

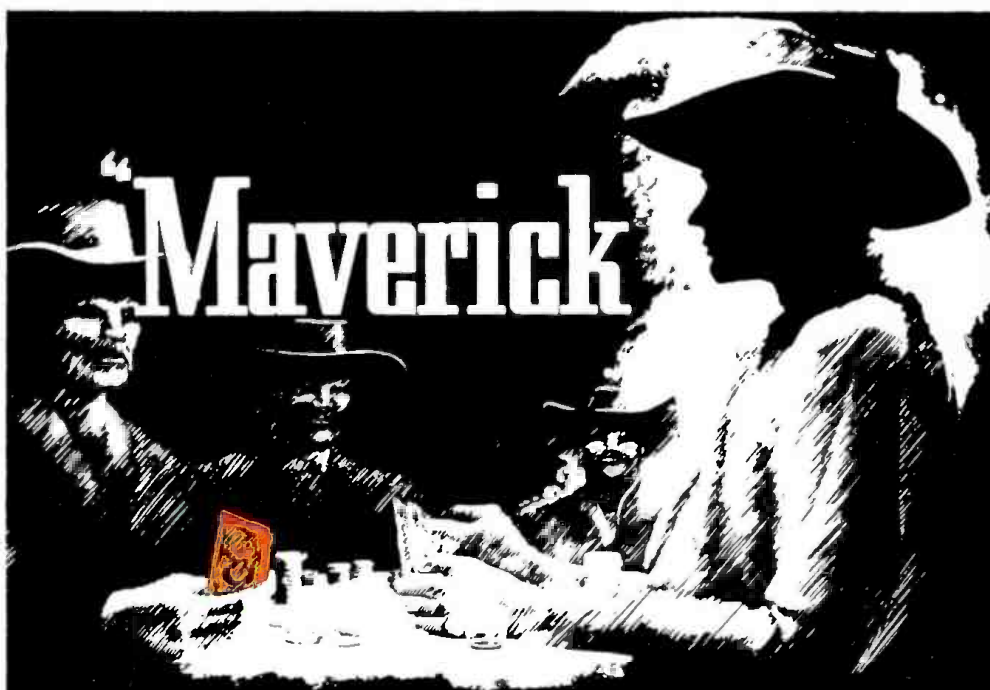
NAB sticks to its guns on mandatory code membership
Court nails down Sept. 8 for PTAR III start

Broadcasting Jun 23

The newswEEKly of broadcasting and allied arts

Our 44th Year 1975

NEWSPAPER



*By popular demand... Warner Bros. Television's
classic spoof on westerns is back and
available for stripping in the fall of 1975.*

WARNER BROS. TELEVISION



A WARNER COMMUNICATIONS COMPANY

36112LIBRA B518480K DEC/77
A U LIBRARY
US AIR FORCE
SERIAL ACQ SECTION
MDNTGDMRY AL 36112

Americans spent over **2,250,000** hours listening to their music. Enough time to make **15,625** round trips to the moon.

They're the writers of the most played BMI songs in America during 1974. Last year they gave us more than 2¼ million hours of our favorite music.

Congratulations.

Donald J. Addrisi
Richard P. Addrisi
Peter Allen
Benny Anderson
(STIM)
Stig Anderson
(STIM)
Paul Anka
Randy Bachman
(BMI C) 2 Awards
Homer Banks
Vinnie Barrett
2 Awards
Jeff Barry
Thomas Bell
2 Awards
Dicky Betts
Rory Bourke
Don Bowman
Jacques Brel
(SABAM)
Morris Broadnax
L. Russell Brown
3 Awards
Charles Buckins
Jimmy Buffett
Al Capps
John Carter
Harry Casey
Buzz Cason
Leonard Caston
2 Awards
John Christopher
Sam Cooke

Linda Creed
2 Awards
Dash Crofts
Burton Cummings
(BMI C)
Mac Davis
2 Awards
Mary Dean
Joe Egan
(PRS)
Bobby Eli
2 Awards
Richard Finch
Charles Fox
2 Awards
Charlie Foxx
Inez Foxx
John C. Freeman
Jerry Fuller
Kenneth Gamble
4 Awards
Mac Gayden
Norman Gimbel
2 Awards
Gerry Goffin
2 Awards
Barry Goldberg
Merle Haggard
Tom T. Hall
Carl Hampton
Don Harris
(PRS)
George Harrison
2 Awards
Bobby Hart
Waldo Holmes
Leon Huff
4 Awards
Anthony Jackson
Ray Jackson
Mark James
2 Awards
Danny Janssen

Billy Joel
Elton John
(PRS) 2 Awards
Andy Kim
Carole King
Edward King
Kris Kristofferson
2 Awards
Dickey Lee
John Lennon
(PRS) 2 Awards
Irwin Levine
3 Awards
Gene MacLellan
(BMI C)
Layng Martine Jr.
Sherman Marshall
Paul McCartney
(PRS) 4 Awards
Linda McCartney
(PRS) 2 Awards
Gene McDaniels
Rod McKuen
Joni Mitchell
2 Awards
Eddie Miller
Daniel Moore
Jan Morrison
Roger Nichols
Kenny O'Dell
Gilbert O'Sullivan
(PRS)
Weldon Parks
Dolly Parton
Clarence Paul
Vince Poncia
Anita Poree
2 Awards
Billy Preston
2 Awards
Phillip Pugh
Eddie Rabbitt
Dick Reynolds

Jack Rhodes
Charlie Rich
Gary Rossington
John Rostill
(PRS) 2 Awards
Todd Rundgren
Gunther Schuller
Jimmy Seals
Neil Sedaka
Gil Shakespeare
(PRS)
Richard M. Sherman
Robert B. Sherman
Billy Sherrill
2 Awards
Paul Simon
2 Awards
Ringo Starr
(PRS) 2 Awards
Ray Stevens
W. S. Stevenson
Billy Swan
Bernie Taupin
(PRS) 2 Awards
Dewey Terry
Charles Turner
Bjorn Ulvaeus
(STIM)
Ronnie Vanzant
Lolly Vegas
Bill Wallace
Jim Webb
Bobby Red West
Barry White
3 Awards
Paul Williams
Frank Wilson
2 Awards
Norro Wilson
2 Awards
Kurt Winter
(BMI C)



Broadcast Music Incorporated

TIME-LIFE TELEVISION
presents

A SALUTE TO THE BBC

Beginning on September 8, 1970, with the one-hour preview of **CIVILISATION** on the NBC-TV Network—and continuing through the recent PBS telecast of **THE ASCENT OF MAN**—Time-Life Television has brought to millions of U.S. viewers

over 300 hours of extraordinary BBC-TV programming on the ABC-TV, NBC-TV, CBS-TV and PBS Networks—and currently, via Syndication on local stations from coast-to-coast



WINDOW ON THE WORLD

(6 First-Run one-hour TV Specials. Narrated by Burgess Meredith.)
Including—**ROSE KENNEDY**—THE BEST OF TIMES
—THE WORST OF TIMES—'Uniquely powerful and moving'
—The New York Times



AMERICA

(13 hours or 26 half-hours with Alistair Cooke.
4 Emmys & Peabody Award.)
'Not only one of the finest documentary series, but one of the finest series of any kind ever presented on TV'
—The Chicago Tribune



MONTY PYTHON'S FLYING CIRCUS

(39 zany half-hours. Now in over 110 markets!) 'Destined to become the most im-
probably successful program in the history of American public television.'
—Newsweek

WAR AND PEACE

(19 critically-acclaimed one-hours. Narrated by Sebastian Cabot.)
'Masterful use of TV. Like all the BBC productions it is done with concern and care'
—The Baltimore Sun



THE COMMANDERS

(7 one-hours about the great military leaders of World War II. EISENHOWER, ROMMEL, MacARTHUR, YAMAMOTO, HARRIS, SLIM and ZHUKOV)
'Excellent! done'
—The Houston Post



ELIZABETH R

(6 90-min. programs starring Glenda Jackson. Winner of 5 Emmy Awards.)
'First rate entertainment—brilliantly cast and gorgeously produced'
—Washington Star



THE SIX WIVES OF HENRY VIII

(6 90-min. dramas. Emmy Award/Keith Michell.)
'HENRY VIII serves not only as a persuasive defense of television now but also as an exciting promise for its future'
—The Wall Street Journal



THE SEARCH FOR THE NILE

(6 one-hours. Narrated by James Mason. 2 Emmys & Peabody Award.)
'One of the most compelling and skillfully made historical dramas of this or any year'
—Los Angeles Times



VISION ON

(42 Award-winning half-hours. Voted 'Best Children's TV Program In The World'.)
'A gloriously photographed, fast-paced, fancy-free half-hour series'
—The Washington Post



And, New from BBC:



THE ONEDIN LINE

15 one-hour adventure/dramas about the building of a dynamic shipping empire in the mid-19th century. Already sold to over 60 stations!

...to be continued.

TIME LIFE TELEVISION

TIME & LIFE BUILDING
NEW YORK, N.Y. 10020
(212) JU 6-1212
ATLANTA • CHICAGO • LOS ANGELES
BBC DISTRIBUTORS IN THE U.S. AND LATIN AMERICA

Business Briefly

Toyota heavying up in radio, TV campaigns

Toyota Motor Sales USA, Torrance, Calif., anxious to impact on 18-34-year-olds, is moving heavily into radio. It has scheduled two intensive spot advertising flights beginning July 7 in 23 major Toyota markets, with goal of 300 gross rating points weekly.

Also to be used are four ABC radio networks as well as CBS and NBC radio networks for summer campaign that will stress not only economy of operation but also Toyota's durability as compared with other imports, such as Opel, Capri and Volkswagen.

Additionally, Toyota will be major sponsor in three National Football League pre-season games on ABC-TV; it will have five commercial minutes in each game. Toyota's advertising budget for the current campaign was not made public but last year firm spent estimated \$17 million in television, both network and spot, and almost \$250,000 in radio.

Dealers in the act, too

Toyota Dealers Advertising Associations in 18 locations are starting up spot TV drive in 18 markets for summer campaign on car models with commercials

scheduled to run from four to 10 weeks, depending on market, beginning in early July. Clinton E. Frank Inc., Chicago, is targeting on men 18 to 34 and 18 to 49.

Mazda for the upper crust

Mazda will kick off campaign featuring new 60-second spots (contents undisclosed) in up to 40 Eastern markets, among them New York, Boston, Philadelphia, and Pittsburgh. Campaign, which is aimed at upper-income (\$15,000 or more per year) males between ages of 25 and 49, will run for nine weeks beginning June 30. Ads are being placed through S.J. Reiner broadcast-buying service.

Patriotism is commercial, too

Mobil Oil (direct) will sponsor series of five Bicentennial half-hour radio programs based on *Time* magazine's special 1776 issue. Stations in 37 of top 40 markets have already signed for series, among them WOR(AM) New York, WFMT(FM) Chicago, KERA(FM) Dallas and WLRN(FM) Miami. Series is being produced for Mobil by Cinema/Sound Ltd., New York, which is also syndicating it. Series, which will dramatically re-create actual historical events, is scheduled to run nightly, from June 30 through July 4. Mobil's ads will be institutional ones.

Lady jockey sells men's cigars

Consolidated Cigar Corp., New York, will advertise its new Dutch Masters' The Sprint and The Racer cigars on spot TV with participations in more than 20 markets on 140 local telecasts of major league baseball games, starting in late June and ending in late July. Jockey Donna Hillman is featured in commercial, created by David, Oksner & Micthneck, New York, which also has been placed on various CBS-TV and NBC-TV news and sports programs to run through late July.

Hunt-Wesson all over the lot

Hunt-Wesson Foods Inc., Fullerton, Calif., is preparing spot TV campaign for various of its products, buying up to 30 markets for some brands with purchases made in different regions for different products. Kick-off is set for late June with spots to continue for 13 weeks. Buying is through SFM Media Service Corp., New York, which is seeking daytime and fringe periods.

Shout campaign from Johnson

S.C. Johnson & Son Inc., Racine, Wis., is placing its new Shout aerosol soil and stain remover for laundry into national distribution, powered by extensive network TV advertising which began last week and spot TV in long list of markets coinciding with introduction in various areas. Budget reported to be in vicinity of \$5 million over next 12 months for all media, with concentration in television. Agency is Foote, Cone & Belding, Chicago.

Lipstick goes national

Miller-Morton Co., Richmond, Va., is preparing major spot TV campaign as national introduction for its Lipquenchers lipstick, which has been in test for two years. Approximately 100 TV stations throughout nation will carry commercials aimed primarily at young and adult women, with starting date set for first week in September and effort continuing as long as sales are maintained. Creative work is being performed by Danzer-Fitzgerald-Sample, New York, while spot TV buying is being handled by Mil-Mor Advertising, Richmond, new in-house agency of Miller-Morton.

Heavy breathing for Dynamint

Warner-Lambert Co., American Chicle Division, Morris Plains, N.J., is supporting its Dynamint breath mints with heavy spot radio splurge in upward of 50 markets, with some stations carrying schedule for 11 weeks starting in mid-July and others for four weeks beginning in mid-September. Agency for Dynamint is



White House huddle. Star performer in *Lombardi Revisited* sports special going into syndication today (June 23) is President Ford, who filmed 12-minute segment for show in White House last Monday. He's shown here with (l to r) Ed Cain, producer for Mobile Television Services, New York; Sonny Jurgensen, former Washington Redskins quarterback expected to join CBS as sports commentator, and Bob Schmidt, Washington lawyer and executive director of the Vince Lombardi Memorial Golf and Tennis Tournament, around which show is built. Mr. Ford's appearance will be integrated with shots from today's tournament and other interviews with sports notables. Hour begins run tonight on WTTG(TV) Washington with Mack truck among sponsors. ITT is buying show for New York market. President Ford is co-chairperson of Lombardi tournament; half of special's profits will go to cancer fund. (Mr. Schmidt is leading candidate for president of the National Cable Television Association; see "Top of the Week.")

KAISER SPOT SALES

now reps the number one independent in St. Louis:

KPLR-TV

KAISER BROADCASTING SPOT SALES

New York, Chicago, Detroit, Los Angeles, San Francisco

Representing KBHK-TV, San Francisco; WLVI-TV, Boston;
WKBS-TV, Philadelphia; WKBD-TV, Detroit; WFLD-TV, Chicago.

Don Kirshner **Year Three**



"Don Kirshner's Rock Concert" blasts off in September for a 3rd spectacular year, showcasing the superstars of contemporary music.

This is the series that produced better than 80% national coverage, a lineup of 120-plus stations and a sold-out sponsorship roster in its first 2 years.

Now, the beat goes on!

Act fast if you want next season's only 90-minute contemporary music series (and its overflow crowd of 18-34 fans).

Distributed by Viacom



Arrid splits. When SSC&B Inc., New York, opened its doors for business on July 1, 1946, one of its charter advertisers was Arrid line of deodorants of Carter Products Division of Carter-Wallace Inc., New York. Carter Products confirmed last week it is dropping SSC&B after 29-year association and is assigning estimated \$12 million in billings (about \$10.5 million in broadcast) to Ted Bates & Co., New York. No reason was given for break-up of long-time "marriage" between SSC&B and Carter. Bates has been agency for number of other Carter-Wallace products since 1942.

Ted Bates & Co., New York, which is seeking audience of adults 18 to 34 and teenagers.

Raintree goes after women

Noxell Corp., Baltimore, on behalf of Raintree Moisturizer, is plotting summer spot TV spree in more than 20 markets to reach women in various age categories. Campaign to kick off in early July and continue through early September, with buying through SSC&B Inc., New York.

Burly blankets New York

Quaker Oats Co., Burly Division, Elizabeth, N.J., is sweetening New York market with \$250,000 in radio expenditures, running schedules on 10 stations in area for 26 weeks over 52 weeks, starting this Wednesday (June 25). One unique feature: to obtain floor space for displays in major food chains, Burly's agency, Cohen Pasqualine Timberman Inc., New York, has designed portion of campaign as co-op program, under which co-operating retailers will be given 30-second version of Burly's radio commercial and 30 seconds of free time for supermarkets to be used with brief mention of Burly Cookie of that week and remaining time for retailers' other specials.

Bowling campaign on networks

National Bowling Council, Washington, is rolling radio-TV effort, starting in August with commercials on NBC Radio, ABC Information and ABC Entertainment featuring Joe Garagiola and moving into TV in September and October with participations of news programs of ABC-TV, CBS-TV and NBC-TV. Council also is providing members with materials for local-level tie-in advertising on TV-radio with cooperative funds. Agency is Eisner & Associates, Baltimore.

First blood for O&M's wine

Monsieur Henri Wines Ltd., Purchase, N.Y., will run five-week spot radio splurge in more than 20 major markets on behalf of Yago Sant'Gria, starting this week. Ogilvy & Mather Inc., New York, which recently obtained account, is zeroing in on adults 18 to 34 and is including black radio stations in buy.

Radio for dieter's aid

General Mills Inc., Minneapolis, conducting extensive spot radio campaign in approximately 50 markets throughout U.S. on behalf of Breakfast Squares, running for three alternate weeks, starting in early July. Campbell-Mithun, Minneapolis, is directing its messages at women 25 to 49.

Big ticket toy for TV

Crown Recreation Inc., New York, subsidiary of Ideal Toy Corp., will begin volley of TV commercials in November in more than 75 markets on behalf of The Green Phantom, said to be first table tennis table to be advertised nationally on TV. Helfgott, Towne & Silverstein Inc., New York, is seeking family program slots for commercials, with local tags to be used by qualifying retailers.

April didn't fool around. Advertisers invested \$202.6 million in network television in April, a gain of 5.4% from April 1974, according to figures being released today (June 23) by the Television Bureau of Advertising. The figures, compiled for TVB by Broadcast Advertisers Reports, show network billings up 8.4% for the first four months of 1975, with Monday-Friday daytime up by 18%. The report follows:

Network television time and program billing estimates by dayparts and by network (add \$000)

	April			January-April		
	1974	1975		1974	1975	
Daytime	\$ 60,651.5	\$ 70,622.8	% Chg.	\$239,348.5	\$274,587.0	+14.7
Mon.-Fri.	41,346.5	48,783.6	+18.0	160,890.7	189,778.3	+18.0
Sat.-Sun.	19,305.0	21,839.2	+13.1	78,457.8	84,808.7	+ 8.1
Nighttime	131,508.3	131,959.3	+ 0.3	501,714.2	528,967.2	+ 5.4
TOTAL	\$192,159.8	\$202,582.1	+ 5.4	\$741,062.7	\$803,554.2	+ 8.4

	ABC	CBS	NBC	Total
January	\$ 59,183.6	\$ 70,017.4	\$ 71,642.3	\$200,843.3
February	58,915.3	67,291.2	62,353.2	188,559.7
March*	65,313.5	77,795.9	68,459.7	211,569.1
April	59,488.5	75,244.7	67,848.9	202,582.1
Year-to-date	\$242,900.9	\$290,349.2	\$270,304.1	\$803,554.2

*Revised

Source: Broadcast Advertisers Reports (BAR) as released by Television Bureau of Advertising.

WNEM-TV Presents The Little Rascals in Flint-Saginaw-Bay City

“It's no longer a question of whether The Little Rascals will be #1—it's a question of by how much!”

—ERWIN PARTHÉ
WNEM-TV,
Flint-Saginaw-Bay City

#1 SUNDAY 12-12:30 p.m.:

First in the market, right across-the-board:

More Total Homes,
Total Adults, Total Women,
Women 18-49, Total Teens,
Total Children, Children 6-11.

Over 60% of the adults and 90% of the Children. Improved lead-in with kids and Women 18-49 and ran off with a whopping 247% advantage over nearest competition, "Midday Movie."

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



The American

Thirteen significant new

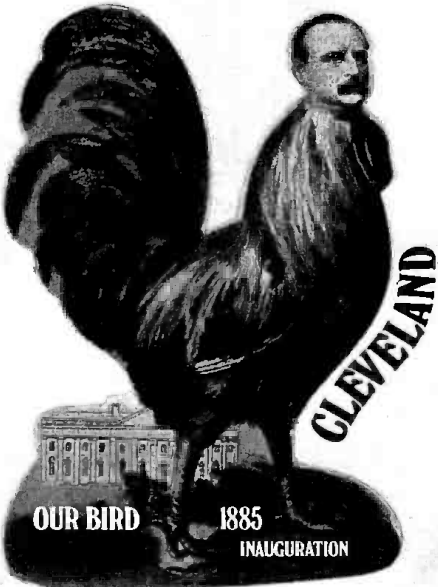
You may think that American history has been rehashed so many times there's nothing new to be said.

Think again.

We have a series of thirteen hour-long Bicentennial programs that are totally unlike anything anybody else is doing. Shows that make history. Make it palatable. Make it accessible.

This is history as it lived and breathed. Rare photographs and films that have never been on television before. History that you can relate to on a much more personal level. With some very interesting people relating it. Like Gloria Swanson. Theodore Bikel. Jean Stapleton. Ossie Davis. And James Whitmore.

We've already sold American Documents to a number of stations around the country. A lot of people are fired up about them. But that's to be expected. After all, they are revolutionary.



★ INAUGURAL SOUVENIR ★

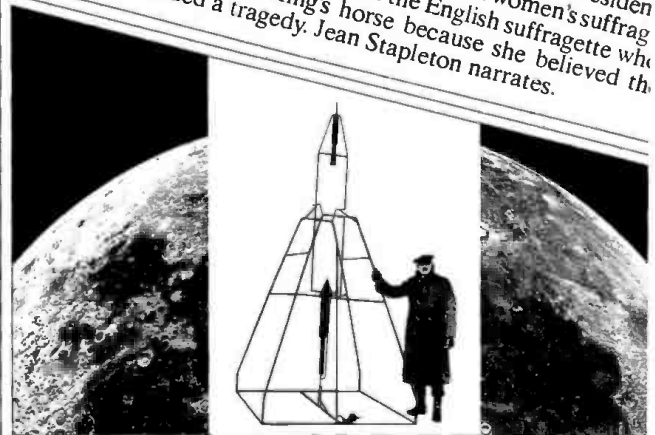
George Washington walked home through the streets of New York after his inauguration. He went unrecognized by most of the people out celebrating. That's the kind of history this is. All the funny, sad and very human things that happen to Presidents on their inauguration days. Thirty-eight Presidents in fifty-two minutes. Narrated by Alexander Scourby.



**TO ASK FREEDOM
FOR WOMEN IS NOT
A CRIME**

WOMEN GETTING THE VOTE

The story of determined, dedicated women arrested, roughed up, chained with their arms over their heads, and jailed for their beliefs in themselves. These incredibly brave women defied President Wilson until he finally had no choice but to back women's suffrage. There's also extraordinary footage of the English suffragette who threw herself under the King's horse because she believed the movement needed a tragedy. Jean Stapleton narrates.



You've probably never seen footage of the first American rock. We've got it. And a lot more. In fact, we've got the whole film saga of the American who pioneered space. Dr. Robert Goddard. Using new material acquired from Dr. Goddard's widow, diaries, notebooks and rare home movies, this film gives a new perspective to Goddard's incredible vision. It's all here. You've already seen man take his one small step. You should see him when he was crawling.

THE EMPTY FRAME

Documents

chapters in the history of America.



THE AGE OF BALLYHOO

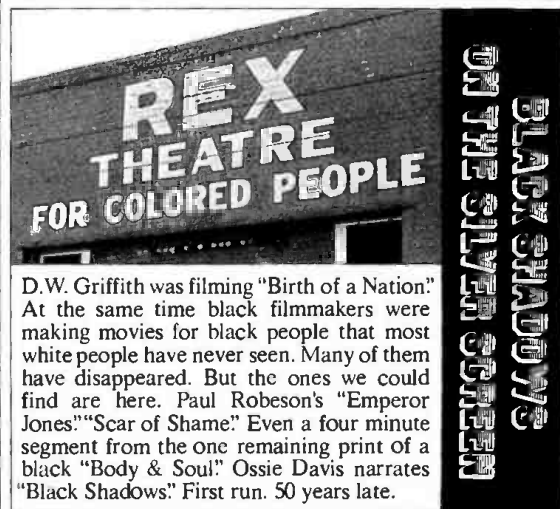
The first decade in American history ever completely captured on film. The 20's. Paving the roads for the Model T. The first sound film ever made of a President. An extraordinary picture of life back then. Gloria Swanson. With photos and film clips from her private collection. As a special, it's already won two Gold Medals. Two Silver Medals. And four Emmys.



You can actually see the growth of our country through the building of the Capitol building. As we got bigger, so did the building. Here are the actual blueprints and drawings. Here are the contractors during the Civil War putting up the dome at their own expense because the United States ran out of money. This film is an architectural extravaganza. And a human document. The story it tells is unfinished. It's still unfolding today.



From the moment an alien set foot on American soil he was greeted with skepticism and hostility. Laws were drafted to keep newcomers out. But still we came. This is our story. Pulling up stakes. Travelling thousands of painful miles to the Country that said "Welcome, but...". This film records the one national experience that is unique to almost all of us.



D.W. Griffith was filming "Birth of a Nation." At the same time black filmmakers were making movies for black people that most white people have never seen. Many of them have disappeared. But the ones we could find are here. Paul Robeson's "Emperor Jones." "Scar of Shame." Even a four minute segment from the one remaining print of a black "Body & Soul." Ossie Davis narrates "Black Shadows." First run. 50 years late.

We only had room to feature seven. Here are six more. They're every bit as compelling.

A MOMENT IN TIME. The history of photography.
PATENT PENDING. The story of American ingenuity.
JUST AROUND THE CORNER. The Depression.
THE MOTION PICTURE BOYS AT THE FRONT. Or how we were galvanized into WWI by propaganda.
THE REEL WEST. How the movies glamorized the West.
WORKING FOR THE LORD. An exploration of American communes.

Here are the stations who have already jumped on the bandwagon:

WOR-TV New York, N.Y.	KATU Portland, Ore.
KHJ-TV Los Angeles, Ca.	WHBQ-TV Memphis, Tenn.
WNAC-TV Boston, Mass.	KTAR-TV Phoenix, Ariz.
WTOP-TV Washington, D.C.	WHIO-TV Dayton, Ohio
WPLG Miami, Fla.	WJXT Jacksonville, Fla.
WFSB-TV Hartford, Conn.	WPTA-TV Fort Wayne, Ind.

If American Documents looks good to you, Michael J. Gould is the one to talk to. Call him or write him at Gould Entertainment Corporation. 1564 Broadway. New York City. 10036. (212) 586-5760.

There's a lot more going on...

PWS

POST-NEWSWEEK STATIONS, INC.

More than meets the eye.

Monday Memo

A broadcast advertising commentary from Alfred M. Masini, president, Telerep Inc., New York

Searching for the lost kingdom of retail co-op funds

The whole nature of retail co-op advertising is a bit of a mystery to television. And until TV develops a closer and more productive relationship with retail in general, \$3 billion in co-op funds will remain beyond its grasp.

During the first half of the seventies, television has established a small bridgehead to the vast retail potential. These new dollars, placed locally, narrowed the traditional TV station revenue gap—60% national, 40% local—to a point where now it is almost even.

For 25 years, the sales strategy of the television industry has been to concentrate on clients that have allocated dollars to TV. Television is the only industry in which the main sales effort is not to convince the prospect to use the product. Rather, television's sales emphasis has been directed to the TV-oriented advertiser to use one station instead of another or one network instead of another. Television's growth, therefore, has not been a function of our efforts in the industry, but the dynamic, exclusive nature of the industry itself.

The only way that TV will achieve its deserved share of the advertising dollar is if we start to develop the enormous untapped dollar potential. There is \$3 billion in co-op advertising. There is \$7 billion in local/retail newspaper advertising. There is over \$1 billion in national newspapers. And there is \$1.5 billion in magazines. A total potential of over \$12.5 billion dollars.

By contrast, the total TV industry—network, spot and local—is only \$4.5 billion.

The TV station has begun to zero in on local retail newspaper dollars. Co-op, however, remains in broadcast limbo. Only a very few major advertisers—Marshall Field, Macy's True Value Hardware and International Harvester—have used co-op dollars in television. On the other hand, newspapers have enjoyed considerably more success in this area, but even they are unable to attract the major share of co-op dollars, which continue to be guarded zealously by the advertiser and its retail outlets.

The inability of television to find a way to use co-op dollars is directly related to the fact that it took television about 25 years to begin even to understand and to work with retailers. The fact is, retail and co-op represent a physical and mental accommodation. It requires a special attitude and commitment on the part of the TV station to gear up the creative, production and sales traffic facilities necessary to accommodate a business that requires cons-



Alfred M. Masini was vice president and director of sales administration for Edward Petry Co. when he left in 1968 to found Telerep. In his 12 years with Petry, Mr. Masini started as an account executive and rose to positions as group sales manager, director of programing and director of TV sales administration. Prior to his rep career with Petry, he was for three years with CBS-TV. He presently holds the titles of president and general manager of Telerep.

stant commercial message change.

The spirit of accommodation did not arrive until our industry was besieged by a number of economic reversals in the early 1970's—the establishment of the 30-second commercial as the industry norm, the loss of cigarette advertising and the bottom-line concern of profit-conscious advertising agencies that had gone public.

To generate co-op revenue a station must first understand and accommodate retail. Since retail only became a viable partner to TV in the early seventies, it is understandable that co-op is the next and normal development in this industry.

Co-op support is only partially directed to advertising. A substantial amount goes to promoting distribution and increasing store inventories, and to case allotments, sales contests and numerous forms of incentives. For those co-op dollars destined for advertising by the factory or the retailer, most end up in newspapers because print historically has provided a physical and economic accommodation—the ability to handle constant commercial changes. And since major retailers have annual space commitments at favorable rates, the co-op message easily becomes part of the bulk ad, not only paying for itself, but contributing to the over-all cost of the retailer's total space commitment.

There is no question that major retailers

are in the process of experimenting with a new media mix, i.e. less print and more television. In virtually all cases it appears to be working well, especially for retail food chains such as Lucky Stores, Alpha Beta, Pathmark, Albertsons, Colonial Stores and Kroger.

As is happening now, the retailer's use of television will bring him finally to understand the power and sales leverage of TV: the fact that unlike any other form of advertising, TV enables the retailer to sell the way he sells best—face to face. With growing success, he will begin more aggressively to redirect his co-op dollars to television.

On the national scene, we can help ourselves with increased exploratory efforts with those individuals and departments at major manufacturers that are responsible for co-op allocations.

In January 1974, Telerep initiated a one-year plan to determine whether a station representative firm could have a positive and effective role in developing these untapped revenues. Dick Noll was hired as director of sales development with a dual assignment—first, develop more national spot dollars from existing national advertisers, and second, to explore our potential role in helping station clients to participate further in retail and to help free co-op funds as part of their retail program.

During the first year, this new department actually generated upwards of \$1 million for our client stations—more than half of which was local—and another \$2.5 million which spilled over into stations in non-Telerep markets. So gratifying were the results that it was decided to expand the department and to begin the second phase of operation: maximum efforts in retail and co-op development. Television Marketing Associates (TMA) opened its doors on April 1 this year and added Donald O'Leary as marketing director.

The breakthrough in co-op should come during the second half of the seventies as a working confidence is developed among TV stations, major retailers and their suppliers. After all, co-op is merely an additional form of advertising support for the retailer and, as he becomes more understanding and skilled in the use of TV, he will begin to influence the advertiser to direct co-op funds into his television effort. Hence, success in freeing co-op dollars for TV will result from a cooperative effort on the part of the TV station, working with the retailer locally, and a concentrated and specialized effort from national organizations—in our case TMA—working with the national advertiser who will finally have a positive and proven channel through which his co-op dollars may flow.

**“The \$25,000 Pyramid”
is an awesome presence
in any schedule.**

Viacom's big new “Pyramid”
was placed in prime access lineups
last September.

By February-March, it ranked first
among all new audience participation
shows!

And sixth among all of the 306 programs
in syndication!

If you underestimated the strength of our
fledgling “Pyramid,” take heed. It's coming back as
a powerful two-year-old.

Call now for Fall availabilities. **VIACOM**

Source: NSI Syndicated Program Analysis, Feb.-Mar. 1975. Rankings based on DMA household ratings.
Audience estimates are subject to qualifications available on request.

Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

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

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

■ **Broadcasting in Congress.** There are measures pending in both houses of Congress to permit one-year experiment of broadcasting chamber proceedings. Main resolution in House is H. Res. 269 by Jack Brooks (D-Tex.). In Senate it's S. Res. 39 by Lee Metcalf (D-Mont.). House Rules Committee, which has alternately discussed and postponed further discussion of Brooks resolution, last week formed subcommittee to conduct hearings on measure. No action has been taken by Senate Rules Committee on S. Res. 39, but full Senate on June 9 voted for first time to permit broadcast coverage of debate on Senate floor—limited to one issue, contested New Hampshire Senate election. Coverage never happened, however, after negotiations between Senate staff and networks over lighting and other technical arrangements broke down (BROADCASTING, June 16).

Cable 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 (Docket 20363). No further action has yet been scheduled. Also, FCC has proposed easing requirements of 1977 deadline (BROADCASTING, June 2) (Docket 20508). Comments are due July 25.

■ **Children's TV.** FCC's policy statement on children's television programing, adopted last year (BROADCASTING, Oct. 28, 1974) has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case no. 74-2006). And House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has announced hearings in July on broadcast advertising and children.

■ **Citizen agreements.** FCC policy statement and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agree-

ments has been issued. Comments are due July 25.

■ **Community ascertainment.** FCC has instituted rulemaking (Docket 19715) designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, May 12). Comments are due June 30.

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

■ **Consumer agency.** Senate passed bill to establish Agency for Consumer Advocacy after amending it to ensure agency may not involve itself in broadcast license renewal proceedings before FCC. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. In House, Jack Brooks's (D-Tex.) subcommittee of Government Operations Committee conducted hearings last week on consumer agency measure similar to that passed by Senate, but with one significant difference for broadcast industry. Bill, H.R. 7575 does not exempt proposed agency from involving itself in license renewal proceedings. National Association of Broadcasters, which fought for that exemption in Senate bill, is hopeful it will be included in House bill before it clears full Government Operations Committee.

■ **Copyright legislation.** Omnibus copyright revision bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Copyright Subcommittee has completed markup and cleared for full Judiciary Committee its bill (S.22), which is substantially same as bill that passed full Senate last year. House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223. Grouping witnesses by issue, subcommittee has heard from FCC and Office of Telecommunications Policy, cable industry, broadcast industry (BROADCASTING, June 16) and will hear from public broadcasters July 10.

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

■ **Crossownership (television-cable television).** FCC has initiated rulemaking (Docket 20423) aimed at easing restrictions it had im-

posed 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 programing is scheduled for commission discussion on June 24.

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

Fairness doctrine bills. Senate Communications Subcommittee conducted five days of hearings on two bills intended to eliminate fairness doctrine. S.2 by Senator William Proxmire (D-Wis.) would delete Section 315 from Communications Act, section containing equal time requirement as well as statutory basis for fairness doctrine. Proxmire bill in fact would prohibit FCC from influencing broadcast programing 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 or 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) (Case nos. 75-1053 et al.); some 60 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Case nos. 75-1064 et al.). Several parties seeking refunds have filed in U.S. Court of Claims (Case nos. 82-74 et al.).

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

■ **Leapfrogging.** FCC has initiated rulemaking (Docket 20487) aimed at modifying or repealing rules that require cable systems to select closest stations in importing distant signals. Comments are due July 8, replies July 23.

License renewal legislation. At least 30 license renewal bills have been introduced so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. None, however, is yet on the agenda of communications subcommittee in either house. NAB has placed its stamp of approval on two renewal bills, H.R. 5578 by Representative Louis Frey (R-Fla.), which now has over 50 cosponsors, and another, yet to be formally introduced, by Senator Paul Fannin (R-Ariz.).

■ **Network exclusivity on cable.** FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals (BROADCASTING, April 21) in Washington by CBS Television Affiliates Association. FCC has also agreed to adopt simultaneous non-duplication in place of same-day protection for broadcasters in Rocky Mountain Time Zone. Decision followed cable/broadcaster panel discussion held at FCC last week. (see story, this issue).

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

■ **Obscenity.** FCC's declaratory ruling on indecent and obscene broadcasts (BROADCASTING, Feb. 17) is being appealed to U.S. Court of Appeals in Washington (Case no. 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Specific ruling involved station's broadcast of George Carlin album cut that commission ruled indecent and obscene.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24) is being opposed on two fronts. Broadcasters and cable operators have appealed to U.S. Court of Appeals in Washington, and ABC and NBC have petitioned commission for reconsideration. Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held 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 become moot (BROADCASTING, March 24) (Case no. 73-2256).

Performers' royalty. Senator Hugh Scott (R-Pa.) has attempted for some 30 years to push through legislation establishing performer's royalty to be paid by broadcasters. In last session of Congress, it was defeated as amendment to Senate's copyright bill. Senator Scott has subsequently introduced concept in separate bill, S. 1111. He has received promise of cooperation in hearings on measure from

Copyright Subcommittee Chairman John McClellan (D-Ark.), but Mr. Scott has taken no further initiatives yet. Duplicate of Scott bill has been introduced in House (H.R. 5345) by Representative George Danielson (D-Calif.). Danielson bill will be taken up July 23, during hearings by House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice on over-all copyright reform measure.

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

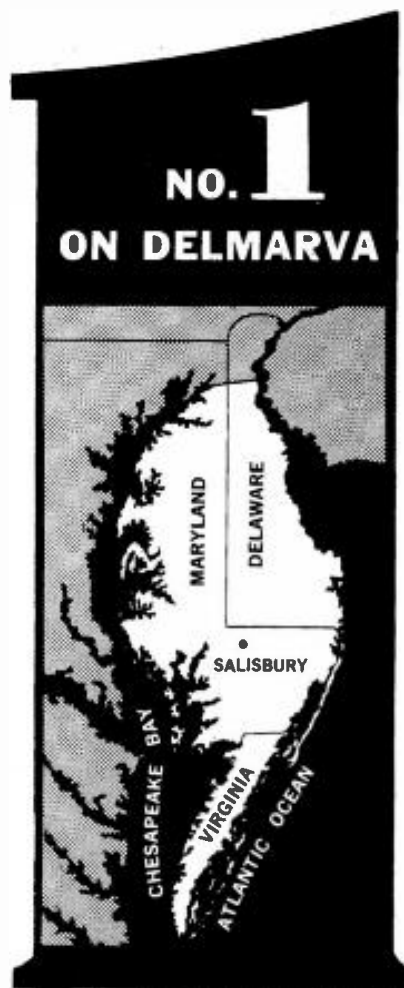
Pole attachments. Since fall of 1970, National Cable Television Association and AT&T have been at stalemate in pole-rate negotiations. Most recent proposal by AT&T has been rejected by NCTA (BROADCASTING, June 9). FCC has delayed asserting authority and imposing solution, but staff has been directed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

■ **Prime time access rule III.** FCC on May 14 modified rule in response to decision by U.S. Court of Appeals in New York which essentially affirmed rule's constitutionality (BROADCASTING, May 19). Two appellants—National Association of Independent Television Producers and Distributors and Sandy Frank Program Sales Inc.—have asked court to reverse commission on effective date—Sept. 8, 1975. They want date extended. FCC, CBS and NBC have opposed motions seeking reversal of effective date ruling (Case nos. 75-4021 et al.).

