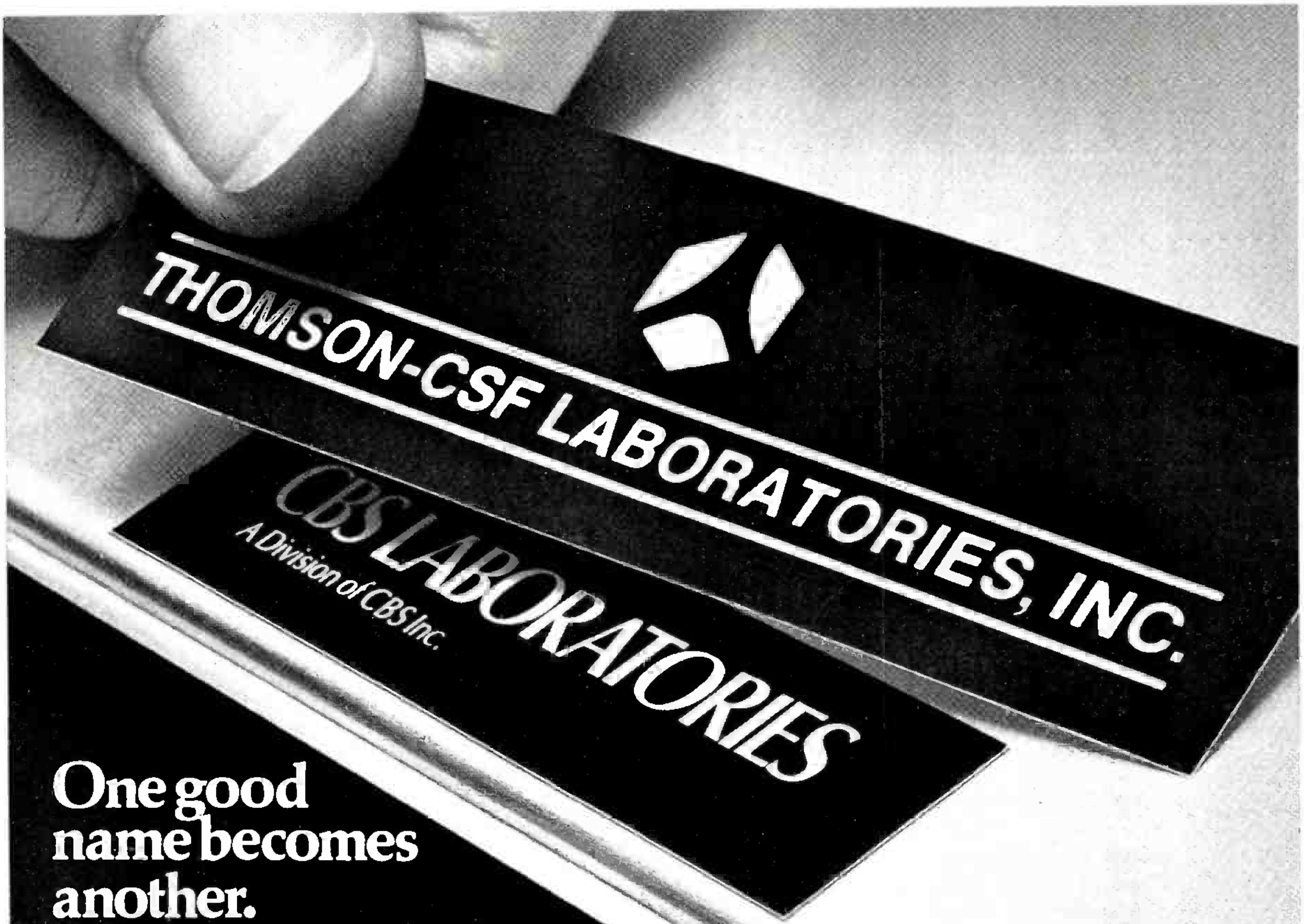
Closed Circuit Page 23 ■ **The Week in Brief** Page 24

FCC unleashes AM: more stations, more time and power
Special report: ferment in children's television

Broadcasting Jun30

The newsweekly of broadcasting and allied arts

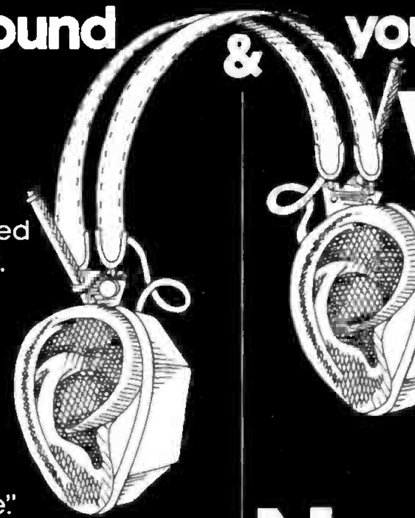
Our 44th Year 1975


THOMSON-CSF LABORATORIES, INC.
CBS LABORATORIES
A Division of CBS Inc.

The sound guide to automation

(no. 1 in a series)

our sound & your sound



We'll be the first to admit that there are differences between the sound of automated and so-called "live" stations.

But we've found that most people neither know nor care whether the station they listen to is automated or "live." After all, the listener relates to radio, to the sound that pleases him, rather than the mechanics of getting it on the air.

What is the sound of "live" radio? A "live" station depends on individual disc jockey personalities. And they're usually expensive, difficult to control and quite often, uneven in performance.

And what is the sound of Drake-Chenault? If you've never heard our new programming for automation, you're in for a pleasant surprise. Because there's no question about it. We sound exciting, relevant and ALIVE.

We pioneered the development of quality programming for automation. And today, we offer the very best in sound in a wide variety of formats: from Easy Listening/MOR to Adult Contemporary to Top-40. From Country to All Oldies to Rhythm & Blues.

With a Drake-Chenault format, you'll have a consistent sound. All throughout the day and night. And we'll help you develop a "station personality," by helping you create immediacy... through your news, weather, PSA's and promotions.

Now all we have to do is hear from you. We have a staff of people who are anxious to listen to your problems and suggest solutions. And make you sound terrific.

Drake-Chenault

you can hear the difference

Drake-Chenault
Suite 300
8399 Topanga Canyon Boulevard
Canoga Park · California · 91304

I'd like to receive your new free demo album and hear if the Drake-Chenault sound is as great as you say it is.

Name

Title

Company

Address

City State Zip

Business Briefly

New flight for the Air Force

U.S. Air Force will take off in early September on spot radio campaign in selected markets to speed up enlistments. Flights will last for 13 weeks and commercials will accent career and educational opportunities. Through D'Arcy-MacManus & Masius, New York, Air Force will direct its messages toward adults 18-24 and teenagers.

The one with the hole in it

Life Savers Inc., New York, is sweetening radio pot this summer with spot campaign in extensive list of markets. There will be varying starting dates during July and flights will last four, six or eight weeks, depending on market. Dancer-Fitzgerald-Sample, New York, is looking for slots that are favorites with teen-agers.

Sterling's remedy is television

Sterling Drug, New York, has begun major spot TV campaigns for two of its products, Haley's MO laxative and Vanquish headache remedy. Former, which began last week, will run for total of nine weeks, aiming at men and women 50 and over with fringe 30's. Vanquish campaign, larger of two, will run spots in large group of markets for most of July and August, and will try to reach women 18-49. Agency for both is Lois Holland Callaway, New York, buying through Independent Media, also New York.

Rep appointments

KDIG(FM) San Diego is now represented by ABC-FM Spot Sales, New York. □ KAUS-AM-FM Austin, Minn., has appointed Pro Time Sales, New York.

Five for Protein 29

Mennen Co., Morristown, N.J., will begin five-week spot TV campaign July 7 for its Protein 29 hair groom, targeting men 18-49 and buying fringe and sports 30's. Business is being placed by Chapman Communications, New York.

Yamaha's advantage

Yamaha, looking ahead to spring 1976, is already setting up spot TV campaign for line of tennis rackets, now being placed at large number of stations to run for 10 weeks beginning in February of next year. Agency—Ayer, Jorgensen, MacDonald, Los Angeles—has targeted men and women 18-34, and will buy daytime and weekend 30's, particularly *Dinah!* series and televised tennis matches. Markets include Houston, Dallas and Buffalo, N.Y.

Going to the dogs

Jim Dandy Co., Birmingham, Ala., will launch intensive spot TV campaign this summer on behalf of its canine food products in approximately 30 markets in Southeast and Southwest. Campaign is slated to start in mid-July and run through end of August, with Walpert Co., Cherry Hill, N.J., seeking time slots appealing to women of all ages.

Going to the Devil Dogs

New jingle sung by The Dry Dels, group of black youngsters, is pushing message that people can "groove on" Borden's Devil Dogs because they're "delicious" and "inviting." Sixty-second radio spots will run for next eight weeks in 13 Eastern markets including New York, Philadelphia and Washington. Target audience is women between ages of 25 and 49. Agency is Needham, Harper & Steers.

An advertiser in spot TV clothes

Garan Inc., New York, clothes manufacturer, is fashioning its first regular TV campaign for Garanimals' children's apparel this summer after testing TV in three markets last August. Through Shaller/Rubin Associates Inc., New York, Garanimals will be advertised heavily through spot TV campaign in 25 markets throughout U.S. and participations on daytime programs on CBS-TV and NBC-TV. In spot TV Shaller Rubin will be using early and late night fringe and prime-access to reach women over 35. One-month campaign during August will focus on "back-to-school" and represents one of few consistent TV campaigns on national basis in clothing category. Commercials will carry local tags for retailer outlets in 25 markets and some retailers are buying additional spots on their own.

Shell wants the bugs out

Shell Chemical Co., San Ramon, Calif., is pushing its No Pest Strip during summer season via spot TV in long string of markets for four weeks, starting July 7. Through Ogilvy & Mather, Los Angeles, Shell Chemical is directing its messages to women, 18-49.

Federal tackles top TV markets

Federal Express Corp., Memphis, which offers priority airline package service, has started use of TV spots in New York and Los Angeles to run four weeks. Company tentatively plans to expand its spot TV into Philadelphia, Boston, San Francisco and Cleveland along with tie-ins in other media. Current commercial, themed to "America You've Got a New Airline," was produced by Carl Ally Inc., New York.

But Sara Lee likes radio

Kitchens of Sara Lee, Deerfield, Ill., will

Group owner on Compu/Net. Eight Nationwide Communications Inc. stations have been signed for Compu/Net Inc.'s on-line computerized broadcast management system, becoming the first broadcast group to interconnect multiple radio and TV stations on such a system. Launching the relationship (l to r): Maurie Webster, executive vice president, Compu/Net; Willard Hoyt, VP-treasurer, NCI; Ed Stevens, president, Compu/Net; Clark Pollock, VP-general manager, NCI; Dick Janssen, general manager-radio, NCI; John Mackin, general manager, NCI's WXEX-TV Richmond, Va., and Ernest Holling, director, television development, Compu/Net.

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be showcasing its breakfast products via spot radio splurge in substantial number of markets, beginning today (June 30) and remaining on air for four weeks. Commercials will be slanted toward women from 35 to 49. Agency is Benton & Bowles, New York.

A different kind of car radio

Chrysler Corp., Dodge Division, Detroit, starts today (June 30) on seven-week spot radio blitz on behalf of its Charger automobile. BBDO Detroit is steering campaign toward men, 18 to 64.

Folger brews summer campaign

Folger Coffee Co., Kansas City, Mo., is beginning spot TV campaign in more than 20 markets on July 1 and continuing through end of September on behalf of its vacuum and instant coffees. Through Cunningham & Walsh, New York, Folger is looking for both 60- and 30-second spots in time periods geared to total adults and total women.

Three-month spot splurge for C-P

Colgate-Palmolive Co., New York, is launching spot TV effort on behalf of various products in more than 35 markets, beginning July 1 and ending in late September. Norman, Craig & Kummel, New York, is focusing on women, 18 to 49.

Golden Grain's new recipe

Golden Grain Inc., San Leandro, Calif., is cooking up various spot TV campaigns to run in about 40 markets for Rice-A-Roni and other food products, with flights lasting six to eight weeks and starting dates ranging from late June, late September and early October. Vantage Advertising, San Leandro, is aiming at women 35 and over.

Ups and downs in the agency business

Advertising can be in-and-out enterprise. Last week, for example, Crestwood Advertising, New York, which had about $21 million in billings in 1974, filed for bankruptcy in U.S. Southern District Court of New York, listing assets of $1,406,000 and liabilities of $1,164,800. David Blank, president, said all creditors, mainly broadcast stations, "should be paid 100%." Later last week Robert S. Block Advertising, Milwaukee, said it was re-opening New York office it had closed several months ago and appointed Mr. Blank as senior vice president in charge. Block expects to bill about $10 million this year and will solicit accounts formerly handled by Crestwood. Block's office in New York will be at 485 Madison Avenue (10022). Telephone: (212) 688-6200.

Six week's work for Lestoil

Noxell Corp., New York, will launch campaign for Lestoil, cleaning product, with six-week spot TV campaign beginning July 14. Agency—Foote, Cone, & Belding, New York—will buy daytime and fringe 30's to reach women 18-49, in range of markets including Boston, Miami, Milwaukee and Syracuse, N.Y.

Summer and Sun

Sun Oil Co., Philadelphia, will start to roll with widespread spot radio and television drive this summer spanning more than 50 markets, starting in late July and continuing for five weeks. Wells, Rich, Green, New York, is aiming Sun commercials in both media primarily toward men 18 to 49.

Market math made easy

Major Market Radio Inc., New York, has developed "Market Reach Estimator," designed to simplify radio reach and frequency problems for media planners and buyers. Twenty-page "Estimator" has sets of tables organized to provide easy method of determining percent of market reached and average frequency for different types of schedules. Copies are available to agency buyers and planners from MMR offices.

It's news to Clairol

Bristol-Myers' Clairol is now sponsoring the twice-daily, syndicated *Earth News Radio,* Hollywood-based news service for youth carried on more than 280 radio stations. Previously Budweiser beer and Annie Green Springs wine sponsored the barter show.

Picture Fotomat in spot TV

Fotomat, national film processing centers, will buy spot TV in one- to three-week flights in July and August in large number of markets, including Dallas, Houston, Miami, Cincinnati and Milwaukee. Agency—Western Media, Los Angeles—is buying daytime, fringe and prime 30's and 10's, aiming at adults 18-49.

Bradley going its in-house way

Milton Bradley Co., Springfield, Mass., has devised new game plan: in-house advertising agency. Games manufacturer has dropped Young & Rubicam, New York, and will handle estimated $8 million in billings, about $6.5 million in broadcast, through newly-formed in-house agency, MB Communications Inc., Springfield. Agency will have its own media staffers and will use outside creative talent.

Falstaff taps Asher/Gould

Asher/Gould Advertising, Los Angeles, has been selected as agency for Falstaff Brewing Corp., which markets beer of that name as well as Narragansett beer and Ballantine ale. Billing on all three beers is around $8 million. Agency principal Hal Asher will supervise Falstaff account.

Frank Blair's back in spot radio series

Equitable Bank Corp. of Maryland (through W.B. Doner) is first local sponsor to sign for new 52-week series of radio programs called *News Bicentennial.* Series, to run three minutes a day (including one commercial minute), five days a week beginning July 4, features Frank Blair reading newscasts as though they were written and edited 200 years ago. Scripts were researched from actual newspapers, journals and archives of 1775 and 1776. Creator/writer is Gerald Roscoe, president of his own New York ad agency, and distributor is Motivational Systems Inc., New York, whose plan is to sell series to banks and their ad agencies in various markets. Banks will then dicker with radio stations in their markets. Equitable of Maryland has placed show on WBAL(AM) Baltimore.

