employer.

Small, expanding radio company with stations in Colorado, Oklahoma and Kansas needs four experienced salespeople. Growth has promoted several good salespeople into management resulting in the present need. We are rock, country and MOR. Write Bob Freeman, President, American Media Inc., 7397 W. Central, Wichita, KS 67212. An EOE M/F.

Sales persons, 268th market, Cascade Mountains of Oregon. Station very successful, lots of room for growth. 5 KW-D country, all-news. "C" FM. Active RAB. Guarantee against good commissions, pays better than many larger markets. Lower living costs. If you like outdoor living, you'll love this country. Good place to raise family. EOE. Mr. Smith, 503-882-8833 to arrange interview.

A young, growing group with stations in Virginia and Maryland needs two people with programming experience who are ready to move into sales. Current openings are for one person at our MOR station and one person at our Religious station. Excellent growth opportunity. Ample training will be provided. Call Don Miller 703-434-8630 or Ken Riggle 301-724-5400.

Salesperson needed. Small station, large market. Good opportunity for person who can sell radio. Call 703-640-7161 between 9 a.m. & 10 a.m. only.

HELP WANTED ANNOUNCERS

Small market. Ohio River town looking for announcer, 1 year experience. Production and 3rd phone. Sales helpful. Box U-84. BROADCASTING.

Announcer capable of doing production, PBP and news, MOR or country format. Prefer family person. Location Kentucky, Tennessee area. Salary commensurate with ability. Looking for more than one person. Box U-110. BROADCASTING.

Creative experienced morning person for newly programmed Ohio medium market contemporary. Able to entertain and relate and make music plus info flow. Must know how to get involved in community. Good production. Phone 207-883-2217 evenings 6-10 p.m. EDT only, or Resume and requirements to Box U-183. BROADCASTING.

Program Director. Immediate opening. MOR/Contemporary medium market in Northeast. Long term position. Salary dependent on experience. Relocation expenses. Rush resume to Box U-188. BROADCASTING.

KAYQ, Kansas City, Mo. has an immediate opening for an all night country air personality. 1st phone a must. Send tape and resume to KAYQ, 3435 Broadway, Kansas City, MO 64111. 816-753-7707.

Bright sounding personality for Top contemporary full power FM in Kansas. Quality production a must. New facilities, equipment. Populated area, action! Tapes/resumes to Dave Waters, P.D., KJCK-FM, Box 789, Junction City, KS 66441.

Experienced announcer for small market stations. Must be able to present MOR Music, news, commercials and productions. Full Blue Cross paid. Nice community, moderate weather, year round. Housing costs favorable for one and two bedroom apartments. If you live nearby write with resume to Radio Station KRSN AM/FM, PO Box 749, Los Alamos, NM 87544.

Announcer-producer, Alaska. Bright happy morning person needed August 15 for adult MOR. Very professional only! Good production. Salary open. Area sportsman's Paradise. Resume, audition: KSRM, Box 852, Soldotna-Kenai, AK 99669.

We're in the market for entertainers. We're small market radio with big market ideas! Promotion-minded, community-oriented, contemporary MOR with plenty of news and sports play-by-play; we're WCSJ & WRMI-FM, Morris, IL, dominating our market (65 miles SW of Chicago). If you're experienced in holding the listener's attention, if you run a tight board, are good in production or sales, we'd like to talk! Good pay, benefits, chance for advancement with new ownership. Phone me, John C. DeWitt, Pres. & GM, 815-942-0022. An EEO Employer.

Announcer needed. Mature voice, production ability. Apply to Les Woodie, WKDE, PO Box 512, Altavista, VA 24517.

Fast paced, top country announcer, 6 pm to midnight request show Monday through Saturday, off Sundays. 36 hours weekly, \$200.00, plus 15% on all sales and \$50 bonus for each \$500 sold monthly, 100,000 watt, Stereo/SQ quad modern country sound. If you are a professional and know country music and sales, write Clarence Jones, WPWR, St. George, SC.

50,000 watts. Beautiful Music Stereo FM located on the Eastern shoreline of Lake Michigan is seeking a quality voiced staff announcer with outstanding production ability. Position includes daily air shift and production responsibilities. 3rd class endorsed license required. Contact Bill Winchell, GM, WQWQ/FM Stereo, Box 296, Muskegon, MI 49443 or call 616-722-1681. We are an EOE Employer.

13TRX seeks A/C morning person. Candidates are now in small or medium markets and ready for a jump to the 49th ADI. Should be versed in on-air production of interviews and phone calls. Tapes and resumes to Mike Anderson, WTRX, PO Box 1330, Flint, MI 48501. EOE.

**HELP WANTED ANNOUNCERS
CONTINUED**

We are seeking a special caliber of person, who has some knowledge of the fundamentals of communication. Prior experience is not required, but a first ticket is, for those of you who want to learn our brand of radio, call or write Broadcast Enterprises, Box 968, Powell, WY 82435.

Immediate opening Top station in area needs quality country/MOR announcer at 5 KW operation in Southwestern Wyoming. Tapes and resumes to Alan Ziegler, PO Box 432, Kemmerer, WY 83101.

AM-FM Operation needs experienced announcer-copywriter for MOR and Beautiful Music formats. Send complete resume with tape and samples of copy to Roger Fischer, Box 518, Marion, OH 43302. An Equal Opportunity Employer.

Creative? Prove it! National ad agency has immediate opening for combination copywriter/voice talent. Humorous writing a must. Comic voices a definite plus. Send resume, tape, sample copy and salary requirements to Creative Director, Box 2150, Southfield, MI 48037.

HELP WANTED TECHNICAL

Chief Engineer. Upper Midwest, directional AM, 5 KW days, 1 KW nights. Separate patterns. FM Stereo. Automated remote control. Experienced professional required. Ability to do occasional air work helpful, but not required. Excellent situation. Lovely small city for "the good life." Box T-131, BROADCASTING.

Chief Engineer. Upper Midwest 5 KW full time. Automated FM new solid state equipment. Great benefits, expanding company. \$12,000+ to start. Box U-71, BROADCASTING.

Chief for small AM-Stereo FM combination in North York 30 miles from the Canadian border. FM is automated. Evening shift includes babysitting FM station and maintenance. Send resume, references and salary requirements to Box U-155, BROADCASTING.

Chief Engineer. Upper Midwest directional AM, separate day, night. Class A automated FM, large workshop, private office. Only engineer duties, no on air work. Want take charge chief to manage on air sound and all equipment maintenance. EOE. Resume and requirements and availability to Box U-160, BROADCASTING.

1st phone endorsed experienced engineer w/production voice. Knowledge of automation and programming helpful. No on air work. Willing to move West. Send resume, references, salary requirements to Box U-177, BROADCASTING.

Chief Engr/Annrcr or sales, 1 kw non-directional medium market. KHAS-AM. Box 726, Hastings, NE 68901. EOE.

Chief Engineer. AM, automated FM, plus announcing duties. Exceptional pay for exceptional engineer-announcer. Sell, if desired. KTCH, Wayne, NE.

Chief Engineer. Experienced AM FM Stereo. Must be creative, eager and a self motivator. Send resume to WGLD, Box 2808, High Point, NC 27261.

We're a full time AM-FM that will soon have separate programming in a brand new facility. We're looking for a permanent full time chief engineer. Great opportunity to grow with progressive organization. Excellent working conditions and fringes. Salary based on experience. Send resume to Station Manager, WHMP, Northampton, MA 01060.

Chief Engineer. Contemporary station, excellent facilities, good pay. Must know directional AM, studio maintenance. Relaxed, high morale station in beautiful area. Rush resume to WTKO, Box 10, Ithaca, NY.

Chief Engineer for directional AM, FM stereo stations near Chicago. Send resume and salary requirements to: Lake Valley Broadcasters, 145 Virginia Street, Crystal Lake, IL 60014.

**HELP WANTED TECHNICAL
CONTINUED**

Experienced Chief Engineer for major Phoenix progressive rocker. Total maintenance of 9 year old 20 KW CCA-FM, 16 year old 10 KW, Continental AM, 5 studios and all related audio processing equipment. Studios trouble free, but transmitters require attention. Able to meet high technical standards of creative air staff. Minimum 3 years experience as Chief or equivalent experience with a 20 KW CCA. Starting salary: \$15,000+ health insurance + bonus. EOE. Send complete resume detailing transmitters you've worked on to: Eric Hauenstein, General Manager, PO Box 4227, Mesa, AZ 85201. No phone calls.

Arkansas company looking for full-time AM/FM chief engineer. Contact James Cope 501-376-9292, Little Rock.

HELP WANTED NEWS

News Director with experience and know-how to build strong local coverage for Conn. AM-FM. Good air sound, self-organization, and leadership. Minimum 4 years direct news experience. A secure growth position for a hard-working professional. Equal Opportunity Employer. Send resume, references and salary requirements to Box U-126, BROADCASTING.

News oriented stations. Experience. Aggressive. Bilingual Spanish-English desirable. \$9600 plus expenses. KVOZ-KOYE, Laredo, TX.

Looking for excellent news person currently working under excellent news director to move up to that post. Top notch AM and FM station in college town with top salary and working conditions. Call Garry Bowers, WCLG Radio, Morgantown, WV, collect at once at 304-292-2223.

No. 1 station needs aggressive news/public affairs director. Send resume, tape to WDXI, Jackson, TN 38301. Salary commensurate with ability and experience.

Come grow with us in the heart of the Bluegrass. 5KW WLAP 50KW stereo WLAP FM, Lexington, Kentucky. Seek creative, aggressive and experienced news and public affairs director. No beginners. Proven stability and on and off air professionalism, as well as sincere desire for active community involvement a must. Will supervise three person department. New facility, liberal benefits and an Equal Opportunity Employer. Reply with audio tape and resume in complete confidence to J.C. Allison, General Manager, PO Box 11670, Lexington, KY 40511. No phone calls.

WQTK Parsippany, N.J., 30 miles west NYC. Expanding local news. First class ticket mandatory. Sept. start. Send tape, resume to 2755 Magnolia Rd., Vineland, NJ 08360.

News Director for 50,000 watt University FM in NE Ky. Degree in Mass Comm field with third endorsed and experience in news-public affairs. Host weekday news-information magazine and supervise student staff. \$9,000 minimum. Send tape and resume to Larry Netherlton, UPO Box 903, Morehead State University, Morehead, KY 40351. An Equal Opportunity Employer. Application deadline: August 1, 1976.

Group broadcaster seeking news director not afraid to dig, and experienced combination newspaper/DJ. Tape and resume to PO Box 482, Newburgh, NY 12550.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

New soul station being formed in major market. Applications now being taken for all air shifts and program director position. Must be professional with major market experience. Send resume, references to Box U-77, BROADCASTING.

Production Manager, with top quality commercial voice, production skills, copywriting expertise, first ticket and college education. Well established Midwestern station, near major markets, but not suburban. Five-figure salary, generous fringe benefits, ideal working conditions. Daytime work schedule assured. Equal Opportunity Employer. Box U-132, BROADCASTING.

Live rocker going automated in six months needs staff for interim and to do production and voice tracks when automated. Box U-195, BROADCASTING.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS, CONTINUED**

Heavy experience only. Good voice with strong production/copy writing background for Easy Listening station West Palm Beach/Boca Raton market. Will also pull air shift. Contact Mark Prichard, WKAO Radio, PO Box 1510, Boynton Beach, FL. Tel: 305-737-5000.

Automation freak with super production. Engineer & air talent rolled up in one, to be Operations Director for a brand new super power FM in Beaumont, Texas. (93rd metro). Make it sound live and we can win. Call Ken Stephens, 606-739-4600 or 614-867-8000.