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 yet to schedule hearings on House bill.

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

Star stations. FCC order stripping Star Broadcasting of KISN(AM) Vancouver, Wash., KOIL-



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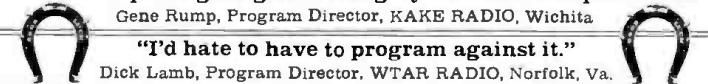
"We heard it once . . . and bought it immediately. It's by far the best
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Phil Sheridan, General Manager, WNCI RADIO, Columbus, Ohio



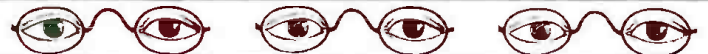
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Gene Rump, Program Director, KAKE RADIO, Wichita



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Dick Lamb, Program Director, WTAR RADIO, Norfolk, Va.



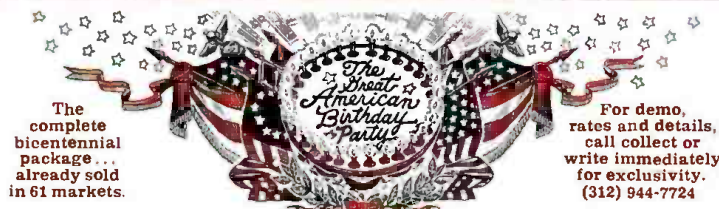
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AM-FM Omaha, and WIFE-AM-FM Indianapolis has been appealed to U.S. Court of Appeals in Washington (Case nos. 75-1203).

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

■ **WNCN(FM) (now WQIV).** Citizen groups have appealed to U.S. Court of Appeals in Washington commission action authorizing New York station to change its call letters before time for protest had expired and from denial of stay (Case nos. 74-1925, 74-1926). They have also petitioned commission to deny station's renewal application. Principal issue is formal change from classical to rock. Competing application for WQIV's frequency has been filed by Concert Radio Inc. GAF Corp. has offered to buy station for \$2.2 million, return it to classical format.

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This week

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* Idearam: meeting on small-market sales. Holiday Inn, Little Rock, Ark.

June 24—*Radio Advertising Bureau* Idearam: meeting on small-market sales. Holiday Inn, Gree Bay, Wis.

June 24—*Radio Advertising Bureau* Idearam: meeting on small-market sales. Holiday Inn, Youngstown, Ohio.

June 24—*Radio Advertising Bureau* Idearam: 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 regulation and network practices in connection with acquisition of film. Washington.

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

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

June 26—*Television Bureau of Advertising* regional

sales meeting. Hilton Inn at the Airport, St. Louis.

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

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

■ **June 26-28—Rocky Mountain Broadcasters Association** annual convention. Montana Governor Thomas L. Lodge will be Friday luncheon speaker. Sportscaster Frank Gifford will be banquet speaker, Big Sky, Mon.

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

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

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

Also in June

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

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

July

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

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

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

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

July 8—Radio Advertising Bureau Idearama 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 9-12—Colorado Broadcasters Association** summer convention. Speakers include Washington attorney Jason Shrinky; chancellor Maurice Mitchell, University of Denver; Warren George, Denver office of FCC; Richard Harris, Westinghouse Broadcasting Co.; Wilson C. Wearn, WFBC-TV Greenville, S.C., and chairman of joint boards of National Association of Broadcasters; James M. Roche, retired chairman of General Motors; Robert Wells, Harris Enterprises, Robert Wussler, CBS-TV; Representative Timothy Wirth (D-Colo.), and FCC Commissioner James Quello, Tamarron, Durango.

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 meet-

Major meeting dates in 1975-76

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

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

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

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

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

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

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

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

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

ing on small-market sales. Holiday Inn, Denver.

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

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

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

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

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

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

July 17—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Fargo, N.D.

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

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

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

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

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

July 26—Deadline for comments on FCC notice of proposed policy statement on citizen group-broadcaster agreements. FCC, Washington.

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

August

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

Aug. 3-9—National Association of Broadcasters

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

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

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

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

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

Aug. 14-15—Arkansas Broadcasters Association summer convention. Banquet speaker: Harry Walker, vice president for public affairs, Shell Oil Co. Indian Rock Resort, Fairfield Bay.

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

■ **Aug. 18**—Comments due at FCC on proposed rulemaking concerning possible alternatives to March 31, 1977, deadline for older major market cable systems to comply with access and channel capacity rules adopted March 31, 1972. Replies are due Sept. 8. FCC, Washington.

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

Aug. 18-22—University Film Association's 29th annual conference. Papers and sessions will deal with new trends in video disc systems, video cassettes and videotape recordings in comparison with super 8 and developments in 16mm and 35mm films. Rochester Institute of Technology, Rochester, N.Y. For further information on program: Professor Peter Dart, University of Kansas, Lawrence 66045; (913) 864-3991. For queries on local arrangements: Professor Reid H. Ray, RIT, Rochester 14623; (716) 464-2772.

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

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

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

September

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

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

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

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

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

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

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

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

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

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

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

■ **Sept. 19-21**—American Women in Radio and Television Midwest Area Conference. Hilton Inn, Annapolis, Md.

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

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

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

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

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

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

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

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

October

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

Oct. 2-8—International Telecommunications Union second world telecommunication exhibition. Telecom 75. Event scheduled simultaneously with Second World Telecommunications Forum. Second International Festival of Telecommunications and Electronics Film, and "Youth in Electronic Age" competition all to be held in same city. Palais des Exposition, Geneva.

Oct. 3-5—Illinois News Broadcasters Association, fall convention. Site to be announced, Peoria.

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

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

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

■ **Oct. 10-12**—American Women in Radio and Television East Central Area Conference. Pfister hotel, Milwaukee.

Oct. 13-14—National Association of Broadcasters 1975 fall conference. Fairmont hotel, Atlanta.

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

Open Mike®

Free for all

EDITOR: I have just read the editorial in the June 9 issue of BROADCASTING on the reporters' Committee for Freedom of the Press. You are so right in saying that despite the differences in competition that exist between various parts of the press there are certain matters where, for the sake of the industry and of the nation, we must come together. I think your editorial serves that purpose.—*Arthur R. Taylor, president, CBS Inc., New York.*

Dissent

EDITOR: I object to the change in location of several of your sections. "Closed Circuit" is supposed to contain the most up-to-the-minute news of the broadcasting industry, yet is buried on page 19 of the June 9 issue. "Where Things Stand" is essentially static news and belongs in the rear of the magazine with "For the Record."

Give us the news—"Closed Circuit" and "Week in Brief"—up front where we can get to it. We'll read the rest on the train.—*Arnold M. Huberman, manager, film program administration, NBC-TV, New York.*

(A change in production schedules required the relocation of "Closed Circuit" and the expanded "Week in Brief," for which page numbers are published weekly on the magazine's front cover.)

Assent

EDITOR: I've enjoyed the new makeup of your magazine; it's a very provocative change and I'm sure is of greater service to the broadcast industry. You're to be congratulated.

I think one of the things that has stopped print media from becoming more dynamic is the resistance to change formats or, for that matter, even a masthead.

Your changes are terrific. The magazine is easier to read; not necessarily more enjoyable because it's always been enjoyable, but all in all it makes for a better magazine.—*Richard D. Dudley, president and general manager, Forward Communications Corp., Wausau, Wis.*

The no-no songs

EDITOR: In the past year, records such as *The Bitch Is Back*, *The No No Song* and *Only Women Bleed* have been released by major record companies and have become top-10 nationally and sold unusually well. We can probably expect more of the same.

WLOF has taken a definite stand against these records and does not play them.

I feel that the radio and record indus-

tries should examine this problem more closely and establish within the industry their own controls and code of ethics. A commission could be established to rate controversial subjects covered in records and a seal or logo established to identify record companies adhering to this policy.—*Blue Christie, music director, WLOF(AM) Orlando, Fla.*

Freshman English

EDITOR: My ears are so frequently stabbed by language bloopers by presumably well educated TV-radio announcers, both network and local, that I have compiled a list of the most common assaults on good English usage on the air:

"Convince to," when persuade, not convince, may correctly be used as an infinitive. "Convince him that . . ." yes; "convince him to . . ." never!

"New innovation." (Nova means new.)

"General consensus," a redundancy, and, worse, "general consensus of opinion"—the super redundancy.

"Hopefully," overused and mostly misused when "it is hoped" would be correct.

"Smithsonian Institute" when "Institution" is correct.

"From whence." "Raining outside."

"Final outcome." "Raze to the ground." Redundancies all.

"Flaunt" when "flout" is meant.

"Six a.m. this morning" instead of "6 a.m. today." Just another redundancy.

Mispronouncing place names within the U.S., when a quick check could avoid annoyance to local audiences.—*Albert W. Bates, San Clemente, Calif.*

Different Teague

EDITOR: In "Receivers called for interference" (BROADCASTING, June 2), you dropped the marker on the wrong player. The original bill, HR 3516, was introduced into the 93d Congress by the late Representative Charles M. Teague (R-Calif.), not Olin Teague (D-Tex.).

This bill could use some support from the broadcasting industry. It would eventually help broadcasters a good deal by cutting down on interference complaints from their "customers." Support of the bill won't generate any hot water at the FCC for broadcasters, either. A similar recommendation for legislation is working its way through channels at 1919 M Street, we understand.—*Perry F. Williams, WIUED, coordinator, regulatory services, American Radio Relay League Inc., Newington, Conn.*

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Closed Circuit.

Insider report: behind the scene, before the fact

Quarterly report

Speculation about meaning of new TV season's slow sales start is beginning to surface. Perhaps inevitably, there's talk that some big buyers are holding back in hope of getting better prices. Network officials—and at least some buyers—discount this notion, saying big buyers *are* making buys and that, as they've said all along, slowness is natural result of late schedules, many schedule changes and advertisers' normal recession-year caution. They appear confident fourth-quarter sales will begin taking off at some point—as, all hands agree, third-quarter sales have been doing past two weeks, after protracted doldrums. Explosion in third-quarter business has networks confident of prime-time sell-out for that quarter and is also cited as excellent omen for fourth.

Though reports vary, spot TV's third-quarter outlook seems to be about where network TV's was few weeks ago: not spectacular. Some reps report unusual activity, but others say that after outstanding first quarter and good second, third looks to be about even with year ago or at most up 2%-4%, though others think, as one put it, that "it'll be late in coming but it'll be all right." They tend to agree fourth quarter should be good. One said, "I think we're heading into one of the strongest fall seasons we've ever had."

White House briefing

Regional indoctrination session on state of economy will be held at White House at 3:30 p.m., June 25, with some 70 invited broadcasters, editors and publishers from District of Columbia and half-dozen nearby states. Following briefings by cabinet officials and senior staffers at White House, President Ford will hold informal reception. Invitations to briefing went to executives in D.C., Pennsylvania, New Jersey, Delaware, Maryland, Virginia and West Virginia late last week.

Lower profile

White House aides expect Office of Telecommunications Policy to play diminished role in policy-making—at least as far as radio and television are concerned—once ex-FCC Commissioner Robert Wells's expected appointment as director ("Closed Circuit," June 9) is announced and confirmed. Tom Whitehead experience will not be repeated, one source said, referring to first, and controversial, OTP director.

Aide sees OTP as concentrating on managing government side of spectrum,

with White House itself making major policy decisions. He referred to Wells appointment as "just another job that had to be filled," and noted that White House last winter tried to dump OTP. That plan was blocked by congressional opposition that acting OTP director, John Eger, helped generate—with fatal results to his own hopes of getting director's job.

Drawing the line

Editorial as well as mechanical problems have held up release of text of FCC's antihypoing rulemaking, which was adopted last month (BROADCASTING, June 2). Commission staff reportedly ran into some difficulty in avoiding specter of censorship while making clear kind of activities that would be outlawed. There was no problem in proposing to outlaw special promotions during or preceding rating periods, but commission wanted to stay away from programing as much as possible, and that is where things got complicated.

Text is expected to make it clear that blockbuster films and particularly appealing segments of regular series will not be considered hypoing. Mechanical problems relate simply to getting document through commission's print shop.

Competitor

Peter A. Lund, vice president-general manager of KSDO(AM) San Diego, all-news station affiliated with both CBS and Mutual, moves to Washington July 7 as operating head of WTOP(AM), all-news station owned by Post-Newsweek Stations. He'll succeed Don Macfarlane, who's joining CBS Radio Spot Sales as director of development and planning on June 30. Mr. Lund is 34, was reared in broadcasting environment (he's son of Art Lund, former radio-TV head of Campbell-Mithun, Minneapolis) and has established unique identity in California city that has one newspaper (Copley's *Union*) but 20 AM and FM outlets plus five U.S. TV stations and two across border in Tijuana. Moreover, it has nation's largest cable system and is under guns of power radio stations in both Los Angeles and Mexico.

Vote of confidence

There's deeper significance to President Ford's reappointment of Abbott Washburn for full seven-year term as member of FCC than last week's formal nomination that went to Senate for

confirmation (considered automatic) may imply. It is seen as assurance that Richard E. Wiley, who assumed chairmanship March 8, 1974, will remain at least until his own term expires on June 30, 1977.

If it had been plan of administration to change direction of FCC, as Mr. Ford has done in several instances elsewhere since he assumed Presidency, opportunity would have come with expiration of Republican Washburn's one-year appointment June 30. It's President's prerogative to designate chairman at his pleasure. Thus, he could have selected new chairman in person he nominated last week, but in renaming Mr. Washburn he signalled his intention to retain status quo.

Times change

Kenneth A. Cox, former FCC commissioner, has been retained by National Association of Broadcasters to work on appeal of FCC's recently modified pay-cable antisiphoning rules, proving NAB is nothing if not eclectic in choosing outside counsel. For some time, Lee Loevinger, also former FCC commissioner, has represented association in its fight against FCC imposition of new restrictions on media crossownerships. In late 1960's when Messrs. Cox and Loevinger were both on FCC, they were in constant disagreement on fundamental regulatory policy.

Though both are Democrats, Mr. Loevinger has long argued that broadcasting is entitled to freedom guaranteed the press by First Amendment, and for just as long Mr. Cox has favored strong government regulation of licensed media.

Head knocker

FCC Chairman Richard E. Wiley is once more trying to bring National Cable Television Association and AT&T together on pole-attachment rates. Week after parties threw in towel in yet another failure to reach agreement (BROADCASTING, June 9) he called their representatives in for separate meetings, said he did not think they had really, really tried, and asked them to try again.

NCTA was asked to present data on variables in formula commission has suggested in effort to develop single price for each of AT&T's Bell subsidiaries. AT&T is free to do same. Failure to settle dispute this time—after two years of negotiation—would confront commission with question of whether to assert jurisdiction and settle matter itself. Chairman Wiley wants matter resolved—one way or other—before August recess.

The Week in Brief

NAB BOARD GOES CONTRARY TO PREDICTIONS □ Although commercial time standards for independents will be relaxed, the mandatory TV code subscription rule is reaffirmed, and stations in the 100-plus markets will be exempt from compliance when standards first take effect, according to the NAB board. **PAGE 24.**

TV AND JOINT BOARD ELECTIONS □ Unopposed for chairmanship and elected unanimously, Wilson Wearn becomes head of National Association of Broadcasters' joint board of directors. Harold Krelstein, in close vote, was re-elected chairman of NAB's radio board; Walter Bartlett named TV chief. Bob Gordon and Kay Melia win vice-chairmanships of TV and radio boards, respectively. **PAGE 25.**

NCTA TO ACT ON SCHMIDT NOMINATION □ A four-month search for the successor to David Foster as president of the National Cable Television Association has turned up a relative newcomer to the field. He's Washington attorney Robert Schmidt, former lobbyist for ITT. **PAGE 26.**

ITS PTAR III AS SCHEDULED □ Over objections by Sandy Frank and National Association of Independent Television Producers and Distributors, the U.S. Court of Appeals in New York says Sept. 8 is the effective date. **PAGE 27.**

WHAT'S HOLDING UP ACCESS □ House Rules Committee plans hearings on Rep. Jack Brooks's (D-Tex.) resolution to allow one-year test of broadcasting from House chamber; otherwise, permission for radio and television coverage from inside Congress is stalled. **PAGE 30.**

MEETING WITH THE PRESIDENT □ To encourage backing off of government controls and promote competition in the marketplace, President Ford is undertaking meetings with members of Congress, regulatory agencies. **PAGE 30.**

MACDONALD'S BETTER IDEA □ Cutting the number of commissioners, limiting the number of their assistants and specifying annual appropriations for the FCC: Rep. Torbert Macdonald (D-Mass.) introduces a bill designed to trim the bureaucratic fat. **PAGE 31.**

WLWD(TV), AVCO'S EIGHTH SALE □ The Dayton, Ohio, station, Avco Broadcasting Corp.'s last television station holding, is sold to Grinnell College in Iowa for an estimated \$13 million. **PAGE 32.**

ROCKY MOUNTAIN BROADCASTERS, TOO □ Unless they can prove need for special (same-day) relief, simultaneous nonduplication protection will now apply to broadcasters in the Rockies as it does to the rest of the country. **PAGE 34.**

JUNEAU STANDS FIRM □ A visit from the chairman of the Canadian Radio-Television Commission leaves no doubt that his country is determined "to divert some Canadian revenue back into Canada." Meetings with FCC Chairman Wiley and State Department's Waldman underscore concern on both sides of the border with programing, advertising revenue issues. **PAGE 36.**

STANDARDS FOR CHILDREN'S ADS □ More inclusive guidelines, paralleling those in the NAB TV code, were issued by the National Advertising Division of the Council of Better Business Bureaus and hailed by Robert Gertenbach, director of NAD, as "truly self-regulatory." **PAGE 39.**

BROADCAST'S ANSWER TO TEARSHEETS □ To simplify the processing of retailers' co-op claims and to increase the use of radio and TV co-op advertising, the Association of National Advertisers introduces a new claim-documentation system. **PAGE 40.**

ADVERTISING'S FIRST AMENDMENT RIGHTS □ At least some forms of advertising are included in constitutional protections of speech and press, Supreme Court rules. Test case is abortion clinic ad in University of Virginia's now defunct Virginia Weekly. **PAGE 41.**

FOURTH NETWORK TAKES STOCK □ With criticism, advice from interest groups, commercial types and the BBC, Public Broadcasting Service reviews next season's programing/development plans (**PAGE 42**); Corporation for Public Broadcasting awards top honor to Fred Rogers, others to local TV stations. **PAGE 43.**

WASHINGTON PTV MERGER □ Ward Chamberlin, president of Greater Washington Educational Telecommunications Association, years ago tied National Educational Television (NET) to WNET(TV) New York. Now he's overseeing the National Public Affairs Center for Television (NPACT) merger with WETA-TV Washington. Jim Karayn, president of NPACT and senior vice president of GWETA, turns in his resignation. **PAGE 44.**

DEPUTY NEWS SECRETARY APPOINTMENT □ Margita White is in, Gerald Warren leaves White House news office for the San Diego Union as editor. **PAGE 46.**

FIELDING AP'S BROADCAST SERVICES □ Roy Steinfort employs the sports idiom often in speaking of his job with the Associated Press. Having arrived in the news business from a start in sports reporting, his future plans call for expanding the new AP Radio service. **PAGE 65.**

Index to departments on back cover

A breath of fresh air in automotive technology.

The catalytic converter is a device for people and flowers and trees, for every living thing. It reduces exhaust emissions of hydrocarbons and carbon monoxide by about 50% from the already lowered levels of 1974.

The converter is also a device for pocketbooks and for energy conservation. According to EPA figures, it helped GM engineers to increase gas mileage in city driving by 28% on a sales-weighted average.

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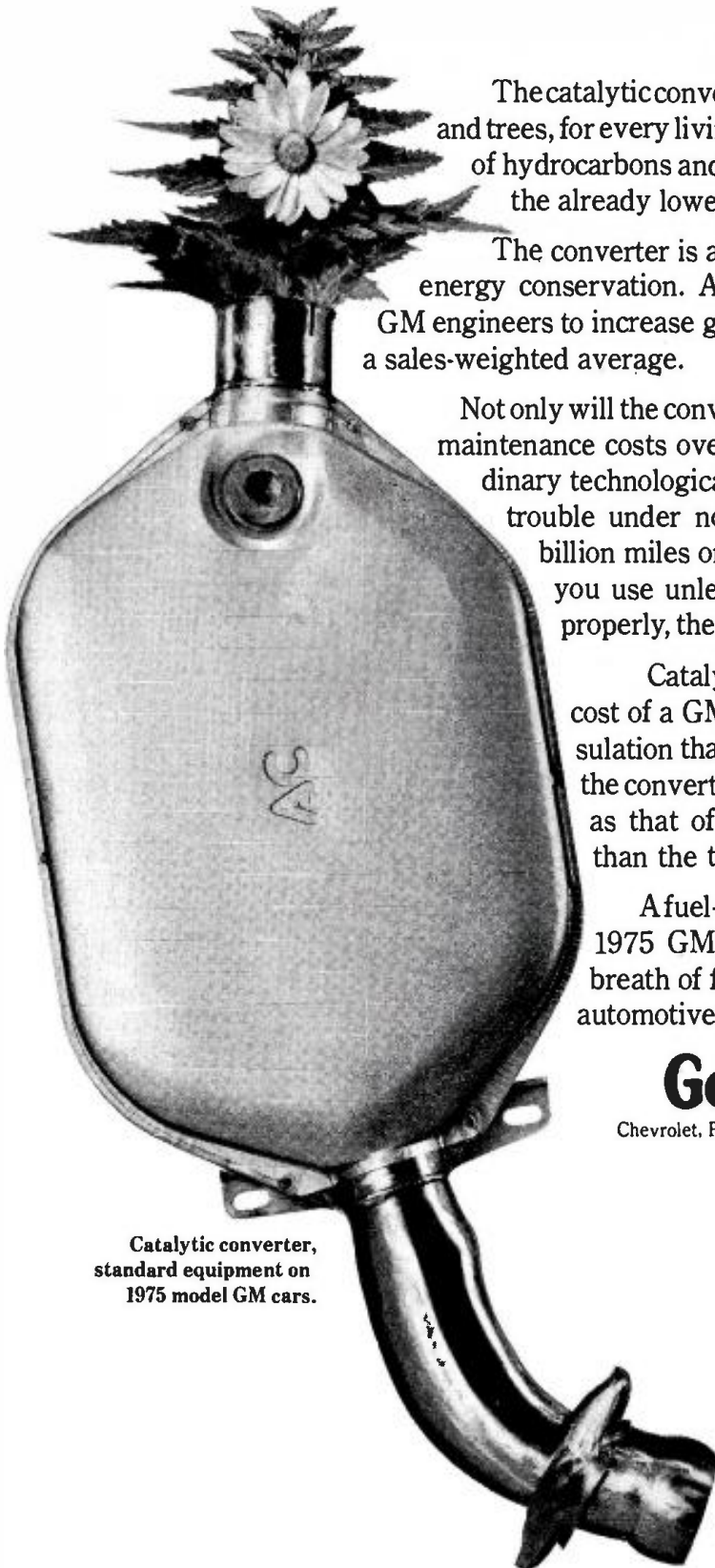
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A fuel-saving catalytic converter comes with 1975 GM cars as standard equipment. It's a breath of fresh air from GM, a world leader in automotive pollution control technology.

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This urgency emphasizes the need for broadcasting to focus on problems distorted by our unwillingness to look at them directly. But it can do more. Broadcasting can use its powerful voice to take us beyond the issues of today, by informing, suggesting, arousing. By promoting change with a healthy diversity of new ideas and values. By acting as agent of both preservation and progress. By serving as the community's electronic prod.

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THE FUTURE IS PURCHASED BY THE PRESENT

SAMUEL JOHNSON

Top of the Week

Mandatory subscription to code stays; independents get a break

NAB TV board goes contrary to conventional guesswork, approves required membership in code for television members; nonnetwork outlets get more commercial time; stations outside top-100 markets won't have to sign up yet

The week prior to its June meeting, the National Association of Broadcasters television board of directors had most people guessing it would rescind its rule requiring all NAB TV members to join the TV code by April 1, 1976. The rule has stirred a good deal of dissension, particularly among the ranks of small market and independent stations and prompted one group owner to withdraw its stations from the NAB. The vote last Thursday was unanimous, but remarkably it went the opposite way.

The TV board reaffirmed its stance on mandatory TV code subscription, as it did at its meeting last January, and presumably this time the vote is final. In doing so, however, it adopted the Association of Independent Television Stations' commercial time standards for independents, different and more relaxed than those for network affiliates, and it exempted stations in the 100 plus markets from having to comply with the mandate when it first takes effect.

Wilson Wearn, president of the Multimedia station group, now joint board chairman, but still chairman of the TV board last Thursday, said the board feels its action "definitely will strengthen the code in the future," and that it will serve to "make self-regulation really work." With the adoption of the new time standards for independents, Mr. Wearn said he hopes that "substantially more" independents will join the 18 that are already TV code members. He added that NAB will try to win over such independent group owners such as Westinghouse,

Metromedia and RKO, that have consistently opposed mandatory code subscription in the past.

The new code time standards for independents are provisional standards to take effect July 1, 1976, and to remain until June, 1977, at which time they will be revisited by the board. Under them independents would be permitted to air seven minutes of nonprogram material in every half hour of prime time, which is defined as any contiguous three hours between 6 p.m. and midnight, local time. That gives independents two more minutes in each prime-time hour than is allowed under the old code provision. Nonprogram material includes commercials, promotion spots and public service announcements, but does not include required credits, station identifications and "bumpers." During all other times, independents can carry eight minutes of nonprogram material every half hour.

Network affiliates are permitted to carry nine and a half minutes of nonprogram material every prime time hour, under the code, and 16 minutes during other hours. For them, however, public service announcements and promotional announcements for the same program are not counted as nonprogram material.

Under the new independent time standards, where an independent station does

not carry a commercial in a station break between programs, it can interrupt the program up to four times per half-hour program, seven times per hour program, 10 times during a 90-minute program or 13 times during a two-hour program. If it does carry commercials between programs, a station would be permitted no more than three interruptions in a half-hour program, six in an hour program, nine during a 90-minute program or 12 during a two-hour program.

No more than four nonprogram material announcements can be run together, generally, except that in a program lasting an hour or more, up to seven announcements can be run consecutively by independents.

The last two standards—regarding interruptions and grouping of announcements—do not apply to news, weather, sports or special event programs.

Small-market TV stations were exempted from the mandatory code ruling because the board "recognizes that certain problems may exist pertaining to the code and NAB activities that deserve further study with the NAB 100 Plus Market Television Committee and other spokesmen," the board said in its resolution. It added, "These discussions shall be scheduled at the earliest opportunity."

The resolution also said that beginning April 1, 1976, a TV member's NAB dues will be paid in a single amount, equal to the sum of regular dues and code subscription dues.

And finally, the resolution urged that another resolution offered by A. James Ebel of KOLN-TV Lincoln, Neb., and adopted by the board at the Las Vegas convention in April, be implemented in time for the TV board's next meeting in January, 1976. That resolution directed the TV code review board to study ways to strengthen the code provisions.

The day before the board made its decision on code subscription it conducted hearings on the matter, at which presentations were made by five broadcasters—two for mandatory subscription, three against. The two for it were George Comte of WTMJ-TV Milwaukee and Lawrence Rogers of WKRC-TV Cincinnati. James Terrell of KTVT(TV) Fort Worth, and chairman of INTV, William Duhamel of KOTA-TV Rapid City, S.D., and Earl Morgenroth of Western Broadcasting Co., Missoula, Mont., were against.

Speaking on behalf of Dale Moore, owner of Western, Mr. Morgenroth summed up the objections to mandatory subscription, calling it the "antithesis of self-regulation," in that it would create a

Return engagement. Hoping to repeat this year's success, the National Association of Broadcasters will return to Las Vegas for its annual convention in 1978 and then on to Dallas in 1979 and New Orleans in 1980. There were the selections of the NAB joint board, meeting in Washington last week, on the recommendation of its convention site committee, headed by Richard Chapin of Stuart Stations, Lincoln, Neb. Next year's convention will be in Chicago on March 21-24 and the host city March 27-30 in 1977 will be Washington. There was talk of scrapping plans for Washington and instead going to Atlanta in 1977, because the planned expansion of the Sheraton Park hotel there and construction of an Eisenhower convention center never happened. But the board would like to stay with the Washington choice to give broadcasters a chance to mingle with their newly elected congressmen and possibly the newly elected President. The board will stick with the Washington site unless it finds there is not enough space for exhibits and luncheons. The convention site committee is currently investigating. Atlanta was recommended by the site committee for the 1981 convention, but the board deferred action on that until an unspecified later time.

"super-regulatory agency" within the industry. The code itself, he said "represents a shield and trade-off by networks and metropolitan market stations against further regulation," while at the same time it is a "millstone around the necks of independents and small market stations."

Mr. Terrell, speaking on behalf of INTV, said one independent group owner had told him his stations would join the NAB TV code if the board reversed its position.

Mr. Comte, on the other hand, argued that the TV code is a shield against attempts by government to impose further regulation on the industry. And "under no circumstances would I believe that self-regulation can work," he said, "unless broadcasters, one and all, make the necessary commitment."

Mr. Rogers argued for mandatory subscription even if that means formulating two different program and commercial standards, he said—one for affiliates, another for independents and small market stations. "The only important point," he said, "is that when one part of commercial TV goes down the drain of government control, it all goes."

It's Wearn, Krelstein and Bartlett for NAB board chairmanships

Wilson C. Wearn, president of Multimedia Broadcasting Co., Greenville, S.C., and until last week chairman of the National Association of Broadcasters television board, is the new chairman of the NAB joint board of directors. He will also serve as chairman of the NAB executive committee, which advises NAB President Vincent Wasilewski in the implementation of association policies.

Mr. Wearn was unopposed for the chairmanship and was elected unanimously. He succeeds Andrew Ockershausen, vice president of the Washington Star Stations, Washington, and began his one-year term last Friday.

Mr. Wearn's was the first election in five days of NAB board meetings last week.

On Wednesday the NAB radio board re-elected Harold Krelstein, board chairman of Plough Broadcasting Co., Memphis, as its chairman. Donald Thurston of WMNB-AM-FM North Adams, Mass., gave Mr. Krelstein a real fight, however, polling 13 votes to Mr. Krelstein's 15. V. Kay Melia, general manager of KLOE(AM) Goodland, Kan., was the victor in a three-way race for radio board vice president. His opponents were Virginia Pate Wetter of WASA(AM)—WHDG(FM) Havre de Grace, Md., and Edward D. Allen Jr. of WDR-AM-FM Sturgeon Bay, Wis. None of the three had a clear majority on the first ballot, but Mr. Melia won a run-off against Mr. Allen.

Walter E. Bartlett, senior vice president, television, of Avco Broadcasting Co., Cincinnati, was elected chairman of the



Commanders-in-chief. National Association of Broadcasters president, Vincent T. Wasilewski (l), with the newly elected chairman of the NAB joint board, Wilson Wearn, president of Multimedia Broadcasting, Greenville, S.C.



Powers that be. The newly chosen chairmen and vice chairmen of the National Association of Broadcasters TV and radio boards (l-r): Walter Bartlett, Avco Broadcasting, TV board chairman; Robert Gordon, WCPO-TV Cincinnati, TV board vice chairman; Harold Krelstein, Plough Broadcasting, radio board chairman, and V. Kay Melia, KLOE-AM-TV Goodland, Kan., radio board vice chairman.



Freshman class. New members of the board of the National Association of Broadcasters gathered in Washington last week. They are (l to r) Bill Sims, KOJO(AM)-KIOZ(FM) Laramie, Wyo. (radio board); Thomas E. Bolger, WMTV(TV) Madison, Wis. (television board); Jack G. Thayer, NBC Radio, New York; (radio board network representative); Bill Bengtson, KOAM-TV Pittsburg, Kan. (TV); Ben A. Laird, WDUZ-AM-FM Green Bay, Wis. (radio); Mike Shapiro, WFAA-TV Dallas (TV); Robert B. McConnell, WISH-TV Indianapolis (TV); Donald G. Jones, KFIZ(AM) Fond du Lac, Wis. (radio); Frank W. McLaurin, KSRO(AM) Santa Rosa, Calif. (radio); Paul E. Reid, WBHB(AM) Fitzgerald, Ga., (radio). Missing: Walter E. May, WPKE(AM)-WDHR(FM) Pikeville, Ky.

television board. Unopposed, he was elected unanimously. Another Cincinnati, Robert Gordon, vice president and general manager of WCPO-TV, was elected vice chairman. He had been unopposed until the week before the election, when Kathryn Broman of Springfield (Mass.) Television entered the race at the urging of Peter Kenney, NBC Washington vice president and TV board member, and others who were displeased with a story appearing in a Cincinnati newspaper which aired Mr. Gordon's criticism of the family viewing period as an inadequate solution to TV sex and violence. In the election, he received nine votes, including CBS's, to top Mrs. Broman's six.

NAB board turns thumbs down on most bylaw changes

Following several hours of sometimes heated discussion during meetings last week, the National Association of Broadcasters board of directors cut the heart out of proposed changes in the board structure.

The radio board decided Wednesday by a vote of 22 to 6 to retain its membership intact. The NAB bylaws committee, headed by Donald Thurston of WMNB-AM-FM North Adams, Mass., had recom-

mended the radio board's eight at-large seats be eliminated and the 17 district seats be increased to 20, for a net loss of five seats.

The by-laws committee had also recommended that the TV board membership be held to its present 15 seats, deleting the by-laws provision that would permit the TV board up to 18 seats. That too was rejected by the joint board.

Although the radio board rejected the idea of changing the number of district seats, it did authorize the chairman to appoint a committee to study ways to redraw the present district boundaries.

The joint board did accept the by-laws committee recommendation that the immediate past board chairman not have a vote on either the joint board or the executive committee as he does now. But the board did decide that the past chairman should remain a member of both bodies. That by-laws change would not take effect until June, 1977, however, so that Andrew Ockershausen, now the immediate past chairman, will have a vote on both the board and executive committee.

The joint board also accepted a new definition for "network" so that it would be clear that interconnected program suppliers, such as AP Radio and UPI Audio, cannot qualify for network seats on the board (BROADCASTING, May 19).

And the terms of the elective board members were altered slightly so that newly elected members who until now have taken office at the annual convention in March or April will not take office until the June board meeting, when new officers are elected and the makeup of the executive committee changed.

In addition the board voted to amend the by-laws to say that TV board elections will be conducted by mail, as was done this year.

The by-laws changes must now be ratified by a majority vote of the NAB membership.

Across the boards: Action on number of housekeeping items

By week's end the National Association of Broadcasters radio, TV and joint boards had acted on a broad range of broadcast problems. Aside from the major issues of mandatory code subscription and by-laws changes, which because of their controversial nature and sweeping effects on the membership drew the most attention, there were also housekeeping chores, reports on government relations and regulations, engineering and finances. Here, in capsule form, are some of the other results of the June board meetings.

The joint board endorsed the idea of integrating the NAB fall conferences with those of the Radio Advertising Bureau. Discussions between the two groups will follow.

The joint board authorized the execu-

tive committee to spend up to \$100,000 over the next four years to prepare for NAB participation in the 1979 World Administrative Radio Conference.

The television board amended the TV code to insert the word "age" in section IV of the special program standards to help eliminate the stereotyping of older people.

The TV board passed a resolution opposing the short-spaced VHF drop-ins proposed by the Office of Telecommunications Policy (BROADCASTING, April 7).

The TV board also resolved to support the concept of long-range funding for public broadcasting. There is currently pending in both houses of Congress legislation to fund the Corporation for Public Broadcasting for five years.

The TV board also voted to change the dues structure of the Television Information Office so that dues for an individual station will be based on its market's share of total U.S. television revenues instead of on the network hourly rate as now. The change will increase TIO station revenues, which account for about half the TIO income, by about 40%. The result will be that smaller stations will probably pay less and larger stations will pay more. No station's dues will increase by more than 20% in one year, however. The changeover may take four to five years for some stations.

The TV board also appointed Thomas Bolger of WMTV-TV Madison, Wis., to replace James Ebel of KOLN-TV Lincoln, Neb. on the NAB Television Information Committee.

The dues structure for associate members of NAB was discussed by the joint board, which voted to form a committee to study and recommend adjustments, looking particularly at equipment manufacturers with sales over \$1 million. The idea is to suggest a more flexible dues structure based on the size of the associate member. The same committee will also study the possibility of adding new categories of associate membership to perhaps incorporate legal consultants and engineering firms.

The radio board passed a resolution urging that music licensing societies begin to collect copyright fees from all cable systems which originate music programming. It also voted to appoint a committee to study the ramifications of cable distribution of radio signals.

The radio board also resolved that stations carefully screen contemporary music which is offensive.

The radio board voted support of a "general type" broadcast license, a basic third-class license that would permit a person to function at a radio station without having to be familiar with merchant marine or aviation radio. It further resolved that the FCC should delay implementation of the proposed two-tone alerting system of the Emergency Broadcasting System from January 1976 to January 1977 to make time for the development of lower priced equipment. It further resolved that only primary stations should be required to install the alerting system.

NCTA selection committee picks former ITT aide Robert Schmidt to succeed Foster

**Decision will be made by NCTA board
at Washington meeting this week;
other cable issues to be reviewed**

The National Cable Television Association committee that has been searching for a new president for four months—since shortly after David Foster served notice last February that he would resign May 31—has found its man. He's Robert L. Schmidt, 36, Washington attorney and former lobbyist for International Telephone and Telegraph. Action on his nomination will be the principal order of business at this week's meeting of the NCTA board in Washington.

Mr. Schmidt is a relative newcomer to the field of NCTA presidential candidates. His name reached the committee about a month ago, and had been kept a close secret until security was breached late last week. Earlier speculation had centered on John Gwin of Cox Broadcasting and former Office of Telecommunications Policy General Counsel Henry Goldberg, among others ("Closed Circuit," June 16).

The eight-member selection committee, headed by Daniel Aaron of Comcast Corp., met in Washington's Madison hotel last Monday, then reached a tentative decision to go with Mr. Schmidt during a conference call on Wednesday. That decision was finalized in another conference call Friday afternoon.

Mr. Schmidt was director of public affairs for ITT in Washington from 1964 to 1974. He worked on the staff of the Democratic National Committee from 1961 to 1963. It's reported that he doesn't know the cable field well but that he does know communications. He's on a first name basis on Capitol Hill and at the FCC.

Mr. Schmidt did his undergraduate work at Notre Dame and the University of Southern California, graduating from the latter with a bachelors in business administration. He pursued a busy night school course while at ITT, earning a masters in international business from American University and a law degree from Georgetown. He was head football coach at Georgetown in 1963. He is married to the former Patricia Ann Godfrey (the daughter of Arthur Godfrey) and lives in suburban McLean, Va., with their three children.

Mr. Schmidt left ITT in 1974 to pursue the private practice of law. His offices are at 1709 New York Avenue in Washington. Prominent in that city's sports life, he counts a number of athletes among his clients. Among other activities, he is executive director of the Vince Lombardi

Memorial Golf and Tennis Tournament, which will take place in Washington today (June 23). In that connection he was at the White House last week to participate in the taping of a sports special being offered to TV stations by Mobile Television Services of New York (see picture in "Business Briefly," page 4).

