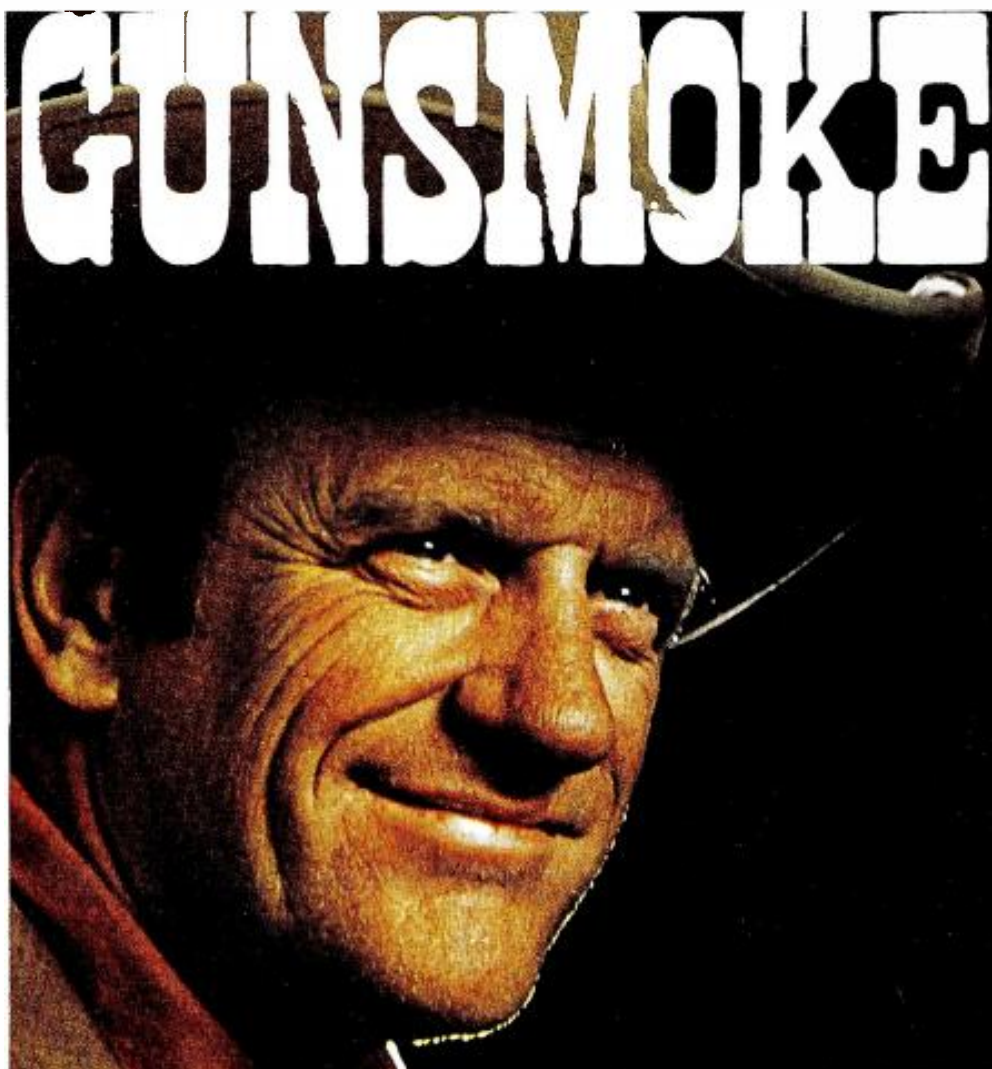


FCC starts rulemaking on that '77 cable deadline
Children's television back in the news again

Broadcasting Jun 9

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

NEWSPAPER



The longest running network television drama ever.
Now available locally for Fall 1975. **VIACOM**

20112116RA B5184BOK DEC/77
A U LIBRARY
US AIR FORCE
SERIAL ACQ SECTION
MONTGOMRY AL 36112

There's a lot

You know about the Washington Post. You know about Newsweek. But you may not have a clear idea of what's going on at Post-Newsweek Stations. Television and radio. This series of ads is designed to help correct that. There are six of us: We're CBS-TV in Washington, Hartford and Jacksonville. ABC-TV in Miami. WTOP Radio, the News Station in the nation's capital. And WCKY, CBS Radio in Cincinnati. Beyond that, we're an independent, kinetic and free-wheeling group of Broadcasters. We believe we serve the public interest by keeping the public interested. And we've found some effective ways to do it. Some of the ideas you see here come directly from our stations. Some are group efforts. All of them are meant to be shared. If any of them touches a responsive chord, let us know. We will share them with you.

Arthur & Co.



Getting the first haircut. Being afraid of the dark. Having an imaginary friend. Going to the zoo. This half-hour series is for pre-schoolers. It looks at the world through their eyes. It's part of Post-Newsweek's commitment to originate constructive children's programming. Arthur & Company originates in Miami. And it's broadcast on all our stations.



Each week the insiders get together and talk shop. It's the news dissected by five of the most respected authorities in American Journalism. Martin Agronsky. Peter Lisagor. Hugh Sidey. James J. Kilpatrick. Carl Rowan. They're not afraid to lock horns. And where there's this much heat, there's also plenty of light. Rowan, Sidey and Kilpatrick, along with Elizabeth Drew and George F. Will, also supply PNS with their own regular news commentaries.

scapino

The Young Vic's rambunctious production of the Molière classic Clive Barnes says. "If you miss it, you will be crazy. And if you let your kids miss it you will be simply inhuman." Cantankerous critic John Simon writes. "If you are even vaguely ambulatory, you owe it to yourself to see it." Here's a quote about Jim Dale's performance "Watching him, tired adult faces spring alive with long-forgotten childhood glee." We've got this irresistibly joyous program. We want the world to see it. Exclusive. On tape.

MACBETH

We like to take chances. So does Young Vic and its producer director Frank Dunlop. So did Shakespeare. After all, it's a play's the thing. And we've played with it. Put it in a different perspective. Staged it as a witches' sabbath. Three of our company take turns playing Macbeth. Three play Lady Macbeth. This is Macbeth as a living ghost story. We think prime time deserves Shakespeare this exciting. We're making it available for sale nationally.

going on.

The American Documents



At WJXT an old Saturday matinee serial is changing the way children learn to read. The two teachers who created the concept took it to a lot of people. Nobody bit. Except us. We worked on it for 2½ years. And now it's a success. Teachers tell us that non-readers are reading. Even the slowest ones. And classrooms have never been more involved or animated. Five local advertisers in Jacksonville were very proud to sponsor it.



This may be the longest-running Black program on television in any city. It tackles tough, authentic problems in the WTOP-TV region. And a communications job that just wouldn't get done if we didn't do it. We wish we'd done it sooner.

There's a lot of excitement in American history that's never been captured on television. American Documents captures it in a series of hour-long historical shows. History as it lived and breathed. Rare photographs and films never on television before. Incredibly interesting stories from our past. Women's rights. Black cinema, space exploration, immigration, technology. With an all-star cast to tell them. Gloria Swanson. Jean Stapleton. Theodore Bikel. Thirteen new chapters in American history. Thirteen unique hours of bicentennial television now being offered to stations and advertisers around the country.

WTOP TV 9

Washington, D.C.

WPLG TV 10

Miami, Florida

WJXT TV 4

Jacksonville, Florida

WFSB TV 3

Hartford, Connecticut

**WTOP
RADIO 15**

THE NEWS STATION

The News Station in Washington, D.C.

TMT
Top Market Television

These people are as experienced as you can get. That's why they handle our business. They know spot television buying and selling inside out. Practically every one of them has had a background in sales at the local level. Either at a station. Or a rep firm. Things are changing fast in the rep business. Sophisticated research. Computerization. TMT.

3
**good
works**

What's happening in Southern New England. Good news. Unfortunately the world gets too little of it. So WFSB-TV did something about it. They put it on the air in the form of awards. Good Works Awards. We've found that Good Works works good when people know. And it's a broadcaster's responsibility to know. To tell it. That's what Emmy-winning Brad Davis and Jon Sablon continue to do in their weekly series of filmed investigations. That's "WHAT'S HAPPENING!"

There's a lot more going on...

PWS

POST-NEWSWEEK STATIONS, INC.

More than meets the eye.

POP!

GOES THE COUNTRY

RENEWED FOR 52 WEEKS!

POP! GO THE SPONSORS

The success of Pop! Goes the Country has brought a full 52 week renewal by Dancer-Fitzgerald-Sample, Warren, Muller, Dolobowsky, Cunningham & Walsh and Thompson-Koch for their clients Glenbrook and Winthrop Laboratories. Already on 90 stations Pop! Goes the Country this year is available on a barter basis in all U.S. markets.

POP! GO THE RATINGS AND DEMOGRAPHICS

In its first season Pop! achieved a 16 rating (27.6 share) in prime/prime access on network stations — and it reached the all-important young audience. Here's the proof: The November SPA shows Pop! reaching more women 18-49 per 100 homes than do 70 out of 71 shows with a million or more homes. We'll be glad to send you the chart.

POP! GOES THE HOST EMCEE

Ralph Emery is the catalyst for this half-hour extravaganza. Six time Billboard's Deejay of the Year, Ralph is far and away the most popular host emcee in country music.

POP! GO THE STARS

The list of stars on "Pop!" reads like the Who's Who of Country Music. For starters—Anne Murray... Merle Haggard... Ralph Price... Jerry Reed... Tom T. Hall... Lynn Anderson... Charley Atkins... Marty Robbins... Charley Pride... Ray Stevens... Donna Fargo... Sonny James... Loretta Lynn.

POP! GOES THE PRODUCTION

These shows are being produced by Show Biz Inc. before a live audience at Opryland, the fabulous new 17 million dollar facility in Nashville. The set is designed by Rene Lagler (who has done such things as Tony Orlando & Dawn, Sonny & Cher and Dinah).

POP! GOES YOUR MARKET

We'll send you an audition cassette or 2" by return mail if you'll write or call collect to Gary Jones or Neika Brewer at Show Biz — 615-327-2532.

ALL NEW
FOR THE
'75-'76 SEASON

POP!
GOES THE COUNTRY®

Produced by



Business Briefly

As goes P&G's June, so goes spot advertising

One major rep firm sales manager remarked last week that June is "most basic" month of year—that greatest concern to reps now (along with how their stations did in May Nielsen Station Index) is placing as much Procter & Gamble business before P&G's fiscal year begins July 1. Already being placed is campaign for P&G's Folger's coffee, handled by Cunningham & Walsh. Agency is buying daytime, fringe and prime time 30's and 60's in one-year national spot campaign aimed at general adult audience (spots won't run full year in every market). Markets already tapped include Houston, San Diego, Buffalo and Louisville.

Big buy from Wonder Bread

ITT-Continental Baking Co., Rye, N.Y., has in oven spot TV campaign for Wonder Bread in long list of markets planned to pop in July and continue until September. Media placement being handled by S.J. Reiner & Co., Carle Place, N.Y. Prime prospects are housewives 18 to 49.

Time for a tan on TV

Seasonal boost for spot TV will come with skin and suntan products campaign from Noxell, beginning at end of June to run for seven weeks. Agency, SSC&B, New York, is buying fringe and prime 30's, aiming at men and women 18-49 and teens.

Datril makes its move

Bristol-Myers Co., New York, after long-term testing of Datril non-aspirin analgesic, is mustering heavy spot TV campaign to launch product nationally, concentrating on top 50 markets, starting June 16. Ted Bates & Co., New York, is aiming for adult audiences of men and women.

Dipping into spot TV

Nabisco Inc., New York, is set to advertise its Dip In a Chip on spot TV for four weeks and resume in early July for 13-week flight in unspecified number of markets. Through Wm. Esty, New York, target audience will be women from 18 to 49.

Northeastern campaign for Cott

Cott Beverages' diet sodas, mixers and flavored soft drinks, accentuated by "There's gotta be a reason why Cott is so good" jingle, will be plugged in four-week TV- and radio-spot campaign kicking off next Monday (June 16). Twelve TV and 20 radio markets in Northeastern



Works of art. Twelve years worth of Carl Ally Inc. advertising campaigns went on display at TGI Galleries in New York (221 Park Avenue South) last week. In addition to print campaigns pictured here behind (l to r) Mr. Ally, Doyle Dane Bernbach's Helmut Krone and Ally's Bernie Endelman (PanAm account), prize-winning broadcast campaigns were on display. Included: Fiat, PanAm, Travelers Insurance. For last named of those it was both a hail and a farewell: \$4 million account has gone to Ammirati Puris AvRutick Inc. (see next page).

U.S. will be involved, chief among them (in both radio and TV) New York, Boston, Providence and Hartford. Radio spots run 60 seconds, TV spots 30 seconds. Target audience: women, 18 to 49. Agency: Weiss & Geller, New York.

Blue Nun radio blitz

Schiefflin & Co. will launch another three-week radio campaign for its Blue Nun wine beginning June 30 in 24 markets, including New York, Chicago, Los Angeles and Detroit. Sixty-second spots contain humorous by-play between comedy team of Jerry Stiller and Anne Meara, who ring all changes possible on double entendres over phrase Blue Nun. Target audience: adults 18 to 49. Agency: Della Femina, Travisano & Partners.

Out West with Straw Hat

Straw Hat Pizza, Walnut Creek, Calif., restaurant chain, is scheduled to begin spot TV effort on West Coast, in Rocky Mountain states and Southwest to last until end of summer. Through Hofer Dieterick & Brown, San Francisco, Straw Hat will direct its TV messages to young adults and their children.

Busy weeks for Norwich

Norwich Pharmacal Co., Norwich, N.Y., is blueprinting 12-week spot TV campaign

on behalf of various products to run in approximately 98 markets throughout country, starting July 1. Benton & Bowles is seeking early and late fringe periods to reach women in 18-34, 18-49 and 25-54 age brackets.

Honeywell goes corporate with network news

Honeywell Inc., Minneapolis, will begin corporate advertising campaign on three TV networks, beginning this fall and continuing in 1976. Commercials will showcase various Honeywell products and in some instances enumerate their roles in helping to cope with business and environmental problems. Advertising will be carried on evening news programs of ABC-TV, CBS-TV and on NBC-TV and, in January 1976, on CBS-TV's 60 Minutes. Agency: BBDO Minneapolis.

Unique selling proposition

Does gum stick to your teeth? There's relief in sight. William F. Wrigley Jr. Co., Chicago, which has tested and introduced its new Freedent gum in West Coast and Rocky Mountain areas via spot TV, is moving toward national roll-out of product by mid-August, backed by year-long, intensive spot TV campaign in more than 150 markets. Copy theme, keyed to reach 40 million Americans with dentures and bridges, was created by Arthur Meyerhoff Associates, Chicago. It's: "Freedent. Doesn't Stick to Most Dental Work."

Step at a time for Malt Duck

National Brewing Co., Baltimore, is making first substantial push for its Malt Duck, using 10 markets in South on both spot TV and radio for six weeks, starting in late June. Company is aiming for national roll-out of malt product in stages. Agency is W.B. Doner & Co., Baltimore.

Shurfine-Central finds a TV special route to nationwide reputation the local way

Shurfine-Central Corp. and its 12,000 independent supermarket retailer members are set to air their second one-hour TV special in prime time in over 100 markets. This one, due to air Oct. 26, is *Red White and Wow*, produced by Fun-Co. Corp. for Norman, Navan, Moore and Baird Advertising, Los Angeles, Shurfine's agency, which is also buying the time for \$300,000 project. Since local dealers are also expected to buy adjacencies, total TV billings are expected to reach \$2 million mark. Same firm and same agency initiated TV special idea as means of increasing impact of media budget with *Polynesia for the Fun of It*, produced by Golden West Pro-

ductions and broadcast in November 1974. TV specials are aimed to launch nationwide in-store promotions for member retailers.

Big day for radio in New York June 12

Approximately 800 executives are expected to attend all-day Association of National Advertisers/Radio Advertising Bureau workshop on June 12 at Plaza hotel in New York. Miles David, president of RAB, and Robert H. Alter, executive vice president, will give report detailing audience delivery for any of 100 types of products and services when mixture of TV and radio advertising is used. They also will provide data on media mixture for retailers. Their presentation will be based on the All-Radio Marketing Study (ARMS II).

Case histories of effective use of radio advertising will be given by Robert G. Fannelli, president of Arnold Bakers Inc.; Lester Boyle, manager of advertising, Getty Oil Co.; Arthur Caplin, president, products division, Helene Curtis Industries; Melvin D. Weiss, executive vice president of Altman, Stoller, Weiss; John M. Keavey, manager of advertising services, Metropolitan Life Insurance Co., and Paul L. Faber, director of marketing services for Schieffelin & Co. (Blue Nun wine). Winners of this year's CLIO Radio Awards will be announced, and awards will be presented by comedy team of Jerry Stiller and Anne Meara, featured in Blue Nun commercials.

Radio and Long and Silky

Bristol-Myers is in middle of two concurrent radio campaigns (one for four weeks, other for five weeks) for Long and Silky hair conditioner. Five-week campaign involves Silky Girl contest, in which listeners are asked to send their pictures to local radio stations. Winner will appear in upcoming Silky Girl ad. Campaigns are running on contemporary-music stations in 27 markets (including all of top 25 except Baltimore). Ads are geared to young girls through age 24. Agency: Foote, Cone & Belding, New York.

Healthy hike for APA

Ammirati Puris AvRutick Inc., New York, formed 18 months ago, has acquired \$4 million account of Travelers Insurance Co., Hartford, Conn., raising agency's billings to estimated \$10 million. Broadcast billings are about \$2 million. Account has been at Carl Ally Inc., New York, for past five years.

Pressure's on NH&S

Falstaff Brewing Co., St. Louis, has sent Needham, Harper & Steers Inc., New York, notice of intent to terminate its relationship with agency on Aug. 1, but has asked NH&S to make presentation embodying new creative approach. Account bills estimated \$5.2 million, of which more than \$4 million is in TV-radio. Offi-

Quite a TV lather. Armour-Dial Inc., Phoenix, Ariz., will spend almost \$10 million in broadcast—largely in network TV but including spot TV and radio in selected markets—to introduce nationally new Tone complexion soap. According to agency, Kenyon & Eckhardt, Tone will receive highest-ever TV advertising level for bar soap.

cial of Falstaff said company will not listen to other agency presentations until it has made final decision with respect to NH&S.

JWT Chicago gets Jovan Inc.

Jovan Inc., Chicago, has appointed J. Walter Thompson Co., Chicago, as agency for its fragrance products, replacing Meyer & Rosenthal, Chicago. Account bills estimated \$3 million in national and cooperative advertising, of which about \$700,000 is in broadcast.

Frank L.A. for Japanese watch

Clinton E. Frank, Los Angeles, has been awarded Citizen watch account for introduction in U.S. Citizen watch is made by Japanese manufacturer, is in distribution in over 100 countries. Billing and time have not yet been decided.

West Coast ad compact

Dailey & Associates, Los Angeles, has taken over Franklin & Associates, San Diego. Former bills over \$27 million internationally, \$17 million domestically; latter, \$1.8 million. Philip F. Franklin, founder and president, remains as executive VP and general manager of San Diego office.

One more time

Procter & Gamble has renewed for another 13 weeks its sponsorship of Bill Burrud's *Animal World* series of half-hour programs syndicated by Les Wallwork & Associates in 81 markets.

BAR reports television-network sales as of May 18

ABC \$278,477,500 (30.1%); CBS \$336,466,800 (36.3%); NBC \$310,815,300 (33.6%)

Day parts	Total minutes week ended May 18	Total dollars week ended May 18	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday Sign-on 10 a.m.	111	\$ 632,600	2,159	\$ 12,452,300	\$ 8,774,700
Monday-Friday 10 a.m.-6 p.m.	1,004	11,027,300	19,311	204,677,200	177,213,600
Saturday-Sunday Sign-on-6 p.m.	325	4,962,700	6,082	99,784,100	91,577,800
Monday-Saturday 6 p.m.-7:30 p.m.	97	2,337,700	1,965	49,348,600	44,694,300
Sunday 6 p.m.-7:30 p.m.	21	521,600	332	8,418,000	7,567,500
Monday-Sunday 7:30 p.m.-11 p.m.	405	25,699,700	7,820	490,743,800	469,674,800
Monday-Sunday 11 p.m.-Sign-off	196	3,572,500	3,515	60,335,600	53,955,900
Total	2,195	\$48,754,100	41,184	\$925,759,600	\$853,458,600

BAR reports television-network sales as of May 25

ABC \$291,041,700 (29.9%); CBS \$354,245,800 (36.5%); NBC \$326,293,000 (33.6%)

Day parts	Total minutes week ended May 25	Total dollars week ended May 25	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday Sign-on 10 a.m.	112	\$ 633,500	2,271	\$ 13,085,800	\$ 9,282,300
Monday-Friday 10 a.m.-6 p.m.	1,005	10,573,800	20,317	215,251,000	186,117,000
Saturday-Sunday Sign-on-6 p.m.	287	4,055,500	6,369	103,839,600	94,390,200
Monday-Saturday 6 p.m.-7:30 p.m.	98	2,364,100	2,064	51,712,700	46,686,200
Sunday 6 p.m.-7:30 p.m.	13	267,600	345	8,685,600	7,790,900
Monday-Sunday 7:30 p.m.-11 p.m.	395	24,595,000	8,215	515,338,800	492,069,200
Monday-Sunday 11 p.m.-Sign-off	196	3,331,400	3,711	63,667,000	56,657,300
Total	2,106	\$45,820,900	43,292	\$971,580,500	\$892,993,100

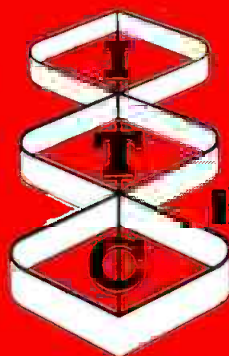
Source: Broadcast Advertisers Reports

SPACE: 1999

IS NOW SOLD IN

101

MARKETS



**INDEPENDENT
TELEVISION
CORPORATION**

AN  COMPANY

Monday Memo

A broadcast advertising commentary from Louis B. Brown, VP-account group supervisor, BBDO, Los Angeles

Western Airlines gets room to move around with radio advertising

Radio is such an important part of our everyday lives that we as consumers would be hard pressed to live without it. Certainly we as advertisers couldn't get along without it.

For us at BBDO and our client, Western Airlines, radio is an immediate answer to a number of advertising problems that seem to occur almost daily. Working an airline account has been a tough, grueling experience. The fun and rewards are there but they are mixed with tough competition, frequent changes in schedules and numerous other problems on the ground and in the air. But it would be far tougher without radio.

An airline account, believe it or not, is much like the packaged goods business. An airline's product is its service—a fast, efficient and comfortable means of transportation. And like packaged goods, airlines have a difficult time making their product stand out from the crowd.

Most carriers have jets and frequent and convenient departures to a number of cities. They sell their modern equipment, in-flight service, reservations systems, friendly personnel, etc. It's difficult to differentiate one airline ad from the next. Nevertheless, the airlines struggle daily trying to establish an identity or their particular product difference. The net result is an unbelievable amount of marketing and advertising pressures.

The consumer (in this case the business or pleasure traveler) can select our product or someone else's. He can try our airline, become dissatisfied for whatever reason and try another airline. Believe me, there is a lot of brand switching in the airline business. Airlines spent approximately \$150,000,000 in this country last year trying to hold onto their frequent travelers and gain a larger share of the air traveler market.

Several years ago Western Airlines made a bold marketing decision and offered first-class leg space to every passenger on every flight while some airlines were spending millions on wide-bodied aircraft. We had done a problem detection study and found that airline passengers had many problems. One of the major ones among coach passengers was that they were uncomfortable because their seats were too close together and had no leg room.

Western has been able to step away from the crowd by continuing to support aggressively its product difference—leg space. Western is still the only airline that offers every coach passenger first-class leg



Louis B. (Buzz) Brown has been with BBDO for almost eight years. He is presently vice president and account group supervisor on Western Airlines. Before joining BBDO in 1967, he was an account executive with KCOP-TV Los Angeles and with Young & Rubicam that city. At BBDO Los Angeles Mr. Brown has worked on a variety of West Coast accounts, among them Rexall Drug Co. and North American Rockwell. He was also for a time VP and regional manager of the BBDO-Dallas office, working on such accounts as Pepsi-Cola Bottling Co. and Lone Star Gas. He returned to Los Angeles to supervise the Western Airlines account in 1973.

space on every flight. This move proved to be a great success and has paid off handsomely. A quick check on Western's profits will prove that.

Western's leg space story is our major theme, but life in the airline business isn't that simple. For example, Western flies to 40 cities in the western U.S., including Hawaii and Alaska as well as to Canada and Mexico. Each market is different. Each has its own problems in terms of market share, schedules, competition and in-flight service. In one market our only competitor may be a single carrier, in another we may have 10.

When we have a new in-flight product or service, offer new flights or our competition begins to push, we have to move fast. Not in a week or two, but right now. And radio is the medium we turn to time and time again. It's so beautifully flexible. It's immediate. Advertising flights can be run for a day, a week, a month or whatever you want. With the use of live announcer copy or doughnut copy (live copy between segments of music) in finished commercials we can blanket a market in a day.

Try to do that with other media. Impossible.

We use radio on a year-round basis as well as in heavy flights during certain peak travel periods. In addition, we have major contracts with a variety of sports and news packages to maintain the frequency that is

necessary to one of the basics of an advertising campaign—continuity of advertising message.

Radio has been criticized for—or at least frowned upon because of—market fragmentation. Many complain that too many stations have divided large markets into complex demographic groups. I think this is an advantage. Radio is broadly selective. We can pick the market in which we are interested. We can reach broad demographic groups such as businessmen, young adults, ethnic groups and so on by virtue of individual station programming and time selection. And we are selective. We have to be. There are many demographic as well as psychographic groups that travel by air. You'd be surprised how much air travel particular affinity groups do. We've discovered some gold mines I know our competition would love to stake. Radio affords us the opportunity to zero in on these special groups. When you consider almost half the population of this country hasn't traveled on a scheduled airline, you know we're quite busy looking for new travelers.

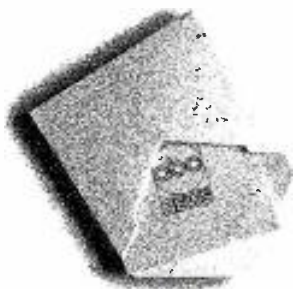
Trying to reach the broad general public is expensive and time-consuming. We know who we are, what we want to see and whom we're trying to sell. Ours is not a hit-and-run situation. Our product is a high-ticket item. It takes time to build confidence, to establish credibility with travelers. It requires continuity, which reinforces a buying decision. Our radio commercials are designed to do this.

Fortunately, our leg-space theme is in all media. This is no easy task. We've managed to maintain our theme effectively in every medium. This has allowed us to take advantage of the synergistic effects of a good media mix. Our creative department is the best defender of this achievement. This confident attitude is backed up with a waist-high pile of advertising penetration research.

But I guess you realize by now that radio is very important to us. We're proud of the radio medium because it has done a good job keeping costs down. Radio is still an excellent bargain and one of the most efficient means of reaching the frequent air traveler. Spot radio offers maximum flexibility in terms of scheduling and production requirements. As long as radio can offer the luxury of reaching specific audiences, it will be part of our media mix on Western Airlines.

And, I can't think of a better way to advertise that only Western gives "every passenger first-class legspace on every flight," plus "complimentary champagne to every adult," and "the best on-time record in the industry," for the third consecutive year. Did I just hear a commercial?

AND THE WINNER IS:



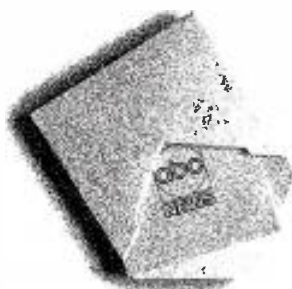
CHRISTOPHER AWARDS

"Closeup on Children:
A Case of Neglect."



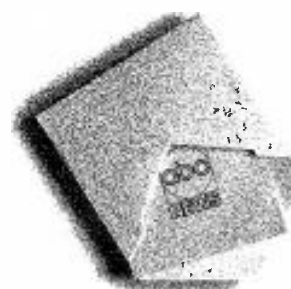
ALFRED I. du PONT/ COLUMBIA UNIVERSITY AWARD

Av Westin, "ABC News Closeup."



FREEDOMS FOUNDATION

"Directions:
Remembering Who We Are."
"Update: The Spirit of '74."



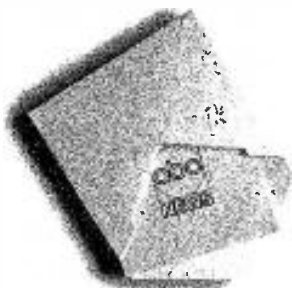
INSTITUTE OF PUERTO RICAN CULTURE

"Directions: Puerto Rico:
Reclaiming a Heritage."



OHIO STATE AWARDS

"Closeup: The Right To Die."



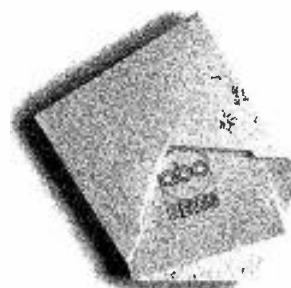
NATIONAL PRESS PHOTOGRAPHERS ASSOCIATION

Cameramen
Barry Fox & Michel LeComte.
John Landi, "Come Fly a Kite."
Terry Morrison, "Midwife."



PEABODY AWARD

"Sadot: Action Biography."



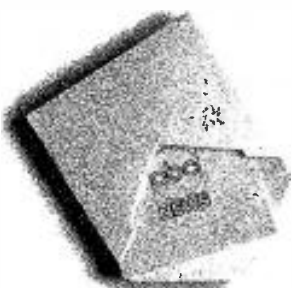
GABRIEL AWARD

"Update: Vietnam Retrospective."



NATIONAL SAFETY COMMITTEE

"Closeup on Crashes:
The Illusion of Safety."



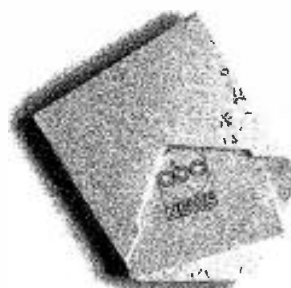
1975 JANUS AWARD

"Closeup: Oil: The Policy Crisis."



WRITERS GUILD OF AMERICA

Marlene Sanders,
"Closeup: The Right To Die."
Gil Longin,
"Voices in the Headlines."



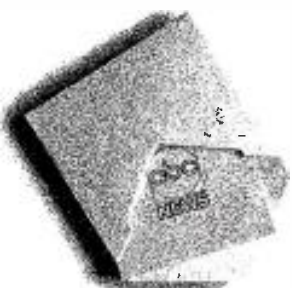
WORLD REHABILITATION FUND

Fellowship established in the name
of Howard K Smith.



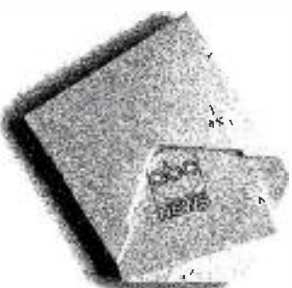
NATIONAL HEADLINERS ACHIEVEMENT AWARD

Radio-coverage of events leading
to Nixon resignation and pardon.



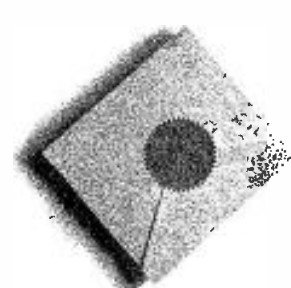
SIGMA DELTA CHI DISTINGUISHED SERVICE AWARD

"Closeup: Paper Prison:
Your Government Records."



OVERSEAS PRESS CLUB

Lou Cioffi (reporting),
Barry Fox & Michel LeComte
(cameramen),
best TV spot news from abroad.
Ted Koppel,
"Update: Kissinger on Kissinger."
ABC News Radio, Cyprus series.
George Watson,
"A Conscience For Our Time."



1975 EMMY AWARDS

To be announced.

ABC NEWS

22 awards from 15 different organizations in the first six months of 1975. It's a good start.

M&H

WHAT IS A CONSULTANT?

There are as many answers to that question as there are consultants. It is the very nature of competent consultants to be highly individualistic and call upon not only their own professional life input, but that of their staff, in order to arrive at their recommendations. These recommendations come about only after assembling all the possible facts that research can uncover in a given market.

Despite what you read in books and articles, consultants cannot be lumped together as a generic entity.

As the oldest company in our field, and as the one most qualified, from the standpoint of the broadcast background of *all* members of our staff, we would give you a different answer to many questions than other companies. For example, we don't believe there is any single formula for success, and it is absurd to believe anybody can or should control your newscast. It's your station and your responsibility.

Our company consults only. We secure the finest research we can find, from the country's leading social scientists, to gather our background facts. But research is not our primary business. Objective analysis and specific recommendations based on monitoring, research and professional broadcast background, along with continuing consultation for at least a year, at all levels desired inside a client station, constitute our final product.

Our list of clients is not the largest in the field, but it is the most impressive, and no other company can claim to have served so many clients successfully and continually for as long as thirteen years.

If you want to know who we work for, how we work with them, what they think of us, and exactly what we think consultants should be, call us.

M&H

McHUGH AND HOFFMAN, INC.
Communications Consultants

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

Where Things Stand

Status report on major issues in electronic communications

Copyright 1975 Broadcasting Publications Inc. May be quoted with credit.

■ Indicates new or revised listing.

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

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

Broadcasting in Congress. Resolutions are pending before both houses to undertake one-year test of live, all-day coverage by radio and television of House and Senate floor proceedings. Idea was to begin experiment this year, but rules committees, to which resolutions have been referred, are not anxious to hurry legislation along. Senate Rules Committee has scheduled no hearings or markup on S.Res.39 by Lee Metcalf (D-Mont.). House Rules Committee, on other hand, has held an afternoon of hearings on H.Res.269, by Jack Brooks (D-Tex.) but two times since has postponed further discussion or vote.

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

Cable rebuild deadline. Comments were received in March at FCC on commission's rule ordering compliance with March 31, 1977, deadline for rebuilding CATV systems to new channel requirements. No further action has yet been scheduled.

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

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

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

Consumer agency. Senate passed bill to establish Agency for Consumer Advocacy after amending it to ensure agency may not involve itself in broadcast license renewal proceedings before FCC. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. House has not acted on measure

this year, but it is expected to pass it, as it has in previous years. During debate in Senate, several members predicted President will veto measure, but commentators are saying votes are there for Congress to override.

Copyright legislation. Omnibus copyright television bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Judiciary Committee will not conduct hearings on its bill (S.22), which is substantially same as bill that passed full Senate last year, but will proceed with mark-up session in June. House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223, introduced by Subcommittee Chairman Robert Kastenmeier (D-Wis.). Grouping witnesses by issue, subcommittee invited National Cable Television Association, Community Antenna Television Association and Ad Hoc Committee of Concerned Cable Television Operators for a Fair Copyright Law to appear June 11, and three major commercial networks, National Association of Broadcasters and Motion Picture Association of America for June 12. Copyright liability for public broadcasting will be subject of hearing July 10. FCC and Office of Telecommunications Policy testified last week.

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

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

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

EEO guideline. FCC was scheduled to discuss staff draft of proposed equal employment opportunity guidelines on June 4 (BROADCASTING, May 26).

Fairness doctrine bills. Senate Communications Subcommittee conducted five days of hearings on two bills intended to eliminate fairness doctrine. S.2 by Senator William Proxmire (D-Wis.) would delete Section 315 from Communications Act, section containing equal time requirement as well as statutory basis for fairness doctrine. Proxmire bill in fact would prohibit FCC from influencing broadcast programming or scheduling in any way. S.1178 by

Senator Roman Hruska (R-Neb.) would do that and also address other practices which "discriminate" against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled, on two measures. Proxmire bill has twin in House, H.R.2189 by Robert Drinan (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

FCC's fairness-doctrine report. FCC's new fairness statement exempting product commercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast media, and otherwise modifying fairness doctrine (BROADCASTING, July 1) has been appealed to U.S. Court of Appeals in Washington. Appellants are National Citizens Committee for Broadcasting and Friends of the Earth.

Fee schedule. Various parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20); some 60 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal. Several parties seeking refunds have filed in U.S. Court of Claims.

■ **KRON-TV license renewal.** FCC's renewal of KRON-TV San Francisco has been appealed to U.S. Court of Appeals in Washington by Mrs. Virginia Kihn (widow of original complainant) and Blanche Streeter. Oral argument is scheduled for June 9.

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

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

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

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

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

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24) is being opposed on two fronts.

Broadcasters and cable operators have appealed to U.S. Court of Appeals in Washington, and ABC and NBC have petitioned commission for reconsideration. Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held last month (BROADCASTING, May 26). A second round of hearings will be held June 24-25.

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

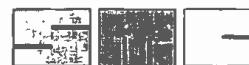


Here's an easy, low cost way to add up-to-the-minute news to your air time. An SMC DT-1 encoder with a CRT video unit installed in your newsroom will let you display the latest in news flashes, current weather or promo material in your control or announcer rooms.

You can hook up to 9 video terminals in separate control rooms where the identical information will be displayed simultaneously when entered on the newsroom keyboard. Or you can use it for an in station paging system. It's a time and money saver that will update your

entire internal communications system. And it's low in initial cost—\$1,625 for the keyboard with one video terminal, \$200 for each additional terminal.

Call SMC, or return the coupon for more information.



Systems Marketing Corporation
1005 W. Washington Street
Bloomington, Illinois 61701
309-829-6373

Broadcast Automation—our only business

75-103

Send me more on the INFO SYSTEM

NAME _____
STATION _____
ADDRESS _____
CITY _____ ZIP _____
PHONE _____

**Weekdays at 1:00
3:30 in San Francisco
6:30 in Las Vegas
7:00 in Atlanta, Providence
no show rates**

Goodson-Todman's “Concentration”

This is the most successful syndicated strip introduced in the last two years. It's totally flexible (put it where you need the most help). And consistently dependable (as a time-period winner, a women's favorite, an audience builder).

So flexible is “Concentration” that it's even the Number One prime access show in Philadelphia at 7:00 Saturdays. With more than double the ADI rating and share of any other station. And more than twice as many total women and men and 18-49 women and men. “Concentration” is WCAU-TV's highest rated prime access show of the week.

As a strip, it ranks Number One again as the time-period favorite of young (18-49) women in Atlanta, Providence,

**n New York,
and Portland (Ore.),
and Ft. Wayne,
and Sacramento,
higher than...**

tration"

Las Vegas, Sacramento and Portland (Ore.). Also the time-period favorite of young (25-49) women in San Francisco and Ft. Wayne.

A few impressive highlights illustrate "Concentration's" audience building power. Atlanta: 100% rating increase over lead-in! Providence: 41% more households than lead-in!

Sacramento: 107% more 18-49 women than lead-in! New York: "Concentration" is the strip that took NBC's flagship from a poor third to a strong first place at 1:00 weekdays in the Number One market!

"Concentration's" new, third-year production is starting now. Isn't it time you called us for this game that works wonders five times a week?

Jim Victory Television Inc.
Suite 209, 45 East 45 Street, New York 10017. Tel. (212) 686-8222

become moot (BROADCASTING, March 24).

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

Public broadcasting funding. Bills providing five-year authorization and appropriation for Corporation for Public Broadcasting have cleared commerce committees in both houses and await action by appropriations committees. Senate bill (S.893) and House version (H.R. 6461) provide some amounts of funds be made available over five-year period, but House bill has tougher "matching formula" for fourth and fifth years than does Senate bill. And House bill provides that "significant portion" of government money should be used for instructional programing, language not in Senate bill. Subcommittee of Senate Appropriations Committee has held hearings on bill, but has not yet scheduled mark-up. House Appropriations Committee, whose Chairman, George Mahon (D-Tex.), is opposed to concept of five-year appropriation, has taken no action yet.

Section 315. Senate Communications Subcommittee Chairman John Pastore's (D-R.I.) bill to exempt presidential and vice presiden-

tial candidates from equal-time requirements in Section 315 of Communications Act (S.608) is being scrutinized during hearings on fairness doctrine bills. There will be further hearings before subcommittee takes action on it. House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has introduced measure (H.R. 5600) which echoes Mr. Pastore's bill, but also provides that programs like *Meet the Press* be exempted from equal-time requirement, and that spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President. No action has been scheduled on Macdonald bill.

VHF drop-ins. In April, FCC adopted inquiry into feasibility of dropping as many as 83 VHF channels into top 100 markets (BROADCASTING, April 7). Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Commission invited comments on feasibility of drop-ins; they're due by July 11.

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

Datebook®

■ indicates new or revised listing

This week

June 7-10—Georgia Association of Broadcasters 41st annual convention. Speakers: James Gabbert, KIOI(FM) San Francisco and president, National Association of FM Broadcasters; Thomas Frawley, Cox Broadcasting, Washington and president, Radio-Television News Directors Association; Jack Thayer, NBC Radio, New York; Jim Lawhon, WMAZ-AM-FM-TV, Macon; Bos Johnson, WSAZ-TV, Huntington, W.Va.; Robert McAuliffe, Institute of Broadcasting Financial Management; Doug Edwards, CBS News, New York; Mike McDougald, WAAX(AM), Gadsden, Ala. Callaway Gardens, Pine Mountain.

June 8-10—Virginia Association of Broadcasters spring meeting. Writer Earl Hamner (*The Waltons*) to be honored as Virginian of the Year. Hilton hotel, Virginia Beach.

June 8-10—Iowa Broadcasters Association annual convention. New Inn, Lake Okoboji.

June 8-11—Broadcasters Promotion Association 20th annual seminar. Keynote speakers include Don Curran, president of Kaiser Broadcasting, Bob Howard, NBC-TV president, and Percy Sutton, president of borough of Manhattan and major owner in WLIB(AM) there. Don Whitely, KBTU(TV) Denver is general chairman. Denver Hilton hotel. 1976 seminar to be held June 15-20 in Washington; 1977 seminar to be held June 12-16 in Los Angeles.

June 8-27—Institute for Religious Communications 7th annual workshop. Loyola University, New Orleans.

June 9—Broadcast Day luncheon for Colorado broadcasters. Denver Hilton, Denver.

June 10—Hearing before House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice on sections of the pending copyright revision bill (H.R. 2223) relating to public broadcasting. Washington.

June 10—Radio Advertising Bureau Idearama meeting on small-market sales. Prom Sheraton, Kansas City, Mo.

June 10—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Lincoln, Neb.

June 10—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Raleigh, N.C.

June 10-11—California Community Television Association spring meeting. Senator hotel, Sacramento.

June 10-13—Canadian Radio Television Commission hearings in which major part of agenda will be devoted to position paper on pay TV for Canada. CRTC headquarters, Ottawa.