Instructor junior college broadcasting program. Will teach beginning courses. Complete resume and salary requirements to Mark R. Lange, Vincennes University, Vincennes, IN 47591. EOE.

New 50 KW FM Christian radio station located on Eastern shore of Maryland to become operational in October, 1976. Now employing complete staff. Write Maranatha, Inc., Box 130, Princess Anne, MD 21853 or phone 301-749-1435.

SITUATIONS WANTED MANAGEMENT

Black Manager seeks Top 100 markets. Strong programming and sales. Good references. I'll get you numbers and billing. Box U-97, BROADCASTING.

GM-experienced all facets. Strong track record. Dependable. Box U-115, BROADCASTING.

Management caliber salesman, college graduate, looking for working sales manager position, medium to large market. Quality references Write Box U-120, BROADCASTING.

Southeast Management team. Ready to make your station competitive. Money maker. Reply Box U-187, BROADCASTING.

One quality professional. Small to large. East and West. All chairs. Extreme integrity and responsibility. Fine credentials and personal references. Over 20 years continuous business relationships marred by 2 sellouts and 1 absentee conglomerate mismanagement. Selling private business. Desire one more try in broadcast. Is there an operator of integrity who wants and needs me? Consider all. 5:30 to 6 Eastern. 717-628-2659.

Experienced selling manager. 16 years in broadcasting, 5 in management. Seeking position with future in medium market. Reply 5712 Avenida La Mirada, Albuquerque, NM or call 505-293-0980.

SITUATIONS WANTED SALES

Young, aggressive hustler, proven record, take advantage of my professional approach towards radio sales; my resume will sell you! N.Y.C./major east coast market preferred with earning potential of \$20,000 plus. Box U-189, BROADCASTING.

Experienced salesman-announcer. Now employed, seeks change to small or medium market! Box U-199, BROADCASTING.

After several years in gospel radio, I know who has professional programs and who pays well. Let me help you with your sales from my office. I have contacts with several religious broadcasters. All I need to sell some of your time are rate cards, area of coverage maps, a list of times available, and your commissions upon completion of the sale. Reply to: The King's Work, 901 Quarry Road, Suite No. 10, Havre de Grace, MD 21078.

SITUATIONS WANTED ANNOUNCERS

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

Boardshift, production, some news o.k. Excellent worker and co-worker. Experienced. Box U-96, BROADCASTING.

Ambitious, young college graduate with 3rd endorsed, desires position D.J., News, interviews, production. Will relocate anywhere. For tape and resume call Gary Axelbank 212-543-9667 or write Box U-133, BROADCASTING.

**SITUATIONS WANTED ANNOUNCERS
CONTINUED**

News oriented announcer. 2 yrs exp. 1st. Some reporting, interviewing. AOR. No AM drive. Box U-134. BROADCASTING.

If you're a together Top 40 station and need a together Top 40 personality who wants and likes all nights and you're in a Top 100 market, let's talk. Box U-137. BROADCASTING.

1st phone MOR jock with 3 years experience seeks medium market MOR, or contemporary in Midwest or Southeast central. Tight board, production, copywriting and news. Box U-156. BROADCASTING.

Major market TV experience. Also worked small market radio, news, sports, PBP, MOR, 3-stations in 13 years. BA, AFRTS, working now. Fla. would be nice, but all offers considered. Box U-159. BROADCASTING.

Extremely attractive black female with non-ethnic sound desires challenge. Four years college; eight months professional experience. Box U-169. BROADCASTING.

Former broadcaster looking for work in the Midwest. First phone, 1 1/2 years experience. Tape and resume available. Box U-170. BROADCASTING.

Female DJ, 3rd, 2 yrs experience. Ambitious, good background. Modern country, MOR, other formats. Tape, resume references. Jackie 1-301-342-0373.

Strong voiced Nebraskan with first looking for good solid career in med mkt. Contemporary organization in Oregon or Northern Calif. 4 1/2 years exp. in all phases. \$800 mo. start. Write Clark Kinnison, Rt. 1, Box A-13, Nelson, NE 68961.

I'm 26, I'm black and I want you to hear my tape. George Anthony 317-636-2060.

Young, sports personality wants play-by-play opportunity. Also experienced in news, weather on radio/TV. U. of Texas graduate. 4305 Duval, No. 204, Austin, TX 78751.

Announcer wants DJ shift, rock or MOR, 2 years experience. 3rd endorsed. Midwest preferred. Call Steve Karpinski, after 5. 312-639-7882 or write 55 Burton, Cary, IL 60013.

Radio D.J.-TV newscaster available for part time or full time. 213-874-7236 please call mornings.

Play by play DJ, sports talk, sales, excellent voice. Terry Boyd, 671 Brockwood, El Cajon, CA 92021. 444-8728.

Looking for long term employment with future. 2 1/2 yrs. experience in MOR. Cont/Top 40 and copywriting, remotes. Dave Lingle, 11 Locke Drive, Enfield, CT 06082. Phone 203-749-6631.

Humorous, first phone air personality desires small market Top 40 or contemporary. 213-387-7175. S.H. Green.

Attention! Washington, Oregon California radio! Hard working young announcer-deejay, news, copy. Some experience. Chuck Hunt 714-459-5304 (message phone).

Gospel radio announcer needs a home. P.D., M.D., or D.J. South or Southeast. John Burns, 1216 Post Oak No. 22, Sulphur, LA 70663. 318-625-4374.

Announcer 1st phone 27 yrs old, 1 yr 7 mos. air time experience. Desires employment as announcer. Tape & resume available upon request. Thomas Carin, 706 1/2 Adams Ave., Eveleth, MN 55734. 218-749-8143.

10 years experience, half with one station. Can do DJ, news, PD, copy, 3rd phone. Seeks stable west coast station. Contact Ernie Burchard, 2637 Randall, Central Point, OR 97501. 503-826-6366.

4 years commercial experience. Mature voice, production pro. Could run tight board if not at top billing automated. Denny Pace, 12 Park, Villas, NJ 08251. 609-886-0108.

Dependable hardworking jock with 1st phone and wife wants new home. Al Ogrizovich, 3836 Sleepy Hollow Ln, Ft. Wayne, IN 46804. 219-432-2968.

**SITUATIONS WANTED ANNOUNCERS
CONTINUED**

4 yr. veteran of broadcasting in Baltimore, out of work. Top morning jock, did great in last ARB, need position in Top 40, AOR or R&B station. Call Terry at 301-687-2639 or 325-1916.

First phone experienced (MOR, rock, news). Broadcasting, journalism electives (associates-accounting). Western New York availability. Bernie 344-1691, 344-8449.

MOR DJ and PBP desires small station. Have 3rd phone. No experience. Contact Ray DeLuna at 219-884-2981.

DJ-Newscaster, BA. 3rd class, three years experience, bright, hard working, dependable, wants to relocate now. Prefer west coast or greater Chicago area and modern country or MOR format. Will consider all offers. For tape, resume write Doug McKitten, 414 Aylesford Place, Lexington, KY 40508. or call 1-606-253-1773.

Professional entertainer? Yep, that's me. 3rd endorsed, seeking good stable position in sports PBP or commentary, top 40 jock work, as music director or all three. 1 year commercial experience in all, prefer East coast. Stan, 121 Noble Street, Reading, PA. 215-376-9147.

D.J. with 8 mos. exp. looking for work at small FM rocker or any other format. Write Dave Cardosi, 1378 N.W. Lennington Cir, Kankakee, IL 60901 or call 933-6779.

Top 40 night jock, 4 years experience, 1st phone, and college. Seeks medium and up. 301-486-7766 or 358-2257.

SITUATIONS WANTED TECHNICAL

Chief Engineer. 25 years experience. 50 KW AM, directionals, 100 KW FM. Automation, southwest. \$15,000. Box U-157. BROADCASTING.

Engineer: experienced chief AM-FM, first phone, tech school. CET. Box U-194. BROADCASTING.

SITUATIONS WANTED NEWS

Aggressive, mature self-starter looking to become part of your news team. Small or medium market. A digger and heavy on actualities. Can adapt and not satisfied unless ahead of competition. Single but married to my profession. Resume, tape and copy available. Box U-99. BROADCASTING.

Sports Director. Play by play all sports. Solid five year background. Looking for pro or college opportunity. TV experience too. Box U-113. BROADCASTING.

Female seeking challenging news position. Considerable air experience, interviewing, writing. Previous newspaper and TV experience. College grad. 703-552-6538 or Box U-143. BROADCASTING.

Award winning sports. Major college pbp, minor league baseball. Talk. Box U-193. BROADCASTING.

3 years experience in AM-FM & CATV. Young, married, seeking career advancement. Strong voice and writing. 3rd phone. Prefer Ohio or Midwest but will relocate. Box U-197. BROADCASTING.

Professional newswoman with network experience will be a stringer for your radio or TV station in the San Francisco Bay area. Box U-201. BROADCASTING.

Young, educated talent seeks news or sports position anywhere. 2 years experience. Joe Wright, 2 Cypress Garden, Cinti, OH 45220. 513-221-6564.

Professional returning to broadcasting, 20 yrs experience. All phases radio television. 609-883-8990.

Aggressive young man B.A. Speech seeks job in television/radio small to medium size market. 3 years radio experience in sports and news. Strong on PBP location and salary open. Call Ed 618-654-8543.

International League AAA baseball announcer available for football, basketball PBP. Three years professional baseball experience. Alf offers condsidered. Top references. John Steigerwald, Box 4333, Charleston, WV 25304. 304-346-0734.

**SITUATIONS WANTED NEWS
CONTINUED**

Financial cutback has eliminated my news job. Two years news experience. Digging reporter with excellent references from present employer. Greg Mysko, 803-775-2566.

AP award winning news director with major market experience. Available August 12. Can also handle play by play and TV. Prefer West, but willing to relocate for right offer. Married, want to settle down. Ron Cook, 714-583-3670. 6158 Thorn St., San Diego, CA 92115.

MORish newsmen is tired of collecting unemployment check. Paul Scott Bunting is a conscientious individual with 3 years experience, 3rd endorsed. Have job, will travel. Medium market preferred. Let's talk. 215-355-8786.

Radio ND leaving the Congressional campaign trail in August. I'm campaign manager. Would like ND in medium or major market. Also interested in all news. Award winner. Call Gary 816-259-2000.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

Success and ratings have been my constant pals emanating from over ten years of hard work. Small market P.D. and talent rising to major 50 KW. Clear channel P.D. and talent, national P.D., respected winning independent consultant. Turnaround appointments my craft. Family man, no hang-ups, young 33. Personal motivation inspires search for position commanding the best. Two considerations a must for my family: non polluted climate, excellent compensation. Top references. Degree. mass communications. Box U-50. BROADCASTING.

Top 10 major market PD available! Success and experience in both MOR and rock formats. Now consulting and looking for opportunity! Write Box U-62. BROADCASTING.

Major market country jock with great ratings seeking programing position and/or larger market. Box U-168. BROADCASTING.

Just left WIBA-FM, Madison, Wis. as prog dir & opr/mgr for 2 yrs. 15 yr exp, dedicated, seeks midwest mjr mkt progmmg/on air with reputable firm. Excellent references upon request. Check spring ARB's for Madison for results. Box U-179. BROADCASTING.

Looking for a challenging broadcast or broadcast related position. Experience includes personality radio, promotions of all kinds, children's TV program, first class license and college graduate. Currently with winning medium market AM station. Box U-191. BROADCASTING.

Sports Director/sales. Want small college play-by-play. 8 years experience. Journalism degree. 1st phone. Box U-200. BROADCASTING.

Experienced PD and morning man looking for position. Prefer Northeast region. 603-532-6401.

Producer/Director with 7 years extensive production experience seeking challenging position. Samples available. GLB, 215-664-3346.