BAR reports television-network sales as of June 1

ABC $326,676,900 (29.8%); CBS $399,014,200 (36.4%); NBC $370,341,200 (33.8%)

Day parts	Total minutes week ended June 1	Total dollars week ended June 1	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday Sign-on 10 a.m.	109	$ 628,800	2,597	$ 14,967,700	$ 10,778,800
Monday-Friday 10 a.m.-6 p.m.	979	9,563,000	23,291	245,234,900	212,342,700
Saturday-Sunday Sign-on-6 p.m.	270	2,897,700	7,175	113,562,000	103,409,700
Monday-Saturday 6 p.m.-7:30 p.m.	99	2,219,200	2,361	58,458,000	52,528,000
Sunday 6 p.m.-7:30 p.m.	12	221,900	382	9,338,400	8,589,800
Monday-Sunday 7:30 p.m.-11 p.m.	385	21,248,400	9,377	581,017,800	554,791,800
Monday-Sunday 11 p.m.-Sign-off	191	3,086,500	4,294	73,453,500	65,041,000
Total	**2,045**	**$39,865,500**	**49,477**	**$1,096,032,300**	**$1,007,481,800**

Source: Broadcast Advertisers Reports

Monday Memo

A broadcast advertising commentary from Howard Brod, executive VP, Wells-Benrus, Attleboro, Mass.

An old trade finds a 'new' ad medium

Howard Brod has had more than 25 years experience in top corporate posts and for several years has been executive vice president and general manager of Wells-Benrus, a division of Benrus Corp., and the largest U.S. manufacturer of precious-metal pierced earrings and charms. Mr. Brod has had extensive marketing experience with companies including Lever Bros., Playtex and American Home Products Corp.

The present management team at Wells-Benrus Inc., a division of the Benrus Corp., did not come from the jewelry business. Wells-Benrus people learned their trade as marketers of packaged goods for such firms as Lever Bros., Playtex and Procter & Gamble. Now, in the Wells Division, we are translating the sophisticated marketing concepts of these companies into the language of an industry that has clung to the traditions of 19th century entrepreneurship.

In 1975, we committed ourselves to building a strong consumer franchise for Wells products—pierced earrings and charms.

Although we are spending a meager sum by Lever Bros. or P&G standards, we did budget $1 million for advertising, and we left open the possibility of spending up to $2 million if business warranted. But we did have a problem—the varied levels of development of our business market-by-market. In Chicago, charms and earrings were a $20-25 million business; in Boston they were a $4-5 million business. In Chicago we had excellent distribution; in Boston we did not have a single department store account. We clearly needed a medium with infinite flexibility.

And the only medium that promised to answer all of our diverse needs was radio—specifically spot radio.

We firmly decided that consumer impact was our major objective. Since the heavy users of pierced earrings and charms are females 13-35, we almost were forced into radio. Radio reaches this group the most efficiently of any medium and penetrates higher, regardless of efficiency. While newspapers and television certainly penetrate our market well, they give us far too many older women for whom we do not want to pay.

Radio, however, is blessed with over 7,000 stations. Radio stations are happy to carve out special segments of the population. In every major city one, two or three stations program to reach females 13-35—and succeed.

Inherent in spot radio, of course, is infinite flexibility. We can start any time we want, run varying weights and, in general, approach each market as if it were our total business. In addition, we have been able to go into many small markets through local retailers, markets which ordinarily would never be bought by a national advertiser. Spot radio also allows us to change copy to fit each retailer's needs and to develop with him a series of promotions of various costs tailored to his particular way of doing business. That is most important to Wells because we provide our accounts with a continual procession of different kinds of promotional activities—from ear-piercing clinics to self-liquidators and gifts-with-purchase.

Every radio spot we run has a retail tag. However, every spot carries the copy message we have developed. In major markets we buy a schedule that will develop the minimum reach and frequency we feel necessary. We then allocate the live tags among old and new customers. This has proved to be a powerful selling tool although the job of executing it market by market has been a back breaker.

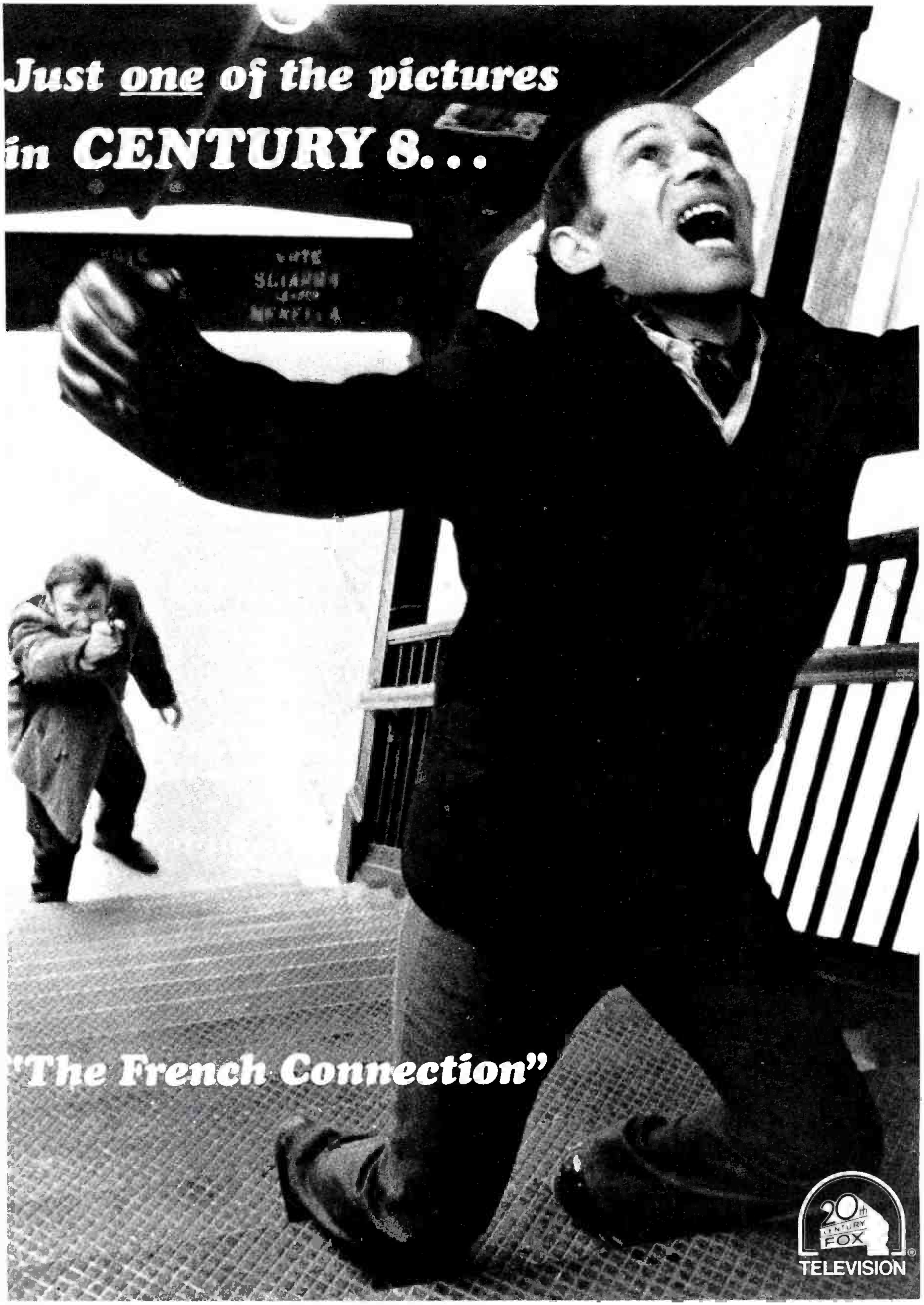
The decision to concentrate in radio influenced our copy strategy, for radio is patently not a visual medium. "The medium is the message." If a picture is worth a thousand words, that is true of the picture of an object. We decided to communicate an idea on the simple theory that to get across an idea, one good word is worth a thousand pictures. That fitted nicely into our basic philosophy which was not to sell a style or a "look." We wanted to sell the idea of Wells. This we tried to do by stressing our intrinsic value and our quality.

Last fall we tested our program in Houston, Atlanta and San Francisco. Spots ran in these markets for only six weeks. The penetration of our brand name was astounding, considering the short time, by my own checks of the markets, reports from store personnel and reports from our salesmen. When we measured net shipments into the test areas for six months (September-February), which allowed for pre-Christmas stocking and post-Christmas returns, we had increased sales by 61% versus year-ago figures. Sales increases by store (in a set of more than 100 large volume stores) ranged from 20% to 300%.

This spring we expanded our advertising nationally. While it is still too early to measure the effect in factory shipments, I am hopeful we will equal or better our test market performance despite the unfavorable economic climate. A Wisconsin department store group moved as much of our product in February and March as it moved in its best five months of 1974. In Washington, a major account has already purchased more product than it bought in all of 1974. In the Pacific Northwest, a long-time department store customer reported double the over-the-counter movement of a year ago after the start of advertising. Prior to advertising, over-the-counter sales had been only slightly ahead of the prior year. A branch of a major department store, situated so that it received radio coverage from a number of stations, sold 70 pair of earrings a week out of a basic inventory of 216 in the bleak month of February. That's an annual turnover rate of 17—in the off season. Our salesman had to write an order twice a week until inventories could be raised. In this store group we added 7% to the total accessory department.

An important benefit, of course, has been added distribution. About 100 more department stores (including branches) now carry Wells pierced earrings than carried them on Dec. 31. These stores, without exception, enthusiastically report exciting turnover. They attribute it to the consumer impact of our advertising. So do we.

We plan to run at least twice as much radio in the second half as we scheduled in the first half. That is the time of year when our products move fastest across the counter. If the past and present mirror the future, we hope to have an outstanding year. We will have done more than that, I believe. We will have put in place a sound foundation on which to build, for we have proved to our satisfaction that if the target audience is well-defined and fits radio demographics, radio can produce superb reach and frequency for the money and can quickly build brand awareness. We are also convinced that radio has the kind of flexibility we need to maximize sales from advertising expense.


Just one of the pictures
in CENTURY 8...
"The French Connection"
20th CENTURY FOX
TELEVISION

Where Things Stand

Status report on major issues in electronic communications

■ Indicates new or revised listing.

■ **AM allocations.** FCC last week adopted rule relaxing AM allocations (see story, this issue).

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

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

Cable rebuild deadline. 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.

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

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 agreements has been issued. Comments are due July 25.

■ **Community ascertainment.** FCC has instituted rulemaking (Docket 19715) designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, May 12). Comments are due today (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 has conducted hearings 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 imposed on common ownership of cable system and television station in same market (BROADCASTING, April 17). Comments were due May 19; replies, May 30.

■ **Distant sports.** FCC last week instructed staff to draft "same-game" rule governing cable television's importation of distant sports programing (see story, this issue).

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 on two House bills.

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

Fee schedule. Various parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20) (Case nos. 75-1053 et al.); some 60 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Case nos. 75-1064 et al.). Several parties seeking refunds have filed in U.S. Court of Claims (Case nos. 82-74 et al.).

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

Leapfrogging. FCC has initiated rulemaking (Docket 20487) aimed at modifying or repealing rules that require cable systems to select closest stations in importing distant signals. Comments 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, NBC and ABC television affiliates associations. Order also is subject of petitions for reconsideration filed with commission. Also, commission has agreed to adopt simultaneous—instead of present same-day—nonduplication protection for broadcasters in the Rocky Mountain time zone (BROADCASTING, June 23).

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

Obscenity. FCC's declaratory ruling on indecent and obscene broadcasts (BROADCASTING, Feb. 17) is being appealed to U.S. Court of Appeals in Washington by object of ruling (Case no. 75-1391. 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 was scheduled for last week but was postponed until after the July 4 recess.

■ **'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. AIM will appeal to Supreme Court (see story, this issue).

Performers' royalty. Senator Hugh Scott (R-Pa.) has attempted for some 30 years to push through legislation establishing performer's royalty to be paid by broadcasters. In last session of Congress, it was defeated as amendment to Senate's copyright bill. Senator Scott has subsequently introduced concept in separate bill, S. 1111. 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 Chairman Richard E. Wiley has brought sides together once more in last effort to help them resolve their differences before commission finally faces question of whether to assert jurisdiction in issue and impose its own rate formula.

■ **Prime time access rule III.** FCC on May 14 modified rule in response to decision by U.S. Court of Appeals in New York which essentially affirmed rule's constitutionality (BROADCASTING, May 19). Two appellants—National Association of Independent Television Producers and Distributors and Sandy Frank Program Sales Inc.—asked court to reverse com-

The NBC Radio Network celebrates the glorious—and even the not-so-glorious—growth and development of our country: People who founded our nation. Principles that led them to action. Events of statesmanship and war, patriotism and treason. Historic composites of Americana.

EDWIN NEWMAN'S "BICENTENNIAL BEAT"...3-minute profiles of people and events that shaped our Republic. Humor, myths, heroes, villains. In the inimitable Newman style. Weekdays at 11:30 AM, Monday through Friday, beginning July 4, 1975.

"THE STRUGGLE FOR INDEPENDENCE"...a five-part series beginning Labor Day weekend, August 30, 1975. Produced by NBC News, these 5-minute programs will be presented Saturdays and Sundays at 1:30 and 2:30 PM every weekend through 1976: THE SEEDS OF THE REVOLUTION; THE DECLARATION OF INDEPENDENCE; THE ARCHITECTS OF INDEPENDENCE; THE CITIZEN SOLDIERS; and THE STRUGGLE FOR INDEPENDENCE.

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.a special three-day ries on July 4, 5 ıd 6, 1975, each 5- inute program lebrates those ·ies saluting the centennial. Pro- ıced by NBC News, ith actualities from ıch city.

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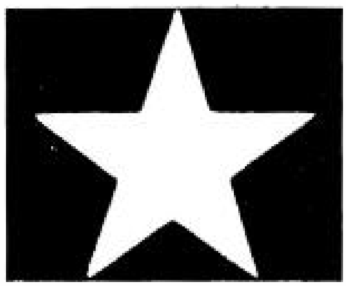
...NBC News presents a series of 30-minute programs on Sundays, 9:30-10:00 PM, celebrating events from our 200-year history: from 1776 to the moon exploration. Beginning July 6, 1975, with the history of our First Amendment, the series will be heard every other month, July through December, 1975; then, every month in 1976.



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Winners will be announced July 4, 1976.

mission on effective date—Sept. 8, 1975. They wanted date extended, but court rejected their requests (BROADCASTING, June 23).

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-AM-FM Omaha, and WIFE-AM-FM Indianapolis has been appealed to U.S. Court of Appeals in Washington (Case no. 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 is Oct. 15.

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

Datebook®

■ indicates new or revised listing

This week

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 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.

Also in July

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 programing. 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**—Public hearing on *American Jewish Congress* complaint against CBS News and *60 Minutes* for segment on Syrian Jews. National News Council, One Lincoln Plaza, New York.

July 9-12—*Colorado Broadcasters Association* summer convention. Speakers include Washington attorney Jason Shrinsky; 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 meeting 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 Otesaga hotel, Cooperstown.

■ **July 14-15**—*FCC* Future Planning Conference. FCC, Washington.

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 19—*Motion Picture Laboratories Inc.* annual film seminar. Memphis State University, Memphis. Contact: MPL, P.O. Box 1758, Memphis 38101.

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* sixth sales management seminar. Harvard University Graduate School of Business Administration. Boston.

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 on *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 with 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 reevaluate 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* Mideast 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 Telecommunication 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 Picture and Television Engineers* 117th technical conference and equipment exhibit. Jack Valenti, president of the Motion Picture Association of America, will be Sept. 29 luncheon speaker. Century Plaza hotel, Los Angeles.

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

October

■ **Oct. 2-3**—*Ohio Association of Broadcasters* fall convention. Columbus.

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.

Major meeting dates in 1975-76

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

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

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

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

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

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

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

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

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

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

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

Oct. 16-17—*National Association of Broadcasters* 1975 fall conference. Marriott hotel, Boston.

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

Oct. 22-23—*Kentucky Broadcasters Association* fall convention. Red Carpet Inn, Bowling Green.

■ **Oct. 24-26**—*American Women in Radio and Television* Southwest Area Conference. Dallas.

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

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

November

■ **Nov. 2-4**—*Action for Children's Television's* fifth national symposium on "Children's Programing and The Arts." Speakers include Ray Hubbard, Post-Newsweek Stations; Thomas Hoving, Metropolitan Museum of Art; author Jerzy Sendak; John Connor, *New York Times*; illustrator Maurice Sendak and Herbert Schmertz, Mobil Corp. Atlanta Memorial Arts Center, Atlanta. Contact: ACT, 46 Austin Street, Newtonville, Mass. 02160.