The matter of presidential selection will headline this week's meetings. Unlike the previous three board meetings, copyright will be of secondary importance, limited to a discussion and review of the House hearings (BROADCASTING, June 16).

Other issues at today's meeting include a report and update on the good news for cable in the FCC's decision to extend simultaneous nonduplication to the mountain time zone (see page 34).

Amos (Bud) Hostetter, Continental Cablevision, is expected to deliver a report on the latest deadlock with AT&T over pole-rate negotiations.

James L. Lahey, Muskegon (Mich.) Cable Television, and Delmer Ports, NCTA vice president for engineering, will raise the issue of whether 20-channel compatible receivers are practical as a means to by-pass the present use of home-set converters.

Update reports are also scheduled on "project '77," which is the issue to be addressed by comments due at the FCC Aug. 18. The commission has proposed easing the cable rebuild requirements that must be made by 1977.

NBC's Weinblatt sees years of TV plenty

New executive vice president forecasts gains through 1980, cites medium's adaptability to budgets of small advertisers

Television billings will grow approximately 9% a year and exceed \$7 billion annually by 1980, Mike Weinblatt, executive vice president of NBC-TV, predicted last week. He said local TV's annual growth could average as much as 13%.

He made the forecast, which he said was developed by the NBC research department, in a speech Tuesday to the New Orleans Advertising Club. NBC researchers estimate 1974 total TV billings at about \$4.3 billion.

Mr. Weinblatt said NBC-TV "has set new sales records in the last three consecutive quarters." He attributed the gains to several factors including aggressive salesmanship; advertiser maintenance of spending levels despite the recession; heavy use of TV by auto manufacturers, among others; development of new-to-TV clients and sharply stepped-up TV advertising by a number of categories including motion pictures, pet foods, retailers and corporate, financial and leisure-time advertisers.

Mr. Weinblatt, who was senior vice president in charge of sales before his promotion to broader responsibilities a few weeks ago (BROADCASTING, June 2), said

that "one of the reasons we're so bullish about the continued growth of television is that even small-budget advertisers are attracted to the medium. Television provides day-parts whose rate structures are particularly geared to an advertiser with a limited budget and provide a prestigious national showcase for his product as well."

Robinson wants more open FCC

He proposes public meetings, logging requirement for contacts between industries and staff

FCC Commissioner Glen O. Robinson is for opening the workings of the FCC to the sunshine and letting the public look in. He would open most commission meetings to the public, and would require all decision-making personnel to log contacts with outsiders when they discuss matters of substantive importance to the commission. In fact, he intends to propose a logging requirement for adoption by the commission.

Commissioner Robinson expressed his views on government in the sunshine in a speech prepared for delivery today (Monday) in, appropriately enough, Florida, which had one of the first sunshine laws. And his address, before the Florida Association of Broadcasters, in Orlando, follows by less than a week the introduction in the House by Representative Torbert H. Macdonald (D-Mass.) of a bill to restructure the FCC and, among other things, require it to hold meetings in public (see page 31).

Commissioner Robinson called for openness on the part of the commission as a means of enabling it to meet part of its "responsibility for square dealing" with the public. Sunshine laws, properly administered, he said, can provide the public with the information they need to carry out "their prerogative and their democratic responsibility" to change their government until it suits them.

He sees these advantages in open meetings: increased public understanding of the regulatory process, higher quality meetings (by encouraging increased attendance, knowledgeability and preparedness of the commissioners), and "a more equitable distribution of heretofore 'secret' information."

In connection with that last point, he said industry representatives keep abreast of inside information through the trade press; often they learn of the way the commission is leaning on a matter early enough to put on a last-minute lobbying effort, he said. Only the public, he added, is locked out of the insider-information-gathering process.

The requirement that decision-making personnel keep a public record of those they see on matters of importance to the commission would, Commissioner Robin-

son said, enable the public to scrutinize our activities" without at the same time limiting necessary communication between interested members of the public and the agency. The requirement would, he said, encourage "legitimate lobbying efforts" and discourage "only improper advances"—including last-minute lobbying by industry representatives after word of a pending commission decision has leaked.

Commissioner Robinson, in airing his views on government in the sunshine and disclosing his plans for proposing a logging requirement, has gotten out in front on the issue at commission. The commission has been under pressure from Representative Macdonald and others to open its meetings to the public, and the staff has been developing "sunshine" proposals for the commission to consider. A meeting on the subject is scheduled for July 9.

Court says go in September on PTAR III

Sandy Frank, NAITPD lose effort to delay effective date of rule

The U.S. Court of Appeals in New York has removed any doubt that the FCC's third version of the prime-time access rule will go into effect on Sept. 8, as scheduled.

The court, in a brief order last week, denied motions by Sandy Frank Program Sales Inc. and the National Association of Independent Television Producers and Distributors, that it review the commission's PTAR III decision as it relates to the effective date.

Sandy Frank and NAITPD said that the exemption attached to PTAR III severely limits the time available for nonnetwork productions. Sandy Frank said that the commission should have provided for a transitional period of at least one year.

The rule, like PTAR I, prohibits affiliates in the top-50 markets from taking more than three hours of network programming in prime time. But children's and public affairs programming and documentaries are exempt.

Sandy Frank, owner of the distribution company, said last week the order will seriously affect a number of his shows. He said stations that "desperately" want his new *Bobby Vinton Show* for the access period now say they cannot take it. He called the court's ruling "disgraceful," and said the commission's rule provided a forecast of "1984."

Mr. Frank's lawyer, Kenneth A. Cox, said he was "surprised and disturbed" that the court would dispose of what he said was a critical issue "without any explanation."

Furthermore, he said the three-judge panel had "totally ignored" the ruling of another panel of the same circuit, which had overruled the commission on PTAR II on the ground that the commission had

not afforded sufficient time for a transition.

The panel acting on PTAR III, he said, "appears not to understand the broadcasting and programming industries."

The opinion affirming PTAR III was written by Judge Murray Gurfein and joined in by Judges Harry Friendly and John Bartels of the Eastern District of New York. Judges Gurfein and Friendly signed the order denying the motions for review of the effective date.

The attorneys for NAITPD were not as disturbed by the loss as Mr. Frank and his lawyer. Katrina Renouf feels her clients are better off than they would have been under PTAR II, which specifically limited access time to 7:30-8 p.m., Monday through Saturday. She also feels the appeal of PTAR III led to at least one improvement. Network, off-network and feature film material is now banned from access time on Saturday; originally it was not.

Petition-to-deny day yields eight rejections

New Jersey complaints against New York stations fall short

The FCC rejected eight petitions last week on its second monthly petition-to-deny-renewals day. But it also imposed the sanction of a short-term renewal on an AM-FM combination and requested additional equal employment opportunity information from a number of stations, including one whose renewal application was kept in deferred status.

Two of the petitions denied were filed by Governor Brendan Byrne of New Jersey and by the Greater Newark Chamber of Commerce. They asked the commission to defer action on the renewals of New York City's WABC-TV, WNBC-TV, WCBS-TV, WNEW-TV, WOR-TV and noncommercial WNET-TV Newark, pending the conclusion of the rulemaking into the adequacy of television service in New Jersey.

The commission noted that the applications would remain in deferred status in any case, since they were the subject of petitions to deny. However, it said it saw no reason to defer action on them further in the event those other petitions were resolved in favor of the stations before the conclusion of the rulemaking.

The short-term renewal, until Aug. 1976, was given to KNUZ(AM) and KQUE(FM) Houston, and was conditioned on the licensee, Texas Broadcasters Inc., taking affirmative action to encourage minority employment.

The commission acted on the petition to deny filed by Black Citizens for Media Action. The petition was directed also against LIN Broadcasting Corp.'s KILT-AM-FM and Rusk Corporation's KTRH(AM) and KLOL(FM), all Houston. The commission renewed all four licenses, but conditioned renewal of Rusk's stations on their filing affirmative action programs designed to

encourage minority employment.

An EEO complaint contained in a petition filed by a citizen group also proved a problem for Mediastar Inc., in connection with its application for renewal of KNDE(AM) Sacramento, Calif. The commission deferred action on the application pending receipt of additional information on the station's employment practices and policies.

In other matters, the commission denied petitions for reconsideration of approval it had given earlier to the renewals of KGO-TV San Francisco and WPEN-AM-FM Philadelphia (and the sale of the Philadelphia stations to Greater Media Inc.).

It also renewed WCMQ(AM) Miami.

The commission also rejected petitions to deny aimed at KSOL(FM) San Mateo and KXTV(TV) Sacramento, both California, and at commonly owned KULF(AM) and KYND(FM), both Houston. But of those four stations, the commission renewed only KYND-FM; action on the others was deferred for various reasons not related to the petitions.

Besides acting on the petitions to deny, the commissioners discussed citizen group-station agreements for the first time since the FCC issued its proposed policy statement on such documents (BROADCASTING, June 2). And they are still working their way through to an understanding of how to implement the statement.

The staff had submitted a report on five agreements to indicate how they intended to treat agreements under the new statement. Four were deemed to be acceptable; but the staff held that in one case—involving WAVD(AM) Auburn, Ala.—the licensee would be improperly delegating some of his authority to a citizen group.

Commissioner Glen O. Robinson felt the commission should neither approve nor disapprove agreements; that licensee cannot by law delegate responsibility and that an agreement in which he did would simply have no force and effect. Commissioner James Quello reportedly objected to the commission indicating approval of these agreements meeting its standards.

The commission will consider the matter again in a week or two.

BBDO, Campbell-Ewald, Levine top Clio winners

Clio awards for advertising excellence have been presented to 74 winners in television and 27 in radio.

In TV, BBDO New York and Rick Levine Productions, New York, each won three Clios at the June 13 ceremonies in New York. BBDO scored for F&M Schaefer Co. in the beer category; for General Electric Co. in corporate and for Burger King in retail food. Rick Levine Productions was honored for Hush Puppies in the apparel category, and for Dr. Pepper for the best male performance and for set design. Agencies presented with two Clios each were: N. W. Ayer, both its New York and Chicago offices; Rosenfeld, Sirowitz & Lawson/West, Beverly Hills,

Calif.; Needham, Harper & Steers, New York, and McDonald & Little, Atlanta.

In radio, Campbell-Ewald, Detroit, was a triple winner for its "Baseball, Hot Dogs, Apple Pie and Chevrolet" commercial which was voted best in automotive, in music with lyrics and in announcer presentations categories. Double winners were BBDO New York for its 3M Magnetic Tape commercial in personal appliances category and Burger King in retail food; Fred Arthur Productions, Denver, for Metropolitan Denver Jeep Dealers and Westinghouse light bulbs and Chuck Blore Creative Services for Geauqua Lake in the regional campaign and media promotion categories.

TVB, reps spread more oil on waters

Dissidents' proposal for added emphasis on spot favorably received at Friday session

A committee of the board of the Television Bureau of Advertising met Friday (June 20) with a delegation of TV station representatives to begin implementing the board's agreement to put more emphasis on spot TV (BROADCASTING, June 16).

Among the proposals reportedly presented by the reps and under consideration were an increase from two to five in the number of TVB board seats to be held by reps; assurance that reps would have a seat on the board's executive committee; hiring of a spot-sales vice president whose employment and tenure would be at the reps' discretion; a realignment of the TVB due structure for reps and, over-all, an aggressive policy of selling spot TV against network TV.

The reps were said to feel that acceptance of these proposals would bring most leading TV rep firms into TVB membership and stop talk of TV reps forming their own trade association to sell spot. At least five firms dropped out of TVB after the board decided a year ago to shift primary sales emphasis from national to regional and local TV, though one of the five has since renewed membership for at least one quarter. It is one of six rep firms currently members.

Both rep and network sources said they doubted that even an aggressive campaign to divert network business to spot would provoke the networks into resigning from TVB. A network owned-stations executive said network leaders had been canvassed directly and that most indicated they would not object. In his view, TVB "has always sold spot against networks, and now I guess they'll just emphasize it more."

The full TV board had said after hearing the initial presentation that its committee would "move ahead and incorporate the station representatives' ideas and goals into TVB's previously reported plans."

Agreement reached between KQED, EEOC over CCMC petition

Station pledges to double percentage of minorities in top positions in two years

Noncommercial KQED(TV) San Francisco has reached a conciliation agreement with the U.S. Equal Employment Opportunity Commission under which the station is pledged to double the percentage of its minority-group employees in top-rated positions in two years.

The agreement, which provides for a detailed Equal Employment Opportunity program, is an outgrowth of a petition to deny the station's renewal application that a citizen group had filed with the FCC. The agreement was filed as an amendment to KQED's renewal application.

However, the citizen group, the Community Coalition for Media Change, has not withdrawn its petition. Two of the other charges in the petition raise key questions regarding public broadcasting: one, whether public broadcasting stations must, as CCMC says, seek public input into the selection of its programming under Public Broadcasting Service's new Station Program Cooperative System, the other, whether a noncommercial licensee may, as KQED does, maintain an unused second channel in the community.

And, despite the agreement that KQED reached with the EEOC, CCMC was not withdrawing the charges of discrimination based on the station's past performance that were filed with the petition to deny. Only one of four employees who filed charges signed the agreement with the EEOC.

The refusal to withdraw that complaint, however, becomes another issue in CCMC's dispute with the station. For William E. Osterhaus, president of KQED, in a statement accompanying the agreement that was filed with the FCC, said the agreement eliminates the discrimination charges as matters for commission inquiry.

Under the agreement, minority employment in the top three positions at the station is to more than double, from 6.5% to 15.6%. Overall, the percentage of minorities employed by the station is to grow from 22% to 32%, and would thus exceed parity: minorities account for 25% of the population in San Francisco's standard metropolitan statistical area.

The agreement does not contain a goal for employment of women. It notes that the station has established a record of affirmative action to employ and promote women, with the result that the number of women on the staff "has increased to a percentage substantially the same as that of females in the San Francisco work force" while the number of women in the top-paying jobs has increased to 24%.

In Brief

WIBG(AM) Philadelphia (990 khz, 50 kw day, 10 kw night) bought Friday, subject to FCC approval, from Buckley Broadcasting group by Indianapolis-based Fairbanks Broadcasting Co. for about \$3 million, plus fringes... CBS nosed out ABC and NBC for television rights to **match race** between undefeated filly **Ruffian** and Kentucky Derby winner **Foolish Pleasure**, from Belmont Park with \$350,000 purse. CBS will pay more than \$300,000 for privilege. Race will be telecast as part of special hour edition of **CBS Sports Spectacular** on Sunday, July 6. Network is pricing program at \$60,000 per commercial moment, expects to sell eight... NBC's new **News and Information Service** went on air last Wednesday with assist from FCC. Commission waived rule prohibiting one company from operating two networks in same market simultaneously. NBC had asked for waiver to permit religious and public affairs programs on Sunday on NBC Radio network at same time stations in some of same markets were taking NIS programs... Named to House Rules Committee subcommittee that will hear testimony on resolution to permit **one-year test of broadcasting in House** chamber (story page 30) were Representatives Morgan F. Murphy (D-Ill.), Andrew Young (D-Ga.), John B. Anderson (R-Ill.) and Del Clawson (R-Calif.). Representative B.F. Sisk (D-Calif.) is chairman. Ad hoc group is expected to meet informally early this week... **WGPR Inc.**, which expects to be licensee of first black-owned station in country—**WGPR-TV Detroit**—has been turned down by FCC on request for waiver of \$22,500 grant fee for construction permit. Commissioners Benjamin L. Hooks and James H. Quello dissented... **Cunningham & Walsh**, New York, has resigned as volunteer agency for "Don't Be Foulsh" campaign on behalf of Federal Energy Administration, charging FEA with attempting to coerce it to write "politically oriented advertising." Robert F. Keim, president of The Advertising Council, through which volunteer campaign was handled, says action is unprecedented. He's looking for another volunteer, while FEA says it may pay for help next time... **Robert G. (Bud) Weston**, engineering assistant to FCC Commissioner Robert E. Lee, retires at end of month after 39 years in government service, last 18 in present job.

Headliners



Washburn



Wolf (l.), Jurgensen

FCC Commissioner **Abbott Washburn** has been renominated by President Ford to seven-year term beginning July 1. He was appointed to commission by former President Nixon (BROADCASTING, May 20, 1974) to complete term of H. Rex Lee... **William R. Hesse**, former president of Benton & Bowles Inc., New York, will become senior vice president in Washington office of American Association of Advertising Agencies on Sept. 1. Mr. Hesse left B&B in 1968, has since been marketing-advertising consultant. Post has been vacant since C.V. (Ted) Clifton left it more than year ago... WTOP-TV Washington last week freed top-rated sportscaster **Warner Wolf** from last two years of five-year, \$85,000-yearly contract and signed former Washington Redskins quarterback **Sonny Jurgensen** to sports team of parent Post-Newsweek stations. Mr. Wolf will be free to accept anticipated network berth after March 15, 1976, in meantime will be able to accept network assignments. Jurgensen contract is reported to be \$250,000 over three years.

Much talk, little action on access to Congress

However, House Rules Committee does announce extensive hearings on Brooks resolution for test

Measures to open Congress's chambers to radio and television are doing a one-step-forward, one-step-back dance in both houses. The House Rules Committee, after two hearings on its resolution, decided to send it to a subcommittee for more hearings. And the Senate, after voting to permit broadcast coverage of floor debate on the contested Senate election in New Hampshire, began the debate without cameras or radio microphones present.

Last Tuesday, House Rules Committee Chairman Ray Madden (D-Ind.) announced that extensive hearings are planned on Representative Jack Brooks's (D-Tex.) resolution to permit a one-year test of broadcasting in the House chamber (H.Res. 269) (BROADCASTING, April 21) and that an ad hoc committee of rules committee members is being formed to handle the job. Chairman of the ad hoc committee is Representative B.F. Sisk, a California Democrat who is on record as favoring the plan.

Mr. Madden said in a subsequent interview that even though a substantial hearing record already exists, his committee wants to gather all the information it can. He said installing the equipment needed to begin broadcasting from the chamber will involve a big expense, and "we don't want any bloopers."

The Brooks resolution is based on and essentially implements the recommendations contained in a 70-page interim report of the Joint Committee on Congressional Operations published last fall (BROADCASTING, Oct. 14, 1974). That committee received six days of testimony during the first three months of 1974 from members of Congress, state legislators and representatives of the communications industries.

Despite its resolve to send the resolution to the ad hoc committee, the rules committee listened to Representative Don Fuqua (D-Fla.), who argued on the basis of the Florida legislature's experience that the House should open its doors to radio and TV. He said the response from Floridians was overwhelming when the Florida legislature began broadcasting its proceedings in 1973. He added that 93% of legislators answering a questionnaire said they did not find the presence of cameras and microphones distracting.

Meanwhile, hopes that the networks might gain entrance to the Senate chamber to cover the debate on whether Re-

publican Louis Wyman or Democrat John Durkin won last November's New Hampshire Senate race were pretty much laid to rest last week.

The networks were waiting to hear more from the Senate, but one of the aides delegated to negotiate with them told BROADCASTING "there is nothing to talk about." The Senate had voted the week previous to permit broadcast coverage of the New Hampshire dispute, but only if the Republicans and Democrats could agree on a time limit for the debate (BROADCASTING, June 16). One and a half weeks into the debate there was still no time limit agreement. Republicans, with a few exceptions, are agreed on the desirability of having cameras in the chamber for this debate. They are afraid the Democrats, who outnumber them 61-38, might "steal" the seat to which they think they are entitled. They figure their chances would improve if they were able to take their case to the American public via television.

The vote to permit broadcast coverage of the debate, contained in a resolution by Senator James McClure (R-Idaho), was unanimous—that is, in the sense that there was no objection to a unanimous consent motion to accept it. But there were only 14 or 15 senators present in the chamber when unanimous consent was called for. The following day, several senators, all but one Democrats, registered their objections to the resolution on the grounds that not all of the senators had been present and that consideration of the measure had been too hasty.

"We have had no chance for discussion at all," Senator Warren Magnuson (D-Wash.) said. He said he has no objection to letting some "sunshine" into the Senate chamber, "but the sun is only on the microphone and the cameras . . . With 100 of us, who is going to have the time? There are a lot of practical problems involved in this."

Senators Bennett Johnston (D-La.) and Mark Hatfield (R-Ore.) also argued for caution in proceeding with the floor broadcasts, Senator Hatfield saying "this is not the time nor the issue to launch the U.S. Senate into this particular focus and

Burch temp. Former FCC Chairman Dean Burch, who once served as chairman of the Republican National Committee, will head up President Ford's election campaign committee on temporary basis. Secretary of Army Howard W. Calloway will be permanent chairman, but he will need two or three weeks to separate himself from his present duties. Ford campaign was established last week with filing of necessary documents with Federal Election Campaign Commission. President Ford is expected to announce his candidacy formally "sometime within the next two or three weeks," White House News Secretary Ron Nessen said last week. Announcement, he added, would be made "before television cameras."

view to the total American public."

All the while, Senator McClure repeated his argument that his resolution was calling for an extremely limited experiment with broadcast coverage, to last the duration of debate on one issue. There would be ample time, he said, for extended discussion on whether to bring broadcasting in permanently.

Aside from the politics of permitting broadcast coverage, and the fact that the coverage in this instance is conditioned on agreement on a time limitation, there were technical problems that helped end the experiment before it began. It appeared that on passage of the McClure resolution, the senators believed cameras could function in the chamber with no additional light or at least with no more than was used for the swearing-in of Vice President Nelson Rockefeller. But after discussions with the networks, it became apparent that was not the case.

Senate Majority Leader Mike Mansfield (D-Mont.) a co-sponsor of the McClure resolution, later told the Senate that the amount of light the networks wanted would raise the temperature of the chamber. He said he wanted the lighting kept to the level used at the Rockefeller ceremony and also wanted to limit the number of cameras. He said Republican Leader Hugh Scott (R-Pa.) on the other hand, favored full lighting so the proceedings could be covered in detail.

The networks, meanwhile, have offered to experiment with the lighting to see how much they can in fact get by with while the Senate is not in session, but they have had no reply yet from the Senate.

Ford wields plumber's snake to unclog federal channels

President sets up meetings with members of Congress, regulatory agencies as first step in study for ways to eliminate unnecessary procedures, policies

President Ford has taken two steps in connection with his promise to ease the governmental burden on business and to strengthen competition in the marketplace.

He has arranged a meeting with 10 members from each house of Congress for June 25, and will follow it up in 10 days or two weeks with a meeting with members of 10 regulatory commissions.

And the President has appointed members to the Federal Paperwork Commission that was created by Congress for the purpose of simplifying and reducing what he described last week as "the enormous clog of federal forms and federal documents."

The meetings with the 20 members of Congress and later with the regulatory



Question-and-answer time. Seven of the eight nominees to the board of the Corporation for Public Broadcasting were quizzed last week by Senate Communications Subcommittee Chairman John Pastore (D-R.I.). The eighth, Colorado brewer Joseph Coors, will be the subject of a separate confirmation hearing, as yet unscheduled. The senator had just three questions for each witness: What is your party affiliation, do you have any interests which would conflict with a position on the CPB board and what is your interest in public broadcasting? To the last question, most replied they want to see public broadcasting live up to its promise of helping improve the quality of life. The nominees (l to r): Donald E. Santarelli (Republican), former administrator of the Justice Department Law Enforcement Assistance Administration, now a

partner in the Washington law firm of Amram, Hahn, Sandground & Santarelli; Lucius P. Gregg Jr. (independent), president of the First Chicago University Finance Corp. and vice president, The First National Bank of Chicago; Lillie E. Herndon (Republican), president of the National Congress of Parents and Teachers; Robert Benjamin (Democrat), current chairman of CPB; Amos B. Hostetter Jr. (independent), executive vice president, treasurer and director of Continental Cablevision Inc.; Virginia Duncan (Democrat), producer and director of KQED-TV San Francisco, a public broadcasting station, and W. Allen Wallis (independent), chancellor, professor of economics and statistics and trustee of the University of Rochester. The confirmation hearings continue this Tuesday (June 24) with testimony from outside communications activists.

commissioners are aimed at devising ways to eliminate unneeded regulation and stimulate competition, either through legislation or the adoption by the agencies of new procedures and policies.

The senators named by Majority Leader Mike Mansfield (D-Mont.) to attend the meeting this week with the President are John O. Pastore (D-R.I.), Vance Hartke (D-Ind.), Frank E. Moss (D-Utah), Edward Kennedy (D-Mass.), Wendell Ford (D-Ky.), James Pearson (R-Kan.), Charles Percy (R-Ill.), Paul Fannin (R-Ariz.), Roman L. Hruska (R-Neb.) and Robert Stafford (R-Vt.).

The House members had not been named by midweek.

President Ford announced that he had appointed members to the Federal Paperwork Commission in a speech to the National Federation of Independent Businessmen conference, in which he said he wanted "and end to unnecessary, unfair, unclear regulations and needless paperwork."

He said a total of 5,146 forms were sent out by Washington last year, and added, "Quite frankly, America is being buried by an avalanche of paper."

The members of the commission, which is to report its findings and recommendations in two years, are Commissioner Donald Alexander of the Internal Revenue Service; Gilbert Barrett, a county commissioner from Dougherty county, Ga.; Robert D. Benton, Iowa's superintendent of public instruction; Governor Otis R. Bowen of Indiana, Bruce G. Fielding, an accountant and the secretary of the small business federation the President addressed; Louis B. Knecht, international secretary-treasurer of the Communications Workers of America; Mark D. Littler, retired lawyer, and Esther Peterson, consumer adviser to Giant Foods.

Macdonald wants a tether on FCC, some fat trimming

Bill offered to restructure FCC, provide safeguards for independence; congressman indicates it's time to re-evaluate Communications Act

Reform of Congress's regulatory agencies is an area that has been studied so much, Representative Torbert Macdonald (D-Mass.) said last week, that even though people agree change is needed, no one has any good ideas on how to bring it about. But Mr. Macdonald has a plan for reforming one of those agencies, the FCC, and he introduced it last week as a bill entitled "The FCC Reorganization and Reform Act" (BROADCASTING, June 16).

In his introductory remarks to the House, Mr. Macdonald said he was concerned that the FCC, like other regulatory agencies, is drifting toward the executive branch and away from Congress, which created it; that to the discouragement of new competition, it is becoming dominated by the industry it was mandated to regulate, and that its constituency is not broad enough to include all facets of the public whose interests broadcasters are presumably serving.

With a mind toward cutting bureaucratic fat at the FCC, Mr. Macdonald's bill begins right at the top, recommending that the number of commissioners be reduced from the current seven to five. Terms would be extended to 10 years from the present seven.

Under the provisions of the bill commissioners could be removed from office

on two grounds: "neglect of duty" or "malfeasance in office." Currently the Communications Act does not specify grounds for removal.

Also the bill stipulates that each commissioner be allowed four professional assistants and two secretaries. The law imposes no explicit limits on commission assistants now. In addition the bill would permit the FCC chairman to have one administrative assistant, as happens now in practice.

To insure the commission's independence from the executive branch, the bill has several provisions giving Congress more oversight muscle. For one thing, the President's choice of FCC chairman would have to be confirmed by the Senate. Legislative recommendations of the commission would be submitted directly to the Congress, instead of being screened first by the President's Office of Management and Budget as is now the practice. And budget estimates or requests submitted to OMB would have to be sent to Congress at the same time. Furthermore, the FCC would be required to make available within two days any document it possesses or has control over to any congressional committee requesting it. The FCC would also have to make a formal report of its activities to the House and Senate Commerce Committees every three months.

To enlarge the oversight capabilities of the Commerce Committees, the bill provides for the annual authorization of funds for the commission, in fact lists specific sums through fiscal year 1979. Under current practice, the budget request for the FCC and all other agencies goes from the Office of Management and Budget to the Appropriations Committees, without involving the legislative committees in the annual process. The bill would have the Commerce Committee

Hailing to the chiefs. FCC Chairman and Mrs. Richard E. Wiley attended their first White House social affair last week as guests at the state dinner President and Mrs. Ford gave for West German President and Mrs. Walter Scheel. The guest list included a number of broadcast-related names—Dick Cavett; Donald H. McGannon, chairman and president of Westinghouse Broadcasting Co.; Edward N. Ney, president and chief executive officer of Young & Rubicam International Inc. and Don S. Hewitt, executive producer of CBS's *60 Minutes*. All attended with their wives.

first write legislation authorizing funds for the FCC, before the Appropriations Committees could draft the appropriations.

The numbers in the bill, \$12.5 million for the FCC for July, August and September 1976 (to fill the gap between the end of the 1975 fiscal year on June 30 and the beginning of the government's new October-September fiscal year in 1976), \$51 million for 1977, \$53 million for 1978 and \$55 million for 1979, in Mr. Macdonald's opinion generally anticipate the FCC's future needs based on its current expenditures.

To broaden the FCC's constituency, the bill would permit the commission to pay for attorney's fees and other costs of interested groups or individuals who would not be able to participate in proceedings without financial help. Determination of

who would qualify and how much they receive would be up to the commission.

The Macdonald bill specifies, too, that all of the commission's meetings would be presumed open and could be closed to the public only by a recorded vote of the commission in an open session. Further still, records would have to be kept of any meeting between any commissioner or FCC employe and outsiders that concerned pending proceedings on policy matters.

Whenever the commission waived a rule or otherwise departed from established policy, it would, under the Macdonald bill's provisions, have to issue a statement of its reasons.

The bill, too, would make the FCC's equal opportunity office, now under the general counsel, directly responsible to the commission.

For the first time, if the bill were enacted, the FCC would be able to go to court with its own attorneys in any civil action in which it was involved. The commission is now represented by the Justice Department in some civil proceedings. The point of this provision, again, is to divorce the FCC from dependence on the executive branch. The bill stipulates, however, that the Justice Department would not be prohibited from intervening in a case as a friend of the commission or as the FCC's adversary.

Representative Macdonald said he expects some of the bill's provisions to be changed or dropped, but that he hopes it

will stir debate. He plans to take the bill up in hearings some time in July.

He also indicated that the time is ripe for a re-examination of the entire Communications Act, enacted in 1934. He said the act "is the product of a time when telecommunications technology was in a relatively primitive stage."

Now Avco unloads WLWD(TV) Dayton

Grinnell College buys NBC affiliate for \$13 million as an investment

Avco Broadcasting Corp. continued to liquidate its broadcast properties last week with the sale of its last television station, WLWD(TV) Dayton, Ohio, to Grinnell College, Grinnell, Iowa, for an estimated \$13 million. WLWD(TV) will be the first commercial broadcast station owned by Grinnell, a coeducational liberal arts college with about 1200 students. The college has portfolio of varied stocks and securities with an estimated \$26 million value. It currently operates noncommercial KDIC(FM) Grinnell on authorized 88.5 mhz with 10 w and an antenna 74 feet above average terrain.

Mrs. Carolyn S. Bucksbaum, Grinnell board chairman, said no changes in programming and management at WLWD are expected. The purchase, she said in an announcement, is "a prudent investment yielding a return consistent with the escalating costs of financing a college."

WLWD is the eighth station to be sold by Avco. Only the week before the company sold WLWT(TV) Cincinnati to Multimedia Broadcasting Co., Greenville, S.C., a division of Multimedia Inc. for a price reported to be near \$17 million (BROADCASTING, June 16). Avco's four remaining stations are WLW(AM) Cincinnati, KYA-AM-FM San Francisco and WRTH(AM) Wood River, Ill. (St. Louis). Avco Broadcasting's president, John T. Murphy, has said that they are on the market.

WLWD, an NBC affiliate, was put on the air by Avco in 1949. It is on channel 2 with 100 kw visual, 20 kw aural and an antenna 685 feet above average terrain. Station broker Howard E. Stark represented Grinnell College in the negotiations.

CPI decides cable is its cup of tea, sells radio stations and Texas Network

Communications Properties Inc., an Austin, Tex.-based multiple system operator, has sold KFJZ(AM)-KWXI(FM) Fort Worth and the Texas State Network to Swanco Broadcasting Inc. for a price in excess of \$4 million cash.

According to Robert Hughes, CPI president, the company no longer intends to stay in the over-the-air broadcasting business. Four years ago, when CPI an-



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75-16

nounced the purchase of the stations and network from Stan Wilson and others for \$3,800,000 (BROADCASTING, June 21, 1971), further station acquisitions were anticipated. However, KFJZ and KWXI have remained the only CPI-owned stations. Mr. Hughes said last week that CPI's expertise rests in cable and microwave and that the company has chosen to concentrate its efforts in those areas, although its two stations and network have proved profitable.

Mr. Hughes said that CPI is the eighth largest multiple system operator in the country, with 78 cable systems in 11 states and some 250,000 subscribers.

Through the Texas State Network CPI provides 130 stations with 14 five-minute and two 15-minute newscasts per day.

Mr. Hughes owns about 3% of publicly traded CPI and other stockholders include Fred Lieberman (43.6%), Jack Crosby (16%) and Benjamin J. Conroy Jr. (1.1%).

Gerock H. Swanson owns 82.3% of Tulsa, Okla.-based Swanco which currently operates KRMG(AM)-KWEN(FM) Tulsa, Okla.; KKNG(FM) Oklahoma City; KKYX(AM) San Antonio, Tex.; KQEO(AM) Albuquerque, N.M.; KLEO(AM) Wichita, Kan., and WBYU(FM) New Orleans.

KFJZ operates full time on 1270 khz with 5 kw. KWXI is on 97.1 mhz with 98 kw. Broker: George Moore, Dallas.

Changing Hands

Announced

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

■ WLWD(TV) Dayton, Ohio: Sold by Avco Broadcasting Corp. to Grinnell College for estimated \$13 million. (See page 32.)

■ KIIS(AM) Los Angeles: Sold by Forty-Six Beacon Corp. to Pacific and Southern Co., wholly owned subsidiary of Combined Communications Corp., for \$4,809,996 cash, 15,000 shares of CCC common stock (valued at 12 3/8 per share last Wednesday [June 18]), payment of \$100,000 note and discharge of liabilities in maximum amount of \$194,400. Purchase price was previously reported as 15,000 shares of CCC stock plus assumption of liabilities estimated in millions of dollars (BROADCASTING, March 10 et seq.). Majority stockholder in Beacon is John E. Palmer who has no other broadcast interests. CCC, Phoenix-based group broadcaster and outdoor advertising firm, owns KTAR(AM)-KBBC(FM) Phoenix; KTAR-TV Mesa (Ariz.)-Phoenix; KARK-TV Little Rock, Ark.; KKDJ(FM) Los Angeles; KBTB(TV) Denver; WXIA-TV Atlanta; WPTA(TV) Roanoke-Fort Wayne, Ind.; WLKY-TV Louisville, Ky.; KOCO-TV Oklahoma City and WWDJ(FM) Hackensack, N.J. CCC also has purchased KEZL(FM) San Diego from PSA Broadcasting Inc., principally owned by airline of same name, for \$850,000 (BROADCASTING, March 10 et seq.). CCC has also agreed to purchase Cincinnati Enquirer for \$55 million in cash, notes and stock (BROADCASTING, May 12). CCC's chair-

man is John J. Louis Jr. and its president is Karl Eller, who with their families own some 40% of the company's outstanding stock, which is traded on the New York Stock Exchange. KIIS is on 1150 khz with 5 kw day and 1 kw night. Broker: R.C. Crisler & Co.

■ KFJZ(AM)-KWXI(FM) Fort Worth, and Texas State Network: Sold by Communications Properties Inc. to Swanco Broadcasting Inc. for price exceeding \$4 million cash. See story, opposite page.

■ WWCM-AM-FM Brazil, Ind.: Sold by Clay County Broadcasting Co. to Hausman Broadcasting Corp. for \$550,000. Principal in seller is Albert Tedesco (90%) who also has interests in WEXY(AM) Oakland Park (Fort Lauderdale), Fla., KTCR-AM-FM Minneapolis-St. Paul and KDUZ-AM-FM Hutchinson, Minn. Principal in buyer is Barry L. Hausman who has interest in WTOY(AM) Roanoke, Va. WWCM is daytimer on 1130 khz with 500 w. WWCM-FM is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ WELM(AM) Elmira, N.Y.: Sold by Edwin D. Lonie, receiver for Tennex Broadcasting Corp., to Condit Communications Inc. for \$465,000. Charles P. LeMieux Jr. is principal of Tennex, licensee of WKOP(AM) Binghamton, N.Y., also in receivership. Robert D.S. Condit owns buyer, and with his father, the Rev. Robert Y. Condit, sold WLNH-AM-FM Laconia, N.H., approved by the FCC last

week (see below). WELM is on 1410 khz with 1 kw day and 500 w night. Broker: Keith W. Horton Co.

■ WNOS-AM-FM High Point, N.C.: Sold by Doss Broadcasting of North Carolina Inc. to Mann Media for \$430,000. Seller is owned by Robert I. Smith who has no other broadcast interests. Buyers are Bernard Mann and Gil Gans who have interests in KALO(AM)-KEZQ(FM) Little Rock, Ark. Mr. Gans also has interests in KQAM(AM)-KSAQ(FM), formerly KBER-AM-FM, San Antonio, Tex., KVFM(FM) San Fernando, Calif., and KITT(FM) San Diego. WNOS is daytimer on 1590 khz with 1 kw. WNOS-FM is on 100.3 mhz with 2.7 kw and antenna 195 feet above average terrain. Broker: Cecil L. Richards Inc.

■ KXA(AM) Seattle: Sold by Wesley I. and Margaret F. Dumm and daughter, Penelope F. Wilkes, to Brentru Inc. for \$327,500. Sellers have no other broadcast interests. Buyer is owned equally by Brent T. Larson and Rune F. Goranson. Mr. Larson owns KAIN(AM) Nampa-Boise, Idaho, 98% of KODL(AM) The Dalles, Ore., Boise advertising agency and has interest in Ogden, Utah, real estate firm. He also is applicant for new FM in Nampa-Boise. Mr. Coranson owns Seattle real estate firm and has interests in Seattle-based King County Cable TV, advertising consultation and burglar alarm firms. KXA operates full time on 770 khz with 1 kw.

■ WAPX(AM) Montgomery, Ala.: Sold by

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Sparling of Alabama Inc. to Brothers Broadcasting Corp. for \$300,000. Principals in seller are Lawrence R. Picus and Harry Powell. Mr. Picus owns 90% of Mel-Lin Inc. which last week received FCC approval to buy WMBR(AM) and to sell WOBS(AM), both Jacksonville, Fla. (see below). Mr. Powell has no other broadcast interests. Kenneth A. Goodman (33%), Decatur Ward Wilson (20.75%), John Pembroke (20.75%), and Arnold S. Goodstein (17.5%) are principals in buyer which also owns WPAL(AM) Charleston and WWVZ(AM) Summerville, both South Carolina. WAPX operates full time on 1600 khz with 1 kw.

■ Other sales reported by the FCC last week include: WPRN(AM) Butler, Ala.; KDQN(AM) De Queen, Ark.; KIRK-FM Branson, Mo., and WNNJ(AM)-WIXL-FM Newton, N.J. (See page 54.)