Proven contemporary PD plus number one rated jock. Medium, major, group. Shannon, 1-507-867-4398.

You need me! Experienced personality D.J. Innovative and creative in production. Talented impersonator. Have proved that I'm a valuable asset. Call after 4. George 402-843-5662.

Programing pro seeking large market challenge. Profit oriented, major market experience, ARB proven, promotion minded. 216-456-1515, ask for Jim.

If by chance we find each other, I'll locate P.D.Q. in Western or central New York (Buffalo, Rochester, Syracuse, Utica, Rome, Mohawk Valley). 3rd phone, endorsed, tight board. 4+ years experience in college and community radio. At home with Top 40, oldies, MOR, and progressive formats. Now seeking further employment in announcing, writing, production, programming, and can I work for you! Resume and demo tape on request. Burt Stein, 29 B Clintwood Drive, Rochester, NY 14620. 716-244-7379.

TELEVISION

HELP WANTED MANAGEMENT

Needed: TV station manager for successful operation in a small market. One of two in group. Our GM moving to larger market so we need sales oriented, program-wise, cost-conscious manager who can continue strong increases in local and national sales. We are long-time broadcasters and your confidentiality is assured. All application material will be returned. No personnel agencies please. Box U-131. BROADCASTING.

Director of Business and Administration for public television network in Maine. Five years minimum top administrative experience in public broadcasting, university, or non-profit organization required. Must be strong in finance, personnel administration, and marketing. Bachelor's Degree required. M.B.A. preferred. \$17,000 to \$21,000 salary range. Liberal benefits, health and life insurance, retirement. Send complete resume, references, salary requirements, first letter to: General Manager, MPBN, Box 86, Orono, ME 04473. The University of Maine is an equal opportunity/affirmative action employer.

Traffic operations Coordinator. Prior experience with Traffic required. Major South Florida affiliate TV Station. Minority candidates especially encouraged to reply. Send letter or resume to Box 01-2440, Miami, FL 33101. Equal opportunity employer. M/F.

HELP WANTED SALES

Local account executive needed by major group owned net affiliate. Must be able to handle a major list in an expanding top 30 market. An Equal Opportunity Employer. Send resume and financial requirements to Box U-83. BROADCASTING.

Account executive. East Coast, Top-20 market station. Join our Research Department and learn our business inside and out. When you are ready, become part of our sales team. Perfect opportunity for a man or woman who wants to break into TV sales. Send resume to: Box U-124. BROADCASTING.

The fastest growing market in U.S.A. is seeking a TV Account Executive. Must be a proven pro in local retail sales. Excellent income potential with established account list. Fringe benefits. Applications from women and members of minority groups encouraged. Reply to Box U-176. BROADCASTING.

HELP WANTED TECHNICAL

Assistant chief engineer for network affiliated mid-Michigan VHF station. Excellent opportunity for a good technician with pride in a quality product. Equal Opportunity Employer. Send resume to Box U-2. BROADCASTING.

Chief Engineer, recently expanded Television Station, full power to 217,000, transmitter on 8,000 foot mountain needed engineer with experience with remote control operation, as well as TT 25 DH transmitter. Box U-167. BROADCASTING.

Assistant Chief Engineer, wanted for TV station in top 10 market. Must hold valid First Class Radio Telephone License and have at least 5 years broadcasting experience. Also needs proof of performance experience and studio and transmitter maintenance experience. Prefer applicant with E.E. degree and P.E. Salary open. An Equal Opportunity Employer. M/F. Send resume to Box U-171. BROADCASTING.

Ready for advancement? Florida Public Broadcasting needs a top-level engineer to operate their new television and radio facility. A challenging opportunity awaits the right person with at least five years experience. Salary open. Send resume to Personnel Director, WJCT, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity Employer.

FCC First Class license, strong on electronics theory including logic. Send resume to Chief Engineer, Westinghouse Broadcasting, Station WJZ-TV, 3725 Malden Avenue, Baltimore, MD 21211.

West Virginia Public Broadcasting is looking for a qualified engineer to operate VTRs, cameras, transmitters, etc. Position requires a FCC First and some technical training. EOE. Apply: WSWP-TV/WVPB (FM), P.O. Box AH, Beckley, WV 25801. Attn. Chief Engineer.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer AM-FM-TV, Network affiliate, group owner, good salary, good benefits program. Send resume to John Phillips, General Manager, Lee Enterprises, Inc., 510 Maine Street, Quincy, IL 62301. Operating WTAD AM, WOYF FM, KHQA TV. An Equal Opportunity Employer. Applications received through August 15th.

Immediate opening for entry level staff engineer for public TV station WNMU, Marquette, Michigan. Maintenance experience on VTR, studio cameras and film chains. Prefer AAS degree in electronics. Refer applications to Employment Supervisor, Personnel and Staff Benefits Office, Northern Michigan University, Marquette, MI 49855. Telephone 906-227-3440. Excellent fringe benefits. An Equal Opportunity Employer.

Engineer, First Class license required, for full color PTV station with mobile unit. Minimum 2 years electronics tech school. \$211 per week, full benefits. Send resume to A.E. Maurin, WYES-TV, 916 Navarre Ave., New Orleans, LA, 70124. An equal opportunity employer.

Closed Circuit TV technician. Thorough knowledge and experience in TV maintenance and operation. Rush resume to Robert Hunyard, Allgeld Hall, Northern Illinois University, DeKalb, IL 60115. Phone collect 815-753-0171.

HELP WANTED NEWS

Street Reporters. Top Ten Eastern market, aggressive, hungry saavy, with solid track record in TV. Seeking people interested in long hours of intensive work. Send resume only. Able to learn new market quickly. Equal Opportunity Employer. Reply to Box U-63. BROADCASTING.

Major midwestern university public information office seeks producer-editor-reporter for new ENG operation. Experience in ENG-equipped commercial and/or cable application desired. Bachelor's degree, two years broadcast news experience and ENG know-how essential. Job covers full range campus news and events coverage for service to television. Looking for industry, initiative, inventiveness. \$12,000-\$15,000. An Equal Opportunity Employer. Box U-107. BROADCASTING.

Expanding news coverage of top 50 eastern station requires reporter strong in digging, writing and delivery. Assignment as field reporter with ability to fill in as anchor. Good salary and fringes. Send full details to Box U-127. BROADCASTING.

Assignment Editor. Top 60's market has excellent spot for experienced and creative assignment editor, strong on story development. ENG knowledge essential. Position holds strong promotional possibilities for right person. Equal Opportunity Employer. Send resume and salary requirements to Box U-149. BROADCASTING.

Reporter/Newsreader, Enthusiastic with strong delivery, wanted for Top 40 VHF network affiliate. Send VTR, to be returned, resume and salary requirements to Box U-153. BROADCASTING.

Major market NBC affiliate has immediate opening for experienced News Director. Group owner and EOE. Send resume to Box U-161. BROADCASTING.

Western medium market, ABC affiliate needs sports dir to head up one person dept. Will create film/mini-cam vtr pieces and deliver segments in two daily newscasts. Audition tapes will be requested. Send resume to Box U-181. BROADCASTING.

TV News Director/Anchor -Beautiful medium Northwest market. Must be experienced and able to provide leadership in all areas of news, work well with others. Aggressive network affiliate providing excellent employment opportunity. Salary open. Equal Employment Opportunity Employer. Box U-192. BROADCASTING.

Street reporter being added to respected, stable news organization by major market CBS affiliate with Live E.N.G. interested only in experienced applicants with top quality skills as performers and journalists. Send resume and videotape to Joe Kramer, KCMO-TV, 125 E. 31st, Kansas City, MO. 64108

HELP WANTED NEWS CONTINUED

Reporter. Cover and write daily news assignments. On camera stand-ups and voice overs. Must have exceptional ability to communicate on camera. TV news experience preferred. Send resume and cassette VTR to Jeff McCracken, News Director, KFSN-TV, 1777 G Street, Fresno, CA 93706. KFSN-TV is an Equal Opportunity Employer.

Sports announcer for medium southeast market with commercial ability. Contact Dave Keshner, News Dir, WRDW-TV, Augusta, GA. 803-278-1234. Equal Opportunity Employer.

Meteorologist or AMS approved weather person wanted immediately for Top 40 CBS Florida affil. TV exp. mandatory. Send cassette and resume to BDM, PO Box 1833, Orlando, FL 32802.

Reporter/producer for minority affairs sought by Miami station. Candidates must be able to relate to the local minority community. Applicants must be experienced in on-air presentation, be able to produce news and public affairs programs, supervise TV crew, be familiar with film, VTR, documentary, remote telecasts and associated equipment. Responsibilities and duties range from telephone work to on-camera. Interested applicants send resume including salary history to Reporter position, PO Box 61001, Miami, FL 33161. Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

TV producers. Experienced TV producers aware of national and urban issues. Must have good concept of production concepts. Equal Opportunity Employer. Send resume to Box U-64. BROADCASTING.

TV Production/Operations Manager. Small market requiring emphasis on production of news programs and good quality local spots. Need ability to teach good studio operations to staff. Box U-75. BROADCASTING.

Network affiliate looking for a take charge commercial director for studio and remote production. An Equal Opportunity Employer. Box U-82. BROADCASTING.

TV Editorial Research/Writer. NW affiliate seeking experienced person to research/draft management editorials. Ego must cope with ghost-writer image. PR skills necessary. EOE. Send resume. Box U-87. BROADCASTING.

New York based media buying service has opening for experienced television person to work as coordinator with small and medium size shops as well as directly with retailers. Box U-116. BROADCASTING

Promotion director, medium market Network station with moderate budget. Should be able to plan and coordinate on-the-air, print and radio promotion. An Equal Opportunity Employer. Send resume to Box U-173. BROADCASTING.

We're Expanding. Top 20 Market seeks eng producer, production assistants, desk assistants, reporters, weathercaster, entertainment critic and co-anchor. Equal Opportunity Employer. Box U-198. BROADCASTING.

Public information specialist for public broadcasting network in Maine. Two years minimum experience in public information or publicity/promotion jobs. Must be good writer and strong in print medium. B.A. Journalism, English, Broadcasting or Liberal Arts required. \$8,500 to \$12,500 salary range. Liberal benefits, health and life insurance, retirement. Send complete resume and references, salary requirements, first letter to: General Manager, MPBN, Box 86, Orono, ME 04473. The University of Maine is an Equal Opportunity/Affirmative Action Employer.

Development associate for public broadcasting network in Maine. Three years minimum experience required, fund raising and marketing in public broadcasting, university, or non-profit organization. Position is staff support for coordination of "Friends" group, underwriting, special gifts, and foundation fund raising activities. Bachelor's Degree required. M.A. or M.B.A. in marketing or psychology preferred. \$10,500 to \$14,500 salary range. Liberal benefits, health and life insurance and retirement. Send complete resume and references, salary requirements, first letter to: General manager, MPBN, Box 86, Orono, ME 04473. The University of Maine is an Equal Opportunity/Affirmative Action Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Promotion director sought by top Southern station. Must have audience promotion experience in writing and production of on-air and print advertising. Duties also include publicity and coordinating of station's community public relations projects. Creative instinct in design and knowledge of graphics important. Ideal position for someone now in No. 2 slot in promotion department of major market network affiliate Equal Opportunity Employer. Contact Station Manager. WBRC-TV. 205-322-4701

Commercial Producer-Director, experience in all phases: Film shooting and editing. VTR editing, studio directing. 2 yrs. experience minimum. Send resumes and tapes to: WINK, c/o Production Mgr., PO Box 1060, Ft. Myers, FL 33901. Equal Opportunity Employer.