June 11-12—Hearing before House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice on sections of the pending copyright revision bill (H.R. 2223) relating to cable TV. Rayburn House Office building, Washington.

June 12—FCC's new deadline for comments on petition for rulemaking in matter of combination advertising rates and other joint practices. Previous deadline was May 12. Deadline for replies was extended from June 12 to July 14.

June 12—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Sioux Falls, S.D.

June 12—Radio Advertising Bureau Idearama meeting on small-market sales. Sheraton Jet Port Inn, Orlando, Fla.

June 12—Screen Actors Guild-American Federation of Television and Radio Artists joint executive committee meeting to discuss merger of unions. Los Angeles.

June 12-14—Florida Cable Television Association annual convention. Beach Club hotel, Naples.

Doubleday
Media
Asks

HOW VALUABLE IS YOUR STATION?

Regional Managers

Bob Dalchau
214-233-4334
Dallas

Neil Sargent
602-264-7459
Phoenix

Conway Craig
512-824-5528
San Antonio

Peter V. O'Reilly
202-872-1100
Washington

Listed with Doubleday Media, it's worth quite a lot. Because we have the qualified buyers eager to pay top dollar for the right property.

Before you sell yourself short, contact us. Call Bob Dalchau at 214-233-4334. And find out just how valuable your station can be.



Doubleday Media

Brokers of Radio, TV, CATV and Newspaper Properties

June 12-14—South Dakota Broadcasters Association convention. Golden Spike motel, Hill City.

June 12-15—Mississippi Broadcasters Association 34th annual convention. Ken Bailey, WBKH(AM) Hattiesburg, chairman. Sheraton hotel, Biloxi.

June 13—Comments due at FCC on inquiry into adequate television service for New Jersey. Reply comments due July 11, FCC, Washington.

June 13-15—NBC News conference for news managers of mountain and Pacific affiliates. Brown Palace, Denver.

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

Also in June

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

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

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

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

June 17—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Paducah, Ky.

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

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

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

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

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

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

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

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

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

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

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

June 24—Radio Advertising Bureau Idearama meet-

Major meeting dates in 1975-76

June 8-11—Broadcasters Promotion Association 20th annual seminar. Denver Hilton hotel, Denver.

June 12—Association of National Advertisers—Radio Advertising Bureau annual radio workshop. Plaza hotel, New York.

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

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

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

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

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

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

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

ing on small-market sales. Holiday Inn, Youngstown, Ohio.

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

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

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

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

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

June 26—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Eau Claire, Wis.

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

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

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

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

■ **June 29-July 1—National Association of Farm Broadcasters** summer meeting. Ambassador East hotel, Chicago.

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

July

■ **July 1—Radio Advertising Bureau** Idearama

meeting on small-market sales. Holiday Inn, Abilene, Tex.

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

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

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

■ **July 8—Radio Advertising Bureau** Idearama meeting on small-market sales. Holiday Inn, Kalamazoo, Mich.

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

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

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

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

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

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

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

Advertisers:

"DOLLARS-AND-SENSE COOKING WITH JAMES BEARD"

The popular five-minute daily radio series starring the nation's most celebrated food authority, is now available for sponsorship—on a dollars-and-sense budget.



James Beard's unique program of shopping/cooking advice—now in its 5th year—is the perfect marketing tieline to today's consumer.

Contact:

Alice O'Leary
Syndicated AirTime, Inc.
635 Madison Avenue
New York, New York 10022
(212) 838-7262

Open Mike®

New and improved

EDITOR: If someone had asked me last week whether BROADCASTING could be made more readable, I probably would have said "no."

After seeing your new format, it is clear that you've done it again. The features at the front of the book make it easy to get a complete briefing on the areas of our business that are most important, and the follow-up section lets a busy reader keep tabs on the major events as they develop.

Congratulations on making a fine magazine even better.—*Richard N. Hughes, senior vice president, WPIX Inc., New York.*

EDITOR: You have done it again, even more beautifully than ever.

The new *Broadcasting* format comes right to the point, gives the real charge up front. And that added item, "Where Things Stand," is a real jewel.

Like I said, you've really done it. Wonderful—*Samuel S. Carey, president and general manager, WBOC-AM-FM-TV Salisbury, Md.*

EDITOR: I like the editorial changes you've made. "Where Things Stand" is a particularly helpful innovation for those who need to anticipate the news. Congratulations on your continuing efforts to produce a publication responsive to your readers' needs.—*Robert Stengel, vice president, public affairs, National Cable Television Association, Washington.*

EDITOR: Like your new format changes. Congratulations. Just great.—*Daniel T. Pecaro, president, WGN Continental Broadcasting, Chicago.*

EDITOR: Congratulations on your terrific new format. I think the "Where Things Stand" feature is a particularly good idea.—*Charles T. Jones Jr., vice president and director, Radio Information Office, Washington.*

EDITOR: The new format looks just great!—*Jerome R. Feniger, president, International Radio and Television Society, New York.*

A view on family viewing

EDITOR: After reading "Taylor copyrights family viewing" in the May 19 issue, several questions came to mind concerning the "family viewing" concept.

Why is it necessary that this concept take the form of "regulation" of any kind? If this concept is as valuable as its advocates would have us believe, why aren't the networks racing one another to adopt it first? An idea such as this which is

so much in "the public interest" should put its pioneer on top in the ratings, thus forcing competitors to jump on this "artistic and intellectual enterprise" bandwagon, without the need for regulation. Why must the entire industry impose regulation to "make sure it works"? Could it be that proponents doubt the warmth of the reception this idea will receive from the American public?

Why would anyone think that the American public will accept viewing "regulation" by anyone—the industry or the government? If government regulation violates First Amendment rights, how much more violated are they if the industry "regulates" viewing? No matter what organization would be responsible, I for one do not want anyone "drawing the line" for me as to what sort of entertainment is "acceptable" for my family to view.

I believe the "regulation" of "acceptable family viewing" is currently controlled by the proper authority which is equipped with the best regulatory tool ever invented. This tool is on every TV set and is clearly labeled "on-off."—*Walter Joseph Falgout III.*

Slow down on EBS

EDITOR: I agree with George Endres of WVR(FM) New York, whose April 28 "Open Mike" letter called for a delay in the implementation of the new Emergency Broadcast System standards. Hopefully, such a delay would allow a complete review of the entire EBS concept as it applies to broadcasters, determine what is essential and examine the way broadcasters can best fulfill their role.—*Zaven N. Masoomian, chief engineer, WQXR-AM-FM New York.*

Antenna tower of babel

EDITOR: I recently spent three weeks touring the U.S. It's difficult to believe the American language has deteriorated so in 25 years' time or that American radio and TV announcers could do the country so great a disservice.

If a surgeon or carpenter was unable to use the tools of his trade—scalpel and saw—he would be thought incompetent and a fool. But what can you call a person who can't use words—those tools of the announcer's trade?

Perhaps this is why in today's world an announcer is termed a "disk jockey"—a spinner of records whose English is only an ancillary and unimportant portion of his daily stint.—*Bruce Branick, Conroe, Tex.*

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, chairman.
Lawrence B. Taishoff, president.
Maury Long, vice president.
Edwin H. James, vice president.
Joanne T. Cowan, secretary.
Irving C. Miller, treasurer.
Lee Taishoff, assistant treasurer.

Broadcasting® TELEVISION®

The newsworthy of broadcasting and allied arts

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

Sol Taishoff, editor.
Lawrence B. Taishoff, publisher.

EDITORIAL

Edwin H. James, executive editor.
Donald West, managing editor.
Rufus Crater (New York), chief correspondent.
Leonard Zeidenberg, senior correspondent.
J. Daniel Rudy, assistant to the managing editor.
Frederick M. Fitzgerald, senior editor.
Joseph A. Esser, Pat Thach, Jonathan Tourtellot, assistant editors.
Mark Harrad, Randall Moskop, Joanne Ostrow, staff writers.
Annick Burnett, Nicholas Sabalos Jr., Donna Wyckoff, editorial assistants.
Betty Riehl, secretary to the editor.

BUSINESS

Maury Long, vice president.
David N. Whitcombe, director of marketing.
Doris Kelly, secretary.

ADVERTISING

Winfield R. Levi, general sales manager (New York).
John Andre, sales manager—equipment and engineering (Washington).
David Berlyn, Eastern sales manager (New York).
Ruth Lindstrom, account supervisor (New York).
Bill Merriitt, Western sales manager (Hollywood).
Lynda Dorman, classified advertising manager.

CIRCULATION

Bill Criger, circulation manager.
Kwentin Keenan, subscription manager.
Barbara Chase, Lucille DiMauro, Odell Jackson, Patricia Johnson, Gregg Karpicky, Jean Powers.

PRODUCTION

Harry Stevens, production manager.
Susan Cole.

ADMINISTRATION

Irving C. Miller, business manager.
Lynda Dorman, secretary to the publisher.
Philippe E. Boucher, Gloria Nelson.

BUREAUS

New York: 75 Rockefeller Plaza, 10019
Phone: 212-757-3260.

Rufus Crater, chief correspondent.
Rocco Famighetti, senior editor.
John M. Dempsey, assistant editor.
Marc Kirkeby, staff writer.

Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Ruth Lindstrom, account supervisor.
Harriette Weinberg, advertising assistant.

Hollywood: 1680 North Vine Street, 90028. Phone: 213-463-3148.
Earl B. Abrams, senior correspondent.
Bill Merriitt, Western sales manager.
Sandra Klausner, assistant.

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



* Reg. U.S. Patent Office.
© 1975 by Broadcasting Publications Inc.

Microfilms of Broadcasting are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.

AT KY-3-TV, THE BRAND OF REPORTING AND THE BRAND OF FILM HAVE A LOT IN COMMON.

When the people in this picture wave 3 fingers in the air, what they're saying is, "We're number one" at Springfield, Missouri, Channel 3. Thanks to hard-nosed reporting and hard-hitting promotion, KYTV is the undisputed broadcast king in the Queen City of the Ozarks. By a margin of 3 to 1.

In addition to top-notch journalism, smart programming has meant taking maximum advantage of both videotape and film. And when the film cameras roll, the film they use is Eastman film.

Over the past year, Channel 3 news cameras unlocked the secret of behavior modification programs in a Missouri federal prison; dug up a problem in the underground water supply; whooped it up at a genuine hoe-down; and made friends with a mountain hermit whose only other visitors dropped in by UFO.

Besides winning viewers, their documentaries have won a



silver gavel from the American Bar Association, a certificate of achievement from the state medical association, and an Emmy nomination.

For station manager Don Moeller, film is a logical choice: the equipment is rugged enough for any job, portable enough for even the tightest spots, and the end product "looks absolutely great on the air."

When the KYTV cameras aren't recording news, the KYTV people are busy making it, through locally produced sports and entertainment shows. Take Virgil Ward (front row left) and the capable assistant you see perched on his lap. You can catch their weekly fishing show on 87

markets in the U.S. and Canada. And when Virgil packs his rod and reel, he includes a reel of Eastman film.

Then there's Promotion Director Clarence Martin (front row right). His 10-second-film ID spots for the station not only built awareness, but they helped develop a new market for locally produced commercials.

In the words of News Director Bill Williams (2nd row, 4th from right), "Film is essential to everything we do. After all, TV is *the* visual medium, and it wouldn't do to have a person on camera merely reading a piece of paper. We use film to tell our story. And, besides, our anchormen just aren't that pretty."



FILM. THE BASIC MEDIUM.



PENNSYLVANIA Pioneer and still the Leader

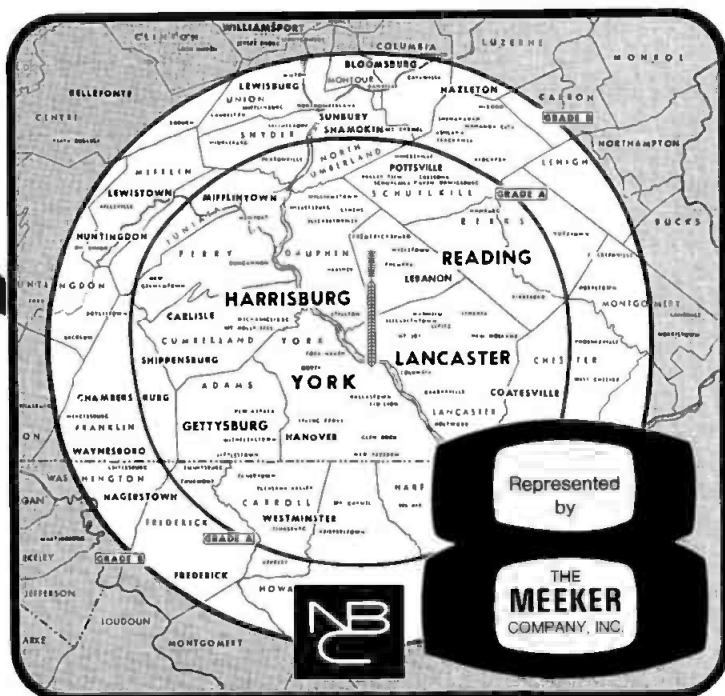


WGAL-TV was the first television station in this historic area. And today it's still first in that it delivers more audience than other area stations combined.* Thus advertisers enjoy increased sales.

* Nielsen Station Index, Feb.-Mar. '75, Sun. thru Sat., 7:00 am to 1:00 am. Audience estimates subject to limitations published by Nielsen.

WGAL TV 8

LANCASTER-HARRISBURG YORK-LEBANON, PA.



(1) Founded in 1739, the Cornwall Furnace in Lebanon County is of special interest as we approach the Bicentennial because it supplied much of the refined ore needed for manufacture of cannon during the Revolutionary war.

(2) This rugged frontier home, known as Zeller's Fort, was built in 1745 in the western part of what is now Lebanon County. The sturdy walls still bear the scars of unsuccessful indian attacks.

(3) Another of Lebanon County's many historic landmarks is the Tulpehocken Manor Farm house, which was built in 1760.

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

STEINMAN TELEVISION STATIONS

Closed Circuit.

Insider report: behind the scene, before the fact

Downtown, uptown

If all goes well on full field investigation, name of Robert Wells, 56, Kansas broadcaster and former member of FCC, will move from White House to Senate for confirmation as new director of Office of Telecommunications Policy. FBI study is necessary first step in advance of presidential nominations, and as things stood last week, all other aspects of long search for nominee for post vacated by Clay T. Whitehead last Sept. 15 had been completed. It's expected, however, that appointment of broadcaster to OTP post will be opposed by some elements, including citizen groups.

On assumption that Wells appointment passes muster (and indications are it will) vacancy created by death of Grover C. Cobb, senior executive vice president of National Association of Broadcasters, last March 7 will be filled from within. Best bet is that John B. Summers, 44, general counsel, will be elevated to second in line under President Vincent T. Wasilewski. New general counsel would be named, with Mr. Wasilewski devoting more time to supervision of government relations, and Mr. Summers taking on Cobb administrative functions.

Crossroads conference

This is week that TV station reps and Television Bureau of Advertising try to see whether they can reconcile differences and head off moves to set up separate spot-TV trade association. Number of major reps think changes TVB board authorized year ago have tilted TVB's emphasis too far away from spot and that TV reps should go it alone unless bureau reorders its objectives (BROADCASTING, May 19). At TVB's invitation, reps will have delegates at TVB board meeting Thursday and Friday (June 12-13) at Hilton Head, S.C. By coincidence or not, all are from firms that have dropped out of TVB or given cancellation notice: John Dickinson of Harrington, Righter & Parsons; Al Masini of Tele-Rep and Bob Muth of Petry Television.

Toned-down EEO

FCC will make goals and timetables part of its equal employment opportunity program for broadcasters and cable operators—but not, apparently, on across-board basis, as some staffers had suggested (BROADCASTING, May 26). Commission spent about two hours on staff's draft of EEO guidelines and, although more work remains for this

week, most if not all commissioners clearly favored what one called "remedial" alternative—requiring timetables for hiring minorities and women only of those whose employment records indicate their affirmative action programs are not working. In any event, proposed guidelines will be issued for comment.

Amateur act

President Ford's televised energy speech on May 27 has become source of embarrassment around White House, particularly to ex-CBS News producer, Bob Mead, who is President's television adviser. "The calendar speech," as it has been dubbed, has produced heavy mail from viewers complaining about "gimmicky" of President tearing off pages of calendar to stress point Congress is dawdling on energy issue. What's more, Mr. Mead's old friends in television have been unmercifully razzing him.

But he is pleading innocent; his office says calendar was not his idea, that he fought against it. Whose idea it was remains secret. But there are number of heavyweight advisers who could overrule TV adviser on question—Donald Rumsfeld, Robert Hartmann and Ron Nessen, among them.

Network action

Network TV sales for 1975-76 season have been moving, if unspectacularly, but there were signs last week that tempo was picking up. Nobody on either buying or selling side seems to doubt sales will break another record. One indication that market has been slow rather than soft comes from agency sources, who say buys thus far are at prices 7%-8% higher than year ago.

Commitments from many big advertisers to date have been at higher levels than last year, according to network sources, and in most other cases have stayed even with last year's. Big up-front buyers thus far, largely unpublicized, are said to include American Home Products, Lehn & Fink, Lever Brothers, Oscar Mayer, Polaroid, Procter & Gamble, Ralston Purina and J.B. Williams.

No helper

Feeling at National Association of Broadcasters is that FCC Chairman Richard Wiley ducked copyright issue last week. NAB spokesman said it was "disappointing" that, although Mr. Wiley was in town last week, he did not appear

for FCC at House copyright hearing (see page 23). Instead he sent FCC general counsel, Ashton Hardy, who, NAB spokesman said, "does not know a thing" about history of 1971 consensus agreement.

Consensus agreement of 1971, among broadcasters, cable operators and copyright owners, set down terms of copyright liability for cable to be sought in copyright legislation. NAB has argued present legislation has let cable off easier than consensus prescribed.

Prepared to fight

If FCC turns down settlement agreement between WPIX(TV) New York and its challenger for frequency, Forum Communications Inc., marathon contest—already six years old—apparently will be resumed. Lawrence Grossman, who heads Forum, is hopeful commission will approve settlement, which includes reimbursement, fund for programing and place on WPIX board for Forum principal, though Broadcast Bureau has urged rejection. But if settlement is turned down, he says, Forum will resume battle, with appeal of administrative law judge's initial decision favoring WPIX first order of business. Money, he says, is no problem.

Made-for-TV porn

Milky Way Productions, which produces *Midnight Blue* porno public-access tapes, with *Screw* magazine as occasional angel (see page 48), is close to deal with New Line Cinema to distribute series to colleges for closed-circuit showings. Twenty-four half hours have already been run off on Manhattan and Teleprompter public-access channels. But instead of going freebie to access channels in other markets, producers say they want to make some money.

Parlez vous?

FCC Commissioner Robert E. Lee heads FCC contingent taking crash course in French under government auspices (meaning no tab). Others in course (three hours a week for 14 weeks) which began last Monday: Robert C. (Bud) Weston and Marjorie S. Reed, engineering and legal assistants, respectively, to Commissioner Lee; Samuel M. Sharkey Jr., public relations officer; Barbara O'Malley, general counsel's office (expert on freedom of information), and Raymond Strassburger, general counsel's office. With international conferences coming up and with French one of official tongues, knowledge of language presumably would give "students" preferred status.

The Week in Brief

ZAPPLE: INTO RETIREMENT □ *Broadcasting officials in Washington agree it won't be the same when Nick Zapple retires June 30 after 25 years as chief counsel to the Senate Communications Subcommittee. The announcement coincided with publication of a less than complimentary Zapple profile in Washington Monthly. PAGE 22.*

WAIT A MINUTE □ *FCC, already studying possibility of postponing 1977 rebuild deadline for cable systems, is now looking into modification of rebuild requirements. PAGE 23.*

CONFLICT OF INTEREST AT JUSTICE? □ *Lee Loevinger—who's been on both sides of the fence and now represents a third—says the Justice Department must defend the FCC against appeals of its orders and therefore cannot challenge FCC orders. Case in point is crossownership, out of which he (representing the National Association of Broadcasters) thinks Justice should stay. PAGE 25.*

SLIM SAVINGS FROM DST □ *Financial and audience losses incurred from year-round daylight savings time give FCC reason to favor return to six-month DST plan. PAGE 25*

POOR MARKS FOR THE FCC □ *Slow and generally unreadable responses to complaints from the public and heavy reliance on form letters were cited against the FCC in a study commissioned for the Office of Consumer Affairs. Chairman Wiley offers a rebuttal as his agency falls in bottom four of 15 federal agencies analyzed. PAGE 25.*

PETITION THEY CAN'T REFUSE? □ *New Jersey Coalition for Fair Broadcasting, which has made known view that state's residents are inadequately served by VHF stations in New York and Philadelphia, now recommends WABC-TV New York be reallocated to Freehold, N.J. It's among number of comments—including those of broadcasters—in response to FCC inquiry. PAGE 26.*

TALKING 'COMMITMENT' ON KIDS' TV □ *Two days of workshops sponsored by National Association of Broadcasters turn up old philosophical differences on TV's role as teacher/entertainer; critics Choate and Charren level charges from audience; government types offer praise for self-regulation efforts in advertising and programing for children. PAGE 34.*

NETWORK FATES AND FORTUNES □ *Marvin Antonowsky will replace NBC-TV's Larry White as vice president—programs as reorganization of that department continues. PAGE 38.*

VARIETY QUICKIES FOR SUMMER □ *Short-term variety series are the dominant mode for networks' summer replacements. PAGE 39.*

TOMORROW'S TECHNOLOGY □ *Coming advances that are still in the laboratory stage are outlined for FCC's Office of Chief Engineer by far-sighted Dr. Wilmotte. There may be room for 10- to 20-times as many TV signals, big screens and high-resolution pictures. PAGE 40.*

FROM ALL SIDES AT AAF □ *Lineup of government spokesmen and advertising industry members delve into the problems of regulation and controls at the American Advertising Federation convention in Washington. PAGE 41.*

Rx DRUG ADVERTISING □ *In test of Federal Trade Commission authority, proposed rules would override state laws and professional codes of ethics to allow advertisement of prescription drug price information. PAGE 42.*

BAZELON'S DISSENT □ *Supporting the FCC's view that NBC violated the fairness doctrine with its Pensions documentary, Chief Judge David Bazelon has even graver fears now. Decision by panel of the appeals court could "gut" the doctrine, he says, increasing the ambiguities. PAGE 43.*

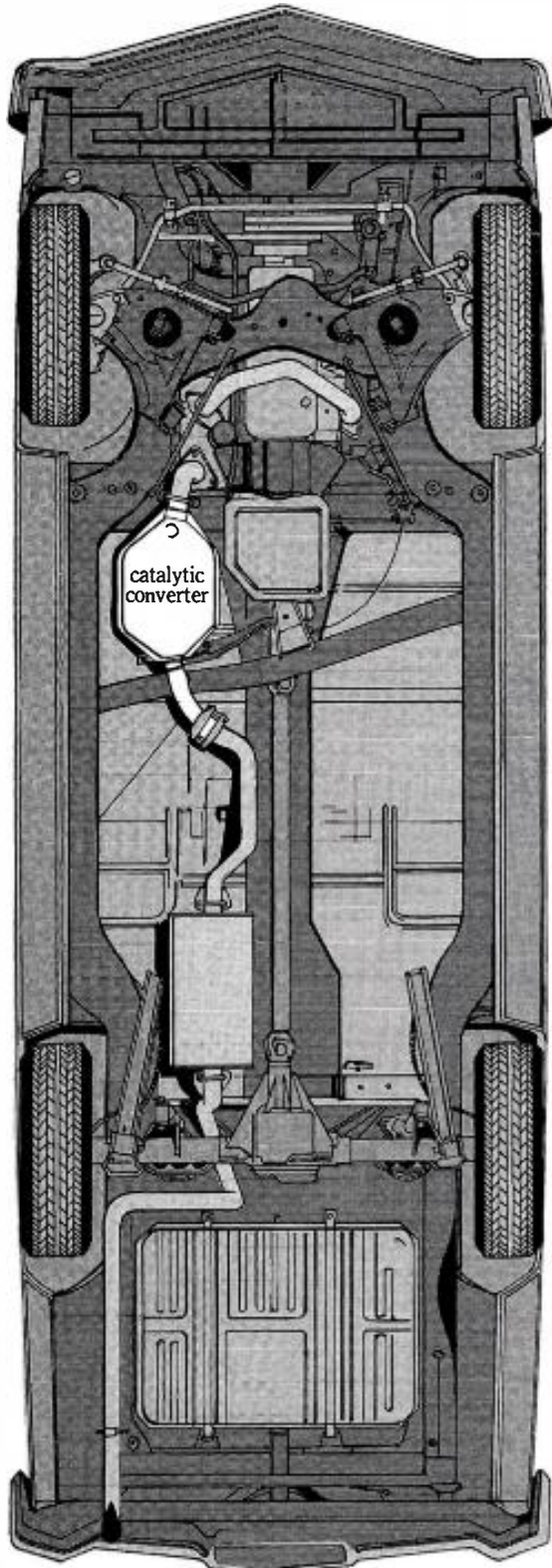
ONCE AGAIN, AN IMPASSE □ *Pole attachment is the issue, AT&T and the National Cable Television Association are the parties to on-again, off-again talks. FCC is on the spot now, reluctant to assume jurisdiction over rate regulation. PAGE 48.*

HEEEEEERE'S SOFT-PORN □ *One late night alternative to the standard talk show format is Manhattan and Teleprompter cable companies' Midnight Blue. It's got built-in obscenity problems. PAGE 48.*

HE'S THE ONE IN THE TURTLE-NECK □ *Friends say Ken Mills isn't the kind to wear his intellect on his sleeve. But the prep school and Princeton whiz kid has quietly climbed from a research-promotion post at The Katz Agency to director of creative services. This week, he presides over the 20th annual Broadcasters Promotion Association seminar in Denver. PAGE 67.*

Index to departments on back cover

Because of the catalytic converter, GM cars use less gasoline.



Catalytic converter, standard equipment on 1975 model GM cars.

Primarily because of the catalytic converter, gas mileage on GM cars has been increased by 28% on a sales-weighted average, according to EPA figures.

The converter gives GM car owners the best of both worlds: emissions of carbon monoxide and hydrocarbons are cut by about 50% from the already lowered levels of 1974, and it is possible once more to tune engines for economy, drivability and performance.

Catalytic converters do add to the basic cost of a GM car. Part of that money goes for insulation that keeps the outer skin temperature of the converter in normal operation about the same as that of an ordinary muffler, and far lower than the temperature of the exhaust manifold.

But when you think of the cost, think of the reduction in fuel consumption over the life of that average GM car; and don't forget, the use of unleaded gas lowers maintenance costs by greatly increasing the life of spark plugs, engine oil and exhaust system components.

After more than a billion miles on the road, the GM catalytic converter has become a world standard in pollution control devices. GM has signed contracts to build converters for auto-makers in Europe and Asia, as well as other U.S. manufacturers.

You get the fuel-saving advantages of a catalytic converter as standard equipment on 1975 cars from General Motors, a world leader in automotive pollution control technology.

General Motors

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

Top of the Week

Zapple era about to end

Senate's communications expert decides to retire, is praised by Magnuson but accused in article of soliciting petty favors, gifts

Nicholas Zapple, chief counsel to the Senate Communications Subcommittee for 25 years, five years longer than Senator John Pastore (D-R.I.) has been chairman, announced his retirement last week, effective June 30. In the same week he was the subject of a lead story of the *Washington Monthly* portraying his service as less than exemplary.

The formal announcement of Mr. Zapple's retirement came from Senator Warren Magnuson (D-Wash.), chairman of the parent Senate Commerce Committee. In a brief statement Senator Magnuson said Mr. Zapple has "rendered very important service to the work of the Congress and the nation. It would be difficult, if not impossible, to replace his unique expert knowledge of the intricate field of broadcasting and telecommunications, coupled with his intimate knowledge of the legislative process."

But the *Washington Monthly* account, authored by one of the magazine's editors, Thomas Redburn, called Mr. Zapple, with no flattery intended, "one of the more anonymous holders of power in Washington," "almost the central figure" to people engaged in the politics of broadcast regulation. According to the story, Mr. Zapple has used his position at times to "go beyond the legislative intent of Congress" in writing reports on committee legislation, undermining the "more public-spirited provisions" of last year's license renewal bill, for example, to favor the interests of broadcasters, "an already rich and important group." Mr. Redburn also said Mr. Zapple has used his influence to make "constant, petty demands of the people he deals with." According to the story, Mr. Zapple accepted, even solicited, such gifts as cigars and steaks, champagne and a turkey for his daughter's wedding, and a \$1,000 silver service columnist Jack Anderson reported he received from a broadcaster in trouble with the FCC. But Mr. Redburn added that "what seems to motivate Zapple is not the value of the gifts, but the recognition of importance and power they represent."



The man in the middle won't be there anymore. This view of the Senate Commerce Committee was a familiar one to Washington regulatory regulars. At left: Senator John O. Pastore, chairman of the Communications Subcommittee. At right: Senator Warren Magnuson, chairman of the full committee. At center: Nick Zapple.

Elsewhere in the same issue, the *Washington Monthly* reported that Ed Williamson, chief clerk of the House Commerce Committee, flew to Dublin and back last October at TWA's expense. The article noted that two months later the House narrowly passed a controversial bill allowing the Civil Aeronautics Board to grant an airmail rate increase worth millions of dollars to TWA. The bill, it said, originated in the Commerce Committee.

Broadcasting officials whom BROADCASTING talked to in Washington defended Mr. Zapple's record against the Redburn article's implications. Said Peter Kenney, Washington vice president for NBC: "If you start counting all the people in this town who take cigars and dinners, you would have a goddam big army." He said he knew no one else on Capitol Hill with Mr. Zapple's background and knowledge in broadcasting.

The sentiment was echoed by Richard Jencks, vice president for CBS. "His knowledge of the industry and broadcast-will be missed," Mr. Jencks said.

Eugene Cowen, Washington vice president for ABC, called Mr. Zapple a "fine public servant" who has always been "very fair." What is distinctive about Mr. Zapple, he said, is that he has the confidence of all the senators of the Commerce Committee. "He did a good job for the senators and that is what he was employed to do," Mr. Cowen said.

Another broadcast executive in Washington said Mr. Zapple does have a reputation for being a "sponger," but he did not find that unique in Washington.

All three broadcasters took issue with the article's assertion that Mr. Zapple used his influence to protect broadcasters' interests in legislation. "The industry hasn't had too many great victories in recent years," Mr. Kenney said.

The broadcaster who chose to remain nameless said "you always had to be nice"

to Mr. Zapple to lessen the chance that he would have a "negative" influence on industry-related legislation, but on the other hand, "he never did do us much good in the way of legislation." He added: "Any guy on the Hill who gets the industry in that posture has to be complimented."

For himself, Mr. Zapple said the Redburn article was a "hatchet job." "I stand on my record of 30 years," he said.

Was Mr. Zapple's retirement hastened by the *Washington Monthly* account? Mr. Zapple said he had notified his employers as much as a month before the story appeared. If the story was being prepared at that time, Mr. Zapple said, he was not aware of it. "I'm sorry it [the article] came out at this time," he said.

Mr. Zapple, 60, began his career in government as an attorney for the Civil Aeronautics Board after leaving the Coast Guard as a lieutenant, senior grade, in 1946. He joined the Senate Commerce Committee as a staff attorney on aviation matters a year later. In 1950, he became chief counsel for the Communications Subcommittee and has since established a reputation as strong right arm for Subcommittee Chairman John Pastore. During subcommittee hearings, Mr. Zapple was usually next to the chairman.

He has a home in Falls Church, Va., and another in South Harwich, Cape Cod, Mass., where his family has spent summers since 1952. Two of his six children (three boys, three girls) are married; two are single, living away from home; the school-agers are at home.

Mr. Zapple said he intends to stay at his Cape Cod home after retiring and before deciding his future activity. He intends to do some writing about his years on the Hill. He will draw 80% of his current salary in retirement pay, which, coupled with a cost-of-living increase will come to around \$30,000. The benefits for employees of Congress are greater than those for the

rest of government, a primary reason for Mr. Zapple's staying on Capitol Hill.

Senator Magnuson has given no thought to a successor for Mr. Zapple yet, an aide said. Beginning in June the work will be handled by James Graf, 27, who joined the subcommittee in February as a counsel. Prior to that, Mr. Graf had worked three years at the FCC as staff counsel in the complaints and compliance division of the Broadcast Bureau, then in the legislative division of the Office of the General Counsel, then in the Office of Plans and Policy and in his last month there as special assistant to the FCC chairman.

FCC now moves to lighten burden of '77 rebuild rule

FCC heeds pleas of poverty from industry and issues rulemaking aimed at modifying requirements for greater channel capacity

The FCC has issued its long-promised notice of proposed rulemaking looking to an easing of the rebuild requirements its rules now require older cable television systems—those in operation before March 31, 1974—in the top-100 markets to meet by March 31, 1977. The rulemaking could also affect newer systems.

The commission was persuaded to review the requirements by cable industry pleas that operators lacked the capital to comply with them. The pleas earlier led to a rulemaking looking to cancellation or postponement of the 1977 deadline.

However, the commission said in its notice that, although it was considering different approaches to the 1977 requirements in view of what it called the economic realities of the current marketplace, it was reaffirming its commitment to access cablecasting.

It said there is growing evidence that access cablecasting is beginning to fill the need for additional means of community expression in an increasing number of communities. And it said the experience it had gained halfway through the five-year experimental period in which it was requiring systems to provide access channels would enable it to determine what action it should take on the requirement in the future.

The present rules require pre-1972 systems to provide by the 1977 deadline a 20-channel capacity, an equivalent amount of bandwidth for nonbroadcast purposes for each broadcast channel used (the one-for-one requirement); capacity for two-way communication; free access channels for public, educational and local government use, and a fourth access channel for lease; and program-production facilities for the public's use.

The commission proposed several ways

of easing those burdens assuming some change in the 1977 deadline for rebuilding. It asked for comment on whether it should require systems to provide channel capacity and access services only on demand; require compliance with the present rules only when a system rebuilds voluntarily because of obsolescence or because of necessary channel expansion to accommodate new services, or require compliance on a more distant date than the present deadline.

However, the commission proposed to retain the present deadline for the inauguration of a nationwide access program without requiring reconstruction at this time. It suggested three methods of fostering access cablecasting: retain the present requirements for new systems only; require older systems with the necessary capacity to comply with the requirements, require older systems without the capacity to make available existing portions of their bandwidth for "composite" access purposes.

March 31, 1977—which falls on the fifth anniversary of the effective date of present cable television rules—is not only the deadline for the rebuild requirements. It is also the date by which all systems in operation before March 31, 1972 that do not have certificates of compliance and all other systems whose certificates expire on that deadline must have franchises or other authorizations from local authorities. And it is the date, too, on which older systems must be in compliance with the commission's technical rules.

The commission is not proposing to change either deadline, at least for the present. It said that since it was considering changing or canceling the March 31, 1977, deadline for reconstruction, there is no need to extend the date for compliance with the franchising requirements. And it said the technical rules would remain in force at least until it had reviewed the suggestions the Cable Television Technical Advisory Committee had made regarding them. The committee submitted its report to the commission last month (BROADCASTING, May 26).

OTP, FCC have no objections to copyright bill

Representative Robert Kastenmeier (D.-Wis.) and his Subcommittee on Courts, Civil Liberties and Administration of Justice were looking for specific suggestions on how the copyright law should be applied to cable television during hearings last Thursday, but witnesses from the FCC and the Office of Telecommunications Policy preferred to leave that matter to industry representatives (set to appear before the subcommittee July 11) and for Congress to work out itself.

Thomas J. Keller, acting general counsel for OTP, did suggest that the present provision which allows the copyright

tribunal that would be created under the bill to commence adjustment of license fees as early as 18 months after enactment could "undermine the certainty and stability" which the bill would otherwise provide.

Ashton R. Hardy, FCC general counsel, similarly approved the over-all intent of the bill. He urged the subcommittee to retain the current flexibility the bill provides on such issues as signal carriage and exclusivity—which it leaves to FCC discretion.

The next copyright hearings, July 11, will give the cable industry an opportunity to present its views, including those of the National Cable Television Association—which supports the copyright bill so long as it can tack on nine amendments (BROADCASTING, May 5); the Community Antenna Television Association and Fred Ford's Ad Hoc Committee for Concerned Cable Operators for a Fair Copyright Law—both opposed to the present bill.

As of late last week, testimony from the Pennsylvania CATV Association and Teleprompter Corp. was scheduled. They are NCTA members, but oppose the association's final copyright position.

Court reinforces decision giving blacks an edge

Back to the FCC goes a case involving minority-owned AM seeking fulltime operation; Judge reminds commission of precedent in WFTV ruling

Minority groups considering applying for broadcast facilities received another shot of encouragement from the U.S. Court of Appeals in Washington last week. In sending a case back to the FCC, the court said the commission should have considered the fact that the owner of a AM daytime station seeking full-time authority was black.

The station involved is WEUP(AM) Huntsville, Ala. The commission's review board turned down the request of its owner, Leroy Garrett, for fulltime operation on the ground that the proposed nighttime service would not meet the commission's coverage rules, and said there was no basis for a waiver.

The court, however, thought the commission should take another look at the order. Judge Spottswood Robinson III, writing for a unanimous court, said the review board had failed to reconcile its refusal to grant the waiver with earlier cases in which the rule was waived in apparently similar circumstances.

The review board had also erred, Judge Robinson said, in failing to consider the station's black ownership as significant. He noted that the court, in a case involving WFTV(TV) Orlando, Fla., had held "that when minority ownership is likely to increase diversity of content, especially of

opinion and viewpoint, merit should be awarded." (BROADCASTING, Nov. 12, 1973).

He said it is evident that the review board's treatment "of WEUP's blackness cannot be harmonized with the principles articulated" in the WFTV case. He said the review board gave that factor no weight on the ground that WEUP did not demonstrate its black-oriented programming would surpass that of older area stations. But, he added, the entire thrust of the WFTV case is that black ownership and participation together are themselves likely to bring about programming that is responsive to the needs of the black citizenry, and that 'reasonable expectation,' without 'advance demonstration,' gives them relevance."

Accordingly, the court directed the commission to reconsider its determination on applicability of the coverage rules in light of its past precedents "and, if necessary, its conclusion in light of the WFTV case."

Opinions differ on facilities fund for noncommercial

**HEW wants \$7 million a year,
but CPB asks for \$35 million**

Representative Torbert H. Macdonald (D.-Mass.), chairman of the House Subcommittee on Communications, last week criticized the administration for miserliness in its request for \$7 million a year to develop noncommercial broadcasting facilities. In the same week he criticized noncommercial broadcasters for not fighting hard enough for more money. His remarks came during hearings on a Telecommunications Facilities and Demonstration Act appropriation.

William A. Morrill, assistant secretary for planning and evaluation of the Department of Health, Education and Welfare suggested that \$7 million for each of the next five years would be enough to do the job, since there are researchers who will put money on the line to supplement HEW monies. "There's no case that can be made for more," he concluded.

But public broadcasters did make a case for more—considerably more with suggestions averaging \$35 million per year for a total of \$175 million over the five-year haul—although their reluctance to pinpoint figures and express a concerted and strong effort to change the proposed \$7 million figure brought criticism from the chair.

"I'm tired of helping you people out to get money, when you people keep telling me you don't need it," said Chairman Macdonald.

Part of the confusion in Representative Macdonald's understanding of the financial figures presented by the public broadcasters may have arisen as a result of the four witnesses being asked to present their testimony together and forgo a reading of

their prepared statements, which in many cases did indicate specific dollar amounts needed. When Chairman Macdonald asked for a definitive monetary request at the conclusion of the hearings, Hartford N. Gunn Jr., president of the Public Broadcasting System suggested \$237 million for TV alone (over the five-year period); and Matthew B. Coffey, president of the Association of Public Radio Stations, suggested \$35 million per year with an additional \$1 million per year for the demonstration portion of the bill. Henry Loomis, president of the Corporation for Public Broadcasting, who could have put the radio and TV figures together in an over-all context, had left the hearing

earlier during an adjournment.

But before leaving, Mr. Loomis had suggested that it would take \$135 million to improve the existing public television stations to a point where they could reach their theoretical 80% coverage ability. An additional \$40 million must be spent on the improvement of existing radio facilities as well as the development of new ones, he added. Accordingly, a total bill to bring both radio and TV to 90% coverage—through upgrading existing systems and developing new ones—would amount to \$355 million, said Mr. Loomis.

Mr. Loomis urged the subcommittee to authorize \$35 million per year for a total of \$175 million through 1980.

In Brief

KRBE(FM) Houston has been sold by GCC Communications of Houston Inc. to Lake Huron Broadcasting Corp. for \$2.5 million. Buyers are William J. Edwards and Howard H. Wolfe, who own KENR(AM) Houston and WKNX(AM) Saginaw, Mich. Seller is Alexander M. Tanger, who owns stations in Atlanta, Chicago, Cleveland and Philadelphia ... FCC Commissioner **Glen O. Robinson** says proposal to require cable systems to carry UHF signals beyond service areas (BROADCASTING, June 2) "goes beyond the pale of our authority and responsibility. ... It is not a proper, or legal, use of our power," he said, "to require another communications system to bear the cost and burden of supporting our promotional policy of aiding UHF" ... After seven-year run on NBC, "**The Wizard of Oz**" moves to CBS as part of five-year deal with MGM for reported \$4 million ... Vikoa Inc. is considering selling some cable TV assets to raise working capital. It owns Continental CATV Inc., operates systems in 10 Eastern and Midwestern states. Trading in stock was halted during wave of speculative buying last month, may resume this week ... Former ABC newsmen **Bill Gill**, suing network for \$2 million for breach of contract, alleged he was forced to "collaborate with the *New York Times* on a Watergate-related story," charged that "assignment" of his services to *Times* violated his contract and betrayed his confidential sources. ABC News President William Sheehan said Mr. Gill had been directed to meet with *Times* after he had been unable to substantiate allegations in story and *Times* had suggested exchange of information ... **Peter Kizer**, assistant general manager, WWJ-AM-FM-TV Detroit, elected chairman of Broadcast Rating Council, succeeding **Wilson C. Wearn** of Multimedia stations, Greenville, S.C. Later is unopposed candidate for chairman of National Association of Broadcasters joint board at elections next week ... Acting on request by Association of Maximum Service Telecasters, FCC has extended to Oct. 15 (from July 11) time to file comments in **VHF drop-in inquiry**. Deadline for reply comments was extended to Nov. 18 (from Aug. 11) ... Petitions to deny against two Washington stations—wrc-tv and wmal-tv—by Aligned Citizens United for Television Equality were rejected by FCC last week. Similar petitions against city's wtop-tv and wttg(tv) are expected to be rejected this week ... FCC has approved plan of **Arlington (Va.) Telecommunications Corp.** to build cable system in that Washington, D.C., suburb. Thirty principals include **Fred Ford**, former FCC chairman and former president of National Cable Television Association ... **Senator Philip Hart** (D-Mich.), chairman of the Senate Antitrust Subcommittee, announced last week he will not run again. His present (and third) term ends January 1977. Subcommittee is currently investigating charges that cable TV industry is being "hamstrung" by TV networks and the FCC ... **Ronald D. Coleman**, 29, now in Office of Legislative Counsel of House, will become minority counsel for House Communications Subcommittee July 1. He replaces **Tom Sawyer**, who became executive director of Ohio Association of Broadcasters in May ... **Arthur Bernstone**, deputy chief of FCC's Rules and Standards Division, named chief, succeeding **Neal McNaughten**, now assistant chief of Broadcast Bureau ... **Dale Hatfield**, deputy chief of Office of Telecommunications Policy's Office of Studies and Analysis, to join FCC's Office of Plans and Policy. He succeeds **Walter Sutter**, who becomes vice president for marketing, Washington, for Western Union ... **Dan Jacobsen**, engineering assistant to FCC Chairman Richard Wiley, retires June 30 after 45 years with commission and predecessor Federal Radio Commission. He will be succeeded by **Robert Luff**, of FCC Office of Plans and Policy ... **John Toigo**, 75, who retired in 1968 as VP in charge of marketing for Pepsi-Cola Co., and was formerly executive VP of Biow-Beirn-Toigo agency, New York, died May 28 after fall in home in Evansville, Wis. ... **Lillian Mouse**, wife of Stanley G. Mouse, VP-general manager of wlio-TV Dayton, Ohio, died there May 31 of cancer.