Approved

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

■ WPDQ-AM-FM Jacksonville, Fla.: Sold by Belk Broadcasting Co. of Florida to Rounsaville of Jacksonville Inc. Agreement involves even swap of Belk's WPDQ and Rounsaville's WMBR(AM) Jacksonville, and payment of \$650,000 for WPDQ-FM. Belk in turn sold WMBR to Mel-Lin Inc. for \$750,000, approved by FCC last week (see below). Belk Broadcasting is owned by Henderson Belk, who is member of Belk department store family, based in Charlotte, N.C. Mr. Belk, former group owner, has completed divestiture of broadcast interests with sales of WPDQ-AM-FM and WMBR. Principal in buyer is Robert W. Rounsaville who also owns WFUN(AM) South Miami, WDAE(AM) and WAVV(FM), formerly WDAE-FM, Tampa, WNBE(AM), formerly WBJW(AM) Winter Park, WBJW(FM), formerly WBJW-FM, Orlando, all Florida; WCIN(AM) Cincinnati and WVOL(AM) Berry Hill, Tenn. Mr. Rounsaville has applied to change call letters, WPDQ-AM-FM, to WMBR(AM)-WAIV(FM). WPDQ operates full time on 600 khz with 5 kw. WPDQ-FM is on 96.9 mhz with 100 kw and antenna 230 feet above average terrain.

■ WMBR(AM) Jacksonville, Fla.: Sold by Belk Broadcasting Co. of Florida to Mel-Lin Inc. for \$750,000. Sale is part of three-way deal in which Belk sold WPDQ-AM-FM Jacksonville to Rounsaville of Jacksonville Inc. and acquired WMBR Jacksonville (see above), and Mel-Lin sold WOBS(AM) Jacksonville (see below). Owners of Mel-Lin are Lawrence R. Picus (90%) and Willie J. Martin (10%). Mr. Picus has 50% interest in WAPX(AM) Montgomery, Ala., which last week was sold to Brothers Broadcasting Corp., subject to FCC approval (see above). Mr. Martin is general manager at WOBS. Mel-Lin also has applied to change call letters, WMBR, to WPDQ. WMBR operates full time on 1460 khz with 5 kw.

■ WOBS(AM) Jacksonville, Fla.: Sold by Mel-Lin Inc. to Wwba Inc. (Ed Winton and Myer Feldman) for \$175,000. Prin-

cipals in seller are Lawrence Picus (90%) and William J. Martin (10%) who last week received FCC approval to buy WMBR(AM) Jacksonville (see above). Sale of WOBS was necessary for Mel-Lin to comply with FCC dupoly rules, which bar ownership of like services in same market. Messrs. Winton and Feldman are principals in Wwba-AM-FM St. Petersburg, Fla., and WOCN(AM) Miami. They have applied to change call letters, WOBS, to WCGL. WOBS is daytimer on 1360 khz with 5 kw.

■ WLNH-AM-FM Laconia, N.H.: Sold by Robert D.S. Condit and the Rev. Robert Y. Condit to WLNH Radio, subsidiary of Sconnix Group Broadcasting, for \$427,000. Robert D.S. Condit last week purchased WELM(AM) Elmira, N.Y., from Edwin D. Lonie, receiver for Tennesse Broadcasting Corp. (see above). The Rev. Robert Y. Condit has no other broadcast interests. Buyers are Randall T. Odeneal, Scott R. McQueen, Ted Nixon and Fred Hill who own WCVR(AM) Randolph and WCFR-AM-FM Springfield, both Vermont, and Randolph advertising agency. WLNH is daytimer on 1350 khz with 5 kw. WLNH-FM operates on 98.3 mhz with 3 kw and antenna 235 feet above average terrain.

■ Other sales approved by the FCC last week include: KMMT(FM) Mammoth Lakes and KTYD-AM-FM Santa Barbara, both California; WLBE(AM) Leesburg-Eustis, Fla.; KUAI(FM) Eleele, Hawaii; KJLS(FM) Hays, Kan.; WGCY(FM) New Bedford, Mass.; WDTH(FM) Duluth, Minn.; WGoe(AM) Richmond, Va., and WEIF(AM) Moundsville, W. Va. (See pages 54-55.)

Tops at Taft

Biggest earners in company are Mechem and Rogers; biggest earners for company are broadcasting, amusement parks

Chairman Charles S. Mechem Jr. and President Lawrence H. Rogers II were Taft Broadcasting Co.'s highest-paid officers in the fiscal year ended last March 31, with aggregate remuneration of \$125,739 and \$111,147 respectively, according to a proxy statement distributed to shareholders last week.

Those figures included directors fees as well as salary but did not include compensation under a 1969 restricted stock plan which was said to represent \$6,650 in Mr. Mechem's case and \$5,819 in Mr. Rogers's. Nor did they include retirement and pension-plan accruals for the year, amounting to \$14,271 for Mr. Mechem and \$12,902 for Mr. Rogers.

John L. McClay, executive vice president for the company's broadcast group, received \$81,073 in aggregate remuneration and \$9,816 in pension and retirement accruals; Dorothy S. Murphy, treasurer and assistant secretary, \$58,307 and \$7,804; and Roger B. Read, executive vice president of Taft, H-B Program Sales (formerly Rhodes Productions Inc.), who

retired as a vice president in June 1974, received \$41,787 but no pension accrual.

Taft's annual report meanwhile showed that of \$22,420,975 in net operating profits, up 12% from the previous year, broadcasting accounted for \$16.7 million, up 5%; amusement park operations \$7.2 million, up 28%, and TV and motion-picture production and distribution \$1.8 million, up 38%, while losses and unallocated corporate expenses deducted about \$3.4 million. Of \$89,945,171 in net revenues, representing a gain of 13%, broadcasting's contribution was \$42.5 million, a gain of 8%; amusement parks \$28.1 million, up 26%, and TV and movie production/distribution \$19.2 million, up 18%. Net earnings were put at \$11,654,324, a 4% rise.

The annual stockholders meeting, to elect directors and ratify the selection of auditors, will be held July 8 at Kings Island, Kings Mills, Ohio.

FCC ends same-day nonduplication protection for mountain zone

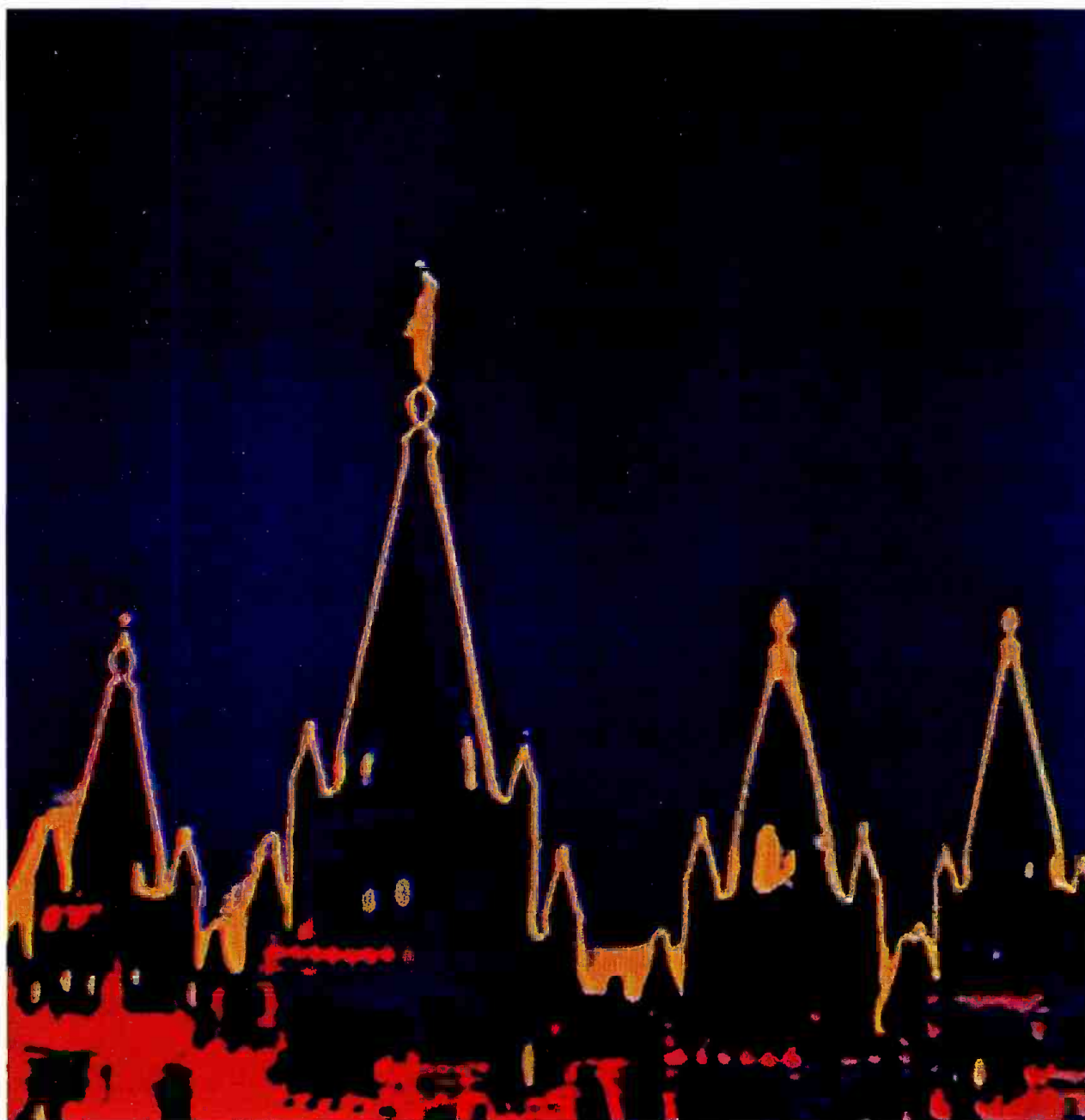
Commission acts after hearing from cable and broadcasters in the Rockies; door is left open, however, for waivers

The FCC last week agreed to adopt simultaneous nonduplication protection for broadcasters in the mountain time zone. The new rules when adopted will bring Rocky Mountain broadcasters under the same nonduplication rules in practice throughout the rest of the country (BROADCASTING, April 7), although the commission allowed for waivers for those stations now receiving same-day protection if they can prove a need for special relief.

The commission's decision came immediately after a special panel discussion held at the FCC on Tuesday between Rocky Mountain broadcasters and cable operators. Both groups had not even been able to agree on whether their time zone has a unique effect on television operations, much less to what extent any differences should be taken into account by FCC nonduplication rules.

William Harrison, of Torrington Community TV System, Torrington, Wyo., contended that there is no justification for a specialized form of protection for broadcasters in the mountain time zone and any "uniqueness" attributable to the two hour difference from eastern time benefits broadcasters.

But, William F. Duhamel, of KOTA-TV Rapid City, S.D., claimed that geographical distances and small population densities make broadcasting more difficult there than in other areas. Specifically, he



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Seattle, Washington	KIRO Stereo	KIRO 50,000 Watts	KIRO
Kansas City, Mo.	KMBR Stereo	KMBZ 5,000 Watts	
Salt Lake City, Utah	KSL Stereo	KSL 50,000 Watts	KSL

and Bonneville Broadcast Consultants, Tenafly, N.J.
Radio stations represented by AVCO, television stations by PGW



The stations built on service

argued, the amount of two-station-markets require more than just simultaneous nonduplication protection.

Chairman Richard E. Wiley was willing to concede that there were distinctive characteristics to the mountain time zone and suggested that the solution may be a "mixed one" where small, marginal stations require a different approach, although it would not encompass all stations as the present same-day rule protection does.

Responding to that suggestion, Robert Towe, of Montana Video Inc., Billings, Mont., said cable would have "no difficulty" in accepting some special recognition for small and marginal broadcast stations. What cable wants, said Mr. Towe, is an "equalization of the law" that crosses the entire industry and does not single out mountain-time CATV operators.

Just how stations would fare without simultaneous nonduplication protection was a question that never really got answered during the two-hour panel session, however. Various commissioners repeatedly probed for hard facts on the impact to broadcasters of a shift from same-day to simultaneous protection, but the only consensus between broadcasters and cable people reached the whole day seemed to be that there weren't any such figures available.

Stuart Feldstein, general counsel of the National Cable Television Association, called the FCC's decision a "very fine win



Final input. After voluminous filings on what nonduplication rules should be for the mountain time zone, cable operators and broadcasters engaged in a heated panel exchange before the FCC last week to re-emphasize their positions. Exemplifying cable's stance for simultaneous protection only was Robert Towe, Montana Video Inc., Billings, Mont. (l), while William F. Duhamel, KOTA-TV Rapid City, S.D. (r), expressed broadcasters' concern over further audience fragmentation without same-day protection. The commission evidently was not persuaded completely to the broadcaster view; after the panel session, it adopted simultaneous protection as a nationwide standard, although it specifically allowed for waivers.

for the cable industry." He did, however, suggest a "catch-22" to the victory. It comes in the commission's indication that it will consider petitions for special relief. While the merits of those petitions are decided said Mr. Feldstein, the stations can continue to enjoy same-day protection. That could have the impact of delaying actual compliance with simultaneous nonduplication for as much as a year, he said.

tions, expressed the hope for an early start on the talks.

Mr. Juneau visited Washington to address the English-Speaking Union on the subject of Canadian-American relations. And he took the opportunity offered by that forum, as well as by interviews with the press and his meetings with the American officials to discuss and defend the policies troubling some Americans—the CRTC requirement that Canadian cable systems delete a substantial number of commercials from the signals of American stations they carry and the proposed legislation now moving through the House of Commons that would deny tax deductions for Canadian ads aimed at Canadian audiences but appearing on American stations or in American periodicals. (Mr. Wiley also discussed the matter of Canadian stations broadcasting American-produced programs before they are carried on U.S. stations. However, Mr. Juneau feels that to the extent that it is a problem, and he does not think it is great, it is one for the Americans to solve).

Mr. Juneau said the policies are aimed at preventing "economic domination of Canadian television" and assuring Canada a "strong television service of its own." Another policy reflecting Canada's concern at being overwhelmed by U.S. television is a rule requiring Canadian stations to devote a minimum of 50% of their prime time, and at least 60% of their entire day, to Canadian programming.

Mr. Juneau estimated that \$20 million in advertising revenue is drawn off from Canada by a handful of American border stations, whose signals can be received by 45% of Canada's population of 22 million. (He said the dollar figure is 10% of the total revenues earned by Canadian television stations, and noted that American television would suffer a comparable loss only if \$500 million were siphoned from it.)

Canada, he said, is determined "to divert some Canadian revenue back into Canada, so that Canadian private broad-

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Talks to begin on de-emphasis of American TV in Canada

**FCC's Wiley, State's Waldman confer
in Washington with Canada's Juneau,**

Pierre Juneau was in Washington last week, causing more of a stir than the chairman of the Canadian Radio-Television Commission might ordinarily expect to create. For he personifies the effort to stem the flow of Canadian advertising dollars to American stations along the border.

And he returned to Ottawa on Wednesday, after talks with FCC Chairman Richard E. Wiley and a State Department official who left him in no doubt as to the extent of American concern and urged him to reconsider his policies.

No minds were changed in the meetings. But the door was left open to future talks—between Mr. Wiley and Mr. Juneau and between the State Department and members of the Canadian government—that would be aimed at developing what Mr. Juneau described as a "mutually satisfactory" solution to the problem confronting the two countries. Raymond J. Waldman, deputy assistant secretary of state for transportation and communica-

casters do a better job in Canada, where they are licensed to perform a public service. . . .

"We feel that no group, national, regional or local, is alive, or breathes culturally if it only consumes imported entertainment and information and never creates its own, or sees itself authentically reflected," Mr. Juneau said.

"And let us remember," he said at another point, "that U.S. border stations that complain about Canadian broadcasting policies have not been licensed by anyone to serve Canada. They have been licensed by the FCC to serve a specific U.S. population."

Three of the stations primarily affected are in Buffalo—WBEN-TV, WGR-TV and WKBW-TV. Together, Mr. Juneau estimates they earn about \$9 million in Canada. Kvos-TV Bellingham, Wash., which serves Vancouver, British Columbia, earns most of the rest of the \$20 million—up to \$8 million, according to Mr. Juneau.

Canada is served mainly by two television systems—the CBC, which operates networks in French and English principally on public funds but also on some advertising revenues, and the CTV, a privately owned English-language network that covers 85% of the country. Additional service is provided by smaller networks, both private and public, and a number of independent stations.

Mr. Juneau believes the CRTC requirement that cable systems—which now serve 40% of the homes in Canada—delete commercials from American programs and substitute public service announcements for them will be effective in keeping Canadian advertising dollars in Canada. "Canadian advertisers will find it's not profitable to advertise on American border stations," Mr. Juneau said. The requirement, which is being imposed on cable systems as they come up for renewal of their five-year licenses, does not apply to all commercials, since the switching involved would be too burdensome; however, the CRTC expects systems to delete enough to make the policy effective. Cable systems in Calgary and Toronto are already deleting commercials from U.S. programs.

The Buffalo stations are challenging the commercial-deletion rule in the Canadian courts, so far without success. The Federal Court of Appeals affirmed the CRTC in a decision last January; however, the case will be heard by the Canadian Supreme Court.

The proposed income-tax law amendment assigned to keep advertising revenue in Canada would, in Mr. Juneau's view, serve as a complement to the commercial-deletion rule in shutting off the flow of advertising dollars south, even if American stations cut their rates.

Chairman Wiley and Mr. Waldman, in their meetings with Mr. Juneau, expressed sympathy for Canada's effort to protect its television industry and culture. But they said the commercial-deletion rule was unfair and inappropriate. They stayed away from the proposed tax amendment



Juneau

on the ground that that was an internal Canadian matter.

Mr. Waldman talked of "adverse consequences" that might flow from the commercial deletion rule, and referred to reports that the Buffalo stations were considering jamming their signals to prevent Canadians from receiving their programs ("CLOSED CIRCUIT," April 28). However, Mr. Wiley has publicly stated his opposition to such retaliation, and the stations have yet to notify the commission of any jamming proposal. Nevertheless, Chairman Wiley told Mr. Juneau that pressure for action to counter the Canadian moves was growing in Congress. And he said that if Canada is concerned about preserving its culture it should not simply reject the American commercials and accept the American programs; it should bar the programs as well. But he also said he did not think erecting that kind of barrier would constitute a realistic policy for CRTC.

In any event, Mr. Juneau said shortly before leaving Washington that Canada's advertising-revenue loss is something with which "we are preoccupied. It's the very life of our broadcasting system," he said. "It's something we cannot take lightly."

Media Briefs

Justice modifies approach. Department of Justice is limiting itself to one side of issue in court case involving appeals of FCC's broadcaster-newspaper crossownership rule. National Association of Broadcasters had urged U.S. Court of Appeals in Washington to dismiss Justice's appeal since department, by law,

is required to represent FCC in appeals cases and, therefore, cannot attack commission orders in court. Justice maintains that Supreme Court rejected similar argument in 1949, in case in which department had sued Interstate Commerce Commission (BROADCASTING, June 16). However, Justice Department attorney who filed appearances both in behalf of department and FCC, Robert B. Nicholson, has withdrawn as attorney for FCC.

Challenges denied. Washington's WTOP-TV and WTTG-TV came step closer to receiving their 1972 license renewals with FCC rejection of challenges by Aligned Citizens United for Television Equality. Petitions charged that two Maryland counties were no longer just "bedroom communities" of Washington and did not receive adequate news and public affairs programming from stations. FCC rejected similar petitions from group against Washington's WRC-TV and WMAL-TV June 5 (BROADCASTING, June 9). Stations' renewals, however, remain in deferred status since another petition against them is outstanding.

Files opened. FCC has granted Freedom of Information Act request made by National Citizens Committee for Broadcasting for data concerning crossowners and markets affected by proposed relaxation of television-cable divestiture requirements (BROADCASTING, June 2). Commission released information identifying crossowners who filed petitions for waiver of present rule, said requested data on other crossowners does not exist.

The stolen station

Burglars remove most of KFTW's studio equipment; AM has to go silent for a time

A party or parties unknown forced KFTW(AM) Fredericktown, Mo., off the air last Wednesday by stealing most of the station's broadcast equipment.

John Davey, news director, came in early Wednesday morning to sign on the daytimer and found nothing in the control room but a bolted-down control board and a chair. All that was left in the production room was a chair and a microphone. Stolen were turntables, cartridge machines, production equipment, microphones and remote equipment.

Jack Gale, who owns the station with his wife, Lovey, estimated the losses at up to \$13,000 in this burglary, the third in the past three months. He said that the previous thefts involved only office equipment and that the station could be robbery-prone because of its secluded location a mile outside of town.

KFTW went on the air for about an hour and a half Wednesday after taking advantage of an offer of help from KREI(AM) Farmington, Mo. Some albums were taped there and later played with live news and commercials in between. Without cartridge machines, Mr. Gale said, con-

tinued operation was not possible. Mr. Gale said that equipment was expected to arrive Thursday and that he planned to have KFTW back on the air by noon that day.

Quello and Hooks: opposite poles on citizen agreements

The FCC proposed policy statement on citizen group-station agreements (BROADCASTING, June 2) is an example of a commission statement being stretched wide enough to cover sharply conflicting views.

Although Commissioners Benjamin L.

Hooks and James H. Quello had serious reservations about the statement, both concurred in it. But both also issued statements indicating their concerns.

Commissioner Hooks, for instance, thinks the document is too tentative and cautious. In a separate statement, he said that some of the restrictions imposed on agreements "appear to be unduly protective," and expressed the hope that they are lifted in the final order.

He does not share the majority's concern, stressed in the statement, that licensees would sign away their responsibility to operate their stations to citizen groups. He said he could not understand how an agreement in which a broadcaster voluntarily joins could be said later to "curtail a

licensee's discretion."

Commissioner Quello, a former broadcaster and the commission's sharpest critic of citizen agreements, said the commission should not make any official acknowledgement of private agreements unless it receives a complaint that a licensee has surrendered his responsibility under the terms of one.

He also expressed concern that the public is unaware of agreements stations reach with groups. Accordingly, he feels that the commission should not only require, as it has, that agreements be placed in the station's public file, but that stations take "affirmative action" to inform the public of their existence. He would have stations publish "at appropriate intervals," the text of agreements in local newspapers.

College curriculums reflect growing interest in broadcasting careers

The number of universities, colleges and junior colleges offering radio and television courses has increased in the past two years, a study by the National Association of Broadcasters has found.

Results of the study were announced by Dr. Harold Niven, NAB vice president for planning and development and executive secretary of the Broadcast Education Association.

Of 228 four-year schools answering an NAB survey, 205 reported they offer bachelors degrees in broadcasting, an increase of 25 in the last two years. Masters degrees are offered by 99 of the respondents, an increase of 12, and 27 schools offer PhD's, the same number as two years ago. Twenty-three four-year schools said they offer coursework in broadcasting but have no degree programs.

The results show there are 17,251 broadcasting majors at the 205 schools offering undergraduate degrees, 5,256 more than there were two years ago at the then 180 schools with broadcasting undergraduate degree programs. And although there are more schools offering masters degrees than two years ago, there are 87 fewer M.A. candidates in broadcasting. The 99 respondents with M.A. programs reported having 1,862 students enrolled.

WCFL makes it again

An FCC administrative law judge has ruled that WCFL(AM) Chicago did not deliberately misrepresent its public-affairs programming in its 1970 license renewal application and that, as a result, its renewal should be granted. The renewal has been challenged by three Chicago citizen groups asserting the misrepresentation in programming, among other things. The commission originally rejected the petition, but, after the groups appealed, conceded it had overlooked some matters the petitioners had raised, and designated the renewal for hearing.

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New guidelines for children's ads

Advertising's own monitoring group says its standards and NAB TV code have many points in common

The National Advertising Division of the Council of Better Business Bureaus made public last week a revised and strengthened set of guidelines developed by its Children's Review Unit to govern advertising to children.

Robert F. Gertenbach, director of the NAD, the investigative arm of advertising's self-regulatory structure, said the revised guidelines already have the support of major children's advertisers. "This means we can put them into effect right away," he said, "and they are truly self-regulatory."

Mr. Gertenbach said that many of the provisions parallel those in the NAB television code, though there remain some differences. Children's unit officials said that, for example, their new guides urge caution in the use of fantasy and animation in commercials but do not forbid it, as the NAB code does except in a commercial's opening seconds. They also discourage comparative claims but do not ban them, as the TV code does. On the other hand, officials said, the new guides extend to any meal the TV code's requirement that depiction of breakfast should show foods appropriate for a balanced diet.

The children's unit's new guidelines were said to go farther than the original version in several respects. Emilie Griffin, director of the Children's Review Unit, said these include:

- They now apply to advertising clearly directed to children aged 11 and under whenever it appears in programs that have "substantial" child audiences even though those audiences are less than 50% of the total audience.

- They now clearly advise against child-directed advertising of medications, supplemental vitamins and drugs.

- They now call for reduced emphasis on premiums in advertising.

- They now clearly apply to print as well as TV advertising, but provide that "differences in the nature of broadcast media and print media should be taken into account."

- They hold that ads should, among other things, avoid "social stereotyping which is demeaning or derogatory to any group"; "encourage good use of language" (but "this does not preclude informal usage"), and should "avoid the implication that a parent or adult who purchases a given product or service for a child is better or more generous than one who does not."

- They contain a new preamble saying that the guidelines will be subject to

further modification in the light of new knowledge and changing trends.

The new version of the guidelines was made public by the NAD in a report on the children's unit's first year. Roland P. (Steve) Campbell, senior vice president of the Council of Better Business Bureaus, said children's advertising had drawn relatively few complaints from the public: Of some 25 complaints and inquiries formally opened by the children's unit, he said, most resulted from internal monitoring rather than public complaints. He said about half of the cases have been "satisfactorily resolved" and the results made public in NAD's monthly reports,

and the rest are still under review.

Mr. Campbell said major advertisers, who urged the formation of the children's unit and who support it financially, had voluntarily submitted approximately 500 child-directed commercials. In addition, he said, the unit has monitored and reviewed more than 2,000 on-air announcements through video-tape recording facilities. The 2,000 included promotions and public-service announcements as well as commercials, he said, and the monitoring not only covered the children's blocks on Saturday and Sunday mornings but also extended to other day-parts when substantial numbers of children are watching.

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Station _____

Address _____

City _____ State _____ Zip _____

(no P.O. box numbers, please)

The ladies finger fireworks on TV

Action for Children's Television announced last week it has alerted local TV stations throughout the country to the potential hazards to children from the advertising of fireworks on TV.

ACT's move came after it said it had discovered that WDCA-TV Washington had scheduled 54 commercials for the two weeks preceding July 4 to promote the sale of fireworks distributed by Eastern Import-Export Inc., Washington. Discussions were held between Peggy Charren, president of ACT, and Milton Grant, general manager of the station. According to ACT WDCA-TV agreed to withdraw the commercials, which had been scheduled to begin last Saturday (June 21) on a number of children's TV programs.

ACT has notified its local representatives across the country to monitor children's programs for advertising for fireworks, particularly during the July 4 holiday and other Bicentennial celebrations. ACT's position is that stations advertising "hazardous products" to children may be accountable to the FCC during license renewal periods.

New hope for co-op funds

ANA develops standard form to verify broadcast exposure of ads for which manufacturers chip in; TVB and RAB OK it

A new claim-documentation system—a sort of broadcast counterpart of tearsheets—that is expected to ease and increase the use of co-op advertising on radio and television was announced last week by the Association of National Advertisers.

The system employs standard affidavit forms that a station, upon request by a retail client, stamps on broadcast commercial scripts or instructions sheets and sends with its invoice to the retailer, who forwards them to his suppliers for payment of co-op claims.

The radio and TV affidavits differ slightly in wording, but not in effect. Their common purpose is to provide a uniform way for the retailer to verify the content, number and total cost of commercials for which co-op allowances are available. They were developed in consultation with and have been approved by the Radio Advertising Bureau and the Television Bureau of Advertising, respectively.

Robert D. Wilcox of Armstrong Cork Co., Lancaster, Pa., chairman of the ANA cooperative advertising committee, said the system should lead many advertisers to change their policies and allow the use of co-op funds for radio and TV. Many have disallowed it, he said, because they had no way of being sure that broadcast

advertising had run as retailers claimed.

"They didn't know it [deception] had happened, but they also didn't know it *had not*," he said, explaining that the new approach should remove the latter uncertainty. Pointing up the extent of that uncertainty, he said that in a survey of ANA members a couple of years ago—regarding radio co-op only—50% of the respondents said they felt that radio did not furnish sufficient documentation to justify their reimbursing retailers for radio co-op, and that half of that number said they had specifically excluded radio from their co-op plans.

The new system evolved largely from techniques developed by Mr. Wilcox on behalf of Armstrong Cork in recent years, and he credits a fellow Pennsylvanian, Charles C. Smith of WPDC-AM-FM Elizabethtown, with a big assist in its emergence.

Mr. Smith, who became involved when he called Mr. Wilcox about Armstrong Cork co-op involving a local client, says one of the plan's chief values to him is that it lets a station use a single standard form instead of having to tailor its verification reports to suit the varying requirements of different co-op manufacturers. If it becomes accepted as the broadcast equivalent of print tearsheets, Mr. Smith says, it should also make more manufacturers' co-op money available for broadcast media.

Mr. Wilcox expressed hope that the system "will eliminate a good deal of time and confusion" in the processing of

retailers' broadcast co-op claims and result in wider use of the broadcast media by retailers who can benefit from using them. He said the plan is "not foolproof but it's a light year better than anything we have had before." He also thought it unlikely that co-op manufacturers would insist on a different form of proof; he indicated his committee would be glad to consult with any who do.

The affidavit forms are reproduced below to be stamped and completed on the commercial script or instructions sheet (but only when requested by the retailer).

For radio:

"This announcement was broadcast _____ times, as entered in the station's program log. The times this announcement was broadcast were billed to this station's client on our invoice(s) numbered/dated _____ at his earned rate of:

\$_____ each for _____ announcements, for a total of \$_____
\$_____ each for _____ announcements, for a total of \$_____
\$_____ each for _____ announcements, for a total of \$_____

Signature of station official

(Notarize above) Typed name and title Station"

For TV:

"This announcement was broadcast a total of _____ times at the dates and times coded _____ on our attached invoice number _____, as entered in the station's program log. This announcement was billed to this station's client at a total cost of \$_____.

Signature of station official

(Notarize above) Typed name and title Station"



Good mileage. Fifteen thousand newscasts and 38 years later, Columbia Gas of Ohio and WSPD(AM) Toledo are claiming a record for longest continuous sponsorship by one firm of a radio program. What was then the Ohio Fuel Gas Co. began sponsoring the 11 a.m. news program (later the 8 a.m. news) on the station in May 1937. To mark the 15,000th news show, the station gathered the present newscaster and three former WSPD newscasters. Seated are Jim Uebelhart (l), newscaster from 1940 to 1972, and Don Edwards, the show's newscaster since 1972, who made the 15,000th newscast. Standing (l to r): Albert F. Schneider, now manager of WCuz(AM) Grand Rapids, Mich., WSPD newscaster from 1941 to 1944; H.C. Taylor, vice president of a Columbia Gas subsidiary; John M. Pickens, district manager for the gas firm, and Edward C. Ames, who began the newscasts in 1937 and continued until 1940. Two other newscasters were not present—Jack Solon Jr., now vice president of Johns Manville Corp., was unable to attend; Edward C. Kutz died in 1973.

Abortion ad is protected by First Amendment, high court says

Lower court is reversed on ruling that freedom of speech and press applies to no commercial message

The Supreme Court ruled last week that the First Amendment covers at least some forms of advertising. The publisher of a now defunct underground newspaper that once circulated on the University of Virginia campus won the ruling in a case disputing his right to publish an advertisement for an abortion clinic in New York City.

Speech is not denied First Amendment protection simply because it is in the form of an advertisement, the court said in a 7-to-2 decision that overturned an 1878 state statute under which Jeffrey C. Bigelow had been fined \$150.

The statute made it a misdemeanor to circulate a publication encouraging a woman to undergo an abortion. The Virginia supreme court upheld its application to Mr. Bigelow on the ground that free speech and press guarantees of the First Amendment do not apply to commercial advertisements.

But they do, or at least can. Justice Har-

ry A. Blackmun, writing for the majority, said the court has noted in the past that a state cannot foreclose the exercise of constitutional rights "by mere labels." And although the question of whether advertising is involved may be one factor to consider in weighing the First Amendment interest against a government interest in regulating speech, "advertising is not thereby stripped of all First Amendment protection," he said. "The relationship of speech to the marketplace of products or of services does not make it valueless in the marketplace of ideas."

The majority saw the ad published on Feb. 8, 1971, in the *Virginia Weekly*, as something more than an effort to sell a product. The ad announced—in a state where abortions were illegal—that abortions were legal in New York for residents and nonresidents alike, and carried the name and address of the abortion clinic.

The ad, Justice Blackmun wrote, "contained factual material of clear 'public interest,'" and "conveyed information of potential interest and value" not only to those in need of the services advertised but also to those interested in the subject matter of the law in another state, "and to readers seeking reform in Virginia."

Furthermore, he wrote, the activity involved was constitutionally protected. Accordingly, he added, Mr. Bigelow's First Amendment interests "coincided with the constitutional interests of the general public."

Justice Blackmun made it clear the court was not attempting to stake out pre-

cisely the extent to which the First Amendment permits the regulation of advertising that is related to activities the state may regulate or prohibit. He also said the court was not commenting on "the First Amendment ramifications" of the legislative ban on cigarette advertising or the FCC's earlier application of the fairness doctrine to such advertising.

Reps protest FCC's definition of same-service areas

Station representative firms last week opposed the proposed definition of "same-service areas" the FCC would apply in prohibiting separately owned broadcast stations with overlapping contours from joint selling with combination advertising rates.

The commission would define same service areas as those within which stations have overlapping contours—5mV/m for AM's; 3.16 mV/m contour for FM's and city-grade contour for TV's.

Those criteria, argued various reps in comments on the proposal, are unrealistic and do not take into account stations that are geographically close yet in separate markets.

The Station Representatives Association recommended a "three-fold" approach whereby the FCC overlap criteria would be used generally, but an exception

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would be provided in cases where two stations not in the same Standard Metropolitan Statistical Area (SMSA) have their transmitters within 20 miles of each other.

Broad Street Communications Corp., a group licensee, urged the FCC to adopt Arbitron's "Metro Area" designation, which closely corresponds to SMSA's.

John Blair & Co. argued against the FCC contour criteria, noting that they would prohibit Blair from representing a TV station in Providence, R.I., because Blair owns two radio stations in Boston.

Cox Broadcasting Corp., group broadcaster and owner of Tele-Rep Inc. and Christal Co., advocated the use of Arbitron's "Area of Dominant Influence" (ADI) as a better criteria for calculating same-service areas.

Alan Torbet Associates Inc., a national radio rep, claimed "any such general and all-embracing rule can only limit competition for national advertisers to large stations in large markets that generate enough independent business to warrant having a national rep." Only combination advertising practices between same-service stations in the same area should be prohibited, Torbet concluded.

NOW protests laxative ad

Advertisements for Plough Co.'s Correctol over-the-counter laxative have elicited a request by the National Organization for Women to the Federal Trade Commission for a cease-and-desist order. The television commercials for the Memphis firm, created by Warwick, Welsh & Miller, New York, depict Correctol as "the gentle woman's laxative." NOW cites a Food and Drug Administration panel study on over-the-counter laxatives which "found no evidence for claims that any laxative has a particular advantage for individuals simply on the basis of sex, age or other demographic characteristics" (italics are NOW's). Choosing women as the target audience, especially when, according to the FDA panel, there is widespread overuse of self-prescribed laxatives, was regarded by NOW as compounding an existing problem with "unfair, deceptive advertising practices."

Programing

PBS turns out its fall schedule, views the future

Conference also gets advice on how commercial networks promote and complaints from women, minorities

Public broadcasting took inventory last week at its annual programing/public information/development conference and saw itself on the verge of "another year of potential growth."

The prospect was held out by Anders Yocom, coordinator of programing for the Public Broadcasting Service, in introducing the 1975-76 schedule (see below). Mr. Yocom said that PBS was concluding a "good year" in which "we had more to offer the public, and the public responded."

In the new season, beginning next month, "we expect to enhance the opportunities for public benefit and enjoyment."

A presentation by professionals from commercial broadcasting and advertising, "How the Bad Guys Do It," was intended as an instruction in promotion of public broadcasting's fall schedule. Amid much joking, there were serious pointers. Paul Klein of Computer TV, formerly an audience-analysis whiz at NBC-TV, charted PBS's ratings and audience demographics, admitting he is stumped as to how public TV can compete for the "young-adult high spenders." Louis Dorfsman, vice president-advertising and design, CBS/Broadcast Group, and Herb Lubalin, Graphics Design, traded compliments as the "world's greatest designers" and gave visual presentations on how to communicate image. Vice president of advertising for NBC, Gerald Rowe, stressed the fundamental techniques used in commercial network promotion and said there is nothing inappropriate about public television exerting the same on-air promotion efforts. Cost-efficient promos for those shows with the most audience potential, aired without commercial clutter, can cap-

ture "that elusive audience out there." Radio, Mr. Rowe said, is also "a very smart buy for you," to reach specialized audiences.

Drawing on the British experience, the conference heard from Aubrey Singer, controller of BBC II, after he was honored at a luncheon for his contributions to public television as an art form and source of entertainment. Mr. Singer explained BBC's "tradition in the continuity of finance," allowing long-term planning and "safety until at least 1979." The license fee has become totally acceptable to the public, Mr. Singer said, making for "lively interest in BBC programing." The difference between British and American TV programing? "Diversity."

Women's and minorities' grievances were expressed in a general debate, "Should the PBS national program schedule serve target audience needs primarily through general programs rather than through narrowly focused special programs?" Henry Goldberg, former general counsel, Office of Telecommunications Policy, citing the recent "Harlem: Voices and Faces" incident (BROADCASTING, May 26), warned of the censorship aspects of government controls saying, "It would be a crime to trade the constraints of a commercial system for the constraints of a politicized system."

Douglass Cater, director of the Aspen Institute, warned against creating new black and woman stereotypes that would "cripple creativity" and said the way to debate the issue is "this type of forum, not before Congress." Pluria Marshall of the National Black Media Coalition summarized the problem as "the exclusion of too many people public broadcasting is supposed to serve." There is a need, he said, for a minority workshop on the order of the Children's Television Workshop and National Public Affairs Center for Television to allow direct input from minorities. Kathy Irwin of the National Organization for Women, spoke of the need for PBS to make available programs that meet needs of women and to include women in the ranks of public broadcasters.

Representative Timothy Wirth (D-Colo.), who moderated the session, made a concluding plea to "organize a tremendous education effort, go home and write your congressmen," to "put the heat on" Representative George Mahon (D-Tex.), chairman of the House Appropriations Committee, to break the lock-step pattern of year-to-year funding in favor of five-year funding for the Corporation for Public Broadcasting.