Nov. 5-7—International Film & TV Festival of New York 1975, Americana hotel.

Nov. 6-7—*American Association of Advertising Agencies* central region annual meeting. Continental Plaza hotel, Chicago.

Nov. 9-11—*National Association of Broadcasters* 1975 fall conference. Monteleone hotel, New Orleans.

Nov. 10-14—*International Radio and Television Society* faculty/industry seminar. Tarrytown Conference Center, Tarrytown, N.Y.

Nov. 10-11—*Advertising Research Foundation* annual conference. New York Hilton, New York.

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

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ALBANY WRGB 5-6 pm	**HONOLULU** KHON-TV 3-4:30 pm	**WASHINGTON** North Carolina WITN-TV 9-10 am	**UTICA** WKTV 4:30-6 pm	**TAMPA** WTVT 9-10:30 am
SAN ANTONIO KSAT-TV 9-10:30 am	**AUSTIN** Texas KVUE-TV 9-10 am	**BELLINGHAM** KVOS-TV 12-1:30 pm	**CHARLOTTE*** WSOC-TV 4-5 pm	**DAYTON** WHIO-TV 10-11 am
BAKERSFIELD KBAK-TV 9-10:30 am	**EUREKA*** KIEM-TV 4-5:30 pm	**DULUTH-SUPERIOR** KBJR-TV 4-5:30 pm	**SPOKANE** KREM-TV 9-10:30 am	**LINCOLN** KOLN-TV 4-5:30 pm
EUGENE KVAL-TV 4-5 pm	**TALLAHASSEE** WCTV 4:30-6 pm	**TOLEDO** WDHO-TV 10-11 am	**FLINT** WJRT-TV 9-10 am	**AUSTIN** Minnesota KAAL 3:30-5 pm
YOUNGSTOWN WFMJ-TV 4-5:30 pm	**BANGOR** WABI-TV 4:30-5:30 pm	**JACKSONVILLE** WJXT-TV 4:30-6 pm	**BURLINGTON** WCAX-TV 9-10 am	**ROCKFORD** WREX-TV 9-10 am
MINOT* KXMC-TV 3:30-5 pm	**IDAHO FALLS** KID-TV 2:30-4 pm	**WILMINGTON** North Carolina WECT 9-10 am	**SOUTH BEND** WSBT-TV 3:30-5 pm	**COLUMBIA** South Carolina WIS-TV 4-5 pm
BINGHAMTON WBNG-TV 4:30-5:30 pm	**HARTFORD** WFSB-TV 4:30-6 pm	**BOISE*** KBCI-TV 2:30-4 pm	**ROCHESTER** New York WOKR 10-11:30 am	**SARASOTA** WXLT 4-5:30 pm
DALLAS-FORT WORTH WFAA-TV 9-10:30 am	**YAKIMA** KIMA-TV 4:30-6 pm	**TERRE HAUTE** WTHI-TV 8-9 am	**FARGO-VALLEY CITY** KXJB-TV 3:30-5 pm	**BUFFALO** WKBW-TV 4:30-6 pm
SYRACUSE WNYS-TV 9:30-11 am	**TRAVERSE CITY** WPBN-TV 4:30-6 pm	**FORT MYERS*** WINK-TV 4:30-6 pm	**CEDAR RAPIDS*** KCRG-TV 9-10 am	**ST. LOUIS** KMOX-TV 3:30-5 pm
LACROSSE WKBT-TV 4-5:30 pm	**RALEIGH** WRAL-TV 9-10:30 am	**LANCASTER** WGAL-TV 9-10 am	**PALM SPRINGS** KMIR-TV 3:30-5 pm	NSI MAY 1975 to be continued

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Doesn't hurt a bit

EDITOR: I note with great interest the current controversy in the Congress over whether to allow radio and television coverage of sessions of Congress.

Many of the concerns being expressed now by members of Congress are echoes of concerns voiced in the Michigan capitol more than five years ago, when both chambers wrestled with the issue of allowing broadcast coverage of sessions.

Rules were adopted allowing virtual unlimited broadcast coverage of our legislature. Since then, spot news coverage of the Michigan legislature on radio and television has grown by leaps and bounds. The people are better served because they are better informed about legislative activities and the legislature, conversely, is better served by the news media in communicating public policy to the governed.

I, for one, have had no second thoughts about the decision of the Michigan legislature to permit and encourage broadcast news coverage of our public sessions. I am hopeful the Congress will follow the lead of our state, and the other states in allowing broadcasters full access to the legislative process.—*Bobby D. Crim, Speaker, Michigan House of Representatives, Lansing.*

Last word

EDITOR: For the second time in as many tries, Mr. Schwartz, of Grahm Junior College, Boston, has made a weak defense for the retention of the fairness doctrine. In his May 26 "Open Mike," Mr. Schwartz reintroduced the "impact" argument in support of the doctrine.

By claiming that the broadcast media have a greater influence on our minds than any other media form, Mr. Schwartz begs two responses. First, when one speaks of impact, as former FCC General Counsel John Pettit said, one comes dangerously close to saying government regulation of speech is particularly warranted when the mode of speech is especially effective. Following this reasoning, we would carefully regulate a Webster, Lincoln, or Martin Luther King and leave the Joe Nobodys of the nation to speak to their hearts content—unregulated.

Second, there is perhaps an overemphasis in interpreting the Roper study on where people get most of their news to mean that the medium makes our decisions for us. It should not be inferred that a TV viewer is a fool, incapable of independent thought.

By citing the plethora of daily, weekly and semiweekly newspapers, Mr. Schwartz inadvertently displays that there is no scarcity of information input into the discussion forum nor, in light of cable, is there any scarcity of channels in broadcasting generally.

Because a majority of people may like apples and they are in high demand, it is no reason to say there is a scarcity of fruit. The broadcast media is only one part of our discussion forum. Why is it not afforded First Amendment protections?

If Mr. Schwartz is so intent on alleviating diverse information scarcity problems, let him start a few more major political parties. Last I looked, we only had two.—*Jerald Fritz, University of Notre Dame Law School, Washington.*

Already there

EDITOR: I read with great interest your June 9 story on children's programing and noted that the key word seemed to be "commitment."

About a year ago, Forward Communications made a "commitment" to initiate its own concept of children's programing. Each of the six Forward stations committed itself to the production of children's programing which would be distributed among the Forward stations.

Robert Gordon of the National Association of Broadcasters' children's TV conference expressed disappointment at the turn-out of station programers and management. Forward does not believe it is necessary for all six stations to be represented, but did have both program and management representation at the meeting.

I would suggest that we have had enough "panels" on broadcast activities, and I would also suggest that many broadcasters, like Forward Communications, have already gone ahead, made their "commitments" and produced many entertaining shows for the kids—without benefit of panels to tell them what to do.—*Richard D. Dudley, president and general manager, Forward Communications, Wausau, Wis..*

Now, not later

EDITOR: The report in the June 23 issue on the adoption of time standards for independent stations by National Association of Broadcasters television board is not entirely correct. The board amended the television code so that the standards go into effect immediately (not as of July 1, 1976). The standards will be applicable until reviewed by the board at its meeting in June 1977.—*James Hulbert, executive vice president, government relations, NAB, Washington.*

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

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

The WGMS Fire: Beethoven never knew he had so many friends.

"Most of us in the broadcast business talk about what we do for the community. And sometimes we wonder if anybody hears, knows or cares about what we are or who we are. A couple of weeks ago, WGMS AM/FM (Washington's Fine Arts station) suffered a serious fire. The public outpouring and concern led to this ad which ran in the WASHINGTON POST. Never doubt it . . . people do care." . . . Jerry Lyman, Vice President, General Manager

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With the force of Prometheus unleashed, a nightmare erupted at 3:02 AM June 6, 1975 in the studios of WGMS radio. The human story that followed our near-disastrous fire is so overwhelming we wanted to share it with you, our listeners, and in some small way, express our gratitude for your concern, interest and understanding. It is a very moving experience to realize how much of a personal part WGMS plays in the lives of so many people. Somehow, we wish we could individually thank the hundreds of people who have inquired, "What happened?" . . . and "Is everyone all right?" Unfortunately, it is difficult to type letters on melted typewriters or handle a telephone that crumbles to the touch. The only complete way to respond to your outpouring of sincere inquiry (and our all-too-brief replies) is to share with you here the whole story as it unfolded that night.

The episode spans a few brief moments of the clock . . . and a few lifetimes of emotions.

Friday 12:01 AM . . .

Dennis Owens begins his nightly "After Hours Show" as he has for almost two years. A light word, some music . . . a smooth easy routine. Dennis is in the studio at 5100 Wisconsin Avenue, N.W. His engineer, Frank Tollin, at the transmitter (several miles away) in Bethesda. They talk briefly, cryptically over the intercom, establishing routine procedures. The night moves on . . . a selection by Beethoven . . . a commercial . . .

12:30 AM . . . A faintly conscious smell of smoke. Dennis checks the coffee pot in the hall. Nothing. Must be imagination. The thought disappears . . . time becomes words, music . . . hours.

2:15 AM . . . Through the news, update the log . . . glance through some records. The senses detect something . . . like food cooking. Dennis flips the intercom. He and the engineer discuss the possibility of some kind of short in the studio . . . maybe a small wire burned out? Nothing shows up. The night returns to its solitude inside the soundproof studio.

3:02 AM . . . Log entry completed: "A Mahler Symphony." The senses begin setting off quiet alarms. The strong smell of smoke has now invaded the studio like a spider. Dennis cues up a short Baroque piece by Juliano. Now . . . now the smell of smoke . . . stronger . . . acrid . . . heavy. Not yet visible, but the nose repels first. Dennis stands up to flip the intercom again. All the senses are in alarm. Something is wrong. In the same instant a ball of searing yellow flame and belching black smoke explodes from an office across the hall from the studio. Heat spears the studio wall and shatters the outer glass.

3:03 AM . . . A quick stab at the intercom: "I've got a major fire in this place . . . I've got to get out." "Okay, get out, I'll call the fire department . . . you get out of there fast!" The heat, smoke and flames have not yet totally crashed into the sanctuai of the tight studio. Outside, a seething black hell in the halls.

3:04 AM . . . Dennis makes tv quick, incredibly calm moves. H dials 911. An immediate respons Words are clipped, "Major fire— WGMS—5100 Wisconsin Avenu . . . On the way." He calls Jerry Lyman. Another urgent, but collected message to the genera manager of the station. Smoke : getting thick and biting already . . . brief words . . . "fire, getting out now." The whole world is ar ooze of black . . . everywhere . . rapidly building heat moves silently into the corridors along with the black ooze.

3:05 AM . . . Dennis scoops u some personal odds and ends, covers his face and nose for an assault towards safety. One last glance around the studio. The record is almost over. He smoothly fades down the contro knob, with an almost casual, measured reflex. The listener ha no conception of the nightmare going on. No time left. Get out now . . . thru the inner door, down the hall, up the stairs . . . outside. Air. Air is sweetness. H ears fill with the sound of a million sirens and the blur of rescu Lights, hoses, axes . . . safety.

3:07 AM . . . The transmitter its own nightmare world. The engineer has heard the music fade. He alerts the fire department. He clicks the intercom. Nothing comes back from his questioning voice . . . "Dennis?" Some kind of noise . . . and the nothing. Try the telephone . . . dead. He reacts instinctively to his training, grabs a tape casset and shoves it in place and musi immediately recreates its own quiet continuity. A minute at most has passed. "After Hours" plays gently on for the pleasure s audience. The interruption is lmost imperceptible. A little itch. A goof . . . and the listen-r's world goes on. Washington's ood music station. In the middle f an ordinary, routinely quiet ight only a handful of people hare the horror story, as any re is to its victims.

3:15-6:00 AM . . . The next :w hours were a swirl of action. tation engineers, sales person-el, announcers were routed from eep while the city slept. A :mporary studio was installed at ıe transmitter, records came out f home cabinets and were ıshed to the transmitter. Fire-ıen, blackened and exhausted, ɔntinued their private seige. And, After Hours" continued on softly ıto the pink of dawn.

6:01 AM . . . Like any other ıorning, the new day began for /GMS listeners with a very calm Good Morning, this is Fred den." And, then under incredibly rained circumstances, Fred did n impromptu show, ad-libbed ɔmmercials, updated the audi-nce on the fire . . . and life went n. Everything normal, everything nder control for the listener. It asn't until mid-morning that the ıst of the fire was squelched. The orror was over—now the mess. he stench of cold smoke, black rime, twisted metal. A hostile, ightening, sickening devastation.

And, then, beautiful things egan to happen. People. Listen-s. Strangers, but friends, ıared the burden and the hurt. A ıan dropped by the transmitter ith a stack of records; he ıought they might be of some elp. Another stranger with coffee ıd rolls. Calls to police, fire epartment, radio stations, news-apers . . . like relatives inquiring fter an accident. Radio station /ASH-FM just across the street, rovided emergency office space . . station WMAL, a few blocks way, began delivering newscast ıaterial for WGMS to use. Amer-an Security & Trust, another eighbor on Wisconsin Avenue, rovided emergency space for ıanagement personnel.

It went on that way throughout ıe day and the following day. By londay, cards and letters poured ıto the station from just people. ffers to help clean up, messages encouragement. Humorous and ncere notes . . . like get well ırds to an injured friend. And when temporary phone lines were restored days later, the calls began and grew and grew . . . "Are you okay?" . . . "Is everyone all right?" . . . "Is Dennis okay?" . . . "Was the record library destroyed?" . . . "Can I be of any help?"

People. Personal friends of Beethoven and Mozart. People inquiring about a neighbor in need.

There is no way to express what it has meant. To the listener's ear it could have meant nothing more than one minute of dead air in twenty-four hours of broadcasting. A little slip-up or the wrong switch. Oops. And life could have gone on without interruption.

It has been so much more than that.

A radio station is people. And the people who are WGMS all share in the words "Thank you and God bless your kindness."

The epilogue is brief. The station is a shambles . . . a catacomb of black, lifeless filth. The record library (some 15,000 albums) is sooty, but totally intact. Files, commercials, the whole paper universe is in various states from disappeared to miraculously untouched. Most of the amenities of a once orderly world are draped under a cover of black, inky residue. All broadcasting operations have been shifted to the transmitter where a completely new set of equipment was installed within hours of the fire.

How long before things are back to normal? It'll be a while for us. For you, our listener, we hope there's little or no inconvenience.

You have strengthened us with your concern. We'll try to say thanks in the best way we know. By making WGMS an even better neighbor in Washington for the future.

Beethoven would have been proud and pleased to know he has so many friends.

Thank you, thank you very much.

WGMS | 570 am 103.5 fm
AN RKO RADIO STATION

RKO General Radio Stations proudly share this testimony to the power of radio and the unique posture of WGMS in the Nation's Capital.

Dwight Case, *President*
RKO Radio

KFRC AM/FM, San Francisco
Pat Norman, *General Manager*
Ken Thompson, *General Manager*

KHJ, Los Angeles
Tim Sullivan, *General Manager*

KRTH, Los Angeles
Allan Chlowitz, *General Manager*

WAXY, Fort Lauderdale
Jack Collins, *General Manager*

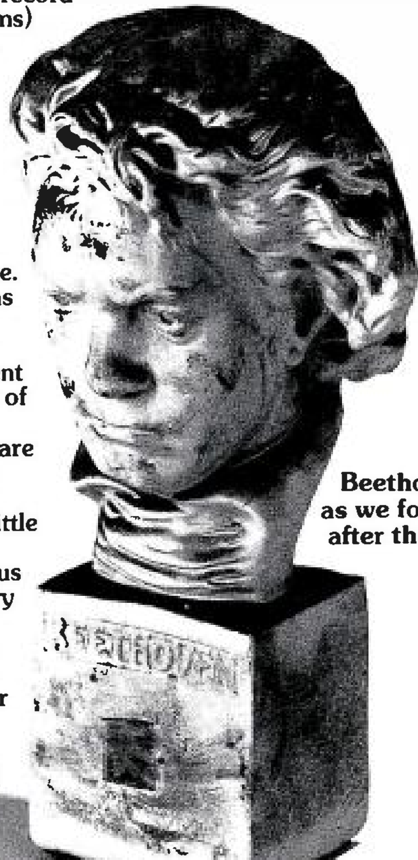
WFYR, Chicago
Al Kucin, *General Manager*

WHBQ, Memphis
Jim Bedwell, *General Manager*

WOR, New York
Herb Saltzman, *General Manager*

WRKO/WROR, Boston
Jack Hobbs, *General Manager*

WXLO, New York
Rick Devlin, *General Manager*



Beethoven . . . as we found him after the fire.