Loevinger claims Justice can't buck FCC on crossownership

Petition in behalf of NAB says department has responsibility to defend commission in court, cites 1972 AEC decision

Lee Loevinger, who went from being chief of the Justice Department's antitrust division to a seat on the FCC and then into private law practice, now contends in a motion filed with the U.S. Court of Appeals in Washington that the former cannot legally sue the latter.

Mr. Loevinger filed the motion in behalf of the National Association of Broadcasters in connection with the department's appeal of the commission's crossownership rule. But presumably a court ruling upholding his contention would prevent the department from going to court to seek reversal of commission actions renewing station licenses. The department has filed nine petitions to deny renewals, all on concentration-of-control issues.

Mr. Loevinger's motion seeks dismissal of the department's petition for review on the grounds that the department is charged by law with defending the commission against appeals of its orders; the interests of the commission and of the United States are deemed by statute to be the same. In addition, he said, the department lacks the authority to challenge FCC orders.

The department's responsibility for defending the commission in court is indicated by the fact that a department attorney has registered an appearance in behalf of the commission and the United States as defendants. And the "impropriety" of a Justice Department challenge to an FCC order, he added, is "strikingly" illustrated by the fact that the same attorney—Robert B. Nicholson—registered an appearance for the department as well. "The representation of conflicting interests . . . is completely incompatible with an adversary system of justice," Mr. Loevinger said.

Mr. Loevinger also cited a 1972 Supreme Court decision which held that the Justice Department could not bring suit against the Atomic Energy Commission in a contract dispute. The court held that Congress had not authorized such action. As in that case, Mr. Loevinger said, "there is no statutory authority for the attorney general to challenge FCC orders."

The crossownership rule, which bars the creation of new broadcast-newspaper combinations in the same market and requires the breakup of 16 such combinations the commission considers egregious

monopoly situations, has been appealed by nine parties, including the NAB. However, while NAB and a number of broadcasters and newspaper owners oppose the rule itself, Justice and citizen groups are appealing on the ground the rule does not go far enough.

The department has challenged the commission in court on at least one occasion—its appeal of the commission's order approving the International Telephone & Telegraph take-over of ABC in 1967, when Mr. Loevinger was a member of the commission. That case eventually became moot, when, with the court still considering the issues, ITT decided against concluding the merger. Five years later, the Supreme Court issued the ruling which Mr. Loevinger says makes it clear that the department cannot sue another agency of government without congressional authorization.

FCC favors six-month DST

Financial and audience losses of daytimers during extended fast-time periods explained to Department of Transportation

If the FCC had its way, the country would go back on a six-month on, six-month off, system of daylight saving time. Such a system would be in the interest of the AM broadcast industry and the public.

The commission expressed those views in a letter to a Department of Transportation official, who had requested them in connection with DOT's ongoing Daylight Saving Time Impact Study. The official, Robert H. Binder, assistant secretary for policy plans and international affairs, was interested in DST's effect on daytime AM stations.

The commission said that, on the basis of industry reports and a staff analysis of four metropolitan markets, revenue losses were suffered by the 2,300 daytimers, although the losses were not spread evenly among the affected stations. The 500 on U.S. and foreign clear-channel outlets, where nighttime skywave interference and treaty protection considerations limited the extent of relief, in terms of sign-on times and powers the FCC was able to grant, suffered the most.

The commission estimated the general magnitude of audience loss to daytime stations under year-round DST conditions as follows: October, 1%; November, 2%; December, 3%; January, 4%; February, 3%; March, 2%, and April, 1%. For 1975, the average audience loss during the eight additional weeks of DST (Feb. 23 through April 27) was estimated to be 1.5%, or 0.23% on an annual basis. In the winter of 1974, when DST was in effect for 16 weeks instead of eight, the average audience loss was estimated to be 2.5%, or 0.76% annually.

The commission translated the au-

dience loss into audience figures for the 500 stations on U.S. and foreign clears in 1974, and found that they lost some \$750,000, or \$1,500 per station, and in 1975, \$227,000, or \$454 per station. The 1,800 stations on regional channels suffered less, since the commission had been able to allow them to begin operating one hour earlier with enough power—generally 500 watts—to escape substantial advertising cancellations and defections of timebuyers to fulltime stations.

The commission acknowledged that the losses estimated, when measured against total AM revenues of \$1,500,000, are "statistically insignificant." But more important than station losses, the commission said, was the "known curtailment of early morning AM service to the public which occurs when stations engineered separately for daytime and fulltime operations are compelled to operate on the same frequencies under essentially nighttime conditions."

Under those conditions, the commission is faced with a dilemma: early-morning listeners will have departed for work or school before sign-on times if stations are not allowed to begin operating before sunrise; or, if all stations are "back up" one hour at full power (a remedy not available to stations on foreign clears because of treaty commitments), they would cause severe interference to clear channel and other fulltime stations, thus depriving vast areas of the country service normally available.

The commission told Mr. Binder it recognized he is involved in a "complex study in which the urgent need for fuel conservation must be weighed against arguments favoring the abandonment of wintertime DST." But, it added, "from our standpoint," and in view of the impact on AM stations and their audience, it would be best to retain the "traditional" six and six formula provided under the 1966 Uniform Time Act.

FCC faulted on responses to public

Government-funded study puts commission among four agencies that are slower than average; Chairman Wiley offers rebuttal

The FCC, which gets more complaints from the public than most federal agencies, has been given generally poor marks for the manner in which it handles them. It is said to be slow in responding (except when the complainant is a member of Congress), and given to the use of form letters written in an impenetrable legalese.

The commission was one of 15 federal agencies whose complaint-handling performance was analyzed in a study commissioned by the Office of Consumer Affairs, part of its effort to make federal agencies

more responsive to consumers. The study, by the Technical Assistance Research Programs Inc., analyzed the agencies on the basis of such criteria as speed of response, internal and referral follow-up, and statistical reporting.

And it found, as the consultants expected, that members of Congress get faster attention on complaints than do consumers—17 days on the average, as against 20. But the commission was found to take 25 days to answer a consumer's complaint, and 20 a member of Congress's. Three other agencies were also found to be slower than the average in handling complaints—the Federal Energy Agency, Housing and Urban Development, and Interstate Commerce Commission.

On the other hand, a number of agencies earned excellent or at least satisfactory marks—the Office of Consumer Affairs itself, the Civil Aeronautics Board, the Department of Agriculture, the Consumer Product Safety Commission, the Food and Drug Administration, the Federal Trade Commission, the National Highway Traffic Safety Administration and the U.S. Postal Service were rated satisfactory.

The FCC was also faulted for relying heavily on form letters. Indeed, only it and the FEA were rated as unsatisfactory on the matter of "appropriateness of response," and the reason for the "unsatisfactory performance," the study said, "may relate to the overusage of form responses." And many of the letters sent by the FCC's Broadcast Bureau, at least, were said to provide "a mass of legalistic information concerning the FCC's jurisdiction" that is "confusing" to the layman.

Of the agencies studied, the FCC was found to have received the third highest number of complaints and inquiries—84,000, ranking behind the Environmental Protection Agency, with 150,000, and the CPSC, with 116,000.

FCC Chairman Richard E. Wiley responded quickly and sharply to the study, saying it reflected a "lack of understanding" of the manner in which the commission handles complaints, "with the result that the report may do much to undermine the substantial efforts made by the FCC in the complaint area."

As for the length of time taken to respond to a complaint, he said, the study fails to explain that the commission has "a double cycle for responses"—that the law requires that a consumer complaint be forwarded to a licensee for comment before the commission can respond. As a result, he said, "an average of 25 days response time should be considered very good rather than unsatisfactory."

As for the form letters, Chairman Wiley said the high volume of complaints the commission's Broadcast Bureau handles requires their use. "Our procedures are designed to achieve efficient use of limited personnel and dollar resources."

Many complaints received by the FCC are not answered at all—another source of criticism in the report. But Chairman

Wiley said the commission simply does not attempt to answer the thousands of letters that are generated by "massive organized campaigns." Such letters, he said, generally deal with major public communications issues with which the commission is dealing directly.

The report is not the last to be heard from TARP on federal agencies' responsiveness to consumers. It is now working on a second report, scheduled for completion in November, which will examine complaint-handling by seven additional agencies and will also survey consumers' reactions to the responses they have received from federal agencies and will sample consumers on steps they usually take to resolve complaints.

To V or not to V in New Jersey

Citizens, groups and broadcasters give FCC their views on petition seeking VHF service in state; coalition that originated inquiry wants New York ch. 7 for Freehold

"An endless oil refinery surrounded by odoriferous marshes filled with the bodies of out-of-favor Mafiosi..." That was the fanciful picture of his state one New Jersey resident said results from its being served only by VHF stations in New York and Philadelphia.

He and other New Jersey citizens and organizations, and broadcasters serving the state filed comments last week at the FCC in response to the commission's inquiry into VHF service for the state. The inquiry is in response to a petition for rulemaking filed by the New Jersey Coalition for Fair Broadcasting (BROADCASTING, March 11, 1974). The coalition had monitored Philadelphia and New York stations over a three-year period and concluded that New Jersey citizens were inadequately served by stations there.

Since New Jersey has no VHF allocations, the coalition had urged the FCC to look into three alternatives: reallocation of existing VHF assignments from New York or Philadelphia to New Jersey; short-spaced VHF drop-ins, or the use of hyphenated dual community channels, which in effect would be licensed both to a New Jersey city and one out-of-state city (Philadelphia-Camden, for example).

But in its comments last week, the coalition suggested that its drop-in proposal and the idea of hyphenated markets be "abandoned," since later investigation has not supported their "usefulness or viability."

The coalition instead narrowed its proposals to the recommendation that channel 7 New York (WABC-TV) be reallocated to Freehold, N.J., which the coalition said, could be done without waiver of the commission's minimum channel-separation requirements and would give the entire

state VHF coverage.

The coalition acknowledged its plan would put one New York network O&O at a disadvantage to the two others. To correct that problem, the coalition suggested, the reallocation could be accomplished by moving New York's strongest independent to Freehold and having ABC assume the independent's channel. Another coalition possibility would have the New York independent move to a UHF channel and allow New Jersey groups to compete for the VHF facility.

Aside from the coalition, individual New Jersey citizens filed comments, but their thrust was to emphasize the need for adequate television service and not to explore specific alternatives. Included among this group were: Jerome Aumente, a professor at Livingston College, New Brunswick, who pointed to the adverse "psychological and social" effects on the state's citizens from having to depend on out-of-state television for their image of New Jersey; Paul Schneider and the New Jersey Public Interest Research Group, which echoed professor Aumente; Phillip Alampi, with the State Department of Agriculture, who expressed concern over New Jersey's "identity crisis"; William F. Hyland, the state's attorney general, who said out-of-state VHF stations overlook New Jersey politics in their news coverage, and James J. Sheeran, with the State Department of Insurance, who conjured the "endless oil refinery" image.

Broadcasters, on the other hand, did not see any inadequacy in their programming directed at New Jersey, at least not to the degree related by the citizens and organized groups.

Metromedia Inc., licensee of WNEW-TV New York, saw the issue as a "non-problem" and contended that the New Jersey Coalition was organized by "those who battle daily in the New Jersey political arena" and only want greater coverage of their own activities.

RKO General Inc., licensee of WOR-TV New York, was more prepared to acknowledge the problem of inadequate New Jersey service, but suggested the solution lies in the FCC permitting New York and Philadelphia stations to increase voluntarily their coverage of New Jersey, even at the expense of decreasing the amount of programming directed at their cities of license.

Westinghouse Broadcasting Co., licensee of KYW-TV Philadelphia, supported RKO's suggestion to de-emphasize the city of license in charting a television station's service obligations in a large metropolitan area.

The three networks, each with an owned TV station in New York, claimed the New Jersey service issue was overstated and noted that 95% of New Jersey residents receive 10 or more signals. The networks also claimed that many of the needs of New Jersey citizens parallel those of New Yorkers and Philadelphians since the respective regions have been historically interconnected. And, said NBC, no evidence has been presented to suggest that sufficient revenues are avail-

NAB Show-stopper:



The ENG (Electronic News Gathering) sessions stood them in the aisles. And Sony stood them on their ears with the complete ENG System.

Things like this were said at the Show: "If you don't invest in ENG now, your news department may be obsolete in just a few short years."

So write now for information about the only ENG System that goes all the way through editing using videocassettes.

On your letterhead to Sony Corporation of America, P.O. Box 1594, Trenton, New Jersey 08607. Attn: Broadcast Services BRM-065-221B.

The Sony ENG System.

ble in New Jersey to justify a VHF station there.

CBS, also said that the commission should not overlook the service currently provided by New York and Philadelphia stations to their surrounding areas such as Long Island, southern Connecticut, Delaware and several Pennsylvania counties. Changing VHF station allocations to New Jersey would cut off viewers in those areas, CBS suggested.

Capital Cities Communications Inc., licensee of WPVI-TV Philadelphia, said that a New Jersey VHF station would have to compete with stations located in New York (the nation's largest market) and Philadelphia (the country's fourth largest market) for programming, while they would not be in a position to compete for advertising revenues since its signal would encompass a less populous area.

Expanded service for New Jersey, said ABC, must come from UHF development.

WNJU-TV, a UHF station serving Linden, N.J., said that UHF development would be "retarded" if VHF is seen as the only solution to New Jersey's problems, and the five U's now operating there would be put at a disadvantage for revenues if a VHF was to come on the scene. Those who believe New Jersey service is inadequate, challenged WNJU-TV Broadcasting Corp., should apply for one

of the three available UHF channel allocations in the state.

And the Association of Maximum Service Telecasters and NBC argued on technical grounds against the drop-in of a VHF channel in New Jersey.

Mile-high meeting for the BPA's annual seminar

Promotion people assemble in Denver this week; exchanges will feature RTNDA, NATPE; Curran, Howard, Sutton to speak

The Broadcasters Promotion Association has invited an industry exchange with the Radio Television News Directors Association and the National Association of Television Program Executives at the BPA's 20th annual seminar this week in Denver.

The RTNDA session at the BPA will be devoted to an analysis of the news-show promotion campaigns by stations in the Washington market. The NATPE session will feature the latest programming input from syndicators.

Don Whiteley, KBTW(TV) Denver, chairman of the seminar scheduled June 8-11

at the Denver Hilton, also announced that keynote speakers will include Don Curran, president of Kaiser Broadcasting and a former BPA president; Bob Howard, NBC-TV president, and Percy Sutton, president of the borough of Manhattan in New York and a major owner in WLIB(AM) there and Bob Keeshan, CBS's "Captain Kangaroo".

Eighteen workshops will be divided equally between radio and television on such topics as press relations, using radio to sell TV, cable television, running an efficient promotion department, public service, on-air promotion, graphics, budgets, sales promotion, syndication and production.

Highlight of the June 10 banquet will be a salute to the presidents of BPA, produced by Boyd Seghers, WGN(AM) Chicago, a past president of BPA.

Consumer agency could get to broadcasters yet

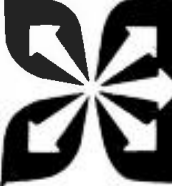
In Oregon speech Jencks warns that proposed outfit still could have voice in license applications, rulemaking proceedings, doubts it will argue for radio-TV's rights

Broadcasters who heaved a sigh of relief when the Senate amended its Consumer Protection Act legislation to exempt broadcast license renewal proceedings may have been premature. The Agency for Consumer Advocacy it would create could still cause broadcasters serious problems, even if the House goes along with the amendment.

CBS's Washington vice president, Richard Jencks, brought that word to an Oregon Broadcasters Association meeting in Medford. He noted that the agency would be free to intervene in license-application proceedings, very possibly renewal-comparative cases and, undoubtedly, rulemaking proceedings.

And of particular concern to Mr. Jencks was that an ACA might involve itself in fairness issue at the FCC, either in rulemaking proceedings or in fairness adjudication. No one would assume, Mr. Jencks said, that such an agency would intervene in a commission or court proceeding "to plead for First Amendment rights for broadcasters, or to say, once and for all, that the highest consumer interest with respect to the press of this nation, including the broadcast press, is that it be free of government compulsion or influence over content."

The First Amendment interest, he said, "is one which should preempt all others." But, he added, "it is clear that given the nature of consumerist positions constantly urged against the broadcast press the thrust of federally funded consumer advocacy would merely be to accentuate government involvement in decisions affecting programming."



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

**MIDWEST
EXCLUSIVE
AM/FM
\$800,000**

Minimum broadcast competition in premium market of over 150,000 population and market revenues over \$1,000,000. Daytime AM and Class B FM with separate, well-established formats in youth oriented market with outstanding economic base and peak employment. One site operation with real estate and building included. Cash flow over \$100,000; cash preferred.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. 20006 1725 K Street, N.W. (202) 331-9270	CHICAGO 60601 333 N. Michigan Ave. (312) 346-6460	ATLANTA 30361 400 Colony Square Suite 510 (404) 892-4655	BEVERLY HILLS 90212 9465 Wilshire Blvd. (213) 274-8151
---	--	--	---

75-14

All six applicants to share operation of WNJR Newark

The FCC review board has denied the application of WNJR Radio Co. to continue as interim operator of the facilities of WNJR(AM) Newark, N.J., and has authorized 1430 Associates to take over.

1430 Associates was proposed by Sound Radio Inc. and allows all or any of the six competing applicants for regular authority to share the rights and liabilities of WNJR.

WNJR Radio is comprised of three of the competitors: Gilbert Broadcasting Corp., Community Group for New Jersey Radio Inc. and Venture III Corp. The other applicants who have the option of joining 1430 Associates are Sound Radio Inc., Fidelity Voices Inc. and W.M.E.D. Associates Inc.

The review board said that all applicants were not being afforded an equal opportunity to participate, despite proposed management revisions by WNJR Radio.

Changing Hands

Announced

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

■ **KIEM-TV** Eureka, Calif.: Sold by California-Oregon Radio Co. (Wayne Vickers, Newton L. Steward, Paul Roberts and others) to Ingham Communications for \$400,000 cash plus assumption of liabilities of approximately \$300,000. (Purchase price previously was reported as \$400,000, subject to adjustments [BROADCASTING, May 12].) Seller has no other broadcast interests. Buyer is owned by Harvey Ingham III, Saratoga, Calif., communications consultant, and Richard Ingham, Florida businessman. Neither has other broadcast interests. KIEM-TV is CBS and NBC affiliate on ch. 3 with 100 kw visual and 20 kw aural and antenna 1,650 feet above average terrain. Broker: William A. Exline Inc.

■ **WINR(AM)** Binghamton, N.Y.: Sold by WUNI Inc. to WINR Broadcasting Inc. for \$472,500. Seller, Peggy Stone, also owns WMOB(AM) Mobile, Ala., and has interest in H/R Stone Inc., New York, station representative. Buyers, Robert E. Lessner (45%), Alford Lessner (45%) and Robert A. Outer (10%), own WSPK(FM) Poughkeepsie, N.Y. Lessner brothers also own WBNR(AM) Beacon, N.Y., and Mr. Outer is VP and sales manager there. WINR is on 680 khz with 1 kw day and 500 w night. Broker: Hamilton-Landis and Associates.

■ **KRRV(AM)** Sherman, Tex.: Sold by Grayson Radio Inc. to Sher-Den Communications Corp. for \$400,000 plus \$50,000 noncompetition covenant. Principals in seller are John H. and (wife) Madelyn O. Hicks, John H. Hicks III and Rodger B. Watkins. They have various interests in WTAW-AM-FM College Station, KLAR(AM) Laredo, KLVJ(AM)-KBPO(FM) Beaumont and KLUF(AM) Lufkin, all

Texas, and are applicants for a construction permit for KLUF(FM) Lufkin. Principal in buyer is Lon H. Williams (94%) who controls KIXS-AM-FM Killeen, Tex., and KLAW(FM) Lawton, Okla., and owns a Texas variety store chain. Sher-Den last week also purchased KSHN(FM) Sherman, subject to FCC approval (see below). It applied to change KRRV's call letters to KIKM. KRRV is full time on 910 khz with 1 kw.

■ **KSHN(FM)** Sherman, Tex.: Sold by Texas Airwaves Inc. to Sher-Den Communications Corp. for \$100,000. Sellers, Albert W. Brown (accountant) and his wife, have no other broadcast interests. Principal in buyer is Lon H. Williams (see KRRV(AM) Sherman, Tex., sale above.) Sher-Den Communications also has applied to change KSHN's call letters to KIKM-FM. KSHN is on 96.7 mhz with 3 kw and antenna 265 feet above average terrain.

■ **KTLO-AM-FM** Mountain Home, Ark.: Sold by Mountain Home Broadcasting Corp. to Bobby D. Knight, Randall J. Messick, Dr. John T. Ahrens and Dr. Robert C. Ahrens for \$400,000. Seller is owned 99% by Arvin Stricklen who has no other broadcast interests. Mr. Knight is announcer and salesman and Mr. Messick is announcer and engineer at KTLO-AM-FM. Dr. John T. Ahrens is Mountain Home dentist, and Dr. Robert C. Ahrens is Yellville, Ark., physician. KTLO is on 1240 khz with 1 kw day and 250 w night. KTLO-

FM is on 98.3 mhz with 1.40 kw and antenna 420 feet above average terrain.

■ **KARM(AM)** Fresno, Calif.: Sold by KARM, the George Harm Station to KACY Inc. for \$425,000 plus \$50,000 for non-competition and consultancy fee. Sellers, George R. Harm (50%) and Floyd H. Hyde, trustee of estate of Hattie Harm (50%), have sold other broadcast interest, KARM(FM), approved by FCC last week (see below). Principals in buyer, which owns KACY(AM) Port Hueneme, Calif., are Lincoln Dellar and wife Sylvia (85%) and Ronald C. Thompson (15%). Mr. and Mrs. Dellar also own KMEN(AM) San Bernardino, Calif. Mr. Thompson is executive VP of KACY Inc. and executive director of KMEN. KARM is full time of 1430 khz with 5 kw.

■ **WRDS(AM)** South Carlestown, W. Va.: Sold by Stone Broadcasting Co. to C.L.W. Broadcasters Inc. for \$125,000. Sellers, William D. Stone Sr. and William D. Stone Jr., have interests in meat packing and two-way paging firms. Buyer, religious broadcasting consultant and program supplying firm, is wholly owned subsidiary of A.M.G. International, nonprofit international missionary organization that supplies religious programs to radio stations in U.S. and abroad. WRDS is first of six radio stations that A.M.G. says it plans to acquire. WRDS is daytime on 1410 khz with 1 kw. Broker: Cecil L. Richards Inc.

■ **WWTX(FM)** Corinth, Miss.: Sold by

FIRST TIME OFFERING EAST COAST AM/FM

Absentee-Owner —
Growing Resort Market
Price: \$650,000

Contact: Roger Gardner, Washington Office

Hamilton-Landis & Associates
INC.

America's most dynamic and experienced media brokers.

WASHINGTON, D.C.: 1730 K Street, N.W., 20006 (202) 393-3456

CHICAGO: 1429 Tribune Tower 60611 (312) 337-2754

DALLAS: 6060 No. Central Expressway, 75206 (214) 691-2345

SAN FRANCISCO: 111 Sutter Street, 94104 (415) 392-5671

Brokers of Newspaper, Radio, CATV & TV Properties

Radio Corinth to E.C. Holtsford for \$90,000. Seller is owned equally by Dr. Elbert A. White III, local pediatrician, and Charles Week, local electronics engineer and television and radio store owner. Mr. Holtsford owns a luka, Miss., boat storage and docking service. WWTX is on 95.3 mhz with 3 kw and antenna 210 feet above average terrain. Broker: Cecil L. Richards Inc.

Approved

Sales approved by the FCC last week include:

■ KARM(FM) Fresno, Calif.: Sold by KARM, the George Harm Station to Lake Enterprises Inc. for \$290,000. Seller sold KARM(AM) Fresno to KACY Inc. last week (see above). Principals in buyer of FM station are Walter B. Lake (55%), Joseph B. and Albert J. Allegretti (25% together), Louis H. Kornik (15%) and Tal Jonz (5%). All, except Mr. Jonz, have interest in KFRE(AM) Fresno, of which Mr. Jonz is general manager. KARM(FM) is on 101.9 mhz with 1.8 kw and antenna 1,870 feet above average terrain.

■ Other sales approved by the FCC last week include: KDEO(AM) El Cajon, Calif.; WHNB-TV New Britain, Conn.; KBOW-AM-FM Butte, Mont.; WZID(FM) Manchester, N.H.; WKTA(FM) McKenzie, Tenn.; WRGM(AM) Richmond, Va., and WDSM(AM) Superior, Wis. See pages 55 and 56 for details.



The best soft music sound
in Bethlehem, PA
starts with the new
AEL FM-20E Exciter

Just ask Art Holt, WEZV

AEL stereo transmitters always
send the very best.
FM: 2,500, 15,000, 25,000,
50,000 watts.
AM: 5,000, 10,000, 50,000 watts.



Call or Write:

AMERICAN ELECTRONIC LABORATORIES, INC.
P.O. Box 552, Lansdale, PA 19446
Tel: 215/822-2929 • TWX: 510/661-4976

Programing

It's show and tell during workshop on children's TV

**Program screenings and exhortations
featured at two-day NAB convocation,
but organizer regrets attendance
of fewer broadcasters than expected**

What do *B.J.'s Gigglesnort Hotel*, *The Clown Who Lost His Smile*, the *Cozmics*, *Dusty's Treehouse*, *Jabberwocky* and *Uncle Al* have in common? With names like those what else can they be but children's television shows? They and many others were shown as part of the National Association of Broadcasters' workshop on children's television last Monday and Tuesday in Washington.

For two days 356 television broadcasters, performers, advertisers, government officials, researchers and concerned citizens talked about children's shows, a category of television programming they would like to see enlarged. There was no shortage of cheerleaders for improving children's TV at the occasion and chief among them were FCC Chairman Richard Wiley and Robert Keeshan (better known as Captain Kangaroo), the two luncheon speakers.

The key word heard throughout the

program was "commitment." "It [commitment] will not arise naturally or necessarily out of the profit motive," Chairman Wiley said, "nor can it realistically be developed through any act of government rules and regulations." Rather, better programing for the child should be ingrained in the corporate conscience, he said, and shared by both production personnel and general management.

"I believe that the people of this country have a right to expect programing which is responsive to the requirements of various groups which make up the community," said Mr. Wiley, "including the varied needs and interests of our junior citizens."

Mr. Wiley said the government's role in children's programing should be "quite limited" because the FCC does not have the "requisite professional, creative and financial resources to develop good children's programing." And, he added, FCC involvement in programing decisions would be unconstitutional.

But because the FCC has a mandate to insure that broadcasters serve the public interest, it has adopted children's television guidelines which Mr. Wiley said he believes strike the proper balance between the public's right to quality programing and the broadcaster's right of free expression.

Briefly, the guidelines say that TV stations should provide a "reasonable amount" of educational or informative



Prime movers. Some of the men behind last week's children's programing conference: (top) Robert Gordon, vice president and general manager of WCPO-TV Cincinnati, and chairman of the conference; (bottom, l-r) Robert M. Bennett, vice president and general manager of WCVB-TV Neddham, Mass. and Charles A. Batson, president of Cosmos Broadcasting Corp., Columbia, S.C., members of the NAB children's TV committee, and Roger B. Fransecky, program chairman for the conference and director of the University of Cincinnati's Media Center.

A NEW RADIO SPECTACULAR FROM WATERMARK



6 Hours of Fun, Sun and Rock and Roll in the Golden State

Now, a new audio adventure saluting the free-wheeling rock and roll life style that made the splash heard 'round the world. **THE CALIFORNIA SPECIAL** covers the great Southern California hits from 1960 through 1975 . . . all the unforgettable surf songs, car songs and girl songs. Along for the ride: the rock celebrities who made the music . . . like Brian Wilson, Mike Love, Jan Berry, Dean Torrance, Cher, Michelle Phillips, Rick Nelson, David Cassidy, Neil Young, Seals and Crofts, Lou Adler, Jimmy Webb, Alice Cooper, Cheech and Chong . . . interviewed in action, on location, all over the world. And every step of the way, we track the all-time California supergroup, The Beachboys. There's more to the incredible **CALIFORNIA SPECIAL** story — and it's yours to see and hear . . . free . . . in the complete presentation package. Send in the coupon and we'll have a gift-wrapped box of good vibrations on your desk in 10 days.

Produced & Directed by Ron Jacobs
Written by Jerry Hopkins
Narrated by John Stewart
Original Music by Rick Kells
Researched by John Gibson
Executive Producer Tom Rounds

THE CALIFORNIA SPECIAL
Watermark, Inc.
10700 Ventura Blvd.
No. Hollywood, Calif. 91604
(213) 980-9490

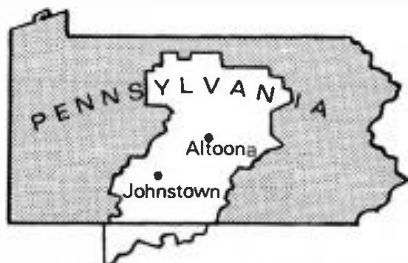
THE CALIFORNIA SPECIAL sounds like The programming and sales blockbuster for the summer of '75 . . . and beyond. Please send free brochure, demo tape, price and market exclusivity info.

Name _____ Title _____
Call Letters _____ Address _____
City _____ State _____ Zip _____

THE CALIFORNIA SPECIAL: 6 hours of great radio, including 72 commercial or news minutes. Delivered on compatible stereo LP's by WATERMARK, makers of THE ELVIS PRESLEY STORY, AMERICAN TOP 40 and AMERICAN COUNTRY COUNTDOWN.

© 1975 WATERMARK, INC.

PENNSYLVANIA ONLY ONE WAY TO THE BIG MIDDLE



**JOHNSTOWN-ALTOONA ADI
WITH MORE THAN
2.59BILLION DOLLARS***

**AND IN THE JOHNSTOWN - ALTOONA
MARKET WJAC-TV IS No.1** IN**

TOTAL TV HOMES
TOTAL WOMEN
TOTAL WOMEN 18-34
TOTAL WOMEN 18-49
TOTAL MEN



*SRDS 4/74 Consumer Spendable Income

**Johnstown-Altoona, F/M 1974 ARB & NSI,
Sunday -- Saturday 9 A.M. -- Midnight

Data Subject To Qualifications In Reports

Represented Nationally by
HARRINGTON, RIGHTER and PARSONS



Wiley

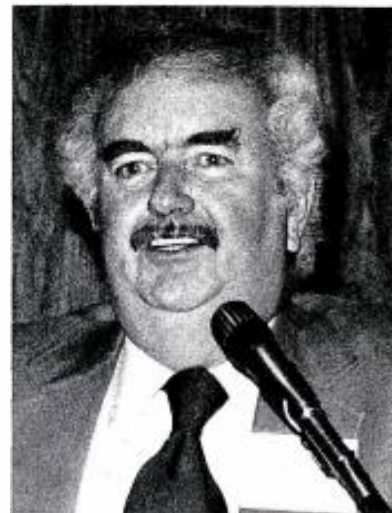
programs for children, including preschoolers, not to be confined to weekends; that stations should comply with the NAB and Association of Independent Television Stations commercial time standards, and that a clear separation should be made between advertising and programming.

Mr. Keeshan told the broadcasters if they do not work to improve children's programming "we are going to have regulation." As did Mr. Wiley, he said broadcasters should think of children's programming—like news and community affairs programming—as part of the public interest programming broadcasters are obligated to present. He said broadcasters should stop relating the children's show's worth to its income. What is more important than making money, he said, is serving the "large, nonvocal minority audience" that children constitute.

Mr. Keeshan said television has a greater influence on children than any other element in the home, and that broadcasters can "change the face of the earth" if they improve programs for children. "You cannot afford not to do quality children's programming," he said. He attacked stations that compete with educational programs by scheduling opposite them "Bugs Bunny or those hard rock cartoons." "That's the kind of thing we've got to stop," he said.

In a closing address to the workshop, George Heinemann, NBC vice president for children's programs, agreed with Mr. Keeshan, in a way. Children's shows should be educational, he said, but he placed the emphasis on entertainment. He said the broadcaster will have made "a huge contribution" if he has succeeded in arousing the child's interest in learning about a subject. But broadcasters should never forget, he said, that they are in the entertainment and commercial business. "That's nothing I'm ashamed of... I feel good about it. We're in the business of making programs to sell, to make profits," he said.

Whereas Mr. Wiley talked of television living up to "its potential as a teacher," Mr. Heinemann concluded, "Leave the



Keeshan

teaching to the teachers." He said some people talk of TV's ability to change the world, but if children's programming is not entertaining, no one will watch, and "you can't change anybody if nobody's watching."

Mr. Heinemann also brought up the subject of violence on children's TV, saying that simply moving violent scenes off screen and leaving them to the children's imagination can be more dangerous than showing them. He said there should not be violence that is unmotivated, but where it is motivated by the action, it should be left in the program.

The two-day seminar was programed tightly with panel discussions on research, advertising and government regulation in children's programming and advertising. There were also nearly six hours of screenings and workshops on the mechanics of producing and scheduling children's programs. For some people, the program was too tight, with too many monologues and not enough dialogue. Robert Gordon, of WCOP-TV Cincinnati, chairman of NAB's children's television committee, was one who wished there had been more time for interchange between panelists and audience. And he indicated he was disappointed that more station program directors and general managers had not attended. Mr. Gordon said in an interview the people he wants to reach are the station managers who are doing little more for children than showing cartoons. Yet they were not present, he said. Dr. Harold Niven, NAB vice president for planning and development and assistant to NAB President Vincent Wasilewski, reported that of the 356 total registrants, 50 were general managers, 120 were program directors and 40 were producers. In all he estimated from 150 to 175 stations were represented. Mr. Heinemann pointed out however, that that's only half as many stations as there are NBC affiliates.

The program chairman for the conference was Dr. Roger B. Fransecky, director of the University of Cincinnati's media center. Members of Mr. Gordon's committee include Charles Batson of Cos-



Discussing government regulation in children's programming were (l to r) J. Thomas Rosch, director of the FTC's Consumer Protection Bureau; John Summers, NAB general counsel; Lawrence Secrest, administrative assistant to the FCC chairman; Jerome Lansner, assistant director of the NAB Code Authority, and Donald P. Zeifang, NAB vice president for government relations.



Discussing children's research were (l to r): Dr. Mariann Winick, associate professor of education at Lehman College, City University of New York; Dr. Jerome Kernan, professor of behavioral analysis at the University of Cincinnati; Dr. Joseph Klapper, director of CBS's Office of Social Research, and Dr. Langbourne Rust, Attribute Research Service, Briarcliffe, N.Y.



Participants in a show-and-tell workshop on children's news programming were (l to r) Paul Hughes, vice president and general manager of WTEN-TV Albany, N.Y.; Paul Jensen, manager of KOLN-TV Lincoln, Neb.; Christina Metcalfe, producer of *Kidswatch* on KRON-TV San Francisco; David Beddow, program manager, KDKA-TV Pittsburgh, which produces *We, Our, Ours, Us*, and Robert Guy, program manager of KING-TV Seattle.



"The condition of children's advertising" was scrutinized by (l to r) Fletcher C. Waller Jr., director of business development and market planning for the Craft, Game and Toy Group, General Mills; Seymour Banks, vice president, Leo Burnett; Eddie Smardan, vice president of media, Ogilvy & Mather; Emilie Griffin of the Council of Better Business Bureaus' Children's Review Unit, and Archa O. Knowlton, director of media services, General Foods.

mos Broadcasting Corp., Columbia, S.C.; Robert Bennett of WCVB-TV Needham, Mass., and Mr. Heinemann. The conference is the first that has been organized and executed under NAB sponsorship. It follows a similar gathering two years ago in Cincinnati. Both were initiated by Mr. Gordon.

Invitations to the conference were confined to the children's broadcasting community and government, although two outsiders made their presence known through participation from the audience. One was Peggy Charren, president of Action for Children's Television. She told one reporter she "crashed" the program because as it was set up, members of the industry were just "talking to themselves."

Another critic in attendance was Robert Choate, chairman of the Council on Children, Media and Merchandising. Mr. Choate told a session on children's advertising that the definition of what is unfair in children's advertising should be studied from the child's perspective and further that certain ads not aimed at the child should be banned from all shows children watch, not just on Saturday mornings. He said: "We believe the definition of a children's ad is one that a lot of children see on TV." He said Saturday morning programming accounts for only 10% of all the shows "a lot" of children watch. Mr. Choate has filed petitions with both the Federal Trade Commission and the FCC seeking protection for children from ads he considers harmful.

But Mr. Choate commended the broadcasters for last week's "excellent meeting," and suggested they plan more like it. Andrew Ockershausen of the Evening

the new **MCMARTIN / BA-1K** 1000/500/250 watt AM

BA 1K-the perfect transmitter for
your new AM station or
updating your existing operation

•
FCC TYPE ACCEPTED

•
unique interior accessibility front
and rear

•
all solid state except for four
4-500A power tubes

•
125% positive peak capability

•
pushbutton Hi-Lo power operation

•
full remote control/metering
capability

•
power driven vacuum variable
tuning/loading controls

•
built-in dummy load

•
from the "FULL-CHOICE" line



transmitters

McMartin.

McMartin Industries, Inc. 4500 South 76th Street, Omaha, Nebraska 68127 (402) 331-2000

Star stations, chairman of the NAB joint board, at another point told the assembly he hopes he can convince the NAB board to continue the seminar every year.

The government representatives in a session on government regulation were complimentary of the broadcasters' efforts at self-regulation of children's programming and advertising. They included J. Thomas Rosch, director of the Bureau of Consumer Protection for the FTC, who said reform of children's advertising is moving in a direction "satisfactory to the commission." Specifically he meant progress in reducing premium advertising, eliminating selling by host or hero figures, eliminating commercials for vitamins and over-the-counter drugs in children's programs, banning ads for dangerous toys and other hazardous products, and providing audio as well as video disclaimers.

Mr. Rosch said the FTC is currently requesting bids to study the effect of the hero on children. It also has granted \$100,000 to the National Science Foundation for a more general study on the effect of advertising on children, he said.

Mr. Rosch said another major issue facing the FTC is what if anything to do about children's commercials outside children's prime time. He said currently "not enough evidence exists" to support outright bans of certain ads in these other times.

Mr. Rosch also offered the personal opinion that all regulation concerning children's advertising should be handled within one agency. As things stand, the FTC involves itself in the content of ads where they are found deceptive and the FCC has involved itself in commercial time standards.

Also appearing on the regulation panel was Lawrence Secrest, administrative assistant to the FCC chairman. He outlined the FCC's children's television policy report of last November.

Jerome Lansner, assistant director of the NAB Code Authority, traced the history of the industry's efforts at self-regulation in the children's programming area and concluded: "Self-regulation has responded positively and reasonably to public interest issues" and "will continue to expand in coming years." He also said "broadcast self-regulation is second to none."

NAB's general counsel, John Summers, also a panelist, attacked a report by the Poison Control Center of the Department of Health, Education and Welfare linking over-the-counter drug commercials with cases of poisoning. Mr. Summers said "this is a bad rap for TV." He said children eat things like aspirin, Contac and Preparation H because they look like candy, not because they see them on TV.

"The Condition of Children's Advertising" was the subject of another panel whose participants included Dr. Seymour Banks, vice president of the Leo Burnett Co.; Mrs. Emilie Griffin of the Council of Better Business Bureaus' Children's Review Unit; Archa Knowlton, media services director for General Foods Corp.;

Eddie Smardan, media vice president for Ogilvy & Mather, and Fletcher Waller Jr. of the General Foods Fun Group Inc.

Dr. Banks attacked critics of children's advertising, singling out Mr. Choate, for basing their arguments on wrong information. He said Mr. Choate has overestimated the amount of money spent on children's ads and the amount of time children spend watching television. He produced figures he said demonstrated that network revenues from children's programs in 1973 and 1974 declined from those in 1971 and 1972. And he said the evidence shows that the NAB Code Authority is "anything but an automatic rubber stamp" of ads it screens.

Mr. Waller complained that to avoid controversy, the NAB Code Authority has been interpreting the NAB toy ad guidelines too literally. This "formula editing," as he termed it, results in sometimes silly demands for copy changes, added expense and unnecessary delay in getting an ad on the air, which Mr. Waller said is "making a mockery" of the self-regulatory process. He suggested that the Code Authority be staffed with more editors who have "mature, seasoned judgment," and that the NAB TV board involve itself more deeply in Code Authority activities. He also suggested adoption of a four-point policy statement providing: (1) that there be a single set of

LOOKING FOR A PRIME A

Then you're looking for

**LORNE GREENE'S
LAST OF THE WILD**

- ★ Just renewed by General Electric Major Appliances for second 52 weeks!
- ★ Just renewed by CBS O & O's in New York, Los Angeles and Philadelphia for second 52 weeks!
- ★ #1 New Wildlife Show of the 1974-75 season!
- ★ #1 New Barter Show of the 1974-75 season!
- ★ Now available for 1975-76 season!