How PBS hopes to counterprogram the commercial TV networks

Public broadcasting is conscious of its chartered responsibility to provide an alternative to the commercial networks. A session on "The FY '76 Schedule" turned up plans for news programing "while family and children's programing abound elsewhere," symphony concerts

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On the PBS dias. (Left to right) Ralph Rogers, chairman of the board, Broadcasting Service, and Secretary of State Henry Kissinger chat prior to Mr. Kissinger's address and question-and-answer session at the June 16 luncheon; Aubrey Singer, controller of British Broadcasting Corp., receives



citation for his contributions to public television from Hartford Gunn Jr., president of PBS. Mr. Kissinger's observation: "I understand you are now exporting more programs than you are importing. One could argue that you are appreciated more abroad than at home, a feeling with which I can sympathize."

rescheduled for a new time (Sunday at 8 p.m.) "because the commercial networks will release audiences on the hour," and PBS's proposed feed for Sunday evening projected as offering "the most appealing selection" to date.

That line-up features *NOVA* at 8 p.m. beginning in January and *The Tribal Eye* in October-November at 6 p.m.; *World Press* at 7 p.m.; *Best of Evening at the Pops* at 7:30 p.m. through September and *Lowell Thomas Remembers* (with a Bicentennial theme) at 7:30 p.m. beginning in October; *Evening at the Symphony* follows at 8 p.m., October through November; reruns of *Masterpiece Theater* at 9 p.m., moving to 9:30 p.m. in October. In July *Firing Line* moves from its 9:30 p.m. Sunday slot to 7 p.m. Saturday; *Life of Leonardo da Vinci* is slated for 9:30 Sunday through the summer; *The Ascent of Man* at 10 p.m. Sunday through December and *Bill Moyers's Journal* at 10 p.m. Sunday beginning in January, and at 11 p.m., "public broadcasting's own late night talk show," *Kup's Show*, with Irv Kupcinet.

Two new educational series will be available on weekday mornings: *Ourstory*, monthly Mondays at 9:30 a.m., historic dramas designed to coincide with the monthly calendar of The American Issues Forum of the National Endowment for the Humanities Bicentennial effort; and *Classic Theater—The Humanities in Drama*, Tuesdays at 9:30 a.m.

Other new series: *Gettin' Over*, targeted at minority high-school-age students at 6:30 p.m. Tuesday beginning in October; *Erica*, featuring lessons in various arts and crafts Sunday at 5 p.m., January through March; *College for Canines* Sunday at 5 p.m., beginning in April; *The First Poetry Quartet*, a weekly literature program slated for Monday 7 p.m., beginning in January; *Evening Edition With Martin Agronsky*, Monday at 8 p.m., available nationally for the first time; *Realidades*, bilingual magazine format premiering next month Monday at 9:30 p.m.; *National Geographic* documentaries; *Images of Aging*, projected for

release Wednesday at 8 p.m. in January; *Decades of Decision*, five one-hour dramas with Bicentennial themes Wednesday at 8 p.m. in March; *Visions*, 18 dramas, some dealing with minority issues, slated for 9 p.m. Thursday, January through May, and *Austin City Limits*, Saturday at 8 p.m.; the "new sound of country rock."

In anticipation of a question from the floor, John Montgomery, vice president for programming, gave an account of "whatever happened to *Zoom*," the



Turned down, but not off. Public broadcasting's *Zoom*, a children's show produced by WGBH-TV Boston but rejected by fellow PBS stations in this year's program cooperative, went into the commercial marketplace last week to look for a corporate underwriter. This ad was placed in the *Wall Street Journal* on Tuesday—a \$9,874.56 investment that *Zoom* hopes will land a \$1.4 million sponsor. The medium was *Wall Street*, but the jargon was Madison Avenue: "*Zoom*," it related, "reaches a larger share of its target audience—kids—than *Sesame Street*."

award-winning children's show hailed by citizen groups and critics for its originality and children's participation but not purchased in the cooperative bidding rounds in May. The show is "in a holding pattern," Mr. Montgomery said.

Noncommercial TV gives own awards

Fred Rogers gets biggest prize; stations cited for shows, promotions

Public broadcasting's highest honor, the Ralph Lowell Award, was presented to Fred Rogers, creator and star of *Mister Rogers' Neighborhood*, for uncompromising dedication for more than 20 years to the creation of significant public television programming for children. The award was presented by Henry Loomis, president of the Corporation for Public Broadcasting, at a banquet June 17 at Washington's Mayflower hotel.

Awards were also given to these public TV stations: WTTW(TV) Chicago for "Since the American Way of Death," best local public program and best news and public affairs documentary and for "The Selling of Abe Lincoln 1976," best news and public affairs commentary; WNET-TV New York for "Philobolus and Joan," most innovative program; WEDH(TV) Hartford, Conn., for "Ives!," best cultural performance and "Doors of Mystery," best children's programs; WJCT(TV) Jacksonville, Fla., for leadership in state funding and on-air membership pledging (KERA-TV Dallas also received recognition in that category); WVIA-TV Scranton-Wilkes-Barre, Pa., for on-air membership pledging; KFME(TV) Fargo, N.D.; KVIE(TV) Sacramento, Calif.; KAET(TV) Phoenix; KLRN(TV) San Antonio, Tex., and WGBH-TV Boston all for over-all promotion efforts; Pennsylvania Public TV Network, Hershey, for best news and public affairs special event coverage, "Pennsylvania House of Representatives Hearings on Contract Practices," "best news and public



Gentle Mister Rogers. The pioneer in children's television programming, Fred Rogers (r), creator of *Mister Rogers' Neighborhood*, accepts the Ralph Lowell Award from Henry Loomis (l), president of the Corporation for Public Broadcasting.

affairs special event coverage; KUON-TV Lincoln, Neb., for "Findings: A Film About Reinhold Marhausen," best cultural documentary, WPBT(TV) Miami for "Grand-people," best special interest program.

Karayn loses struggle for NPACT identity

Chamberlin is left in control of Washington noncommercial center; It's anticipated WETA-TV will be major public affairs originator

In August of 1971 the National Public Affairs Center for Television (NPACT) was founded in Washington by TV producer Jim Karayn as the main public-affairs production agency of public television. By 1973 NPACT had been merged with WETA-TV Washington into the Greater Washington Educational Telecommunications Association Inc. (GWETA), and it was in the cards that the complete merger would involve administrative as well as structural changes.

Last week, Jim Karayn resigned as president of NPACT and senior vice president of GWETA, saying he disagreed with the "desire on the part of the governing board of GWETA and its new president, Ward Chamberlin, to reorganize our corporate structure to further merge NPACT into WETA."

Just as National Educational Television (NET) merged with—or disappeared into—WNET-TV New York—so will the Washington program supplier and station come together under Mr. Chamberlin's design. Both Mr. Karayn and Mr. Chamberlin denied reports of a "power struggle" preceding the changes, saying they differed only on the degree of autonomy each thought desirable for NPACT.

"Washington is gearing up to become one of the largest and best production centers in the country" for public TV, according to Mr. Chamberlin. There will be no "exact replacement" for Mr. Karayn, he said, but the realignment of authority will be announced within a week.

Russians network hop, AAU cancels Kiev meet

Late arrangement made with ABC, despite agreement with CBS

A seeming mixup within the bureaucratic labyrinth of the Soviet Union may have jeopardized a long-standing arrangement between CBS and the Amateur Athletic Union for U.S. television rights to joint sports events featuring athletes of both countries.

The problem surfaced last week when Russia's State Committee for Television and Radio sold the TV rights to a July 4-5 U.S.-USSR track meet in Kiev to ABC for \$50,000. This deal led to the AAU's announcement that it would cancel the track meet. Ollan Cassell, executive director of the AAU, claimed that the sale to ABC violated the union's long-term agreement with another Soviet entity, the USSR All-Sports Committee, which gives first crack at any event of this kind to CBS.

"The Soviet TV people asked us to do the track meet because they weren't getting any response from CBS as late as a month or so before the event," said John Martin, the director of program planning at ABC. "As far as we're concerned, the offer to us by the State Committee for Television and Radio supersedes any contract the AAU has with the USSR All-Sports Committee, which merely runs events of this kind."

Robert Wussler, the vice president for sports at CBS, denied that CBS was not interested in the track meet. "We've had it locked into our schedule since as early as December 1974," Mr. Wussler said. "But I have no desire to get into a dispute with ABC. This problem will have to be resolved by the AAU and the Russian All-Sports Committee."

Mr. Martin was still holding out hope last Wednesday (June 18) that the AAU would rescind its cancellation and that the track meet would come off as scheduled,

with ABC televising the event. "Since our keeping the rights would deprive the AAU of any revenue from CBS," Mr. Martin said, "I've made a firm offer of \$45,000 to cover the expenses of the 80 members of the American delegation to Kiev."

For their information

The Register and Tribune Syndicate, Des Moines, has put together a batch of new informational radio strips featuring people such as Ralph Nader, journalist Clark Mollenhoff and nostalgia expert Joe Franklin. Spokesmen for the syndicate say that they haven't ruled out getting national sponsors and then bartering the package to radio stations. But the syndicate's strategy now, these spokesmen say, is to sell the entire package—or any part of it—to each individual station based on that station's rate-card price. One of the 18 items in the package—*Will Rogers Today*, two and a half minutes a day of readings from the work of the humorist with John Bartholomew Tucker doing Mr. Rogers's voice—has already been sold to 24 markets, including KSSS(AM) Colorado Springs, Colo.; WRBL(AM) Columbus, Ga.; KFDI(FM) Wichita, Kan., and WISR(AM) Butler, Pa.

Prelude to merger

The move toward a merger of the Screen Actors Guild and the American Federation of Television and Radio Artists, informally urged by members of both unions over the last few years, moved a step toward reality last week when both the Hollywood and New York sections of SAG's executive board adopted a set of conditions to be met before an actual amalgamation takes place.

Conditions include such factors as studies to determine how best to mesh the separate pension-welfare funds, organization, membership, economics, etc. Details must be worked out first, before the



Making their case. The minority side of a PBS discussion which moved from questions on programming to issues of government control, censorship and propaganda (l-r): Frank Lloyd, executive director of Citizens Communications Center; Representative Timothy Wirth (D-Colo.) serving as moderator; Pluria Marshall, National Black Media Coalition, and Kathy Irwin, National Organization for Women.

merger can be accomplished, the SAG board announced. The SAG executive board met in San Francisco June 12 and 13, with the Hollywood section affirming the decision June 16 and the New York section affirming the decision June 17.

ASCAP loses out in high court ruling on restaurant radio

Justices hold that broadcasting in limited public area does not constitute a public performance subject to copyright payments

The Supreme Court ruled last week that music played over the radio in public places such as bars, restaurants and doctors' and dentists' offices does not require payment of copyright fees.

The high court issued that ruling by a 7-to-2 decision in a case involving a fast-food restaurant in Pittsburgh. Playing an FM radio for the benefit of "George Aiken's Chicken" customers, said Justice Potter Stewart for the majority, did not constitute a "performance" under current copyright law.

The court thus sustained an opinion of the U.S. Court of Appeals for the Third Circuit, which had held that under the Supreme Court's decisions in two copyright cases involving cable television—*Fortnightly*, in 1968, and *Telepromoter Corp.*, in 1974—the restaurant was not required to pay copyright fees.

The Aiken case was brought by the owners of copyright on two songs, *The More I See You* and *Me and My Shadow*, which were played on WKJF-FM Pittsburgh, to which the Aiken radio was tuned. The station is a licensee of the American Society of Composers Authors and Publishers.

The decision can affect ASCAP and other music licensing organizations not only directly but indirectly as well, through its impact on Muzak and other wired music distributors. ASCAP estimates it receives about \$250,000 annually from more than 5,000 businesses. And Muzak, which services 75,000 customers with background music and pays ASCAP \$2.1 million annually, has said that if businesses are permitted to pipe in music without paying royalties, it would be obliged to cut its fees to ASCAP to remain competitive.

However, the opinion may help to spur Congress to act on long-pending reform of the 1909 Copyright Act. The two dissenters, Chief Justice Warren E. Burger and Justice William O. Douglas, said in a separate opinion written by the chief justice the Aiken restaurant was more than a "passive beneficiary," and called the majority's approach "simplistic." But beyond

that, Chief Justice Burger complained that the court was forced to apply a law designed for "another era to a situation in which Congress has never affirmatively manifested its view concerning the competing policy considerations involved." The issue presented, he added, "can only be resolved appropriately by the Congress.

Program Briefs

Movies. Gold Key Entertainment, division of Vidtronics Co., Los Angeles, has signed agreement with Sun Classics Pictures Inc., for TV rights to package of seven movies. Included in package, among other titles, are "Brother of the Wind," "Chariots of the Gods," "Run to the High Country," as well as two, one-hour TV specials *In Search of Ancient Astronauts* and *In Search of Ancient Mysteries*.

Dance series backed. National Endowment for the Arts, Exxon Corp. and Corporation for Public Broadcasting have made initial grant of \$1.5 million to non-commercial WNET(TV) New York to produce series, *Dance in America*.

CBS Radio's documentaries. New series of monthly documentaries will begin on CBS Radio on July 26 and will be carried last Saturday of each month from 7:30-7:55 p.m. Titled *Newsmark*, program will be produced by CBS News and will feature correspondents and reporters discussing major issues.

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AJC gripe against CBS to get council hearing

'Unresolved' issues to be aired July 9; news watchdog also sets independent review of its activities

The National News Council last week scheduled a public hearing for July 9 over the complaint by the American Jewish Congress against CBS News and a 60 Minutes segment dealing with the condition of Syrian Jews. The hearing will take place at the council's headquarters, at One Lincoln Plaza, New York.

The council scheduled the hearing on "Israel's Toughest Enemy," first broadcast February 16 and re-aired June 8, to allow both parties to present information on two issues the council saw as unresolved—the present treatment of Jews in Syria by that country's government, and the means by which the border village of Quneitra was destroyed. Sharp disagreement with 60 Minutes's view of those two issues formed the basis of the AJC complaint.

In other actions, the council found unwarranted two other broadcast-related complaints and announced the appointment of a six-member panel to conduct an independent evaluation of the council's two years of operation.

The council dismissed complaints by

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William Holt of Claymont, Del., charging ABC News and CBS News with bias and imbalance in coverage of President Ford's April 10 speech to Congress on aid to Vietnam, and by William G. Howe of Schenectady, N.Y., alleging "outrageous bias" in CBS News's *The IQ Myth*.

The evaluation is being sponsored by two of the foundations underwriting the council. Council members emphasized that the plans for such a study were written into the council's bylaws in 1973 as part of its initial three-year operating plan and are not a response to recent criticism of the council's activities.

The panel conducting the evaluation will consist of Dean Burch, former FCC chairman, now a Washington attorney; Judge George Edwards, U.S. Court of Appeals, Cincinnati; Pauline Frederick, public broadcasting press critic and former NBC News correspondent; Loyd Morrisett, president, John and Mary R. Markle Foundation and William L. Bondurant, executive director, Mary Reynolds Babcock Foundation.



New deputy news secretary. Margita White, who has been part of the White House news-office operation under Presidents Nixon and Ford, will succeed Gerald L. Warren as deputy news secretary with primary responsibility for serving as liaison with the media outside of Washington. Her new post pays \$36,000 annually. Mr. Warren, who had been a deputy news secretary since 1969, on Sept. 1 returns to the *San Diego Union* as editor. A native of Nebraska, he had served the *Union* as reporter, city editor and assistant managing editor before joining the White House news office team. Mrs. White has been in the office serving radio, television and newspaper organizations outside of Washington for most of the last six years. She had been an assistant to Herbert G. Klein, when he had the title of director of communications for the executive branch, from 1969 until 1973. She then moved over to U.S. Information Agency as assistant director for public information, returning to the White House last February as a deputy to Mr. Warren.

Music

Breaking In

How Sweet It Is (To Be Loved By You)—James Taylor (Warner Brothers) ■ Pop radio is beginning to sound like an R&B renaissance: Tony Orlando & Dawn and the Doobie Brothers have just scored repeat hits with, respectively, *He Don't Love You (Like I Love You)* and *Take Me in Your Arms (Rock Me)*; and now James Taylor, who was on the charts last year with Carly Simon's remake of *Mockingbird*, has rejoined the bandwagon. *How Sweet It Is* was a top 10 hit in 1964 for Marvin Gaye. The husband and wife Taylor-Simon combination is again featured on some vocal trade-offs, with the general result a sort of smoothed-out soul that should find a spot on many summer playlists. It has been added by KIMN(AM) Denver, KQV(AM) Pittsburgh and WLEE(AM) Richmond, Va.

Could It Be Magic—Barry Manilow (Arista) ■ Popular music has often turned to the device of adding lyrics to classical themes, a practice that has led to such standards as *A Stranger in Paradise* and, more recently, *A Lover's Concerto*, *Song of Joy* and *A Whiter Shade of Pale*. Barry Manilow's third charted single is based upon Chopin's *Prelude in C Minor*, the combination of lyric and melody, while thoroughly pop, retains a respect for the original. Both *Mandy* and *It's A Miracle*, his earlier hits, found wide acceptance at pop and MOR stations, and *Could It Be Magic* seems likely to do the same. It has been added by WHYY(AM) Montgomery, Ala., in its first week.

Blue Sky—Joan Baez(A&M) ■ It's no secret that financial difficulties had a lot to do with the recording of Joan Baez's latest—and by far most commercial—album. Sales of the rest of her catalogue have been poor of late, but now are likely to rebound with the appeal of her familiar soprano applied to a relatively sure-fire group of songs. This single, her first to generate much response since *The Night They Drove Old Dixie Down*, is a remake of a Richard Betts composition recorded by the Allman Brothers Band. *Blue Sky* combines country and rock in a light, up-tempo way, and should be familiar enough from the original to boost airplay. It has been added by KIMN(AM) Denver.

At 17—Janis Ian (Columbia) ■ Janis Ian would like as little mention made as possible of her startling mid-sixties hit, *Society's Child*, released when she was still a teenager. After disappearing from pop radio for almost a decade, she now has begun to achieve a new success with two albums for Columbia. Her music is still uncompromising—and generally undanceable—but this single may demonstrate that sensitive lyrics and an emotive voice still have an impact. *At 17* is a personal statement on the realities of growing up, and has already found responsive listeners, at WORC(AM) Worcester, Mass.,

The Broadcasting Playlist Jun 23

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

Contemporary

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

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
27	38	Hijack (5:32)	41	42	39
		Herbie Mann—Atlantic			
50	39	The Way We Were/Try to Remember (4:48)	42	37	40
		Gladys Knight & the Pips—Buddah			
—	40	Jive Talkin' (3:43)	38	38	41
		Bee Gee's—RSO			
47	41	Walking in Rhythm (2:54)	43	46	43
		Blackbyrds—Fantasy			
49	42	I Don't Like to Sleep Alone (3:14)	46	39	45
		Paul Anka—United Artists			
—	43	Captain Fantastic (Album cut)	44	*	42
		Elton John—MCA			
44	44	Chevy Chase (2:54)	39	*	38
		Sami Johns—GRC			
42	45	Misty (2:53)	45	43	44
		Ray Stevens—Barnaby			
41	46	Attitude Dancing (3:43)	49	41	48
		Carly Simon—Elektra			
—	47	Dynomite (3:30)	40	48	47
		Tony Camillo's Bazuka—A&M			
—	48	Rockin' Chair (3:15)	*	44	49
		Gwen McCrae—Cat			
46	49	Sweet Emotions (3:09)	*	47	43
		Aerosmith—Columbia			
48	50	I'll Play for You (3:47)	50	50	46
		Seals & Crofts—Warner Bros.			

Country

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
3	1	Lizzie & the Rainman (3:05)	2	1	1
		Tanya Tucker—MCA			
10	2	You're My Best Friend (2:43)	4	2	2
		Don Williams—ABC/Dot			
1	3	Movin' On (2:16)	1	5	3
		Merle Haggard—Capitol			
2	4	Reconsider Me (3:27)	3	3	5
		Narvel Felts—ABC/Dot			
7	5	Touch the Hand (3:20)	7	4	4
		Conway Twitty—MCA			
20	6	Just Get Up & Close the Door (1:58)	5	7	6
		Johnny Rodriguez—Mercury			
14	7	Fireball Rolled a Seven (2:36)	6	6	7
		Dave Dudley—United Artists			
—	8	Why Don't You Love Me (2:04)	8	9	9
		Connie Smith—Columbia			
11	9	Hello I Love You (2:28)	9	10	10
		Johnny Russel—MCA			
—	10	Pictures on Paper	11	8	8
		Jeris Ross—ABC			
—	11	Deal (2:30)	13	11	12
		Tom T. Hall—Mercury			
—	12	Everytime You Touch Me (2:59)	17	14	11
		Charlie Rich—Epic			
9	13	These Days I Barely Get By (2:59)	16	12	13
		George Jones—Epic			
—	14	Where He's Going	14	13	14
		Hank Williams Jr.—MGM			
18	15	That's When My Woman Begins (2:37)	12	16	16
		Tommy Overstreet—Dot			
24	16	Farthest Thing from My Mind (2:48)	18	15	15
		Ray Price—ABC			
—	17	Freda Comes Freda Goes (2:33)	10	20	19
		Bobby G. Rice—GRT			
12	18	There I Said It (2:03)	15	18	17
		Margo Smith—20th Century			
16	19	Forgive & Forget (3:12)	19	17	18
		Eddie Rabbitt—Elektra			
19	20	Barrooms to Bedrooms (2:33)	24	19	21
		David Wills—Epic			
17	21	Personality (2:25)	22	21	20
		Price Mitchell—GRT			
—	22	The Seeker (2:59)	21	25	23
		Dolly Parton—RCA			
—	23	Please Mr. Please (3:24)	25	24	22
		Olivia Newton-John—MCA			
—	24	Hello Little Bluebird (2:25)	*	22	24
		Donna Fargo—Dot			
4	25	When Will I Be Loved (2:52)	20	23	10
		Linda Ronstadt—Capitol			

Tracking the 'playlist'

America maintains first slot on pop chart; Soul City Symphony makes the biggest gain; country's first-place spot is Tanya Tucker's

America's *Sister Golden Hair* again holds down the top spot on the pop "Playlist," but the week's biggest gain is made by Van McCoy and the Soul City Symphony with *The Hustle*, a bona fide dance-craze hit that returns Avco Records to a prominence it has missed for most of the past year.

Two country-tinged hits, Michael Murphey's *Wildfire* and Linda Ronstadt's *When Will I Be Loved*, continue to gain at three and four. The Captain and Tennille also are building, with MOR and pop stations increasing play on *Love Will Keep Us Together*, now at five.

Jessi Colter's *I'm Not Lisa*, which may have had some trouble convincing pop programmers because of its quiet, down-tempo beginning, has now convinced almost everyone, and moves strongly to 16. Alice Cooper breaks into the top 20 with *Only Women*.

Enough "Playlist" correspondents are also playing the album cut, *Captain Fantastic*, from Elton John's latest release, to bring that cut onto the chart at 43. Gladys Knight's medley of *The Way We Were* and *Try to Remember* appears to be her strongest release of the year, now at 39. The chart's strongest debut this week is made by the Bee Gee's *Jive Talkin'*, something of a departure from their familiar style and also something of a comeback, now at 40. Also new to the list are Tony Camillo's *Bazuka* with *Dynamite*, a disco favorite, and Gwen McCrae's *Rockin' Chair*, a past number one record on many R&B charts, now crossing pop.

Tanya Tucker has made her MCA debut a spectacular one, with *Lizzie and the Rainman* reaching the first position on the country "Playlist" and edging out heavily played singles by Don Williams and Merle Haggard. Johnny Rodriguez, another consistent chart performer, bids to regain some of the spotlight he has lost to Freddy Fender in recent months, with *Just Get Up and Close the Door*, now at six. Dave Dudley's *Fireball Rolled A Seven* makes another strong gain in its second week, moving to seven. Several chart stalwarts return this week, with singles that are likely to be top-10 items; among their number are Tom T. Hall's *Deal*, Charlie Rich's *Every Time I Touch You*, Dolly Parton's *The Seeker*, and the ever-present *Olivia Newton-John* with *Please Mr. Please*.

Music Briefs

Top rockers. CBS-TV will present first annual "Rock Awards" in live telecast

Saturday, Aug. 9. Don Kirshner is executive producer for event and for telecast, to be hosted by Elton John and Diana Ross. Winners in 15 award categories will be chosen by members of National Association of Progressive Radio Announcers and by magazine and newspaper music editors. Artists with RIAA-certified sales of 200,000 albums or 250,000 singles will be eligible, with nominees in each category to be selected by six NAPRA members and six journalists.

I am hostess. Helen Reddy, Grammy Award-winning pop singer, has been named permanent hostess of NBC-TV's *Midnight Special* music series. Ms. Reddy was hostess of series premiere in 1973, and headlined her own NBC-TV musical variety series on NBC-TV in summer of that year. Her appointment marks end to *Midnight Special*'s guest-host format, although syndicated disk jockey and performer Wolfman Jack will continue as announcer for series.

Equipment & Engineering

New formula OK'd for microwave rates

It factors in the mileage and people in areas served

Three years ago American Television Relay Inc., a microwave common carrier, took a novel approach in proposing rates for bringing television signals long distances to cable television systems. The rates would be based not only on distance but also on population in the areas to be served, with the aim being to attract customers in small communities.

The chief of the FCC's Common Carrier Bureau, in a recommended decision has now held that, with two exceptions, the revised rate structure is reasonable and lawful.

ATR, a subsidiary of Western Telecommunications Inc., relays the signals of four Los Angeles independent television stations to some 20 cable television systems in California, Arizona, New Mexico and Texas.

Under the revised rates, the level of ATR charges into cable systems in larger communities would be raised, and the net effect would be to increase ATR's monthly revenues 27%.

The structure involves two geographic zones and nine population categories—in all, 18 different monthly rates for the four television channels. The monthly rates ranged from \$1,050 for a system in a community of fewer than 3,500 in Zone I, closer to Los Angeles than Zone II, to \$9,870 for a system in a city of more than 350,000 in Zone II.

Common Carrier Bureau Chief Walter Hinchman said the rate structure creates the potential for more efficient use of resources and "provides the social benefit of allowing transmission of Los Angeles service into small towns regardless of size."

Comsat, IBM to look for domsat partner

FCC told that firms will accept one of proposals made last winter

Comsat General and IBM have advised the FCC that they will go along with the commission's recommendation on the corporate structure of the CML Satellite Corp., and will obtain an additional "partner or partners" who will be at least 10% owners.

The FCC last winter had ruled that the two giant firms—Comsat and IBM—could not alone establish a "vertically integrated monopoly" in the domestic satellite communication field (BROADCASTING, Jan. 27). At that time, they had proposed that IBM own 55% and Comsat hold the remaining 45% of CML Satellite Corp.

The commission then offered the two firms three alternatives: to compete against each other in the domestic satellite field, allow IBM to rent transponders from Comsat's system or bring in a third corporate partner.

The two companies in a June 12 letter to the FCC noted that a "comprehensive proposal" outlining intercorporate relationships, business plans and system design for CML will be presented within 60 days.

"Preliminary negotiations" looking towards the selection of a third partner (or partners) has begun, but a spokesman for IBM and Comsat would not mention names.

23 interested so far

Companies desiring to submit bids to the Corporation for Public Broadcasting and Public Broadcasting Service for the construction of earth stations in a proposed satellite interconnection system (BROADCASTING, June 9), have less than three weeks before the July 11 deadline. Bid documents had been purchased by the following companies as of June 12: Rohr Industries, San Diego; Collins Radio, Dallas; Electronic Marketing, Kensington, Md., on behalf of Narda Microwave Corp., Plainview, N.Y.; Fairchild Industries, Germantown, Md.; ITT, Ramsey, N.J.; LNR Communications, Hauppauge, N.Y.; Raytheon Co., Arlington, Va.; Comtech Laboratories, Smithtown, N.Y.; Westinghouse, Baltimore; GT&E/Sylvania, Arlington, Va.; Scientific-Atlanta, Atlanta; General Electric, Washington; Page Communications, Vienna, Va.; Compucon, Dallas; RCA Canada, Montreal; All Systems, Moorestown, N.J.; Hughes Aircraft, Arlington, Va.; SED Systems, Saskatchewan, Alberta, Canada; Farinon, San Carlos, Calif.; Harris Corp., Rochester, N.Y.; Andrew Corp., Rockville, Md.; Rantec, Calabasas, Calif., and Gunnar A. Olsen Corp., Port Washington, N.Y.

Broadcasting's index of 133 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. June 18	Closing Wed. June 11	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)	
							High	Low				
Broadcasting												
ABC	ABC	N	23 3/4	24 3/4	- 1	-	4.04	28 3/8	12 3/8	9	17,171	407,811
CAPITAL CITIES	CCB	N	39 1/2	41	- 1 1/2	-	3.65	42	19 1/2	13	7,208	284,716
CBS	CBS	N	49 1/2	49 5/8	- 1/8	-	.25	50 1/2	20 1/8	13	28,313	1,401,493
CONCERT NETWORK	O		1/4	1/4			.00	7/8	1/8		2,200	550
COX	COX	N	25 1/2	25 1/4	+ 1/4	+	.99	25 5/8	9 3/8	13	5,831	148,690
GROSS TELECASTING	GGG	A	11 1/4	10 1/4	+ 1	+	9.75	13 5/8	6 3/8	8	800	9,000
LIN	LINB	O	7 7/8	8 3/8	- 1/2	-	5.97	8 3/8	2	8	2,297	18,088
MOONEY	MOON	O	2 1/4	2 1/4			.00	3 5/8	1	6	385	866
RAHALL	RAHL	O	4 3/4	4 7/8	- 1/8	-	2.56	6	1 3/4	10	1,297	6,160
SCRIPPS-HOWARD	SCRIP	O	17 1/2	17 1/2			.00	19 3/4	13 1/2	6	2,589	45,307
STARR	S8G	M	5 1/4	6 7/8	- 1 5/8	-	23.63	9	3 1/4	5	1,091	5,727
STORER	S8K	N	17 3/4	17 7/8	- 1/8	-	.69	19 7/8	10 7/8	9	4,624	82,076
TAFT	TFB	N	23 5/8	23 5/8			.00	25 1/8	10 3/4	8	4,011	94,759
WOODS COMM.*	O		1/2	1/2			.00	1 1/4	1/4	4	292	146
TOTAL										78,109	2,505,389	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	1 5/8	1 7/8	- 1/4	-	13.33	2 1/2	3/4	10	1,265	2,055
AVCO	AV	N	5 1/2	5 5/8	- 1/8	-	2.22	8 7/8	2 1/8	2	11,481	63,145
BARTLELL MEDIA	BMC	A	1 1/8	1 3/8	- 1/4	-	18.18	2 3/8	5/8	2	2,257	2,539
JOHN BLAIR	BJ	N	4 3/8	4 1/8	+ 1/4	+	6.06	7 1/2	3 1/2	21	2,403	10,513
CAMPDOWN IND.*	O		1/8	1/8			.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	5 1/2	5 3/4	- 1/4	-	4.34	5 7/8	1 1/2	20	4,162	22,891
COMBINED COMM.	CCA	N	12 3/8	13	- 5/8	-	4.80	16 1/8	5 1/8	8	4,568	56,529
COWLES	CWL	N	7 5/8	7 5/8			.00	7 5/8	3 7/8	7	3,969	30,263
DUN & BRADSTREET	DNB	N	28 5/8	27 7/8	+ 3/4	+	2.69	36	14 5/8	19	26,510	758,848
FAIRCHILD IND.	FEN	N	8 3/4	8 3/4			.00	8 3/4	3 3/4	8	4,550	39,812
FUQUA	FQA	N	5 3/8	5 3/4	- 3/8	-	6.52	10 3/4	3 1/8	9	8,671	46,606
GANNETT CO.	GCI	N	33 3/8	34 3/8	- 1	-	2.90	38 1/4	20 1/2	20	21,089	703,845
GENERAL TIRE	GY	N	14	14			.00	18 1/4	10 1/4	4	21,523	301,322
GLOBETROTTER	GLBTA	O	2	2			.00	4 3/4	7/8	10	2,731	5,462
GRAY COMMUN.	O		6 1/2	6 1/2			.00	8 1/2	5	5	475	3,087
HARTE-HANKS	HHN	N	15	16	- 1	-	6.25	17 1/4	6	10	4,343	65,145
JEFFERSON-PILOT	JP	N	37	35	+ 2	+	5.71	38 1/4	20 1/2	15	24,064	890,368
KAISER INDUSTRIES	KI	A	9	9 1/8	- 1/8	-	1.36	10 3/8	4 1/4	5	27,487	247,383
KANSAS STATE NET.	KSN	O	4	4 1/8	- 1/8	-	3.03	4 1/8	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 1/4	24 1/4	+ 6	+	24.74	30 1/4	9 1/4	20	8,305	251,226
LAMB COMMUN.*	P		1 1/4	1 1/4			.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	17 1/8	17 3/4	- 5/8	-	3.52	19 1/4	10 3/4	9	3,352	57,403
LIBERTY	LC	N	11 1/4	11 1/2	- 1/4	-	2.17	15 5/8	7 1/8	5	6,762	76,072
MCGRAW-HILL	MHP	N	10 7/8	11 3/4	- 7/8	-	7.44	13 1/2	5 1/2	9	24,569	267,187
MEDIA GENERAL	MEG	A	30 7/8	30 1/4	+ 5/8	+	2.06	30 7/8	15 1/2	11	3,596	111,026
MEREDITH	MDP	N	11 5/8	10 7/8	+ 3/4	+	6.89	11 5/8	8	5	2,995	34,816
METROMEDIA	MET	N	11 7/8	11 3/4	+ 1/8	+	1.06	12 7/8	4 1/2	9	6,553	77,816
MULTIMEDIA	MMED	O	13 3/4	13 3/4			.00	14 1/4	8 3/4	9	4,389	60,348
NEW YORK TIMES CO.	NYKA	A	10 3/8	10 1/2	- 1/8	-	1.19	13 3/4	6 7/8	6	10,231	106,146
OUTLET CO.	OTU	N	14 1/4	14	+ 1/4	+	1.78	62	7	5	1,381	19,679
POST CORP.	POST	O	6	6			.00	16 1/2	4 3/4	24	870	5,220
PSA	PSA	N	4 3/4	4 1/2	+ 1/4	+	5.55	10	1 1/2	10	3,181	15,109
REEVES TELECOM	RBT	A	2	1 3/4	+ 1/4	+	14.28	2	5/8	8	2,376	4,752
ROLLINS	RDL	N	20	19 7/8	+ 1/8	+	.62	20 1/8	6 1/2	14	13,341	266,820
RUST CRAFT	RUS	A	8 1/8	8 3/4	- 5/8	-	7.14	10 1/4	5 1/8	6	2,328	18,915
SAN JUAN RACING	SJR	N	8 7/8	8 1/4	+ 5/8	+	7.57	13 3/8	5 1/2	6	2,509	22,267
SCHERING-PLOUGH	SGP	N	61 1/8	62	- 7/8	-	1.41	74 3/8	44 3/4	26	53,920	3,295,860
SONDERLING	SDB	A	6 3/4	6 5/8	+ 1/8	+	1.88	10	3 1/2	5	730	4,927
TECHNICAL OPERATIONS	TO	A	6 1/8	6 1/8			.00	6 3/4	2 3/8	7	1,344	8,232
TIMES MIRROR CO.	TMC	N	18	18			.00	19 1/2	9 1/4	11	31,385	564,930
WASHINGTON POST CO.	WPD	A	28	28 5/8	- 5/8	-	2.18	28 5/8	14 3/4	9	4,751	133,028
WOMETCO	WOM	N	14 1/4	12 1/4	+ 2	+	16.32	14 1/4	6 1/4	9	5,793	82,550
TOTAL											370,717	8,746,889

Cablecasting

AMECO**	ACO	O	1/4	1/4			.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AELBA	O	1 1/8	1 1/8			.00	2 1/8	1/2	9	1,672	1,881
AMERICAN TV & COMM.	AMTV	O	14 3/4	16 1/2	- 1 3/4	-	10.60	19 1/4	5 1/2	26	3,313	48,866
ATHENA COMM.**	O		1/4	1/4			.00	1 1/4	1/8		2,125	531
BURNUP & SIMS	BSIM	O	7	6 7/8	+ 1/8	+	1.81	24 1/8	2 1/2	13	7,933	55,531
CABLECOM-GENERAL	CCG	A	7	6 7/8	+ 1/8	+	1.81	7	1 1/2	13	2,560	17,920
CABLE FUNDING	CFUN	O	6	6			.00	7 3/8	3 7/8	150	1,121	6,726
CABLE INFO.	O		1/4	1/4			.00	1 1/4	1/8	1	663	165
COMCAST	O		3	3			.00	3 1/4	3/4	13	1,705	5,115
COMMUNICATIONS PROP.	COMU	O	3 1/8	3 1/8			.00	3 1/2	1	20	4,761	14,878
COX CABLE	CXC	A	14 7/8	15 1/2	- 5/8	-	4.03	15 7/8	3 3/4	24	3,560	52,955
ENTRON	ENT	O	5/8	5/8			.00	1	3/8	4	1,358	848
GENERAL INSTRUMENT	GRL	N	12 1/2	12 1/2			.00	17 1/8	5/8	9	7,201	90,012
GENERAL TV	O		5/8	5/8			.00	1 1/2	1/4	31	1,000	625
SCIENTIFIC-ATLANTA	SFA	A	16 5/8	17	- 3/8	-	2.20	17	4	14	963	16,009
TELE-COMMUNICATION	TCOM	O	3 3/8	3 5/8	- 1/4	-	6.89	5 3/4	7/8	2	5,181	17,485
TELEPROMPTER	TP	N	8 1/8	7 7/8	+ 1/4	+	3.17	8 3/8	1 3/8	18	16,013	130,105

	Stock symbol	Exch.	Closing Wed. June 18	Closing Wed. June 11	Net Change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
							High	Low			
TIME INC.	TL	N	48 3/4	45 7/8	+ 2 7/8	+ 6.26	51	24 7/8	10	9,960	485,550
TOCOM	TOCM	O	2 3/8	2 3/8		.00	4 7/8	1 3/4	6	634	1,505
UA-COLUMBIA CABLE	UACC	O	10 3/4	11 3/4	- 1	- 8.51	12 3/4	3 3/4	15	1,695	18,221
UNITED CABLE TV	UCTV	O	3 1/4	3 1/4		.00	4 5/8	1 1/4	6	1,879	6,106
VIACOM	VIA	N	7 7/8	8 3/8	- 1/2	- 5.97	8 7/8	2 5/8	10	3,708	29,200
VIKOA**	VIK	A	2 3/8	2 1/4	+ 1/8	+ 5.55	4	1/2	2	2,534	6,018
TOTAL										82,739	1,006,552