Closed Circuit.

Insider report: behind the scene, before the fact

Is bloom off sports?

Concern over trends in local sports coverage, from rising rights costs to diminishing and sometimes disappearing profitability, has led to rare seminar attended by broadcasters from half-dozen Eastern and Midwestern stations and almost as many station reps. It was initiated by Buckley Radio Sales and held at WGN(AM) Chicago. It reportedly touched on merchandising and promotion, but its chief emphasis was said to be on how best to sell local sports, with broadcasters hopeful station reps could induce more national advertisers to buy.

Many stations have reported increasing difficulty in finding advertisers willing to commit for major local sports sponsorships, on top of increasing cost of rights and apparent lack of cooperation by number of sports clubs. Obvious though perhaps extreme example of problem is seen in WHDH(AM) Boston's decision to terminate 30 years of Red Sox baseball (story page 39). Though that decision was said to be unrelated to seminar, WHDH was represented there along with, among others, WCCO(AM) Minneapolis, WOR(AM) New York, WLW(AM) Cincinnati, WJR(AM) Detroit and WGN, plus Katz Radio, Blair Radio, Avco Radio Television Sales and RKO Radio Reps in addition to Buckley Radio Sales.

Tenure

Nicholas Zapple, who retired July 1 as communications specialist with Senate Commerce Committee, isn't likely to disappear from Capitol. Signs point to his occasional retention as consultant to same committee, role that would permit him to take per diem pay while drawing pension.

It's no secret, however, that cable interests wouldn't relish his return. They have considered Mr. Zapple pro-broadcast on basic issues over which cable and broadcasting disagree.

Breath of life

If it's numbers House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) wants before he will set license renewal legislation in motion again, it's numbers he's getting. So far 103 members of House have attached their names to 48 renewal bills. Broadcasters from all over have responded to call by National Association of Broadcasters to begin big push, with result that House hopper has been flooded with renewal bills—22 in June alone. Most, of course, are copies of earlier entries, but under different sponsors.

Leading pack is bill (H.R. 5578) by Representative Louis Frey (R-Fla.) which at end of last week had 72 co-sponsors, 38 Republicans and 34 Democrats. NAB hopes Frey bill (BROADCASTING, March 31) will be working draft when Communications Subcommittee begins hearings. Meanwhile, on Senate side, Paul Fannin (R-Ariz.) has collected 15 co-sponsors for his renewal bill (BROADCASTING, June 2) which he expects to introduce immediately after July 4 recess.

Regional record

Some of them could have been pushing strictly regional products, but well known national advertiser names are among buyers of regional TV networks from ABC, CBS and NBC during current one-year test ordered by Federal Trade Commission. For instance: General Foods, General Mills, Borden, Keebler, Scott Paper and Crown Zellerbach. Other reported regional-network users include A&P, Folger's coffee, Vlasic Foods, Shasta soft drink, Dairymen's Association, Ace Hardware and several oil companies and beers.

FTC's idea in imposing test, part of seven-year-old investigation, was to make sure networks didn't discriminate against small advertisers—which they denied doing. Networks contend requirement is unnecessary. TV station reps say it's worse than that, forcing networks to accept advertising that should and in most cases would have been placed via spot. FTC presumably will review it after test is up, Oct. 8.

Detroit news

Soon to be announced: elevation of Don F. DeGroot to vice president, broadcasting division, Evening News Association, Detroit, and of Peter A. Kizer to vice president-general manager of News-owned WWJ-AM-FM-TV Detroit, succeeding Mr. DeGroot. Mr. DeGroot was feted last Friday at surprise dinner on his 45th anniversary in broadcasting, with FCC Commissioner James Quello, former Detroit broadcaster, as toastmaster.

30 years later...

FCC, which has been struggling with policy questions related to clear channels since 1945, still does not have all answers, even all questions. It discussed staff's draft of notice of inquiry for two hours last week, decided questions needed sharpening and proposed options needed extending. But after two hours of talk, more than one staffer said he felt he had been on merry go-round. Commission is far from suggesting its own clear channel policy, will ask comment on wide variety of options—from breaking down some or all remaining 12 pure clears to granting requests of some clear-channel licensees for super power, or combination of options.

Chairman Richard E. Wiley wants document that emerges to be labeled as notice of rulemaking as well as inquiry; that would enable commission to act without another proceeding. But betting at commission is that commission will require further notice after digesting responses to one now being prepared.

Chase for co-op

Series of radio co-op seminars is being planned by Radio Advertising Bureau, on strength of one held last week in Chicago. Meeting was arranged on 30 days' notice, with only one mailing to stations, and RAB officials said they hoped 50 people might attend. Instead, 130 showed up. Edward C. Crimmins, co-op consultant, conducted it and is expected to have hand in subsequent sessions, probably starting this fall.

Spot prospect

As part of its entry into watch field, Speidel, A Textron Company, Providence, R.I., is introducing "The Time Modulator," solid-state digital watch, with extensive spot TV campaign to cover two-thirds of country, starting in late October. Markets are still unselected for campaign, which will continue through end of year via Creamer, Colarossi & Basford Inc.

Bicentennial note

Milton E. Mitler, owner of WALE(AM) Fall River, Mass., is latest broadcaster to be recruited for White House duty. He will direct liaison office on Bicentennial, coordinating official appearances to be made by President. Another broadcaster, Syd Eiges, retired NBC vice president, is number-two official on Bicentennial Commission in Washington.

Pay quickeners

More and more radio stations are said to be putting financial responsibilities on salesmen to counteract slow-pay trend among local accounts. Some stations are withholding sales commissions until customer pays bill. That's inducement to salesmen to check credit references of new accounts, keep close track of pay records of old ones.

The Week in Brief

EASING UP ON AM ☐ *Nighttime service by some AM stations now restricted to daytime and power increases for some held in check until now are in prospect as FCC liberalizes AM allocations rules.* **PAGE 26.**

PAYOLA BUST ☐ *Six corporations, 16 individuals are indicted by federal grand juries on various charges of under-the-table payoffs, bribery, mail and wire fraud, filing false income tax returns and perjury.* **PAGE 27.**

NO TREES BETWEEN MEALS ☐ *Euell Gibbons will have to take the raw plant references back to nature, out of Post Grape-Nuts advertisements, according to Federal Trade Commission consent order signed by General Foods Corp.* **PAGE 30.**

FCC'S 'NEW ETHIC': IN SPADES ☐ *Three notices of proposed rulemaking issued by the FCC to control hypoing, fraudulent billing and misleading or unfair contests. The notices were adopted in May but last week's announcement contained examples of kinds of activity to be avoided by broadcasters.* **PAGE 30.**

OLD RULE WILL STAND ☐ *FCC's old network program exclusivity rule is constitutional and does not violate the Communications Act, says Washington appeals court. Case brought by Southwest Cable TV Inc. is dismissed as "without merit."* **PAGE 31.**

SAME-GAME PLAN ☐ *Draft of rule on imports of sports from distant stations is in the works to ban cable carriage in 35-mile blackout zone. NCTA and NAB officials aren't entirely displeased; sports interests will go "back to Congress."* **PAGE 32.**

FORD'S DE-REGULATION IDEA ☐ *Meeting with Hill leaders of both parties in prelude to July 9 meeting with members of FCC, FTC and eight other agencies, has urgent focus. Regulatory agency reform, it's generally agreed, is a "cliche whose time has come."* **PAGE 32.**

GROWING PAINS ☐ *Rep. Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, builds up his staff to fit his five-times-larger budget for this year.* **PAGE 33.**

PRESSURE IS ON ☐ *Seven of eight nominees for Corporation for Public Broadcasting's board will be recalled for further questioning July 22, following initial round and repeated requests by citizen-group witnesses for more information. Eighth and most controversial nominee, Colorado brewer Joseph Coors, will get separate hearing at later date.* **PAGE 34.**

MAN IN THE NEWS ☐ *National Cable Television Association has a new president, Robert L. Schmidt. The sportsman, general business lawyer and relative newcomer to the cable industry casts himself as a "problem solver." NCTA board meeting enumerates abundance of problems.* **PAGE 37.**

DROPPING THE SOX ☐ *WHDH(AM) Boston has carried Red Sox baseball games for 30 years, for the past couple of years in the red. It will not bid for radio rights to next year's games, currently at minimum $400,000 level.* **PAGE 39.**

CHILDREN'S TELEVISION UPDATE ☐ *A special report details program developments at individual stations, interchange of polished programing by station groups, the networks' Saturday morning maneuvers and specials plus the top-10children's shows in syndication.* **PAGE41.**

NBEA PROFESSIONAL SPLIT ☐ *Annual convention of the National Broadcast Editorial Association uncovers division among members on amount and manner of editorializing. Dr. S.I. Hayakawa scores reporting of "rumors and innuendos."* **PAGE 51.**

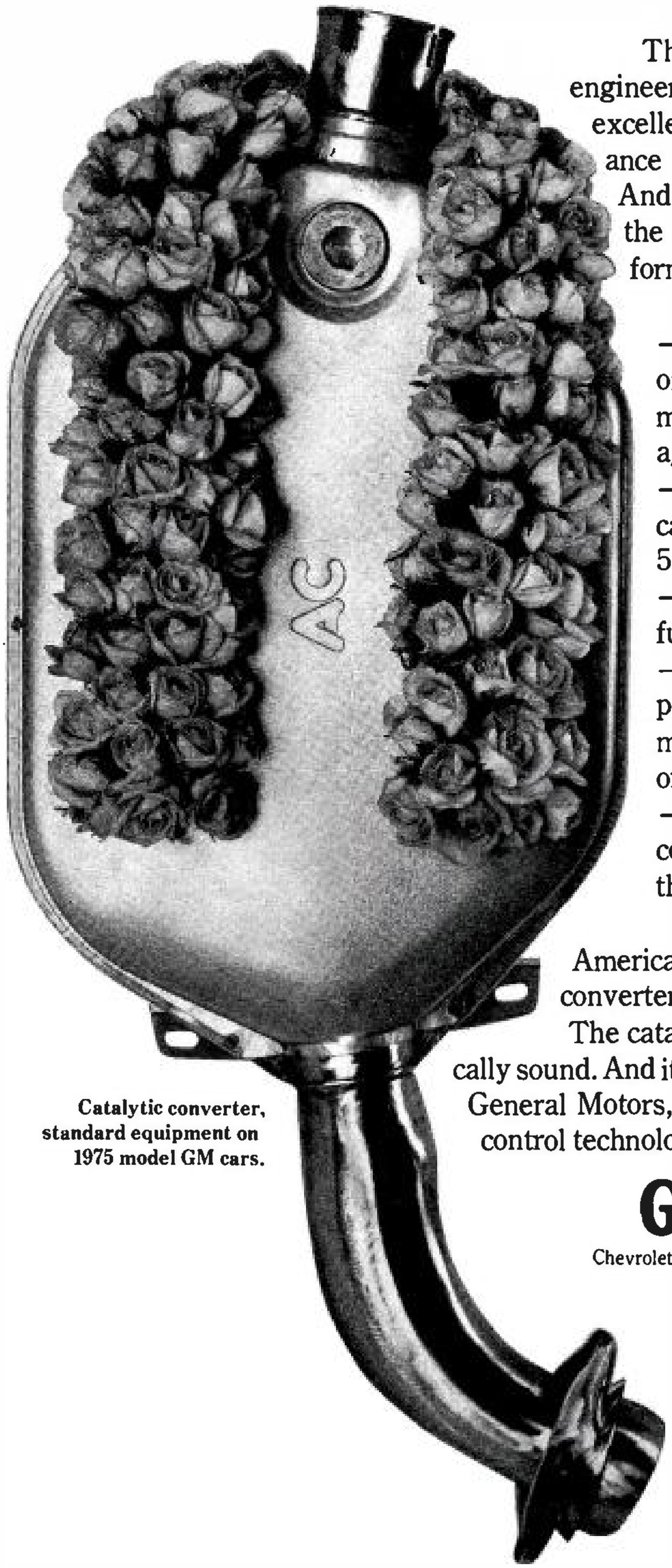
TAKING AIM ☐ *Reed Irvine, chairman of Accuracy in Media, says group will seek Supreme Court review on* Pensions *case. Fairness doctrine dispute over NBC documentary is three years old; was recharged after Judge Bazelon's dissenting opinion in appeals court this month.* **PAGE 52.**

FEELING THEIR WAY ☐ *Record companies are inexperienced in TV advertising, but some successes indicate the medium can be used well for album sales when strong budgets and artists back campaigns.* **PAGE 53.**

BELL TELEPHONE THINKING SMALL ☐ *Its solid-state B&W TV camera is the size of a cigarette pack and meets resolution requirements for TV news coverage.* **PAGE 56.**

CANDOR ON THE NAB TV BOARD ☐ *As vice president-general manager of WCPO-TV Cincinnati he made headlines for refusing to air* Cher *in a 'family' time slot. As vice chairman of the NAB TV board, Bob Gordon has the reputation for being a near-crusader, cleansing the airwaves of sex and violence. Still, he denies that distinction.* **PAGE 73.**

It makes every GM car a real performer.



Catalytic converter, standard equipment on 1975 model GM cars.

The catalytic converter has enabled GM engineers to retune engines to the standard of excellence in acceleration and overall performance you've always expected from GM cars. And in more than a billion miles on the road, the converter has proved to be quite a performer itself. Even better than we expected.

These are its accomplishments:

—enabled engineers to improve fuel economy in city driving by 28% over 1974 model GM cars on a sales-weighted average, according to EPA calculations,

—reduces exhaust emissions of hydrocarbons and carbon monoxide by about 50% from already lowered 1974 levels,

—lasts the lifetime of the car with unleaded fuel and proper engine maintenance,

—in normal operation its outside skin temperature is about the same as an ordinary muffler and far lower than the temperature of an exhaust manifold,

—has low sulfate emissions, caused by incompletely refined fuel, no higher than those of a diesel engine of similar size.

Auto-makers in Europe, Asia and North America have contracted to buy the GM catalytic converter for their cars. It is a world standard.

The catalytic converter: fuel-saving and ecologically sound. And it's standard equipment on 1975 cars from General Motors, a world leader in automotive pollution control technology.

General Motors

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

Broadcasting Jun 30
Vol. 88 No. 26

Top of the Week

FCC pushes back bounds of AM: more stations, power, time

Way is cleared for additional outlets; rules for nighttime and for power ups are loosened

The FCC, after two fairly successful tries at turning the screw on AM applications, decided last week to ease off. And the result could be significant for the oldest broadcasting service, in terms of opening the door to still more, and expanded, AM service, including nighttime service by stations now restricted to daytime. An application for a daytime or unlimited time station will be accepted if it is to provide a community with its first or second service. And rules on power increases have been liberalized.

A new 2.5 kw power classification has been added as an intermediate step between 1 kw and 5 kw in the commission's classification system. The suburban rule, which has been a burden for some applicants seeking to provide service in suburban communities, will no longer be invoked in cases of noncontested applications. And, for the future, applications for changes in frequency, like those for power increases, need meet only daytime and nighttime interference standards.

Commission officials say they cannot estimate the effect the new rules will have on the flow of AM applications; for one thing applicants will still be required to meet technical standards. But the commission is thinking ahead to a possible heavy influx of AM applications; if a large backlog develops, it said, it might seek to control the flow by declaring "open" and "closed" seasons on the filing of such applications.