**Could your station use a
little more success in access?**

**Produced by Heritage Enterte
Distributed by Y&R Ventu
285 Madison Avenue, New York,**

children's advertising guidelines, not different sets for different products, (2) that broadcasters be responsible for insuring that commercials comply with the guideline before airing them, (3) that the Code Authority and the National Advertising Division of the Council of Better Business Bureaus coordinate their activities and (4) that broadcasters and advertisers collaborate on working out a formula for children's advertising.

Mr. Smardan told the gathering that broadcasters' main concern about children's programing, sadly, is how to make it profitable. That attitude will not bring about improved program quality, he said, adding "quality and large audiences

of kids don't necessarily go together." He said good children's programs are going to be built by good program departments, "not by sales departments." He suggested that local markets that do not have enough money and talent to compete with network children's shows might band together to produce alternatives.

Mr. Knowlton said General Foods' offer of two years ago to review new children's offerings with the idea of supporting them still stands. He said General Mills has supported half of the shows it has seen in the past two years, but not as many have been submitted as he had hoped. He said General Mills looks for programs with pro-social qualities and ability to reach the

children's audience.

Another panel studied research being done in the field of children's TV and featured Dr. Keith Mielke, professor in the Institute for Communications Research at Indiana University; Dr. Joseph Klapper, director of CBS's Office of Social Research; Dr. Langbourne Rust of Attribute Research Service, Briarcliffe, N.Y.; Dr. Jerome Kernan, professor of behavior analysis at the University of Cincinnati, and Dr. Mariann Winick, associate professor of education at Lehman College, City University of New York.

Dr. Klapper summarized a CBS study of children's reactions to its Saturday morning *Harlem Globetrotters Popcorn Machine* program. The technique for the survey, he said, was to send interviewers out on four Saturday mornings in the fall of 1974 to find out from children who had seen the program in their own homes which if any pro-social messages they had received. Talking to 680 children each time in several cities, the interviewers offered no hints, but allowed the children to talk about the program's messages in their own terms. Dr. Klapper said the study found that on the average 87% of the children interviewed received at least one of the intended messages.

Dr. Rust described a study of NBC's *GO* program in which he analyzed several programs by watching children watch the shows. Studying the children in groups of 10 and counting the number watching the show during each minute, he charted an attention rating for each element of the programs. His conclusion: Attention is greatest for scenes with action, surprise, emotional focus and commands from the performers. He said attention was low during abstract monologues, when the sound track did not relate to the activity and when the characters were poorly established.

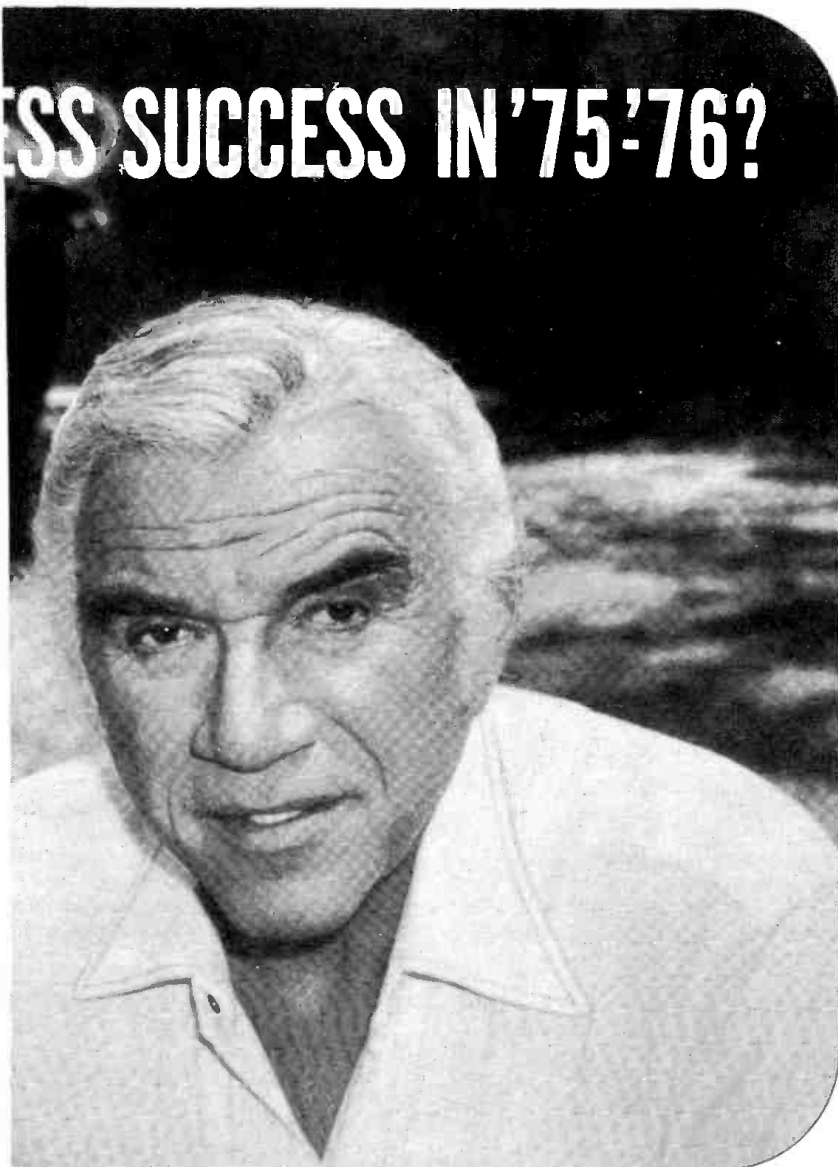
Dr. Kernan discussed the question, "How can a local station apply research to locally produced children's shows?" His response was "very carefully." The first thing to remember, he said, is that children do not give the same kinds of answers to questions as do adults. They tend to be more literal and candid, he said.

ABC affiliates get added input on fall

**Stations will get extra time at 11;
no word yet on mid-evening news;
Dr. Kiley to make a church call**

ABC-TV affiliates were assured of additional station-break time during a closed meeting with network officials near the wind-up of their annual convention 10 days ago (BROADCASTING, June 22).

They were told that their 11 p.m. NYT breaks not only would be lengthened from 33 seconds to 63 seconds but would also be timed to end exactly at 11 p.m. instead of a little after, so that they could start



**es, Inc.
Inc.
0017**

CONTACT:

**John H. White
212-953-2936
Steve Lazarus
212-953-2938**

QUALITY TALKS FOR KGMC

Englewood, Colorado



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

Continental 
Electronics

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

Is your news program good enough to be No. 1?

If so, we can help put it there. We're now providing our services for two of the top-rated news programs in the U.S.

And we're about to put several new clients in major markets all over the country in the same spot.

We do it with an effective and proven program of selling your news to viewers. A program that combines thorough analysis and definition of your problems, strategic positioning and damn, good creative work.

A program so powerful your competition won't know what hit them.

If you'd like to learn more, give Mike Davis a call now at 215-667-0787.

It could be the best move your news show ever made. Straight to the top.

New York

Film & Videotape Communications, Inc.
450 North Narberth Avenue
Narberth, Pennsylvania 19072

their 11 o'clock newscasts at exactly the same time as NBC-TV affiliates. In addition, they were told that when the ABC movies run short, the 63-second breaks will be lengthened to 93 seconds.

Network officials also reported that they had not decided whether to introduce one-minute news summaries in mid-evening, similar to those planned by NBC-TV in an extension of CBS-TV's *Bicentennial Minutes* concept, but that the idea seems desirable and will be explored. Affiliates tended to take this to mean that mid-evening news minutes will be introduced.

In another session, the ABC affiliates were assured they would get a prime-time wedding during this fall's ratings sweeps. No doubt mindful of the ratings bonanza that *Rhoda's* wedding produced for CBS last fall, ABC-TV officials said Dr. Kiley on *Marcus Welby* will acquire a love interest this fall and be married "in early November."

ABC authorities meanwhile reported that they have no plans to delay their network feeds so that stations in the central time zone will receive programs at the same clock hours as stations in the East. They said it would not be "practical" for ABC alone to do it and that, in any case, Midwest affiliates were themselves not agreed on its desirability.

They also said the commercial format for coverage of the 1976 summer and winter Olympic games has not been completed, but indicated that affiliates will receive "about the same" as they did in the 1972 coverage.

Another shoe falls in NBC programing; Larry White to go his own company way

Antonowsky will be VP-programing

NBC-TV, continuing a reorganization of its programing department that started last month with Mike Weinblatt's appointment as executive vice president of the network, announced Wednesday (June 4) that Marvin Antonowsky will replace Lawrence R. White as vice president-programing.

After coming up with one of its highest-rated prime-time schedules ever last fall, a line-up that pushed it into a virtual tie with leader CBS through December, NBC stumbled a bit during the second-season: All five of the shows it introduced ended up as ratings duds (*The Smothers Brothers Show*, *The Mac Davis Show*, *Archer*, *Sunshine* and *The Bob Crane Show*).

For the last five months, Mr. Antonowsky has served as NBC's vice president-program operations and advertising, a post that made him responsible for specials, late-night shows, East Coast program development and network advertising and promotion. He says he'll continue to be based in New York but will spend a lot more time on the West Coast dealing

with the production houses that supply most of the programing that appears on the network.

Mr. White said last Wednesday (June 4) that he's leaving NBC "with two-plus years still left on my contract" to form his own TV-production company. He'll remain on the West Coast. He denied the rumors circulating last week that his company would sign an exclusive distribution contract with Paramount Television. "I've talked to a lot of major studios in recent weeks," he said, "but I may not affiliate with any of them."

Mr. White owned his own production company back in the 1960's but "mortgages and family considerations" forced him to seek the security of a weekly paycheck as a vice president with NBC. He's leaving NBC now, he says, while "I still have the enthusiasm and the energy" for heading a production company of his own.

Tough line on talent hold-outs

**CBS will go to the wall on
increases to performers who
aren't worth it, says Wood**

CBS-TV President Robert Wood last week indicated that the network is fed up with TV-show performers who hold out for more money than contracted for. In a hard-nosed speech to the Hollywood Radio and Television Society, he said CBS would no longer subsidize studio bonus payments to performers who are holding out for increases if the network or the studio feel the increase is not justified.

In fact, Mr. Wood said, if necessary CBS will "drop a regular from the cast of a series, or start a new season with re-runs or even go as far as to substitute a different program series at the last minute—concurrently, of course, while we pursue those legal opportunities open to us."

In making these observations, Mr. Wood used two illustrations but he declined to identify whom he had in mind. In one case, he said, there is the "new television actor [who] signs a contract for \$3,000 an episode. In his second season his contract calls for \$3,750. Yet he demands \$15,000—pay or no play." In his second illustration, Mr. Wood mentioned "a performer wants his salary adjusted and we end up doing so. Then, before the ink is hardly dry, he's back again pound ing the table for still another increase. Again, pay or no play."

Reports circulating in Hollywood indicate that producers are facing contract-adjustment claims from Valerie Harper of *Rhoda*, Ralph Waite of *The Waltons*, John Amos of *Good Times*, and Wayne Rogers of *M.A.S.H.*, among the CBS shows. The shows are all scheduled for inclusion in the CBS 1975-76 season with production set to begin this month.

Mr. Wood remarked: "The notion that

a contract, the most fundamental of all precepts of a property right, is just a scrap of paper to be torn up . . . is nothing less than a contagion sweeping through the profession . . ." This attitude, Mr. Wood went on, affects the interests, the income and the future of other talent—actors, writers, directors, and craft union workers. "The situation," he said, "has reached the flash point."

At one point, Mr. Wood alluded to the complaints last year from TV producers that they were not getting sufficient payment from the networks for the series they produce. He said that CBS already has redrafted contracts to make them more equitable and fair. But he said, in many instances these additional funds have not gone to the producer, but have been passed on to someone else, presumably to talent.

Short options for summertime

Variety replacements will be fast in, fast out on networks

The short-term variety series will be the dominant format among the summer-replacement shows on the three networks.

ABC-TV, for example, will pre-empt *Baretta* (Wednesday, 10-11 p.m., NYT) for six weeks beginning July 30 with *The Jim Stafford Show*. Mr. Stafford, whom ABC calls a "singer-musician-composer-humorist," is probably best known for his hit single *My Girl Bill*. Executive producers of the series are Phil Gerhard and Tony Scotti and the production company is Stafford Entertainment Inc./Fours Company.

ABC will also give over four Saturday nights beginning July 12 (8-9 p.m., replacing *Kung Fu*) to a stock company of 14 "zanies, impressionists, stuntpeople, singers and dancers" in a series called *Keep On Truckin'*. The head writers/co-producers are John Aylesworth and Frank Peppiatt, under the aegis of Fun House Productions. ABC's third new summer series is *Almost Anything Goes*, which pre-empts *Barney Miller* and *The Texas Wheelers* for five weeks beginning Aug. 7 (8-9 p.m.). The format takes teams from different American cities and pits them against each other in "obstacle courses of epic proportions" constructed in "outdoor locations of stadium size." It's a joint venture involving the Robert Stigwood Organization, Bob Banner Associates and the Wolper Organization. In addition, ABC will play off six unaired episodes of last fall's quickly canceled *The Texas Wheelers* from June 26 through Aug. 1 (8:30-9 p.m., replacing *Karen*). MTM Enterprises is the production house.

CBS is coming up with three new summer variety hours. Beginning Sunday, July 6, the network will replace *Cher* (7:30-8:30 p.m.) with two consecutive four-week series. The first, *Joey and Dad*, features the singer Joey Heatherton and

her father, Ray, a TV personality, in a musical comedy format. Alan Blye and Bob Einstein are the executive producers. The second, *The Manhattan Transfer*, replaces *Joey and Dad* on Aug. 10. The Manhattan Transfer is a singing group made up of Tim Hauser, Laurel Masse, Alan Paul and Janis Siegel. They'll also do comedy on the series, CBS says. Monte Kay and Aaron Russo are the executive producers.

As previously announced (BROADCASTING, May 19), *The Dick Cavett Show* will run on CBS for four weeks in *The Carol Burnett Show* time slot beginning Saturday, Aug. 16 (10-11 p.m.), following the

six-part mini-series *Moses—the Lawgiver*, starring Burt Lancaster.

NBC has two summer variety series in the works. The first, *Gladys Knight and the Pips*, replaces *Sunshine* and *The Bob Crane Show* for four weeks beginning Thursday, July 10 (8-9 p.m.). The singing group will be guided in the series by the producer Bob Henry (*The Flip Wilson Show*). Gladys Knight will be replaced on Aug. 7 for another four weeks by *The Ben Vereen Show*. Mr. Vereen is the performer who won a Tony Award as best actor in a musical for his role in "Pippin." His co-producers on the series will be Gene McAvo and Jaime Rogers.

"Hazards of Everyday Life"

A Public Service Series for Radio

Your station's listeners face many threats to their physical and financial well-being. The State Farm Insurance Companies have produced a series of 13 public-service programs—each 3½ minutes long—on some of the more universal hazards. The subjects include:

The Drunk Driver.
Boobytraps Along our Highways.
The Arson Epidemic.
Your Car's Deadly Fuel Tank.
Protect Yourself Against Burglary.
Auto Theft.
Safe Pleasure Boating.
Escaping from a Burning House.
No-Fault Auto Insurance.
What to Do After a Fire.
Inflation and Your Homeowners Insurance.
Young Drivers.
The Right to Drive.

These programs are non-commercial. They are designed to inform your listeners—not advertise State Farm.

For free tapes and scripts, return the coupon below or call us collect at 309-662-2625.

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



Please send me your public service series *Hazards of Everyday Life*. I understand there is no charge.

Name _____

Station _____

Address _____
(no P.O. box numbers, please)

City _____ State _____ Zip _____

Room for 10 to 20 times as many TV signals? Report to FCC says it's possible

Engineer who developed the directional antenna takes long look down the TV road—at behest of commission's chief engineer—and sees much new technology on horizon

There is a brave new world of television technology out there, about 10 years down the road. It will probably be accompanied by major changes in the business. And it would require reasonably good economic conditions as well as an FCC alert to its responsibilities. It would be a world of high-resolution pictures, big screens and highly efficient use of the spectrum.

Such a world—or at least potential world—of television a decade or so ahead is described by Dr. Raymond R. Wilmotte in a three-volume study, "Technological Boundaries of Television," that was prepared on order for the FCC's Office of Chief Engineer.

Dr. Wilmotte's contributions to telecommunications technology range from the construction in 1932 of the first directional antenna for protecting the service of one station from the interference of another to serving as program manager for the first communications satellite for the National Aeronautics and Space Administration. For his report to the FCC, he spent two years reviewing information available on developing television technology. The result, he says in the report, is not a compilation of "visionary blue-sky concepts" but of advances that have "at least reached an advanced state in the laboratory."

The report looks to the development of smaller, solid-state, more reliable cameras that are less costly than today's and that will be designed for 1,000 scan lines, possibly more, rather than the present 525 standard; automatic transmitters; video transmission of messages, charts or pictures that a viewer with the necessary equipment can "snatch" for viewing for as long as he desires; large flat screens displaying high-resolution pictures at a price within the range of upper-middle-income families (he discusses 4 ft. x 6 ft. screens available today for \$2,700), and the television disc with its low-production cost for home use.

But the advance Dr. Wilmotte believes will have the greatest impact on the application of television and the allocation of spectrum space to that service is bandwidth compression. He talks of the work of Robert Stone of General Electric's Valley Forge Space Center in developing a

very narrow band TV system—one that is one quarter the width of present television bands—but speaks of it with more confidence in its application to entertainment than does the inventor himself. Mr. Stone sees his invention as being applicable only to institutional needs, because of defects in picture quality. However, Dr. Wilmotte says that, if more money and time were spent on the idea's development, he would be surprised if the present picture defects were not eliminated for all practical purposes.

"I would be further surprised," he adds, "if the bandwidth could not be compressed to somewhere between 1/10th and 1/20th of the present broadcast bandwidth for a sharpness of picture equal to that of present television broadcast. Advances along these lines would open the door to the production of systems with large screens of considerable sharpness."

Such advances would also permit, technologically, at least, either the establishment of far more television stations than the spectrum can now accommodate, or the same number in far less space, which would make possible the reallocation of spectrum now reserved for television to other uses.

Dr. Wilmotte says he makes his prediction in spite of the "conservative opinion" of Mr. Stone and G.E. But he adds that even if his prediction does not prove out, "the results already achieved are sufficient warning that technology can provide much more spectrum space than had been expected; in fact, it may be possible to make available adequate spectrum space for a long time to come."

Dr. Wilmotte feels that television technology is being developed at a satisfactory pace. He needs reassurance on only two factors—the economic status of the nation and "the actions of the FCC in view of its responsibility and authority to develop efficient use of the spectrum, to stimulate the evolution of telecommunication and to overview a fair delivery of the services television can render society."

Common Carrier Bureau expects logjam of earth station applications

Possible change of priorities due at commission if influx of new requests are to be processed

The FCC will confront this week the kind of issue officials say may require the commissioners to "bite the bullet." Common Carrier Bureau Chief Walter Hinchman says the bureau is desperately in need of manpower, and the only apparent source of relief is other bureaus. So the question is whether the commission will reorder the priorities it has set for its various bureaus.

One of the problems confronting the

Common Carrier Bureau, but not the only one, is the need to gear up to handle an expected heavy influx of applications for earth stations to tie into domestic communications satellite systems. Mr. Hinchman last week said the bureau needs a mass-production organization, but is equipped only with a "custom-tailoring" operation. The principal proposal up for discussion by the commission looks to strengthening the bureau with the addition of 23 new positions to be taken from the 91 new ones the commission expects to be provided in its appropriation for fiscal year 1976 which has not yet been approved by Congress.

The Common Carrier Bureau, which now has some 225 employees, is due to gain only a few new positions under the 1976 budget, as it went to Congress. It had expected to reabsorb a task force of some 35 employees now working on the AT&T rate case. However, AT&T in January filed a major new case raising a number of new issues, which will require the task force to remain in being for about another year.

The earth station application crunch is expected to be caused by the growing use of domestic communications satellites by pay cable, educational broadcasting and even conventional broadcasting. The Corporation for Public Broadcasting is planning on 160 earth stations, and Teleprompter Corp. last week announced plans for a pay cable system that would require 24 stations. United Artists-Columbia, and American Television Communications are also planning satellite-connected pay cable operations that will require earth stations. These are in addition to some 30 applications already on file; most were filed by RCA for use in connection with its domestic system.

The bureau is not new to the processing of applications for earth stations for use with domestic communications satellites. Since September 1973, some 45 have been granted for stations to be used in connection with systems now being established. However, the commission had been receiving applications for systems since late 1970, when Western Union filed the first one.

Bureau Chief Walter Hinchman believes that six to eight new staffers would help ease the crunch the new earth station applications are expected to cause. At present, 15 individuals are responsible for domestic and international satellites and each stations and cables. With another six to eight, Mr. Hinchman said last week, a processing line could be established that would dispose of domestic earth station applications in 60 to 90 days—barring complications, such as competing applications or difficult policy questions.

However, additional personnel is not all the bureau staffers feel is needed to expedite processing. They say there is a need for rules and policies spelling out the kind of showing applicants for different kinds of earth stations must make to meet commission standards. At the moment, they say, such guidance is lacking.

New and ruggedized. Ampex Corp., Redwood City, Calif., announces new, modular broadcast color-TV camera for studio or remote location use. BCC-1, which is being demonstrated for the first time at the International Television Symposium and Technical Exhibit at Montreux, Switzerland, features precision machined cast aluminum case that is weather resistant and light-proof, as well as providing ease of maintenance. Price ranges from \$70,000 to \$107,000 depending on accessories. Deliveries begin in December. Lightweight version is BCC-2 hand-held color camera that is associated with portable VR-3000B battery-powered video-tape recorder/reproducer and TBC-900 digital time base corrector, all weighing less than 35 pounds. Price is about \$125,000.

For cameras. National Cine Equipment Corp., Island Park, N.Y., announces availability of TV 350 fluid-cam head for use with portable and small color-TV cameras. Pan-tilt head incorporates springless cam-type counterbalancing and will mount on all tripods and pedestals for cameras up to 50 pounds.

Fernseh West. Robert Bosch Corp. has signed agreement with Omega Associates, Hawthorne Calif., for latter to be prime distributor for Fernseh video cameras in Pacific states area. Company will also act as factory-authorized Fernseh service station.

No more boosters

The FCC last week decided to stop authorizing new UHF translator signal boosters as of July 11. However, the commission said it will allow license renewals of or changes in facilities of the nine boosters currently in operation. The commission cited its Broadcast Bureau's study that showed that no booster applications have been filed in nine years. The FCC said a conventional UHF translator can do the same job as a booster and does not have a booster's inherent interference potential.

Earth stations wanted. With phase one of a study on "the economy and desirability of a satellite interconnection system for public television" now complete (BROADCASTING, May 19), the Corporation for Public Broadcasting and the Public Broadcasting Service have invited bids for the construction of satellite ground terminals. Some 150 receive-only terminals are intended for a system to be fully outlined for the CPB and PBS boards this fall. Bid documents are available at PBS, 475 L'Enfant Plaza, S.W., Washington 20024, for a \$100 bidder's fee. The deadline for bids is July 11.

Advertising, government take their problems to AAF sessions

Engman explains FTC thinking about druggist advertising; White House's Baroody, Treasury's Simon make appeals; Bell, Giltitz stress goals that association is seeking

The American Advertising Federation heard both governmental praise for industry efforts at self-regulation and humble appeals for help in spreading word of government programs at its annual convention in Washington last week.

A traditional forum for Federal Trade Commission Chairman Lewis A. Engman's newsmaking, the AAF reacted favorably to his proposed trade regulation rules on prescription drug on prescription drug advertising (see page 42). Whereas last year the chairman drew fire for his recommendation to ban premium advertising to children (BROADCASTING, June 10, 1974), Mr. Engman was interrupted by applause during his June 2 luncheon address, in which he called for action to allow druggists "to make their own decisions about whether to advertise." The chairman said that opening the market for pharmacists' advertising of prescription drugs is a big step for the FTC and that several advertisers had noted that the legitimacy of the action, specifically the FTC's statutory authority in overriding state laws and regulations, has yet to be tested. By way of an olive branch, Mr. Engman said "Perhaps you have sometime regarded the FTC as the foe of the advertiser and, where falsity and deception are concerned, we are. But we are also believers in the value of accurate informational advertising to the proper functioning of our market system, and these proposed rules manifest that commitment."

The role of advertising as "a central pillar of the free market" system was also stressed by Secretary of the Treasury William E. Simon, who gave a general overview of the economy and made a "special appeal" to advertisers for "help in informing the American people of our economic challenges so that the message of free enterprise will ring unmistakably clear here in Washington."

Mr. Simon noted he is encouraged by the industry's voluntary regulatory efforts, adding "I believe that self-regulation is always to be preferred to government regulation." Dr. Jesse Werner, chairman and president of G.A.F. Corp., so spoke on the dangers of excessive government controls, saying he wished Secretary Simon were more typical of government in understanding business.

William Baroody, assistant to he Presi-

WCCO-TV Presents The Little Rascals in Minneapolis

"I am one of the few people left on our staff who can remember when The Little Rascals was not under contract. Since 1953 ... we never missed a renewal. Many sets of prints have been worn out, but not the audience."

—HARRY C. JONES
WCCO-TV, Minneapolis

#1 in its time period, both stripped and on its Sunday showcase.

#1 SUNDAY, 10-11 a.m.: with demographics reporting more Total Homes, Total Women, Women 18-49, Total Teens, Total Children and Children 6-11.

#1 MON.-FRI., 7-8 a.m.: with Total Homes, Total Teens, Total Children and Children 6-11. Tied for first place with the adult-oriented Today Show.

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

KING WORLD PRODUCTIONS, INC.

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



dent, asked advertisers to help spread the message of the nation's "invisible" energy crisis to the public. "Conservation, and the sacrifice that goes with it, doesn't lend itself to an easy sell. But any industry that can sell pantyhose using Joe Namath as a model shouldn't find any sales job too tough," he said. Mr. Baroody and AAF President Howard Bell exchanged assurances that a representative group of advertisers will meet with the Office of Liaison at the White House to discuss issues of specific concern to advertisers.

Asked whether President Ford will veto the Consumer Protection Agency bill, Mr. Baroody would only speculate that the President's view is clear on not proposing new spending programs this year and, in principle, Mr. Baroody assumes the "last thing consumers need to solve their problems is another federal agency."

Another emissary from the ranks of government, Representative Barbara Jordan (D-Tex.) spoke on the atmosphere of cynicism and doubt surrounding public officials, saying the televised impeachment hearings served to give the members personalities. "When the sunshine came in, we became pontifical—statesmen, instant Constitutional experts." But recalling "those nine no longer with us as a result of their performance," Rep. Jordan observed "the tube had its negative fallout, too."

Constance Newman, commissioner of the government's youngest regulatory agency, the Consumer Products Safety Commission, made an appeal to advertisers to use the commission's hazard pattern research and include safety as a product option. "You in the advertising world can help the commission to motivate people; seldom do you sell safety."

If the government types were anxious to register praise for the industry's self-policing attempts, the chairman of the National Advertising Review Board, James Parton, said he was surprised by the controversy over self-regulation to begin with. "The pendulum must swing between extremes" of government as the centralized control and authority and the current trend toward self-regulation. "We can take pride that our house is in pretty good order and that we are leaders in this wholesome trend," he said.

To inform the public of how the industry has been shaping up, a film produced by AAF's Advertising Educational Foundation "What does Advertising do for the Consumer?" is to be made available to ad clubs nationally with teacher's guides for showings to high-school students. Barton Cummings, chairman of the executive committee of Compton Advertising, New York, and former AAF chairman, introduced the film with an upbeat commentary, the point being that "the service advertising performs for the consumer is equal to that it performs for the advertiser."

Calling reports of AAF's financial plight "grossly exaggerated," President Howard Bell set the federation's goal, as seeking "to maintain a dialogue with government but to resist vigorously unnecessary and

unwarranted legislative and regulatory activities directed at advertising. Government activity affecting advertising is accelerating at the state and local levels, making this battleground increasingly critical." He later gave a status report on the FTC's food advertising rule, concluding "we believe consumer education programs are more effective and voluntary programs of business are more appropriate" than the affirmative disclosure requirements recommended in the FTC staff proposal.

Jonah Gitlitz, executive vice president of AAF, outlined other major issues facing advertising, including new lobbying restrictions, vocational schools, product-testing criteria, testimonials, corrective advertising, premiums, image ads and state ad taxes.

Referring to the broadened use of the joint committee in addressing these issues, outgoing Chairman Robert Hilton sketched future efforts of AAF, Association of National Advertisers and American Association of Advertising Agencies to eliminate duplication. A Washington liaison staff with combined offices, still recognizing the autonomy of each organization but with united policy formulation, is a "most urgent priority," he said. The idea is not new, but now is the time "to get our acts together."

In a panel discussion on "how to write copy under today's regulations," Steve Campbell, senior vice president, National Advertising Division, Council of Better Business Bureaus, New York, said self-regulation is and can be of benefit to advertisers. He warned that while the FTC urges comparative ads promoting meaningful attributes of products, "there is a lot of mischief in this area." Ray Maloney, vice president and director of public affairs, BBDO Inc., New York, said no one is producing false ads, but "still they are being challenged," citing the Dry Ban case (BROADCASTING, June 2), as an example.

The manager of the New York office of the National Association of Broadcasters Code Authority, Lorne Williamson, detailed his troubleshooting role especially with regard to toy advertising, non-prescription drugs, children's premium offers, personal products and "cholesterol" guidelines. Current problems, he said, are documentation of claims and the absence of industry standards in many areas, questions of taste (especially in personal products advertising) and in balancing consistency and flexibility. His advice to the advertisers was "don't oversensitize writers to the legal problems," but refer them to other checkpoints after the creative idea emerges.

An annual convention highlight, a panel on advertising and the law, examined several issues troubling advertisers from FTC, consumer and legal points of view.

Thomas Rosch, director of the FTC's Bureau of Consumer Protection, said the commission can help self-regulatory bodies by pioneering new standards

beyond merely defining deceptive practices. The relationship between the commission and the National Advertising Review Board is a healthy one, he said, since the FTC does not have to devote as many resources to policing the marketplace and, for the consumer, since NARB can react more expeditiously. "The judgment of NARB carries less of a stigma than that of the FTC," he said.

One change at the FTC, since the Magnuson-Moss Act became effective, is increased enforcement authority "to the point where we can go to federal district courts and get very substantial civil penalties."

Lee Loevinger, of the Washington law firm of Hogan and Hartson, foresaw a damned-if-you-do, damned-if-you-don't situation if the FTC's new drug advertising rules, saying there are bound to be simultaneous charges of price-fixing and violation of the rules. His wry advice to those involved in advertising self-regulation: "Put aside 15% of your budget for legal defenses."

William Rogal, AAF counsel, Sloane and Rogal Washington law firm, took issue with the proposed nutritional rules, particularly the staff recommendations which, he feels, would relegate the advertiser's money to making public service announcements. Mr. Rosch noted the FTC is moving toward hearings on that rule this fall, with later hearings probable for the mandatory disclosure (staff) proposal.

Public interest lawyer James Turner, of Swankin, Turner and Koch, Washington, said his objective is to get advertisers to assume responsibility prior to government intervention in the regulatory process.

FTC looks to override state, industry bans on drug-price ads

Proposed rules would only allow factual statements in advertising

The Federal Trade Commission is taking action to lift restrictions of state law and professional regulation on the advertising of prescription drugs. The announcement came in a speech by FTC Chairman Lewis A. Engman before the American Advertising Federation convention in Washington last week.

The FTC's proposed trade regulation rules would subject a person, partnership or corporation to a \$10,000 penalty for prohibiting, hindering or restricting the disclosure of drug prices by pharmacists. It would also override all state laws or pharmacy board regulations concerning price advertising. The proposed rules would pre-empt laws and regulations in 33 states and codes of ethics of at least 36 pharmaceutical associations, allowing the nation's 50,000 retail pharmacies to advertise drug prices. According to FTC figures, consumers spend an estimated \$7 billion

annually for prescription medications.

The availability of price information for prescription drugs is inadequate to enable consumers to make informed purchasing decisions, according to the commission's study of the "prescription drug industry at the level of the friendly neighborhood druggist," Mr. Engman told the AAF.

The FTC's move was seen as potentially important to local and co-op advertising but not to national. Drug stores, which have been stepping up their use of TV anyway, will be free to advertise specific prices—as some have almost been doing in the recent past.

Norman E. Cash, vice chairman of the Television Bureau of Advertising, noted last week, for example, that the Indianapolis-based Hook drug store group—of which Eldon Campbell, a former Indianapolis broadcaster, is advertising vice president—has been telling the public in its TV and other advertising to "call ahead for a price."

"Television is the intrusive way of reminding customers of the prices of prescription drugs about which they are entitled to know," Mr. Cash said. "Many other leading drug chains can take advantage of TV now that the FTC has acted to put prescription needs competitively before the public."

Hook Drug was the fifth largest TV spender among drug stores in 1974, according to estimates compiled for TVB by Broadcast Advertisers Reports. In all, drug stores spent \$9 million in TV last year—11% more than in 1973.

The Eckerd and Revco Discount chains led with \$1.1 million each, up 5% from 1973 in Eckerd's case and up 36% in Revco Discount's. People's Drug ranked third with \$702,000, up 8%; Thrifty Drug was fourth at \$565,900, down 53%, and Hook Drug came in with \$554,400 on a 37% increase. The Ward's, Cunningham, Rite Aid, Walgreen's and Haag stores rounded out the top 10, in that order.

Miles David, president of the Radio Advertising Bureau, said the FTC action should help local radio—and added that both radio and the public health would be further helped if similar restrictions on advertising by professionals, such as optometrists in some states, could also be lifted.

Estimates of drug-store spending in radio were not immediately available.

C&W's Nichols to head AAF

**He leads slate of new officers;
Milwaukee dominates club awards**

Internal business mixed with political discussions at the American Advertising Federation's convention and public affairs conference in Washington last week, as new officers were elected and awards were presented.

Named to the new board of directors: Carl Nichols Jr., Cunningham & Walsh, New York, chairman; James Fish, General Mills, Minneapolis, senior vice

chairman for the central region; William Sharp, Coca-Cola U.S.A., Atlanta, Eastern region vice chairman; Sherwin Block, Jack Hadel Inc., Phoenix, Western region chairman; and Robert Funkhouser, Carnation Co., Los Angeles, secretary-treasurer.

Elected national chairman of AAF's council of governors, the liaison between 170 local advertising clubs and the national organization, was Mike Schwartz, Crown Printing Inc., Denver. James Ward, WLAC-AM-FM Nashville, was elected vice chairman.

Six Advertising Women of the Year are: Barbara Aiton, Frye-Sills Inc., Denver; Charlotte Beers, J. Walter Thompson, Chicago; Joan Hogan, Conde Nast Publications, New York; Patricia Martin, Warner-Chilcott Division, Morris Plains, N.J.; Helen Kennedy Rogers, Oakland, Calif., and Jan Weir, Mefford Warren Weir, Denver.

Twenty-three advertising clubs were presented with AAF Club Achievement Awards, with the Milwaukee senior and AD II (under age 31) clubs taking top honors. In addition to winning first-place awards in many categories, the Milwaukee clubs were honored as clubs of the year.

The 1975 national Addy Awards for "excellence in advertising," were presented in 15 categories. First place winners for radio advertising were: Travis Froehlich Associates, Austin, Tex., for The Crown Shop; Cole & Weber Inc., Portland, Ore., for Pacific International Livestock Exposition; Phil Motta & Associates, Phoenix, for Putt-Putt Golf Courses of America; Wyse Advertising, Cleveland, for J.M. Smucker Co.; Michael Schack Advertising, Miami, for Shores Discount Drugs; McCann-Erickson Inc., San Francisco, for Del Monte Corp.

First place winners for television advertising were: Churchill Associates Ltd., Latham, N.Y., for Saratoga Harness Racing; Cole & Weber, Seattle, for Ranier Bank; Smith, Smith, Baldwin & Carlberg, Houston, for Whataburger; Meldrum and Fewsmith, Cleveland, for TRW Inc.; Doyle Dane Bernbach, Los Angeles, for Southern California Gas Co.; and McCann-Erickson, San Francisco, for Del Monte Corp.

Broadcast Journalism

Bazon distrusts 'Pensions' decision

Judge says court erred in application of fairness to NBC show; he feels ruling could 'gut' the doctrine

Chief Judge David Bazelon of the U.S. Court of Appeals in Washington lately has expressed doubt as to the legality of the FCC's fairness doctrine. But last week, he supported the commission's view that NBC violated the doctrine in its documentary *Pensions: The Broken Promise*. What's more, he feels that the decision of a panel of the appeals court that overturned the commission's decision could have serious implications for the meaningfulness of the doctrine—that it could, in fact, "gut" it.

Judge Bazelon expressed his views in a belated dissenting opinion issued in connection with a decision of the full bench of the D.C. appeals circuit that in effect affirmed the decision of the panel (BROADCASTING, March 24).

Judge Bazelon held that the commission was correct in holding that *Pensions* had raised a controversial issue of public importance—the over-all performance, and proposed regulation, of private pension systems—and had come down on the side of the argument that such systems were in need of regulation.

And he said the panel, in the decision adopted by a 2-to-1 vote, erred in holding that the commission had improperly substituted its judgment for that of the licensee on whether NBC did in fact present one side of a controversial issue of public importance.

Judge Bazelon, in his 27-page opinion, is concerned with more than the *Pensions* case. He notes that the majority of the panel accepted NBC's contention that the program did not raise a fairness issue, that it was concerned only with some problems in some private pension systems. But, he says, the individual elements in the program add up to a call for "an overhaul of

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

445 PARK AVENUE

NEW YORK, N. Y. 10022

(212) 355-0405

the private pension plan system."

Thus, Judge Bazelon says, the panel majority denies the commission the authority to base a fairness case on an implicit issue—even though, he notes, the commission's report on the fairness doctrine points out that a broadcaster "may avoid explicit mention of the ultimate matter in controversy and focus instead on assertion of arguments which support one side or the other on that ultimate issue."

"The court's own implicit message," Judge Bazelon says, "must be that the FCC may not resort to the implicit principle but may apply the fairness doctrine only to overt editorializing denominated as such.... [This holding] would be inconsistent with previous cases in this circuit and would gut the fairness doctrine."

He says elimination of the implicit-issue principle would make application of the doctrine "totally dependent on the discretion of the licensee." And, more important, he says, it would change the focus from "ultimate issues" such as over-all performance of pension systems, to the various components of those issues.

Judge Bazelon's dissent was to the court's order reversing an earlier decision to rehear the case and to remand the matter to the panel for a consideration of whether the issues involved had become moot. The commission had suggested that the case had become moot since Congress has long since passed legislation regulating private pension systems.

But Judge Bazelon says he cannot understand the court's action, since Congress acted even before the panel issued its opinion. The panel had considered the mootness argument and rejected it. And he says "there is no reason to believe the panel will reverse itself on the mootness question." So, he adds, "the panel opinion will remain law."

But he says broadcasters should not take too much comfort from the court's action in reinstating the panel's opinion. It is not, he contends, the vindication of First Amendment rights of the telecommunications press it might appear.

"The court has rather provided licen-

sees with a litigation strategy for avoiding adverse fairness doctrine rulings—that is, hassling complaining parties and the FCC about the definition of the controversial issue and whether a particular broadcast raises that issue." And this litigation strategy, he says, could "back up into the journalistic process itself and lead to the manipulation of programming in a manner designed to avoid the fairness doctrine through contortions in the subject matter of the program."

Judge Bazelon saw another "serious drawback to the court's approach" in its increasing rather than decreasing the "ambiguity of the fairness doctrine." The uncertainty of the doctrine's operation "heightens its chilling effect and increases the possibilities of commission abuse of the doctrine through 'raised eyebrow' harassment as an alternative to overt enforcement and judicial review."

The future development of the doctrine, he feels, rests largely in the hands of broadcasters. He advises "a forthright attack on its constitutionality in particular applications" rather than efforts to exploit "the ambiguities." Otherwise, he says, broadcasters "will find the First Amendment less strong than before and may one day reap the harvest of that ambiguity being used in an unauthorized manner to control their expression."

NNC issues response to professor's criticism

The National News Council has taken issue with a University of Missouri journalism professor's criticism of its first year's record. The council denied that its work was "sloppy" and its cases trivial, as Dr. Ralph L. Lowenstein had charged in a report from the university's Freedom of Information Center (BROADCASTING, June 2).

In a 23-page response, the news council cited details of its first year of cases and submitted point-by-point rebuttals to Dr. Lowenstein's work. It quoted a study by Professor John A. Ritter and Matthew Leibowitz, both of the University of

Miami School of Law, that found the news council to be a "mechanism which is finally defining press responsibility in hard specifics rather than easy generalities." The study was reported in the December 1974 issue of the *Duke Law Journal*.

Jewish group complains to News Council about '60 Minutes' report

Segment on Syrian Jews draws charges of inaccuracy; CBS replies that AJC is trying to substitute its news judgment for CBS News's

The American Jewish Congress has filed a complaint with the National News Council that charges CBS News with "excessive, inaccurate and distorted representations" in a Feb. 16 *60 Minutes* report on the status of Jews in Syria. CBS News says the complaint is "without merit."

The council has the complaint under consideration, and should have it on the agenda of its next session, scheduled for June 16-17.

The AJC's objections to the report, "Israel's Toughest Enemy," were set forth in a May 20 letter from AJC president Arthur Hertzberg to Mike Wallace of CBS News. The group strongly disagreed with CBS's contention that the situation of Syrian Jews is "better than it was in years past." The AJC also challenged the validity of a CBS interview with a Syrian Jew in the presence of police agents, claiming that the subject was under great pressure not to be candid. Third, the AJC disagreed with *60 Minutes'* claim that Israeli forces had razed a Golan Heights village prior to a 1974 withdrawal from it.

The AJC has asked CBS News to air a follow-up to the documentary, which would feature an interview with a Syrian Jew who has left the country.

CBS News, in a letter to the council from vice president Robert Chandler, disputed AJC's challenges to the validity of the documentary's reporting and conclusion, calling those challenges "subjective matters" and "hardly the basis for a valid complaint." Mr. Chandler's letter takes particular exception to the AJC's attempt to use the complaint to the council as a means to have remedial programming "tailored to their own specifications" aired on CBS.

Mr. Chandler called Mr. Wallace's Syria segment "an honest reportorial effort based on his observations of conditions as he currently found them. The congress's complaint would negate and invalidate this kind of reporting, substituting for firsthand information some sort of amalgam of information collected by interested parties." He called that alternative "anathema to the exercise of responsible journalism."

CBS News has received what Mr. Chandler termed "a significant amount of critical mail" on the segment, excerpts from which were broadcast on *60 Minutes* Feb. 23.