Programming

COLUMBIA PICTURES	CPS	N	7 7/8	7 1/2	+ 3/8	+ 5.00	8 1/4	1 5/8	30	6,748	53,140
DISNEY	DIS	N	47 5/8	47 7/8	- 1/4	- .52	54 3/4	18 3/4	26	29,755	1,417,081
FILMWAYS	FWY	A	5 1/4	5	+ 1/4	+ 5.00	6	2 1/8	7	1,792	9,408
FOUR STAR			3/8	3/8		.00	1 3/8	1/8	1	666	249
GULF + WESTERN	GW	N	36	36 1/2	- 1/2	- 1.36	36 3/4	18 3/8	5	14,470	520,920
MCA	MCA	N	62 5/8	59 5/8	+ 3	+ 5.03	62 5/8	19 1/4	8	8,477	530,872
MGM	MGM	N	14 1/2	14 5/8	- 1/8	- .85	32 1/2	9 1/4	6	12,180	176,610
TELE-TAPE** *		O	1/4	1/4		.00	3/4	1/8		2,190	547
TELETRONICS INTL.		O	4 1/8	4 1/2	- 3/8	- 8.33	5	1 1/4	9	943	3,889
TRANSAMERICA	TA	N	8 5/8	8 3/4	- 1/8	- 1.42	10 3/8	5 1/2	13	64,945	560,150
20TH CENTURY-FOX	TF	N	10 7/8	10 3/4	+ 1/8	+ 1.16	11 1/8	4 1/2	11	7,532	81,910
WALTER READE**	WALT	O	1/4	3/8	- 1/8	- 33.33	1/2	1/8		4,467	1,116
WARNER	WCI	N	15 1/2	15	+ 1/2	+ 3.33	18 1/2	6 7/8	6	15,139	234,654
WRATHER	WCO	A	5	4 5/8	+ 3/8	+ 8.10	8 1/8	1 1/4	9	2,229	11,145
TOTAL										171,533	3,601,691

Service

BBDO INC.		O	16 1/4	16 1/4		.00	16 1/2	1/8	7	2,513	40,836
COMSAT	CO	N	38 3/8	35 3/8	+ 3	+ 8.48	40 3/8	23 3/4	8	10,000	383,750
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	8 1/4	8 3/8	- 1/8	- 1.49	11 1/4	5 3/8	5	2,009	16,574
GREY ADVERTISING	GREY	O	6 7/8	6 7/8		.00	8 3/8	5 5/8	4	1,213	8,339
INTERPUBLIC GROUP	IPG	N	14 1/2	14 7/8	- 3/8	- 2.52	16	8 1/8	5	2,249	32,610
MARVIN JOSEPHSON	MRVN	O	4 1/2	4 3/8	+ 1/8	+ 2.85	8 1/2	3 1/4	3	1,800	8,100
MCI COMMUNICATIONS	MCIC	O	3 7/8	3 7/8		.00	6 1/2	1		13,339	51,688
MOVIELAR	MOV	A	1 3/8	1 1/4	+ 1/8	+ 10.00	1 5/8	1/2	7	1,407	1,934
MPO VIDEOELECTRONICS	MPO	A	3	2 5/8	+ 3/8	+ 14.28	3	1	17	537	1,611
NEEDHAM, HARPER	NDHMA	O	5	5		.00	7 1/2	3 5/8	7	892	4,460
A. C. NIELSEN	NIELB	O	21 1/8	19 3/4	+ 1 3/8	+ 6.96	28	7 3/8	20	10,598	223,882
OGILVY & MATHER	OGIL	O	20	20 1/4	- 1/4	- 1.23	23 1/2	10	7	1,805	36,100
J. WALTER THOMPSON	JWT	N	7 7/8	7 3/8	+ 1/2	+ 6.77	12	4 1/4	11	2,649	20,860
UNIVERSAL COMM.**		O	1/4	1/4		.00	3/4	1/8		715	178
TOTAL										55,439	849,773

Electronics/Manufacturing

AMPEX	APX	N	5 7/8	6 1/8	- 1/4	- 4.08	6 3/4	2 1/4	6	10,885	63,949
CCA ELECTRONICS*	CCAE	O	1/8	1/8		.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 3/4	1 1/2	+ 1/4	+ 16.66	2 1/8	1	8	2,319	4,058
COHU, INC.	COH	A	2 1/2	2 1/2		.00	3 7/8	1 1/4	28	1,617	4,042
CONRAC	CAX	N	17 1/8	17 1/2	- 3/8	- 2.14	21	10	7	1,261	21,594
EASTMAN KODAK	EASKO	N	100	102 1/4	- 2 1/4	- 2.20	108 3/4	63	26	161,347	16,134,700
GENERAL ELECTRIC	GE	N	46 3/8	45 3/4	+ 5/8	+ 1.36	65	30	15	182,781	8,476,468
HARRIS CORP.	HRS	N	22 1/2	22 1/2		.00	33 1/2	13 1/8	321	6,152	138,420
INTERNATIONAL VIDEO	IVCP	O	2 1/2	2 1/2		.00	7 1/2	1 1/4	5	2,730	6,825
MAGNAVOX	MAG	N	8 5/8	8 3/4	- 1/8	- 1.42	9 7/8	3 3/4	8	17,799	153,516
3M	MMM	N	62 7/8	63 1/2	- 5/8	- .98	80 1/2	7 5/8	31	114,240	7,182,840
MOTOROLA	MOT	N	44 3/4	49 1/4	- 4 1/2	- 9.13	61 7/8	34 1/8	21	28,191	1,261,547
OAK INDUSTRIES	OEN	N	7 5/8	8	- 3/8	- 4.68	12 7/8	5 1/4	3	1,639	12,497
RCA	RCA	N	18 3/4	18 5/8	+ 1/8	+ .67	21 1/2	9 7/8	15	74,484	1,396,575
ROCKWELL INTL.	ROK	N	24 5/8	23 3/4	+ 7/8	+ 3.68	28 3/8	18 3/8	8	30,802	758,499
RSC INDUSTRIES	RSC	A	2	2		.00	2 1/8	1/2	7	3,440	6,880
SONY CORP.	SNE	N	11 3/4	11 5/8	+ 1/8	+ 1.07	29 7/8	4 3/4	31	172,500	2,026,875
TEKTRONIX	TEK	N	35 1/2	38	- 2 1/2	- 6.57	47 3/4	18 1/2	12	8,671	307,820
TELEMETION	TIMT	O	1	1		.00	2 3/4	1	6	1,050	1,050
TELEPRO INC.*		O	9	9		.00	9	2 1/2	56	480	4,320
VARIAN ASSOCIATES	VAR	N	10 1/2	11	- 1/2	- 4.54	13 1/4	6	10	6,838	71,799
WESTINGHOUSE	WX	N	17 1/4	18 1/8	- 7/8	- 4.82	26	8 1/2	48	86,989	1,500,560
ZENITH	ZE	N	25	24 5/8	+ 3/8	+ 1.52	31 5/8	10	104	18,797	469,925
TOTAL										935,893	40,004,869

GRAND TOTAL 1,694,430 56,715,163

Standard & Poor's Industrial Average

101.3 101.0 -0.3

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

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

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

Fates & Fortunes®

Media

Raymond A. Watson, business manager, KGTV(TV) San Diego, named VP of licensee, McGraw-Hill Broadcasting, and general manager of its KERO-TV Bakersfield, Calif.

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

George Logan, national sales manager, WIBW-AM-FM Topeka, Kan., named general manager, KGNC-AM-FM Amarillo, Tex. All are Stauffer stations.

Gli Rozzo, general sales manager, KQV(AM)-WDVE(FM) Pittsburgh, named station manager, WDVE.

Mel Paradis, sales manager, KLGR-AM-FM Redwood Falls, Minn., named general manager.

Kay Page Greaser, program coordinator, KSTP-TV Minneapolis-St. Paul, named promotion manager.

Susan R. Clark, office manager, KNDI(AM) Honolulu, named station manager.

Don Timmerman, general manager, WYXE(FM) Sun Prairie, Wis., named to same post, WQTC-AM-FM Two Rivers, Wis.

Ellen Schleuss, executive secretary to **Allen B. Shaw**, VP, ABC Owned FM stations, named administrative manager, station group, New York.

Marife Hernandez, producer/moderator, WPIX(TV) New York, named director of community relations.

Curt Whitcomb, producer/salesman, WCMB(AM) Harrisburg, Pa., named public service director, KANC(AM) Anchorage, Alaska.

Helen Hutchings, business manager, KERO-TV Bakersfield, Calif., named to same position, KGTV(TV) San Diego. Both are McGraw-Hill stations.

Newly elected officers, Iowa Broadcasters Association: **Robert H. Harter**, executive VP, Palmer Stations and general manager, WHO(AM) Des Moines, president; **Forrest (Frosty) Mitchell**, KGRN(AM) Grinnel, VP; **Edwin Lasko**, KCRG-AM-TV Cedar Rapids, treasurer; **Jack Shelley**, Iowa State University, Ames, executive secretary. "Hall of Fame" awards were given to late **Earl E. May**, founder in 1925 of KMA(AM) Shenandoah; **William F. Turner**, president and general manager, Forward Communications KCAU-TV Sioux City; and **Dr. Duane Acker**, recently elected president, Kansas State University.

Bob Minter, operations director and part owner of KLIN(AM) Lincoln, Neb., named operations director, KMBR(FM) Kansas City, Mo.

Ken Nielsen, general manager, noncommercial KALW(FM) San Francisco, retires after 35 years.

Barbara C. White, assistant to music manager, KWMU(FM) St. Louis, named promotion manager/program guide editor.

Arthur R. Taylor, president of CBS Inc., was

awarded doctor of humane letters honorary degree by Rensselaer Polytechnic Institute, Troy, N.Y., on June 6.

Frank A. Balch, Jr., president, general manager-Vermont Broadcasting Corp. (WJOY(AM) and WQCR(FM) Burlington), given "Man of the Year" award by Vermont Association of Broadcasters.

Broadcast Advertising



Sowards

James A. Sowards, director of sales for KNXT(TV) Los Angeles, CBS owned station, named general manager, CBS Television Stations National Sales in New York, replacing **Carl Carey**, who has been appointed VP, marketing services for division.

Richard W. Golden, account executive, NBC-TV, New York, named VP-marketing, succeeding **Aaron Cohen**, now VP, Eastern sales (BROADCASTING, June 16).

Paul M. Jones, local sales manager, WTVT(TV) Tampa, Fla., named media/creative consultant, Tully-Menard Inc., Tampa.

William F. Heimann Jr., associate media director, Needham, Harper & Steers, Chicago, named to additional position, media department manager.

Allan Faecher and **Gene Kincaid**, account supervisors, Carl Ally Inc., New York, named VP's.

Anthony J. Gazzana, sales representative, WKSS(FM) Hartford-Meriden, Conn., named sales manager, WHCN(FM) Hartford.

Robert Urban, account supervisor, Hoefer, Dieterich & Brown, San Francisco, named VP.

Gary DeHaven, sales, WCIA(TV) Champaign, Ill., named local sales manager, WISC-TV Madison, Wis.



Hudson

Molly A. Hudson, associate creative director, broadcast copy, Campbell - Ewald, Detroit, named senior VP/broadcast director.

Allen G. Rosenshine, VP, BBDO, New York, named creative director succeeding **James J. Jordan Jr.**, elected president (BROADCASTING, May 5).

Stanley B. Greenberg, account executive, KSD(AM) St. Louis, named sales manager.

Rena Bartos, special markets program director, J. Walter Thompson, New York, named senior VP. **Dan Odishoo**, account supervisor, Chicago, elected VP.

Orrin H. McDaniels, sales manager, KYW(AM) Philadelphia, named general sales manager, WTOP(AM) Washington.



McDaniels

James R. McDowell, sales promotion manager, Hallmark Cards, Kansas City, named national advertising manager. He will direct corporate ad efforts, including *Hallmark Hall of Fame* TV programs.

Programing

Bruce Lansbury, senior VP-creative affairs, Paramount Television, has signed exclusive contract as independent television producer with Columbia Pictures Television.

Bill Schwing, with Marvin Sugarman Productions, named VP, sports programing and national sales, Mizlou Television Network, New York.

Don Menchel, eastern sales manager, Time-Life Television, New York, named director of marketing-syndication, continuing sales responsibilities but adding duties in develop-



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ment and acquisition of new programming for syndication.

Jeff Schiffman, program manager, WJZ-TV Baltimore, and **Alan Frank**, program manager, WBZ-TV Boston, exchange positions. Both are Group W stations.

Joe Jerkins, program manager, and **Bill Thrash**, assistant program manager, WKY-TV Oklahoma City, named television operations manager and television program manager, respectively.

Robert W. Jones, director, KMGH-TV Denver, named program director.



Thomopoulos

Anthony D. Thomopoulos, VP, prime time television creative services, ABC Entertainment, named to new post of VP, special programs, ABC Entertainment, responsible for development and supervision of prime time specials and continuing duties in theatrical film acquisitions.

George L. Walsh, VP, Independent Television Network, Philadelphia, named program director, WHEN-TV Syracuse.

David H. Klahr, program director, WEEI-FM Boston, named to same post, WPEN-FM Philadelphia.

Michael L. Weisbarth, director of sales, Vidtronics Co., Hollywood-based video tape production and facilities firm, named VP-sales.

Doug Dultman, director of publicity and promotion, Columbia Pictures Television, Hollywood, named VP.

Neal Neumann, operations engineer, KIVI-TV Boise, Idaho, named producer/director. Succeeding him is **John Tischendorf**, traffic manager.

Barbara Silber, Brooklyn College graduate, named associate director, ABC radio network, New York.

Idalie M. Munoz, production coordinator, WCAU-TV Philadelphia, named associate producer.

Ted Abbott, music director, WKSJ(AM)-WHUG(FM) Jamestown, N.Y., named program director and **Dan Fischer**, news director, given additional duties of operations manager.

Maureen Corcoran, air promotion/public service director, WSNs(TV) Chicago, named continuity/graphic arts director.

Broadcast Journalism

Jerry Landay, national affairs writer and editor, *The New York Times*, and former ABC News correspondent, named CBS News correspondent, New York.

Peter G. Jacobus, director of news, WXYZ-TV Detroit, named news director, KGO-TV San Francisco. Both are ABC-owned stations.

Jerry King, correspondent, ABC News, London, named bureau chief, Bonn, West Germany, replacing **Don Farmer**, named Capitol Hill correspondent (BROADCASTING, June 16).

Robert MacNeil, BBC news producer/correspondent and former NBC News correspondent/anchor, named executive editor/anchor-

man, WNET(TV) New York.

Bruce Eric Smallwood, reporter, WPEN-AM-FM Philadelphia, named news director. He succeeds **John W. Winters**, named to news staff, KFRC-AM-FM San Francisco.

John O'Regan, assistant national editor, CBS News, New York, named overnight news manager.

Pieter W. Van Bennekom, UPI correspondent, named UPI manager for Colombia, based in Bogota. New UPI regional executives: **John Mantle** (Illinois) was UPI Latin American pictures editor; **Chip Faircloth** (Louisiana) was UPI regional executive for Iowa, Nebraska, and Dakotas; **Randall Harber** (Georgia) was UPI state capitol reporter in Montgomery, Ala.; **William Reilly** (Alabama-Mississippi) was UPI Audio Vietnam correspondent.

Tom Ellis, anchorman, WBZ-TV Boston, and **Bill Bonds**, anchorman, WXYZ-TV Detroit, named co-anchors (with **Roger Grimsby**) at WABC-TV New York, replacing **Bill Beutel**, who continues as co-host of ABC-TV's *AM America*.

Richard Hart, reporter, KGTV(TV) San Diego, named managing editor, *Newsradio '74*, KCBS(AM) San Francisco.

John Edmund, reporter, WRLU-TV Roanoke, Va., named to same position, WWAY-TV Wilmington, N.C.

Ed Rogalin, news director, WENE(AM) Endicott, N.Y., named morning anchorman, WSOC(AM) Charlotte, N.C.

John Esther, reporter, WBBM-TV Chicago, named news director/co-anchorman, WEHT(TV) Evansville, Ind. He succeeds **Hal Wolford**, named community affairs/editorial director.

Robert H. Burton, director, special projects unit/anchorman, KMGH-TV Denver, named news director.

Maxine Howard, reporter/anchorwoman, WJXT(TV) Jacksonville, Fla., named western Massachusetts bureau chief, WFSB(TV) Hartford, Conn. Both are Post-Newsweek stations.

David C. Coughlin, reporter, WNIU(FM) De Kalb, Ill., named news director, WITY(AM) Danville, Ill.

Daniel Schorr, Washington correspondent, CBS News, chosen to receive annual Aspen In-



NATAS changeover. Changing of the guard at the governors' meeting of the Hollywood chapter of the National Academy of Television Arts and Sciences took place June 12. Passing the gavel is outgoing president **Hank Rieger**, NBC West Coast VP-public relations, to incoming president **Larry Stewart**, free lance producer-director-writer.

stitute for Humanistic Studies' **Arthur D. Morse** Fellowship in Communications and Society.

Equipment & Engineering

Leroy Fiedler, chief engineer, WKBW(AM) Buffalo, N.Y., retiring after 50 years, named consultant, WKBW and parent firm, Capital Cities Communications.

Charles J. Friel, manager, sales administration, Jerrold Electronics, Horsham, Pa., named assistant to president.

Richard Edwards, master control supervisor, WRC-TV Washington, named technical supervisor.

Raymond E. Johns, video cassette recorder product manager, Philips Audio Video Systems, Montvale, N.J., named manager of field engineering, broadcast equipment division.

Charles R. Kelly, business manager of Reeves/Teletape, New York, videotape programming and commercials facilities company, named director of sports programming and development. Succeeding him is **Rich Kearney**, who has been production manager. **Curt Wilson**, producer at R/T, named production manager.

Russell N. Chamberlain, assistant controller, Hamiltonvnet Electronics, Denver, named controller, TeleMation Inc., Salt Lake City.

Andy Kuchma, recently resigned senior maintenance technician, Goldmark Communications Corp., New York, named to similar position, Byron Motion Pictures, Washington, D.C.

Allied Fields

John Murphy, president of Avco Broadcasting, Cincinnati, confirmed by Senate to Board for International Broadcasting, overseer of Radio Free Europe and Radio Liberty.

Margery Waxman Smith, assistant to general counsel, Federal Trade Commission, Washington, named assistant to Chairman **Lewis A. Engman**. She succeeds **Robert J. Lewis**, named general counsel, FTC (BROADCASTING, May 5).

Constance L. Stone, executive VP, Rogers & Cowan Inc., Los Angeles, named director, TV operations/special projects, International Communications Associates, Los Angeles. InterComm is being formed by merger of **McFadden, Strauss & Irwin** and **Allan, Ingersoll, Segal & Henry** (BROADCASTING, June 16). Succeeding her will be **Henry C. Rogers**, chairman, Rogers & Cowan, who named account executive, **Charles Munch**, VP television operations, New York.

Mark Finley, promotion director, *Boston Herald American/Sunday Herald Advertiser*, starting his own business as communications consultant, Chesnut Hill, Pa. He was former promotion director of Mutual-Don Lee network.

Don Schiel, co-owner/general manager, KLGR-AM-FM Redwood Falls, Minn., who is selling his half interest to co-owner, **Gene Randolph**, has formed **Rural America Marketing Corp.**, Edina, Minn.

Ellen Wadley, executive producer, radio, CBS News, Washington, elected second VP, Washington Press Club. Also elected: **Peggy Simpson**, AP, president; **William Eaton**, *Chicago Daily News*, first VP; **Heien Melzer**,

public information officer, Treasury Department, third VP; **Fannie Granton**, Johnson Publishing Co., secretary; **Barbara Estabrook**, director, public affairs, Economic Development Administration, treasurer.

Fred Boyes, VP, associate research director, Kenyon and Eckhardt, N.Y., named VP, creative research, R.H. Bruskin Associates, New Brunswick, N.J.

Deaths

Edward Vellanti, 54, VP and creative director

of Needham, Harper & Steers, New York, died of cancer in Englewood (N.J.) Hospital on June 15. Before joining NH&S in 1968, he was with Young & Rubicam, Doyle Dane Bernbach, McCann-Erickson and BBDO, all in New York. He is survived by his wife, Ailene.

Harry Trenner, 68, broadcast pioneer, died June 12 in Loma Linda, Calif., medical center of massive stroke. Mr. Trenner was chairman of KCKC(AM) San Bernardino, Calif., station he bought in 1966 shortly after retiring as West Coast director for RKO General Broadcasting. Earlier he had held executive positions with

broadcast organization in East. He is survived by his son, Douglas (president of KCKC) and two grandchildren.

Theodore B. Bell, 64, former Seattle radio and TV sportscaster and more recently public relations advisor, died June 4 of heart attack. He is survived by two sons and two daughters.

Mayhew Wilson (Pat) Dodson, 45, founder of Dodson, Craddock & Born, Pensacola, Fla., ad agency, died June 6 in Pensacola after long illness. Survivors include his wife, Peggy; daughter, Deborah; and son, David.

For the Record®

As compiled by BROADCASTING, June 9 through June 13 and based on filings, authorizations and other FCC actions.

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

New stations

TV application

■ Allentown, Pa.—Marantha Broadcasting Co. seeks ch. 69 (800-806 mhz); ERP 18.25 kw vis., 4.79 kw aur., HAAT 898 ft.; ant. height above ground 471 ft. P.O. address: E. Rock Rd., Allentown 18103. Estimated construction cost \$91,790; first-year operating cost \$45,730; revenue \$60,470. Principals: Richard C. Dean (55%), Robert Reichard (30%), et al. Mr. Dean is president of radio communications company. Mr. Reichard is chemical engineer for plastics company. Marantha Broadcasting is also licensee of WFMZ(FM) Allentown. Ann. June 12.

TV action

■ *Washington—FCC dismissed application of WETA-TV for authority to construct and operate experimental noncommercial educational TV station on VHF ch. 12. FCC said grant of WETA's application would be completely contrary to FCC's UHF policy in which it has repeatedly asserted that full development of UHF is integral part of single, nationwide television service. Action June 10.

TV licenses

Broadcast Bureau granted following licenses covering new stations:

■ WFCB-TV Miami, Florida Christian Broadcasting (BLCT-2386). Action May 23.

■ *KOZK Springfield, Mo.—Springfield Community Television (BLET-377). Action May 23.

AM application

■ Kingston, Tenn.—Kingston Broadcasting Co. seeks 1230 khz, 250 w-U. P.O. address: Box 591, Crossville, Tenn. 38555. Estimated construction cost \$40,000; first-year operating cost \$40,000; revenue \$50,000. Format: easy listening, modern country, standard pops, talk. Principals: Millard V. Oakley (33 1/3%) is attorney and owns WWSD(AM) Monticello, Fla. and has interest in WCSV(AM) Crossville, Tenn. Edward M. Johnson (33 1/3%) is general manager and stockholder in WCSV and has interest in several applicants for stations in Kentucky and Tennessee. Robert W. Gallaher (33 1/3%) owns and manages WUCR(AM) Sparta, Tenn. and has interest in applicant for station in Burkesville, Ky. Ann. June 11.

AM starts

■ WVUV Leone, American Samoa—Authorized program operation on 1120 khz, 10 kw-U. Action May 29.

■ WKKQ Hibbing, Minn.—Authorized program operation on 1060 khz, 1 kw-D. Action May 28.

AM license

Broadcast Bureau granted following license covering new station:

■ WSCP Sandy Creek-Pulaski, N.Y., Oswego—Jefferson Broadcasting (BL-13755). Action June 6.

FM applications

■ *Turlock, Calif.—Turlock Joint Union High School District seeks 90.9 mhz, 10 kw. P.O. address: 1574 E. Canal Dr., Turlock 95380. Estimated construction cost \$5,500; first-year operating cost \$6,500. Principal: Dale Harter, district superintendent. Ann. June 10.

■ *West Barnstable, Mass.—Cape Cod Community College seeks 91.1 mhz, 10 w. P.O. address: Route 132, West Barnstable 02668. Estimated construction cost \$2,846; first-year operating cost \$1,000. Principal: Dr. James F. Hall, president. Ann. June 10.

■ *Dayton, Ohio—Dayton City Schools seeks 90.1 mhz, 10 w. P.O. address: 348 W. First St., Dayton 45402. Estimated construction cost \$19,700; first-year operating cost \$38,183. Principal: William M. Scott, executive director of secondary education. Ann. June 13.

■ *Warminster, Pa.—Centennial School District seeks 89.3 mhz, 10 w. P.O. address: Street and Newton Rds., Warminster 18974. Estimated construction cost \$9,753. Principal: David L. Barner, director of radio and TV. Ann. June 9.

■ *Richardson, Tex.—St. Luke's Educational Foundation seeks 88.1 mhz, 10 w. P.O. address: 1210 W. Belt Line Rd., Richardson 75080. Estimated construction cost \$1,611; first-year operating cost \$1,600. Principal: Ernest T. Ankele Jr., president of nonprofit, unincorporated association. Ann. June 9.

■ Stamford, Tex.—ABKO Broadcasting Co. seeks 92.1 mhz, 3 kw., HAAT 175 ft. P.O. address: Box 1205, Stamford 79553. Estimated construction cost \$12,250; first-year operating cost \$5,000; revenue \$5,000. Principals: A. Boyd Kelley (51%), Robert A. Prichard (40%), et al. own KDWT(AM) Stamford. Ann. June 11.

■ Richland, Wash.—KALE Inc. seeks 106.3 mhz, 3 kw., HAAT 107 ft. P.O. address: 600 106th N.E., Bellevue, Wash. 98004. Estimated construction cost \$14,060; first-year operating cost \$55,800; revenue \$24,000. Format: pop, jazz, folk, country, contemporary, standards. Principal: Frederic A. Danz (100%), trustee of John Danz trust and executor of estate of Jessie M. Danz. Rainier Theater Corp., parent company, owns KALE(AM) Richland. Ann. June 11.

■ *Salem, W. Va.—Salem College seeks 91.1 mhz, 10 w. P.O. address: West Main St. and Pennsylvania Ave., Salem 26426. Estimated construction cost \$3,570; first-year operating cost \$6,885. Principal: Duane L. Peters, manager, WVSC(AM) student radio station. Ann. June 11.

FM actions

■ *Phoenix—Maricopa County Community College District. Broadcast Bureau granted 89.5 mhz, 88 w, HAAT 1218 ft. P.O. address: 524 W. Washington, Phoenix 85003. Estimated construction cost \$200; first-year operating cost \$500. Principal: Charles E. Buzzard, general manager Maricopa County Community College owns KMCR-FM Phoenix, on 91.5 mhz. (BPED-1908). Action June 4.

■ Douglas, Ga.—WDMG Inc. Broadcast Bureau granted 99.5 mhz, 51 kw, HAAT 200 ft. P.O. address: Box 860, Douglas 31533. Estimated construction cost \$34,238; first-year operating cost \$5,000; revenue not given. Principals: B.F.J. Timm, president (100%). Mr. Timm owns WDMG(AM) Douglas, WOZN(AM) Jacksonville, Fla. and WGLF(FM) Tallahassee, Fla. He also has 45% interest in WRBN-AM-FM Warner Robins and 49% interest in WTIF(AM) Tifton, both Georgia. (BPH-8590). Action May 28.

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■ Pineville, Ky.—Application by Clear Creek Baptist School for CP for new FM on 90.9 dismissed for failure to prosecute (BPED-1,462). Ann. June 11.

■ Brockport, N.Y.—Brockport Central School District. Broadcast Bureau granted 90.5 mhz, 10 w. P.O. address: c/o David W. Field, Senior High School, Brockport 14420. Estimated construction cost \$7,441; first-year operating cost \$500. Principal: Mr. Field, superintendent (BPED-1968). Action May 23.

FM starts

■ KRLN-FM Canon City, Colo.—Authorized program operation on 103.9 mhz, ERP 3 kw, HAAT—520 ft. Action May 29.

■ KUAD-FM Windsor, Colo.—Authorized program operation on 99.1 mhz, ERP 100 kw, HAAT 660 ft. Action May 29.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ KBCR Steamboat Springs, Colo., Big Country Radio, (BLH-6334). Action June 11.

■ KIBQ Idaho Falls, Idaho, Bonneville School District No. 93 (BLED-1379). Action June 11.

■ WBGD Brick Town, N.J., Brick Township Board of Education (BLED-1332). Action June 6.

■ WBJB-FM Lincroft, N.J., Brookdale Community College (BLED-1337). Action June 6.

■ WMCX West Long Branch, N.J., Monmouth College (BLED-1290). Action June 6.

■ WBXL Baldwinville, N.Y., Baldwinville Central School District (BLED-1352). Action June 6.

■ WRHR Henrietta, N.Y., Central School District No. 1 (BLED-1300). Action June 6.

■ WECQ Geneva, N.Y., Buccaneer Broadcasting Ltd. (BLH-6398). Action June 6.

■ WDKX Rochester, N.Y., Monroe County Broadcasting Co. (BLH-6189). Action June 6.

■ WXXI-FM Rochester, N.Y., Rochester Area Educational Television Association (BLED-1334). Action June 6.

■ WSPN Saratoga Springs, N.Y., Skidmore College. (BLED-1298). Action June 6.

■ WAVR Waverly, N.Y., Wats Broadcasting. (BLH-6421). Action June 6.

Ownership changes

Applications

■ WPRN(AM) Butler, Ala. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Julian A. Watters and Debra W. Jackson to Debra W. Jackson for \$63,750. Seller: Mr. Watters is Ms. Jackson's father. Buyer: Ms. Jackson, doing business as Butler Broadcasting Co., is applicant for FM in Butler. Ann. June 11.

■ WAPX(AM) Montgomery, Ala. (1600 khz, 1 kw-DA-N)—Seeks assignment of license from Spurling of Alabama to Brothers Broadcasting Corp. for \$300,000. Seller: Lawrence R. Picus (40%), is 90% stockholder of Mel-Lin Inc., which recently acquired WMBR(AM) Jacksonville, Fla. Buyers: Kenneth A. Goodman (33%), D. Ward Wilson (20.75%), John Pembroke (20.75%), Arnold S. Goodstein (17.5%), et al. Mr. Goodman is president of Brothers, which also owns WPAL(AM) Charleston and WWZ-FM Summer-ville, both South Carolina. Mr. Wilson, Mr. Pembroke and Mr. Goodstein are pharmacist, owner of retail record store and attorney, respectively. Ann. June 11.

■ KDQN(AM) De Queen, Ark (1390 khz, 500 w-D)—Seeks assignment of license from Radio De-Queen to Haskell and Verlaine Jones for \$100,000. Seller: Charles Mathis Jr., individual licensee. Buyers: Mr. Jones is 10% stockholder of KXAR(AM) Hope, Ark. and both are employees of KXAR. Corporation will do business under name of Radio DeQueen. Ann. June 11.

■ KIIS(AM) Los Angeles (1150 khz, 5 kw-D, 1 kw-N)—Seeks transfer of control of Eleven-Fifty Corp. from Forty-Six Beacon Corp. (100% before; none after) to Pacific and Southern Co. (none before; 100% after). Consideration: \$4,809,996, notes valued at \$100,000, stock in parent company of Pacific and Southern and assumption of liabilities. Principals: Forty-Six Beacon Corp., John E. Palmer, president,

wishes to sell due to financial losses. Pacific and Southern is subsidiary of Combined Communications Corp., which has extensive interests in radio and television including KBTW(TV) Denver, KARK-TV Little Rock, Ark., KTAR-AM-TV Phoenix: WXIA-TV Atlanta and WSAI-AM-FM Cincinnati. Ann. June 11.

■ WWCC(AM) Bremen, Ga. (1440 khz, 1 kw-D)—Seeks assignment of license from Bremen Radio Inc. to Martin L. Lamar for \$172,000. Sellers: Miles Ferguson (40%), Thad K. Brown (30%), Ernie L. Pearce, Alford M. Pearce and Charles Nix (10% each). Mr. Brown is general manager of WWCC. Messrs. Ferguson and Pearce are principals in WDBM-AM-FM sale (see below). Mr. Nix is attorney. Buyer: Mr. Lamar has interest in WACX(AM) Austell, Ga. and owns clothing store chain based there. Ann. June 11.

■ KIRK-FM Branson, Mo. (106.3 mhz, 3 kw)—Seeks assignment of license from Taneycomo Broadcasting Co. to Robert F. Neathery for \$68,000. Sellers: Charles W. and Dolores L. Hesington. Buyer: Mr. Neathery owns KWPM-AM-FM West Plains, Mo., has 95% interest in KALM(AM) Thayer, Mo., KANS(FM) Mammoth Springs, Ark., and KUKU(AM) Willow Springs, Mo.; and has 50% interest in KBHM(AM) Branson, KFTW(AM) Fredericktown, Mo. and cable system in West Plains. Ann. June 11.

■ WNNJ-AM-WXLI-FM Newton, N.J. (AM: 1360 khz, 1 kw-D FM: 103.7 mhz, 5 kw)—Seeks acquisition of positive control of Sussex County Broadcasters by Irving and Ethel Goldberg (34.2% before; 67.1% after) through purchase of stock from Simpson C. Wolfe (32.9% before; none after). Consideration: \$100,000. Ann. June 11.

■ WDBM-AM-FM Statesville, N.C. (AM: 550 khz, 500 w-D FM: 96.9 mhz, 3.6 kw)—Seeks assignment of license from Iredell Broadcasting Corp. to Radio Statesville for \$500,000. Seller: Walter A. Duke, president and majority stockholder, has no other broadcast interests. Buyer: Miles H. Ferguson (55%), Alford M. Pearce (20%), E. L. Pearce Jr. (17%), et al. Mr. Ferguson owns WRLD(AM) Lanett, Ala. and has interest in WDSR-AM-WTLD-FM Lake City, Fla. and is in process of selling WWCC(AM) Bremen, Ga. (see above). Alford and E.L. Pearce are employees of WRLD. Ann. June 11.

■ KPEP(AM) San Angelo, Tex. (1420 khz, 1 kw-D)—Seeks assignment of license from Western Broadcasting Co. to Simestone Broadcasting Corp. for \$163,680. Seller: David W. Pinkston owns KZIP(AM) Amarillo, Tex. and KPIK-AM-FM Colorado Springs and owns 50% of KDAV(AM) Lubbock, Tex. Buyers: Richard D. Sims (50.1%) is operations manager for KBUK(AM) Baytown, Tex. Robert Stonestreet (49.9%) is colonel in air force. Simestone Broadcasting is applicant for AM in Wharton, Tex. Ann. June 11.

■ KXA(AM) Seattle (770 khz, 1 kw)—Seeks transfer of control of KXA Inc. from Wesley I. Dumm, Margaret F. Dumm and Penelope F. Wilkes (100% before; none after) to Brentru Inc. (none before; 100% after). Consideration: \$327,500. Principals: Brent T. Larson (50%) owns KAIN(AM) Nampa, Idaho, KODL(AM) The Dalles, Ore., advertising agency and real estate interests. Rune F. Goranson (50%) has interest in real estate, cable television system, security systems company and marketing and management firm. Ann. June 11.

■ WROE(FM) Neenah-Menasha, Wis. (94.3 mhz, 2.6 kw)—Seeks assignment of license from Midwest Communications to R-N-M Inc. for \$245,000. Seller: Duce E. Wright, president, is seeking FCC permission to acquire WBAY-AM-FM Green Bay, Wis. and owns WRIG(AM)-WDEZ(FM) Wausau, Wis. Buyers: William W. Hansen, Robert Wells and Harry D. Jacobs Jr. (each 33 1/3%). Mr. Hansen is general manager of WJOL(AM)-WLLI(FM) Joliet, Ill. and Mr. Wells is director of broadcast properties for Harris Enterprises. Mr. Jacobs is vice president of investment firm and former general manager of WMAQ(AM) Chicago. Ann. June 11.

Actions

■ KNYN(AM) Williams Ariz.—Application for assignment of license of Hancock Broadcast House to Owens-Snyder Broadcasting Co. dismissed for failure to prosecute (BAL-8233). Ann. June 12.

■ KMMT(FM) Mammoth Lakes, Calif. (106.3 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Mammoth Mountain F.M. Associates from Gary H. Norton (51% before; none after) to David A. Digner-ness (49% before; 100% after). Consideration: \$40,181 (BTC-7665). Action June 9.

■ KTYD-AM-FM Santa Barbara, Calif. (AM: 990 khz, 1 kw-D; FM: 99.9 mhz, 34 kw)—Broadcast Bureau granted assignment of license from Salomar Corp. to Antares Broadcasting Co. for \$279,600. Seller: Ron Usem, president. Buyers: Southern Minnesota Broadcasting Co. (80%) is licensee of KROC-AM-FM-TV Rochester, Minn. and is controlled by G. David Gentling, salesman for KRSI(AM)-KFMX(FM) Minneapolis (BAL-8367, BALH-2110). Action June 9.

■ WMBR(AM) Jacksonville, Fla. (1460 khz, 5 kw)—Broadcast Bureau granted assignment of license and CP from Rounsaville of Jacksonville to Mel-Lin Inc. for \$750,000 (see WOBS(AM) and WPDQ-AM-FM assignments below). (BAPL-456). Action June 9.

■ WOBS(AM) Jacksonville, Fla. (1360 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Mel-Lin Inc. to WWBA Inc. for \$175,000. Seller: Mel-Lin, Lawrence Picus, president, has acquired WMBR(AM) Jacksonville (see above). Buyers: Myer Feldman (75%) is attorney and has interest in WWBA-AM-FM St. Petersburg, WOCN(AM) Miami, both Fla., and WADK(AM) Newport, R.I. Edward Winton (25%) also has interest in WWBA-AM-FM and WOCN (BAL-8383). Action June 9.

■ WPDQ-AM-FM Jacksonville, Fla. (AM: 600 khz, 5 kw; FM: 96.9 mhz, 100 kw)—Broadcast Bureau granted assignment of license and CP from Belk Broadcasting of Florida to Rounsaville of Jacksonville for \$650,000. Principals: Henderson Belk is member of Belk department store family. Robert W. Rounsaville (100%) is owner of several stations including Florida stations WJBW-FM Orlando, WDAE-AM-FM Tampa and WFUN(AM) South Miami (BAL-8316, BAPH-573). Action June 9.

■ WLBE(AM) Leesburg-Eustis, Fla. (790 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Heard Broadcasting to WLBE Radio. Consideration: \$355,804. Seller: Heard Broadcasting, Donald G. Manuel, president, is licensee of WDMG-FM Leesburg, Fla. Buyer: D. Richard Mead (21%), Robert E. Warfield (12%) et al. have minority interest in WLBE (BAL-8362). Action June 10.

■ KUAI(FM) Elelee, Hawaii (72 khz, 5 kw)—Broadcast Bureau granted transfer of control of American Islands Broadcasting Corp. from Charles T. Erickson (64% before; none after) to John S. Short and William G. Dahle (jointly: none before; 64% after). Consideration: \$1,000. Principals: Mr. Short is vice president and general manager, and Mr. Dahle is vice president and station manager, of American Islands Broadcasting. (BTC-7636). Action June 5.

■ KGU(AM) Honolulu—Application for transfer of control of Communications Hawaii from The Copley Press to John B. Walton Jr. dismissed at request of attorney (BTC-7452). Ann. June 12.

■ KJLS(FM) Hays, Kan. (103.3 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Lawrence E. Steckline (40% before; 40% after) and Sue Bozeman (40% before; none after) to Lawrence E. Steckline and Mack Sanders (none before; 40% after) for \$1 (BALH-2126). Action June 9.