The FCC liberalized its AM rules after being persuaded, both in comments filed in a rulemaking instituted last November (BROADCASTING, Dec. 2, 1974) and in lobbying by AM broadcasters, that the rules adopted in 1964 and 1973 were too restrictive. The aim of those rules was to reserve the disappearing spectrum space for the assignment of stations that would serve underserved areas, and to encourage development of FM in areas needing an aural service.

The rules that restricted the growth of AM service limit the acceptance of applications to those proposing new daytime and nighttime service or increased power for existing stations that can make a showing that 25% of the area to be served by the resulting facility is "white area"—that is, lacking in interference-free, full primary service from either an AM or and FM station. Alternatively, an application for a new station would be accepted if it showed that the proposed facility would provide a first or second "adequate" service to the community. (A station provides "adequate" service if its 5 mv/m contour covers 80% of the population of the area to be served. However, the alternative was of little help, since signals from outside the community could be considered as providing "adequate" service.

But AM broadcasters complained that the rules prevented them from obtaining the power increases needed to serve cities whose population centers have stretched beyond the stations' existing signal contours. The commission also came across cases in which application of the rules seemed to bar needed nighttime service.

Super oversight. The FCC and Federal Trade Commission were among six regulatory agencies told last Wednesday they have 30 days to complete a 96-question inquiry into their operating procedures and accountability to the public. The questionnaire was compiled by the House Commerce Committee's Subcommittee on Oversight and Investigations.

Regulatory reform has been a priority project of the subcommittee since Representative John Moss (D-Calif.) became chairman (BROADCASTING, Feb. 3). Representative Moss was among congressional leaders who met with President Ford on regulatory matters last Wednesday (see page 32).

The questionnaire asks for detailed information about current and former commissioners, their speaking engagements, every commission meeting in the last five years, complaints from industry and the public in the last two years, freedom of information challenges, contracts and the like. The responses will be evaluated by the five staffers detailed to the project and by subcommittee members. Hearings are likely.

The rules, the commission said, failed to afford reasonable opportunities to meet developing needs for additional aural service.

Accordingly, the commission decided on a less-than-two-services standard. It will accept applications for a new daytime or unlimited time station, or for nighttime facilities for an existing daytime-only station, simply on a showing that the community involved has fewer than two independent aural transmission services with an AM-FM combination counted as one) during that time of the day for which the new service is proposed—assuming the proposed station can meet existing interference standards.

What's more, an application for a new unlimited time station meeting the first or second nighttime service standard will be accepted even if the proposed station's daytime operation would provide the community with more than two broadcast services. (The commission is retaining the 25% rule as an alternative to the first or second service standard.)

The new, 2.5 kw power classification fits into rules that require that maximum rated carrier power of a transmitter be at a specific power step. Those steps have been 500 w, 1 kw, 5 kw, 10 kw, and 50 kw. The commission said the creation of a step between 1 kw and 5 kw is both logical and useful; it will facilitate the maximum use of facilities in cases where power greater than 1 kw was feasible, but not as much as 5 kw.

The relaxation of the suburban rule adopted in 1965 as a means of assuring that applicants for stations in suburban communities intend to serve those communities and not the adjoining large city, was a necessary consequence of the actions taken to relax restraints on power increases.

The rule requires an applicant for a suburban station that would put a 5 mv/m contour over a neighboring large city overcome a presumption that the station is intended to serve that city. The rule will now be limited to mutually exclusive applications that are involved in a comparative hearing. Continuing to apply the rule to applications for new stations for power increases would conflict with the new policy aimed at removing the restrictions on such applications. However, requests for unusually high power will be examined carefully, the commission said.

As was true of the other AM rules it modified, the commission felt the one governing applications for changes in frequency constituted an unnecessary "bar to the acceptance" of an application. The rule subjects a frequency-change application to the same limitations on interference as those applied to a new station applying for the frequency. Under the new rule, the acceptability standards will be the same as those applied to applications for power increases. The commission said its rules could be modified without weakening its policies aimed at preventing "the undue multiplication of stations serving the same community."

The commission, in bringing the rulemaking to an unusually speedy conclusion, thus was sympathetic to the desire for relaxation of restrictions that was expressed in most of the 273 comments filed in the proceeding.

But one proposal it rejected was that its allocation rules take into account the needs for unique, specialized or minority program formats. The commission said that "the transitory nature of programing makes programing a particularly inappropriate factor to consider in the context of the adoption of such generally applicable rules" as those it was considering in the AM allocations system it was designing.

As for those changes it did make, the commission said they "should provide many opportunities, unavailable since the adoption of the restrictive amendments of 1964, for the assignment of new standard broadcast stations, and the expansion of facilities of existing stations."

Antiblack bias? Walter E. Fauntroy, District of Columbia delegate to Congress, said last week he will seek an investigation of the conditions facing black disk jockeys and black artists in the recording industry.

Mr. Fauntroy, a nonvoting Democratic member of the House, said he has signed a contract with Stax Records, Memphis, to record an album of religious and secular music to be dedicated to the late Rev. Martin Luther King Jr. Mr. Fauntroy was an aide to Dr. King.

"In the course of arranging to produce and sell this album," Mr. Fauntroy said last week, "I have learned many things about the industry that are not apparent to the public eye, but which, to the legislative eye of a black member of Congress like myself, are very disturbing." He said he found that black disk jockeys are not being paid their worth, and that some in the South are making "only $125 a week."

He said he will ask the Congressional Black Caucus, comprising 17 black members of the House, to investigate in closed hearings allegations of payola involving black disk jockeys. If it is a problem, he said, he wants to find out whether it is a reflection of blacks' low pay. He said he also wants to find out why recording artists receive only 3% of the proceeds from record sales. Further, he said he wants to investigate alleged discrimination against blacks by top-40 stations.

Payola traced to 16 cities in indictments of R&B labels

DJ's, program directors win immunity for cooperating with government; no word yet on what FCC may do

For two years a team of federal investigators and accountants and four grand juries have been probing alleged corruption in the recording industry. Last week, their efforts bore fruit in the biggest payola bust since the 1950's.

Sixteen individuals and six corporations were indicted by federal grand juries in Newark, N.J., Philadelphia and Los Angeles for violating the federal statute banning under-the-table payoffs for playing records, as well as for traveling between states to commit bribery, for mail and wire fraud, for filing false income tax returns and for perjury.

A fourth grand jury, in New York City, indicted Clive J. Davis, former president of the CBS/Record Group, and David Wynshaw, a one-time director of artist relations for CBS Records, for income tax evasion. A separate New York City indictment accused Mr. Wynshaw and Pasquale Falconio, who is now in prison on a drug charge, with conspiracy and mail fraud. They were said to have conspired to defraud CBS of more than $75,000 through four fictitious concerns which Mr. Falconio established and whose bills Mr. Wynshaw, the Justice Department said, arranged for CBS to pay.

But out of all of the activity aimed at rooting out illegal payments to radio station personnel, only one station employe was named—Paul Burke Johnson, program director at WAOK(AM) Atlanta, a rhythm and blues station. And he was accused of perjury in denying he received money and clothing for promoting records.

Jonathan L. Goldstein, the U.S. attorney in Newark who coordinated the investigation, said the disk jockeys and others believed to have received payola were not charged because they were cooperating. It is understood that, in return for their help, the station personnel were granted immunity from prosecution—a procedure the Justice Department frequently uses in major investigations.

It was not clear last week what role the FCC would now play in the case. The commission, along with the Internal Revenue Service, assisted in the investigation; it provided two staff members—an accountant and an accountant-investigator—and furnished the Justice Department with a number of leads in the form of allegations of payola that it had received. And Mr. Goldstein's aide, Thomas Greelish, chief of the criminal division in Mr. Goldstein's office, said the help was "invaluable." But commission officials were not yet filled in on the stations and employes involved in the investigation so were not sure what if any action the commission would take.

William Ray, chief of the commission's Complaints and Compliance Division, said the "only action" the commission might take would be to impose an administrative sanction—a short-term renewal or a fine—on a licensee for failing to exercise "reasonable diligence" in guarding against the payment of payola to an employe.

For Mr. Ray, long frustrated by a lack of legal and financial resources he feels are needed to crack down on payola, the announcement of the grand juries' actions was welcome. "We have no authority to go to a grand jury to get indictments," he said. "We have to get the Justice Department involved." Furthermore, he said, auditing a company's books to check out payola suspicions is "a time-consuming business," and he lacks the people for that work. "We were all for the Justice Department's investigation," Mr. Ray said. "We were rooting for them. We helped, and we hoped something would come out."

The Justice Department investigation thus far has reached into 16 cities. Mr. Goldstein said the indictments returned last week were only "the beginning."

Two of the indictments contained 86 counts each.

One, returned in Newark, detailed a scheme in which Nat Tarnopol, who controls Brunswick Record Corp. and Dakar Records, six other officials of those firms and a seventh individual allegedly sought to enrich themselves and finance payola—while at the same defrauding artists and others engaged in recording on the Brunswick and Dakar labels—by underreporting royalties.

The indictment said the defendants sold records to dealers at less than wholesale on the condition that they pay in U.S. currency and goods and services—a scheme that allegedly produced more than $343,000 in cash and $28,000 in automobiles, household items and sporting goods.

The defendants were said to have illegally retained some of the proceeds, and to have used some of the money to pay disk jockeys, program directors, music directors and other station personnel "as consideration for the public broadcasting of Brunswick and Dakar musical records."

The indictment said that the defendants traveled "through and to" New Jersey, Washington, D.C., Atlanta, Detroit, "and other cities and states" to make the payoffs.

Besides Mr. Tarnopol, who was also charged with seven counts of income tax evasion, the others named were Peter Garris, Irving Wiegan, Lee Shep, Carl Cavise and Melvin Moore—all officials of Brunswick or Dakar—and Carmine De Noia, also known as Doc Waassel, described in the indictment as a business associate of the others.

The Philadelphia indictment named six companies—Assorted Music Inc., Gamble-Huff Records Inc., North Bay Records Inc., Gamble Records, Huga Management Inc. and Cheyenne Productions Inc.—as well as officials of those companies.

They were said to have paid some $37,000 to radio station personnel in cash, clothing, money orders and airline tickets. The clothing—more than $6,000 of it, according to the indictment—allegedly was provided by Krass Brothers Clothiers of Philadelphia, one of whose owners, Benjamin Krass, is a partner in Gamble Records and named in the indictment.

According to the indictment, station personnel from a number of states were given airplane tickets to travel to Philadelphia to pick up the clothing. The indictment also said the defendants drew up lists of the station personnel to whom they would pay money—in currency—and the amount they would pay each, some $25,000 in all. Another $3,200 was paid in the form of money orders.

The indictment listed 16 cities in which station personnel allegedly received payola—Norfolk, Va.; Chicago; Detroit; Inkster, Mich.; New York; Atlanta; St. Louis; Memphis; Washington and two of its suburbs, Oxon Hill, Md., and District Heights, Md.; University City, Mo.; Houston; Philadelphia; Baltimore and Cleveland.

In most of those cities, according to the indictment, illegal payments were made frequently—in Washington, for instance, 21 times. However, it was not clear how many stations or individual station personnel were involved in each city.

Nor was there any reliable indication of the kind of stations involved. Although the companies named in the indictments are among the leaders in rhythm and blues music, investigators cautioned against drawing the inference that personnel at black-oriented stations had been the record companies' primary target. They noted that top-40 stations also play the music involved.

Officials of the companies named in the Philadelphia indictment were Kenneth Gamble, who at various times was president of the six companies indicted; Leon Huff, Earl Shelton, Joseph Medlin, Edward Richardson (also known as Lord Gas), Harry Coombs and Mr. Krass.

In Los Angeles, the grand jury returned an indictment charging Fred Rector, a record promoter with offices in Chicago and Los Angeles, with failing to file income tax returns for 1972 and 1973.

The indictment naming Mr. Davis provided an ironic touch to the announcements last week. It was a Justice Department investigation into the activities of Mr. Davis and Mr. Wynshaw two years ago that led to the grand jury probes amid reports that not only payola but "drugola" was involved. An additional layer of controversy was added at the time when CBS fired both Mr. Davis and Mr. Wynshaw, charging them with improper use of corporate funds.

The New York tax indictments say nothing about payola. Mr. Davis is charged with evading more than $45,000 in taxes over a three-year period by filing false tax returns. The indictment said he received $690,000 in salary during 1970, 1971 and 1972, but failed to report an additional $90,000 in goods and services he allegedly received from CBS. These included, according to the indictment, $15,000 in travel accommodations and vacations, $52,000 in payments for an apartment renovation, a bar mitzvah reception valued at more than $17,000, a $4,000 car and a $900 wristwatch. For the most part these are the items listed by CBS in court a suit it has filed in which it is seeking to recover $94,000 from Mr. Davis (BROADCASTING, June 4, 1973).

The income tax charge filed against Mr. Wynshaw said he attempted to evade more than $110,000 in taxes by filing false returns. The indictment said the alleged offenses occurred from 1969 to 1972.

Despite the six-count indictment and its threat of 30 years in prison and $60,000 in fines, Mr. Davis, who is now president of Arista Records, seemed to regard the government action as a kind of vindication. He issued a statement asserting his innocence and noting that none of the charges linked him with payola or drugola.

"For two years my family and I have

Who's who in the indictments

A rundown on recording-industry figures named by the grand juries

Taking it on the chin. Three of the bigger record industry names named in payola-related indictments last week (l-r): Clive Davis, ousted head of CBS Records now president of Arista Records, and Kenny Gamble and Leon Huff, who oversee Philadelphia International Records.

Clive Davis can lay claim to being the recording industry's most visible figure. As president of Columbia Records and later of the CBS Records Group between 1967 and 1973, he built a roster of commercial and artistic successes unsurpassed by any other label. Dismissed just over two years ago and charged with improper use of CBS funds, Mr. Davis has been fighting those charges in a civil suit brought by CBS. He returned to the industry as a consultant to Bell Records in 1974, taking over as president late last year when the label changed its name to Arista. His operations at Arista have yet to take on the dramatic quality of some of his moves at CBS, but he has done much to develop Barry Manilow and Melissa Manchester, his leading new artists, into commercial successes.

David Wynshaw was vice president for artist relations for Columbia Records before being fired just before Mr. Davis's discharge in early 1973. Mr. Wynshaw allegedly told federal investigators that $250,000 in payola was paid by CBS Records to radio station personnel, a charge that was never substantiated.

Pasquale Falconio, who worked for an independent artist management firm and was linked to a drug-smuggling operation by federal investigators in 1973, had also been linked to Mr. Wynshaw by that investigation.

The rise of Philadelphia as a leading challenger to Detroit's dominance of popular soul music may be attributed in large part to Kenneth Gamble and his partner, Leon Huff. Their Philadelphia International label and Gamble-Huff Productions, through a distribution arrangement with CBS Records, have brought such artists as the O'Jays, MFSB and the Three Degrees to the top of pop and R&B charts. Lately the label has begun to diversify somewhat, recording white groups such as the Soul Survivors.

Indicted were Messrs, Gamble and Huff, Earl Shelton, vice president for business affairs for the label; Edward Richardson, national field representative; Harry Coombs, label operations director, and Joseph Medlin and Benjamin Krass, also with the label.

Brunswick and its Dakar subsidiary, both headed by Nat Tarnopol, have also been forces in soul music, with some success in pop cross-overs as well. The ChiLites have been the label's biggest sellers in recent years, with Tyrone Davis and Bohannon also consistent chart performers.

Named in the indictment in addition to Mr. Tarnopol were Brunswick executive vice president Peter Carris, controller Irving Weigan, artists & repertoire vice president Carl Davis, promotion director Melvin Moore, and Lee Shep and Carmine De Noia, also with the label.

suffered from malicious rumors and insinuations growing out of the investigation of the record industry," he said. "The indictment against me today clearly establishes that all those rumors and insinuations were false. What is involved are tax charges. The issues are apparently the same as those raised by the CBS civil suit against me ... I am innocent of those charges and I shall respond on those issues at the appropriate place and time."

And Mr. Davis's new boss, Alan J. Hirschfield, president of Columbia Pictures, parent of Arista Records, expressed confidence in him. In a statement, Mr. Hirschfield said: "Columbia fully intends to continue its relationship with Mr. Davis as president of its Arista Records subsidiary and expects that Arista, under Mr. Davis's leadership, will continue to be a major force in the record industry."