NIS anchorpersons. Here are the 19 who make up the on-air staff of NBC Radio's News and Information Service, which debuts June 18. Front row (l-r): Gary Alexander, Bob Schmidt, Sue O'Brien, Barbara Hctor, Ann Taylor, Doris McMillon, Rosemary Frisino, Nat Asch and Ed Brown. Second row: J. Cameron Swayze Jr., Jack O'Rourke, Bill Lynch, Dave Henderson and Ray Rice. Third row: Cliff Barrett, Frank Gorin, Charles McCord, Charles Scott King and Gordon Graham.

Part II

The first half of the story of children's television in 1975 is told in this week's **BROADCASTING**—in our report on the children's TV conference that drew hundreds of concerned broadcasters, programmers, government officials and advertising executives to Washington for workshops and brainstorming. The second half will be told in **BROADCASTING**'s June 30 issue, when we report on our own canvass of outstanding children's TV programming around the country. Advertising deadline: June 23.

Part I spells out the problem. Part II will focus on some of the solutions.

If you're part of the latter ...

You belong in Broadcasting Jun 30

Radio's own show

Wolfman Jack takes to the road with production honoring pop music and its main medium; local stations get a tie-in

Wolfman Jack, one of the nation's most-heard syndicated radio personalities, will combine music and radio history in a touring show beginning this week that is structured to provide on-stage promotion for local radio stations in each city the show visits.

Backed by the Don Kelley Organization, Los Angeles, and produced by Buzz Bennett, radio program consultant most recently program director at KDWB(AM) Minneapolis, the show, entitled *I Saw Radio*, has been booked in 30 cities in the Southwest and Midwest, with East Coast and possible international touring set for later in the year.

The show, conceived as Wolfman Jack's personal overview of the history of pop radio, will emphasize the medium's



The Wolfman rehearses his show.

contribution to the growth of pop music and the record industry. Airchecks from some of rock radio's founding fathers, including Alan Freed and Arnie Ginsberg, will be included.

Central to the stage presentation will be a giant radio, with audiences to hear music, famous announcers and the Wolfman as the dial is moved. Four or five local air personalities from stations with various formats will be inserted at their stations' dial positions. The show will reportedly close with the Wolfman urging his audiences to turn on their car radios.

Mr. Kelley has invested over \$100,000 in development and promotion of the tour. Additional promotion will come from Columbia Records, which has signed Wolfman Jack to a recording contract and will release an album this week to coincide with the tour.

Tracking the 'Playlists'

The first major pop "Playlist" reshuffling in over a month brings *How Long*, the American debut of Ace and Anchor

Records, to the first position, as Earth, Wind & Fire's *Shining Star* also makes a large gain to move into second. Also hot within the top 10 are America's *Sister Golden Hair* (six to four), Grand Funk's *Bad Time* (10 to five), Freddy Fender's *Before the Next Teardrop Falls* (15 to seven), Linda Ronstadt's *When Will I Be Loved* (14 to nine), and Chicago's *Old Days* (12 to 10).

Van McCoy's *The Hustle*, a lush, instrumental dance hit that has been number one in New York for two weeks, moves to 12. Michael Murphey's *Wildfire* and the Doobie Brothers' *Take Me In Your Arms (Rock Me)*, at 16 and 17, seem like certain top 10 items in upcoming weeks. The Captain & Tennille and their Neil Sedaka-penned hit, *Love Will Keep Us Together*, are building from strong West Coast support, and are now at 22. Roger Whittaker's Atlanta-born MOR crossover, *Last Farewell*, is still gaining at 29, with Joe Simon's comeback hit, *Get Down Get Down*, now at 30.

New releases from Paul McCartney and Ten C.C. continue to generate airplay activity, while three chart newcomers from Elton John, Olivia Newton-John and the Average White Band all are amassing chart credentials that may surpass recent hits by all three.

John Denver's *Thank God I'm a Country Boy*, now in its fourth week atop the country "Playlist," remains a heavy favorite among the nation's leading country programmers. A very hot week for ABC/Dot highlights the balance of the top 10, with Don Williams's *You're My Best Friend*, Narvel Felts's *Reconsider Me*, and Tommy Overstreet's *That's When My Woman Begins* all making strong showings for the label. Tanya Tucker's *Lizzie and the Rainman*, her first hit for MCA, moves to four in its third week on the chart. Linda Ronstadt's latest crossover success, a remake of Phil Everly's *When Will I Be Loved*, rises to eight.

In yet another week characterized by large gains and losses, five new releases make their first chart appearances. Elvis Presley's *T-R-O-U-B-L-E* reaches 17 on the eve of a personal appearance tour by Mr. Presley. Newcomer David Wills seems headed for his first substantial hit with *Barrooms to Bedrooms*, now at 23. Singles from Connie Smith, Price Mitchell, and Stoney Edwards also make chart debuts.

Breaking In

Captain Fantastic and the Brown Dirt Cowboy—Elton John (MCA) ■ With the release and immediate, overwhelming commercial success of this latest album from Elton John, the artist may well have reached a level of achievement he will not be able to better. Within a week of its release date, *Captain Fantastic* topped sales charts in three leading record trade magazines, the first time any album has generated such instant sales response.

And within a week of the album being made available to them, radio programmers

across the country have indicated that they do not intend to be limited to playing one single from what is quickly becoming the hottest air-play property in memory.

MCA Records has announced that *Someone Saved My Life Tonight* will be the first single from the LP, and will likely be cut down from its present 6:45.

In anticipation of the MCA move, many of the leading top-40 outlets in the country have added the long, LP version of *Someone Saved My Life Tonight*, among them WRKO(AM) and WBZ-FM, both Boston, KDWB(AM) Minneapolis, KILT(AM) Houston, KLIF(AM) Dallas, WCOL(AM) Columbus, Ohio, WOKY(AM) Milwaukee, KIMN(AM) Denver, WPOP(AM) Hartford, Conn., WXLO(FM) New York, WHBQ(AM) Memphis, and KGGO(FM) Des Moines, Iowa.

Additionally, WABC(AM) and WXLO(FM), both New York, have added two other cuts, the title song and *(Gotta Get A) Meal Ticket*.

Extras

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

- *Attitude Dancing*, Carly Simon (Elektra).
- *Black Friday*, Steely Dan (ABC).
- *Captain Fantastic*, Elton John (MCA).
- *Dynomite*, Tony Camillo's Bazuza (A&M).
- *Gotta Get a Meal Ticket*, Elton John (MCA).
- *I'll Play For You*, Seals & Crofts (Warner Bros.).
- *Judy Mae*, Boomer Castleman (Mums).
- *(Just Like) Romeo & Juliet*, Sha-Na-Na (Kama Sutra).
- *Lady Marmalade*, Labelle (Epic).
- *Lizzie and the Rain Man*, Tanya Tucker (MCA).
- *Lovin' You*, Minnie Ripperton (Epic).
- *Midnight Blue*, Melissa Manchester (Arista).
- *Misty*, Ray Stevens (Barnaby).
- *One of These Nights*, Eagles (Asylum).
- *Rhinestone Cowboy*, Glen Campbell (Capitol).
- *Why Can't We Be Friends*, War (United Artists).

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

- *Brass Buckles*, Barbie Benton (Playboy).
- *Fireball Rolled a Seven*, Dave Dudley (United Artists).
- *Hello I Love You*, Johnny Russell (RCA).
- *Just Get Up and Close the Door*, J. Rodriguez (Mercury).
- *Movin' On*, Merle Haggard (Capitol).
- *Pictures on Paper*, Jeris Ross (ABC).
- *Touch the Hand*, Conway Twitty (MCA).

The Broadcasting Playlist[™] Jun 9

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

CONTEMPORARY

Over-all-rank		Title (length)	Artist-label	Rank by day parts				
Last week	This week			6-10a	10a-3p	3-7p	7-12p	
4	1	How Long (3:09)	Ace—Anchor	1	2	1	1	
9	2	Shining Star (2:50)	Earth, Wind & Fire—Columbia	2	4	2	3	
3	3	Jackie Blue (3:16)	Ozark Mtn. Daredevils—A&M	3	5	3	4	
6	4	Sister Golden Hair (3:16)	America—Warner Bros.	4	1	6	2	
10	5	Bad Time (2:55)	Grand Funk—Capitol	7	3	9	5	
1	6	Philadelphia Freedom (5:38)	Elton John Band—MCA	5	7	5	6	
15	7	Before the Next Teardrop Falls (2:32)	Freddy Fender—ABC/Dunhill	6	8	4	13	
7	8	Thank God I'm a Country Boy (2:47)	John Denver—RCA	11	9	8	7	
14	9	When Will I Be Loved (2:52)	Linda Ronstadt—Capitol	8	6	10	11	
12	10	Old Days (3:30)	Chicago—Columbia	15	11	7	8	
2	11	He Don't Love You Like I Love You (3:26)	Tony Orlando & Dawn—Elektra	10	10	11	10	
17	12	Hustle (3:27)	Van McCoy—Avco	9	16	14	9	
13	13	Only Yesterday (3:45)	Carpenters—A&M	12	13	16	12	
8	14	Pinball Wizard (3:48)	Elton John—Polydor	13	14	12	16	
11	15	Killer Queen (3:00)	Queen—Elektra	16	12	17	14	
19	16	Wildfire (4:47)	Michael Murphy—Epic	24	15	13	15	
20	17	Take Me in Your Arms (Rock Me) (3:39)	Doobie Brothers—Warner Brothers	25	20	15	17	
5	18	Hey Won't You Play Another Somebody Done Somebody Wrong Song (3:23)	B. J. Thomas—ABC/Dunhill	20	18	19	19	
23	19	Love Won't Let Me Wait (3:18)	Major Harris—Atlantic	17	17	21	18	
21	20	Long Tall Glasses (3:05)	Leo Sayer—Warner Bros.	19	19	18	22	
16	21	Bad Luck (3:10)	Harold Melvin & the Blue Notes—Philadelphia Int.	14	25	20	21	
27	22	Love Will Keep Us Together (3:15)	Captain & Tennille—A&M	18	21	23	25	
22	23	Hijack (5:32)	Herbie Mann—Atlantic	23	22	22	20	
26	24	I Don't Like to Sleep Alone (3:14)	Paul Anka—United Artists	21	27	24	24	
24	25	Only Women (3:29)	Alice Cooper—Atlantic	22	23	27	28	
28	26	Magic (3:30)	Pilot—EMI	27	24	26	27	
30	27	Swearing to God (3:58)	Frankie Valli—Private Stock	28	28	28	23	
18	28	Walking in Rhythm (2:54)	Blackbyrds—Fantasy	26	32	25	26	
33	29	Last Farewell (3:43)	Roger Whitaker—RCA	29	26	30	34	
36	30	Get Down Get Down (Get Down on the Floor) (3:47)	Joe Simon—Spring	30	34	29	32	
34	31	Listen to What the Man Said (3:53)	Paul McCartney—Apple	33	31	31	29	
25	32	It's a Miracle (3:16)	Barry Manilow—Arista	32	30	32	31	
31	33	I'm Not Lisa (3:19)	Jessi Colter—Capitol	31	29	34	33	
32	34	Ease on Down the Road (3:02)	Consumer Report—Wing and a Prayer	35	35	33	30	
35	35	Hey You (3:33)	Bachman-Turner Overdrive—Mercury	34	33	35	35	
—	36	Someone Saved My Life Tonight (album cut)	—	39	36	39	36	
39	37	I'm Not in Love (3:40)	10 C.C.—Mercury	38	38	40	37	

Over-all-rank		Title (length)	Artist-label	Rank by day parts				
Last week	This week			6-10a	10a-3p	3-7p	7-12p	
—	38	Cut the Cake (3:34)	AWB—Atlantic	37	39	37	38	
—	39	Please Mr. Please (3:24)	Olivia Newton-John—MCA	36	37	36	*	
29	40	Chevy Van (2:54)	Sami Johns—GRC	40	*	38	*	

Alphabetical list (with this week's over-all rank): Bad Luck (21), Bad Time (5), Before the Next Teardrop Falls (7), Chevy Van (40), Cut the Cake (38), Ease on Down the Road (34), Get Down Get Down (Get Down on the Floor) (30), He Don't Love You Like I Love You (11), Hey Won't You Play Another Somebody Done Somebody Wrong Song (18), Hey You (35), Hijack (23), How Long (1), Hustle (12), I Don't Like to Sleep Alone (24), I'm Not Lisa (33), I'm Not in Love (37), It's a Miracle (32), Jackie Blue (3), Killer Queen (15), Last Farewell (29), Listen to What the Man Said (31), Long Tall Glasses (20), Love Won't Let Me Wait (19), Love Will Keep Us Together (22), Magic (26), Old Days (10), Only Yesterday (13), Only Women (25), Philadelphia Freedom (6), Pinball Wizard (14), Please Mr. Please (39), Shining Star (2), Sister Golden Hair (4), Someone Saved My Life (36), Swearing to God (27), Take Me in Your Arms (Rock Me) (17), Thank God I'm a Country Boy (8), Walking in Rhythm (28), When Will I Be Loved (9), Wildfire (16).

COUNTRY

Over-all-rank		Title (length)	Artist-label	Rank by day parts				
Last week	This week			6-10a	10a-3p	3-7p	7-12p	
1	1	Thank God I'm a Country Boy (2:47)	John Denver—RCA	2	1	2	2	
12	2	You're My Best Friend (2:43)	Don Williams—ABC/Dot	3	2	1	1	
7	3	Reconsider Me (3:27)	Narvel Felts—ABC/Dot	1	7	7	8	
9	4	Lizzie & the Rainman (3:05)	Tanya Tucker—MCA	5	8	3	3	
6	5	Trying to Beat the Morning Home (2:41)	T. G. Shephard—Melodyland	4	4	12	6	
2	6	Little Band of Gold (2:30)	Sonny James—Columbia	7	5	10	4	
—	7	That's When My Woman Begins (2:37)	Tommy Overstreet—Dot	6	3	11	7	
21	8	When Will I Be Loved (2:52)	Linda Ronstadt—Capitol	9	11	4	10	
5	9	I'm Not Lisa (3:19)	Jessi Colter—Capitol	10	6	15	9	
8	10	Misty (2:53)	Ray Stevens—Barnaby	13	9	9	13	
3	11	He's My Rock (2:20)	C. W. McCall—MGM	8	15	5	15	
10	12	Classified (2:28)	C. W. McCall—MGM	11	14	6	14	
14	13	Freda Comes Freda Goes (2:33)	Bobby G. Rice—GRT	12	12	8	11	
17	14	There I Said It (2:03)	Margo Smith—20th Century	16	16	13	17	
19	15	Word Games (2:37)	Billy Walker—RCA	18	10	17	12	
4	16	I Ain't All Bad (2:53)	Charley Pride—RCA	14	17	16	20	
—	17	T-R-O-U-B-L-E (3:00)	Elvis Presley—RCA	15	19	14	5	
16	18	Forgive & Forget	Eddie Rabbitt—Elektra	20	13	18	16	
—	19	Why Don't You Love Me (2:04)	Connie Smith—Columbia	17	21	19	18	
—	20	Personality (2:25)	Price Mitchell—GRT	18	22	19		
—	21	Window Up Above (2:36)	Mickey Gilley—Playboy	21	22	20	*	
—	22	Mississippi on My Mind (2:39)	Stoney Edwards—Capitol	19	23	24	23	
—	23	Barrooms to Bedrooms	David Willis—Epic	25	*	21	21	
15	24	Hey Won't You Play Another Somebody Done Somebody Wrong Song (3:23)	B. J. Thomas—ABC	*	20	*	24	
22	25	Too Late to Worry Too Blue to Cry (3:05)	Ronnie Milsap—RCA	23	24	*	*	

Alphabetical list (with this week's over-all rank): Barrooms to Bedrooms (23), Classified (12), Forgive & Forget (18), Freda Comes Freda Goes (13), He's My Rock (11), Hey Won't You Play Another Somebody Done Somebody Wrong Song (24), I Ain't All Bad (16), I'm Not Lisa (9), Little Band of Gold (6), Lizzie & the Rainman (4), Mississippi on My Mind (22), Misty (10), Personality (20), Reconsider Me (3), Thank God I'm a Country Boy (1), That's When My Woman Begins (7), There I Said It (14), T-R-O-U-B-L-E (17), Too Late to Worry Too Blue to Cry (25), Trying to Beat the Morning Home (5), When Will I Be Loved (8), Why Don't You Love Me (19), Window Up Above (21), Word Games (15), You're My Best Friend (21).

NCTA won't buy AT&T's latest proposal for pole attachments

Next move may be up to a reluctant FCC; Hostetter says newest offer is 'retread'

The hot potato of pole attachment rates, tossed between American Telephone & Telegraph and the National Cable Television Association since the fall of 1970, has once again landed at the FCC doorstep. As before, a breakdown in talks between AT&T and NCTA has sent the pole-attachment issue to the commission, but whether the FCC will be able to return the issue to the parties is yet to be seen.

If the FCC does not, then it must come to grips with the question of its jurisdiction over regulating rates that apply to power companies as well as cable operators—an issue FCC Chairman Richard Wiley has indicated he would prefer to avoid.

The latest impasse came last Monday at a meeting in Washington, where AT&T unveiled its latest proposed rate

schedules. The newest proposal does not call for an across-the-board rate increase but rather proposed a particular fee for each of its 23 Bell Telephone systems. The rates in some cases represent an increase—the maximum being for Pacific-California Bell, up \$2.50 per pole from the present \$2.50 rate; and the minimum being for Northwestern Bell at a seven-cent increase to the present \$3.43 rate. Five systems—Southern New England, Michigan, Wisconsin, Mountain States and Bell Telephone Company of Nevada—would retain the same rate charge as presently used, which ranges from \$4 to \$4.50 per pole.

In NCTA's eyes, the new proposal is nothing more than a "retread" of the old basic \$5 rate structure, which NCTA has already rejected on the grounds that the rates do not reflect the proportional share of cable's use of the lines that are shared with the telephone companies and various power companies.

According to Amos (Bud) Hostetter, chairman of the NCTA's pole attachment committee, the cable industry went into the Monday meeting with the idea that AT&T was going to furnish hard facts about the cost of pole construction and how many poles were presently being used by three parties, so that the data could be plugged into an engineering analysis which would yield results that could form the basis of further negotiations.

But from the outset, according to Mr. Hostetter, AT&T negotiators proceeded to draw from the FCC staff's rate range suggested for five sample companies (computed last March in an effort to again get the negotiations moving) and would not address the questions of what underlying formula should be used to compute rates.

Jack Pettit, counsel for AT&T, however, viewed the insistence on a formula approach in a different perspective. If AT&T gives its blessing to a formula for negotiating pole rates, then it is in fact waiving the right to further litigation concerning the jurisdictional question as it pertains to the FCC, he reasoned.

The present proposal, he explained, is based on a mixture of formulas including a current cost analysis, the expense to each of the parties involved if they were to build their own poles, and other variables. (NCTA, conversely, wants a rate structure based on the proportional use of the pole by each of the parties wired on it.)

In the last eight months, two other proposals have been forwarded by AT&T, Mr. Pettit noted. Last summer a "sharing-of-savings" rate structure was advanced, which was based on the savings to each industry by using AT&T poles as opposed to the cost to them to construct their own. In October, a two-step 80 cents across-the-board increase was proposed as well as the promise to remove the current—but never used—pre-emption clause in AT&T pole agreements which allows the cable company to be taken off the pole, should the telephone company require more space.

That concession was also part of the most recent AT&T proposal.

Whether the NCTA and AT&T will later resume negotiations is difficult to predict. As Mr. Hostetter assessed it: "I've concluded that AT&T feels their interests will not best be served by a professional analysis of the facts and figures" involved in assessing rates and have "chosen to terminate mediation."

Mr. Pettit acknowledged that it was "conceivable" that something might happen to get the negotiations started again, but noted that no further plans were underway.

New York cables' answer to Carson: late-night sex

With backing of 'Screw' magazine, 'Midnight Blue' may test censorship

New York City's Manhattan and Teleprompter cable companies, splashing around in red ink since their inception four years ago, may have stumbled on a subscriber inducement even more potent than Knicks' and Rangers' games.

It's called *Midnight Blue*; it runs Tuesdays and Sundays (an original and a repeat) for 30 minutes on public-access channel D, and one recent episode featured, among other eye-openers:

A professed expert in fellatio describing her specialty in graphic detail and then demonstrating on the cameraman. (The sounds of the act were picked up by the tape deck, but the Porta-pak camera was aimed just wide of the center of action.)

Close-ups of the nude breasts of a strikingly endowed young woman, who was rubbing her nipples against a sheet of plate glass while an off-screen narrator sniggeringly advised viewers to put their mouths against their TV screens.

On a set looking like the one Johnny Carson uses on the *Tonight* show, the host brought out a female guest who heeding the exhortations of the studio audience, lifted her dress up to her navel while the camera zoomed in on her pudendum.

"But none of this falls under the category of porno," said one of *Midnight Blue*'s producers, Alex Bennett, a local radio talk-show personality. "Sterling is sometimes amazed by how close to the line we tread, but we're not out to be explicit and we've never really been censored by Sterling." (Sterling Manhattan officially changed its name to Manhattan Cable Television last year, but most people still call it Sterling.)

Teleprompter Manhattan, however decided to put off a running of this tape at scheduled last Tuesday (June 3) at 11:30 p.m. (Manhattan Cable had shown it two weeks earlier, at midnight.) According to a spokesman for Teleprompter, the com-

need cable tv personnel?

meet Fred Harms



CONSULTANT
TO MANAGEMENT
ON RECRUITMENT PROBLEMS

A confidential "Head-Hunt" plus background reference checks saves you time, protects your identity, and assures you of the best qualified individual to fill an important position.

We have 10 years of experience in helping cable television operators and manufacturers locate outstanding management, engineering, marketing, sales, financial and programming personnel.

Ron Curtis & Company

O'HARE PLAZA, 5725 EAST RIVER ROAD
CHICAGO, ILLINOIS 60631
(312) 693-6171



The big number. Cable breaks through one imaginary boundary as Mission Cable TV Inc., Cox Cable's San-Diego based system, hooks up its 100,000th subscriber ("Closed Circuit," March 24). Cox Cable President Henry Harris (r) marks the occasion by presenting the benchmark family, Commander and Mrs. L.D. Phillips, with a certificate of appreciation. The Mission system, largest contiguous CATV operation in the country, has 1,000 miles of active plant.

pany's lawyers are going over the episode carefully to decide whether it may be shown at all in its present form.

Manhattan Cable's lawyer, Peter Gross, said decisions on suitability are being made in "a jungle of laws and regulations on obscenity." There is fundamental conflict, he said, between New York state law and FCC regulations. "The state law says we can't censor anything that is carried on a public-access channel," he explained. "But the FCC regulations insist that the cable company is responsible for any —quotes—'obscene or indecent matter' that goes out over the air." But that doesn't help any, he added, because the FCC nowhere defines what it means by "obscene" and "indecent."

Mr. Gross said some guidelines may be forthcoming in the way the FCC handles the complaint of a public-access producer named Michael Luckman, who stated in a formal brief that Manhattan Cable censored a tape of his which, according to Charlotte Schiff Jones, a company vice president, "was nothing more than a man lying on a couch masturbating for a half-hour." Mr. Luckman wants the FCC to

declare that a cable company should be nothing more than a common carrier for whatever material a public-access producer submits to it.

That fine line between what's acceptable for airing and what's not may turn into a shaky tightrope later this week. According to Bruce David, who co-produces *Midnight Blue* with Alex Bennett (under the aegis of *Screw* magazine and its publisher, Al Goldstein), they will submit a tape that features an orgy of a group of swinging couples who have gathered at a hotel in the Catskills precisely for that purpose. This scene will not go beyond the category of soft-core porno because "we'll edit out the hard-core stuff," in Mr. David's words.

However, the orgy is such an integral part of the 30-minute documentary on the life style of married couples who indulge in mate-swapping, Mr. David said, that if Manhattan Cable demands cuts, the producers may protest by calling a news conference and showing the unedited tape to the press.

"All this controversy makes it sound as though we're playing nothing but porno,"

complained Manhattan Cable's Charlotte Jones. "The trade press only calls me up when the word gets out that there's tits and ass on public access. The truth is that our two access channels run 600 hours of programming a month, and only a half-dozen of those fall into the porno area. The access channels are giving a voice to minority people who are ignored even by public broadcasting."

She was asked to describe in detail the content of the censored Luckman tape. She threw up her hands and muttered: "Oh, what's the use."

Another to HBO ranks

Comcast Corp., owner of nine cable systems, is planning to go with Home Box Office Inc.'s pay cable service for its systems in Westmoreland and Allegheny counties in Pennsylvania. No target date for the operation has been finalized, since further meetings with HBO will determine if Comcast will pick up the programming via microwave or through HBO's proposed satellite network.

Cable Briefs

Telephone ties. Citizens for Cable Awareness in Pennsylvania and Philadelphia Community Cable Coalition have asked FCC to deny certificate of compliance to Blue Ridge Cable Television Co. in Edler, Pa., on ground of crossownership between Palmerton Telephone Co. and Blue Ridge Cable Television, both of which are owned by Pencor Services.

Winners. Earl W. Hayt, manager of Berks Cable TV, Reading, Pa., has received 1975 PubliCable Distinguished Public Service Award for outstanding contributions to fostering public interest in telecommunications. Also cited for commendations for public service contributions were: Mary Lou Armiger, New Jersey Education Association, Trenton; James R. Ludwig, Flathead Valley Community College, Kalispell, Mont.; Connie McCready, Commissioner of public works, Portland, Ore.; and Kennon McKee, cable TV coordinator, Portland, Ore.

Broadcasting's index of 133 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. June 4	Closing Wed. May 28	Net change in week	% change in week	1974-75		PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)		
							High	Low					
Broadcasting													
ARC	ARC	N	25 5/8	25 1/8	+	1/2	+	1.99	28 3/8	12 3/8	9	17,171	440,006
CAPITAL CITIES	CCR	N	42	39 3/4	+	2 1/4	+	5.66	42	19 1/2	14	7,208	302,736
CBS	CBS	N	50 1/2	47	+	3 1/2	+	7.44	50 1/2	20 1/8	13	28,313	1,429,806
CONCERT NETWORK	O		1/4	1/8	+	1/8	+	100.00	7/8	1/8		2,200	550
COX	COX	N	25 5/8	24	+	1 5/8	+	6.77	25 5/8	9 3/8	13	5,831	149,419
GROSS TELECASTING	GGG	A	10	9 1/2	+	1/2	+	5.26	13 5/8	6 3/8	7	800	8,000
LIN	LINR	O	7 3/8	6 3/8	+	1	+	15.68	7 3/8	2	8	2,297	16,940
MOONEY	MOON	O	2 1/4	2 3/8	-	1/8	-	5.26	3 5/8	1	6	385	866
RAHALL	RAHL	O	5	5 1/8	-	1/8	-	2.43	6	1 3/4	10	1,297	6,485
SCRIPPS-HOWARD	SCRH	O	17 1/2	18	-	1/2	-	2.77	19 3/4	13 1/2	6	2,589	45,307
STARR	SBG	M	5 1/2	5 1/4	+	1/4	+	4.76	9	3 1/4	5	1,091	6,000
STORER	SBK	N	19 3/8	19	+	3/8	+	1.97	19 7/8	10 7/8	10	4,624	89,590
TAFT	TFR	N	24 1/8	24 1/2	-	3/8	-	1.53	25 1/8	10 3/4	8	4,011	96,765
WOODS COMM.*	O		1/2	1/2				.00	1 1/4	1/4	4	292	146
TOTAL										78,109	2,592,616		

	Stock symbol	Exch.	Closing Wed. June 4	Closing Wed. May 28	Net change in week	% change in week	1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	1 3/4	1 3/4		.00	2 1/2	3/4	10	1,265	2,213
AVCO	AV	N	6 1/4	4 7/8	+ 1 3/8	+ 28.20	8 7/8	2 1/8	2	11,481	71,756
BARTLELL MEDIA	AMC	A	1 1/4	1 1/4		.00	2 3/8	5/8	2	2,257	2,821
JOHN BLAIR	BJ	N	4 1/2	4 1/2		.00	7 1/2	3 1/2	21	2,403	10,813
CAMPTOWN IND.*	O		1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	5 7/8	5	+ 7/8	+ 17.50	5 7/8	1 1/2	22	4,162	24,451
COMBINED COMM.	CCA	N	13 7/8	14	- 1/8	- .89	16 1/8	5 1/8	9	4,568	63,381
COWLES	CWL	N	7 5/8	7 3/8	+ 1/4	+ 3.38	7 5/8	3 7/8	7	3,969	30,263
DUN & BRADSTREET	ONB	N	28 3/4	26 3/4	+ 2	+ 7.47	36	14 5/8	19	26,510	762,162
FAIRCHILD IND.	FEN	N	8 5/8	8 3/4	- 1/8	- 1.42	8 3/4	3 3/4	8	4,550	39,243
FUQUA	FOA	N	6	6		.00	10 3/4	3 1/8	10	8,671	52,026
GANNETT CO.	GCI	N	34 1/2	33 3/4	+ 3/4	+ 2.22	38 1/4	20 1/2	21	21,089	727,570
GENERAL TIRE	GY	N	14 1/4	13 7/8	+ 3/8	+ 2.70	18 1/4	10 1/4	5	21,523	306,702
GLOBETROTTER	GLBTA	O	2	2		.00	4 3/4	7/8	10	2,731	5,462
GRAY COMMUN.	O		6 1/2	6 1/4	+ 1/4	+ 4.00	8 1/2	5	5	475	3,087
HARTE-HANKS	HHN	N	17 1/8	16 7/8	+ 1/4	+ 1.48	17 1/4	6	11	4,343	74,373
JEFFERSON-PILOT	JP	N	34 3/4	34 1/4	+ 1/2	+ 1.45	38 1/4	20 1/2	14	24,064	836,224
KAISER INDUSTRIES	KI	A	9 7/8	9 3/8	+ 1/2	+ 5.33	10 3/8	4 1/4	6	27,487	271,434
KANSAS STATE NET.	KSN	O	4	3 5/8	+ 3/8	+ 10.34	4	2 3/4	7	1,741	6,964
KINGSTIP	KTP	A	4 3/8	4 3/8		.00	6 3/4	1 1/2	8	1,154	5,048
KNIGHT-RIDDER	KRN	N	30	30 1/8	- 1/8	- .41	30 1/8	9 1/4	19	8,305	249,150
LAMB COMMUN.*	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	17 7/8	18 7/8	- 1	- 5.29	19 1/4	10 3/4	10	3,352	59,917
LIBERTY	LC	N	12 3/8	10 7/8	+ 1 1/2	+ 13.79	15 5/8	7 1/8	6	6,762	83,679
MCGRAW-HILL	MHP	N	13	12 7/8	+ 1/8	+ .97	13 1/2	5 1/2	11	24,569	319,397
MEDIA GENERAL	MEG	A	29 7/8	29 1/2	+ 3/8	+ 1.27	30 3/8	15 1/2	11	3,596	107,430
MEROITH	MDP	N	10 1/2	11	- 1/2	- 4.54	11 1/2	8	4	2,995	31,447
METROMEDIA	MET	N	12 5/8	12 7/8	- 1/4	- 1.94	12 7/8	4 1/2	10	6,553	82,731
MULTIMEDIA	MMED	O	14 1/4	14	+ 1/4	+ 1.78	14 1/4	8 3/4	9	4,389	62,543
NEW YORK TIMES CO.	NYKA	A	11	11		.00	13 3/4	6 7/8	7	10,231	112,541
OUTLET CO.	OTU	N	13 3/4	14	- 1/4	- 1.78	14	7	5	1,380	18,975
POST CORP.	POST	O	6 1/4	6 1/2	- 1/4	- 3.84	16 1/2	4 3/4	25	870	5,437
PSA	PSA	N	4 5/8	4 3/4	- 1/8	- 2.63	10	1 1/2	9	3,181	14,712
REEVES TELECOM	R8T	A	1 5/8	1 1/2	+ 1/8	+ 8.33	1 3/4	5/8	7	2,376	3,861
ROLLINS	ROL	N	20 1/8	19 1/8	+ 1	+ 5.22	20 1/8	6 1/2	14	13,341	268,487
RUST CRAFT	RUS	A	9 1/4	8 7/8	+ 3/8	+ 4.22	10 1/4	5 1/8	7	2,328	21,534
SAN JUAN RACING	SJR	N	8 3/4	8 3/4		.00	13 3/8	5 1/2	6	2,509	21,953
SCHERING-PLOUGH	SGP	N	60 5/8	61 1/4	- 5/8	- 1.02	74 3/8	44 3/4	26	53,920	3,268,900
SONDERLING	SDB	A	6 1/2	7	- 1/2	- 7.14	10	3 1/2	5	730	4,745
TECHNICAL OPERATIONS	TO	A	6 1/8	5 3/8	+ 3/4	+ 13.95	6 3/4	2 3/8	7	1,344	8,232
TIMES MIRROR CO.	TMC	N	17 1/2	18 1/2	- 1	- 5.40	19 1/2	9 1/4	10	31,385	549,237
WASHINGTON POST CO.	WPO	A	28 1/4	27 5/8	+ 5/8	+ 2.26	28 1/2	14 3/4	9	4,751	134,215
WOMETCO	WOM	N	12 7/8	13 3/8	- 1/2	- 3.73	13 3/4	6 1/4	8	5,793	74,584
TOTAL										370,716	8,800,435
Cablecasting											
AMECO**	ACO	O	1/4	1/4		.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AEL8A	O	1 3/8	1 3/8		.00	2 1/8	1/2	11	1,672	2,299
AMERICAN TV & COMM.	AMTV	O	17 1/2	15 3/4	+ 1 3/4	+ 11.11	19 1/4	5 1/2	31	3,313	57,977
ATHENA COMM.**	O		3/8	3/8		.00	1 1/4	1/8		2,374	890
BURNUP & SIMS	BSIM	O	6 1/2	5 1/2	+ 1	+ 18.18	24 1/8	2 1/2	12	7,933	51,564
CABLECOM-GENERAL	CCG	A	5 7/8	4 7/8	+ 1	+ 20.51	5 7/8	1 1/2	11	2,560	15,040
CABLE FUNDING	CFUN	O	5 3/4	5 3/4		.00	7 3/8	3 7/8	144	1,121	6,445
CABLE INFO.	O		1/4	1/4		.00	1 1/4	1/8	1	663	165
COMCAST	O		3 1/4	2 3/4	+ 1/2	+ 18.18	3 1/4	3/4	14	1,705	5,541
COMMUNICATIONS PROP.	COMU	O	3 1/2	2 3/8	+ 1 1/8	+ 47.36	3 1/2	1	22	4,761	16,663
COX CABLE	CXC	A	15 7/8	14 1/4	+ 1 5/8	+ 11.40	15 7/8	3 3/4	25	3,560	56,515
ENTRON	ENT	O	5/8	5/8		.00	1	3/8	4	1,358	848
GENERAL INSTRUMENT	GRL	N	12 1/2	10 5/8	+ 1 7/8	+ 17.64	17 1/8	5/8	9	7,201	90,012
GENERAL TV	O		5/8	5/8		.00	1 1/2	1/4	31	1,000	625
SCIENTIFIC-ATLANTA	SFA	A	16 3/4	13 1/8	+ 3 5/8	+ 27.61	16 3/4	4	14	963	16,130
TELE-COMMUNICATION	TCOM	O	4	3 1/2	+ 1/2	+ 14.28	5 3/4	7/8	3	5,181	20,724
TELEPROMPTER	TP	N	8 3/8	7 3/8	+ 1	+ 13.55	8 3/8	1 3/8	18	16,013	134,108
TIME INC.	TL	N	45	48 1/4	- 3 1/4	- 6.73	51	24 7/8	9	9,960	448,200
TOCOM	TOCM	O	2 1/8	2	+ 1/8	+ 6.25	4 7/8	1 3/4	5	634	1,347
UA-COLUMBIA CABLE	UACC	O	12 3/4	10 3/4	+ 2	+ 18.60	12 3/4	3 3/4	18	1,787	22,784
UNITED CABLE TV*	UCTV	O	2 1/8	2 1/8		.00	4 5/8	1/4	4	1,879	3,992
VIACOM	VIA	N	8 7/8	8 1/8	+ 3/4	+ 9.23	8 7/8	2 5/8	12	3,708	32,908
VIKOA**	VIK	A	1 3/4	2 3/4	- 1	- 36.36	4	1/2	1	2,534	4,434
TOTAL										83,080	989,511
Programming											
COLUMBIA PICTURES	CPS	N	8 1/8	7 7/8	+ 1/4	+ 3.17	8 1/4	1 5/8	31	6,748	54,827
DISNEY	OIS	N	49 1/4	50 3/8	- 1 1/8	- 2.23	54 3/4	18 3/4	27	29,755	1,465,433
FILMWAYS	FWY	A	5 1/2	5 1/4	+ 1/4	+ 4.76	6	2 1/8	7	1,812	9,966
FOUR STAR			3/8	3/8		.00	1 3/8	1/8	1	666	249
GULF + WESTERN	GW	N	36 3/4	34	+ 2 3/4	+ 8.08	36 3/4	18 3/8	5	14,470	531,772
MCA	MCA	N	62	59 1/2	+ 2 1/2	+ 4.20	62	19 1/4	8	8,477	525,574
MGM	MGM	N	15	14 1/4	+ 3/4	+ 5.26	32 1/2	9 1/4	6	12,180	182,700
TELE-TAPE** *	O		1/4	1/4		.00	3/4	1/8		2,190	547
TELETRONICS INTL.	O		4 1/2	4 3/8	+ 1/8	+ 2.85	5	1 1/4	9	943	4,243
TRANSAMERICA*	TA	N	8 3/4	8 3/4		.00	10 3/8	5 1/2	13	64,945	568,268

	Stock symbol	Exch.	Closing Wed. June 4	Closing Wed. May 28	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
							High	Low					
20TH CENTURY-FOX	TF	N	11 1/8	10 5/8	+	1/2	+	4.70	11 1/8	4 1/2	11	7,532	83,793
WALTER READE**	WALT	O	1/4	3/8	-	1/8	-	33.33	1/2	1/8		4,467	1,116
WARNER	WCI	N	16 5/8	16 7/8	-	1/4	-	1.48	18 1/2	6 7/8	7	15,139	251,685
WRATHER	WCO	A	5 1/8	4 3/8	+	3/4	+	17.14	8 1/8	1 1/4	9	2,229	11,423
Service										TOTAL	171,553	3,691,596	
8800 INC.		O	16 1/2	16 1/2				.00	16 1/2	1/8	7	2,513	41,464
COMSAT	CO	N	35 1/2	36 5/8	-	1 1/8	-	3.07	40 3/8	23 3/4	8	10,000	355,000
DOYLE DANE BERNBACH	DOYL	O	10 1/4	10	+	1/4	+	2.50	11 1/2	5 5/8	6	1,816	18,614
ELKINS INSTITUTE**	ELKN	O	1/8	1/8				.00	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCB	N	9	9 1/4	-	1/4	-	2.70	11 1/4	5 3/8	6	2,009	18,081
GREY ADVERTISING	GREY	O	6 3/4	6 3/4				.00	8 3/8	5 5/8	4	1,213	8,187
INTERPUBLIC GROUP	IPG	N	15 1/8	16	-	7/8	-	5.46	16	8 1/8	5	2,249	34,016
MARVIN JOSEPHSON	MRVN	O	4 3/8	4 3/8				.00	8 1/2	3 1/4	3	1,800	7,875
MCI COMMUNICATIONS	MCIC	O	4 3/8	3	+	1 3/8	+	45.83	6 1/2	1		13,339	58,358
MOVIELAB	MOV	A	1 1/4	1 1/4				.00	1 5/8	1/2	7	1,407	1,758
MPO VIDEOTRONICS	MPO	A	2 5/8	2 1/2	+	1/8	+	5.00	2 3/4	1	15	537	1,409
NEEDHAM, HARPER	NDHMA	O	4 7/8	4 7/8				.00	7 1/2	3 5/8	7	892	4,348
A. C. NIELSEN	NIELB	O	21 1/8	20 1/8	+	1	+	4.96	28	7 3/8	20	10,598	223,882
OGILVY & MATHER	OGIL	O	20 3/4	19 3/4	+	1	+	5.06	23 1/2	10	7	1,805	37,453
J. WALTER THOMPSON	JWT	N	7 1/2	7 1/2				.00	12	4 1/4	10	2,649	19,867
UNIVERSAL COMM.*		O	1/4	1/4				.00	3/4	1/8		715	178
Electronics/Manufacturing										TOTAL	55,439	830,727	
AMPEX	APX	N	6 3/4	6 5/8	+	1/8	+	1.88	6 3/4	2 1/4	7	10,885	73,473
CCA ELECTRONICS*	CCAE	O	1/8	1/8				.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 1/2	1 1/2				.00	2 1/8	1	7	2,319	3,478
COHU, INC.	COH	A	2 5/8	2 1/4	+	3/8	+	16.66	3 7/8	1 1/4	29	1,617	4,244
CONRAC	CAX	N	18 1/2	17 3/4	+	3/4	+	4.22	21	10	8	1,261	23,328
EASTMAN KODAK	EASKD	N	103 1/4	105 1/8	-	1 7/8	-	1.78	108 3/4	63	26	161,331	16,657,425
GENERAL ELECTRIC	GE	N	47 1/4	44 7/8	+	2 3/8	+	5.29	65	30	15	182,781	8,636,402
HARRIS CORP.	HRS	N	22 3/4	22 1/2	+	1/4	+	1.11	33 1/2	13 1/8	325	6,152	139,958
INTERNATIONAL VIDEO	IVCP	O	2 5/8	2 1/2	+	1/8	+	5.00	7 1/2	1 1/4	5	2,730	7,166
MAGNAVOX	MAG	N	8 1/2	8 1/2				.00	9 7/8	3 3/4	8	17,799	151,291
3M	MMM	N	67 5/8	65 1/2	+	2 1/8	+	3.24	80 1/2	7 5/8	34	114,240	7,725,480
MOTOROLA	MOT	N	49 3/4	49 3/8	+	3/8	+	.75	61 7/8	34 1/8	23	28,191	1,402,502
OAK INDUSTRIES	OEN	N	9 1/4	8 1/2	+	3/4	+	8.82	12 7/8	5 1/4	3	1,639	15,160
RCA	RCA	N	20	19 5/8	+	3/8	+	1.91	21 1/2	9 7/8	16	74,484	1,489,680
ROCKWELL INTL.	RDK	N	23 1/2	22 7/8	+	5/8	+	2.73	28 3/8	18 3/8	7	30,802	723,847
RSC INDUSTRIES	RSC	A	2 1/8	2	+	1/8	+	6.25	2 1/8	1/2	7	3,440	7,310
SONY CORP.	SNE	N	11 5/8	10 3/4	+	7/8	+	8.13	29 7/8	4 3/4	31	172,500	2,005,312
TEKTRONIX	TEK	N	38 3/4	36 1/8	+	2 5/8	+	7.26	47 3/4	18 1/2	14	8,651	335,226
TELEMATION	TIMT	O	1 1/4	1	+	1/4	+	25.00	2 3/4	1	7	1,050	1,312
TELEPRO IND.*		O	9	9				.00	9	2 1/2	56	480	4,320
VARIAN ASSOCIATES	VAR	N	12 1/4	11 1/2	+	3/4	+	6.52	13 1/4	6	11	6,838	83,765
WESTINGHOUSE	WX	N	19	16 7/8	+	2 1/8	+	12.59	26	8 1/2	53	86,666	1,646,654
ZENITH	ZE	N	25	25 3/4	-	3/4	-	2.91	31 5/8	10	104	18,797	469,925
GRAND TOTAL										1,694,431	58,512,253		

Standard & Poor's Industrial Average

104.3 101.0 +3.3

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

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

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

*Stock did not trade on Wednesday; closing
price shown is last traded price.