Aggressive, sharp account executive to obtain program underwriting for public radio and television stations. Send resume and salary requirements to: Director of development, WNED, Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Sharp, aggressive, organized person to coordinate a seven year old PTV auction. Should be a self starter with experience in working with volunteers. Send resume and salary requirements to: Director of development, WNED, Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Producer-Director for top quality production facility servicing national, regional and local clients. Heavy commercial experience required. Send resume to D. Stephens, Prod. Mgr. WUAB-TV, 8443 Day Dr Cleveland, OH 44129. Equal Opportunity Employer.

Graduate assistantship open for student interested in graduate studies and able to instruct basic radio-TV course for undergraduates. Contact Dr. David Eshelman, Central Missouri State University, Warrensburg, MO 64093.

Television Producer: experienced producer to create programs for undergraduate curriculum in health. Creative, experienced with proven production record and understanding of learning. Will work with curriculum task force and medical faculty. Salary \$20,000 plus. Send resume to Fred Christen, UTHSCD, 5323 Harry Hines Blvd., Dallas TX 75235 EOE/AEE.

Scenic carpenter for major Midwest video tape production house. Reply: Telemation Productions, 3200 W. West Lake Avenue, Glenview, IL 60025. No phone calls.

Information Director a associate to Television-Radio Unit Director in production of television-radio programs, PSA's, documentaries, and other educational information for distribution to radio and television stations. Must have demonstrated experience in writing, producing, on-camera and microphone, in public or commercial broadcast, and supervision of other professionals in similar work. Bachelor's degree plus five years of progressively responsible related experience. Related graduate degree may be substituted for two years experience or additional related experience may be substituted for two years of education on an equivalent time basis. Salary range: \$12,528-\$17,150, with state employment fringe benefits. Send resume to Mrs. Ann Weisend, Personnel Department, VPI & SU, Blacksburg, VA 24061. An Equal Opportunity/Affirmative Action Employer

SITUATIONS WANTED MANAGEMENT

General Manager of small market stations seeks management opportunity in larger markets or group; substantial background and references; available to travel for interviews. Reply Box U-85. BROADCASTING.

Wish to escape New York. Television executive, experienced sales, sales management, financial planning, mergers, acquisitions, production management. Superb record, references. Seeks employment outside NY area. Require minimum 30 days notice. Box U-162. BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

Experienced radio announcer seeking position at TV station or radio-TV combo. Have done many voice-overs for TV and contributed news reports to major network. Want position offering on-camera news or commercial assignments. Box U-89. BROADCASTING.

SITUATIONS WANTED NEWS

Independent broadcaster Top 40 seeks anchor in small or medium market. Experienced. B.A. VTR available. Box U-36. BROADCASTING.

Terrific journalist will manage news department or handle choice reporting, documentary assignment. Expensive yes, but you get net and local experience, awards, degrees. Southeast radio-tv only. Box U-69. BROADCASTING

Top rated weekend news/sports. Anchorman looking for full time sports anchor in major market. 2 1/2 years on air experience medium market. Box U-100. BROADCASTING.

Five years TV experience off and on camera top 25 market. Two years news, three years studio producer/direct, four years film production. NATPE & Emmy Award-winning producer. Seeks opportunity as commercial/news talent or director. Box U-135. BROADCASTING.

Experienced newswoman seeks position as reporter or anchor. Extensive writing, reporting, film, ENG work. M.A. available now Box U-146. BROADCASTING

Anchorman. Currently Network reporter, all news anchor. Previous news director. Strong investigative background. Looking for television anchor opportunity in small or medium market. If it's an intelligent hustler you seek, I'm your man. Please reply for resume/VTR. Box U-158. BROADCASTING.

First weathercasting position sought by 1976 grad (Climatology). Excellent appearance, voice, personality. Creative ideas, energy. Age 30. Background: National Weather Service, AMS, public speaking, acting. Box U-163. BROADCASTING.

Reporter Top 75 experience, field reporting PBP, production. BA Journalism, VTR available. Currently full time radio, want back into TV. Box U-164. BROADCASTING

Talented anchor/producer, now in mid-60's market, seeks large market anchor or anchor/producer position. M.A. Journalism. Reliable. Award. Videocassette available. Box U-172. BROADCASTING.

Executive News Producer. Now anchoring and producing in major market. Able to work with people and make responsible decisions. 8 years broadcast news experience. Must top current 20k salary. Box U-202. BROADCASTING.

Fast, crisp writer. Talented. Experience in television, newspapers and politics. Film and tape exp. Lively visual sense. Jessica Frazier 213-822-3268.

Experienced professional in print, radio and TV, seeks producer or street reporter position in midwest or west. Network and local station experience. Hard worker and dedicated. Call 816 756-0616.

Experienced Newsperson. Weekend anchor, reporter. AB degree. References. Contact Tom Redmon 502-673-3416.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Director. 7 yrs experience. News, sports, commercials. Major league, football, baseball, hockey, basketball. News Block No. 1 Box U-60. BROADCASTING.

Production Manager of 2 VHF stations. 25 yrs. experience in all TV production, administration, primarily major market background. Recent recipient of AAF Award. Box U-174. BROADCASTING.

Young, Dynamic, promotion-Minded major market radio salesperson. Ready to move into television promotion. All markets welcome. Don Cohen 313-962-8282. Evenings: 313-624-0749.

Childrens programming specialist currently producing/presenting three great low budget local childrens participation television programs weekly. Wish relocate do same your area. 18 Dickinson road, Darien, CT.

Wow! 22; BS Telecommunications and 2 years solid experience in all phases broadcast television production. Write now: Bill Frankel; 24049 Lyman Blvd., Shaker Heights, OH 44122.

CABLE

HELP WANTED TECHNICAL

Large midwestern CATV system seeking Chief Engineer. Knowledgeable in AML Microwave, system construction and design. L.O. equipment maintenance. Must be an administrator. Reply Box U-21. BROADCASTING.

Chief Engineer wanted for fast-growing cable operation located in warm/weather resort area. Superb growth opportunity and long/range security. Must have 1st ticket and previous closed circuit experience. JOB Enterprises, 24 Blueberry Lane, Concord, MA 01742

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Position offered. Television administrator. Downtown church doing local programing on cable system. Person needs experience in management and television production. Must have leadership skills and enjoy working with church people. Reply St. John's Church, PO Box 153, Knoxville, TN 37901.

WANTED TO BUY EQUIPMENT

Want to buy. 5 or 10 KW FM Transmitter, 3 1/8" transmission line and STL microwave system. Box T-48. BROADCASTING.

Used 250 W AM transmitter needed for use with carrier current operation. WUVU, Squires Center, Blacksburg, VA 24061. 703-552-0640.

Wanted RCA 16 inch turntable or BQ2C model Maurice Flood, 1435 Forest Ave Calumet City, IL. 60409. 312-891-1249.

FOR SALE EQUIPMENT

Collins 900C-3 FM Modulation Monitor, type accepted for Stereo and SCA use. Collins 900C-1 FM Modulation Monitor, type accepted for mono and SCA use. TFT 734/724 FM Stereo Modulation Monitors as new w/built in RF amp for off air monitoring. 2 Gates FM solid Statesman FM limiters matched for stereo, as new, will sell separately. 4 Revox A-77 Mk III reel to reel machines. CCA tube type exciter with SCA generator. SMC Automation system. Russco console and turntables. All items must sell. KIOQ-FM Box 1388, Bishop CA 93514. 714-873-5861.

RCA TK-60 Camera with 10:1 zoom lens, ccu cable. Two, both in excellent condition 806-742-2209, KTX-TV, Box 4359, Lubbock, TX 79409.

FM stereo equipment: stereo generator, Sparta 682. Stereo Volumax FM limiter, CBS 4110. Stereo Audimax AGC, CBS 4450A. All excellent condition, available immediately. \$900 each or offer. CE, KZAP, Box 511, Sacramento, CA 95803. 916-444-2806.

Stereo Exciter. Gates M-5534 W/M-6146 stereo generator S1550. Also Gates 994-6533 stereo generator for TE-1 or TE-3 exciters. Good Condition. WGSN, Huntington, NY 11746. 516 423-6740.

5-RCA Tk-42 Studio Cameras, operating when removed from service, may, 1976. Included: Houston-fearless TD-9B-C Pedestals, Camheads Limited camera cable, Call or write: John Carroll WPTA-TV 21, 3401 Butler Rd, Ft. Wayne, IN. 46808. Ph: 219 483-0584.

2 Norelco PC72-B cameras complete with Schneider TV 13 lens, range extenders, cable, control console. CZB 14 black and white monitor. RM529 wave form monitor. Vinton Mark 3 cam head, Vinton Mark 2 pedestal and Plumbicon tubes. Expertly maintained. Reading approximately 1500 hours use. Make offer. Byron Motion Pictures, 65 K St. N.E., Washington, DC 20002. Phone: 202-783-2700.

Two Ampex VR-1200. Autocomp amplifiers. Honeywell brand new. \$250.00 each. Two RCA head-wheel panel assemblies, 40790-A and B. \$250.00 both. Dave Castellano 415-937-9566.

Arriflex 16BL with 12-120 mm Angenieux zoom lens, 400' film magazine, Battery Matte Box, sound blipped, deluxe case: Now taking bids. Contact Mike Cederstrom, Fetzer Broadcasting, Box 627, Cadillac, MI 49601 Phone: 616-775-3478.

FOR SALE EQUIPMENT CONTINUED

IVC850, \$1800, IVC870, \$4500 both completely maintained & recently rebuilt to factory specifications. Call Ira Oppen. 805-682-2651 Santa Barbara Cable TV.

Color remote unit: Two CEI-280s color cameras. Conrac and Tektronix monitors. ISI switcher. TM terminal equipment. Wired and ready to go on mini-bus chassis. Also some Colortran lights and curtains. Jim Dovey. U.C.T.C. of Connecticut. 203-747-6891.

Ampex 350 & 351 recorders. Altec console. Moviola editor. Motion picture & audio gear. Priced to Sell-North Western, Inc., 011 SW Hooker. Portland OR. 97201.

Ampex VR 1200B DG, VHO, DOC, Velcomp 1600 hours. 1 1/2 years. 1 sparehead; AMPEX VR3000, 1 sparehead. excellent condition. TPC, Pgh., PA 412 682-2300.

AM Transmitters: Good selection of used 1 KW, 500 Watt, 250 Watt, and a few good 5 KW AM transmitters. Communication Systems, Inc., Drawer C, Cape Girardeau, MO. 63701. Phone 314-334-6097.

1 KW FM Transmitters: Gates FM-1B-1KW, Gates FM-1-c-1KW, Gates FM-1-G-1KW, RCA BTF-1-EI-1KW, Ita FM-1000-A-1KW, Ita FM-1000-B-1KW, Ita FM-1000-C-1KW, Gel-FM-1-C-1KW, Collins 830-D-1A-1KW, CCA-FM-1000-D-1KW. Communications Systems, Inc. Drawer C, Cape Girardeau, MO. 63701. Phone 314-334-6097.

FM Transmitters: RCA BTF-10-E-10KW, RCA BTF-10-D-10KW, GEL FM-15A-15KW, Collins 830-F-1A-10KW, Visual FM-1000-KW-10KW, ITA FM-1000-C-10KW, RCA BTF-5D-5KW, RCA BTF-5B-5KW, RCA BTF-5-E-5KW, Gates FM-5-B-5KW, Gates FM-5-C-5KW. Communications Systems, Inc., Drawer C, Cape Girardeau, MO. 63701 Phone 314-334-6097.

Fidelipac 300 Carts. 65c. Loaded with tape, un-timed, unused. Minimum order 50 carts. Limited supply. Panorama Sales, 8464 Brier Dr. Los Angeles CA 90046. 213-656-1730.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

Contemporary comedy! Most usable deejay service available! Hundreds have renewed! Freebie! 5804-B Twineing, Dallas, TX 75227.