Mr. Gamble, speaking for Mr. Huff and their associates, would say only, "We deny all charges," but left open the possibility of a more detailed statement at some future time. Mr. Tarnopol was not available for comment on the indictments, and at week's end was referring all calls to his attorney.

No more roots and berries for Euell Gibbons

FTC orders wild-food references out of Grape-Nuts commercials for fear children will eat vegetation that is harmful

The Federal Trade Commission will announce this week a consent order signed by General Foods Corp. agreeing to halt advertisements that may suggest certain parts of plants are suitable for human consumption. The case in point is Euell Gibbons's promotion of Post Grape-Nuts in which the natural-foods fan talks about edibles in the wilds.

The FTC order prohibits ad claims which (1) represent that a plant is edible raw when shown in a condition not cultivated for human consumption; (2) show a plant being eaten in its raw state, described as a wild plant, and (3) say a plant may be consumed raw—unless the plant itself is being advertised, or the plant is an ingredient or flavoring of the product advertised.

A more general provision of the order extends the principle to nonfood products. Representation that "any given thing other than foods or food additives" is suitable for human consumption would be prohibited where behavior that creates imminent risk or harm could result, according to an FTC attorney. An example would be representing a cosmetic as "tasting like lemons," if consumption of the non-food could be dangerous.

The Euell Gibbons ads were studied as part of a larger project dealing with perceptions of children and imitative behavior resulting from advertisements.

In Brief

U.S. Circuit Court of Appeals in Boston overturned verdict that CBS-TV stole idea for *Have Gun, Will Travel* from Rhode Island mechanic, Victor DeCosta, who said he created role of Paladin, leading character in series, in rodeos (BROADCASTING, April 22, 1974). Lower court had ruled Mr. DeCosta was entitled to "fruits" of CBS use of character. Circuit court said plaintiff had failed to prove public was deceived. **Titles of three new NBC-TV series** have been changed before introductions next fall: *The Metro Man* becomes *Joe Forrester, Holvak* becomes *The Family Holvak, Sunday Dinner* becomes *The Montefuscos.* **Four new NBC-TV series** will be introduced week ahead of others to get audience sampling against rerun competition. *Montefuscos* (Thursday, 8-8:30 p.m.), *Fay* (Thursday, 8:30-9 p.m.) and *Medical Story* (Thursday, 10-11 p.m.) will start Sept. 4 (with *Medical Story* two hours that night). *Holvak* (Sunday, 8-9 p.m.) starts Sept. 7. **WKBK(AM) Keane, N.H.** (1220 khz, 1 kw, day) sold by Monadnock Broadcasting Co. (David F. Shurtleff and Talbot R. Hood who also own 90% of WTSL(AM) Hanover, N.H.) to Radio Keene Inc. (Harold H. Segal, Boston radio consultant) for about $300,000. **ABC Inc. filed registration** statement with Securities and Exchange Commission to issue $75 million of sinking fund debentures due July 15, 2000. Net proceeds from proposed sale will be used to repay some $30 million borrowed under $75-million revolving credit agreement that ABC wants to terminate. Lehman Bros., New York, heads bankers handling offering. Potential for **additional and improved services** (such as stereophonic or quadraphonic sound) on existing television channels is subject of study initiated by Office of Telecommunications Policy to be conducted by Denver Research Institute. Sandy Frank Program Sales Inc. has gone back to court in effort to win year's delay in effective date of FCC's third **prime time access rule.** Frank on Friday petitioned U.S. Court of appeals in New York to rehear arguments on lawfulness of Sept. 8 effective date for rule adopted in February. Petition cited apparent conflict between two panels of court on issue: One, in opinion on June 17, dismissed, without explanation, motions requesting review of lawfulness of effective date. Year earlier, Frank noted, separate panel, in passing on PTAR II, said 16 months lead time was required for substantial changes in commission's policy. Senator Hugh Scott (R-Pa.) will preside at hearing July 24 before Senate Copyright Subcommittee on his bill to establish **performance royalties** to be paid by broadcasters to recording artists and record manufacturers. Same bill will be before Representative Robert Kastenmeier's (D-Wis.) House Copyright Subcommittee July 23. In **Federal Communications Bar Association elections** last week: president, Reed Miller; first vice president, John Bankson; second vice president, Edgar Holtz; secretary, Edward Hayes Jr., assistant secretary, Lois P. Schwartz; treasurer, James P. Riley; delegate to American Bar Association, Thomas H. Wall; new members of executive committee, Kenneth A. Cox and Vincent A. Pepper for three-year terms, Scott H. Robb, one year. **Lawrence R. White,** who resigned as NBC-TV vice president, programs (BROADCASTING, June 9), becomes independent producer releasing through Columbia Pictures Television, effective July 1. **Neal Freeman,** editor of Hearst's King Features syndicate resigned as director of Corporation for Public Broadcasting, leaving nine vacancies on 15-place CPB board. **New Jersey** Governor Brendan Byrne and state of New Jersey have requested FCC to condition any license renewals of KYW-TV, WPVI-TV and WCAU-TV Philadelphia on outcome of commission's inquiry into VHF service for New Jersey (BROADCASTING, Feb. 3 et seq.). FCC **renewed license** of S.S.S. Broadcasting Inc.'s KAPE(AM) San Antonio, Tex., and in separate action **affirmed renewal of** CBS's WCAU-AM-FM Philadelphia. Commission denied allegations brought by Black Coalition on Mass Media against KAPE for procedural shortcomings, and rejected citizens groups' request for reconsideration in WCAU-AM-FM's renewal that sought marketwide determination of employment practices.

Headliner

Michael A. Moscarello, president and chief executive officer, International Video Corp., Sunnyvale, Calif., resigns. **Donald F. Eldridge,** chairman, assumes titles of president and chief executive. **Ronald H. Fried,** senior VP, elected executive VP and chief operating officer, with over-all responsibility for day-to-day operations of firm. Mr. Moscarello will continue to associate with the company in a consulting capacity and will report to Mr. Eldridge.

Chorus for repeal of fairness swells at NBEA gathering

NBC's Wald, Mrs. Douglas criticize inhibiting effects of doctrine; but FCC's Ray urges broadcasters to show 'guts,' continue editorials

More calls for the repeal of the fairness doctrine were sounded last week while conversely an FCC official maintained broadcast management should stiffen its spine and live with the doctrine even though it has had an inhibiting effect on broadcasters.

Richard Wald, president of NBC News, told 75-odd newspaper critics in Hollywood that giving the government the last choice in editing is not a healthy situation. What starts as "a doctrine of fairly simply expression" then becomes footnoted and "exfoliated into a kind of law that keeps lawyers rich and broadcasters busy," he declared.

Mr. Wald pointed out that the competition of 7,000 daily radio stations has kept broadcasting fair. He conceded there is a technical need to allocate the airwaves—"the tracks." but added: "That does not give the government the right to tell you what kind of freight you can carry."

It was William Ray, chief of the FCC's Complaints and Compliance Division in the Broadcast Bureau, who told the National Broadcast Editorial Association meeting in San Francisco (also see page 51) that editorialists should convince management "to have a little guts" and continue editorializing, despite the chilling effect of the fairness doctrine. Insofar as giving time for responses to editorials is concerned, Mr. Ray asked: "What's so bad about that?"

At the same NBEA session, John Summers, general counsel of the National Association of Broadcasters, said repeal of the doctrine and Section 315 is in sight, if the present trend continues, but such relief is five years off. He noted that repeal must be accomplished by Congress; the FCC cannot change the law.

In accepting an NBEA presentation to Associate Justice William O. Douglas, his wife, Cathleen Douglas, also urged repeal of the fairness doctrine, which she termed "the most pervasive interference with the First Amendment." But she said such action should be coupled with an arrangement to insure the public's access to broadcast time. Her suggestion: The government could pay for access, just like it helps newspapers and magazines through second class postal rates.

Silverman's opening

The first moves of Fred Silverman's tenure at ABC (he joined that network a month ago as president, ABC Entertainment, after heading the programing department at CBS) were announced last week in Hollywood. They involve the development of programs and talent principally for comedy and variety. On the first, Mr. Silverman said that he is establishing a major development department with 25 people under Michael D. Eisner, vice president-development (compared to the seven or eight, he said made up the CBS and NBC development staffs), as well as centers in New York and Europe.

He also promised to create the biggest talent department of all networks and announced the addition of Pamela Dixon, CBS casting official, as vice president-talent for ABC comedy and variety. Frank Brill, now VP-ABC variety programs, becomes VP-talent, variety, be also announced. He said he planned no charges in the ABC programing scheduled for next season, although Frederick Pierce, ABC-TV president, noted that there are always changes possible as production gets under way.

Mr. Silverman also said it's possible the 12-hour production of *Rich Man, Poor Man* may be cut to 10 hours and shown in 10 one-hour segments instead of six two-hour shows.

Pique in press room: Nessen takes weekend to lick his wounds

News secretary, staff consider ways to quell hostility at briefings

White House news secretary Ronald Nessen, whose relations with the White House press corps have been deteriorating, spent the weekend at the presidential mountain retreat at Camp David, Md., counseling with his staff on how a new crisis in these relations can be surmounted.

Mr. Nessen, in his regularly scheduled press briefing last Thursday, lashed out at some members of the press corps, whom he did not name, as being guility of "blind, mindless, irrational suspicion and cynicism."

Mr. Nessen has said that he understands how such an atmosphere could have been produced by the Nixon administration. But, he said last week, after 10 months of the Ford administration, that atmosphere should have evaporated. Some reporters, he said, "are too quick to make unsubstantiated charges or implications that I am lying or that my credibility has been destroyed."

The news secretary, who left a job as NBC-TV White House correspondent to become President Ford's news secretary in September, was subjected to criticism from his former colleagues almost from the start. And in recent weeks, he has become involved in a number of increasingly hostile confrontations with a small number of White House press corps regulars.

Mr. Nessen said he has no plans to resign or to abolish the daily news briefings. But he is thinking about restructuring the briefings. And that is what he and a staff of some eight deputies and assistants were to discuss over the weekend.

Media

How FCC intends to ban hypoing, crooked contests, fraud in billing

Rulemaking spells out offenses that would get licensees in trouble

Broadcasters and their attorneys were given a lot of do's and don't's, mostly don't's, to mull over last week, when the FCC issued its three notices of proposed rulemaking that add up to a prime "new ethic" package.

The notices seek to codify and make explicit the kind of hypoing, fraudulent billing and misleading or unfair contests broadcasters will be expected to avoid.

The commission adopted the three notices last month (BROADCASTING, June 2). However, it was not until last week that the texts were issued. And the texts are of more than usual importance in getting across the commission's meaning in a rulemaking. For in addition to including the proposed rules, they contain as appendices examples of the kinds of activity the commission is seeking to banish from broadcasting.

Summaries of the examples follow:

Hypoing

The proposed rule aimed at banning distortion of audience ratings would cover a number of different situations.

A station that does not ordinarily conduct contests but broadcasts one with substantial prizes during or within four weeks before a rating survey would be suspected of hypoing. Such activity by the station might reasonably be expected to distort its audience rating beyond that which would normally be obtained and therefore is prohibited.

A station that sends out a mass mailing of questionnaires seeking comment on its programs during or within four weeks preceding a rating period would, if it did not ordinarily mail such questionnaires, be engaging in a form of direct mail advertising calculated to inflate its audience. The practice is prohibited.

"Don't Say Hello" contests are prohibited within three months preceding a rating period. (The technique is to award a prize to listeners who answer telephone calls by reciting the station's identification.)

A station that urges the members of its audience to fill in their rating service diaries and return them promptly is hypoing. If the announcement has any effect, it will be to induce the audience to the station in question to be more diligent in filling out and returning diaries than will other recipient of diaries who do not tune in to the station.

A station that in 1975 makes use of the

results of a 1972 rating survey without making it clear that the survey is three years old would violate the rule; for it would be making a misleading use of survey results, which is prohibited.

A station that bills itself as "No. 1" as a result of a survey which indicates it rates first in its community during the hours of 7 p.m. to midnight but not during other times of the day is guilty of a deceptive, and banned, practice.

No references were made to special programing during or before rating periods.

Contests

The FCC's proposed rules would cover all contests conducted or co-promoted by a licensee and broadcast to the public. A contest is defined as "any arrangement in which a prize is offered for award to the public." A prize is "anything of value: cash, negotiable instruments, securities, merchandise, services, tickets, trips, recording contracts, personal appearances and so on."

Under the proposals:

The material terms of a contest must be clearly described when the audience is asked to participate and has enough information to make participation possible.

Prizes must be accurately described. It is not a "vacation" if the prize consists only of hotel accommodations, with the rest of the trip at the winner's expense. Prizes should be promoted at their normal retail value. "The ultimate test of descriptions of material terms—including prize descriptions—is how they are likely to be perceived by the station's audience."

Winners must be chosen by the means the station has described. "It is a serious deception when legitimate entrants have no chance to win, as when: (a) A nonexistent winner is announced to avoid awarding the prize. (b) The prizes are awarded to predetermined winners."

Changes made in contests and prizes after the contests have been begun may raise questions of licensee liability. The FCC said it would consider the significance of the change, whether the change unfairly disadvantaged some contestants, whether change came from circumstances beyond the licensee's control, whether the circumstances could have been anticipated.

If changes are made after the beginning of the contest, the "impact of the change [must] be minimized to reduce the possibility of unfairly disadvantaging some contestants" and the "change [must] be announced promptly and conspicuously."

The FCC warned against such misrepresentations as a station's stating or implying that a prize can be won when in fact it cannot, a station's urging its audience to look for a hidden prize before it is hidden, a station's urging submission of entries that it knows have no chance to win, the announcement of a "treasure chest" contest when the full amount in the chest cannot be won, representations that a contest may be won in the immediate future if the winner will not be chosen "for a substantially longer time."

The FCC added that licensees would be held accountable if, due to inadequate licensee supervision, station employes "do not conduct a contest properly."

Fraudulent billing

A licensee that bills a local dealer $5 per spot for 50 spots and then supplies the dealer or distributor of the product being advertised with an affidavit indicating that the amount charged was more than $5 per spot is guilty of fraudulent billing.

A broadcaster who sends, or permits his employes to send, blank bills bearing the licensee's name or station call letters to a local dealer will be presumed to be tacitly participating in a fraudulent scheme under which the dealer is enabled to deceive a cooperative advertiser as to the rate the station charges for advertising.

A licensee submits a bill indicating the station's rate is $5 per spot. However, the bottom of the bill carries an addendum that can be easily removed and specifies a "discount" to the advertiser, based on volume or some other consideration. The preparation of bills in that manner raises a presumption that the licensee is participating in a "double billing" scheme.

A local appliance dealer buys 1,000 spots per year from a station and thereby earns a volume discount reducing his rate from $10 to $5 per spot. During the year, the dealer buys 100 spots to advertise both the dealer and "Appliance A" for which he pays $5 per spot. The dealer asks the station to provide him with a bill indicating that the spots for "Appliance A" cost $10, since that is the rate manufacturer of "Appliance A" would have had to pay. If the licensee agrees, he is guilty of fraudulent billing, unless he makes certain the manufacturer is aware that the dealer is earning a volume discount.

A licensee who knowingly issues a bill that contains misinformation as to when commercial announcements were broadcast is guilty of fraudulent billing. Time of broadcast is often highly important in its value and the time charged for it.

A network-affiliated station fails to broadcast part of a commercial or a portion of a program transmitted by the network; yet the station certifies that the program has been broadcast in full. This is a violation of the fraudulent billing rule.

Court upholds old exclusivity rule as petitions are filed on new

Case brought by cable firm challenging constitutionality of rule is 'without merit' but bench warns against uneven enforcement

The FCC, whose new network-program nonduplication rule is being challenged in court and at the commission, received word last week that the old network program exclusivity rule passed constitutional and statutory muster—although the "uneven" manner in which it was implemented in one case raised some questions.

As originally adopted, the rule afforded nonduplication protection, on request, to stations on the basis of criteria determined by signal contours—stations putting a city grade signal over a system, for instance, were protected against stations putting a lesser-grade signal over the system.