■ WGCY(FM) New Bedford, Mass. (97.3 khz, 50 kw)—Broadcast Bureau granted assignment of license from Southern Massachusetts Broadcasters to Edmund Dinis for \$418,000. Seller: George Gray, sole stockholder, is licensee of WAAB(AM)-WAAF(FM) Worcester, Mass. and WAAL(FM) Binghamton, N.Y. Buyer: Edmund Dinis is former Massachusetts state senator and owns health spa, motor inn and insurance agency in area (BALH-2111). Action June 9.

■ WDTH(FM) Duluth, Minn. (103.3 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Contemporary Broadcasting Corp. to Board of Regents of University of Minnesota for \$95,000. Seller: William H. Bassett, president. Buyer: Board (Robert Heller, associate provost) is licensee of *KUOM(AM) Minneapolis, *KCUF-FM Crookston, *KUMM(FM) Morris, *KUMD-FM Duluth, all Minnesota (BALH-2099). Action June 9.

■ WRAL(FM)-TV Raleigh, N.C.—Application for voluntary relinquishment of positive control of Capitol Broadcasting Co. by A.J. Fletcher through transfer of stock to Frank U. Fletcher Sr., James F. Goodman and Roy H. Goodman III dismissed at request of attorney (BTC-7752). Ann. June 12.

■ KBAL(AM) San Saba, Tex. (1410 khz, 500 w-D)—Broadcast Bureau granted involuntary assignment of license to Lora Stephens, executrix of estate of Harrison A. Stephens (BAL-8404). Action June 9.

■ KTXJ-AM-FM Jasper, Tex. (AM: 1350 khz, 1 kw-D; FM: 102.3 mhz, 2.9 w)—Broadcast Bureau granted

assignment of license from Floyd W. Addington, Lynda H. Bell, Thomas H. Spurlock and Roger C. Hall to Lynda H. Bell, Thomas H. Spurlock and Roger C. Hall, dba Jasper Broadcasting Service (BAL-8403, BALH-2127). Action June 9.

■ WGOE(AM) Richmond, Va. (1590 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from WGOE Inc. to WGOE Radio for \$230,000. Seller: Fred A. Grewe has controlling interest in WEIF(AM) Moundsville, W. Va. Buyers: Carr P. (50%) and Barry P. Coffman (40%). Carr Coffman has interest in trucking, trailer and real estate firms in Richmond (BAL-8381). Action June 9.

■ WEIF(AM) Moundsville, W. Va. (1370 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Miracle Valley Broadcasting Co. to Hank Grewe Broadcasting for \$250,000. Seller: Fred A. Grewe is former owner of WGOE Richmond, Va. (see above). Buyer: Henry A. Grewe, brother of Fred, is general manager of WEIF (BAPL-460). Action June 9.

Facilities changes

TV actions

■ WHMA-TV Anniston, Ala.—Broadcast Bureau granted CP to change ERP to 464 kw (visual); 92.8 kw (aural) and change type of trans. (BPCT-4849). Action June 9.

■ KSBW-TV Salinas, Calif.—Broadcast Bureau granted CP to change ERP to 46.8 kw (aural) and change type trans. (BPCT-4848); granted authority for remote control operation from 238 John St., Salinas (main and proposed auxiliary) (BRCTV-255). Action May 23.

■ KCST-TV San Diego—Broadcast Bureau granted mod. of CP to make changes in ant. structure and change ant. height to 1,894 ft. (BMPCT-7581). Action June 9.

■ WDBO-TV Orlando, Fla.—Broadcast Bureau granted CP to change ERP to 100 kw (visual); 20 kw (aural); change type of trans. and ant.; make changes in ant. structure; ant. height 1,835 ft. (BPCT-4827). Action June 9.

■ KPMI Pocatello, Idaho—Broadcast Bureau granted authority to operate trans. by remote control from 4th and East Center St. Pocatello (BRCTV-245). Action May 29.

■ WRTV Indianapolis—Broadcast Bureau granted CP to install precise frequency control equipment (BPCT-4782). Action May 23.

■ KCCI-TV Des Moines, Iowa—Broadcast Bureau granted request for authority to operate trans. by remote control from KCCI-TV Studios, Ninth and Pleasant Streets, Des Moines (BRCTV-244). Action June 9.

■ WCCO-TV Minneapolis—Broadcast Bureau granted CP to install aux. trans. and ant. at 2070 Roselawn Ave., W. Falcon Heights, Minn., and change ant. height (BPCT-4821). Action June 9.

■ WTVN-TV Columbus, Ohio—Broadcast Bureau granted CP to change aural ERP to 20 kw; change trans. locations to 350 W. Doddridge Rd., Columbus; change type trans., type ant., and ant. height 535.46 ft. (decreased); requested waiver of rules (BPCT-4780). Action May 22.

■ KSWO-TV Lawton, Okla.—Broadcast Bureau granted CP to change type of trans. (BPCT-4853). Action June 9.

■ WOPC Altoona, Pa.—Broadcast Bureau granted mod. of CP to change ERP to 62.7 (vis.), 11.33 kw (aural) and type trans. (BMPCT-7579). Action May 23.

AM applications

■ WJPC Chicago—Seeks CP to change hours of operation to unlimited, with 5 kw, 1 kw DA-N; change ant.-trans. location to 134th & Torrence Ave., Chicago; install nighttime trans. Ann. June 9.

■ KPCR Bowling Green, Mo.—Seeks mod. of CP to increase ant. efficiency during non-CH. Ann. June 12.

■ WYRD East Syracuse, N.Y.—Seeks CP to change ant.-trans. location to intersection of I-90, Freemont Rd. and Meyers Rd., Syracuse. Ann. June 9.

AM actions

■ WBFC Stanton, Ky.—Broadcast Bureau granted mod. of CP to change power from 500 w DA-D to 500

w Non-DA-D (BMP-13975). Action May 23.

■ KLYQ Hamilton, Mont.—Broadcast Bureau granted CP to change frequency to 1240 khz and change hours of operation to unlimited, with 250 w, 1 kw LS; remote control from main studio location (BP-19799). Action May 20.

■ WFBL Syracuse, N.Y.—Broadcast Bureau granted CP to change ant.-trans. location to Regional Market Rd. and 2nd St., North Syracuse and install new type of trans. (BP-19932). Action June 10.

■ WRXO Roxboro, N.C.—Broadcast Bureau granted mod. of CP to make changes in ant. system; conditions (BMP-13982). Action June 9.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: WMEX Boston (BP-19,885), June 2 and WPVL Painesville, Ohio (BP-19,903), May 28.

FM applications

■ *KDVS Davis, Calif.—Seeks CP to change frequency to 91.1 mhz; install new trans.; change TPO; ERP 700 w and HAAT: 137 ft. Ann. June 11.

■ *WFOS Chesapeake, Va.—Seeks CP to change trans. and studio location to 1617 Cedar Rd., Chesapeake; install new trans.; install new ant.; make change in ant. system (increase height); change TPO; ERP: 1.5 kw and HAAT: 154 ft. Ann. June 11.

FM actions

■ KEZQ Little Rock, Ark.—Broadcast Bureau granted CP to change trans. location to Shinall Mountain, near Ivesville, Ark.; install new ant.; make changes in ant. system (decrease height); change TPO: ERP 100 kw (H&V); ant. height 770 ft.; remote control from main studio; (BPH-9305). Action May 28.

■ KSNB Gilroy, Calif.—Data filed 2-3-75 in accordance with commission's First Report and Order to change frequency to 94.5 mhz. Ch. 233; change ant.; change TPO: ERP 4.5 kw (H); ant. height 1320 ft. (H); remote control from main studio location at 7459 N. Monterey, Gilroy (Docket 19983). Action May 29.

■ WOVV Fort Pierce, Fla.—Broadcast Bureau granted CP to install old trans. as aux. at main trans. location; to be operated on 95.5 mhz; ERP 5.5 kw (H&V); ant. height 440 ft. (H&V) for aux. purposes only; remote control from 1400 Melody Lane, Fort Pierce; condition (BPH-9397). Action May 28.

■ WSB-FM Atlanta—Broadcast Bureau granted CP to install new ant.; ERP 100 kw (H&V); ant. height 740 ft.; remote control from 1601 W. Peachtree, Atlanta (BPH-9378). Action May 28.

■ KUMU-FM Honolulu—Broadcast Bureau granted CP to install new aux. trans. at main trans. location; to be operated on 94.7 mhz; ERP 18.5 kw (H&V); ant. height 140 ft. for aux. purposes only; remote control from 2005 Kalia Rd., Honolulu (BPH-9395). Action May 28.

■ *WIBI Carlinville, Ill.—Broadcast Bureau granted mod. of CP to change trans. location to 5 miles northeast of Carlinville and 3.4 miles east of State Route No. 4; change trans.; ERP 23.5 kw (H); 15 kw (V); ant. height 260 ft. (H&V); remote control permitted; condition (BMPED-1224). Action June 10.

■ *KANU Lawrence, Kans.—Broadcast Bureau granted CP to install new trans.; ERP 110 kw (H&V); ant. height 660 ft.; remote control from Broadcasting Hall, University of Kansas Campus, Lawrence (BPED-1949). Action May 28.

■ WGGC Glasgow, Ky.—Broadcast Bureau granted CP to install new trans.; install new ant.; install new transmission line; change ERP 40 kw (H&V); ant. height 390 ft.; condition (BPH-9393). Action May 28.

■ WKDJ Winchester, Ky.—Broadcast Bureau granted CP to change ant.; ERP 3kw (H) and 300 ft. (H); remote control from main studio location (BPH-9271). Action May 28.

■ WIINE Birmingham, Mich.—Broadcast Bureau granted mod. of CP to make changes in ant. system (decrease height); change ERP 10 kw (H&V); and change ant. height 950 ft. (H&V); change TPO; remote control from main studio at 1120 Rankin, Troy, Mich.; condition (BMPH-14436). Action May 28.

■ WKYV-FM Vicksburg, Miss.—Broadcast Bureau granted CP to install new aux. trans.; install new ant.; to be operated on 106.7 mhz; ERP 1.5 kw (H); ant. height 285 ft. (H) (BPH-9400). Action May 28.

■ WOGM Bellefontaine, Ohio—Broadcast Bureau granted CP to change studio and trans. location to Rte. 540, 0.9 mi. east-northeast of Bellefontaine; install new trans.; change TPO; change ERP 890 w (H&V); change ant. height 510 ft. (H&V); conditions (BPH-9385). Action May 28.

■ *WOSU-FM Columbus, Ohio—Broadcast Bureau granted mod. of CP to change trans. location to 350 W. Doddridge St., Columbus; change trans.; change TPO; change transmission line; change ant.; make change in ant. system (decrease height); change ERP 50 kw (H&V); and change ant. height 470 ft. (H&V) (BMPED-1214). Action May 22.

■ WGAL-FM Lancaster, Pa.—Broadcast Bureau granted CP to install new ant.; make change in ant. system (decrease height); change TPO; ERP 14.5 kw (H&V); ant. height 680 ft. (H&V); and change ant. location (coordinates only); remote control from main studio at WGAL-TV transmitter building 2.25 mi. northwest of Hellam, Pa.; condition (BPH-9222). Action May 28.

■ WMUU-FM Greenville, S.C.—Broadcast Bureau granted CP to change studio location and remote control location to Altamont Rd., atop Paris Mountain, Greenville; install new trans. and ant.; ERP 100 kw (H&V); ant. height 1200 ft. (H&V); remote control permitted (BPH-9410). Action June 10.

■ KVVJ Logan, Utah—Broadcast Bureau granted mod. of CP to operate by remote control from trans.-studio site at 666 N. Main, Logan; make changes in ant. system (decrease height); change ant. height 1980 ft. (H); ERP 25 kw (H); remote control from main studio (BMPH-14469). Action May 28.

■ WXRA Woodbridge, Va.—Broadcast Bureau granted mod. of CP to operate by remote control from studio site; change type ant.; make changes in ant. system (increase height); change ERP 50 kw (max.) (H); 36 kw (max.) (V); ant. height 410 ft. (H&V); remote control from 523 First St., Alexandria, Va.; conditions (BMPH-14407). Action May 28.

■ WVCY Milwaukee—Broadcast Bureau granted CP to install new trans.; install new ant.; make changes in ant. system (decrease height); change TPO; change ERP 38 kw (H&V); change ant. height 440 ft. (H&V); remote control from 2712 West Vliet St., Milwaukee (BPH-9382). Action May 28.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: WJMD Bethesda, Md. (BPH-9204), May 29; WMMG Brandenburg, Ky. (BPH-9057), May 29 and KBAT Midland, Tex. (BPH-9317), May 29.

In contest

Case assignment

Chief Administrative Law Judge Arthur A. Gladstone made following assignment on date shown:

■ Iowa City, *AM proceeding*: Braverman Broadcasting Co. and Johnson County Broadcasting Corp. (KXIC(AM) Iowa City) competing for 800 khz (Docs. 19596-7)—Designated Al Joseph Stirmer as presiding judge and scheduled hearing for Aug. 8. Action June 9.

Procedural rulings

■ Suffolk, Va., *FM proceeding*: Town and Country Radio, Voice of People and Tidewater Sounds, competing for 106.9 mhz (Docs. 20268-70)—ALJ Chester F. Naumowicz Jr. scheduled conference for June 1. Action June 5.

■ Neenah-Menasha, Wis., *FM proceeding*: Total Radio and Evangel Ministries, competing for 100.1 mhz (Docs. 20103-4)—ALJ Byron E. Harrison scheduled hearing for July 8. Action June 6.

Dismissed

■ South Lake Tahoe, Calif., *FM proceeding*: KOWL Inc., New World Broadcasting Co. and Entertainment Enterprises, competing for 100.1 mhz at South Lake Tahoe (Docs. 19978-80)—ALJ Chester F. Naumowicz Jr. granted motion by New World Broadcasting Co. and dismissed with prejudice its application. Action June 5.

Joint agreement

■ Orange, Tex., *FM proceeding*: Ken Stephens and Gulf States Broadcasting Co., competing for 106.1 mhz (Docs. 20317-8)—ALJ Joseph Stirmer granted joint petition for approval of agreement filed by Stephens and Gulf States; dismissed with prejudice application

of Gulf States, and authorized reimbursement of \$7,500; denied application of Stephens; and terminated proceeding. Action June 4.

Initial decisions

■ **Santa Paula and Fillmore, both California, *FM proceeding*:** William F. and Anne K. Wallace, at Santa Paula, and Class A Broadcasters and Clark Orton Inc., at Fillmore, competing for 96.7 mhz (Docs. 19866-8)—ALJ John Conlin's initial decision proposing granting of application of William F. Wallace and Anne K. Wallace for CP for new FM became effective June 6. Judge granted 96.7 mhz, 870 w., HAAT 1,500 ft. P.O. address: 4344 Clubhouse Dr., Camarillo, Calif. 93010. Estimated construction and first-year operating costs \$37,565; revenue \$24,000. Format: adult contemporary. Principals: William and Anne Wallace also own and operate KQIQ(AM) Santa Paula.

■ **WCFL-TV Chicago, *renewal proceeding*:** Chicago Federation of Labor and Industrial Union Council (Doc. 20386)—ALJ Thomas B. Fitzpatrick granted renewal applications filed in 1970 and 1973, by Chicago Federation of Labor and Industrial Union Council, to operate WCFL. Judge ruled that licensee did not deliberately misrepresent its public affairs programming in 1970 renewal application. Action June 13.

■ **KTVO(TV) Kirksville, Mo. *facilities change proceeding*:** KTVO Inc. (Doc. 20100)—ALJ Lenore G. Ehrig denied application of KTVO Inc. for CP to relocate trans. site, increase ant. height and power and relocate its main studio. Judge ruled that granting application would impair ability of KCBJ(TV) Columbia, Mo. and prospective UHF station in area to compete effectively. FCC granted temporary relief from ruling that required KTVO Inc. to originate more than 50% of local programming from main studio, pending final disposition of application. Action June 2 and June 10.

Review board decision

■ **WUHF-TV Baltimore, *renewal proceeding*:** UHF Broadcasting Co. (Doc. 20387)—Review Board denied application of UHF Broadcasting Co. for extension of time to construct WUHF-TV. Board also canceled WUHF-TV CP and deleted call letters. Action June 5.

FCC decision

■ **Jackson, Miss., *TV proceeding*:** Lamar Life Broadcasting Co., Dixie National Broadcasting, Civic Communications Corp., Channel 3 Inc. and Jackson Television, competing for ch. 3 (Docs. 18845-9)—FCC dismissed request by Office of Communication of United Church of Christ and Community Coalition for Better Broadcasting seeking review of Review Board order. Initial decision granted application of Dixie National Broadcasting Corp. Action June 10.

Complaint

■ **NBC and KTAR-TV Phoenix—FCC denied application by Robert Bolan for review of Broadcast Bureau's denial of his fairness doctrine complaint against National Broadcasting Company and KTAR-TV.** In his complaint Bolan claimed that KTAR-TV reported opposition of one citizen to five-percent surtax proposal earlier that day by President Ford. Bolan stated that interview, prepared prior to President's address, was presented in format that led casual listener

to believe that it was in response to address. Bolan said that NBC should have informed its listeners that interview had been prepared before speech was made. FCC held that complainant had not presented extrinsic evidence of news distortion sufficient to warrant further commission action. Action June 3.

Fines

■ **KNEA(AM) Jonesboro, Ark.—Broadcast Bureau notified Radio Jonesboro it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by having station operated by employee who did not have third class license endorsed for broadcast, on various dates in October, September, August and July 1974. Licensee has 30 days to pay or contest forfeiture. Action May 27.**

■ **KRDG(AM) Redding, Calif.—Broadcast Bureau ordered Redding Broadcasting Co. to forfeit \$300 for repeated violation of rules by failing to either complete or keep on file and make available for inspection equipment performance measurements. Action June 6.**

■ **KBLJ(FM) La Junta, Colo.—Broadcast Bureau notified La Junta Broadcasters it incurred apparent liability for forfeiture of \$100 for willful or repeated violation of rules by failing to keep maintenance log. Licensee has 30 days to pay or contest forfeiture. Action May 27.**

■ **KPOI(AM) Honolulu—Broadcast Bureau notified Communico Oceanic Corp. that it incurred apparent liability for forfeiture of \$250 for willful or repeated failure to observe rules by failing to make required entries in operating and maintenance logs. Action June 6.**

■ **WKCT(AM) Bowling Green, Ky.—Broadcast Bureau notified The Daily News Broadcasting Co. that it incurred apparent liability for forfeiture of \$300 for willful or repeated failure to observe rules by failing to make required equipment performance measurements. Action June 9.**

■ **WLLS-FM Hartford, Ky.—Broadcast Bureau notified Hayward E. Spinks that he incurred apparent liability for forfeiture of \$250 for willful or repeated violation of rules by operating station with under power (less than 90%) than that authorized. Licensee has 30 days to pay or contest forfeiture. Action May 23.**

■ **WBGR(AM) Paris, Ky.—Broadcast Bureau notified Blue Grass Radio that it incurred apparent liability for forfeiture of \$500 for willful or repeated failure to observe rules by failing to maintain trans. operating power within permitted tolerance for presunrise service authority. Action June 9.**

■ **WLBZ Bangor, Me.—Broadcast Bureau notified Maine Broadcasting Co. that it incurred apparent liability for forfeiture of \$1,000 for violation of rules and terms of station's license by failing to make equipment performance measurements for two years, by failing to keep measurements on file for two years, by failing to calibrate remote base current meters weekly, and failing to measure monitoring points every 30 days. Licensee has 30 days to pay or contest the forfeiture. Action May 27.**

■ **WCSH-TV Portland, Me.—Broadcast Bureau notified Maine Radio and Television Co. that it incurred apparent liability for forfeiture of \$200 for willful or repeated violation of rules by failing to make required**

entries concerning daily tower light observations and failing to make entries of meter readings of beginning of operation. Action June 6.

■ **WTVL-AM-FM Waterville, Me.—Broadcast Bureau notified Kennebec Broadcasting Co. that it incurred apparent liability for forfeiture of \$700 for willful or repeated failure to comply with rules by failing to calibrate remote control system at least once a week, failing to log results of calibrations, failing to make entries concerning daily observations of tower lights and operating in excess of authorized power. Action June 9.**

■ **WKTK(FM) Baltimore, Md.—Broadcast Bureau notified Key Broadcasting Corp. that it incurred apparent liability for forfeiture of \$300 for willful or repeated failure to comply with rules by failing to make equipment performance measurements within required time. Action June 9.**

■ **KBLR(AM) Bolivar, Mo.—Broadcast Bureau rescinded notice of apparent liability for forfeiture of \$300. Action June 6.**

■ **WVOT(AM) Wilson, N.C.—Broadcast Bureau notified Wilson Radio Company it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules for four months prior to inspection, by failing to make entries in maintenance log each day, five days each week. Licensee has 30 days to pay or contest forfeiture. Action May 27.**

Other actions

■ **Broadcast licensees are reminded that some fundamental changes were made in Communications Act by enactment of Federal Election Campaign Act Amendments of 1974. 1974 Act amends Section 315 of Communications Act by deleting Section 315 certification requirements imposed in Federal Election Campaign Act of 1971. 1974 Act also repealed those sections of 1971 Act defining "legally qualified candidate" and "candidate for presidential nomination."**

■ **WTTG(TV) and WTOP-TV Washington—FCC rejected petitions of Aligned Citizens United for Television Equality to deny renewal applications of Metromedia for WTTG and Post-Newsweek Stations, Capitol Area, for WTOP-TV. FCC said citizens allegations that stations had failed to devote sufficient news and public affairs programming to two adjacent Maryland counties needs and interests had failed to raise substantial and material question of fact to show that granting renewals would be prima facie inconsistent with public interest. Since there is outstanding petition by Cynthia Clark Matthews against 1972 renewals of several Washington stations, including WTTG and WTOP-TV, FCC said stations' renewal would remain in deferred status pending action on that petition. Action June 10.**

■ **WGPR-TV Detroit and WXON-TV Allen Park, Mich.—FCC denied request by WGPR Inc. for waiver of grant fee for CP for WGPR-TV Detroit. In separate action, FCC denied request of WXON-TV Inc. for waiver of filing fee for modification of CP for WXON-TV Allen Park, to change station location to Detroit. WGPR Inc. requested waiver of grant fee stating waiver would assist minority-owned and operated facility during first few difficult years of operation. FCC said it did not believe such ownership in itself was proper basis for waiver. WXON-TV Inc. based waiver request on facts that application for relocation would be simple to process, would not require undue staff time, and station has been operating at loss. FCC said in event WXON-TV relocation application is granted, amount of grant fee would not be assessed but filing fee must be paid. Action June 4.**

Allocations

Petitions

FCC received following petitions to amend *FM* table of assignments (ann. June 10).

■ **James Robert Britton, Lawrenceburg, Ind.—Seeks to add ch. 280A Versailles, Ind. (RM-2551).**

■ **Dean Harden and Nickolas Woods, Shelbyville, Ky.—Seeks to assign ch. 269A to La Grange, Ky. (RM-2391).**

Actions

FCC took following actions on *FM* allocations:

■ **Arizona—Broadcast Bureau proposed assigning**

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CONSULTING RADIO ENGINEERS
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BEVERLY HILLS, CALIF.
(213) 272-3344

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*1970 Readership Survey showing 3.2
readers per copy.

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	2,825	0	58	2,883	146	2,829
Educational FM	714	0	35	749	82	831
Total Radio	7,750	3	119	7,872	273	8,145
Commercial TV	697	1	9	707	52	759
VHF	507	1	3	511	9	520
UHF	190	0	6	196	43	239
Educational TV	223	9	10	242	12	254
VHF	89	3	3	95	4	99
UHF	134	6	7	147	8	155
Total TV	920	10	19	949	64	1,013

*Special temporary authorization

**Includes off-air licenses

channels to four communities. Action was in response to petitions by Golden State Broadcasting Corp., licensee of KHYT(AM) Tucson (RM-2427), Green Valley Communications (RM-2439) and Bisbee Broadcasting, licensee of KSUN(AM) Bisbee, Ariz. (RM-2042). Due to several conflicts in assignments, Bureau proposed following alternatives: Plan I for Tucson, from chs. 221A, 225, 229, 235, 241 and 258 to chs. 221A, 225, 229, 235, 241, 258 and 298. Plan II for Bisbee, from ch. 221A to ch. 261A and for Sierra Vista, from ch. 265A to chs. 221A and 265A. Plan III for Tucson, from chs. 221A, 225, 229, 235, 241 and 258 to chs. 225, 229, 235, 241 and 258; and for Green Valley, ch. 221A. Plan III, ch. 298 assigned to Tucson. Action June 2.

■ Charlevoix, Mich.—Broadcast Bureau proposed assigning ch. 290 to Charlevoix as community's first FM station. Action was in response to petition by New Broadcasting Corp., licensee of WVOY(AM) Charlevoix. Action June 9.

Rulemaking

Petition

■ Christina McKee and Gale E. Peterson, Bloomington, Ind.—Request reconsideration of applicability of fairness doctrine to cable TV (RM-2552). Ann. June 10.

Actions

■ FCC initiated rulemaking proceeding on ownership reporting and disclosure by publicly-held corporations owning interests in broadcasting stations. Proposed rules are based on Model Corporate Disclosure Regulations issued by Interagency Steering Committee on Uniform Corporate Reporting tailored to meet particular information needs of FCC. Proposed rules would require filing of annual ownership and disclosure reports for companies with 500 or more stockholders. Comments may be filed by Aug. 11, reply comments by Aug. 26. Action June 11.

■ FCC proposed rule changes that would set 5% limit on institutional ownership of broadcast and cable television companies. Proposal would amend rules relating to multiple ownership of AM, FM and television stations and cross-ownership of cable systems. Six parties filed petitions requesting amendment of rules which now set 1% limit for shareholdings in broadcast or cable corporations that have more than 50 voting stockholders. Comments may be filed by Aug. 11 and reply comments by Aug. 26. Action June 11.

■ FCC proposed establishing new class of radio station to be used for transmission of information to motorists and other travelers. Stations would use transmitters of approximately 10 watts output on either of two frequencies just above or one frequency just below AM broadcast band (1606, 1612 and 530 khz). Since many AM broadcast receivers have capability of tuning just past band edges, owners of vehicles now equipped with AM receivers could immediately utilize this service when it becomes available. FCC said no commercial advertising would be allowed and eligibility for operation of such stations would be limited to entities now eligible in Local Government Radio Service. Comments may be filed by August 18 and replies by Sept. 5. Action June 4.

■ FCC adopted rule changes revising field strength charts for FM and television broadcasting together with procedure for correcting results obtained with

these charts for terrain roughness. Action May 29.

■ FCC relaxed, up-dated and revised provisions of rules dealing with broadcast licensee responsibilities as result of continuing study by its task force on re-regulation of broadcasting. Changes involve parts 73 and 74 of rules. Action June 3.

Translators

Applications

■ State of Alaska, Anchor Point, Alaska—Seeks ch. 62, rebroadcasting KTVA Anchorage (BPTT-2860). Ann. June 13.

■ State of Alaska, Clam Gulch Store to Ninilchik, along Sterling Hwy., Alaska—Seeks ch. 56, rebroadcasting KTVA Anchorage (BPTT-2861). Ann. June 13.

■ K07KO Homer and Seldovia, Alaska—Seeks CP to change frequency from ch. 7 to ch. 11 (BPTTV-5325). Ann. June 13.

■ Hagerman Translator District, Hagerman, Idaho—Seeks ch. 65, rebroadcasting KAID; ch. 67, rebroadcasting KIVI and ch. 69, rebroadcasting KTVB, all Boise, Idaho (BPTT-2862-4). Ann. June 13.

■ K76BM Fillmore, Utah—Seeks CP to change frequency from ch. 76 to ch. 64 (BPTT-2857). Ann. June 9.

Actions

■ K07NM Fort Liscum Valdez Pipeline Camp, Alaska—Broadcast Bureau granted CP for translator on ch. 7, rebroadcasting KFAR-TV and KTVF Fairbanks, Alaska (BPTTV-5267). Action May 12.

■ K12JU Pipeline Pump Station No. 3 and K12JV Pipeline Pump Station No. 10, Alaska—Broadcast Bureau granted CPs for translators on ch. 12, rebroadcasting KFAR-TV and KTVF Fairbanks, Alaska, subject to condition (BPTTV-5268, 5258). Action May 12.

■ K12JW Pipeline Pump Station No. 3 and K12JX Pipeline Pump Station No. 10, Alaska—Broadcast Bureau granted CPs for translators on ch. 12, rebroadcasting KFAR-TV and KTVF Fairbanks, Alaska, subject to condition (BPTTV-5264-5). Action May 12.

■ W56AM Falmouth, Ky.—Broadcast Bureau granted CP for translator on ch. 56, rebroadcasting WKON Owenton, Ky. (BPTT-2818). Action May 6.

■ Frankfort, Ky.—FCC rejected petition to deny application filed by Community Service, operator of cable system in Frankfort. Action June 3.

■ K62AL Roswell, N.M.—Broadcast Bureau granted CP for translator on ch. 62, rebroadcasting KOAT-TV Albuquerque, N.M. (BPTT-2806). Action May 9.

■ K58AH Ruidoso and Capitan, N.M.—Broadcast Bureau granted CP for translator on ch. 58, rebroadcasting KOAT-TV Albuquerque, N.M. (BPTT-2805). Action May 9.

■ Dry Lake, Thayer Junction and Point of Rocks, Wyo.—FCC granted applications of Upper Bear River TV Service for three translators on ch. 13, rebroadcasting KUTV(TV) Salt Lake City; ch. 11, rebroadcasting KCPX-TV Salt Lake City and ch. 9, rebroadcasting KSL-TV Salt Lake City. Action June 4.

■ Eden and Farson, Wyo.—FCC granted in part applications by Sweetwater Television Co. for three translators on ch. 8, rebroadcasting KUTV(TV) Salt Lake City; ch. 10, rebroadcasting KCPX-TV Salt Lake

City and ch. 12, rebroadcasting KSL-TV Salt Lake City. Action June 4.

Cable

Certification actions

■ California—FCC denied petition by Spanish International Communications Corp., licensee of KMEX-TV Los Angeles, for reconsideration of portion of action allowing two California systems to add XEWT-TV Tijuana. FCC said Spanish International must show "a causal relationship between cable carriage of [XEWT-TV's signal] and existing or future lack of economic viability" of KMEX-TV (CAC-2810-11). Action June 3.

■ Madison parish, La.—Application by Starkville TV Cable Co. for certificate of compliance withdrawn upon request (CAC-3828). Action June 13.

■ Seminole, Okla.—FCC granted application by Cablevision of Seminole for certificate of compliance for its proposed system at Seminole, located in Ada, Okla., smaller TV market. Cablevision proposed carriage of KTEN Ada, WKY-TV, KOCO-TV, KWTU, *KETA, *KOKH-TV Oklahoma City, *KOED-TV, KTEW, KOTV, KTUL-TV Tulsa, Okla., KTVT Ft. Worth and KXTX-TV Dallas. Cablevision requested waiver of rules, since carriage of KTEW, KOTV, KTUL-TV and KXTX-TV was inconsistent for systems located in smaller TV markets. In support of waiver request, Cablevision submitted agreement between itself and sole station within 35 miles of Seminole, KTEN. Agreement provides that in exchange for network program nonduplication protection for KTEN from day Seminole system begins operation, KTEN would not object to grant of Cablevision's application for certification. FCC said these circumstances were sufficiently unusual to warrant waiver of rules to allow Cablevision to carry all proposed signals (CAC-3536). Action June 10.

■ Arlington county, Va.—FCC granted application of Arlington Telecommunications Corp. for new 30-channel system to serve Arlington county, located in Washington major TV market. Corporation proposed to carry WRC-TV, WTTG, WMAL-TV, WTOP-TV, WDCA-TV, *WETA-TV, *WETX, WGSP-TV Washington; WBFF Baltimore, WPHL-TV Philadelphia, *WCVE-TV Richmond and *WVNT Goldvein, Va. Corporation also was authorized to carry Virginia-related news and public affairs programming of WWBT Richmond, WTTG, WMAL-TV and WTOP-TV opposed full carriage of WWBT since carriage would violate rules. FCC said Corporation submitted sufficient showing to justify partial carriage of WWBT. FCC said it had previously recognized interest residents have in receiving in-state programming, especially of news and public affairs nature from their state capital (CAC-2593). Action June 4.

■ Wheaton, Wis.—Application by Wisconsin CATV for certificate of compliance dismissed at request of applicant (CAC-4277). Action June 6.

In contest

■ FCC denied requests by Desert Empire Corp., licensee of KMIR-TV, and Pacific Media Corp., licensee of KPLM-TV, both Palm Springs, Calif., for stay of May 23 effective date of revisions to cable TV network program nonduplication rules adopted April 3. Stations requested stay in order to "fully document and prepare full petition requesting waiver of rule" to be filed within 60 days. In denying request for stay, FCC said KMIR-TV and KPLM-TV have failed to demonstrate likelihood of prevailing on merits of appeal, irreparable injury to petitioner if stay is denied and harm to other interested parties if stay is granted. Action June 3.

Rulemaking

■ FCC proposed to replace cable TV broadcast signal carriage rules that now are based on signal strength contours with rules based on fixed mileage zone. Proposal would amend part 76 of rules. FCC also proposed changes in signal carriage rules—including but not limited to use of fixed mileage—for purpose of expanding UHF television broadcast station cable carriage rights and preserving and expanding these stations' potential to serve public. Action May 29.

■ FCC amended delegation of authority to Chief, Cable Television Bureau, to include petitions for special relief seeking rule waivers on issues similar to those in applications for certificate of compliance. Action June 10.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

We're a growing Northeast suburban chain. We need a "street fighter" for top management. We can offer ownership without a cash investment, good money and the right atmosphere to grow and have a good life. Box F-156, BROADCASTING.

RADIO

Help Wanted Management

We're a growing Northeast suburban chain. We need a "street fighter" for top management. We can offer ownership without a cash investment, good money and the right atmosphere to grow and have a good life. Box F-156, BROADCASTING.

"Station Manager for southeast 50,000 watt stereo. University FM. Masters degree and experience required. Available August 1, 1975. Equal Opportunity and Affirmative Action Employer. Send resume to: Box F-169, BROADCASTING."

Manager—New England small market needs experienced sales-oriented broadcaster. Salary plus gross override. Good potential for ambitious ideaman. Reply to Box F-172, 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.

Due to death of manager, WMSJ has opening for young, aggressive community minded, person for small market operation. Prefer person with experience in the southeast. Write Box 1044, Sylva, NC 28779.

"Manager for medium market. AM-FM station in Alabama. Contact Bob Thorburn, P.O. Box 569, Carrollton, GA 30117."

"Expanding West Coast group needs administration oriented Chief with AM, FM, Stereo, Quad, Transmitter, Studio, Microwave and Automation experience. Salary open. Contact Bo Donovan, Sterling Broadcasting (E.O.E.) 408-246-2224"

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

Aggressive experienced radio salesperson. No competition. Serving large population area. Midwest. Box F-134, BROADCASTING.

Growing chain needs experienced salesperson for southern growth market, near beach. Corporate benefits. First class license, helpful but not necessary. Send resume to Box F-91, BROADCASTING.

Energetic, stable, self-starter with proven record in radio time sales to join a good company in a dynamic mid-Michigan top 75 Metro market. Total income limited only by your sales ability and desire to make it big. Send resume to Box F-97 BROADCASTING.

Illinois immediate opening Salesman. Media market. Salary. Commission. Advance with growing station. Established accounts. Send earning & sales record to Box F-171, BROADCASTING. Equal Opportunity Employer.

Ready for management salesperson. WOKO Albany-Schenectady-Troy, N.Y. Growth opportunity with solid group. Write Bill Musser, G.M., O K 1460, Albany, NY 12201 in confidence. EOE

Help Wanted Sales Continued

We are a 50,000 radio station short one salesman. Your account list and empty desk are waiting. Unlimited opportunities in local and regional sales. Our parent company is a multi-station company. Plenty of opportunity for advancement. Send resume to WWVA, 1015 Main Street, Wheeling, WV 26003. An Equal Opportunity Employer.

Radio advertising salesperson La Junta, Colorado - Wanted immediately. Experienced small market radio advertising salesperson for AM and/or FM station. Outstanding new facilities and communication center. Long established AM, new FM. Sports oriented. Strong community acceptance independently owned not part of chain. Ideal area for anyone whose health requires warm dry climate. \$10,000 plus annual base guarantee with opportunity to make great deal more on commission base. Starting salary commensurate with ability and experience. Permanent full-time producer wanted, boozers and 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.

Medium market station is looking for Advertising Sales Manager. Experience necessary. Send resume. An Equal Opportunity Employer. BOX F-193, BROADCASTING.

Help Wanted Announcers

Wanted: Exceptionally-talented and personality-oriented pro to do mornings on major market MOR. Must have experience. Rush resume to Box F-145, BROADCASTING.

Afternoon drive, personality communicator with heavy production. Step up to medium market. Grow in a 13 station chain. Contemp MOR. Resume, tape to KMNS, Box 177, Sioux City, IA 51102. E.O.E.

Combination announcer, copy, production. Professional pride in work. Nicest small market in California. Heads up radio only. What do you have to offer. KONG Visalia, CA.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

"Air Talent - KROK-FM, Shreveport, La., "Q" style format, looking for personality and plenty of energy. Good production. Send tapes and resume to Roger W. Garrett, KROK, Box 1130, Shreveport, LA 71120. 318-222-8711. An Equal Opportunity Employer.

Responsible, mature air personality wanted to assume P.D. position with automated MOR AM facility. Tapes and resumes' only to Bill Dudley, KTM Broadcasting, P.O. Box 5758, North Charleston, SC 29406.

"Immediate opening for night time jock. Rock format. Also accepting auditions for other upcoming openings. Audition and resume to Jack Stevens, KUDI, Box 2888, Great Falls, Mont.

"WHNE/WHND - Detroit oldies stations seek AM-Drive "20-20" style newscaster with big voice, good writing and 3rd. Also need PRODUCTION DIRECTOR with good voice and delivery, copywriting and full studio skills. Tapes, resumes and salary rec. to TOM MILES, POB 404, BIRMINGHAM, MI 48012. EOE-M/F."

Top country... needs one mature afternoon driver. If you can create a great show, check us out. Great plant, people, and pay here. Send picture, air/production check, and resume the first time, to Jim Walton, WITL Radio Box 1010, Lansing, MI 48904.

Mature FM adult rocker looking for experienced 7-12 midnight personality. No screamers. Tapes and resumes' only to J.J. Scott, WKTM, P.O. Box 5758, North Charleston, SC 29406.

Help Wanted Announcers Continued

Experience and good attitude for MOR Ohio AM FM. Must be willing to live in community of 25,000. No floaters. Send resume and tape. R. Wright, WTTF, Tiffin, OH 44883.

Excellent permanent opening 90 miles from New York City. Experience with commercial station essential. EOE. S. Lubin, WVOS, Liberty, NY.

"Jock slot this fall. Fulltime rocker. Tape/resume. Dick Mountjoy, Welk, Charlottesville, VA."

Announcer/Writer 4A Advertising Agency, specializing in automotive field, has immediate opening for announcer/writer. Must be able to deliver in variety of styles. Equal experience as copywriter is also required. Send resume and representative copy and tape to Phillip Bradford, Creative Director, Box 2150, Southfield, MI 48076.