OBITS. No hype. You be the judge. Free comedy sample! OBITS. 366-C West Bullard, Fresno, CA 93704.

Fruitbowl is not for comedians; it's for personality pro's who use humor on their shows. Check the difference yourself, with free trial subscription. FRUIT-BOWL. Dept. C. Box 382, Fair Oaks, CA 95628.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611. call collect 312-944-3700.

INSTRUCTION

1st Class FCC, 6 wks. \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

Announcing & radio production. Learn at Omega State Institute.

FCC First Class license. Prepare for your test at Omega State Institute.

Omega State Institute. Quality resident training in Chicago at 237 E. Grand Ave. Successful placement. Vet approved. Call or write for course catalog. 312-321-9400.

FCC license. New course material, new low prices. Free home study catalog. Genn Tech., 5540 Hollywood Blvd., Hollywood, CA 90028.

Instruction Continued

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin August 2 and Sept. 13. Student rooms at each school.

REI. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

REI. 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

Get your first to get there first! Don Martin School of Communications! Since 1937, training broadcasters for Broadcasting! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. Call 213-462-3281 or 213-657-5886.

Free booklet demonstrates "Job Power" of our FCC 1st class license preparation. Write Announcer Training Studios (A.T.S.), 152 West 43 St, New York City, 10036 (Vets benefits).

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Etkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

FCC License study guide. 377 pages. Covers third, second, first radiotelephone examinations. \$9.95 postpaid. Grantham, 2002 Stoner, Los Angeles, CA 90025.

Institute of Broadcast Arts. 75 East Wacker Drive, Chicago, 4730 West Fond du Lac, Milwaukee. Current FCC license updates. Approved for Veterans benefits, financing available. Lowest prices in the Midwest. 312-236-8105 or 414-445-3090. Results guaranteed.

Cassette recorded first phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia, Chicago, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 Telephone 213-379-4461.

RADIO Help Wanted Management

NETWORK RADIO OPERATIONS DIRECTORS

A national radio network is expanding its Program, Operations and Traffic Departments and has immediate openings for only capable and qualified individuals experienced in play-by-play sports production, personnel scheduling, traffic and related areas. Excellent salary and benefits for the right persons. Only the most qualified with a minimum of five years radio experience should apply. Send resume, and salary requirements to:

Box U-106, BROADCASTING.

Help Wanted News

KHJ is looking for an experienced morning anchor news person... If you're a professional in contemporary radio and can do what we're doing... Send tape and resume to KHJ/Personnel, 5515 Melrose Ave., Hollywood, CA. 90038.

M/F
E.O.E.

Why not reserve this space and see how well BROADCASTING's Classified can work for you!

Help Wanted News Continued

Radio News Director Major Market

Adult station seeks seasoned News Director with experience to recruit, train and staff major facility. This veteran will be given unusual staffing and resource commitments to make this personality, music, news and sports station number one in the South. Send resume, tape and other essentials immediately. Position does not require full-time on-air shift.

Equal Opportunity Employer

Reply in writing only to:

Richard F Carr

Vice President/General Manager

WGST Radio

P.O. Box 11920

550 Pharr Road

Atlanta, Georgia 30355

Help Wanted Programing, Production, Others

WTGC

Town, Gown & Country Radio

Lewisburg, Penna. 17837

A new station. Now on the air. Applications, resumes, tapes, references now being taken for announcers, sales people, production, news. Daytimer. 1010KC, 250 watts. MOR. Adult Oriented.

Situations Wanted Management

RADIO GENERAL MANAGER

Excellent record of profitability, sales increases, industry and community leadership with outstanding stations, major and medium markets. Available now due to sale. Seeking permanent management position with good facility, growing company, top 100 markets. Full knowledge of corporate affairs, multi and individual station operations. Outstanding trade and personal references. Please reply
Box U-196, BROADCASTING.

Major Mkt Radio Gen Sales Mgr Avail for New Mjr Mkt Challenge

I've doubled and tripled local and national sales in nation's toughest major radio mkt. Have G.M. exper. Aggressive. Mid-30's. Marketing-oriented. Present station sold. Want top 10 mjr mkt stn with opport. for growth and challenge. Natl references. Write now!
Box U-203, BROADCASTING.

Top 10 market 'General Manager
20 years experience all phases radio. Unmatched sales background, strong programmer. Applied both to turn top 10 market 50,00 kw loser to profit maker in 15 months. Mature, married, excellent reputation, presently in top 10.
Box U-204, BROADCASTING.

Situations Wanted News

And while news per se does not usually provide a station's main motivational stimuli for tuning in, it does play a major role in keeping people from tuning out. I get the story, move mountains to help damsels in distress, then, in the finest of traditions, deliver it with the authority demanded to maintain the credibility of your good offices.
Jay M. Johnson, Newsman. Track Record, etc. etc. (208) 232-6856.

Situations Wanted Announcers

PERSONALITY PLEASE

Want someone who does more than read PSA's over record intro's? Number 1 air personality at number 1 eastern medium market. Creative, entertaining, good bits, no ego problems. Adult contemporary or Top 40. B.A., 28, Spanish minority for EOE's. Box U-165, BROADCASTING.

Situations Wanted Programing, Production, Others

President- group radio broadcast subsidiary of major national company. 25 years broadcast experience, all phases, including acquisition. 46 years old. Looking for executive position in group ownership. Excellent resume and references upon request.

Box U-180, BROADCASTING.

TELEVISION Help Wanted Sales

SWITCHER SALES: Locate L.A. area, willing to travel West coast. Like to sell quality products. Write:

Nubar Donoyan
Vital Industries, Inc.
3700 N.E. 53rd Avenue
Gainesville, FL 32601. Tel: 904-378-1581

VIDEO SALES ENGINEER

Professional Video Switcher manufacturer requires aggressive, creative, sales engineer. Solid background in professional video sales and/or engineering necessary. Degree helpful but not mandatory. This is a great opportunity for someone willing to grow with a small, yet fast growing, company located in Gainesville, Florida. Salary commensurate with experience and ability.

Write in complete confidence, including picture, detailing experience and general background to Industrial Sciences, Inc. P.O. Box 1495, Gainesville, Florida 32602.

Help Wanted Technical

Engineering Opportunities.

Exciting engineering opportunity to work in one of the finest television production facilities in the world...the new OPRYLAND PRODUCTION CENTER in Nashville, Tennessee! Network specials, commercials, and other challenging productions.

Superior working conditions, benefits. Salary commensurate with experience, plus overtime. Send complete resume to:

David Hall
P.O. Box 2371
Nashville, Tennessee 37214
(615) 889-6840

Help Wanted Technical Continued

TRANSMITTER and MAINTENANCE ENGINEERS

Needed immediately. FCC first class license required. Transmitter engineer to maintain remote control UHF transmitter. Maintenance/operator engineer for maintaining control room equipment. Write WRBT-TV, PO Box 14685, Baton Rouge, La. 70808. EOE.

Help Wanted News

Reporter/Anchorperson

Experienced Professionals Only. No Calls. Tapes & Resumes to Gene Hodges, News Director. WTVN-TV, POB 718, Columbus, OH 43216

Taft—An Equal Opportunity Employer

Placement Service

RADIO-TELEVISION CATV Looking For A Job?

Mail Us Your Resume Now!
William J. Elliott, Jr.
& Company, Inc.

205 Datura Street
Suite 444 M
West Palm Beach, Florida 33401
305-659-4513

Miscellaneous

REPUBLICAN CONVENTION COVERAGE

Did you miss out on localized TV & radio coverage of the Democratic Convention in New York? Then, don't make the same mistake with the Republicans next month. Capitol Hill News Service will act as your Kansas City Bureau at grapevine rates. Call Bonnie Ginzburg, Broadcast Director (202) 638-1096.

REPUBLICAN CONVENTION REPORTS FROM KANSAS CITY AUGUST 16-17-18-19

PERSONALIZED FOR YOUR STATION
WE PAY LINE CHARGES
SPORTS CORPORATION OF AMERICA
LANTANA, FLORIDA 305 582-2474

Programing

OUR EARS ARE DIFFERENT

One of a panel of major market program managers will evaluate individual announcers or total station programing.

If you aren't where you want to be, objective criticism and advice can help you get there.

Listening fee: \$40/air hour. Send air checks (at least two hours) to: The Audiocom Company, 2901 Densmore Drive, Toledo, Ohio 43606.

"I'd Rather Be President"

One hundred, three and a half minute episodes. The story of every U.S. Presidential campaign and election. Produced especially for Presidential election year. Actual voices of every American President since 1884. Authentic campaign songs. Individual stories on Presidential lives. \$245.00 including tapes and mailing. Broadcast Creation, Box 266 Linden, Michigan 48451.

Programing Continued

HOW CB-RADIO CAN MAKE \$ PROFITS FOR YOU

Ratings Down?

In the latest A.R.B. Ratings did you find out that you were only talking to yourself? Let us recover your radio station. We have over 18 years experience in Programing, Market Research and Promotions. Call or write us today. We recover all size markets. 806-281-0888. Chris Bailey and Associates, Programing Advisors. P.O. Box 2033, Cincinnati, Ohio 45201.

Employment Service

RADIO RESUMES!

Be ahead of the others going after that job you want and deserve—Have your resume professionally prepared and printed by Radio Resume Services—a company staffed and consulted by major market broadcast veterans. Send for FREE information about all our employment services. Radio Resume Services, P.O. Box 5753, Clearwater, FL 33518.

Management Consultant

Group Sales Manager

Ambitious sales executive needed to recruit, hire and train sales people for multiple station ownership. Heavy travel from either Chicago or Tulsa base. \$35,000.00 salary, bonus arrangement and excellent insurance program. Send resume and references to Box U-128, BROADCASTING, confidential.

Business Opportunity

10 years at 5% Compounded
\$500 k down buys 24 hour AM in fast growing S.E. Terrific real estate, billing, numbers! Qualified Broadcast principals only. Fast deal needed. Box U-98, BROADCASTING.

Buy-Sell-Trade

CHARGE-A-TRADE

Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. FREE BOOKLET AVAILABLE • CALL TOLL FREE 800-327-5555 (except Florida)

3081 E. Commercial Blvd. Ft. Lauderdale, FL 33308 (305) 491-2700
FT. LAUDERDALE • MEMPHIS • ORLANDO • N.Y. • ATLANTA • GREENVILLE, S.C. • COCOA BEACH

For Sale Schools

BROADCASTING SCHOOL FOR SALE

Top 5 market. Private school is growing and profitable. Government contracts and approvals. Priced at \$300,000 cash. Box U-185, BROADCASTING.

FOR SALE

"America's Oldest Broadcasting School"

MIDWESTERN

228 S. Wabash Ave., Chicago, IL 60604
Phone Fred Robbins (312) 922-0712

Must retire because of health
Best reasonable offer from qualified party.

Wanted To Buy Stations

Large mkt management team, 2 bright, energetic young men. Not afraid of hard work, seek ownership opportunity in small to medium mkt. Prefer Ariz., Calif., Ore. or Wash. We want to grow with and be part of your community. Solid references.
Box U-166, BROADCASTING.

**Wanted To Buy Stations
Continued**

**Radio Station in Far West
Wanted**

Million Dollar Bracket. Experienced Broadcasters. Replies held confidential. Brokers welcome.

Box U-117, BROADCASTING.

Broadcaster wants to buy small or medium size AM or AM-FM station in the San Francisco Bay Area.

Box U-201, BROADCASTING.

Seeking investment opportunity in FM or AM/FM facility in Mississippi, Arkansas or Tennessee. John S. King, Box 1879, Memphis, TN 38101. (901) 775-0100.