The new rule substitutes fixed mileage zones—35 miles in the top 100 markets, 55 miles in smaller markets—for the contours as a basis for determining protection (BROADCASTING, April 7). The CBS, NBC and ABC affiliates, who feel the new rule does not afford them adequate protection have filed notices of appeal in the Washington appeals court. In addition, the National Association of Broadcasters, a number of individual stations and the National Cable Television Association have petitioned the commission for reconsideration of the rule.

That court, in a case brought by Southwest Pennsylvania Cable TV Inc., said the claim that the original rule is unconstitutional and violates the Communications Act is "without merit." It noted that the Supreme Court had upheld the commission's authority to promulgate rules for cable television and that the nonduplication rule itself had been upheld in previous cases.

The court also found that the rule was consistent with commission policy aimed at encouraging network affiliation with local stations, and said the commission mechanism for waiving the rule in ap-

Meeting money. Expectations at the National Association of Broadcasters are that income from the 1976 convention in Chicago, confirmed as the site two weeks ago by the NAB board (BROADCASTING, June 23), will at least match that from the 1975 convention last April in Las Vegas.

Although there are still a few bills to be paid, NAB anticipates this year's convention income will come close to $367,500. That figure compares to the $328,167 made in 1974 at the Houston convention and is the largest from any annual convention.

Exhibit space sales account for two-thirds of convention income, and one NAB spokesman last week said he did not think space sales would decline at Chicago. This year's sales exceeded expectations. Eventually 75,000 square feet were sold to exhibitors at $6 per square foot for $450,000. Although NAB is currently faced with logisitical problems in Chicago, mainly centering on finding a location close enough to McCormick Place, the hub of the action, for general luncheons, the spokesman said there is plenty of space for exhibits. He said he expects more people to attend the Chicago convention because it has a more central location and will draw more East Coast broadcasters than attended Las Vegas. But he also predicted the convention costs will be higher in Chicago.

propriate cases was reasonable.

However, it said that the commission had erred in not paying attention to Southwest Pennsylvania's claim that WIIC-TV Pittsburgh, whose request for a cease and desist order against the system led to the court case, had not sought the same kind of protection against other systems duplicating its network programing.

The commission had held that the issue of uniformity is irrelevant to the decision regarding issuance of a cease and desist order. It said the question of alleged discrimination in implementing the rule is relevant only when a system presents evidence of house-to-house competition with another system; Southwest Pennsylvania presented evidence only of competition for franchises.

"We believe the commission has taken an improperly narrow view of the type of injury which may result to a cable system subjected to a nonduplication demand, which is not also made on neighboring systems," the court said. Accordingly, it sent the case back to the commission for consideration of the issue of uneven enforcement of the nonduplication rule.

However, the court said that the "bare fact of uneven enforcement" would not be enough to assure Southwest Pennsylvania the relief it seeks. There must also be a showing that the company is injured as a result of WIIC-TV's failure to make the same demand on competing systems.

The opinion was written by Judge George E. MacKinnon and joined in by Judges Malcolm Wilkey and William J. Jameson, a senior U.S. district judge for the district of Montana, who was sitting by designation.

FCC on course for adopting same-game rule for importation of distant sports

Staff is instructed to draft order banning cable carriage in 35-mile zone of blacked-out home games

The FCC made its decision last week on the controversial question of the limitations to be placed on cable television's freedom to import sports events from distant stations. But the issue is not resolved as far as professional sports interests are concerned; they will seek help from Congress in shaping the commission's policy.

The commission, as expected (BROADCASTING, May 26) instructed its staff to draft a so-called "same-game" rule. If a team is playing at home and the game is denied the local television station, an area cable television system will not be permitted to import the game into a 35-mile zone around the station's city.

But that is the only restriction. And while officials of the National Cable Television Association and the National Association of Broadcasters indicated they were not entirely displeased—NCTA would have preferred no rule but regards the commission action as "reasonable"; NAB would have preferred a broader rule covering any game in the same sport but is "pleased" with what the commission did—it is the sports interests that will carry on the fight.

James F. Fitzpatrick, an attorney who has represented the Baseball Commissioner's office in the FCC proceeding, saw the FCC action as leading to a "dilution" of the value of television sports packages. As a result, he said, it will become "difficult for baseball and other sports" to provide the public with as much "free over-the air televised sports they have in the past." Donald Zeifang, NAB vice president for government relations, made the same point. He foresaw the commission rule leading to the further weakening of already weak teams and, ultimately, to the telecasting of fewer games.

Baseball urged the commission to create a 75-mile zone around each major-league city into which cable could not import distant signals of a game competing with the home team's telecasts without consent. It also wanted a 20-mile zone of protection around minor league cities when the minor league team is playing at home. And it suggested a 35-mile zone of protection around television stations that are carrying a team's games as part of the team's television network (BROADCASTING, April 21).

Considering the gap between what baseball feels it and other professional sports used and what the commission intends to do, Mr. Fitzpatrick said, "We'll go back to Congress." He said the copyright hearings now being held by the House Judiciary Committee will provide one forum. But he also indicated members of the Senate and House Commerce Committees and the Senate Judiciary Committee will be contacted also.

Sports interests were not successful in Congress last year. Senator Hugh Scott (R-Pa.) proposed an amendment to the copyright bill then pending in the Senate that would have given sports interests much of what they want; but the amendment was rejected by the Judiciary Committee. And an amendment proposed by Senator Philip Hart (D-Mich.) that would have required the commission to fashion its distant-signal sports policy with a view to meeting the needs of sports interests as well as broadcasters and cable operators was killed on the floor by a vote of 36 to 34 (BROADCASTING, Sept. 16, 1974.)

The commission's instructions to the staff on the distant-signal sports rulemaking climaxes a study begun three years ago. At that time, the commission had proposed a more protective rule: It would have banned a system in the grade B contour of a station in a professional sports team's city from carrying a game in the same sport from a distant station when the local team is playing at home.

The rule was proposed as a means of carrying out congressional intent as expressed in the antitrust law that permits professional sports leagues to agree to black out television coverage of games in order to protect the box office of teams playing at home—a right since narrowed to eliminate sold-out games.

However, the commission has cooled to the idea of affording box-office protection. And although there was some discussion at the meeting last week about the need to protect the television sports package, the emphasis of the rule to be drafted is on equalizing the ability of television stations and cable systems to carry home games.

There was opposition within the commission even to the same-game rule. Commissioner Glen O. Robinson, for instance, made it clear he will vote against it on the ground that the commission lacks jurisdiction.

The remaining four commissioners present last week—Chairman Richard E. Wiley and Commissioners Robert E. Lee, Charlotte Reid and Abbott Washburn—indicated they favored the same-game rule. The two absent commissioners, Benjamin L. Hooks and James H. Quello, will probably support it also, although Mr. Quello is said to have favored protection out to a station's grade B contour.

The commission, in a public notice announcing its instructions to the staff, said the rule "is intended to maintain the present level of sports telecasts by preserving the right of sports clubs and their leagues to impose local television blackouts of their home games." The notice also said the rule is aimed primarily at professional and college games but will also apply to other televised sports events.

Adoption of the rule will not interfere with cable service provided since the issuance of the rulemaking. The commission said the rule will not apply to signals being carried by cable systems before March 31, 1972. The rule, a final draft of which is expected to be ready for commission consideration this week, will become effective 30 days after its publication in the *Federal Register*.

Ford tries out agency reform on Hill leaders

But his idea of less regulation crosses Democrat's desire for more

President Ford and 24 Democratic and Republican members of the House and Senate met for two hours last Wednesday morning on a subject the President has made a matter of continuing concern—regulatory agency reform. And after the two-hour meeting, the two sides agreed the need for reform was real and urgent. But beyond that, it was not clear whether or to what extent the two sides agreed regulatory reform could be effected.

For instance, the Senate has passed a bill calling for a consumer protection agency, and the House is expected to follow suit. But the President is almost certain to veto any consumer protection agency measure reaching his desk; he feels it is each agency's job to represent the public.

What's more, Democratic members of the congressional delegation presented a policy statement holding that "while 'regulatory reform' is a cliche whose time has come, one person's regulatory reform is another's environmental, consumer rip-off, unconscionable cancer risk, or return to the robber baronies of yesteryear."

It also charged that a principal cause of weakness in the regulatory process is the failure of the administration to appoint "outstanding public servants" to the independent agencies. Too often, the statement said, appointments have been based solely on political considerations.

However, when Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, made the same point in briefing White House reporters after the meeting with the President, he was asked whether the Senate should not bear its share of the blame for poor appointments, since it must confirm them. The senator's subcommittee, for that matter, passes on appointments to the FCC, among other agencies.

He conceded the Senate's responsibility. But in that connection he indicated that the controversial nomination of Joseph Coorh, of the brewery family, to the Corporation of Public Broadcasting board may be in trouble. In stating that the Senate has rejected nominations in the past, he said that the Coors nomination is now pending before the subcommittee, noted that is "highly controversial" and added, "You wait and see what happens to that."

But when the senator was pressed on whether he was suggesting the nomination would be rejected, he backtracked. He said he did not say that, that the nomination was simply "controversial," that it has been separated from the seven other nominations to the CPB board now pending (see page 34), and that "there is a lot of objection to it."

Nevertheless, talk of consensus—even of unanimity—among the members of Congress and the President on the need for reforming the regulatory agencies was not challenged.

Roderick Hills, counsel to the President, said the President was "extremely gratified" to find that there was "unanimity that regulatory reform was a critical item for the future." The major point on which there was agreement, he added, "was that regulation takes too long."

Senator Pastore as well as Representatives John E. Moss (D-Calif.) and James E. Wright (D-Tex.) agreed with the substance of that analysis. Representative Wright, for one, said that federal regulation has become too burdensome for the public, that regulatory agencies tend to invent guidelines Congress never intended and that the regulatory process "consumes entirely too much time and ... imposes for too burdensome a paperwork requirement upon applicants of all sorts."

President Ford's meeting with the 12 members of the Senate and 12 members of the House was a kind of warm-up to the meeting he is to hold on July 9 with the members of the FCC, the FTC and eight other independent agencies on the need for regulatory reform. For whatever use the President and the agencies care to make of them, the Democratic policy statement contained a number of suggestions. They included upgrading the selection and confirmation process for all regulatory appointments; "balancing the disproportionate advocacy of economic special interests with enhanced public interest advocacy including reimbursement for the costs of public participation," reconciling the need for information with the burdens imposed on business, especially small business, "by redundant information gathering requirements," and securing the freedom of regulatory agencies to present Congress with a full presentation of budgetary needs, rather than submitting budget requests first to the White House's Office of Management and Budget.

Macdonald's staff expands to fit quintupled budget

There's even talk that Henry Geller will sign on as special consultant

House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has filled the four openings on his subcommittee staff that were created by a budget five times bigger than last year's. At this time last year, when Mr. Macdonald's subcommittee had jurisdiction not only over communications legislation but over energy as well, he had one staff counsel and one secretary on the subcommittee payroll. Now he has four professional assistants and two secretaries. And he has $60,000 to spend on consultants.

The House Communications Subcommittee staff is now composed of a counsel and staff director, two economists, a legislative assistant, a secretary-office manager and a secretary. In addition Mr. Macdonald has at his disposal a staff counsel from the parent Commerce Committee, Robert Guthrie, who is a veteran at communications legislation. And last week an employe of the General Accounting Office, John Carney, was detailed to the subcommittee. Although still drawing his pay from GAO, Mr. Carney will be working for Mr. Macdonald studying the Common Carrier Bureau at the FCC.

It was reported last week that Mr. Macdonald is seeking the consulting services of a former FCC general counsel, Henry Geller. Mr. Macdonald denied it, but said he "would be delighted" to have Mr. Geller but that he did not think he could afford such a "recognized brain." Mr. Geller, on the other hand, acknowledged the possibility, but said there are no definite arrangements. He said the matter of his performing work for the subcommittee is in the subcommittee's ball-park at the moment, not in his. Mr. Geller began work last week for the Brookings Institution. He said he will be performing studies in telecommunications policy, specifically in such areas as the fairness doctrine and license renewals, much as he did while he was at the Rand Corp. the past two years. He was general counsel at the FCC from 1964 to 1970 and for two years after that special assistant to former FCC Chairman Dean Burch.

The members of the permanent Communications Subcommittee staff now are as follows:

Harry M. Shooshan III, 29, subcommittee counsel and staff director. Mr. Shooshan was administrative assistant in Mr. Macdonald's congressional office from 1969 until the end of last year when he was transferred to the lead spot on the subcommittee. He just completed his law schooling at Georgetown University in Washington and plans to take the District of Columbia bar examination in July. He received a BA in government from Harvard University in 1968.

Alan Pearce, 34, staff economist. Mr. Pearce joined the subcommittee in April after three and half years at the FCC where he served as consultant to former Chairman Dean Burch and current Chairman Richard Wiley. During his last year there he was economist in the Office of Plans and Policy. Mr. Pearce has a PhD in business administration and telecommunications from Indiana University. A naturalized U.S. citizen, he was born in Great Britain and did undergraduate and graduate work at the London School of Economics. He also worked for a while as a journalist with the news arm of Britain's commercial TV network.

Andrew Margeson, 24, staff economist. Mr. Margeson this spring completed a master of public affairs degree at the Woodrow Wilson School of Public and International Affairs, Princeton University. For a year before that he was a legislative assistant to former Representative Robert Tiernan (D-R.I.). During the summer of 1971, while working on a BA in political science at Colgate University, he interned with then FCC Commissioner Nicholas Johnson, working in children's television. In the summer of 1974 he was a fellow at the Aspen Institute on Communications and Society in Aspen, Colo. He joined the subcommittee in May.

Leena Johnson, 30, legislative assistant. She was legislative assistant to Mr. Macdonald for one year five years ago. She holds a BA and MA in political science from the University of California at Riverside and an MA in library sciences from the University of North Carolina. From 1971 to 1972 she was senior reference librarian at Long Mountain College in San Francisco and was reference librarian from 1972 to 1975 at Ohio University in Athens, Ohio. Besides keeping track of all the legislation handled by the subcommittee, she doubles as a research assistant. She joined the subcommittee in April.

In the subcommittee budget, $140,000 was set aside for staff salaries. Of that $118,600 is currently being spent. The salaries break down as follows; Mr. Shooshan, $31,000; Mr. Pearce, $32,000; Mr. Margeson, $18,500; Ms. Johnson, $15,000; and for the two secretaries, $12,100 and $10,000.

The Communications Subcommittee's total budget this year is $223,000, "a bare-bones budget," Mr. Macdonald said when one considers it is the smallest of subcommittee budgets on the House Commerce Committee. The others range from $231,000 for the Consumer Protection and Finance Subcommittee, headed by Lionel Van Deerlin (D-Calif.), to $600,000 for the Investigations Subcommittee under John E. Moss (D-Calif.).

The Senate Communications Subcommittee—John Pastore (D-R.I.), chairman—will have three staff counsel and one secretary. Aside from Joseph Fogarty, an 11-year veteran of the Senate Commerce Committee staff who replaces Nicholas Zapple as chief counsel, and James Graf, who worked three years at the FCC, the subcommittee will be joined shortly by Nicholas Miller, who has worked a year on the Commerce Committee staff on energy matters and a year as legislative assistant to Commerce Committee Chairman Warren Magnuson (D-Wash.).

There is no easy way to isolate the budget of the Senate Communications Subcommittee. The funds for its operation are drawn when needed from the parent Commerce Committee.

Mr. Macdonald said the $60,000 alloted for consultants has not been touched yet, but that he can foresee using it to hire specialists in such fields as domestic satellites, common carriers and cable TV.

Pastore to seek more input from CPB nominees

Activist groups successfully apply more pressure at second phase of nomination hearing; Santarelli, Coors singled out

Acquiescing to repeated requests from citizens group witnesses at a hearing last Tuesday, Senate Communications Subcommittee Chairman John Pastore (D-R.I.) announced that seven of the eight nominees to the board of the Corporation for Public Broadcasting would be recalled before the subcommittee for a more thorough examination of their attitudes on controversial issues facing public broadcasting.