Help Wanted Technical

Central Florida class C FM needs chief. Automation and construction experience helpful. Send resume to Box F-144, BROADCASTING.

New York State major market, full-time 5 KW, remoted DA-N, wants experienced, practical, full-charge Chief Engineer to join management team. EOE. Send work history and income details. Box F-160, BROADCASTING.

Susquehanna Broadcasting - WLTA FM, Atlanta. Looking for Chief engineer strong on maintenance. Good working conditions, full company benefits. Duties may include some announcing. Send resume, audition tape and salary requirements to: Larry King, Program Director, WLTA-FM, P.O. Box 7695, Atlanta, GA 30309.

Due to death of chief engineer, WMSJ has opening for experienced engineer announcer. Fulltime small market operation. DA at night. College-resort community. Good opportunity. Write Box 1044, Sylva, NC 28779.

Christian-foreign language station needs qualified engineer as assistant chief. Principal duties: to maintain RCA TR-22 tape machine and TK-27 film chain. Call 209-529-7047. E.O.E.

Chief engineer full time directional in southern Maryland. No announcing, good equipment, no big city dirt and crime. If you're a competent engineer and also enjoy fishing, boating and the good life, call 301-485-2400.

First class engineer wanted immediately to take charge as chief of daytime AM/stereo FM. Must be completely experienced in commercial broadcasting. Competent in remote control, stereo, transmitter repair and maintenance. Excellent equipment, adult working atmosphere. We will pay well for right person. Call now. Equal Opportunity Employer. Raymond Saadi 504-876-5466, Houma, LA.

Help Wanted News

Illinois immediate opening. Sports director, salesman. Experienced. Salary & commission. Many fringe benefits including company car. Send resume earnings & sales records to Box F-162, BROADCASTING. Equal Opportunity Employer.

News at fulltime rocker this fall. Hustler! Tape/copy! resume. Dick Mountjoy, Welk, Charlottesville, VA.

Help Wanted Programing, Production, Others

Major programming corporation with outstanding reputation adding experienced recording engineer with Beautiful Music background. Must be stable, reliable, heavily production-oriented, editing genius able to assume responsibility. Excellent growth potential, working conditions and climate. Reply Box F-101, BROADCASTING.

Help Wanted Programing, Production, Others

Program director: Modern country format Florida: small/medium market coast area. Prefer program/air personality to set-up and administer a tight-bright-super country sound. Income commensurate to results, \$200 per week minimum. E.O.E. Send resume, picture and tape to Box F-163, BROADCASTING.

Creativity needed! The kind that produces radio commercials for a station in west-midwest. Copy, resume. Box F-179, BROADCASTING.

ACTORS: We're adding actors to our staff. Need to be creative with good resonant voice. An Equal Opportunity Employer. Send resume and salary requirements to Griffith Broadcasting Corporation, P.O. Drawer 1660, Lynchburg, VA.

Weathercaster, smooth, polished, tremendous opportunity for meteorologist or weather person. Top 10 market. Send audio tape and resume.

Exciting, 1,000 watt full time AM in Carolinas seeking applications from talent in all phases of radio for possible future re-organization. Equal Opportunity Employer. Box F-176, BROADCASTING.

Situations Wanted Management

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.

Attention: major market radio Dynamic sales personality desires position as local and/or national sales manager for group or individual station, strong credentials, personable, highly creative with unusual sales techniques, build your local and national sales with a fresh, energetic, hard-working talent. Write Box F-94, BROADCASTING.

Professional, stable, productive, manager... young family, 20 years experience all areas, national-local sales, operations, programming, networking, government, production, community-labor relations, presently employed... looking for new opportunity (Box F-121, BROADCASTING.

32 year old broadcaster with 16 years of strong credentials in radio/TV, including past ownership, seeks position of GENERAL MANAGER. Write Box F-138, BROADCASTING.

G.M. - Presently sales manager major market. Former owner, 10 years as Top on-the-street salesman. Expensive but worth every penny!! Can buy in. Box F-153, BROADCASTING.

Controller- 15 years experience in radio in major market. Seeking opportunity with station or group. G.W. Lowe, Rt 6 Waterside Dr., Conyers, GA 30207.

Situations Wanted Sales

Mature salesman/salesmanager - 14 years experience. Box F-142, BROADCASTING.

Situations Wanted Announcers

Available now! Seek adult contemporary D.J. job, 1st phone announcer, 1½ yr. exp. M.O.R. 5kw-DA. Good voice, reliable, dependable. Anywhere within reason. From Maine. Box F-22, BROADCASTING.

DJ/Newsperson with 3 yrs. experience in small, medium, major markets in MOR, Contemporary, C/W jock shift plus news, talk, production. Prefer Northeast location, but will relocate. Available immediately. Box F-70, BROADCASTING.

Personality D.J., 25, good production creative, 9 mos., exp., 3rd endorsed. Illinois, Wisc., midwest preferred. Box F-96, BROADCASTING.

Sports director: Exciting, colorful play-by-play; award winning reporting. Ability to reach both men and women. Box F-115, BROADCASTING.

Talk-show host experienced in CA, Seattle, Minneapolis. Good demos and ratings. SDX and Peabody winner. Major markets contact now. Box F-139, BROADCASTING.

Situations Wanted Announcers

3 years experience including MD, sales, TV. Want Top 40/contemp. in Northeast medium market or small market p.d. Box F-150, BROADCASTING.

Major market rock personality seeks on air P.D. position in stable environment to raise family. Sales, news, music, production, programming, experience. Box F-151, BROADCASTING.

Country jock; age 48, first phone. Desire air work; considerable air personality experience. Box F-155, BROADCASTING.

Ideas plus - 2 years air/production, progressive format. Extensive music background. Seeking challenge as jock/MD-PD, Progressive or contemporary in metro area. 28, married, first phone, serious. Box F-158, BROADCASTING.

Gospel radio in major or medium market is being sought by Top 40 & major market country pro with eight yrs. exp. Box F-166, BROADCASTING.

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

Experienced first phone announcer. Rhode island native. Call John Comforti 401-596-5728.

Attention Philadelphia and surrounding areas! A good woman is hard to find! 1st phone communicator belongs in your format. Music, authoritative news, talk, copy, production. I want to work for you. 215-FL2-6937.

Announcer, experienced, college radio in Chicago. Looking for small-medium market for morning talk-MOR show. Bright, witty, informed, creative, very personable on air. 3rd. Johnny Dial, 1216 Washington Itasca IL 60143.

Major market experienced MOR - country pro - ready to work - willing to relocate. 3rd ticket. Gerald Trumpka, 6800 Auburn, Detroit, MI 48228 - Phone: AC313-271-7464.

Distinctive top 40/hit progressive jock looking for jock, PD, MD, light engineering duties at a station with gusto! Prefer small to medium college market organization with big city ideas. Extensive automation programming and maintenance...some major market experience. 602-778-2140 after 2 PM MST.

Northeast only. Seek PD or announcer position. Experience, first phone, married. 201-334-111800, or leave message at 413-967-6920.

Exp. D.J.-M.D. wishes move up Northeast, pref good voice tight board. Available mid-August. Contact Bob 802-257-0763.

Increase your night numbers with experienced talent in top 40 country personality. P.O. Box 1089, New Gardens Station, Fort Knox, KY 40121.

Announcer desires full time position. 3rd phone, sales experience, willing to travel. If you need aggressive individual with personality-Jim-716-621-2329.

22 yr. old, 1st class, seeking job at Top 40, progressive station. Willing to travel. Kevin Skarman, 612-866-4417. 4053 Snelling Ave. So. MPLS, MN 55406.

Exciting. Mor announcer wants to relocate in No. Cal or East Coast. Air check, resume refs. on request. Jim Seybert, 1085 Hoffman. No. 14, Long Beach, CA 90813.

Dedicated person looking for immediate opening. 1½ yrs. exp. contemp/Top 40. Medium market exp. 802-334-7871 or write David Zingle 244 Elm St. No. 6 Newport, VT 05855.

Ambitious radio man with 3 years experience looking for a good station to grow with. Will do some sales. Bill Smith 516-731-6168.

Black female D.J., 3rd endorsed, seeks summer or permanent work in New England. 212-368-4330; evenings.

Three years MOR and Top 40. Third endorsed, can talk, read and think. Strong knowledge of rock, production my specialty. Available Mid-July; References. 603-363-8160.

Situations Wanted Announcers Continued

Young personality, 4 years college radio, 6 months commercial. Prefer Top 40, MOR, C&W 3rd endorsed. Have offer, will travel. Jim Tsalapinas 291 Watjean Ct. Rockaway, NY 11691. 212-471-3281.

Announcers with first phone qualified for air shifts including news and production. Placement director, Brown Institute, Fort Lauderdale, FL, 305-772-0280.

Experienced contemporary personality. Nondrifter (2½ years with last employer). Knows music. Lee-jay-716-649-9298.

Trained air personality desires position of responsibility. Have programming capabilities Can do production, news & write commercial copy. Will relocate. Tape & resume available. R.J. Schems, 38845 Nine Mile, Northville, MI 48167, 313-477-5220.

Situations Wanted Technical

1st Phone available as vacation replacement during summer months Phila NJ Balto Wash area Box F-108, BROADCASTING.

Stop, Mr. Broadcaster, you've found your man. An engineer with engineering expertise. Theoretical and practical with 2 years college and 20 years experience. Strong on troubleshooting and maintenance from audio to 50 KW Xmtr, directionals, FCC rules, solid state & logic, supermodulation, and some TV. Let's get acquainted. Box F-112, BROADCASTING.

Assistant chief or staff engineering position with a good Radio Organization sought by First Ticket of twenty years' standing. Thoroughly experienced, capable, reliable, mid-age, family. Box F-167, BROADCASTING.

25 years broadcast field, C.E., automation, proofs, directional, FM, thoroughly experienced construction and maintenance. South or southeast. Apt. 66, University Blvd., Jacksonville, FL 32211.

Situations Wanted News

Medium market newsman looking for a news position with sports opportunities. College degree, AFN, Production experience. Box F-106, BROADCASTING.

Broadcast journalist seeking position in professional news operation. Experienced, former ND, strong writing, reporting, interviewing. Box F-118, BROADCASTING.

Radio newsman with 13 years experience. Organized administrator who also likes Public Affairs. Now in suburban New York. All areas considered. Box F-136, BROADCASTING.

Sound investment: 5-year career News Director seeking ND position East coast, South. Box F-140, BROADCASTING.

Major market newsman, 32, 9 yrs, Bright, straight forward delivery, good writing, award winning documentarian. Consider News Director, medium-large market. Box F-165, BROADCASTING.

Newsman/Announcer, 4 years with Chicago all news station, 4 years Gary, Ind. stations. BA degree journalism, 1st phone. Presently news secretary for U.S. Congressman. Jerry Wilkerson, 202-488-4979, 905 Sixth St., S.W., Washington, D.C.

4 years experience. Highly skilled reader writer reporter. Weekend man in Detroit. Want fulltime job in medium or major. Doug 1-313-534-0251.

Chief news editor for national Israeli network, former parliamentary reporter. American, 29, completing M.A. Seeks top news position with top U.S. outfit, or will cover Mid-East from his inside listening post. P.O.B. 2522, Jerusalem, Israel.

Broadcast journalist with four years experience, medium market. J-degree. Will travel anywhere. Strong public affairs programming. Jack Bulavsky. 702-786-1230.

1975 graduate. BS in RTV, Journalism. College experience gathering, writing news. Third endorsed. Good voice. Relocate immediately. Robert Campbell, RR No. 1, Connersville, IN, 47331. 317-825-5639.

Situations Wanted News Continued

News Director/announcer strong on local news, science and consumer interests. Great addition to any news team! Straightforward, interesting reporting. College, two years commercial experience, sales, 24, married. John Hadley, 29 North Market St., Apt. 5, Selinsgrove, PA, 17870. 717-374-9163—early July.

Situations Wanted Programing, Production, Others

Female. Five years experience in traffic/continuity. Some experience in announcing. Third class endorsed. Seeks employment in Virginia. Box E-50, BROADCASTING.

Experienced Jack, production, news wants challenge as PD, MD or ND. Small or medium market. Box F-95, BROADCASTING.

Need a better book? Experienced, top rated program director, currently working major market, seeks programming position with FM rock station in major or medium market. First phone. Box F-159, BROADCASTING.

Award winning copy and production chief at medium market ready to move. Married, degree, will relocate. Box F-170, BROADCASTING.

Black Programmer 4 yrs. exp. over 900 jazz, soul records. Good voice. 3rd phone. Box F-180, BROADCASTING.

First phone, Program Director available now! Articulate presentation, bright, creative! I know music, and how to program a winner! I need top bread to bring a dynamite personality back to life! Country and contemporary stations. 406-452-5732.

Proven OM, PD, MD, air talent looking for right opportunity. 614-382-3118.

Only quality stuff from this versatile major market pro who, along with his first phone and B.A. in broadcasting, would like to bring his production and/or programming talents to your station. 215-LO 3-1739.

TELEVISION

Help Wanted Technical

Here is an opportunity for a 16mm cinematographer to work in south Florida, where the sun shines nearly all of the time. Must be excellent at their skills, experienced, and creative. Would be to your advantage if you were a good idea person that could write. An Equal Opportunity Employer...Box F-148, BROADCASTING.

Assistant Director of engineering for Public Television Station in south central Kansas. Requirements are Tech. School Diploma, 1st phone FCC license, a minimum of 5 years experience of increasing responsibility in transmitter and studio operation. Job involves supervision, design, some operation and maintenance. Send names and phone numbers of three professional references. Salary \$12,000 plus fringe benefits. An Equal Opportunity Employer. Reply to Director of Engineering, KPTS/8, 309 E. 3rd St., Wichita, KA, 67202.

Syracuse University needs a qualified Video Engineer to work in their Newhouse Communication Center. Ther person must have an AAS in electronics or equivalent combination of education and experience. Also required are 3 - 5 years experience in Broadcast Color television studio maintenance procedures (emphasis on VTR's) and system troubleshooting. Syracuse University offers liberal benefits, the salary range is \$10,250. - \$11,275, commensurate with experience. Send resumes to W.F. Denne, Syracuse University - Video Services, 215 University Pl. RM No. 164 Syracuse, NY 13210. Syracuse University is an Equal Affirmative Action Opportunity Employer.

Studio Engineer wanted for full-color production center. FCC 1st. Phone plus experience necessary. Maintenance with some operations, at newer facility. Salary range, \$11,000+., Reply by July 15 to D. Dunning, ETV Center, MVR Hall Cornell University, Ithaca, NY 14853.

Help Wanted News

Female or Male: Producer to package our 10pm M-F newcasts. Film editing experience a must, along with top news judgement. Also looking for self-starting field reporter to dig out the news in 100+ Northwest market. Resumes with references for both to Box F-99, BROADCASTING.

Young sportscaster/reporter to cover sports-as-news. Top 50, New England. Experience on air, film, tape. Send letter, resume, photo. Equal Opportunity Employer. Box F-141, BROADCASTING.

Experienced anchorperson with solid news background needed for fast growing smaller market (Top 100). This is an opportunity to grow with an aggressive TV News Operation. Send resume, photo, and salary requirements to Box F-149, BROADCASTING.

Anchor/Producer... We have 8 weeks to find someone for our late evening news. Our choice must also be able to meet other challenges in an aggressive TV news department. Let us look at your qualifications. Send resume to Box F-152, BROADCASTING. An Equal Opportunity Employer.

Strong Mid-South station looking for weekend anchor who can also handle special reporting assignment. Send resume and picture to Box F-168, BROADCASTING.

Producer - major top ten market. Creative, aggressive, community involved, minimum three years producing experience. An Equal Opportunity Employer. Box F-173, BROADCASTING.

Producer with some back up anchor work needed for major television newcasts in medium market television station. Minimum of one year's experience in producing and writing television newcasts. Must have a degree in Mass Communications or Journalism or an equivalent of three years working in a news operation. This should include anchor work and street reporting. Experience in directing would be desirable, but not required. An Equal Opportunity Employer. WILX-TV, P.O. Box 380, Jackson, MI 49204.

We're looking for a street reporter with solid journalistic and production skills who can consistently produce accurate and visually interesting work. The person we will hire will also appear on the air. Experience a must. Send a complete resume with references along with samples of your work to: News Center Five, WKRG-Television, 162 St. Louis Street, Mobile, AL 36601. WKRG is an Equal Opportunity Employer.

Help Wanted Programing, Production, Others

Television Programing Consultant with film-buying experience for San Francisco Bay area station. Box F-67, BROADCASTING.

PRODUCER - major top ten market. Creative, aggressive, community involved, STRONG WRITING, film, tape and remote experience. Minimum three years producing at local station. An Equal Opportunity Employer. Box F-174, BROADCASTING.

Remote Director - For color unit to do projects from sports to town meetings. Remote directing experience required. Send resume and salary requirements to Ia. Educ. Broadcasting Net., 2801 Bell Ave., Des Moines, IA, 50321. 515-280-1120. c/o Mike LaBonia "An Equal Opportunity Employer."

Lecturer, one year position. Teach film, TV, print, instructional technology. George Arnovick, CICS, California State University, Chico, 95929.

Situations Wanted Management

Production-Operations Manager, 15 years with affiliates after 5 years film. Remote specialist. Degree. Awards. Box F-35, BROADCASTING.

Situations Wanted Sales

Number One A.E. past two years in top 20 market. Over \$1,000,000 in billing. Desire similar position with growth potential. Career opportunity only. Young, married, employed, aggressive. Box F-123, BROADCASTING.

Situations Wanted Announcers

A.M.S. Weathercaster. Friendly, concise delivery. Solid experience. Box F-90, BROADCASTING.

Situations Wanted Technical

1st Phone. Available as vacation replacement during Summer months. Phila, NJ, Balto., Wash., area. Box F-108, BROADCASTING.

Technical director position sought with TV, production house, etc. Over sixteen years in broadcasting, eight with present station. Experienced up to seven bus switchers; also audio, projection, videotape, camera, first phone. Creative and quality production oriented. Available September. Mid thirties, married. Move is for career advancement. Box F-116, BROADCASTING.

Situations Wanted News

Weathercasting professional. Young TV meteorologist with master's degree and six years broadcast experience seeking move to better position. Eligible for AMS seal. Reply Box F-102, BROADCASTING.

Active, Young Grad; Heavy journalism-Television training with extra-curricular experience. Seeking opportunity to demonstrate various abilities. Excellent references. Box F-135, BROADCASTING.

Meteorologist A.M.S. Seal. Resume and VTR upon request. Box F-137, BROADCASTING.

Experienced and dedicated television newsmen with a record of "beating the competition" is seeking a move up. Many statewide and national stories to my credit, can provide references from major daily newspaper, wire services, radio and television. Box F-147, BROADCASTING.

Television Investigative Reporter or News Director. Currently reporter-anchorman with network O and O radio station but would like to return to TV. Creative. The size of the market isn't as important as the interest in news. You must be dedicated to news — because I am. Reply to Box F-177, BROADCASTING.

HELP! Public affairs-news producer (female) dying in small market! Experience! Energy! Enthusiasm! Box F-178, BROADCASTING.

Sportscaster... 3 years in Top 15, 5 in Top 50. Solid anchor, bpb, track record, overall credentials. Seeking opportunity in competitive college or pro market. Box F-181, BROADCASTING.

SOF REPORTER-FIELD PRODUCER, news and sports. Seek same position with heavy sports and news. Experience covering presidential campaigns, national court cases, general assignments, major league sports. Now working for national TV and radio news service. Excellent references. Des Artistes Hotel, Apt. 3-E, 1, West 67th St., New York, NY, 10023, or 212-EN2-6700.

Experienced radio newsmen, some TV, seeking anchor/reporting position. Particulars and VTR. 215-279-7281. u48Situations Wanted Programing, Production, Others

Director-12 years experience. Heavy in news, documentary and public service. Experienced in all phases of production in medium and major markets. Wants to relocate, preferably medium market. BA in R/TV, immediate availability. Resume on request. Box F-161, BROADCASTING.

Multi-award winning TV producer and experienced film buyer/programmer (10 yrs.) in major markets seeks position with production challenges. Currently employed proven rating-getter in Top Ten market; using only half my skills. Fully equipped with professional training, budget management and plethora of creative ideas. Films are my forte, production my challenge and work my only love. Write Box F-175, BROADCASTING.

Creative, hard-working continuity/traffic/production director seeks advancement. 614-382-3118.

CABLE

Help Wanted Management

Business manager: Top station in major southwest market. Bright, aggressive individual with solid financial background. Must be creative and have a minimum of two years experience. Salary open. Equal Opportunity Employer M/F. Send resume and salary history to Box F-130, BROADCASTING.

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.

REGIONAL ENGINEER Broad background in CATV necessary: old systems, new systems, new construction, rebuild, microwave. B.S. E.E. desirable. Large MSO. Over 58,000 subscribers/over 1000 mile region. Send resume to Mr. David R. VanValkenburg, 9670 Aero Drive, San Diego CA 92123.

Situations Wanted Programing, Production, Others

BUY—SELL—TRADE

WANTED TO BUY EQUIPMENT

250 Watt or 1 KW FM transmitter, state make, model, age, condition, price. Box F-113, BROADCASTING.

Need 10KW or 25 KW transmitter, antenna and all other equipment for new FM station. Box F-146, BROADCASTING.

FM Antenna, tunable to 90.9 MC, cheap. KRUD, Box 1425, Alhambra, CA 91802.

Equipment Wanted: Used automation systems, transmitters or what have you? Paul Schafer, Schafer International, 5801 Soledad Mtn. Rd., La Jolla, CA 92037.

Gates Solid-Statesman AM Peak limiter...Solid state stereo console with minimum of eight mixers...Model A-77 Revox half track...560 ft. Heliax-1 5/8" HJ7-50A. Box 329 Clinton, TN. Phone 615-457-1380.

FOR SALE EQUIPMENT

Schafer 902 Automation controller, carousel Revox reel to reel decks and Metrotech logger. As new. KIOQ, Bishop, GA 93514 714-873-5861.

Gates 1KW FM transmitter, sta-level, frequency and modulation monitor and antenna. Good condition. Also a Phelps Dodge circularly polarized antenna. Never used. KIOQ, Bishop, GA 93514 714-873-5861.

250 Watt stereo FM transmitter and Marti RMC-2AX remote control. KIOQ, Bishop, GA, 93514. 714-873-5861.

Like new: One 500C Spotmaster recorder/playback, two 505C Spotmaster playbacks - in service/production room January, 1974 - \$1500.00. Dean Smith - K.R.U.N. - Box 351, Ballinger, TX 76821 915-365-3544.

1-IVC, model 960 helical scan format video tape machine complete with editor, \$11,000. Contact Jim McManus, Manager, WGGs-TV. Phone 803-242-1616.

200' radio tower in excellent condition, as is where is. \$3,000 terms, \$2,000 cash. WIRA, Fort Pierce, FL.

FOR SALE EQUIPMENT

RCA BTF3B, Needs some work. With spare exciter. \$1200. Will trade for lower power xmtr. Also Ampex 350 good condition. Tube model. \$750. Alex Bowab, WKXI, Jackson, MI 39212.

For Sale one FM 10B 10,000 watt transmitter now in use want to buy one Gates used FM monoral transmitter 20 kilowatts or more for more information call 912-384-1550 or 912-384-8153 or write P.O. Box 471, Douglas, GA 31533.

Used monochrome and small amount of color television equipment for sale. List available. Write R. Moffat, mid-Florida Television Corp., Box 6103-C, Orlando, FL, 32803.

RCA TR-70C Quad Broadcast recorders, loaded, 525/625 NTSC/PAL, CAVAC, DOC, EDITOR, only 30hrs use, 6 mos old. A.F. Associates, Inc. 201-447-0096.

IVC 300 Cameras (two), complete with Varatol XX 10 to 1 lenses XQ 1070 plumbicons, tripods, dollies, cradle heads, camera cables, and camera monitors. Excellent condition, low hours, immediately available. \$37,500. Contact Warren Charles, Seattle WA 206-725-1400.

500 feet of FXA-158-50H Phelps Dodge 1 5/8 inch coax not used. Make offer. Gary Harrison-417-326-7777.

FM Transmitter. RCA BTF-10D, 10 KW stereo now operating. Available August. \$5,400.00 Also: Gates Automation, Audio equipment, remote control. 517-349-4000.

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.

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.

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.

GOOD VISUAL FEATURE. Tell your N.D. Mike Shea's Freestyle Ski Camp. U.S. and Canadian "Holdoggers" train at the only summer ballet skiing on Astroturf and aerial acrobatics from skiing ramps into lake. Aug. '75. Northern N.Y. For press reservations, affiliate feeds-Dan Silverstein, Box 30, Glens Falls, NY 518-792-6720.

Auditions, air checks duplicated. Recorder. 862 East 51 St Bklyn, NY 11203.

Employment Service

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-d.j.-1st class F.C.C. license training at Announcer Training Studios, 152 W. 42nd St, 3rd floor, N.Y.C., Licensed and V.A. benefits.

INSTRUCTION

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.— plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

1st Class FCC, 6 wks., \$400.00 money back guarantee. VA appvd. Nat'l Inst. Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: July 14, August 25, Sept. 29. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Frederickburg, 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.

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RADIO

Help Wanted Announcers

NEW MEXICO IS A GOOD PLACE TO LIVE!

Applicants wanted (D.J's, sales, news, engs., etc.) for occasional openings in small to medium markets, especially from nearby states. Don't call, send typed resume, tapes and requirements.
New Mexico Broadcasters Association, 709 Fruit Ave., NW, Albuquerque, NM 87102

Help Wanted Sales

NEW ENGLAND TOP-RATED CONTEMPORARY NEEDS ONE MORE PRO TO ROUND OFF ITS AGGRESSIVE SALES DEPARTMENT, YOU'LL NEED SOME HEAVY EXPERIENCE TO COMPLIMENT AN ALREADY PROFESSIONAL STAFF. EXTREMELY MODERN FACILITIES, GREAT BENEFITS AND TOP RATED PRODUCTS CAN EARN YOU TOP DOLLAR.
BOX F-154, BROADCASTING

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

Help Wanted Programing, Production, Others

WANTED

Exceptional individual with strong programing *and* sales background. Master's degree preferable but not required. An exceptional opportunity to match. Send resume immediately.

Box F-157 BROADCASTING

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

EXCEPTIONAL SALESMAN

Highly successful New York and Chicago national rep with extensive local sales experience in major and small markets. Idea man looking to train, manage, inspire and improve your sales staff. Top fifty markets.

F-143, BROADCASTING

WILL INVEST \$30,000.+

Exceptional Manager, Chief Adm., Salesmanager, Salesman, stable, honest, industrious Business Major; excellent health, thoroughly experienced Radio, T.V., Cable. Solid civic leadership, creative. Any offer considered, Principals only.

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(804)384-8557

Situations Wanted Programing, Production, Others

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When the station you're working at hires 18 new Newspersons and the engineering dept. starts to grease the Automation equipment, it doesn't take Jean Dixon to spot the severance check in your immediate future.

I'm a dedicated, loyal professional. I come with references and I'm ready to work! If you're in need of a P.D. or Talent and can fill my needs, I can fill yours. Just call the number the local announcer is about to give you and let's talk about our futures. In short ... HELP!

301-926-5088

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785-0275

Public Notice

The City of Yonkers, in Westchester County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until August 22nd, 1975 and all applications received will be available for public inspection during normal business hours at the City Clerk's office, City Hall, Yonkers, New York.

Madeline Natoli
Deputy City Clerk
Applications Receiving Officer
Cable Television
City Hall, Yonkers, N.Y. 10701
Phone Number 914 963-3980

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For Sale Equipment

For Sale

Wilkinson FM 1000 E Transmitter
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Wilkinson Stereo Preamps
McMartin RF Amplifier
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McMartin Pilot 19 KHZ.
Sold as package or separately
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C. Rivera 1-A
Mejico Esq. Selin, Hato Rely
Puerto Rico 00917. 809-766-5000

For Sale Stations

24 hour AM station in southern market metro area population over 400,000. Total radio revenues \$3,500,000. Principles only. \$360,000 cash; \$400,000 terms. Box F-164, BROADCASTING.

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Broadcasting
The newsworthy of broadcasting and allied arts

For Sale Stations Continued

Double your investment in three years. Rapidly expanding radio broadcasting company is seeking equity capital to purchase additional stations. Investors can participate from \$300,000 to \$1 million. Box F-170, BROADCASTING

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AM daytimer and powerful Class C FM in economically healthy metro area over 200,000. Handsome physical facility and valuable real estate. Brand new equipment. A profitable winner. 8 x cash flow. \$600,000. Liberal terms to qualified buyer.

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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

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Roy Steinfort: AP's new man on broadcast

Roy Steinfort, the new head of the Associated Press's broadcast services, once handled sports publicity at the University of Kentucky when the resident football and basketball geniuses were Bear Bryant and Adolph Rupp. "They were two of the most competitive men in the history of the world," he recalls. "Rupp once wouldn't let his team accept a second-place award because he didn't recognize second place. Well, some of their spirit rubbed off on me."

He invokes another sports figure, D.C. (Pea)head Walker, a former Southern football coach of some note, in explaining what he wants from the men and women of his department. "Peahead used to say he wanted his football players 'hostile, agile and mobile.' That's what we want, too: Hostile in the sense that they're highly competitive, agile in their thinking and by mobile meaning aggressive go-getters."

Mr. Steinfort uses the sports idiom frequently—and naturally. Indeed, it was sports that got him started in the news business. Injured playing high school football in his native Covington, Ky., he turned to covering games for the local paper. That led in time to a job with the *Cincinnati Enquirer*, for which he also worked summers during his student days at the University of Kentucky. After that, there was little doubt about what tack his career would take.

There were a couple of diversions, however. World War II interrupted his schooling while he served almost three years as an enlisted man in the Marines in the Pacific, including the bloody battle of Iwo Jima. Out of the Marines in January 1946, he received his bachelor of arts a few months later from Kentucky, where he had majored in history and English, and then went to work for the *Louisville Courier-Journal*.

How he went to work for the *Courier-Journal* involved a good deal more enterprise than simply applying for the job. The Kentucky basketball team was playing in the National Invitational Tournament in New York, and the paper's sports editor offered him 15 cents an inch for coverage—if he got to New York. He did, hitchhiking, and Kentucky went on to win the tournament in double overtime. His coverage obviously was impressive because the managing editor telephoned and offered him a job—but, again, he had to get there on his own.

He did that, too, and covered Kentucky football and basketball, and sports generally around Lexington, until 1948



Charles Roy Steinfort—assistant general manager in charge of broadcast services of Associated Press, New York; b. Covington, Ky., Oct. 1, 1921; U.S. Marine Corps, May 1943-January 1946; BA, University of Kentucky, 1946; reporter, *Louisville (Ky.) Courier-Journal*, 1946-48; public relations, University of Kentucky, 1948; *Courier-Journal*, 1949; reporter, AP, New Orleans, 1949-53; publisher, *Aberdeen (Miss.) Examiner*, 1953-61; regional membership executive, AP broadcast department, 1961-64; general broadcast executive, New York, 1964-66; deputy director, broadcast department, 1966-75; named assistant general manager in charge of department on May 30; m. Willie J. Silvers of Harlan, Ky., Dec. 26, 1942; children—Mrs. Susan Bender, Mrs. Cissy Ross.

when Bear Bryant lured him back into publicity for the university's athletic department, where he had worked as a student. After that tour he returned to the paper as a reporter on the city side.

Roy Steinfort first joined the AP in 1949 in New Orleans. He worked there for four years covering a wide assortment of news, from Sugar Bowl football to the Kefauver crime hearings and the Louisiana legislature during the governorship of Earl Long. Then, in 1953, his AP career was interrupted by sheerest chance.

A New Orleans colleague, Keith Fuller, who is now an AP vice president and deputy general manager, invited him to go along on a ride to Aberdeen, Miss., pop. 5,240, to look at a weekly newspaper that Mr. Fuller was thinking of buying. He went. Mr. Fuller didn't buy, but Mr. Steinfort did. "I gave the guy a hot check for \$500 and bought it," he recalls. Almost as fast, he had to learn to run the linotype "and everything else."

He also learned quickly another fact of small-town newspaper life: that, in his words, "all you've got to sell in a weekly newspaper is controversy, because the people already know all the news." So the new publisher of the *Aberdeen Examiner*

went looking for controversy, in politics and elsewhere, and found it. Between then and 1961, when he sold it, the *Examiner* was selected three times as the best weekly newspaper in Mississippi.

Along with the profits in his pockets and the more varied perspectives that being a publisher had given him, Mr. Steinfort left Aberdeen with an enthusiasm for aviation that has not deserted him. During his years with the *Examiner*, he and three friends, two of whom were pilots, bought a plane, and the two pilots taught the two nonpilots how to fly. Flying remains his principal hobby, currently exercised whenever time permits in his own single-engine Piper Comanche.

When he sold the Aberdeen paper, Mr. Steinfort remembered Oliver Gramling, now retired but at that time the almost legendary head of AP's broadcast services, and gave him a call. "Gram told me to come to work," he says, and thus he started in 1961 as an AP regional membership executive, traveling to stations in Pennsylvania, Ohio, New Jersey and Delaware. In 1964 he was transferred to New York headquarters to work with group broadcasters, and two years later he was made deputy to Robert Eunson, who had been named head of the broadcast division the year before. Mr. Steinfort succeeded to the top post upon Mr. Eunson's death last month following a long illness (BROADCASTING, May 26).

Mr. Steinfort's department currently serves more than 3,500 radio and TV stations throughout the country, and he has figured prominently in its reaching that total. As deputy director he was in charge of the sales force, among other things, and he has himself been calling on stations for years. He is able to say with some justification that "I think I understand broadcasters," because he has dealt with them and listened to them state their wants and needs in visits to "250-w daytimers and major groups and everything in between, in all 50 states."

For the immediate future Mr. Steinfort wants to push the growth of AP Radio, which commenced operations last October and currently serves almost 300 stations; to expand the regional report as much as possible, in the belief that this is one of the basic strengths of the department, and, of course, to keep the competitive juices flowing throughout the department. For his own part, he has been traveling much of the time since he was moved up to number one, and he expects he'll continue to do so. It's a good way, he figures, to keep his hand in, shake up the troops if that's needed and by all means to "avoid getting the syndrome that the world ends at the Hudson River."

Editorials

Co-op in co-op

Radio and television stations stand to gain materially from a new co-op advertising verification system just approved by the Association of National Advertisers, the Radio Advertising Bureau and the Television Bureau of Advertising.

What the system does is provide co-op advertisers with assurance that they are not being bilked by their retailers, with or without the connivance of stations. That should encourage many manufacturers, which had written broadcast co-op out of their plans as unmanageable, to restore it, adding countless dollars to the radio-TV potential. In addition, by taking away the advantage that tearsheets gave newspapers as proof of performance, it puts broadcast media on an equal footing with print in the competition for co-op money.

The system, described elsewhere in this issue, seems both simple and sensible. It is largely the work of Robert D. Wilcox of Armstrong Cork, who is chairman of the ANA co-op advertising committee and who has agonized over the broadcast verification problem for years. Mr. Wilcox credits a Pennsylvania neighbor, Charles C. Smith of WPDC-AM-FM Elizabethtown, with furnishing special assistance, and of course he had the support of RAB and TVB officials in getting their approval of the plan. If its performance even approaches its promise, all who had a hand in it deserve thanks.

Collision course

The beginning of a new contest between the Congress and the Presidency for control of the regulatory agencies can now be seen in Washington.

For some time President Ford has been decrying the "over-regulation" of U.S. business and industry. He drew applause last April when he told the delegates to the annual convention of the National Association of Broadcasters: "You know at first hand how government regulations can stifle economic growth and creativity" (BROADCASTING, April 14). Last week he got a standing ovation at a convention of the National Federation of Independent Business where he promised to cut federal red tape.

As a story elsewhere in this issue reports, Mr. Ford's proposed conference of members of the regulatory agencies—at which a start on de-regulation is supposed to be made—is taking shape. The idea of assembling the affected bureaucrats to decide how to reduce their own power has never seemed promising to us, but perhaps it can serve the purpose of alerting the public and the Congress to Mr. Ford's campaign. And his creation last week of a new commission on federal paperwork is another indication that he attaches some importance to the reduction of the government's oppressive presence.

At the same time, however, something in the way of a counter program has been launched by Chairman Torbert Macdonald (D-Mass.) of the House Communications Subcommittee. A detailed understanding of the probable effects of the FCC reorganization bill he introduced last week awaits more careful study, but a first reading suggests expanded, rather than contracted, powers.

Mr. Macdonald would reduce the number of FCC members from seven to five, extend their terms to 10 years, make the chairmanship appointment subject to the confirmation of the Senate and effective for the balance of the FCC term of the appointee—all calculated to reduce presidential influence. Those devices, coupled with procedural changes to authorize the FCC to deal directly with Congress instead of through the White

House or its Office of Management and Budget, as the law now requires, would firmly establish the agency as the ward of the Communications Subcommittees of the House and Senate.

Perhaps there is something to be said for isolating the FCC from the White House; the example of the Nixon tenure comes to mind. More confidence could be placed in the rearrangement, however, if Mr. Macdonald were not also advocating an enlargement of the FCC bureaucracy. Commissioners by law would be given bigger personal staffs. The agency's budget would be substantially increased. The intercession of outside parties in FCC proceedings would be subsidized by government funds. It is the grand design for more rather than less regulation.

Here the fundamental conflict between philosophies comes to light. Broadcasters can feel totally comfortable siding with Mr. Ford. No need whatever has been proved for more regulation. The current state of the economy is its own best demonstration of the need for less.

Make work

The FCC has at last accorded a decent, if modest, burial to its study of conglomerates. It would have been to the advantage of U.S. taxpayers and 37 broadcast licensees if the interment had been conducted earlier—at, say, the crib.

It was back in early 1969 that the study was begun, largely at the urging of Nicholas Johnson and Kenneth Cox who, while members of the FCC, never hesitated to spend any amount of government money to pursue the devils they believed to be in charge at any broadcast company with more employees than the owner and immediate family. Four years of FCC staff time went into the work. There is no way to count the money that was spent by the licensees that were investigated, although it was estimated at one point it would cost as much as \$100,000 for each to answer one questionnaire that the FCC staff devised.

It has been nearly three years since the staff completed its report which proved there had been no reason to conduct the study in the first place. At the final disposition, made by unanimous vote, there was no mourning bench.



Drawn for BROADCASTING by Jack Schmidt

"It's clever, Herb, but it seems kind'a heavy just to announce a tropical storm."

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National Telefilm Associates

Good News from Goodwill.

Many of Kalamazoo's handicapped have had their lives changed for the better through the work of Goodwill Industries. Goodwill trained them in their workshop and placed them in paying jobs.

To do this, the Goodwill organization needed public support. So the local Fetzer radio station publicized their needs and produced worthwhile results. A recent letter from Goodwill said, "Our programs have been expanded, our services increased and many more people have given of their time and talent to help the handicapped help themselves."

Helping a good neighbor is all part of the Fetzer tradition of total community involvement.



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WWTW Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac
		WWAM Cadillac	KMEG-TV Sioux City



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