Mid West

13 years directional antenna experience 25 K to invest in a small station or 25K sales partner to acquire a bigger station.
Steege, 510 7th Ave., Coralville, La. 52241.

For Sale Stations

Florida Coastal Growth Market 500 w. daytimer. Ideal for owner/operator. Priced less than 2 times gross at \$360,000 cash. Financially qualified buyers only. No brokers please.

Box U-95, BROADCASTING.

UNDERPROMOTED POWER FACILITY in substantial, steady growth single station market, Mid East state. Non-directional with PSA. Equipment plus plus. Original owner. Steady billing increase for over 15 years. Good staff. Price 400k slightly over 2½ times projected billing this year, less than 8 times last years cash flow. Retirement and health major factor in sale. Principals only. All replies confidential. Box U-111, BROADCASTING.

1 K.W. daytime - 250 K.W. - nite. Mid-Western - University town - \$200,000 Cash - No Brokers.
Box U-182, BROADCASTING.

MAJOR MARKET EASTERN AM/FM Full time AM. Class B FM. Extensive real estate and modern equipment following comprehensive technical rebuilding program. Operating cash flow. Excellent for sophisticated investor. Arthur H. Holt - The Holt Corporation - Box 111 - Bethlehem, Pennsylvania 18016.

**For Sale Stations
Continued**

**A Confidential Service to Owners
and Qualified Buyers**

Negotiations - Appraisals

RADIO — TV — NEWSPAPERS

CECIL L. RICHARDS, INC.

Media Brokers

Call 'Lud' Richards (703) 821-2552

NEW ADDRESS ➔ Suite 408, 7700 Leesburg Pike, McLean, Va. 22043

**GET AWAY FROM THE RAT RACE
FOR SALE**

5,000 WATT FULL TIME
HAWAIIAN STATION

Excellent facility - 3¼ acres of land. Ideal for owner-operator. Only qualified buyers reply.

P.O. BOX 5066
SAN BERNARDINO, CALIFORNIA
92408

- 1000 Watt daytimer. No down payment \$3,016 per month. Prepayment privileges. N.E. tip of Tennessee.
- Class A FM in two station market 16 miles from Lexington, Kentucky. Great coverage. Fantastic buy for \$145,000.
- 1,000 Watt daytimer. Black programmed. Virginia. Excellent opportunity. \$250,000.

BUSINESS BROKERS ASSOCIATES
615-894-7511



**Brokers & Consultants
to the
Communications Industry**

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P.O. Box 948 • (607) 733-7138

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Los Angeles Washington

Contact:
William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

Georgia	metro	fulltime	\$450K	\$125K
New Eng	major	AM/FM	3MM	870K
Texas	small	fulltime	275K	70K
Midwest	major	AM/FM	2MM	nego
Louisiana	small	daytime	135K	40K

Atlanta - Boston - Chicago - Dallas
New York - San Francisco



1835 Savoy Drive, Atlanta, Georgia 30341

MIDWEST

Well equipped full timer fiscal year gross \$410,000

Price \$787,500

**MEDIA BROKERS
APPRAISERS**

RICHARD A.
Stahoen INC.
435 NORTH MICHIGAN • CHICAGO 60611

312-467-0040



appraisals

PAUL KAGAN
ASSOCIATES, INC.
100 MERRICK ROAD ROCKVILLE CENTRE N.Y. 11570 (516) 764-5516

**BROADCASTING'S CLASSIFIED
RATES**

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired Television or Radio. Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:
- Help Wanted, 50c per word - \$10.00 weekly minimum.
(Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40c per word - \$5.00 weekly minimum.

- All other classifications, 60c per word - \$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

Rates, classified display ads:
- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Stock Index

Stock symbol	Exch.	Closing Wed. July 21	Closing Wed. July 14	Net change in week	% change in week	High	1976 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	N	36 7/8	38 1/2	- 1 5/8	- 4.22	38 1/2	19 7/8	32	17,289	637,531
CAPITAL CITIES	CCB	54 3/4	54	+ 3/4	+ 1.38	55 1/8	42 1/4	16	7,759	424,805
CBS	N	59 1/2	60 3/8	- 7/8	- 1.44	60 3/8	46 3/4	13	28,313	1,684,623
CDX	N	35 3/4	35 3/4		.00	37 3/4	28 3/4	14	5,861	209,530
GROSS TELECASTING	GGG	12 3/8	12 1/4	+ 1/8	+ 1.02	12 3/8	10	8	800	9,900
LIN	O	17 3/4	17 5/8	+ 1/8	+ .70	17 3/4	9 5/8	10	2,382	42,280
MOONEY	MOON	2 1/4	2 1/4		.00	3 7/8	2 1/4	4	425	956
RAHALL	RAHL	5 3/8	5 3/4	- 3/8	- 6.52	5 3/4	4 1/2	11	1,297	6,971
SCRIPPS-HOWARD	SCRIP	28	28		.00	28 1/2	20 1/2	8	2,589	72,492
STARR**	S8G	3 3/8	3 1/2	- 1/8	- 3.57	5	2 1/2		1,202	4,056
STORER	S8K	26 3/8	27 3/8	- 1	- 3.65	27 3/8	15 7/8	9	4,548	119,953
TAFT	TFB	28 3/4	30 3/4	- 2	- 6.50	31 1/2	23 1/4	10	4,070	117,012
TOTAL									76,535	3,330,109

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	3 3/8	3 3/8		.00	4 3/4	2	8	1,258	4,245
AVCO	AV	N	13	14 1/2	- 1 1/2	- 10.34	14 1/2	4 1/2	3	11,481	149,253
BARTELL MEDIA**	BMC	A	1	1		.00	1 1/4	1/2		2,257	2,257
JOHN BLAIR	BJ	N	10 7/8	11	- 1/8	- 1.13	11	5	8	2,403	26,132
CHRIS-CRAFT**	CCN	N	4 7/8	5 1/8	- 1/4	- 4.87	6 3/8	4 7/8		4,162	20,289
COMBINED COMM.	CCA	N	19 7/8	20	- 1/8	- .62	20	12 5/8	12	5,807	115,414
COWLES	CWL	N	11 3/8	11	+ 3/8	+ 3.40	11 3/8	6 1/8	15	3,969	45,147
DUN & BRADSTREET	DNB	N	26 7/8	28 3/8	- 1 1/2	- 5.28	33 3/4	24 5/8	17	26,581	714,364
FAIRCHILD IND.	FEN	N	10 3/4	11 1/2	- 3/4	- 6.52	11 1/2	6 1/8	15	5,708	61,361
FUQUA**	FOA	N	9 1/2	9 3/4	- 1/4	- 2.56	9 3/4	4 1/2		8,551	81,234
GANNETT CO.	GCI	N	37	38	- 1	- 2.63	40	32 7/8	19	21,108	780,996
GENERAL TIRE	GY	N	22 1/2	21 5/8	+ 7/8	+ 4.04	23	17 5/8	7	21,853	491,692
GLOBE BROADCASTING	GLBTA	O	2 5/8	2 5/8		.00	2 7/8	1 1/2		2,783	7,305
GRAY COMMUN.	O	6 1/4	6	+ 1/4	+ 4.16	6 1/2	6	5		475	2,968
HARTE-HANKS	HMN	N	24 5/8	24 1/2	+ 1/8	+ .51	25	17 1/8	13	4,381	107,882
JEFFERSON-PILOT	JPN	N	29 3/4	29 7/8	- 1/8	- .41	31 1/4	25 5/8	12	24,074	716,201
KAISER INDUSTRIES	KI	A	14 3/4	14 7/8	- 1/8	- .84	15	8	7	27,598	407,070
KANSAS STATE NET.	KSN	O	3 5/8	3 5/8		.00	4 7/8	3	5	1,815	6,579
KINGSTIP	KTP	A	5 5/8	6	- 3/8	- 6.25	8 5/8	4 7/8	4	1,154	6,491
KNIGHT-RIDDER	KRN	N	36 5/8	37	- 3/8	- 1.01	37	28 7/8	16	8,305	304,170
LEE ENTERPRISES	LNT	A	16	16		.00	25 1/2	15 3/8	10	3,352	53,632
LIBERTY	LC	N	16 1/2	16 3/4	- 1/4	- 1.49	17	9 1/2	6	6,762	111,573
MCGRAW-HILL	MHP	N	14 7/8	15 1/2	- 5/8	- 4.03	17	12 3/4	10	24,700	367,412
MEDIA GENERAL	MEG	A	16 1/4	16	+ 1/4	+ 1.56	19 1/2	14 1/4	8	7,276	118,235
MEREDITH	MOP	N	14 3/8	15 1/2	- 1 1/8	- 7.25	17 5/8	10 1/4	4	3,041	43,714
METROMEDIA	MET	N	29 1/4	29 3/4	- 1/2	- 1.68	29 3/4	15	11	6,553	191,675
MULTIMEOIA	MMED	O	19 1/2	19 1/4	+ 1/4	+ 1.29	19 1/2	14 1/4	12	4,390	85,605
NEW YORK TIMES CO.	NYKA	A	14 1/2	14 3/4	- 1/4	- 1.69	17 3/8	11 1/2	14	10,931	158,499
OUTLET CO.	OTU	N	16	17 1/2	- 1 1/2	- 8.57	19	12 7/8	5	1,433	22,928
POST CORP.**	POST	O	10 1/2	10 1/2		.00	10 1/2	8		871	9,145
REEVES TELECOM**	RBT	A	1 5/8	1 5/8		.00	2 1/4	1 1/8		2,376	3,861
ROLLINS	ROL	N	23 1/2	23 1/4	+ 1/4	+ 1.07	27 3/8	20 3/4	15	13,404	314,994
RUST CRAFT	RUS	A	8 1/4	8 1/8	+ 1/8	+ 1.53	9 7/8	5 5/8	7	2,291	18,900
SAN JUAN RACING	SJR	N	8 5/8	8 1/2	+ 1/8	+ 1.47	9 1/4	7 1/4	7	2,509	21,640
SCHERING-PLOUGH	SGP	N	53 3/4	57 1/2	- 3 3/4	- 6.52	59 3/4	47 1/2	20	53,995	2,902,231
SONDERLING	SDB	A	10 1/2	11	- 1/2	- 4.54	13	6 3/4	5	729	7,654
TECH OPERATIONS**	TO	A	2 7/8	2 3/4	+ 1/8	+ 4.54	4 3/4	2 3/4		1,344	3,864
TIMES MIRROR CO.	TMC	N	21 3/4	22 7/8	- 1 1/8	- 4.91	23 3/4	18 1/4	14	33,881	736,911
WASHINGTON POST CO.	WPO	A	39 5/8	39 5/8		.00	39 5/8	21 3/4	15	4,546	180,135
WOMETCO	WOM	N	11 7/8	12	- 1/8	- 1.04	19 1/2	11 7/8	5	9,467	112,420
TOTAL									379,574	9,516,078	