**No P/E ratio is computed; company
registered net loss.

***Stock split.

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

Company	Period/Ended	CURRENT AND CHANGE			YEAR EARLIER		
		Revenues	Change	Net Income	Revenues	Net Income	Per Share
Avco	3 mo. 2/28	302,773,000	+ 4.1%	288,000	290,718,000	4,880,000	.41
Cox Broadcasting	3 mo. 3/31	22,825,000	+ 9.3%	2,192,000	20,869,000	2,046,000	.35
Fuqua Ind.	3 mo. 3/31	119,041,000	- 8.8%	(1,585,000)	130,469,000	2,548,000	.29
General Instrument Corp.	year 2/28	419,664,479	- 1.5%	9,152,000	425,697,674	10,442,000	1.78 ¹
McGraw-Hill	3 mo. 3/31	106,345,000	+ 2.7%	1,842,000 ²	103,577,000	2,854,000 ³	.11
Needham, Harper & Steers Inc.	3 mo. 3/31	6,585,000	- 11.5%	(294,000)	7,443,000	183,000	.20
Rust Craft	year 3/2	64,703,000	+ 2.1%	2,329,000	63,402,000	3,561,000	1.48
Wells, Rich, Greene	8 mo. 4/30	14,647,772	+ 7.5%	774,217	13,625,000	1,286,191	2.77
Wrather Corp.	3 mo. 3/31	3,811,328	- 14.9%	(413,703)	4,476,894	(63,432)	.03

* Change too great to be meaningful.

¹ Adjusted for stock dividend in May 1974.

² Includes gain on purchase of company's 3 7/8 per cent debentures to meet future sinking fund requirements.

³ Includes results of magazine subscription campaign during first quarter of 1974, which increased net income by approximately \$880,000 over comparable 1975 periods.

Fates & Fortunes®

Media

Albert M. Holtz, general sales manager, KDKA-TV Pittsburgh, named general manager, WPGH-TV there.

Robert T. Rowland, VP and general manager, WQIK-AM-FM Jacksonville, Fla., named president and general manager, WQYK-AM-FM Tampa-St. Petersburg, Fla.

Jerry Graham, manager and co-founder of WGRG-AM-FM Pittsfield, Mass., named VP and general manager of KSAN(FM) San Francisco.

Donald M. Kane, station manager, WAAB(AM)-WAAF(FM) Worcester, Mass., named VP and general manager.

Tony Warren, general sales manager, WYYD(FM), Raleigh, N.C., named general manager, WCSC(AM)-WXTG(FM) Charleston, S.C.

Larry Friedman, staff accountant for ABC, named business manager of ABC-owned WPLJ(FM) New York.

James A. Henry, talent and program negotiator, CBS-TV business affairs department, named associate director, business affairs, CBS-TV, New York.



Hummerstone

Robert G. Hummerstone, associate director, corporate information, CBS Inc., New York, named director of corporate information.

Dan D. Acree, operations manager, KLAU-FM Lawton, Okla., and KIXS-AM-FM Killeen, Tex., named station manager, KTAM(AM)-KORA-FM Bryan, Tex.

Judith Jurisich, assistant promotion manager, WAGA-TV Atlanta, joins WSBK-TV Boston as promotion manager.

Jim Ross, assistant controller, noncommercial KCET(TV) Los Angeles, named controller.

Harry N. Handley, executive producer, WXIA-TV Atlanta, named director of promotion and public service, WFTV(TV) Orlando.

Rhonda Glenn, co-anchorwoman, WAVY-TV Portsmouth, Va., named public affairs director.

Norman C. Brodesser, director of facilities, CBS Inc. New York, named VP, facilities engineering and building operations. **Simon Violinsky**, director, real estate, appointed VP.

Steve Shulman, operations manager, WMOD(FM) Washington, named station manager.

Janet B. Covington, assistant program director, WMAR-TV Baltimore, named director of public affairs following retirement of **David V. R. Stickle** (BROADCASTING, June 2).

Joan Biggs, public affairs assistant, KGW-TV Portland, Ore., named public affairs director.

Arthur R. Taylor, CBS president, awarded honorary doctor of humanities by Bucknell University.

Hugh B. Terry, retired VP and general manager of KMGH-TV Denver, awarded honorary doctor of humane letters by University of Denver.



Osler

Frederic B. Osler Jr., vice president for organization and planning, WHAS-AM-FM-TV Louisville, Ky., elected executive vice president and chief executive officer, parent WHAS Inc., succeeding **Ed Shadburne**, who resigned to form own TV-radio consulting service.

John H. Mitchell, president of Columbia Pictures Television, elected president of Hollywood Radio and Television Society. Mr. Mitchell succeeds **Paul J. Flaherty**, executive VP of Technicolor Inc. Other officers elected: **Lydia R. Reeve**, VP-media director, Honig-

Cooper & Harrington, VP; **Raymond J. Timothy**, VP-general manager, KNBC(TV) Los Angeles, secretary, and **George Nicholaw**, VP-general manager, KNX-AM-FM Los Angeles, treasurer. New directors elected: **Ray L. Beindorf**, CBS Television Stations; **Howard L. Golden**, ABC Entertainment; **Sal J. Iannucci Jr.**, Playboy Enterprises; **Lion Schaan**, VP-general manager, KHJ-TV Los Angeles.

Broadcast Advertising

Herb Fisher, executive VP and director of multi-products accounts, Campbell-Ewald Co., Detroit, named chairman, Wasey Campbell-Ewald and Troost Campbell-Ewald European system, London. He succeeds **Dennis Reader**, named executive VP, Interpublic Group of Companies. (IPG), New York.

Ed O'Berst, radio sales manager, Avery-Knodel, New York, named VP-director radio division.

Barrett McKee, retail sales manager, KNXT(TV) Los Angeles, named general manager, retail sales, CBS Television Stations Division, New York.

Gail R. Trel, general sales manager of WGBS-TV New York, named director of sales of station, replacing **Marvin Shapiro**, who has been appointed director of sales of KNXT(TV) Los Angeles. Both are CBS-owned stations.



Morris



Albright

David L. Morris, advertising manager, Old Milwaukee beer, transferred by Jos. Schlitz Brewing Co., Milwaukee, to advertising manager of Schlitz brand. He succeeds **Earle C. Albright**, who has been assigned to Mr. Morris's former post.

Adrienne Watkins, account executive, Radio Advertising Representatives, New York, named sales manager, WIND(AM) Chicago. Both are Westinghouse-owned.

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

Dennis J. Remsing, account executive Young & Rubicam, Detroit, joins Foote, Cone & Belding/Honig, Los Angeles, as account executive on Mazda Motors of America.

Douglas Cook Barker, group and Midwest sales manager, Tele-Rep, Chicago, named general sales manager, WTVJ(TV) Miami.

SOUTHEAST

Single station market of 20,000 population: Day AM/FM combination. Grossing \$165,000 with more potential available. Price \$325,000 on terms to qualified buyer. Cash Flow can amortize debt.

CECIL L. RICHARDS, INC.

Media Brokers

Radio — TV — Newspapers

P.O. Box 19306 • Washington, D.C. 20036
Call "Lud" Richards: (202) 296-2310

Arlene O'Brien, broadcast coordinator, Keenan & McLaughlin, New York, named broadcast business manager.

Doug Brown, account executive, WHK(AM) Cleveland, named local sales manager. **Walt Tiburski**, assistant sales manager, WMMS(FM) Cleveland, named local sales manager. Both are Malrite Broadcasting stations.

James A. Cannon, assistant comptroller, BBDO, New York, appointed comptroller.

Paul Raikes, VP and account executive, Caldwell-Van Riper, Inc., Indianapolis, and **Carleton B. Evans**, VP and general manager, C-Vr, Fort Wayne, named to board of directors.

Lil Fisher, associate creative director, Clinton E. Frank, San Francisco, named creative director.

Jeffrey M. Messerman, Boston University School of Public Communication graduate, named sales manager WFTN(AM) Franklin, N.H.

David R. Nelson manager, Globetrotter Communications, Inc. Midwest sales and **Edwin Doody**, account executive, WIND(AM) Chicago, named to sales staff, RKO Radio Representatives, Chicago.

Programing

Darryl Hickman, director of daytime programs, CBS-TV New York, appointed executive producer of CBS's long-running soap opera, *Love of Life*.

Frances Zawalonka, film operations supervisor, KNBC(TV) Los Angeles, named unit manager/production supervisor.

M. Richard Asher, executive VP of CBS Record International Division and managing director of CBS Records/United Kingdom, elected president, CBS Records International Division, succeeding **Walter R. Yetnikoff**, named president of CBS/Records Group (BROADCASTING, May 19).

Jeffrey M. McGrath, executive producer, public and community affairs programing, WLS-TV Chicago, named assistant program director. **Joe Trimarco**, production manager, succeeds Mr. McGrath.

Roy Garcia, program director, KTAM, Bryan, Tex., named director of program operations, KTAM and affiliated KORA-FM there.

Richard Irvine, former president of Straight Arrow Publishing (parent of *Rolling Stone Magazine*), named VP-marketing, Trans-American Video, Los Angeles-based video tape production firm.

Jeffrey Rose New York publicity director of Paramount Television assumes additional duties of director of field publicity and promotion for Paramount Pictures Corp. In latter post he replaces **Tony Hoffman** who has left company.

Thomas G. Howe, director of programing and operations, Montana Educational Broadcasting Commission, named assistant program manager, Nebraska ETV Network.

Lawrence R. White, VP in charge of television programing, NBC, received Syracuse University alumni award, George Arents Pioneer Medal, for excellence in communications, on May 31.

Broadcast Journalism



Benson



Steinfort

Bob Benson, managing editor of AP Radio, named deputy director of broadcast services for Associated Press. He will transfer from Washington to AP's New York headquarters as general executive and chief assistant to **Roy Steinfort**, who succeeded late **Robert Eunson** as AP assistant general manager for broadcasting (BROADCASTING, June 2). Mr. Benson will continue to direct operations of AP Radio, voice news services which he organized and which now serves 286 stations, and will assist Mr. Steinfort in all phases of AP's broadcast services.

Ralph Paskman, producer, CBS News, named executive producer at CBS-owned WBBM-TV News, Chicago and **Terry Fern**, associate producer, WBBM-TV, named news writer.

Donald J. Keeler, reporter-anchorman and producer, WOI-TV Ames, Iowa, named anchorman, KMEG-TV Sioux City, Iowa.

Edward L. Simmons, independent TV program producer, named executive producer, TVN Enterprises, film production division of TVN, New York.

Robert Lorentzen, Midwest bureau manager, CBS News, Chicago, named managing editor, Public News Center, unit of noncommercial WTTV(TV) Chicago.

Ron Lyon, public affairs director, WHAZ(AM) Troy and WGNA(FM) Albany, N.Y., named news director.

Brent N. Bahler, announcer, WGFA-AM-FM Watska, Ill., named news director.

Tom Daniels, who had been handling advertising and PR for Air Force, named reporter, KWTU(TV) Oklahoma City.

John E. Evans, administrative assistant to Florida Governor Farris Bryant, named editorial research writer/presenter and public affairs program host, WESH-TV Daytona Beach-Orlando, Fla. **Nick Pfeiffauf** and **Ed McDonough**, newsmen, named co-anchormen at WESH-TV.

David McQueen, news director of KSAN(FM) San Francisco before resigning in September 1974, has rejoined KSAN news department.

Sherry Radtke, Butler University graduate, named reporter, WISH-TV Indianapolis.

Michael L. Morgan, producer-anchorman, WNYS-TV Syracuse, N.Y., and **Bert Roselle**, anchorman and correspondent, WCAU-TV Philadelphia, named co-anchormen, KHOU-TV Houston.

Pamela Starr Huff, reporter, WHIS-TV Bluefield, W. Va., named morning community affairs program host, WSAZ(TV) Huntington, W. Va., succeeding **Debbie Thomas**, named reporter.

Paullne Frederick, retired NBC News UN correspondent, awarded honorary doctor of humane letters by Bucknell University.

Marty Levin, news producer-co-anchorman, KEZI-TV Eugene, Ore., named general assignment/anchorman, KOMO-TV Seattle.

Cable

Robert W. Santora, eastern regional sales turnkey manager, Jerrold Electronics Corp., CATV Systems Division, Horsham, Pa., named to headquarters sales staff.

Newly elected officers of Virginia Cable TV Association: **Ron Roe**, Danville Cablevision, president; **Joe Price**, Jefferson Cable, Charlottesville, VP; **Jim Meador**, Hampton Roads Cablevision, Newport News, secretary; **John Lewis**, Winchester TV Cable, treasurer.

Thomas B. Campbell, head of business development, H-R Television, New York, appointed national sales manager, Target Network Television, Kansas City, Mo., cable programming service subsidiary of KBMA-TV Kansas City.

Equipment & Engineering

William E. Garrison, engineering supervisor, WFBC-AM-FM-TV Greenville, S.C., named director of engineering for parent Multimedia Broadcasting Co., Greenville. **W.J. Lynn**, studio supervisor, WFBC-TV, succeeds him.

Robert L. Cutts, assistant to the chief engineer for plans and spectrum development, FCC, Washington, named assistant chief engineer in charge of international and operations division, succeeding **E. Merle Glunt**, retired.

Frederick M. Zinser, Jr., general manager for telephone products, Essex International, Fort Wayne, Ind., named VP and general manager, telecommunications products division, succeeding **Donald R. Carpenter**, retired.

Richard Powell, founder and president, Communications Headquarters, Inc., San Diego, named national sales manager for broadcast, amateur radio and citizens band equipment, Telex Communications, Inc., Minneapolis.

Everett Halbreich, director of operations at Teletronics Inc., New York, named general manager of Video Camera Services, New York, TV equipment rental house.

Ronald E. Graiff, systems and allocations engineer for ABC owned and operated radio and TV stations, named director of engineering, LIN Broadcasting Corp., New York.

Al Bedross, district manager of Ampex Corp., joins Fuji Photo Film U.S.A. Inc. as Eastern regional manager, New York. **Seth P. (Whitie) Henderson**, RCA district manager of magnetic products division, also joins Fuji as Western regional manager.

Allied Fields

Rev. Joseph M. O'Brien, director, Radio-TV office of St. Louis Archdiocese, elected president of St. Louis chapter of National Academy of Television Arts & Sciences.

Joseph Langbart, attorney with FCC rules and standards division, Washington, moves to Labor Department, there as hearing officer.

Vincent B. Welch, senior partner in Washington law firm of Welch & Morgan, and chairman of Continental Urban Television Corp., which operates KGSC-TV San Jose, Calif., awarded honorary doctor of laws degree from Bowdoin College, Brunswick, Me.

Daniel M. Armstrong III, assistant chief of legal research and treaties division of FCC's general counsel's office, Washington has been named acting associate general counsel and chief of litigation division. He replaces **Joseph Marino**, who is now acting deputy chief of Common Carrier Bureau (BROADCASTING, June 2).

Elmer W. Lower, VP-corporate affairs, ABC Inc., elected president of The Correspondents Fund. **Stanley M. Swinton**, Associated Press VP and outgoing president of Fund, named chairman of Fund's executive committee. Fund is charitable organization that provides help to former news personnel and their families.

Deaths

Monte Rosenwald, 65, consultant to Monte Rosenwald & Associates, Dallas agency, died May 31 in St. Anthony's hospital, Amarillo, after brief illness. He started in broadcasting in

1928 as announcer for KGGM(AM) Albuquerque, N.M. Mr. Rosenwald founded agency bearing his name in 1946, selling it in 1972. On May 12 he was sworn in as member of Amarillo city commission to which he had been elected April 1. His wife, Marian, and daughter, Celia, survive.



Nelson

Ozzie Nelson, 69, entertainer for 22 years on radio; 14 years on TV (*Ozzie and Harriet*, *Ozzie's Girls*), died of cancer June 3 at his home in Hollywood. Mr. Nelson began as band leader in mid-1930's, soon teamed with his band's female singer (Harriet) to inaugurate family-type program, first in

radio then in TV. In addition to his wife, he leaves two sons, David and Eric (Ricky), and six grandchildren.

Norman Lee, 58, news director, KINS(AM) Eureka, Calif., died May 26 of heart attack, following release from local hospital where he

had been recovering from first attack.

William H. Dover, Jr., 45, sales development, WVUE(TV) New Orleans, died May 25 in New Orleans. He is survived by his wife, Marilyn.

Sue F. Ray, 67, wife of William B. Ray, chief of FCC's Complaints and Compliance Division, died of cardiac arrest, May 29, in Washington.

Max Fetty, 53, executive director of Louisiana Educational Television Authority, died May 25 at his New Orleans home. He had been air personality and executive at Baton Rouge stations after World War II and left broadcasting in 1950 to work in sales and public relations. He started his own PR firm in New Orleans in 1964, and in 1972 became head of Louisiana ETV agency.

Rufus C. Rose, 70, puppeteer who created Howdy Doody, died May 29 in Lawrence Memorial hospital, New London, Conn. He operated puppet during It's Howdy Doody Time 13-year run.

Roy Roberts, 69, television, film and stage actor died in Los Angeles after a long illness on May 28. He appeared in *McHale's Navy* and *The Dick Van Dyke Show*, but was best known for his portrayal of Mr. Cheever, banker, on *The Lucy Show*. He is survived by his wife, Lillian.

For the Record®

As compiled by BROADCASTING, May 27 through May 30 and based on filings, authorizations and other FCC actions.

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

New stations

TV start

■ KAKM Anchorage—Authorized program opera-

tion on VHF ch. 7 (174-180 mhz); ERP 103.5 kw vis, 22.9 kw aur. HAAT 143 ft. Action May 2.

AM applications

■ Gaithersburg, Md.—Radio Gaithersburg seeks 1150 khz, 1 kw-D. P.O. address: 26 N. Summit Ave., Gaithersburg, Md. 20760. Estimated construction cost \$171,680; first-year operating cost \$188,500; revenue \$160,000. Format: MOR, contemporary. Principals: McKendree G. Fuls (30%), Harold C. Morris (30%) and Ward W. Fetrow Jr. (30%) et. al, are area businessmen involved in land development and real estate, wholesale food distribution and farm. Ann. May 29.

■ Gaithersburg, Md.—Montgomery Communications seeks 1150 khz, 1 kw-D. P.O. address: c/o George T. Mobille, 1801 K St. N.W., 8th floor, Washington 20006. Estimated construction cost \$61,680; first-year operating cost \$120,000; revenue not given. Format: MOR, talk. Principals: George T. Mobille and Robert A. Marmet (35.9% each) are Washington attorneys. Mr. Mobille has interest in WLRO(AM) Lorain, Ohio. Robert N. Ginsburgh (14%) is major general in Air Force, Millicent B. Adams (14%) has no other business interests. Ann. May 29.

AM start

■ WKVE Bowling Green, Ky.—Authorized program operation on 800 khz, 250 w-D. Action May 20.

FM applications

■ *Boise, Idaho—Boise State University seeks 90.1 mhz, 10 w. P.O. address: 1910 College Blvd., Boise, Idaho 83725. Estimated construction cost \$9,661 first-year operating cost \$5,300. Principal: Richard E. Bullington, executive vice president. Ann. May 28.

■ Clarinda, Iowa—Red Oak/Clarinda Radio seeks 106.3 mhz, 3 kw., HAAT 300 ft. P.O. address: Rte. 3, Red Oak, Iowa 51566. Estimated construction cost \$26,500; first-year operating cost \$27,700; revenue \$72,000. Format: MOR, C&W. Principal: Dwain Munyon (100%) owns KOAK(AM) Red Oak. Ann. May 28.

■ Marshfield, Mass.—Marshfield Broadcasting Co. seeks 95.9 mhz, 2 kw., HAAT 365 ft. P.O. address: 19 Bolas Rd., Duxbury, Mass. 02332. Estimated construction cost \$68,203; first-year operating cost \$36,468; revenue \$60,000. Format: MOR. Principals: Edward F. Perry Jr. (84%) is broadcast consultant and has interest in applicants for AM in Middleborough Center and FM in Amherst, both Massachusetts. William C. Blackmoor (16%) is audio-visual coordinator for public school system. Ann. May 28.

■ *Novi, Mich.—Board of Education, Novi Community School District seeks 89.5 mhz, 10 w. P.O. address: 25575 Taft Rd., Novi, Mich. 48050. Estimated construction cost \$18,385; first-year operating cost \$5,000. Principal: Dr. Gerald Kratz, superintendent of schools. Ann. May 28.

■ *Glens Falls, N.Y.—Board of Trustees of Adirondack Community College seeks 91.9 mhz, 10 w. P.O. address: Bay Road, Glens Falls, N.Y. 12801. Estimated construction cost \$3,900; first-year operating cost \$11,807. Principal: Herbert Brock, dean of administration. Ann. May 28.

■ *Elon College, N.C.—Elon College seeks 91.1 mhz, 10 w. P.O. address: 201 Haggard Ave., Elon College, N.C. 27244. Estimated construction cost \$12,620; first-year operating cost \$3,000. Principal: William G. Sharpe IV, Chairman, board of student communications media. Ann. May 29.

■ York, Pa.—Application by York College of Pennsylvania for new station on 91.1 mhz amended to change

NOTE
NEW
ADDRESS

**EDWIN TORNBURG
& COMPANY, INC.**

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

**Washington—5530 Wisconsin Avenue,
Washington, D.C. 20015
301-652-3766**



frequency to 88.1 mhz. Ann. May 28.

■ *Pleasant Grove, Utah—Alpine School District seeks 88.1 mhz, 10 w. P.O. address: 50 North Center, American Fork, Utah 84003. Estimated construction cost \$15,865; first-year operating cost \$2,000. Principal: Dan W. Peterson, superintendent of schools. Ann. May 28.

■ Modesto, Calif.—Kilburo Broadcasting Corp. Broadcast Bureau granted 102.3 mhz, 3 kw. HAAT 300 ft. P.O. Address 2437 East Orangeburg Avenue, Modesto 95350. Estimated construction cost \$24,500; first-year operating cost \$30,000; revenue \$60,000. Format: Spanish. Kilburo Broadcasting Corp. owns KFIV(AM) Modesto. Principals: F. Robert Fenton (80%) and Adelita R. Morales (20%). Mr. Fenton is general manager of KFIV. Ms. Morales will be general manager of new station. Action May 6.

■ *Orlando, Fla.—Application by Florida Technological University for new station on 89.1 mhz dismissed at request of applicant (BPED-1,902). Ann. May 29.

■ Wenatchee, Wash.—Bethesda Christian Temple (nonprofit). Broadcast Bureau granted 104.9 mhz, 105 w. HAAT 1330 ft. P.O. address: Box 2065, Wenatchee 98801. Estimated construction cost \$30,787; first-year operating cost \$39,400; revenue \$120,000. Principals: Larry M. Titus, pastor; Michael C. Schull, church administrator (BPH-8953). Action May 19.

FM starts

■ *KUAT-FM Tucson, Ariz.—Authorized program operation on 90.5 mhz, ERP 12.5 kw, HAAT 3,590 ft. Action May 15.

■ WJPD-FM Ishpeming, Mich.—Authorized program operation on 92.3 mhz, ERP 100 kw, HAAT 470 ft. Action May 15.

■ KOXE Brownwood, Tex.—Authorized program operation on 101.5 mhz, ERP 100 kw, HAAT 490 ft. Action May 15.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ WDFP Battle Creek, Mich., WVOC Inc. (BLH-6625). Action May 27.

■ WAFM Amory, Miss., Bob Mcraney Enterprises (BLH-6604). Action May 27.

■ KOEA Doniphan, Mo., Jack G. Hunt (BLH-6608). Action May 27.

■ KPQX Havre, Mont., North Montana Broadcasters (BLH-6615). Action May 27.

Ownership changes

Applications

■ KTLO-AM-FM Mountain Home, Ark. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 98.3 mhz, 1.4 kw)—Seeks transfer of control, of Mountain Home Broadcasting Corp. from Arvin Stricklen and Kenneth R. Wilkens (100% before; none after) to Bobby D. Knight, Randall J. Messick, John T. Ahrens and Robert C. Ahrens, (none before; 25% each after). Consideration: \$400,000. Principals: Mr. Stricklen and Mr. Wilkens have no other broadcast interests. Mr. Knight and Mr. Messick are employees of KTLO. John T. Ahrens is dentist and Robert C. Ahrens is doctor. Ann. May 30.

■ KIEM-TV Eureka, Calif. (ch. 3). Seeks transfer of control of California Oregon Radio Co. from Wayne Vickers, et. al. (100% before; none after) to Ingham Communications (none before; 100% after). Consideration: \$400,000 plus assumption of liabilities of approximately \$300,000. Principals: Wayne L. Vickers (26.6%) and eleven others are stockholders in California Oregon Radio Co. Harvey and Richard S. Ingham (50% each) own farm in Iowa. Ann. May 28.

■ KOAK Red Oak, Iowa (1080 khz, 250 w-D)—Seeks transfer of control of Red Oak Broadcasting Co. from Dwain Munyon (100% before; 49% after) to Kendall M. Light (none before; 51% after). Consideration: funds for new FM in Clarinda, Iowa. Principals: Mr. Munyon is manager of KOAK. Mr. Light has interest in KCLH(AM) Washington, Iowa, Corporation is applicant for FM in Clarinda. Ann. May 30.

■ WWTX(FM) Corinth, Miss. (95.3 mhz, 3 kw)—

Seeks assignment of license from Radio Corinth to E.C. Holsford for \$90,000. Sellers: Elbert A. White III and Charles A. Weeks, partners. Buyer: Mr. Holsford is former owner-manager of WVOM(AM) luka, Miss. and owns marina there. Ann. May 30.

■ WGHQ(AM)-WBPM(FM) Kingston, N.Y. (AM: 920 khz, 5 kw-D; FM: 94.3 mhz, 860 w)—Seeks assignment of license from Hudson-Westchester Radio to Historic Hudson Valley Radio. As part of reorganization, Historic Hudson Valley will be created as new corporation. In exchange for his 22% interest in Hudson-Westchester, Harry N. Thayer will be given \$132,400 plus 100% of stock in Historic Hudson Valley. Walter N. Thayer will relinquish his 67% interest in Hudson-Westchester for \$25,600, leaving William F. O'Shaughnessy 100% stockholder. Hudson Westchester also owns WVOX-AM-FM New Rochelle, N.Y. (See below.) Ann. May 30.

■ WVOX-AM-FM New Rochelle, N.Y. (AM: 1460 khz, 500 w-D; FM: 93.5 mhz, 3 kw)—Seeks transfer of control of Hudson-Westchester Radio from Walter N. Thayer (67% before; none after) to William F. O'Shaughnessy (11% before; 100% after). Consideration: \$25,600. (Includes consideration for assignment of license for WGHQ(AM)-WBPM(FM); see above). Ann. May 30.

■ KRRV(AM) Sherman, Tex. (910 khz, 1 kw-D)—Seeks assignment of license from Grayson Radio to Sher-Den Communications for \$450,000. Seller: John H. Hicks III, executive vice president. Buyer: Lon H. Williams (94%). (See KSHN(FM) below). Ann. May 30.

■ KSHN(FM) Sherman, Tex. (96.7 mhz, 3 kw)—Seeks assignment of license from Texas Airwaves to Sher-Den Communications for \$100,000. Seller: Albert W. Brown, president. Buyers: Lon H. Williams (94%) et al. Mr. Williams has interest in KIXS-AM-FM Killeen, Tex. and KLAU(FM) Lawton, Okla. (See KRRV(AM) above.) Ann. May 30.

■ KDFL(AM) Sumner, Wash. (1560 khz, 250 w-D)—Seeks assignment of license from Valley Communications Corp. to Puget Sound Corp. for \$1,500. Seller: Waldo Conlson, treasurer. Buyers: Dr. William R. (51%) and Freda V. Crews (49%) also own WOGA(AM) Sylvester, Ga. Ann. May 23.

Actions

■ KDEO(AM) El Cajon, Calif.—Broadcast Bureau granted acquisition of positive control of Metro Communications by Mortimer W. Hall (31% before; 70% after) through purchase of stock from Donald Balsamo (26% before; none after) and Morton Sidley (23% before; 10% after) (BTC-7749). Action May 20.

■ WHNB-TV New Britain, Conn. (ch. 30). WICD(TV) Champaign, Ill. (ch. 15) and WICS(TV) Springfield, Ill. (ch. 20)—Broadcast Bureau granted involuntary transfer of negative control of Plains Television Corp. from Cecile Burger and Herbert Scheffel, voting trustees to Herbert Scheffel and Andrew Burger, voting trustees (BTC-7754). Action May 20.

■ WQQV Waterbury, Conn.—Application for transfer of control of Waterbury Radio from Benjamin J. Friedland to Marshall A. Pite dismissed at request of

transferor (BTC-7725). Ann. May 23.

■ WCUP(FM) Tifton, Ga. (100.3 mhz, 100 kw)—Broadcast Bureau granted assignment of CP from Tifton Broadcasting Corp. to Beautiful Music. No consideration. Ralph N. Edwards is sole stockholder of both corporations and owns WWSG(AM) Tifton. Ann. April 25.

■ WMSH-TV South Bend, Ind. (ch. 46)—Broadcast Bureau granted involuntary assignment of CP from G&E Religious and Educational Broadcasting Corp. to David Kelley, receiver. G&E Religious and Educational Broadcasting Corp. is nonprofit corporation. (BAPCT-514). Action May 27.

■ WSBC(AM)-WXRT(FM) Chicago. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 93.1 mhz, 50 kw)—Broadcast Bureau granted involuntary transfer of control of WSBC Broadcasting Co. from Louis B. Lee to Continental Illinois National Bank and Trust Co. of Chicago and Laura Lee, co-executors of estate of Louis B. Lee (BTC-7758). Action May 27.

■ KOAM(AM) Pittsburg, Kan. (860 khz, 10 kw-D)—Broadcast Bureau granted involuntary transfer of control of Pittsburg Broadcasting Co. from E.V. Baxter to Frances Baxter, Donald C. Widner and City National Bank of Pittsburg, co-executors of estate of E.V. Baxter (BTC-7756). Action May 27.

■ WVJS(AM)-WSTO(FM) Owensboro, Ky. (AM: 1420 khz, 5 kw-D, 1 kw-N; FM: 96.1 mhz, 100 kw)—Broadcast Bureau granted involuntary transfer of control of Owensboro on the Air from V.J. Steele to Pauline Hagan Steele, executrix of estate of V.J. Steele (BTC-7757). Action May 27.

■ KFAM-AM-FM St. Cloud, Minn. (AM: 1450 khz, 1 kw-D, 150 w-N; FM: 104.7 mhz, 40 kw)—Broadcast Bureau granted involuntary transfer of control of Times Publishing Co. from Frederick C. Schilplin to Clara S. Schilplin and Northwestern National Bank of Minneapolis, executors of estate of Frederick C. Schilplin (BTC-7755). Action May 27.

■ KBOW-AM-FM Butte, Mont. (AM: 550 khz, 5 kw-D, 1 kw-N; FM: 94.1 mhz, 27.5 kw)—Broadcast Bureau granted acquisition of positive control of KBOW Inc. by Richard R. Miller (49.9% before; 99.8% after), through sale of stock by Alice M. Neacy (49.9% before; none after) (BTC-7750). Action May 27.

■ WOW-TV Omaha—Broadcast Bureau granted assignment of license from Meredith Corp. to Chronicle Broadcasting Co. for \$9,158,500. Seller: Meredith Corp., publicly traded, also owns WOW(AM)-KEZO(FM) Omaha; KCMO-AM-TV and KCEZ(FM) Kansas City, Mo., WNEM-TV Bay City-Flint-Saginaw, Mich.; KPHO-TV Phoenix; WGST(AM) Atlanta; WHEN-AM-TV Syracuse, N.Y.; *Better Homes and Gardens, Successful Farming* and publishing and printing plants. Buyer: Chronicle Publishing, parent company, owns KRON-FM-TV San Francisco and *San Francisco Chronicle* (BALCT-561). Action May 27.

■ WZID(FM) Manchester, N.H. (95.7 mhz, 10 kw)—Broadcast Bureau granted assignment of license from Media Concepts to Radioactive Group for \$280,781. Seller: Ralph Gottlieb, controlling shareholder, wishes to assign WZID to Radioactive Group which is controlled by his daughter, Salli Jo Lyons (BALH-2107).

Please send

Broadcasting

The newsworthy of broadcasting and allied arts

Name _____	Position _____
Company _____	
☐ Business Address	
☐ Home Address	
City _____	State _____ Zip _____

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

SUBSCRIBER SERVICE

- ☐ 3 years \$60
- ☐ 2 years \$45
- ☐ 1 year \$25
- Canada Add \$4 Per Year
- Foreign Add \$6 Per Year
- ☐ 1975 Cable Sourcebook \$10.00 (If payment with order: \$8.50)
- ☐ 1975 Yearbook \$20.00 (If payment with order: \$17.50)
- ☐ Payment enclosed
- ☐ Bill me

Action May 21.

■ **WRET-TV** Charlotte, N.C. (ch. 36)—Broadcast Bureau granted assignment of license from Turner Broadcasting of North Carolina to Turner Communications Corp. (BALC-565). Action May 21.

■ **WCCS(FM)** Central City, Pa. (101.7 mhz, 500 w)—Broadcast Bureau granted assignment of license from Benjamin F. and Barry F. Thomas (Central Broadcasting Co.) to Benjamin F. Thomas, trading as Central Broadcasting Co. (BALH-2120). Action May 20.

■ **WKTA(FM)** McKenzie, Tenn. (106.9 mhz, 7.1 kw)—FCC granted assignment of license from Carroll Broadcasting Corp. to Huntingdon-McKenzie Broadcasting Co. for \$130,000. In same action, FCC denied petition by Ray Smith to deny assignment application or dismiss CP application for new FM at Camden, Tenn. Seller: Michael R. Freeland also owns WFWL(AM) Camden, Tenn. and WNOI(FM) Flora, Ill. and has interest in WBAR(AM) Bartow, Fla. Buyers: Meredith Colon Johnston (75%), owner of WECP(AM) Carthage, Miss.; and Richard E. Bennett (25%), general manager of WKTA. Action May 20.

■ **WRGM(AM)** Richmond, Va. (1540 khz, 10 kw-D, DA)—Broadcast Bureau granted assignment of license from Continental Communications to Dales Broadcasting Corp. for \$175,000. Seller: Continental owns WCTI-TV New Bern, N.C. Buyers: David Pollard (30%), Lester and Luella Zins (25%), et al. Mr. Pollard is Washington public relations consultant. Mr. Zins is sportscaster at WAVA-AM-FM Arlington, Va.-Washington, and Mrs. Zins is bookkeeping machine operator (BAL-8339). Action May 21.

■ **WDSM(AM)** Superior, Wis. (710 khz, 5 kw, DA-N)—Broadcast Bureau granted assignment of license from Northwest Broadcasting to WDSM Inc. for \$419,077. Seller: Willard P. Britton, treasurer. Buyers: Robert B. Ridder Sr. (49%) and son Robert Jr. (51%). Mr. Ridder is vice president of Northwest Publications, licensee of WDSM and KSSS(AM) Colorado Springs, Colo.; and chairman of board of Midwest Radio-Television Inc., licensee of WCCO-AM-FM Minneapolis. Mr. Ridder Jr. is assistant to general manager of WDSM-AM-TV (BAL-8313). Action May 20.

■ **KROE(AM)** Sheridan, Wyo. (930 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Sheridan Broadcasting Co. to Sheridan Communications Co. (BAL-8386). Action May 20.

Facilities changes

TV action

■ **WSAV-TV** Savannah, Ga.—Broadcast Bureau granted CP to change aural ERP to 20 kw; change trans. location to Sawdust Pile and Little Neck Roads, Pooler-Burroughs Division, 12 miles west of Savannah and change type of trans. (BPCT-4812). Action May 27.

AM applications

■ **KDHI** Twenty-Nine Palms, Calif.—Seeks mod. of CP to make changes in ant. system. Ann. May 23.

■ **WKCM** Hawesville, Ky.—Seeks CP to make changes in ant. system. Ann. May 28.

■ **KGMO** Cape Girardeau, Mo.—Seeks CP to install new type trans. Ann. May 23.

AM actions

■ **WDCF** Dade City, Fla.—FCC denied Dade City Radio waiver of standard antenna pattern rules and withheld action on its construction permit application to add nighttime hours of operation for WDCF. FCC said study of application revealed requested standard antenna pattern was in violation of rules because it proposed operation with reduced power. Action May 20.

■ **WBGR** Paris, Ky.—Broadcast Bureau granted CP to install new aux. trans. (BP-19924). Action May 19.

■ **WKDC** Elmhurst, Ill.—Broadcast Bureau granted CP to delete monitor point in main lobe direction (315° true) (BP-19930). Action May 19.

■ **WVAL** Sauk Rapids, Minn.—Broadcast Bureau granted CP to make changes in ant. system; conditions

(BP-19917). Action May 19.

■ **KFBD** Waynesville, Mo.—Broadcast Bureau granted CP to change ant.-trans.-studio location and remote control to City Route 66 East, St. Robert, Mo.; conditions (BP-19920). Action May 19.

■ **KMSD** Milbank, S.D.—Broadcast Bureau granted CP to install new alt. main trans.; condition (BP-19925). Action May 19.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KBZZ** La Junta, Colo. (BP-19,640), May 16; **KEVA** Evanston, Wyo. (BP-19,566), May 14 and **WPHM** Port Huron, Mich. (BP-19,787), May 14.

FM application

■ **WPWR** St. George, S.C.—Data filed in accordance with commission's first report and order to change frequency to 107.5 mhz; change trans. location to 2.7 miles south of St. George; change ant.; make change in ant. system (increase height); change TPO; ERP: 100 kw and change HAAT: 439 ft. Ann. May 29.

FM actions

■ ***WPFL** Winter Park, Fla.—Application to change frequency dismissed at request of applicant (BPED-1,904). Ann. May 29.

■ **KHOM** Houma, La.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 56 kw (H&V); ant. height 295 ft. (H&V) (BPH-9398). Action May 28.

■ **KRSB** Roseburg, Ore.—Broadcast Bureau granted CP to change trans. location to Mount Nebo, ½ mile west of Roseburg City Center, Roseburg; change studio location to 421 Pacific Bldg., 727 Southeast Cass St., Roseburg; operate by remote control from proposed studio site; install new ant.; ERP 2.75 kw (H&V); ant. height 310 ft. (H&V) (BPH-9001). Action May 21.

■ **WPBS** Philadelphia—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; ERP 14 kw (H&V); ant. height 830 ft. (H&V); remote control permitted (BPH-9399). Action May 28.

■ **WSLQ** Roanoke, Va.—Broadcast Bureau granted CP to change trans. location to west side of Virginia Hwy. 916, 9.5 miles west-southwest of Roanoke city limits on Poor Mountain, near Roanoke; install new trans. and ant.; make changes in ant. system; ERP 140 kw (H&V); ant. height 1910 ft. (H&V) (BPH-9396). Action May 28.

■ **WVHF-FM** Clarksburg, W.Va., Broadcast Bureau granted mod. of CP to change trans. location to 1.6 miles northeast of City Hall, Clarksburg; change studio and remote control location to 350 West Main St., Clarksburg; change trans. and ant.; make changes in ant. system; ERP 460 watts (H&V); ant. height 670 ft. (H&V); remote control permitted; conditions (BMPH-14437). Action May 19.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KPEL-FM** Lafayette, La. (BPH-8747), May 16; **WLQY** Fort Pierce, Fla. (BPH-8656), May 12; **WRLX** Auburn, N.Y. (BPH-9336), May 19; ***WDUQ** Pittsburgh, Pa. (BPED-1950), May 21; ***WKSU-FM** Kent, Oh. (BPED-1820), May 21 and ***WSIU** Carbon-dale, Ill. (BPED-1733), May 21.

In contest

Case assignments

Chief Administrative Law Judge Arthur A. Gladstone made following assignments on date shown:

■ **WACT(AM)** Tuscaloosa, Ala., **renewal proceeding**: New South Radio (Doc. 20463)—Designated ALJ Byron E. Harrison as new presiding judge since assigned presiding judge withdrew from proceeding. Action May 27.

■ **WHAM(AM)-WHFM(FM)** Rochester, N.Y., **renewal proceeding**: Rust Communications Group (Doc. 20477)—Designated ALJ Lenore G. Ehrig to serve as presiding judge and scheduled hearing for

August 4 in Rochester. Action May 28.

Procedural rulings

■ **KEMO-TV** San Francisco, WPGH-TV Pittsburgh, WXIX-TV Newport, Ky., WATL-TV Atlanta and KJDO-TV Rosenberg, Tex., **TV proceeding**: D.H. Overmeyer (Doc. 18950)—Review Board scheduled oral argument for June 17 on exceptions and briefs to initial and supplemental decisions in D.H. Overmeyer UHF station transfer case. Action May 21.

■ ***WEMU(FM)** Ypsilanti, Mich., **facilities change proceeding**: Eastern Michigan University; ***WCBN-FM** Ann Arbor, Mich. and **WSDP(FM)** Plymouth, Mich., **renewal proceedings**: Regents of the University of Michigan and Plymouth Community School District (Docs. 19911-4)—ALJ James F. Tierney scheduled hearing for August 26. Action May 9.

■ **KXXL** Bozeman, Mont., **combined proceeding**: Empire Broadcasting Corp. (Docs. 20424-6)—ALJ Forest L. McClenning granted petition by Empire for leave to amend application to show changes due to withdrawal of Larry Heinrich as proposed principal of Empire and by separate action scheduled hearing for July 8 in Bozeman. Actions May 22 and 23.