Cablecasting

AMECO**	ACO	O	1/2	1/2		.00	1/2	3/8		1,200	600
AMER. ELECT. LABS**	AELBA	O	1 1/4	1 1/4		.00	2 1/8	3/4		1,672	2,090
AMERICAN TV & COMM.	AMTV	O	19 1/4	19 1/2	- 1/4	- 1.28	21 3/4	13 1/2	21	3,322	63,948
ATHENA COMM.**	O	1/4	1/4		.00	1/2	1/8			2,125	531
BURNUP & SIMS**	BSIM	O	4 1/2	4 3/4	- 1/4	- 5.26	6 1/2	4 1/2		8,349	37,570
CABLECOM-GENERAL	CCG	A	6	6 1/8	- 1/8	- 2.04	8 1/8	5 1/2	5	2,560	15,360
CABLE INFO.	O	5/8	1	- 3/8	- 37.50	1	1/4	3		663	414
COMCAST	O	3 1/8	3 1/8		.00	3 1/8	1 7/8	39		1,708	5,337
COMMUN. PROPERTIES**	COMU	O	3 1/4	3 3/8	- 1/8	- 3.70	3 3/4	1 7/8		4,761	15,473
COX CABLE	CXC	A	17	16 3/4	+ 1/4	+ 1.49	17 3/4	13	20	3,560	60,520
ENTRON	ENT	O	1 5/8	1 1/2	+ 1/8	+ 8.33	1 3/4	1 1/2	2	979	1,590
GENERAL INSTRUMENT**	GRL	N	15 7/8	17 3/8	- 1 1/2	- 8.63	17 5/8	8 1/4		7,178	113,950
GENEVE CORP.	GENV	O	9	9 1/4	- 1/4	- 2.70	9 3/4	6 1/2	60	1,121	10,089
TELE-COMMUNICATION	TCOM	O	3 3/8	3 1/2	- 1/8	- 3.57	5 1/4	2 7/8	68	5,181	17,485
TELEPROMPTER**	TP	N	8 1/8	8 3/4	- 5/8	- 7.14	9 3/8	5 3/4		16,634	135,151
TIME INC.	TL	N	60 1/2	62 1/2	- 2	- 3.20	69 1/2	57 7/8	13	10,065	608,932
TODCOM	TDCM	O	2 3/4	2 3/4		.00	3 1/4	1 5/8	10	617	1,696
UA-COLUMBIA CABLE	UACC	O	11	12 1/4	- 1 1/4	- 10.20	13	9	11	1,700	18,700
UNITED CABLE TV**	UCTV	O	2 1/4	2 3/8	- 1/8	- 5.26	3	1 5/8		1,879	4,227
VIA COM	VIA	N	9 1/8	9 5/8	- 1/2	- 5.19	11 3/4	7 7/8	10	3,701	33,771
VIKOA	VJK	A	3 3/8	3 3/8		.00	3 3/4	1 1/8	28	2,529	8,535
TOTAL									81,504	1,155,969	

Stock symbol	Exch	Closing Wed. July 21	Closing Wed. July 14	Net change in week	% change in week	High	1976 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)		
Programming												
COLUMBIA PICTURES	CPS	N	5 5/8	5 3/4	- 1/8	-	2.17	7 7/8	4 1/2	6	6,748	37,957
DISNEY	DIS	N	50 5/8	55 3/8	- 4 3/4	-	8.57	63	50 1/8	23	31,010	1,569,881
FILMWAYS	FWY	A	7 1/8	7 5/8	- 1/2	-	6.55	10 1/4	5 1/4	7	2,121	15,112
FOUR STAR			1/2	1/2			.00	5/8	3/8	5	666	333
GULF + WESTERN	GW	N	24 1/8	25 1/2	- 1 3/8	-	5.39	26 7/8	19 5/8	5	30,058	725,149
MCA	MCA	N	32	34 3/4	- 2 3/4	-	7.91	79 1/8	29 3/8	5	17,344	555,008
MGM	MGM	N	13 7/8	14	- 1/8	-	.89	15 3/4	12 7/8	7	13,091	181,637
TELETRONICS INTL.			6 1/4	5 1/4	+ 1	+	19.04	9 5/8	3 3/4	10	837	5,231
TRANSAMERICA	TA	N	11 7/8	11 5/8	+ 1/4	+	2.15	11 7/8	8 1/4	9	64,947	771,245
20TH CENTURY-FOX	TF	N	9 7/8	10 3/4	- 7/8	-	8.13	15	8 7/8	6	7,558	74,635
WALTER READE	WALT	O	1/8	3/8	- 1/4	-	66.66	3/8	1/8	6	4,296	537
WARNER	WCI	N	20 3/8	20 3/8			.00	24	17 1/2	31	17,728	361,208
WRATHER	WCO	A	4 3/8	4 3/4	- 3/8	-	7.89	5 1/8	3 1/8	9	2,244	9,817
									TOTAL		198,648	4,307,750
Service												
88DD INC.	88DD	D	19 1/2	19 1/2			.00	21	16 3/4	7	2,513	49,003
COMSAT	CQ	N	25 3/8	26 1/4	- 7/8	-	3.33	31 3/4	23 7/8	6	10,000	253,750
DOYLE DANE BERNBACH	DDYL	O	12 1/4	12 3/8	- 1/8	-	1.01	13	8 7/8	7	1,816	22,246
FOOTE CONE & BELDING	FCB	N	14	13 1/2	+ 1/2	+	3.70	14	10 1/4	7	2,130	29,820
GREY ADVERTISING	GREY	O	11 3/8	11 1/2	- 1/8	-	1.08	12	6 7/8	6	1,187	13,502
INTERPUBLIC GROUP	IPG	N	24 3/8	24 1/4	+ 1/8	+	.51	26 5/8	16 3/8	7	2,290	55,818
MARVIN JOSEPHSON	MRVN	O	7 1/4	6 3/4	+ 1/2	+	7.40	10 3/8	6 3/4	7	1,952	14,152
MCI COMMUNICATIONS**	MCIC	O	1 3/8	1 3/8			.00	3 3/8	1 3/8		15,826	21,760
MOVIELAB	MDV	A	1 5/8	1 5/8			.00	2 5/8	1	7	1,407	2,286
MPO VIDEOTRONICS**	MPO	A	3 7/8	3 3/4	+ 1/8	+	3.33	3 7/8	2 3/8		537	2,080
NEEDHAM, HARPER	NDHMA	O	6 1/8	6 1/8			.00	6 7/8	5 5/8	4	816	4,998
A. C. NIELSEN	NIELB	D	21 7/8	21 7/8			.00	24 5/8	16 3/4	15	10,598	231,831
OGILVY & MATHER	OGIL	O	25	25 1/4	- 1/4	-	.99	27 1/2	17	8	1,805	45,125
J. WALTER THOMPSON	JWT	N	11 5/8	11 7/8	- 1/4	-	2.10	13 7/8	7 7/8	10	2,649	30,794
									TOTAL		55,526	777,165
Electronics/Manufacturing												
AMPEX	APX	N	9 1/4	9 1/4			.00	9 1/4	4 3/4	93	10,885	100,686
ARVIN INDUSTRIES	ARV	N	15 1/4	14 3/4	+ 1/2	+	3.38	16	9 5/8	8	5,959	90,874
CETEC	CEC	A	1 3/4	1 7/8	- 1/8	-	6.66	2 3/4	1 1/4	11	2,319	4,058
COMU, INC.	CDH	A	2 3/8	2 1/2	- 1/8	-	5.00	3 5/8	2	12	1,617	3,840
CONRAC	CAX	N	23 3/4	24 3/8	- 5/8	-	2.56	29 1/8	20	8	1,282	30,447
EASTMAN KODAK	EASKD	N	98 5/8	102 3/4	- 4 1/8	-	4.01	116 3/4	96 1/4	25	161,347	15,912,847
FARINON ELECTRIC	FARN	D	11 1/4	11	+ 1/4	+	2.27	11 1/2	7	21	3,925	44,156
GENERAL ELECTRIC	GE	N	57	58 3/4	- 1 3/4	-	2.97	58 3/4	46	16	184,427	10,512,339
HARRIS CORP.	HRS	N	51 1/4	51 3/4	- 1/2	-	.96	51 3/4	33 3/4	13	6,066	310,882
HARVEL INDUSTRIES	HARV	O	5	4	+ 1	+	25.00	6 1/2	4	13	480	2,400
INTL. VIDEO CORP.**	IVCP	D	2	1 7/8	+ 1/8	+	6.66	3 1/8	1 1/8		2,701	5,402
MICROWAVE ASSOC. INC	MAI	N	21	21 7/8	- 7/8	-	4.00	21 7/8	13 3/4	13	1,320	27,720
3M	MMM	N	58 1/2	62 1/8	- 3 5/8	-	5.83	63 1/2	52 1/2	24	114,240	6,683,040
MOTOROLA	MOT	N	55 1/8	55	+ 1/8	+	.22	57 3/4	41 1/4	31	28,300	1,560,037
N. AMERICAN PHILIPS	NPH	N	30 7/8	30 1/2	+ 3/8	+	1.22	33	19 7/8	9	12,033	371,518
OAK INDUSTRIES	OEN	N	11 5/8	12 1/4	- 5/8	-	5.10	12 1/4	7 1/4	16	1,639	19,053
RCA	RCA	N	28 5/8	30	- 1 3/8	-	4.58	30	18 7/8	18	74,627	2,136,197
ROCKWELL INTL.	ROK	N	29 7/8	31	- 1 1/8	-	3.62	32 1/2	23 3/8	9	31,200	932,100
RSC INDUSTRIES	RSC	A	1 5/8	1 3/4	- 1/8	-	7.14	2 1/2	1 3/8	8	3,440	5,590
SCIENTIFIC-ATLANTA	SFA	A	16 1/8	16 1/2	- 3/8	-	2.27	18 5/8	10 1/4	13	1,598	25,767
SONY CORP.	SNE	N	9 7/8	9 3/4	+ 1/8	+	1.28	9 7/8	7 1/4	37	172,500	1,703,437
TEKTRONIX	TEK	N	66 1/4	64	+ 2 1/4	+	3.51	66 1/4	44 1/4	21	8,671	574,453
TELEMATIION	TIMT	D	5/8	1/2	+ 1/8	+	25.00	1	1/2	1	1,050	656
VARIAN ASSOCIATES	VAR	N	15	16 1/8	- 1 1/8	-	6.97	17 1/4	12	13	6,838	102,570
WESTINGHOUSE	WX	N	16 3/4	16 7/8	- 1/8	-	.74	17 3/4	13	8	87,498	1,465,591
ZENITH	ZE	N	34	34			.00	38 1/4	23 5/8	19	18,799	639,166
									TOTAL		944,761	43,264,826
									GRAND TOTAL		1,736,548	62,351,897

Standard & Poor's Industrial Average 116.8 116.3 +.5

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

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

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

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

Less active stocks. Trading in the following issues is too infrequent for weekly reporting. This listing reports the amount and date of the last known sale:

CCA Electronics	1/8	11/20/74
Concert Network	1/4	6/14/75
Elkins Institute	1/8	11/20/74
Heritage Communications	3	3/8/76
Lamb Communications	1 1/4	3/6/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75

An ever-widening range of responsibility for CBS-TV's Bob Daly

"In the 15 years I worked with him, Bob Daly never blew a deal that I wanted him to make," says consultant Mike Dann, one of Mr. Daly's former bosses at CBS-TV.

Another of Mr. Daly's former bosses, Fred Silverman, who's now president of ABC Entertainment, says almost exactly the same thing and adds, "Bob Daly goes into a deal wanting to make it work—he doesn't have the negative point of view of so many negotiators."

"The guy's so broad-gauged," observes Robert D. Wood, who resigned as president of CBS-TV last April to form his own independent production house. "His deals involve everything from prime-time shows and late-night feature films to afternoon serials and Saturday-morning cartoons."

It's Mr. Daly's range of knowledge about all of the CBS-TV dayparts that becomes quickly apparent in any conversation with him and that was certainly an important factor in his promotion three months ago from business-affairs vice president to executive vice president, the number-two man behind the newly installed president of CBS-TV, Robert Wussler.

"The job of network president is probably too much for one person," Mr. Daly said the other day in his New York office, leaning forward over his desk. He's a serious, soft-spoken man who appears tight-reined and controlled, even in casual conversation. His solemn expression, like a poker player's, seems never to change.

"Bob Daly was installed as a counterweight to Bob Wussler," says one highly placed industry executive who knows both men. "Wussler is bold, super-aggressive, a guy who makes waves. Daly is low-key, solid and so experienced that he has the admiration and respect of everybody in the business."

"I expect to be involved in everything in my new job," Mr. Daly says. "And when Bob Wussler is out of town, I'll be the person in New York with the authority to make the decisions."

As is true of programing executives at all three networks, Mr. Daly is devoting a great deal of attention these days to next fall's prime-time schedule. He says the media experts who are forecasting a second-place finish for CBS may end up eating their words. He acknowledges that none of CBS's six new fall shows is a spin-off of an existing hit, something CBS specialized in under Fred Silverman. (*All in the Family* spawned *The Jeffersons* and *Maude*; *Maude* spawned *Good Times*; *The*



Robert Anthony Daly—executive vice president, CBS-TV; b. Dec. 8, 1936, Brooklyn, N.Y.; attended night classes, Brooklyn College, Hunter College; various apprenticeship jobs in accounting for CBS-TV, New York, 1955-65; various executive jobs in accounting, 1965-70; director of business affairs, 1970-74; vice president, business affairs, 1974-76; present post, April 13, 1976; m. Nancy MacNeil October 1961; children—Linda, 10; Bobby, 8; Brian, 5.

Mary Tyler Moore Show spawned *Rhoda* and *Phyllis*. All of these spinoffs spun themselves into substantial Nielsen winners.)

But CBS's most criticized new show, *Spencer's Pilots*, the concept of which seemed shaky in the original 90-minute episode aired last spring, "is moving in a different direction" in the episodes being shot now for next fall, according to Mr. Daly. He's also high on the hit potential of two new sitcoms, *All's Fair* and *Alice*, if for no other reason than that the former is being given *Maude* (the fourth highest-rated show of the 1975-76 season) as lead-in and the latter will inherit *All in the Family*'s lead-in audience. (*All in the Family* is the highest-rated series in the history of prime time, and finished number one again last season.)

Mr. Daly also foresees the making of a new TV star in a rumped character actor called Judd Hirsch, who plays the lead in *Delvecchio* with the kinds of personality traits that propelled Peter Falk (*Columbo*) and Telly Savalas (*Kojak*) into instant fame.

For CBS's daytime schedule, Mr. Daly negotiated a deal with Norman Lear that installed reruns of *All in the Family* right in the heart of the line-up at 3 p.m. last December, a bold move that paid off

handsomely. *Family* soared immediately to the top of the ratings and injected new Nielsen life into CBS's entire afternoon schedule.

Mr. Daly was born in Brooklyn 39 years ago. When his father died, he was brought up by his mother and his two older sisters. There was no money for college when he was graduated from Brooklyn's James Madison High, so he took a job as an office boy in the accounting department of CBS-TV in February of 1955. While working his way up the CBS ladder handling accounting in such areas as spot-sales, affiliate compensation and over-all budget analysis, he was taking night courses at Brooklyn College in finance.

In 1962, he got into program accounting at CBS, which meant, in effect, "keeping track of what programs cost," as he puts it. He says he began to develop expertise in analyzing the costs of feature-film package when CBS set aside two hours on Thursday night for movie telecasts in the mid-sixties. His skill attracted Don Sipes, then the business-affairs vice president of CBS-TV. "He had a terrific way of handling financial analysis and giving me the ammunition I needed to make the right deal for CBS," Mr. Sipes remembers. In 1970, Mr. Sipes made him director of business affairs. Four years later, when Mr. Sipes moved out to California to accept a senior vice president's slot with Universal Television, Mr. Daly took over the department.

"Bob is in the great tradition of business-affairs executives at CBS," says Mike Dann. "From Spencer Harrison to Sal Ianucci to Dan Sipes and then to Bob Daly—these guys who were, and are, not only brilliant in business but they're also showmen. They know programing inside out."

Bob Wood agrees, and adds: "In negotiations, Bob Daly is a little like a mongoose. He can't be double-talked. He's faced off against the best in the business—the Jerry Parenchios [T.A.T. Communications], the John Mitchells [Columbia Pictures Television] and the Mickey Rudins [a lawyer and talent agent]. They usually come out of one of those sessions with a deep respect for his negotiating ability."

Another formidable adversary of Mr. Daly's, Edward Bleier, the vice president in charge of network programing and sales for Warner Bros. Television, attests to Bob Daly's skill. "The supplier is inherently at a disadvantage in negotiations because the networks have all the power," Mr. Bleier says. "In effect, the networks have all the cards and all the chips. But Bob Daly is one network poker player who makes you enjoy the game."

Farther and farther

The Catch-22 part of the FCC's fairness doctrine is now flying high, it became evident last week in a decision issued by the agency's review board. This is the part that says broadcasters must carry the kind of programming that generates fairness complaints.

It is a perversion of language written into the Communications Act in 1959 in an amendment exempting news programs from the equal-time provisions of Section 315, which governs political broadcasts. The amendment included the gratuitous admonition that broadcasters must continue "to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

A month ago that admonition was interpreted by the FCC to mean that broadcasters cannot avoid controversy. The commission instructed WHAR(AM) Clarksburg, W.Va., to carry reports about strip mining, a practice that the station's management had explained was too common in its area to be newsworthy. As noted at the time, never before had the FCC been so explicit in an editorial directive. As also noted, the directive—if unchallenged—was certain to extend governmental intrusion into programming. Events are turning out as forecast.

Last week the review board cited the Clarksburg case as precedent for an enlargement of issues, as requested by the challenger, in a comparative hearing for the facility now occupied by KBAY(FM) San Jose, Calif. The incumbent must now prove that it has "devoted a reasonable amount of its broadcast time to the presentation of conflicting viewpoints on controversial issues of public importance during the past license term."

The last has not been heard of this issue in the San Jose case, which itself could become another precedent. The challenger, Public Communicators Inc., includes among its principals Philip Jacklin, a professor at San Jose State University, who has demonstrated ingenuity in the citizens movement.

There seems to be no prospect now of erasing the Clarksburg precedent. The station is as reluctant to resist the FCC as it was to face the mining establishment. No outside organization is being advised by its lawyers to take the matter on.

To their inevitable regret, broadcasters are living with it.

The end

A costly congressional investigation that was undertaken to discover who leaked that CIA report to CBS correspondent Daniel Schorr reached the public hearing stage last week, the leak still undetected. The probability is that the House ethics committee, which is conducting this expedition into never-never land, can double the \$150,000 it has already spent without getting any nearer a solution.

The CIA report, a presumably confidential document prepared by the House Select Committee on Intelligence, fell into so many hands during and after its preparation that there is no way now to trace all the copies that were in circulation at the time one came into the possession of Mr. Schorr. There is only one man who can tell the ethics committee where he got the copy that eventually found its way into the *Village Voice* of New York. That is Mr. Schorr, and he has properly vowed to protect the confidence he promised.

So far the committee has wisely avoided a showdown with the principal. A confrontation with Mr. Schorr might make one day of headlines and a piece of footage on the networks' evening news. It would contribute little more than that to the history of relations

between government and journalism.

Mr. Schorr's future ought to be left to himself and to CBS, which has kept him on the payroll but off its premises since the investigation was begun. Perhaps the management of CBS News will want to talk to him about the propriety of a staff correspondent's industriously seeking another outlet for publication of a report that he had only briefly summarized for broadcast, but that is a private matter. The ethics committee should get on with other business. Recent revelations about the habits of some colleagues suggest no want of things for it to do.

Perspective

The House Communications Subcommittee fell for a gimmick last week. It let the National Cable Television Association rig a closed-circuit television feed by satellite from California to the Washington hearing room to deliver a witness testifying on a subject having nothing whatever to do with cable program delivery by satellite. The purpose obviously was to dazzle the subcommittee members and staff. Wow! A miracle of modern science just waiting to be unleashed if only the FCC would get off cable's back.

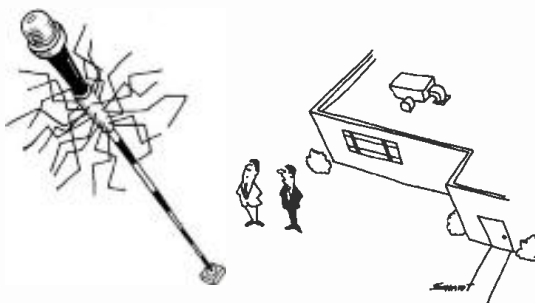
It was all a little too pat. The witness, Donald O. Williams, is general manager of Mission Cable TV, which operates in San Diego, the home town of the subcommittee chairman, Lionel Van Deerlin. (The modern miracle would have been a touch more miraculous if the feed had been originated in San Diego. Mr. Williams did his number in a Theta Cable studio in Santa Monica, 120 miles away.)

A broadcaster noted that as the show was going on, television stations were broadcasting live pictures from Mars.

Last time

Prediction: The 1976 Democratic and Republican national conventions will be the last to be given gavel-to-gavel coverage by commercial TV networks. Except for events of national significance, nominations, selections, principal speeches, the convention programs are of interest only to the delegates (if indeed to them) and to political buffs. Audience figures for the Democratic coverage prove that.

It would not be politic for networks that gave comprehensive coverage to the Democrats a fortnight ago to deny it to the Republicans next month. Four years from now, however, coverage of both can be reduced impartially. If there is reason to continue live coverage in detail, perhaps it could be provided by the subsidized noncommercial system.



Drawn for BROADCASTING by Jack Schmidt
"That's our FM antenna. It's polarized in all planes."



United Way Day

October 16th was set aside by WJFM in Grand Rapids as United Way Day. The station used regular commercial positions to support the 45 different organizations of the United Way.

The Executive Vice President of the United Fund and Community Services, Inc., wrote his appreciation, saying, "Your one-day concentration of public service on behalf of the United Way—excluding commercial or even other non-commercial spots—was, and is, an unprecedented endeavor of community service."

Helping United Way in a unique way 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

WHO-TV Eyewitness News is all over town, doubling news on film.

"There isn't a single piece of newsfilm equipment in this studio that hasn't paid for itself, one way or another," claims Lisle Shires, proudly. And that's only one aspect of their film production facility that has doubled the amount of film coverage for half-hour shows in one year.



Lisle Shires, Newsfilm director of WHO-TV in Des Moines, Iowa.

Jack Cafferty, WHO's Television News director, recalls: "WHO-TV used to average about six film reports per show. Then, management made some drastic changes in news programming.

"We jumped from six to twelve film stories per news show, as a result, and we now have a dozen reporter-photographers.

"WHO-TV has always had a high percentage of film footage winding up on the air. Now we're shooting two to two-and-a-half times as

Here's Lisle with Robert Kress in the smooth-functioning, surgically clean environs of WHO's deluxe processing lab.



much film and one-third of it is still being broadcast.

"Our field reporters have some of the finest film equipment available today. And although some of our film is still shot with silent cameras, we have a continuing program to upgrade our sound equipment.

"Presently, we're shooting all prestripped Kodak Ektachrome EF film 7242 (tungsten). You never can tell when we may want to add voice-over later or use silent footage as a B roll with sound effects. We're in the process of converting to the new Eastman Ektachrome video news film 7240 (tungsten) and while 7242 looks good on the air, we're looking forward to the finer grain and low-light capability of 7240!"



One of the most popular film features is "Cafferty is —," in which Jack takes on different jobs. Like driving a semi or in this case, working in a hospital where he first gives — and then gets — a cardiogram.

Cafferty anticipates continued heavy use of film. "With film, I can send a man out with a 16-pound camera and he'll come back with pictures that are simple to edit — and to store, too.

"One more thing — our news is getting a lot of attention. We've been getting very good response from our viewers. And that's what it's all about, isn't it?"

Film is good news.