■ **Southport, N.C., FM proceeding**: Thoms Broadcasting Co., Clarence S. Mowery Jr. and Brunswick Broadcasting Co., competing for 107.1 mhz (Docs. 20192-3)—ALJ Walter C. Miller continued August 26 hearing to September 9. Action May 21.

■ **Puerto Rico, AM proceeding**: Cavallaro Broadcasting Corp., competing for 1030 khz, at San Juan; Figueroa and Associates, at Rio Grande; Boricua Broadcasting Corp., at San Juan; Vieques Radio Corp., at Isabel Segunda (Docs. 19897-8, 19900-1)—ALJ Chester F. Naumowicz Jr. continued hearing now scheduled for May 28 pending further order. Action May 27.

Initial decisions

■ **Statesboro, Ga., AM proceeding**: Southeast Radio and Rosemor Broadcasting Co., competing for 850 khz (Docs. 19887-8)—ALJ John H. Conlin granted application of Rosemor Broadcasting Co., for CP for new station at Statesboro, in initial decision. In same action, judge denied competing application of Southeast Radio. Action May 29.

■ **Presque Isle, Me., FM proceeding**: Ram Enterprises and Northern Broadcasting Co., competing for 96.1 mhz (Docs. 20213-4)—ALJ David I. Kraushaar granted application of RAM Enterprises for new station in initial decision. Judge also denied competing application of Northern Broadcasting Co. Judge held that RAM has "shown itself to be superior to Northern in virtually every area of comparative consideration that is of significance, ..." Action May 29.

■ **Salem and Derry, N.H., AM proceeding**: Salem Broadcasting Co. and Spacetown Broadcasting Corp., competing for 1110 khz (Docs. 19434-6)—ALJ Lenore G. Ehrig granted application of Salem Broadcasting Co. in summary initial decision. Judge granted joint request for approval of agreement by Salem and Spacetown, approved agreement, authorized payments by Salem to Spacetown of \$30,800 as reimbursement of Spacetown's expenses and dismissed with prejudice application of Spacetown. Judge granted 1110 khz, 5 kw-D. P.O. address: 90 South St., Ware, Mass. 01082. Estimated construction cost \$100,198 first-year operating cost \$77,000; revenue \$110,000. Format: variety. Principals: Allan W. Roberts (59.6%) owns WARE(AM) Ware and with Edward F. Perry Jr. (38.2%) is applicant for AM in Clinton, Mass. Action May 13.

Review board decision

■ **WNJR(AM)** Newark, N.J., **AM proceeding**: 1430 Associates and WNJR Radio Co., competing for WNJR facilities (1430 khz) (Docs. 20298-9)—Review Board granted application of 1430 Associates for interim authority to operate facilities of WNJR until FCC disposition of competing applications for regular authority for station. It denied application of WNJR Radio Co. to continue as interim operator. Board said WNJR Radio's interim operating authority will expire July 1, 1975. Action May 21.

FCC decision

■ **Mobile, Ala., AM proceeding**: Azalea Corp. and Mobile Broadcast Service Inc., competing for 960 khz

(Docs. 17555, 8)—FCC denied application by Mobile Broadcast Service for review of Review Board decision denying its application for new AM. Action May 20.

Fines

■ **KNDE(AM)** Sacramento, Calif.—Broadcast Bureau ordered Mediacast Inc., to forfeit \$1,000 for repeated violations of rules by failing to make equipment performance measurements, failing to maintain relative amplitudes of antenna currents in elements of its array within 5% of ratios specified in its license or other instrument of authorization and failing to read and log at least once every seven days field strength measurements. Action May 19.

■ **WWCM(AM)** Brazil, Ind.—Broadcast Bureau notified Clay County Broadcasting Co. that it incurred apparent liability for forfeiture of \$1,000 for willful or repeated failure to observe rules by failing to maintain antenna input power between 90 and 105% of authorized antenna input power. Action May 19.

■ **WGAN-TV** Portland, Me.—Broadcast Bureau notified Guy Gannett Broadcasting Services that it incurred apparent liability for forfeiture of \$700 for willful or repeated failure to comply with rules by failing to make required entries of meter readings at beginning of its operation, failing to make required entries concerning daily tower light observations and failure to calibrate and test remote control and monitoring equipment at least 5 days each week. Action May 19.

■ **WTAM(FM)** Gulfport, Miss.—Broadcast Bureau notified E. O. Roden & Associates that it incurred apparent liability for forfeiture of \$300 for willful or repeated violation of rules by failing to make equipment performance measurements. Action May 19.

Other Actions

■ FCC amended rules by adding new Subpart I to cover "Procedures Implementing National Environmental Policy Act of 1969." FCC will issue supplement to following forms for construction permits: 301, 309, 313, 330-P, 340, 346 and 349P. Until forms are available, applicants should obtain and file supplements with each copy of form. Supplements are available in Public Forms Distributing Room of FCC in Washington and in field offices. Ann. May 27.

■ Error has been found in November 1974 edition of FCC Form 301 which will affect applicants for AM construction permits. Section V-A, page 1, paragraph 9 which reads "Frequency monitor" should read "Modulation monitor." To correct error, cross out "Frequency Monitor," type or print "Modulation monitor" and insert "Make" and "Type No." of your modulation monitor in spaces provided. Ann. May 27.

■ ***WHYY-TV** Wilmington, Del.—FCC granted application of WHYY Inc. for renewal of license for WHYY-TV and rejected petition by Wilmington Coalition and Communications Coalition of Philadelphia to deny renewal application. Petitioners claimed WHYY-TV failed to program to meet local needs of Wilmington, failed to serve interests of black community and discriminated in employment practices. Action May 15.

■ **WPAT(AM)** Paterson, N.J.—FCC denied petition by WBEN(AM) Buffalo, N.Y., for stay of Broadcast Bureau action and related authorizations issued in connection with proof of performance being conducted by WPAT. FCC indicated it was ready to undertake any remedial action that might be necessary to prevent interference of WBEN from WPAT, but until measurements are taken and considered, there was no basis for granting WBEN relief. Action May 13.

■ **WDNT(AM)** Dayton, Tenn.—FCC rejected petition by Erwin O'Connor to deny renewal application of Norman A. Thomas for WDNT, and to designate that application for hearing. FCC dismissed petition as being procedurally defective and denied it as informal objection. O'Connor contended that Thomas failed to demonstrate compliance with FCC policies on ascertainment, that WDNT's equal employment opportunity program was inadequate and Thomas's proposal to broadcast country music entertainment programming would not serve public interest. Action May 21.

Allocations

Actions

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

■ **Cathedral City**, El Centro and Indio, Calif.—FCC adopted channel changes for Cathedral City, from ch. 276A to ch. 253; El Centro, from ch. 253 to ch. 298 and Indio, from ch. 252A to ch. 276A. Substitutions were made in response to petition by Glen Barnett, licensee of KWCY-AM-FM Cathedral City. Action May 20.

■ **Bellwood**, Pa.—FCC approved reassignment of ch. 280A from Philipsburg to Bellwood, both Pennsylvania. Action was final disposition of proceeding that assigned ch. 285A to Altoona, Pa. Action May 6.

Rulemaking

Actions

■ FCC ruled that under certain circumstances it is no longer necessary for state broadcasters' association to obtain waiver of sponsorship identification provisions of Communications Act in connection with public service announcements on behalf of nonprofit groups which make monetary contributions to state associations. FCC ruled that no waiver is required when monies contributed are spent entirely in assisting programs of nonprofit organizations, such as by counseling or assisting them on preparation of public service announcements or other material, writing or recording such material for them or distributing it to stations within state. Action May 21.

■ The FCC affirmed its January 28 decision adopting rules governing cross-ownership of daily newspapers and television or radio stations in same local area. New action was in response to series of pleadings, some of them filed by parties subject to divestiture of one of their media interests under rules, seeking clarification or alteration of divestiture standard. For existing stations, divestiture by January 1, 1980, was required only where degree of media concentration or lack of diversity could be labeled as egregious, commission said. Action May 28.

Translators

Applications

■ **K02DQ** Lake George and Florissant, Colo.—Seeks to change frequency from ch. 2 to ch. 11 (BPTT-TV-5312). Ann. May 28.

■ **Hagerman Translator District**, Hagerman, Idaho—Seeks ch. 63, rebroadcasting KBCI-TV Boise, Idaho (BPTT-2849). Ann. May 28.

■ **Boise Valley Broadcasters**, Twin Falls, Idaho—Seeks ch. 55, rebroadcasting KBCI-TV Boise, Idaho (BPTT-2851). Ann. May 30.

■ **City of Hoxie**, Hoxie and immediate area, Kan.—Seeks ch. 11, rebroadcasting KLINE-TV Lexington, Neb. (BPTTV-5311). Ann. May 28.

■ **U.P.T-V Systems**, Iron Mountain, Mich.—Seeks ch. 69, rebroadcasting WPNE Green Bay, Wis. (BPTT-2850). Ann. May 29.

■ **Conrad Television District**, Conrad, Mont.—Seeks ch. 6, rebroadcasting CFCN-TV Lethbridge, Alberta (BPTTV-5315). Ann. May 30.

■ **Radio Medford**, Jacksonville, Ore.—Seeks ch. 3, rebroadcasting KMED-TV Medford, Ore. (BPTTV-5310). Ann. May 27.

■ **Riverton Fremont TV Club**, Riverton, Arapahoe and rural Fremont county, Wyo.—Seeks ch. 5, rebroadcasting KDUH-TV Haysprings, Neb. (BPTTV-5314). Ann. May 30.

Actions

■ **Anchor Point**, Alaska—Application by State of Alaska for new translator on ch. 8, rebroadcasting KTVA Anchorage, dismissed at request of applicant (BPTTV-5105). Ann. May 29.

■ **Clam Gulch Store** to Ninilchik, Alaska (on Sterling Hwy.)—Application by State of Alaska for new translator on ch. 60, rebroadcasting KTVA Anchorage, dismissed at request of applicant (BPTT-2696). Ann. May 29.

■ **Homer and Seldovia**, Alaska—Application by State of Alaska for new translator on ch. 11, rebroadcasting KTVA Anchorage, dismissed at request of applicant (BPTTV-5106). Ann. May 29.

■ **Green River**, Utah—Application by Green River City TV for new translator on ch. 7, rebroadcasting *KUED-TV Salt Lake City, dismissed (BPTTV-4879). Ann. May 28.

Cable

Applications

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

■ **Phenix City CATV**, for Phenix City, Ala. (CAC-05115): Add WXAT-TV Atlanta.

■ **Betterview Cablevision** of Arizona, Suite 201, 5540 W. Glendale Ave., Glendale, Ariz. 85301, for Kearny, Ariz. (CAC-05094): KTVK, KPHO-TV, KAET, KOOL-TV, KPAZ-TV Phoenix; KTAR-TV Mesa; KVOA-TV, KGUN-TV, KOLD-TV Tucson; KZAZ Nogales, all Arizona; KTLA, KTTV Los Angeles.

■ **University City Television Cable Co.**, for Gainesville (CAC-05112) and Alachua county (CAC-05113), both Florida: Requests certification of existing operations.

■ **Teleprompter Florida CATV Corp.**, for Lake Worth (CAC-05097), Lantana (CAC-05098), Atlantis (CAC-05099), Boynton Beach (CAC-05100), South Palm Beach (CAC-05101), Manalapan (CAC-05102), Gulf Stream (CAC-05103), West Palm Beach (CAC-05104), Palm Springs (CAC-05105), Palm Beach County (CAC-05106), Golfview (CAC-05107), Haverhill (CAC-05108), Lake Clarke Shores (CAC-5109), Mangonia Park (CAC-05110), and Palm Beach (CAC-05111), all Florida: Add WCIX-TV Miami.

■ **All-Channel Cable TV** of Illinois, for Chanute AFB, Ill. (CAC-05116): Add WSNS-TV Chicago and delete WTTV Bloomington, Ind.

■ **Southern Illinois Cable TV Co.**, for West Frankfort (CAC-05120), Johnston City (CAC-05121) and Carterville (CAC-05122), all Illinois: Add KTVI, KSD-TV, KMOX-TV St. Louis.

■ **St. Landry Cable TV**, for Opelousas (CAC-05117) and St. Landry parish (CAC-05118), both Louisiana: Add KHTV Houston and delete WGNO-TV New Orleans.

■ **Quinebaug Valley Cablevision**, for Southbridge, Mass. (CAC-1663): Add WHYN-TV Springfield, Mass. and delete WFSB-TV Hartford, Conn.

■ **WGN Electronic Systems Co.**, for Houghton, Mich. (CAC-05096): Requests certification of existing operations.

■ **Northside TV Corp.**, for Iron Mountain, Mich. (CAC-05119): Add WGN-TV Chicago; WTCN-TV Minneapolis; CKPR Thunder Bay, Ontario; WSAU-TV, WAOW-TV Wausau, Wis.; WKBD-TV Detroit.

■ **TAB Inc.**, for Sparta, Mich. (CAC-4887): Delete WKAR-TV East Lansing, Mich.; WMVS Milwaukee.

■ **Souris Valley Cable T.V.**, for Minot AFB, N.D. (CAC-05093): Add CJAY-TV, Brandon, Manitoba.

■ **Continental Cablevision Corp.**, for Bath township (CAC-05128), Moorefield township (CAC-05129), and Springfield township (CAC-05130), all Ohio: Add WUAB Lorain, Ohio and delete WKBF-TV Cleveland.

■ **Ultra Com** of Blanchester, for Blanchester, Ohio (CAC-05114): Add WLWC, WTVN-TV Columbus, Ohio and delete WKBF-TV Cleveland; WUAB Lorain, Ohio.

■ **Southwest Cable Corp.**, for Dayton, Ohio (CAC-4952): Delete WKBF-TV Cleveland and add WUAB Lorain, Ohio.

■ **Tower Communications**, for New Philadelphia (CAC-05124), Dover (CAC-05125), Barnhill (CAC-05126), and Midvale (CAC-05127), all Ohio: Delete WKBF-TV Cleveland and add WUAB Lorain, Ohio.

Summary of broadcasting

FCC tabulations as of April 30, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,411	3	26	4,440	45	4,485
Commercial FM	2,625	0	58	2,683	148	2,829
Educational FM	714	0	35	749	82	831
Total Radio	7,750	3	119	7,872	273	8,145
Commercial TV	697	1	9	707	52	759
VHF	507	1	3	511	9	520
UHF	190	0	6	196	43	239
Educational TV	223	9	10	242	12	254
VHF	89	3	3	95	4	99
UHF	134	6	7	147	8	155
Total TV	920	10	19	949	64	1,013

*Special temporary authorization

**Includes off-air licenses

■ Alert Cable TV, for Pryor, Okla. (CAC-05123): Add KTVT Ft. Worth; KXTX-TV Dallas.

■ Lebanon Valley Cable TV Co., for Wolmersdorf, Pa. (CAC-05001): Add WLVT-TV Allentown, Pa.

■ Clinton TV Cable Co., Box 9323, Knoxville, Tenn. 37922, for Clinton, Tenn. (CAC-05095): WATE-TV WBIR-TV, WTVK Knoxville; WSJK-TV Seasideville; WRIP-TV Chattanooga, all Tennessee; WTCG Atlanta; WCLP-TV Chatsworth, Ga.; WKSQ Somerset, Ky.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Cape Cod Cablevision Corp., Dennis, Mass. (CAC-4815); Sparta Cable TV Co., Sparta, N.C. (CAC-4825); KWR Systems, Vernon, N.Y. (CAC-4857); Central California Communications Corp., Salinas (CAC-4893); Monterey county (CAC-4894); Watsonville (CAC-4895); Freedom (CAC-4896); East Lake village (CAC-4897) and Capitola (CAC-4898), all California; Sammons Communications, Newport, Tenn. (CAC-4907); Middle Paxton township (CAC-3280); Camp Hill (CAC-3285) and Hampden (CAC-3286), all Pennsylvania; Cable Systems Inc., Audubon Park borough (CAC-4429), Oaklyn borough (CAC-4430) and Audubon borough (CAC-4431), all New Jersey; Mt. Morris Cable Co., Flint township, Mich. (CAC-4608); Great Lakes Cable Co., Bellaire village, Mich. (CAC-4779); Antenna Systems, Vandenberg Air Force Base, Calif. (CAC-4797); Cape Cod Cablevision Corp., Barnstable, Mass. (CAC-4814); Lowville Cable TV, Lowville, N.Y. (CAC-4853); Newcastle Cable TV Co., Newcastle, Wyo. (CAC-4860); Cablevision of Guymon, Guymon, Okla. (CAC-4871); Community Tele-Communication, Park county, Wyo. (CAC-4881); Badger CATV, Tomah, Wis. (CAC-4888); Oneonta Video, city of Oneonta (CAC-4900), town of Oneonta (CAC-4901), village of Laurens (CAC-4902), town of Laurens (CAC-4903), village of Otego (CAC-4904) and town of Otego (CAC-4905), all New York; Greater New England Cablevision Company, Ludlow, Mass. (CAC-4906); Winnebago Cable TV Corp., Winnebago, Minn. (CAC-4908); Southwest CATV, Pharr, Tex. (CAC-4915); McAllen Cablevision Corp., McAllen, Tex. (CAC-4916); Valley Microwave Transmission, Inc. Edinburg, (CAC-4917), San Juan, (CAC-4918) and Alamo (CAC-4919), all Texas; Southwest CATV, Mission, Tex. (CAC-4920); Valley Microwave Transmission, Weslaco (CAC-4921), Donna (CAC-4922), Mercedes (CAC-4923), La Feria (CAC-4924), Harlingen (CAC-4925), San Benito (CAC-4926) and Raymondville (CAC-4927), all Texas; Southwest CATV, Brownsville, Tex. (CAC-4928); Buckeye Cablevision, Perryburg township (CAC-2275) and Ottawa Hills (CAC-2277), both Ohio; Blue Ridge Cable Television, Towamensing township, Pa. (CAC-2514); Amcomm-Minnesota, Tracy, Minn. (CAC-3611); Buckeye Cablevision, Walbridge, (CAC-4278), Monclova township (CAC-4279) and Rossford (CAC-4280), all Ohio; Morris Cablevision, Hanover township, N.J. (CAC-4325); Televents of San Joaquin Valley, Newman, Calif. (CAC-4602); Sareco Cable TV, Abbeville, S.C. (CAC-4674); Wentronics Inc. Moab, Utah (CAC-4690); Mullinville Development Association, Mullinville, Kan. (CAC-4716); Angus T.V. Cable Co., Richmond, Ohio (CAC-4727) and Magnolia Cable TV, Magnolia, Ark. (CAC-4781).

■ Evergreen, Ala.—Cable Bureau granted application

by Evergreen Cablevision for certificate of compliance to carry WTVY Dothan, WDIQ Dozier, WKRG-TV and WALA-TV Mobile, WCOV-TV, WKAB-TV and WSFA-TV Montgomery, all Alabama. WEAR-TV Pensacola, Fla. (CAC-4894). Action May 21.

■ Arkansas—FCC granted conditional certificates of compliance to Warner Cable of Fayetteville to add two distant signals to existing systems at Fayetteville, Washington county, Greenland, Farmington and Elkins. Previously, FCC denied Warner's request to add KYTV and KOLR Springfield, Mo., to five systems. In its original request, Warner contended that carriage of two signals was consistent with rules governing systems located outside all TV markets. Although it was authorized to carry KGTO-TV Fayetteville, smaller TV market, Warner said because KGTO-TV had been dark since December 1973, systems now were located outside all TV markets. Noting that licensee indicated that KGTO-TV would not be operational for at least 150 days FCC found it would be appropriate to grant conditional certificate to add two distant signals until KGTO-TV returns to air.

■ Salisbury and North Cannan, Conn.—FCC reconsidered action and granted Haystack Cable Vision certificates of compliance for new systems at Salisbury and North Cannan. FCC had declined to waive rules to permit one shared access channel and no program production facilities for six proposed systems at Cannan, Salisbury, Cornwall, Sharon, North Cannan and Norfolk. Communities are located in Hartford-New Haven-New Britain-Waterbury, Conn., major market. In seeking reconsideration, Haystack now proposed, by expanding its channel capacity from 12 to 20 channels, to provide one set of access channels and production facility at Salisbury, to be shared by two communities. Action May 20.

■ Okeechobee, Fla.—FCC granted Okeairco Inc. certificate of compliance for new system at Okeechobee, located in Fort Pierce smaller TV market. Okeairco proposes to carry WEDU, WTVT Tampa, WTVX Fort Pierce, WPTV Palm Beach, WEAT-TV West Palm Beach, WDBO-TV, WFTV and WSWB-TV Orlando, WINK-TV, WBBH-TV Fort Myers, WTOG St. Petersburg and WTVJ Miami. FCC said although carriage of WEDU, WTVX, WPTV, WEAT-TV and one of two independent signals was consistent with rules, Okeairco had requested rule waiver to carry remaining stations. FCC, noting that rule was designed to protect smaller market TV stations from unlimited competition due to importation of distant signals, said rationale for such limitations was inapplicable in this case and waiver would be in public interest (CAC-1324). Action May 20.

■ Decatur and Bluffton, Inc.—Cable Bureau denied application by Decatur Cable Co. and Bluffton Cable Co. for certificates of compliance to begin operations unless applicants amend applications as indicated (CAC-2884-5). Action May 21.

■ Las Vegas and Clark county, Nev.—FCC denied application of Nevada Cablevision Co. for review of action by Cable Bureau dismissing Nevada's application for certificates of compliance to begin operation at Las Vegas and portions of Clark county. Bureau held that Nevada's applications lacked valid franchises or other appropriate local authorizations. Bureau's determination was based on Nevada State Supreme Court's affirmation of lower court decision declaring null and void certificate of convenience and necessity issued Nevada Cablevision by Nevada Public Service Commission (CAC-851-2). Action May 20.

■ Dover township, N.J.—Cable Bureau granted application of Clear Television Cable Corp. for certificate of compliance to carry WBSB-TV, WNBC-TV, WNEU-TV, WABC-TV, WOR-TV, WPXI, WNYC-TV New York, KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAF-TV Philadelphia, WNJN Trenton, N.J., WNET Newark N.J., WHYY-TV Wilmington, Del., WKBS-TV Burlington, WJNS Camden, WNJU-TV Linden, WJNB New Brunswick and WBTB-TV Newark, all New Jersey (CAC-4042). Action May 21.

■ Macon and Swain counties, N.C.—Application by Mountain Cablevision for certificates of compliance dismissed for a failure to prosecute (CAC-2844.46). Action May 23.

■ Lorain, Ohio—FCC granted application of Lorain Cable TV for certification to begin operation in Lorain, located in Cleveland-Lorain-Akron, Ohio major TV market. Lorain requested authority to carry WKYC-TV, WEWS, WJW-TV, WVIZ-TV and WKBF-TV Cleveland; WAKR-TV Akron; WUAB Lorain; WKBD-TV Detroit, and CKLW-TV Windsor, Ont. In amendment to its application Lorain sought WCIU-TV Chicago and WDHO-TV, WSPD-TV and WTOL-TV Toledo. Proposal was opposed by WJW-TV Cleveland and WUAB Lorain. FCC said it would deny Lorain's request to carry WDHO-TV, WSPD-TV and WTOL-TV without prejudice to its submission of showing of significant viewing of those stations and it would partially waive rules to permit carriage of only non-English language programming of WCIU-TV. Action May 14.

■ Wright-Patterson AFB, Ohio—FCC granted Cable Antenna Systems certificate of compliance to convert existing Master Antenna Television System at Wright-Patterson Air Force Base to cable system. Cable Antenna was authorized to continue supplying WLWD, WHIO-TV, WKCF Dayton, WOET-TV Kettering, WCO-TV, WKRC-TV, WCET, WLWT Cincinnati, WMUB-TV Oxford, and WOSU-TV Columbus, all Ohio; WXIX-TV Newport, Ky., and WTTV Bloomington, Ind. (CAC-4547). Action May 21.

■ Mitchell, S.D.—FCC denied request of Central Plains Cable TV to reconsider ruling granting temporary reinstatement of KTIV Sioux City, Iowa, on its system. Commission found that Central Plains had previously voluntarily stopped carrying KTIV. Holding that this indicated deletion of KTIV was not beyond cable system's control, FCC said it would not grant that station grandfathered status (CAC-2804, 3637). Action May 13.

■ Henrico county, Va.—Application by Amvideo of Virginia for certificate of compliance dismissed (CAC-3813). Action May 27.

Other actions

■ FCC denied three petitions for reconsideration of actions that rejected petitions for refund of fees, other than cable television annual fees, paid under 1970 fee schedule. Latest appeals were filed by GTE Service Corp., Greater Philadelphia Radio and State College Communications Corp. Holding that Greater Philadelphia and State College made essentially same arguments as parties whose petitions were already disposed of, FCC said their petitions were denied for same reasons. FCC also denied GTE Service Corp's petition on grounds that fee had been paid voluntarily and corporation was not entitled to refund. Action May 13.

■ Novato and Marin County, Calif.—FCC ordered Liberty TV Cable to begin carrying KVOF-TV San Francisco on its systems at Novato and Marin county. Both systems are located in San Francisco-Oakland-San Jose major TV market. Faith Center, licensee of KVOF-TV, requested carriage, stating that KVOF-TV's reentry into television market depended in part on its ability to secure cable carriage to which it is entitled. FCC said it was undisputed that KVOF-TV was entitled to carriage on Liberty's systems and it could not find that Liberty should be relieved of its obligation to carry signal. Action May 13.

■ Orrville and Ashland, Ohio—FCC denied petition by Armstrong Utilities for stay of action ordering it to provide appropriate network program exclusivity protection to WAKR-TV Akron, Ohio, on its systems at Orrville and Ashland. FCC pointed out that revised rules clearly require systems located in 35-mile zone of major TV market and having 1,000 or more subscribers to provide network program exclusivity protection to local signals against more distant signals. Therefore, commission said, Orrville system was required to provide such protection. Ashland system is outside all markets (CAC-1906, 2140). Action May 21.

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCCE
5390 Cherokee Avenue
Alexandria, Virginia 22314
(703) 354-3400

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFOOE

**EDWARD F. LORENTZ
& ASSOCIATES**
Consulting Engineers
(formerly Commercial Radio)
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFOOE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telestar Ct. (703) 560-6800
Falls Church, Va. 22042
Member AFOOE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

**SILLIMAN, MOFFET
& KOWALSKI**
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFOOE

STEEL, ANDRUS & ADAIR
2029 K Street, N.W.
Washington, D.C. 20006
(301) 827-8725
(301) 384-5374
(202) 223-4864
Member AFCCE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFOOE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 400
1730 M St., N.W., 659-3707
Washington, D. C. 20036
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFOOE

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 333-5562
DENVER, COLORADO
Member AFCCE

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
CONSULTING RADIO ENGINEERS
9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member AFCCE

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas 75901
634-9558 632-2821

Oscar Leon Cuellar
Consulting Engineer
1563 South Hudson
(303) 756-8456
DENVER, Colorado 80222
Member AFCCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
906 - 36th Ave.
Seattle, Washington 98122
(206) 324-7860

**Midwest Engineering
Associates**
Consulting Engineers
F. W. Hannel, P.E.
BSEE; MSEE
7304 N. Oxford, Peoria, Ill. 61614
(309) 691-3426

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

John H. Battison Assocs.
Consulting Broadcast Engineers
AM-FM-TV-CATV-Microwave
10073 Echo Hill Drive
Cleveland, Ohio 44141
216-526-3906

Service Directory

P. H. LEE ASSOCIATES, INC.
Over 36 Years in Communications
And Broadcast Engineering
AM-FM-TV Frequency Measurements
P.O. Box 1575
Thousand Oaks, Calif. 91360
(805) 492-5055 (213) 889-7769

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

CABLEDATA
Accounts Receivable.
Data Processing for
Cable Television.
P.O. Box 13040 / Sacramento, Ca. 95813
(916) 441-4760

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—
among them, the decision making sta-
tion owners and managers, chief engi-
neers and technicians—applicants for
am fm tv and facsimile facilities.
*1970 Readership Survey showing 3.2
readers per copy.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

Sales manager, New England Medium Market, to sell and lead team. Prefer experienced aggressive New England salesperson to share in gross of well-established facility. Equal Opportunity Employer. Box F-43, BROADCASTING.

Major market AM-FM seeks General Manager. Capable, dedicated applicants sought by KFUO/Lutheran Radio in St. Louis. Religious and fine arts formats. Produces internationally distributed "Portals of Prayer". Complete operation supported through donations. Send complete resume and salary requirements to Roger Zimmerman, KFUO, 801 DeMun, St. Louis, MO 63105.

Management trainees for expanding small market group. Small market sales experience necessary. Resume to Lee Buck Broadcasting, Box 494, Greencastle, IN, 46135.

Help Wanted Sales

Additional salesperson needed at AM/FM operation at internationally famous southwest resort area. Ideal, exciting place to live, plus tremendous opportunity in dynamic growth area. Our salespeople make over \$15,000, but they work for it. We need an experienced self-starting, pavement-pounder. Definite management possibilities. Box E-204, BROADCASTING.

Sales trainee (now living New England). Medium-size market. Must understand inside operations radio station, have intense desire to sell. Tell us why you should receive this unique opportunity. E.O.E. Box F-42, BROADCASTING.

Looking for young aggressive sales manager for western Pennsylvania radio station. To a proven go-getter who is sales and promotion oriented, we will make stock available. First year salary between \$15,000 to \$20,000. Send resume to Box F-68, BROADCASTING.

5000 watt Colorado AM station one of a three station group needs a good sales person preferably with air experience minority applications welcome Write Box F-74, BROADCASTING.

Enjoy persuading and convincing others? Then you're a salesperson. Smaller midwest market. Versatility and ag knowledge a plus. Resume, photo. Box F-85, BROADCASTING.

Somewhere in Middle Georgia there is a Salesperson ready to move up. Sell for WDEN Macon and enjoy a successful future. Call Wayne Sawyer 912-745-3383. WDEN is the modern CW sound leader in Middle Georgia.

Come to Boston Account exec opportunity to grow with new company and new ideas. Call Al Makkay WEZE 617-542-1717. All replies confidential.

Florida Coastal Station has opening in sales department for person with radio sales experience. Big growth area with strong local economy salary, commission and car expense. Desire both female and male applicants. Send resume Randolph Miller WOVV-WIRA Ft Pierce FL 33450. Equal Opportunity Employer.

Advertising director for college FM stereo operation, Begin July 1. Work with student sales force. 15% commission on personal sales, 5% override on staff sales, medical life insurance, paid vacations, \$2,500 salary. Station billing \$110,000 should grow this year. Send resume to Richard Sublette, GM, 620 East John, Champaign, IL, 61820.

Help Wanted Sales Continued

Radio advertising salesperson La Junta, Colorado - Wanted immediately. Experienced small market radio advertising salesperson for AM and/or FM station. Outstanding new facilities and communication center. Long established AM, new FM. Sports oriented. Strong community acceptance independently owned not part of chain. Ideal area for anyone whose health requires warm dry climate. \$10,000 plus annual base guarantee with opportunity to make great deal more on commission base. Starting salary commensurate with ability and experience. Permanent full-time producer wanted, boozers and losers need not apply. Call or send resume to Chuck Denney, Co-Owner, General manager, 303-384-5456, P.O. Box 485, La Junta, CO, 81050.

Help Wanted Announcers

Seeking morning communicator with experience or mature pro looking for place to settle. Medium market. Bright MOR. Beautiful area, upper midwest. Top rated daytimer with professionalism our key to success. Looking for quality as we compete with metro market. Resume, salary required to Box F-79, BROADCASTING.

Need immediately entire staff for new FM affiliated with AM. MOR/Top 40. Resume, tape, photo to KADQ, Box 123, Rexburg, ID 83440.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

KRFM, Phoenix, Top-rated Beautiful Music FM has immediate opening for experienced morning person. Send resume and tape, which we may keep, to Eric Johnson, Operations Manager, KRFM, P.O. Box 10098, Phoenix, AZ 85064. Starting salary \$12,000. An Equal Opportunity Employer.

KWHW AM-FM, Altus, Okla. needs experience announcer with production ability. Small market with major market sound. New studio, equipment, excellent working conditions. Prefer individuals from southwest or midwest who are available for interview. Bring tape, resume for interview. Equal Opportunity Employer.

Immediate opening for mature experienced announcer with first phone with production know how. Good opportunity for right person. Equal Opportunity Employer. Send resume and tape to manager, WGBR, P.O. Box 207, Goldsboro, NC 27530.

Leader in NYC suburban market seeking strong, dependable morning drive personality for MOR format. 1 to 2 years experience and strong production ability a must. Salary commensurate with ability. No phone calls. Send air check, production samples, resume and salary requirements to Jeff Topps, WGNV, Box 591, Newburgh, NY 12550. Subsequent live audition and interview for qualified applicants, EOE.

Northern New England's leading contemporary music station is looking for a weekend air person. Send air check and resume to Andy Carey, Program director, WHEB, Box 120, Portsmouth, NH, 03801.

Modern country, good small market, looking for jock now. Third, desire pro, Tape, resume, WJLJ, Box 1626 Tupelo, MS, 38801.

Small Maine 1K adult contemporary needs afternoon personality, strong production. Send resume and tape WKTP, Box 199, South Paris, ME.

First phone jock needed for 6-12 PM country shift. Tape and resume to WMHI, Route 5, Frederick, MD, 21701.

Two serious, dedicated talents for midwest rocker. E.O.E. Some of our people are in the majors, and we'd like to help you get there too. If you want to move up to a top station, send information to P.D., WRBR, Box 179, South Bend, IN 46624.

Help Wanted Announcers Continued

WRIG, Wausau, central Wisconsin's leading adult contemporary station, needs an experienced communicator to fill our 7 P.M. to midnight shift. No TNT's need apply. We are also seeking a part-time announcer to fill in for summer vacations. Send tape, resume, picture to Don Roberts, WRIG, 529 Third Street, Wausau, WI, 54401.

Immediate opening, Experience in commercial station essential. Salary open. Contact S. Lubin, WVOS, Liberty, NY. An Equal Opportunity Employer.

We're a contemporary station in a desirable Wisconsin city. We're looking for experienced, responsible personality entertainers who can take direction. No beginners, please. Good pay and benefits. Send resume and tape to WSPT, Box 247, Stevens Point, WI 54481.

Help Wanted Technical

Chief engineer Troubleshooter and person who likes exciting audio sounds wanted to caress carousel, activate automation, and make our small Midwestern daytimer sound better than anyone else. Good salary and good challenge with extra money for extra skills. Box E-182, BROADCASTING.

Lake resort area, chief engineer for AM/FM directional, PSA, Proofs, 4 hour board shift. WCSM, Celina, OH 45822.

Virginia full timer needs engineer with know how. Excellent facilities, working conditions, benefits. Resume to John Powell, WELK, Charlottesville, VA 22901.

Assistant chief capable of maintenance who is also good announcer capable of handling some commercial production. Excellent facilities, WSMI AM FM, Litchfield, IL, 62056.

Chief wanted for new 50,000 watt FM public station under construction in central N.C. 1st phone and 5 years experience required, including 1 year as chief. Knowledge of FCC regulations and broadcast principles. \$11,148. Contact the Employment division, the University of North Carolina at Chapel Hill, 111 Pettigrew Hall, Chapel Hill, NC, 27514, Equal Opportunity Employer.

Midwest 5k/1k seeks qualified Chief Engineer. Good pay, benefits. Immediate opening. Call Manager, 812-425-2221. E.O.E.

Help Wanted News

We need to fill a news management position for a major group of FM stations, with headquarters in New York. Strictly management, no on-air. Must have solid background in major market news plus solid knowledge of how to handle news in progressive FM format. Send background letter and resume to Box F-54, BROADCASTING.

If you recognize the name W.D. Sandeford, you know what kind of person I'm looking for. Funny, informative, total news communicator. No rip and read please, but if you know how to dig, rewrite and entertain while informing, send all details to WRBR-FM, Box 179, South Bend, IN, 46624 E.O.E.

Broadcast specialist - Writer. Columbia University's Office of Public Information. Must have at least 2 years of professional experience in a radio or television news dept. or equivalent, and working knowledge of NY and network news and public affairs of programming, all writing and editorial skills. Excellent benefits. Send resume with salary history to: G. Cole, Employment Office, Columbia University, 209 Dodge Bldg., 116 St. & Bway, New York, NY, 10027. An Equal Opportunity Employer.

Help Wanted News Continued

Sports network director Part time journalism instructor play by play of all university football and basketball games. Contact: Clyde Walker, Director of Athletics, University of Kansas, Lawrence, KS, 66045.

Help Wanted Programing, Production, Others

Program Director/Production Manager/ Air Personality, all 3 in 1 for a New England MOR. Superb facilities and quality living area for cooperative, mature pro who can "do it all", working and leading. E.O.E. Box F-64, BROADCASTING.

Radio producer morning board shift plus some writing editing and announcing of news and features minimum bachelors degree in communications or journalism plus 2 years broadcast experience or equivalent combination of training and experience. Prefer person with solid news experience must have third class broadcast endorsed radio-telephone license salary competitive. Send resume and request for application blank to Jim Boyd, Manager, KESD-FM, Solberg Hall, Brookings, SD, 57006. Deadline for applications June 18. Employment effective July 1. KESD-FM is an affirmative action Equal Opportunity Employer.

Situations Wanted Management

Experienced broadcaster seeking management and equity position in attractive single or multiple station market. Property must be profitable now, with potential for improvement. Have \$150,000 to invest. Sixteen years experience. Excellent record and references. All replies in total confidence. Box E-100, BROADCASTING.

Wanted: Owner with low billings and format your not satisfied with. Needed; young aggressive sales & programming oriented mgr who motivates sales and programming. Annual billing of - 250,000 and record library of 15,000. Box F-32, BROADCASTING.

Christian desires station to convert to Christian format. Experience includes: managements, sales, programming. Permanent position desired. Box F-63, BROADCASTING.

Central Penna. AM Station manager seeks relocation as GM SM or CM in Arizona or New Mexico. 23 years experience. Strong sales, programming, creative and license renewal experience. Box F-69, BROADCASTING.

Successful General Manager ready for change. Background in sales management, programming, announcing, play-by-play, talk shows. Thinks commercially. Making \$18K. Now in NE. Also interested in earning/buying ownership. All areas considered. Box F-73, BROADCASTING.

Professional broadcaster, 18 years management. Strong on sales. Heavy profit oriented. If you need supervision and involvement that will add bucks to your bottom line, write Box F-84, BROADCASTING.

G.M. or G.S.M. Mature, creative, dependable, hard-working. Call 503-292-9715 for resume.

Professional Announcer; experience managing College Radio Programming, and Radio Shack Store. Age: 25, KNOW music since 1950's. Ralph Palmer 716-649-9298.

Need summer break? College professor, 20 years successful experience all phases radio, 9 years GM, will manage your station while you vacation. Any size station. Let's talk. 303-352-6253.

I manage, sell, promote, collect, create, PR, and I'm worth calling! 503-292-9715.

Situations Wanted Sales

Sales Manager - Morning man, 50 thousand market. Looking to advance. Successful sales, B.A. Communications. Positions with solid 5 digit income only. Box F-75, BROADCASTING.

Situations Wanted Sales Continued

Sales/Programing: Film buyer also sold radio syndication. B.A. TV/Radio looking for programing of sales capacity in NYC area: Call Ralph Rosenbaum 212-284-2258.

Young, progressive veteran record retailer, moving to Miami area. Over a 4 year period, increased retail (gross) in midwestern market by 40%. Seeks either full or part-time position. Send all replies to: David Justin, P.O. Box 011723, Miami, FL 33101.

Situations Wanted Announcers

Seek Adult Contemporary D.J. job. 1st phone announcer. 1 1/2 yr exp. MOR 5KW-DA. Good voice, reliable, dependable, no screamer. Looking southern New England, New York, Penn. Box F-22, BROADCASTING.

Please give me a chance Young, single DJ, currently employed, 3rd endorsed, seeking advancement, go anywhere. 417-667-7992 or Box F-33, BROADCASTING.

Two year veteran, third endorsed, looking for medium midwest. Excellent air work all kinds. Much PBP sports experience. Former small market PD. Now working top 100 market. Box F-41, BROADCASTING.

Experienced P.D./Announcer/News/Production/ Copy; FCC first. Currently P.D., small CW NY station. Seeking immediate opening on medium market station, any format, northeast. Prefer personal audition, interview first. If your medium market station offers growth and opportunity and you have immediate openings, please contact Box F-46, BROADCASTING.

Young intelligent black announcer, 1 1/2 years experience interested in Top 40 or Soul format Good solid voice, 3rd phone Box F-52, BROADCASTING.

DJ/News person with 3 yrs. experience in small, medium, major markets in MOR, Contemporary, C/W jock shift plus news, talk, production. Prefer Northeast location, but will relocate. Availabel immediately. Box F-70, BROADCASTING.

Twime!!!, I have 8 yrs experience & looking for Top 40 or Contemporary MOR. Medium plus, 3rd Box F-76, BROADCASTING.

Imaginative female feature-writer/announcer, five years broadcasting experience, background many aspects radio journalism, unaggressive personality, euphonious voice, seeks employment in California. Box F-86, BROADCASTING.

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

3 years MD, all formats. Potential PD with college. Relocate right offer. Box 174, East Lansing, MI 48823.

Top 40 jock, 6 months experience 3rd endorsed seeks immediate air shift and production. Will relocate. Kevin Hogle, 1148 Pleasant Place, Aurora, IL.

Northeast only. Seek PD or announcer position. Experience, first phone, married. 201-334-118 after 4:00, or leave message at 413-967-6920.

Announcer desires full time position 3rd phone, sales experience. Willing to travel. If you need aggressive individual with personality Jim 716-621-2329.

Young Black Announcer with six years experience currently working afternoon drive in small market seeking employment in Top 40 stations or will help build or rebuild a black station as program director. 517-753-8637.

First Phone, 21, college degree, college radio experience. Announcing, copywriting, and program direction. Will relocate. Jim. 513-825-2430.

Contemporary Personality. 2 1/2 years professional, plus College Radio MD and PD experience. Third. Lee-jay 716-649-9298.

Announcer - six years experience, mostly with gospel/christian formats. Third Phone. Single. male. Prefer West Coast or Rocky Mountain states. Leonard Quimby, Halsey, Or, 97348.

Situations Wanted Announcers Continued

Young Announcer, 3rd endorsed with production and limited experience. Dedicated, hard working and reliable with a willingness to travel. Please call Joe - 203-229-8088. Tape and resume on request.

Experienced announcer with mature voice seeking position with med or major market station. Prefer up tempo MOR. M.D. Experience Contact Bill 517-893-9924 or 517-684-9007.

Young, hard-working announcer seeking small market station. 3rd endorsed, some experience. Production, sports, news & commercial writing skills. Go anywhere! Chuck Michaels, 120 East 6th Street, Clifton, NJ, 07011. 201-546-0680 after 5 PM.

Versatile, experienced, top-rated, east coast air personality for solid gold, CW, Top 40 or MOR format seeking employment in medium or large market. B.S., married; call 215-297-5186.

Mature, capable announcer. 3 years with American Forces network. Experience with Rock/Contemp MOR/Easy. Willing to relocate. Rick Baudry, 227 Park Dr., Boston, MA, 02215 617-536-2331.

Dedicated, capable young man 3 years experience at east coast Pacifica station, seeking first commercial D.J. position. Experience with MOR, Contemporary, Progressive formats; production: news; logs; board. Compatible. 3rd endorsed. Prefer general eastern location, but welcome offers from almost anywhere. Philip Sahadi, 212-238-2849.

Young, married, currently employed, 1st, 2 1/2 years experience. Seeking small or medium market in Missouri or Midwest. Prefer rock, MOR. 417-667-7008.

Situations Wanted Technical

Chief Engineer. Family man experienced all phases, desires challenging position, Minnesota area. Presently employed DA-2. Box F-15, BROADCASTING.

Major market Chief with degree interested in Denver or suburbs only. Box F-36, BROADCASTING.

Engineer/Announcer seeks advancement. Small/medium market experienced AM/FM construction. Will relocate. Ronald Lynch, Box 161, Hohenwald, TN 38462. 615-796-5988.

Situations Wanted News

Great teams deserve great coverage. Veteran sports director with college basketball pro football PBP, second to none, plus commentary, seeks medium-major market with heavy sports. I produce listeners + sales. Radio + TV. Box E-186, BROADCASTING.

Reporter, Writer, Editor. 20-year news background in print, radio, seeks good opportunity anywhere. Box F-26, BROADCASTING.

Seeking position in no-nonsense news department. Total of 8 years broadcasting experience. Leaving management position in closely related industry. B.A. degree in political science with minor in journalism. Box F-28, BROADCASTING.

Available July seventh: Experienced newsmen. BA speech. Third endorsed. 22. Prefer Mid Atlantic. Box F-40, BROADCASTING.

Started and ran radio news operation in Top 50 Market. Good with hard news and features. Responsible female wants news or public affairs position in radio or TV. Experienced. Degree. Will relocate. Box F-59, BROADCASTING.

News director, 7 years experience, seeks position with adult station where solid local news is appreciated. Previous employers will verify my qualifications. I deliver consistent news that draws an audience. Community oriented. Family man who needs more than current \$10,000 salary. Northeast native now located in southeast. Box F-62, BROADCASTING.

Situations Wanted News Continued

Up your news image. Talented, highly experienced, take charge news director. Seeking major-medium market challenge. First phone. McIendon trained. Can produce results. Box F-83, BROADCASTING.

Aggressive '75 Grad. Newhouse School of Broadcasting, B.S. Top 50 experience, not a beginner. News, sports, production. Tape available. Will relocate. Marc Bodner, 27 Shadowlawn Drive, Livingston, NJ, 07039 201-994-1652.

Sports-Pro newspaper journalist looking for full time radio/TV position. Strong PBP for all sports. Pro and college reporting experience. Former GM and Sports Director. BA in communications. Sports are my forte. Tapes available. Bruce Madej, 726 Mayburn, Dearborn, MI, 48128 313-LO-3-6690.

5yrs. exp. Broadcast news-sports. Want reporter/on air-news/sports western market Mike Patchen 307-362-3774.

Experienced ND/PBP - Strong asset to right station. Available immediately Glen 308-284-6330, after 5:00 (MDT).

Hard working professional News Director. Fifteen years in broadcasting. Major market experience. Married, 34, sober. Prefer top 100. Let's talk! 815-233-3081.

Sportscaster: Positive attitude, persevering, enthusiastic, dedicated, hard worker desires career start. 3 years college PBP: football, basketball, hockey, baseball. Also talk shows, news, DJ, sales. 3rd endorsed. College grad, B.S. Sociology, 24 yrs. old, single. Presently teaching and coaching. Will relocate. Available now. Peter Cooney, Tanager Road, Attleboro, MA, 617-222-4796.

Situations Wanted Programing, Production, Others

College educated announcer with first phone and commercial experience seeks P.D. position in small or medium market in Upper Midwest. Box F-50, BROADCASTING.

The Ultimate Rock Format. If you're still ♫2, you need it. Mike, 717-264-8812.

MD/OM position for PRG. of 13 yrs. Beautiful/Good Music experience with Top Syndication and major market independents. 401-351-7024.

1-Man Production Crew. Experienced in imaginative audiotape. Sixty character voices. Not limited to advertising. Rowell Gorman, 109 E. Allen, Bloomington, IN, 47401. 812-339-7400.

Good Programmer, experienced Pd, 25, first phone with maintenance, stable, hard worker. Good music format preferred. Call Rick Preston 904-761-1342 after 5pm EDT.

energetic, creative black pro seeking major or medium market programming position. Strong production, six yrs. Top 40 experience. Contact Dave Smith 404-243-3762.

Problem Solver, not a problem maker! Experienced Program Director, Announcer, Production. MOR, country. First Class license. Family man. Will relocate. Charlie Walters 408-255-2010.

Orphan of the Storm is available now. Solid production man and jock for your FM rocker, Top 40, or up-tempo-MOR. Good college radio experience, with heavy commercial work, too. Also strong PD, award-winning news background. Prefer aggressive operation, south or southeast. Resume, tape, write/call Greg Barman, 1904 Lee St., Evanston, IL, 60202. 312-328-5676.

University of Minnesota graduate (June 1975), Jon Fogdall, seeks advertising position: prefer broadcast copywriting. Relocatable. 1903 West Oakland, Austin, MN 55912.

TELEVISION

Help Wanted Management

Sales Manager. Group owned independent TV station in Top 25 markets (midwest) is seeking an aggressive, career oriented Sales manager with local and/or National Sales Manager. experience. prefer independent experience. An Equal Opportunity Employer. Send resume to: Box E-140, BROADCASTING.

Help Wanted Technical

"Needed at Once" Top 10 market UHF seeks maintenance engineer with active "hands on" maintenance experience on studio cameras, film chains and 2" VTR's. Excellent salary offered. Equal Opportunity Employer. Box F-80, BROADCASTING.

Wanted immediately, Engineer Supervisor. VHF top ten northeast market. Must be strong technically and a strong administrator. An Equal Opportunity Employer M/F. Contact: Chief Engineer, WNAC-TV, Boston, MA.

Engineer for TV Production and Distribution Facilities. Salary open. Send a letter of application and resume to Personnel Office, Highland Community College, Pearl City Road, Freeport, IL 61032. Application deadline-June 15, 1975.

J. Walter Thompson Co. New York City, desires Engineer/Manager for TV studio. Must be able to maintain & service all professional TV equipment. Good future, excellent salary. 212-686-7000 Ext. 2137.

Senior Communications Technician Maintain and operate all video taping and TV equipment for the Engineering educational media facility. Three years experience in TV and video taping, and a degree from a technical institution (or equivalent experience) required. Applications close on June 30, 1975. Send detailed resume to Robert R. Furgason, Dean, College of Engineering, University of Idaho, Moscow, ID 83843. An AA/EO employer.

Help Wanted News

Weather caster. Smooth, polished, rush resume. New York City area. Tremendous opportunity for meteorologist or weatherperson. Box E-58, BROADCASTING.

Anchor/Producer, for expanding top 50 operation. We need someone who can communicate, not just read copy. Resume and current salary, Box F-11, BROADCASTING.

Weather person wanted immediately. Great opportunity. Box F-25, BROADCASTING.

Highly rated mid-market network affiliate seeks strong anchor-reporter. Must have up tempo style and strong journalistic credentials. Send resume and picture in first letter. Box F-88, BROADCASTING.

Unique opportunity for television meteorologist. New public TV station in Anchorage, in cooperation with National Weather Service, is gearing up for daily broadcast of detailed weather information for aviation and marine interests. Meteorologist selected will be staff member of Anchorage Weather Service Office and must meet NWS professional requirements. Mature, authoritative approach on camera is mandatory; no "happy talk" types, please. Letter, detailed resume, and audition tape to William Jackson, General Manager, KAKM Television, 3211 Providence Drive, Anchorage, AK 99504. An Equal Opportunity Employer; women and minorities are encouraged to apply.

Experienced documentary producer-writer needed for best local documentary unit in country. Requires superior writing, strong journalistic sense, solid film background. Don't call unless you have at least two film samples to show us. Moore on Sunday, WCCO-TV, 612-338-0552.

Help Wanted Programing, Production, Others

Cinematographer/Editor. Fast growing South East TV production center needs experienced photog/editor for commercial production. No beginners. Resume. Salary requirements. Box E-191, BROADCASTING.

Producer/Director. Western college PTV. BA required. 3 years minimum PTV experience. Film shooting/editing ability. Self-starter. Salary: \$10,000-\$12,000. Equal Opportunity Employer. Box F-34, BROADCASTING.

Experienced television producer/reporter. Job requires on camera ability, voice, production know how, solid film background, news sense and a radio background. Open July 1. Equal Opportunity Employer. Resume to Box F-65, BROADCASTING.

Experienced Cinematographer. Job requires complete knowledge of single system and double system filming, ability to operate film processor, solid production ability; radio and news background helpful. Must be flexible in working hours. Open July 1. Equal Opportunity Employer. Resume to Box F-66, BROADCASTING.

Television Programing Consultant with film-buying experience for San Francisco Bay area station. Box F-67, BROADCASTING.

Situations Wanted Management

Production-Operations Manager. 15 years with affiliates after 5 years film. Remote specialist. Degree. Awards. Box F-35, BROADCASTING.

General Manager-Sales Manager-Program Director, etc. Thoroughly experienced and successful all phases, including station-ownership. Special expertise in management, sales management, sales (national, regional, local), programing, film-buying, production, network newscasting, announcing, promotion, community-involvement. Outstanding credentials! Since 1945 have practiced radio years; television 18 years. Age 45. Degreed. Management troubleshooter. Sales and programing specialist! Accustomed to formidable challenges, much responsibility. Aggressive, quality competitor ready for new challenge. Can increase, substantially, your profits and prestige. Box F-39, BROADCASTING.

Creative, Hard-working. Experienced in production and management. College grad. Go anywhere, immediate. John Primm, 4159 Keystone, Culver City, CA 90230.

Situations Wanted Technical

Chief Engineer, 23 years experience, AM, FM, TV, directionals, proofs, FCC regulations, good administrator. Box F-38, BROADCASTING.

First Phone, all phases, 30 years maintenance. Box F-51, BROADCASTING.

Chief Engineer, age 40, 20 years broadcasting, commercial and public. Seeking director or chief position at larger operation that needs a take charge, competent engineering administrator. Box F-77, BROADCASTING.

Situations Wanted News

Weekday Sports Anchorman, working for No. 1 news station in a top-50 market. Seeks assistant sports directorship in top-25, with emphasis on film reporting. Age 28, married. Experienced. Have supplied film to network. Write Box F-29, BROADCASTING.

Complete Anchorman-Will exceed your requirements. Available tapes are convincers. Box F-30, BROADCASTING.

Need the Best? Meteorologist, 20 years experience. 6 in TV. AMS seal. Box F-31, BROADCASTING.

Producer/Reporter. Experienced all aspects news. Innovator, strong writing, organization. 30, masters, Broadcast Journalism, Boston Univ. Solid journalist. Need broadcast start. Box F-37, BROADCASTING.

Situations Wanted News Continued

Reporter, special writer or assignments editor. Twenty-year news pro, major berths in print, radio, seeks entry news slot. Hard news, deft with features, supervisory experience. Box F-57, BROADCASTING.

Reporter/Anchorman: 7 year professional seeks to move up in same position. B.A., M.A. broadcast journalism from two major midwest universities also foreign news training. Young, serious minded journalist with true understanding of television reporting and desire to do well. Box F-78, BROADCASTING.

Street reporter, 25, Emmy, consumer/investigative knack, master's, ambitious hard worker seeking gutsy news department in top-75. Don Goodwin, 501-932-7298.

Reporter/writer/producer with excellent experience, master's, awards. Especially strong feature and enterprise reporter. Will relocate. 404-876-1134 after 4p EDT.

Experienced Sports Director. Top credentials in on-air and film production work. P.O. Box 177, Yardley, PA 19067.

Situations Wanted Programing, Production, Others

Experienced Producer-Director-Photographer. Major market. Live/VT variety/entertainment background. Strong commercial/documentary/sports. National awards, excellent references. Seeks TV station or production house. Resume VT available. Box F-44, BROADCASTING.

Producer/Director. 14 years experience TV production. Heavy on news. Remotes. Training personal. Operate most all equipment from 1/2 to quad. VTR editing. Filming, much more. Let's talk. Box F-58, BROADCASTING.

Young professional seeking production position. Director/writer, cameraman, floor manager, sports director, PB, engineer, 3rd, B.A., 21, married. Robert Halvaks, 2155-1 Cram Place, Ann Arbor, MI 48105, 313-668-7846.

Creative, hard-working. Experienced in production and management. College grad. Go anywhere, immediate. John Primm, 4159 Keystone, Culver City, CA 90230.

CABLE

Help Wanted Management

What's experience worth without motivation? Expanding Cable TV group has management opportunities for recent college graduates in desirable markets. Send salary requirements and resume to Fred Harms, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Needed immediately. Management position opened in Amherst. Must be heavy in sales. Owners just received new franchise in next town. Salary open. Send complete resume. Amherst CableVision, 602 Grover Cleveland Hwy., Amherst, NY 14226.

Help Wanted Technical

Wanted Vice President/Engineering. I have 135 miles of 30-channel bi-directional plant expanding to 375 miles. We are an all converter environment now carrying 26 channels. We have 10 channels of FM microwave, 3 headends and \$250,000 in mobile color production facilities. If you have your engineering degree and at least five years system experience and are a hands-on working engineer with the ability to lead and administrate then we have an excellent position for you in Hawaii. Send full resume and references with current salary to John Calvetti, President, Oceanic Cablevision, Inc., P.O. Box 27087, Honolulu, HI 96827.

Situations Wanted Programing, Production, Others

Teacher, performance-production-programing experience, seeks host, PD, producer, sales or both. B435, Eagle River, WI 54521.

BUY-SELL-TRADE

WANTED TO BUY EQUIPMENT

We need used 250, 50, 1 KW, 10KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

Two Rapid-Q Dual Playbacks: Factory reconditioned: One year old. \$835.00 each. Box F-81, BROADCASTING.

1-CCA 10 channel stereo console, 1-ORQ 5 channel stereo console, 1-Jampro 5 bay antenna tuned to 93.3 with commuter cable less than 18 months old. 120 feet of 3" coax, 1-4 bay Andrew antenna tuned to 93.3, 120 feet of 7/8 coax (fair condition), 1-CCA Exciter. Contact: Jimmie Joynt, KYKR Radio, 3333 25th Street, Port Arthur, TX. 713-985-2543.

Vitro Weather Radar Model Mr-780, presently in operation, S30 K-FOB Washington. Please contact the Chief Engineer for particulars. WTOP-TV, 4001 Brandwine Street, N.W., Washington, DC 20016. Tele. 202-686-6052.

Save Money! New and reconditioned Automation and Consoles. Call Joe Terry 214-424-8585 or write Autogram, P.O. Box 456, Plano, TX 75074.

Hellax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Considering Automation but still on a budget?? Allied has several fine used automation systems available for immediate shipment. Suitable for main channel or sub-carrier use. Allied Broadcast Equipment, 124 S. 6th St., Richmond, IN 47374. 317-962-8596.

Gates 10w Transmitter, Studioette Board, FM-22 antenna (88.1). Levil Devil and tubes. 3 years old. Package or separate. Thiel College, Greenville Pa. Dean of Students Office, or 412-588-7700 Ext. 213.

Collins 3 KW FM Amplifier (use 250 Watt driver). \$750.00. Other FM transmitting equipment available. Communication Systems, Inc., 1001 Perry Avenue, Cape Girardeau, MO 63701. 314-334-6097.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Yankee Doodles! 30-seconds of fun. Inexpensive. Free audition. Write: 915 West 8th St., Cincinnati, OH 45203.

Contemporary Comedy! T-H-E deejay comedy service! Freebie! Broadcast Library, 5804-B Twineing, Dallas, TX 75227.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, 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.

Biographies and Record Information on hundreds of recording stars. Daily almanac plus other programing aids. Free issue: Rock bio's unlimited. Box 978, Beloit, WI 53511.

Miscellaneous Continued

Program Directors watch your mail for news about "Insight America". Everybody's talking and they're talking to us. Bradco Innermedia, P.O. Box 9, Waban, MA 02168.

COMICmercials mean serious business. Extra business for your station. 150 humorous commercials in 45 categories, adaptable to particular accounts. Every radio station should have a copy. Get yours for \$15.00 from Brain Bag Publications, P.O. Box 875, Lubbock, TX 79408.

Classical LP libraries wanted. R. Junker, 705 5th Ave., San Francisco, CA 94118.

Auditions, air checks duplicated. Recorder, 862 East 51st St., Brooklyn, NY 11203.

Let us be your stringer for Radio-Television news, sports, and features in Southern California. GT News & Sports, R.G. Touchstone, 213-278-4704.

EMPLOYMENT SERVICE

Undiscovered Air Talent: Evaluation and placement service. Write Box 75, Yates City, IL 61572. Enclose \$10 for immediate response and critique. Satisfaction Guaranteed.

Many Top 40, MOR, & C&W positions open in small, medium, and major market stations! Rush tapes and resumes to: Air Talent Placement, 1516 Hinman, Suite 505, Evanston, IL 60201.

INSTRUCTION

Learn broadcasting in LA at KiiS Radio (NBC), in the famous KiiS Broadcasting Workshop. Write or call for literature. 8560 Sunset, LA 90069.

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-dj-1st class F.C.C. license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Eikins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.— plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

1st Class FCC, 6 wks., \$400.00 money back guarantee. WA appvd. Nat'l Inst. Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: July 14, August 25, Sept. 29. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

For 38 Years, Industry Leader. Don Martin School of Communications trains for 1st phone license, in just five weeks! Inquire about our special summer offer. Call collect for details, 213-462-3281, or write, Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!

Get your FCC license in Chicago! Biggest school in the Midwest. Results guaranteed. Veterans approved. Financing. Omega Services, Inc., 333 East Ontario, Chicago, IL 60611. Call today: 312-649-0927.

No FCC License? Tried every way but the right way? It's time for Genn Tech. Home study. Free catalog. 5540 Hollywood Blvd., Hollywood, CA 90028.

RADIO Help Wanted Sales

Dynamic General Sales Manager for Northeast Major Market. \$20,000 base with opportunity to earn \$35,000K. Must be creative mover. All replies confidential.

Box F-53, BROADCASTING

Help Wanted News

LOCAL NEWSPERSON

News oriented Texas medium market desires experienced and determined newperson. All benefits plus retirement and company car. Box F-72, BROADCASTING.

Help Wanted Programing, Production, Others

PROGRAM MANAGER

WGY—50,000 watt Northeast giant desires fully qualified program manager for top rated MOR/Information facility, as well as contemporary FM facility. Individual should show progressive trend of success programming major market radio stations and should be fully knowledgeable in music and production, possessing good creative and administrative skills. Send resume to Richard A. Foreman, General Electric Broadcast Co., 1400 Balltown Road, Schenectady, New York 12309. An Equal Opportunity Employer.

Situations Wanted Management

MOTIVATED MANAGEMENT MEANS MONEY

... and money means profit! Creative, aggressive management executive with BBA degree, 13 years experience and proven track record in broadcasting seeks radio management situation in medium to large market. Opportunity is key word. You provide opportunity; I provide expertise and success. Communicate in confidence to:

Box F-47, BROADCASTING

GM EXPERIENCED PRO A TEAM LEADER

I can deliver dollars and ratings. Major market background in sales, programing, promotion, public relations: all areas handled with top professionalism. For a fresh and exciting approach for your station! Looking to settle in New England area. Major Market or would consider medium market with percentage of gross plus ownership potential. Box F-55, BROADCASTING.

Situations Wanted Announcers

PLAY-BY-PLAY

Mom always liked me best!!

Top 10 radio-TV "voice" wants your mother to think the same. **Major League Credentials.**

Box F-48, BROADCASTING

You belong in

Broadcasting
The newsworld of broadcasting and allied arts

Situations Wanted Announcers Continued

SO I'M BLIND

That's right, blind! But I can really see what I hear going on around me. And I can communicate it too, as I have for the past five years on one of New York City's top suburban AM Radio stations. If you're looking for a professional adult contemporary or MOR announcer with a good track record, strong on production, who can sell them live too, then let's talk. Competitive middle or major market stations only. Reply Box F-56, BROADCASTING.

I'm looking for a station with people who will let me be relevant, humorous, and myself. Communicator with ten years exp. desires personality oriented contemporary MOR position with a future. Currently well employed but seeking challenge.

Box F-82, BROADCASTING

MAJOR MARKET PERSONALITY

9 yr. Pro. Currently working in N.Y.C. Searching for major mkt. personality slot, uptempo MOR, or personality top 40. Available now. Call 212-889-5621.

**BROADCASTING's Classified
works for YOU!**

Situations Wanted News

SPORTS DIRECTOR

Quality play-by-play. Hockey, basketball, football my fortes. Excellent sports broadcast journalist. Strong local, regional reporter. Heavy use of actualities. Have tapes to prove it. Network stringer. Currently employed as sports director, small market station. College graduate. Ken, 513-382-5426.

Situations Wanted Programing, Production, Others

I WANT OUT OF PROGRESSIVE ...

Currently at major market progressive, former number-one rated major & medium market contemporary personality looking for medium or large market PROGRAMMING POSITION. Eight years in the big leagues under some very heavy programmers and consultants. 25 years old; BBA, marketing with research background.

BOX F-45, BROADCASTING

EXCEPTIONAL PROGRAMMER 7 STATIONS 7 RATED NO. 1

INQUIRY FROM OWNER OR GENERAL EARNS BASIC, STANDARD PROGRAM RECOMMENDATIONS, WORKING THEORY OF CONSULTANT AND AGREEMENT FAC-SIMILE.

Box F-60, BROADCASTING

Placement Service

We locate top positions for Radio and Television personnel coast to coast. Low rates too!

**WILLIAM J. ELLIOTT, JR.
& COMPANY, INC.**

**50 S.W. 3RD. AVENUE, SUITE 110F
BOCA RATON, FLORIDA 33432
305-392-4210**

TELEVISION

Help Wanted Sales

2 Key Sales Positions In TV Broadcast Equipment

Harris Corp., a leading producer of TV and Radio Broadcast Equipment, headquartered in Quincy, offers career opportunities to professionals who are ready to assume responsibilities in these areas:

TV VIDEO SALES SPECIALIST

This position requires technical sales support in video studio products and their application to TV broadcasting. Specifically, studio cameras, film cameras and accessory equipment. You must have marketing experience with a background in TV station engineering field service or application engineering.

TV RF SALES SPECIALIST

This position requires technical sales support in TV RF products and their application to TV broadcasting. You must be qualified in TV station engineering or broadcast manufacturing with RF products and some sales experience needed.

Salaries commensurate with experience, full company benefits. Send resume and salary history in confidence to:

BOB J. VAUGHAN, Profession Employment Manager

HARRIS CORPORATION

Broadcast Products Division

**123 Hampshire Street, Quincy Illinois 62301
an equal opportunity employer m/f**

Situations Wanted Sales

Wants back into TV. Left major market broadcasting to help form marketing company. Background is sales, PR, and marketing; from small to top 10 markets; 5 years TV, 11 years Radio; AE to GSM to VP. Strong on local and national sales with proven track record.
Box F-87. BROADCASTING

Management Consultants

\$50,000.00 ACCOUNT EXECUTIVES

Can you sell corporate officers of radio and television stations? Well established Chicago based company is offering a new service to broadcasters and we need several account executives willing to travel extensively for 6 months with minimum travel thereafter. \$30,000.00 guarantee with opportunity to earn \$50,000.00 first year. If you have graduated from college within the past 5 years and have set high goals for yourself, please send resume to Box F-49, BROADCASTING.

Public Notice

The City of Columbia, Missouri hereby gives notice of request for applications to construct and operate a cable television system to serve the City.

Applications must be received by 5:00 p.m., CDT, August 15, 1975.

Applications will be accepted only if they follow the form specified in the application package. Application packages, which include a copy of the application form, the regulatory ordinance, pertinent charter sections, the feasibility study and the selection criteria, may be obtained from the City Counselor, Municipal Building, Sixth and Broadway, Columbia, Missouri 65201.

All applications will be publicly opened on August 18, 1975. Communications should be addressed only to the City Counselor and should be limited to those of a contractual nature. Public hearings will be held subsequent to August 18, 1975 at which time applicants will be given an opportunity to make a public presentation.

BROADCASTING

will reach virtually 100% of the industry's decision makers.

**YOU BELONG IN
BROADCASTING!**

Employment Service

**JOBS! JOBS! JOBS! IF YOU HAVE THE
TALENT—WE HAVE THE JOBS!!!** Subscribe to:



Box 61, Lindendale, N.Y. 10540
Number "One" in Weekly, Nationwide
Employment Listings for Radio, TV, DJ's,
PD's, Announcers, News,
Sales and Engineers
☐ \$12.00 3 months (12 issues)
☐ \$25.00 12 months (50 issues)
(Check Appropriate Box)

NAME

ADDRESS

Enclose Check or Money Order

For Sale Equipment

FOR SALE

Wilkinson FM 1000E Transmitter—Wilkinson
Stereo Limiter—Wilkinson Stereo AGC—
Wilkinson Stereo Console TSC-H—Wilkinson
Stereo Preamps—McMartin TBM 4500-A Mod.
Monitor—McMartin RF amplifier TBM-2500-
C—McMartin Pilot 19khz—
Sold as package or separately!

Joseph Bahr, C. Rivera 1-A, Mejico Esq. Sein.
Hato Rey, Puerto Rico 00917—
809-766-5000.

FOR SALE

Two
AMPEX VPR-7950 1" video tape record playback
machines, including:

- TBC-790-05 color time corrector with video processing dropout compensator
- 705-6019-01 tension memory
- Velocity error compensator
- 701-7938-01 transport remote control
- Tektronix Model 650 color monitor with RGB output.
- Tektronix 602 vector display module installed in overhead bridge.

Both units have recently been serviced and fully aligned by factory representative and are fully operational. Both have few actual operating hours.

\$35,000.00 Each, F.O.B. Quincy, IL.

Harris Corporation
Broadcast Equipment Division
123 Hampshire St
Quincy, IL 62301
217-222-8200

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

Miscellaneous

Announcing ... our new address!

BROADCAST SALES ASSOCIATES

America's Premier Telephone Sales Organization

Has moved its headquarters

Our entire Champaign, Illinois sales, bookkeeping and office staffs are now in Florida. We've also added ten new professional broadcast salesmen.

OUR NEW MAIL ADDRESS:

P.O. Drawer 15236
St. Petersburg, Florida 33733

ALL PHONES:

(813) 522-0090 COLLECT

OUR LOCATION:

3100 38th Avenue, North, St. Pete.

George Gothberg, Pres. * Bob Benson, V.P. Sales/Station Relations

TRAINING NEW PEOPLE GOT YOU DOWN?

No matter what size radio station you have, you probably are continually training and orienting new personnel.

RKO General Radio faced the same problem but they decided to do something about it. They put together a sales training course . . . geared specifically to selling radio. It took over 14 months and many thousands of dollars. And it is specifically designed to save General Managers and Sales Managers tens of thousands of dollars in training time—as well as making present salespeople the finest sales producers in broadcasting.

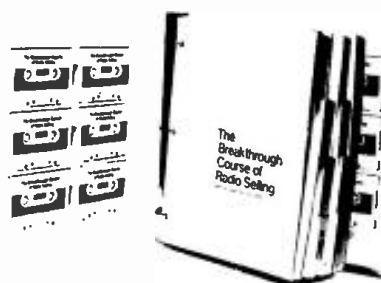
The course has 12 cassettes, a printed text, and worksheets, all beautifully designed and packaged for use by new, and veteran, personnel at any time—while driving, or shaving, or eating at home, or before retiring at night.

NOW AVAILABLE—

And now it's available for use by other broadcasters.

The cost is minimal . . . \$250.00 for one complete set, or \$225.00 each for three sets or more. The "Breakthrough Course of Radio Selling" could be the best bargain you ever invested in. It's not a substitute for the training you give. Rather, it's an innovative supplement to your in-house sales program. Covers such important subjects as: Basic Fundamentals of Selling Radio . . . Research . . . Retail Selling and Prospecting . . . Merchandising . . . Co Op Advertising . . . Client Sales Promotion and much more. You're sure to find "The Breakthrough Course of Radio Selling" will pay for itself in more productive sales for your station.

To receive your copy(s), fill in the order form today.



----- ORDER FORM -----

Broadcasting Book Division
1735 DeSales St., N.W.
Washington, D.C. 20036

Send me "THE BREAKTHROUGH COURSE OF RADIO SELLING". My payment of \$250 is enclosed. (When ordering three or more copies, payment @ \$225 per copy should be enclosed.)

Name

Address

City

State

Zip Code

For Sale Stations

TOP MARKET OFFERING

AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price: 2 1/2 million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

EXCELLENT POTENTIAL

Small North Carolina radio station for sale. Owner retiring. 90% stock. \$130,000 plus fees. Does not include real estate, but available for lease or purchase.

Box F-27, BROADCASTING

FOR SALE

CLASS A FM IN MIDWEST CLOSE TO TOP 50 MARKET, 200,000 PLUS COUNTY. PERFECT FOR OWNER OPERATOR. PRINCIPLES ONLY, MAKE A REASONABLE OFFER 1/3 DOWN.

Box F-61, BROADCASTING

John Grandy
Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California
805-544-1310

Books for Broadcasters Audio Control Handbook

3rd Edition
by Robert S. Oringel



110.

Now expanded and brought up to date, this standard text-handbook explains every phase of audio control in easy-to-understand, non-technical language.

171 pages, 145 photographs and diagrams, glossary, index. \$10.00

ORDER FROM

Broadcasting Book Division
1735 DeSales St., N.W.
Washington, D.C. 20036

Send me the book I've checked below. My payment for the full amount is enclosed.

☐ 110. Audio Control Handbook, \$10.00

Name _____

Address _____

City _____ State _____ Zip _____

For Sale Stations Continued

MW	Small	FM	200K	29%
SE	Medium	Daytime	175K	Terms
NE	Metro	Profitable	325K	Terms
MW	Metro	Daytime	600K	Terms
Texas	Top 15	FM	2.0KK	Terms



Business Brokerage Service

Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco
Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341



BROKERS & CONSULTANTS

SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 389-9545

For Fast Action Use
BROADCASTING'S
Classified Advertising

For Sale Stations Continued

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1533



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

AT YOUR SERVICE WITH
20 YEARS EXPERIENCE.

RICHARD A. SHAHEEN, INC.
Media Brokers
435 N. Michigan Ave. Chicago, Ill 60611
312/467-0040



BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy.

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified display ads:

- Help Wanted, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
- All other classifications, 60¢ per word—\$10.00 weekly minimum.

—Add \$2.00 for Box Number per issue.

Rates, classified listings ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Legal Notices: Billed at run-of-book rate regardless of size or number of words.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____

Phone _____

City _____

State _____

Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

Ken Mills: two hats on his crew-cut head

Kenneth Mills raced off the campus of Princeton University in the spring of 1948, armed with a Phi Beta Kappa key, a job with WJSW(AM) Alt Altoona, Pa., and the determination to become a front-ranking sportscaster.

Eight months later he was back home in New York. But he wasn't at all discouraged or disillusioned. "I simply realized I was not cut out to be a good sports announcer," Mr. Mills recalls. "But I wanted to stay in broadcasting and started to look around for another job."

He found it in November 1948, when he joined the research and promotion staff of The Katz Agency. He has served Katz continuously since then and has risen to the post of director of creative services for both radio and television. His "second career" has been a resounding success and will be enhanced further this week as Mr. Mills presides over the 20th annual seminar of the Broadcasters Promotion Association.

He will not be difficult to spot as he wanders from session to session or confers with other officials in the corridors of the Denver Hilton hotel. Mr. Mills is average in height and appearance, but he does have certain distinguishing features. In this era of the hirsute man, he sports a crew cut. And he always is bedecked at BPA sessions in turtle-neck sweaters of varying hues.

"My wife would like to see my hair grow longer," he acknowledges, "but I like it this way. I've had a crew cut since prep school days. I've been wearing turtle-necks for years, but never in the office. I wear them all the time at the BPA and they've become a trademark."

Kenneth A. (for Adolfo) Mills works at his desk with sleeves rolled up and tie loosened. He is informal and unpretentious and uses simple and direct language. Colleagues say he is endowed with a keen and analytical mind, but, according to one business associate, "Ken is not the kind to wear his intellect on his sleeve."

Ken Mills always has had a penchant for the communications field. At prep school (Choate in Connecticut), he was president of the Press Club, which supplied news of school activities to newspapers in the area and in New York. At Princeton he was a sports broadcaster for the campus radio station, WPRU(AM). His father, Carley Mills, was a song writer ("sort of unsuccessful") and a musical arranger for a number of radio programs including *Your Hit Parade*. But the son says his interest in radio was stimulated by his association with his college radio station.

Mr. Mills kiddingly says he has been "in



Kenneth Adolfo Mills—director of creative services, The Katz Agency, New York, and president of the Broadcasters Promotion Association; b. San Francisco, March 20, 1924; BA, history, Princeton University, March 1948; U.S. Navy, 1943-46; sports announcer, WSJW(AM) Altoona, Pa.; March-November 1948; has served Katz since 1948 in various research-promotion capacities; named director of creative services in 1974; M. Elizabeth Elstad of New York, 1962; children—Polly, 23; Penny, 19 (by previous marriage); John, 11.

the same job at the same place for more than 26 years." This is an understatement. From a lowly research-promotion post he has climbed to director of creative services, supervising a staff of 13 in the research and promotional areas for both television and radio.

"At Katz we have never separated the research and promotional activities," Mr. Mills explained. "We don't do research in a vacuum. Conversely, we could not do a good job of promotion unless it was rooted in research. I believe the two functions are too closely intertwined."

Mr. Mills sees the role of the national representative in the sales promotion sector as one of providing materials to agencies and advertisers that will enhance the selling power of stations. He believes firmly that to be effective, sales aids should be shaped differently for each individual station.

"You don't try to sell station A the way you sell station B as stations and markets are different," he says. "We react to two stimuli in creating our promotional material: what our own salesmen say that stations need and what the stations themselves say they need. Our effort is in no way related to the size of the station or its billings."

Katz has 74 TV stations and 162 radio stations on its roster. He said different promotional pieces are devised each year

for the TV outlets but the output for radio is necessarily more limited.

Mr. Mills and his staff are continually on the lookout for trends and developments than can be exploited promotionally. He pointed out that in this recession-rocked period there are numerous markets in the nation that not only are withstanding the adverse business pressures but actually are flourishing.

"We've found more than 25 markets where we represent TV stations that are doing very well during the recession," he says. "We hit on the idea of sending out index-card-sized memos on each of these markets to advertisers and agency media planners emphasizing the strong points of these areas."

The past few weeks have been particularly frantic for Mr. Mills as he juggled his assignments for Katz with last-minute preparations for the BPA seminar, which began yesterday (June 8) and continues through Wednesday.

Mr. Mills has been active in the association since 1963, has served in all top positions and has been president since Jan. 1.

Mr. Mills contends that too many stations do not include the promotion director in management decisions and considers this approach short-sighted. He blames promotion executives in part for this circumstance.

"Too often the promotion director has not proved to management that he can make a productive contribution," Mr. Mills concedes.

He noted that several recent BPA sessions have zeroed in on problems of broadcast management. He pointed out that the 1975 seminar includes these topics: "The Press Looks at Washington," "Complexities of the Fairness Doctrine" and "Coping With Minority Groups."

Though a native of San Francisco, Mr. Mills is an adopted New Yorker. He lives in the heart of the city on the Upper East Side of Manhattan and participates in local civic and political affairs. "With all its problems, I believe in New York City," he says fervently. "It has a wealth of cultural and intellectual resources and it's fiercely competitive. But I love it."

Mr. Mills says that some of his broadcast industry friends consider him "a radical" in politics. He has been a Democratic district leader since 1969 and is vice chairman of the New York State New Democratic Coalition, regarded as a liberal group.

"The interesting thing is some members of the New Democratic Coalition consider me a conservative because I'm in the right wing of the coalition," Mr. Mills says.

He pauses briefly and adds: "But I never mix politics with business."

Editorials

Horse's mouth

Perhaps unintentionally, the Federal Trade Commission has issued a powerful endorsement of the essentiality of advertising in a free economy. That may not have been what the FTC had in mind, but that is the clear inference to be read into its proposed rule to liberate prescription drugs from prohibitions against their advertising.

As explained by FTC Chairman Lewis A. Engman, in a speech to the American Advertising Federation last week, the rules are contemplated as a device to induce competition in the prescription drug business. Consumers are now being gouged, said Mr. Engman, for lack of information about comparative prices. The condition can be corrected, Mr. Engman's reasoning goes, if drugs dispensed by prescription may be advertised as freely as nonprescription drugs are advertised now.

The principle asserted here is worth notice by those regulators who persistently doubt that advertising is a necessary expense. It is especially worth notice by those regulators at the very same FTC who keep inventing new ways to obstruct or enfeeble advertising in general.

Coming to terms

There has lately been a revival of congressional interest in bills to restore stability to the license renewal process. There is even said to be a chance that Harley Stagers (D-W. Va.), chairman of the House Commerce Committee, who kept looking the other way while bills died last year, would be willing to entertain action in this Congress.

That brings us to the question of what kind of bill ought to be passed. The National Association of Broadcasters seems dedicated to a bill that will contain an extension of license terms from three years to five. It was that condition that turned Mr. Stagers off—and with him any prospect of legislation—during the last Congress.

Not because it troubles Mr. Stagers but because it may get in the way of other and more important issues, we have questioned the value of the longer license term. True, broadcasters think it will reduce their paperwork and legal expense and extend the breathing period between challenges, but that may be illusory. Given a five-year term, the FCC would be all but certain to issue new interim requirements to keep its mounds of paper climbing and its functionaries pawing through the piles. There are other features in renewal legislation that deserve at least as much support.

Night must fall

A program that could eventually make a name for itself in terms of cable TV regulation is beginning to create a small stir on two cable systems in New York. It is called *Midnight Blue*, and it has gone about as far as any cable programmer has yet dared to go: As reported elsewhere in this magazine, *Midnight Blue* deals with sex, handling language without equivocation but cutting just enough corners visually to avoid showing sex acts in full detail. To many who watch it, it has to be vulgar and offensive or worse.

The show is seen at or just before midnight on the access channels of Manhattan Cable and Teleprompter. It is presented, appropriately, by *Screw* magazine. The cable people say FCC rules let them censor on the access channels only for obscenity—and fail to define obscenity. Thus far, Teleprompter apparently has

been a little tougher than Manhattan Cable, but Manhattan Cable people say they would not let hard-core pornography on.

What is hard core depends on who is defining it, of course. But it seems inevitable that in time, with this show or some other like it, the FCC will be asked for its definition, and then there we sail off into First Amendment land again. It seems a peculiarly risky result to seek from a program of so little consequence, especially when some attention to judgment and taste might avoid it.

Our two cents worth

For practical as well as philosophical reasons, broadcasters ought to contribute their fair share to the \$2 million now being raised by The Reporters Committee for Freedom of the Press. The money, to be collected under the chairmanship of Arthur Taylor, president of CBS, and vice chairmanship of Vincent T. Wasilewski, president of the National Association of Broadcasters, is to endow a First Amendment Research and Defense Fund for working journalists.

It is a needed resource. Reporters are increasingly beset by legal challenges to their First Amendment rights. As matters stand, those wishing to resist a questionable subpoena or an unreasonable exclusion must rely upon the backing of employers or the charity of sympathetic lawyers. There is no way to know how many challenges have gone untested for lack of the necessary support.

Mr. Taylor, it must be recognized, has undertaken a formidable assignment. There will be broadcasters who regard his assumption of the fund-raising chairmanship as a public relations ploy by a businessman only lately recruited to broadcasting. There will be publishers who resent the presence of two broadcasting representatives in a campaign to benefit both the print and broadcast press. Surely, however, the majority of broadcasters and publishers will realize that the cause is worthy and Mr. Taylor qualified by experience and the facilities at his command to raise the necessary funds.

It is healthy for the broadcast and printed press to compete for audience and advertising. At no cost at all to that competition, there could be more harmony between publishers and broadcast owners on matters of common concern. For starters, there's Mr. Taylor's kitty.



Drawn for BROADCASTING by Jack Schmidt

"In the long run it'll cost less than hooking into one of those satellite-cable companies."

A two-headed snake and a dummy just helped us win a Peabody Award.



We went out to see the two-headed snake at Seattle's Woodland Park Zoo to find out if two heads are really better than one.

And we visited the workshop of a ventriloquist's dummy builder.

It happened on "How Come," a weekly TV show designed to answer kids' questions like "How come that dummy can talk?"

The program covers news, and features. About almost everything under the sun. Including heavy stuff like Watergate and Cambodia.

The kids love it.

And apparently not just the kids. "How Come" just won a coveted Peabody Award.

It's sort of like having your cake and eating it too.

KING-TV 5/Seattle

a division of the KING Broadcasting Company.

Operation Snowbound

When the worst blizzard in forty years hit Sioux City in January, the local Fetzer television station crews worked around the clock shooting color news film of the paralyzing event.

This day-to-day film was put together to create a 45-minute documentary program for broadcast and for the Iowa National Guard. It covered the devastation of the storm and the plight of people fighting its effects. This coverage included the efforts of the National Guard to rescue people, drop feed to cattle and plow the heavy snowfall. The program was used by the Guard in presentations throughout the state with a special presentation to the Governor of Iowa.

Letting others know of people's good deeds 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
WWTW Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac
		WWAM Cadillac	KMEG-TV Sioux City



Broadcasting Jun 9

Broadcast Advertising .. 41	Editorials..... 68	Music..... 46
Broadcast Journalism ... 43	Equip. & Engineering... 40	Open Mike..... 16
Business Briefly..... 5	Fates & Fortunes..... 52	Playlist..... 47
Cablecasting..... 48	Finance..... 49	Profile..... 67
Changing Hands..... 31	For the Record..... 54	Programing..... 32
Closed Circuit..... 19	Media..... 25	Top of the Week..... 22
Datebook..... 14	Monday Memo..... 8	Where Things Stand.... 10