The seven had appeared at a brief confirmation hearing before Senator Pastore the week before, but had only been asked their political affiliations, whether they had any conflicts of interest with the CPB posts and what their interests were in public broadcasting (BROADCASTING, June 23). The eighth nominee, Colorado brewer Joseph Coors, whose nomination has sparked a good deal of controversy, will be the subject of a separate hearing.

"We need to have more information about them than we have, senator," said former FCC Commissioner Nicholas Johnson last Tuesday. "You are our proxy," he added. "You are here to serve the public." Senator Pastore at first bristled: "I don't need anybody to lecture me on what public service should be ... I've been doing it 40 years." He continued, "Just because I didn't ask the questions you want doesn't mean I won't find out what these people are made of."

Mr. Johnson and subsequent witnesses, however, persisted in their request for further questioning of the nominees, and they eventually drew a promise from Senator Pastore to send Tuesday's hearing record to the nominees and ask them back for their responses to the issues raised by the citizens groups. Their second hearing will be July 22.

The witness's concerns were primarily twofold: that CPB has been deficient in its hiring of and programing for minorities, and that there should be safeguards to insure that government cannot interfere in public broadcasting programing.

"We are concerned over the fact that noncommercial broadcasting stations, located in areas of high Spanish speaking concentration, are currently not meeting the programing needs of that population they are supposed to be serving," said Manuel D. Fierro, president of the National Congress of Hispanic American Citizens. And that goes for blacks too, said Pluria Marshall, Washington representative of the National Black Media Coalition, and for women, said Kathleen Bonk, coordinator of the National Media Task Force of the National Organization for Women.

The witnesses said representation of minorities in positions of responsibility in public broadcasting, from the stations all the way up to the seats on the CPB board, is disturbingly low. Not only are there too few women working in public broadcasting, said Ms. Bonk, but the vast majority of the ones who have jobs are making far less money than the males. The minority job situation is particularly bad, all the witnesses agreed, at the supervisory levels of the business.

Mr. Johnson, speaking on behalf of the National Citizens Communications Lobby, which he is currently organizing as "a response to the inordinate power that commercial broadcasters exercise in the political process," characterized public broadcasting as being confined to a "narrow elite of wealthy, well-educated, white males."

Senator Pastore agreed that public broadcasting is predominantly a white business. "It is. You've got to face it. It is," he said. He asked CPB President Henry Loomis, who was present as a spectator, what CPB was doing about hiring blacks. Mr. Loomis replied that CPB has no authority to control station hiring, except to urge that stations follow equal opportunity guidelines. He said there is little turnover in upper level jobs in public broadcasting, making it difficult to move blacks in. "I listen to this every time," Senator Pastore said. "In my opinion, public broadcasting is 99 44/100% pure white."

When Mr. Fierro urged Senator Pastore to recommend that the administration nominate a Spanish-speaking, Spanish-surnamed person for a board position, Mr. Pastore told him, "I think it's about time they did something in this regard." He said he would personally speak to someone at the White House.

It is not official yet, but a ninth CPB board seat is expected to become vacant soon, that of Neal B. Freeman, vice president of King Features Syndicate, New York. He is reported on the verge of resigning, although his term does not expire until 1978.

Frank Lloyd, director of the Citizens Communications Center, asked that the board nominees provide assurances they will resist any pressure from the government "to eliminate political coverage, of minority and consumer viewpoints, other public affairs programing, or minority and consumer viewpoints. This kind of pressure was, as you well know, applied by the White House during the last administration, as admitted by Clay Whitehead, Charles Colson, et al. I personally know that an atmosphere of fearful self-censorship prevailed in some public broadcasting levels at this time," he said.

Only two of the eight board nominees were targets for criticism by the citizen group witnesses. Donald Santarelli was singled out by Mr. Marshall because it has been reported he helped to develop preventive detention and no-knock laws "aimed," Mr. Marshall said, "under the name of law and order, at blacks." Mr. Santarelli was for a time head of the Law Enforcement Assistance Administration under President Nixon.

Several of the witnesses previewed the coming conflict over the eighth nominee, Joseph Coors. Mr. Marshall called the Coors nomination "incredible," and "a gross insult not only to blacks, but to the American public in general. Mr. Marshall objected to Mr. Coors's ownership of Television News Inc., which he said "represents the most flagrant brand of conflict of interest I can imagine" with a seat on the CPB board. He also objected to Mr. Coors's nomination because Mr. Coors "attempted to pressure CBP President Henry Loomis to stop the airing on the PBS interconnect of a timely, intelligent and truthfully filmed news documentary (*Since the American Way of Death*, produced by WTTW-TV Chicago). Mr. Lloyd said, "A person such as Joseph Coors, who would have had CPB prescreen and pass upon and edit a local station-produced documentary on the funeral business . . . should automatically be disqualified, for this reason alone."

Mr. Fierro said he opposed Mr. Coors for those reasons and because another hispanic organization, the American G.I. Forum, is currently boycotting Adolph Coors (brewing) Co. for alledged discriminatory hiring practices. Mr. Coors should not be confirmed until this last issue is resolved, Mr. Fierro said.

Changing Hands

Announced

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

■ KFWD(FM) Fort Worth: Sold by KFWD A Texas General Partnership to Southern Broadcasting Co. for $1,750,000. Principals in seller are John S. Tyler, Estelle Marsh Watlinton and her sons, Tom F. Marsh, Stanley Marsh III and Michael Marsh. Mr. Tyler is general manager at KFWD. Marsh family owns KVII-TV Amarillo, Tex., and Texas oil and cattle companies. Winston-Salem, N.C.-based Southern Broadcasting owns WSGN(AM) Birmingham, Ala.; KOY(AM) and KRFM(FM) Phoenix; WRBQ(FM) Tampa, Fla.; WGHP-TV High Point and WKIX(AM)-WYYD(FM) Raleigh, both North Carolina; WEZI(FM) Memphis; KULF(AM) Houston; KYND(FM) Pasadena, Tex., and WRVA(AM) and WRVQ(FM) Richmond, Va. Principals in buyer are John G. Johnson (7.29%), James W. Coan (9.11%), Earl F. Slick (18.58%) and Albert L. Butler Jr. (9.98%). KFWD is on 102.1 mhz with 100 kw and antenna 1420 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ WNBS(AM)-WAAW(FM) Murray, Ky.: Sold by Service Broadcasting Co. to Timkay Inc. for $1 million. Seller is owned equally by Charles Shuffett and C.H. Hulse Jr. who have no other broadcast interests. Buyer is owned equally by Mr. and Mrs. Tipton C. Wilcox (Birmingham, Mich., real estate owners), their son, Glenn C. Wilcox (associate professor of communications at Murray State University and real estate broker) and daughter, Fransuelle Wilcox Cole. WNBS is on 1340 khz with 1 kw day and 250 w night. WAAW is on 103.7 mhz with 100 kw and antenna 300 feet above average terrain.

■ KRIO(AM) McAllen, Tex.: Sold by KRIO Inc. to El Rio Broadcasting for $900,000. Jack R. Crosby (21.96%) is principal in seller which has more than 50 voting stockholders. Mr. Crosby also owns 5% of WXTV(TV) Paterson, N.J., 27% of KROP(AM) Brawley, Calif., and 16% of Communications Properties Inc., Austin, Tex.-based cable television operator which last week sold its only broadcast holdings, KFJZ(AM)-KWXI(FM) Fort Worth and Texas State Network for more than $4 million (BROADCASTING, June 23). Principals in El Rio are Charles M. Trub (32%), C.H. Britton Jr., W.T. Bradshaw Jr., H.H. Houseman Jr. (17% each) and others. Mr. Trub is VP and general manager of KRIO; Mr. Britton has interests in McAllen jewelry store and McAllen and Brownsville, Tex., photo supply company;

Mr. Bradshaw is Houston attorney and has interest in McAllen construction firm, and Mr. Houseman owns Dallas municipal bond underwriting company. El Rio also is applicant for new FM in Brownsville. KRIO is on 910 khz with 5 kw day and 1 kw night.

■ KDZA-AM-FM Pueblo, Colo.: Sold by Roger P. Brandt to Michael M. Galer for $410,000. Neither buyer nor seller has other broadcast interests. Mr. Galer is staff writer for *New England Business Journal*, Boston realtor and documentary film producer. KDZA is on 1230 khz with 1 kw day and 250 w night. KDZA-FM has CP for 100.7 mhz with 100 kw and antenna 977 feet above average terrain. Broker: Blackburn & Co. Inc.

■ WJBL-AM-FM Holland, Mich.: Control of Zondervan Broadcasting Corp. sold by Zondervan Corp. to Peter J. Vanden Bosch for Mr. Vanden Bosch's 4.15% interest in parent plus assumption of liabilities of $387,000. Seller is family-owned publisher of religious books and manufacturer of religious records. Zondervan has sold other broadcast properties, WAUK-AM-FM Waukesha, Wis., to Stebbins Communications for $450,000, subject to FCC approval (BROADCASTING, April 21). WJBL is daytimer on 1260 khz with 5 kw. WJBL-FM is on 94.5 mhz with 10 kw and antenna 500 feet above average terrain.

■ KSSS(AM) Colorado Springs: Sold by Northwest Broadcasting Inc. to Radio Colorado Springs Inc. for $380,000. Sale is consequence of merger of Ridder Publications Inc. and Knight Newspapers Inc. which excluded Ridder broadcast properties (BROADCASTING, July 15, 1974, et seq.). Stock of seller is held by voting trustees (Robert B. Ridder and Ridder family) who also hold 50% of corporation which owns 53% of WCCO-AM-FM-TV Minneapolis, CATV system in Rice Lake, Wis., and, through subsidiary, have pending application for new subscription TV station in St. Louis. KSSS buyer is wholly owned subsidiary of Peoria Journal Star Inc., publisher of *Peoria* (Ill.) *Journal Star, Shooting Times, Rotor and Wing* and *Profitable Craft Merchandising.* Peoria Journal also owns WAZY-AM-FM Lafayette, Ind.; KNOX(AM)-KYTN(FM) Grand Forks, N.D.; and has purchased KBMY(AM) Billings, Mont., from Radio Billings Inc. (Howard L. and Stanley G. Engstrom) for $425,000, approved by the FCC last month (BROADCASTING, May 26) and to be closed today (June 30). KSSS is on 740 khz with 1 kw day and 250 w night. Broker: R.C. Crisler & Co.

■ KSGT(AM) Jackson, Wyo.: Sold by KSGT Inc. to Snow King Broadcasting Corp. for $270,000 plus $60,000 noncompetition covenant. Principals in seller are Paul W. (66 2/3%) and Helen V. Knowles (33 1/3%) who also own KAPR(AM) Douglas, Ariz. Principals in buyer are Robert W. Campbell and Lawrence E. Horning (45% each) and James A. Gammon (10%). Mr. Campbell is television director for NBC in Washington. Mr. Horning has interests in Washington building and property management firms. Mr. Gammon is Washington communications attorney. KSGT is on 1340 khz with 1 kw day and 250 kw night.

■ KXTR(FM) Kansas City, Mo.: Sold by Senthesound Broadcasting Association Inc. to Robert P. Ingram for $350,000 plus other considerations in amount of $20,000. Seller is owned by more than 100 stockholders. Mr. Ingram owns KBEA(AM) Mission, Kan. KXTR is on 96.5 mhz with 90 kw and antenna 670 feet above average terrain.

■ Other sales reported by the FCC last week include: KBRR(AM) Leadville, Colo.; KSOA(AM) Ava, Mo., and KROW(AM) Dallas, Ore. (see page 62).

Approved

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

■ KOZN(FM) San Diego, Calif.: Sold by Sherwood R. Gordon to KOZN Inc. for $690,000 plus $60,000 noncompetition covenant. Mr. Gordon has no other broadcast interests. Buyer is owned equally by Cecil Heftel, Bert Wahlen, Donald W. Breihan and Cyrus A. Jaffari. Mr. Heftel, who has voting control of buyer, also has interests in WHYI(FM) Fort Lauderdale, Fla.; KPUA-AM-TV Hilo, KGMB-AM-TV and KGMQ(FM) Honolulu, and KMAU-TV Wailuku, all Hawaii; KEZK(FM) St. Louis and WKTQ(AM)-WSHH(FM) Pittsburg. Mr. Wahlen was VP and general manager at KSON(AM) San Diego; Mr. Breihan is San Diego housing contractor, and Mr. Jaffari owns aerospace firm. KOZN is on 103.7 mhz with 36 kw and antenna 580 feet above average terrain.

■ Other sales approved by the FCC last week include: WMNE(AM)-WDMW(FM) Menomonie, Wis. (see page 62).

Media Briefs

KHJ ruling reviewed. California Supreme Court heard argument June 20 in Los Angeles on 1972 $300,000 damage judgment awarded by jury against KHJ(AM) Los Angeles in death that occurred in 1970 in automobile accident during a KHJ audience promotion. Original lawsuit was filed by heirs of man who was killed when car he was riding in was involved in collision with another car, both racing to reach site where a KHJ disk jockey was due. The state court of appeals overturned the jury award late last year, on ground that KHJ's connection with accident was remote, and plaintiffs asked high court to review. Court's decision is expected sometime between six weeks and three months.

Renewal opposed. Citizen group in San Antonio, Tex., has appealed FCC's renewal of Avco Broadcasting Corp.'s license for KMOL-TV San Antonio. Group—The Bi-Lingual Bicultural Coalition on Mass Media Inc.—had opposed renewal. Station's sale to 20th Century-Fox Film Corp., subject to FCC approval, for $9.3 million, was announced in November (BROADCASTING, Dec. 2, 1974, et seq.).

If citizen groups want reimbursement, they'll have to ask Congress

Court rules that commission has no authority to require broadcasters to cover legal costs incurred in litigation with activists

Citizen groups have been put on notice that if they want the FCC to require broadcasters to reimburse them for the legal expenses they incur in settling disputes with the stations, they will have to persuade Congress to give the commission the necessary authority.

The U.S. Court of Appeals in Washington made that clear last week in rejecting an appeal by The Black Youth Club of Sandersville, Ga., and the Southern Christian Leadership Conference. They had reached a settlement with WSNT(AM) Sandersville after the commission had designated the station's renewal application for hearing as a result of the groups' petition alleging racial discrimination. But they had been unable to persuade the commission to order the station to reimburse them for the costs they had incurred—$1,931—in the lengthy litigation.

The court, however, in a unanimous opinion, affirmed the commission's order. "Congress, and not the commission," can authorize an exception to the general rule that "litigants bear the expense of their litigation," Judge Malcolm Wilkey wrote, in the opinion in which Judges George E. MacKinnon and William J. Jameson, senior U.S. district judge for the district of Montana, who was sitting by designation, joined.

The opinion had been expected since the Supreme Court, in its decision in the Alyeska Pipeline Co. case, in May, held that the federal courts could not order the fee reimbursement requested by the Wilderness Society. The Supreme Court's reasoning in that case is fully applicable to litigation before the FCC, Judge Wilkey wrote.

Three renewals pegged on submission of more employment data

FCC actions involve AM-FM combination in Philadelphia; FM outlet in Shreveport

The FCC has conditionally granted the license renewal of KRMD Inc.'s KRMD-FM Shreveport, La., and ordered the renewals of Independence Broadcasting Co. Inc.'s WHAT(AM)-WWDB(FM) Philadelphia to remain on deferred status. Official renewals of all three stations hinge upon submission of additional employment information.

The commission's decisions followed FCC rejection of petitions to deny renewal of the Philadelphia stations by Concerned

Communicators, a coalition of local community groups, and rejection of a petition by Save Inspirational Radio (SIR) against the Shreveport station.

The commission said that that SIR's objection to KRMD-FM's format change from inspiration music to country and western was not valid. It also noted that inspirational music is provided by other Shreveport stations.

The charges by both petitioner groups had included faulty ascertainment and employment practices. The commission upheld the ascertainment efforts of both licensees and said that the minority profile of KRMD-FM and combined profile of WHAT-WWBD were within the zone of reasonableness.

However, the commission did express concern that all the minority staff of WHAT-WWDB was employed at the AM station. It requested from each station an individual job structure analysis and detailed lists of all persons hired and promoted in the last 12 months.

The commission asked for KRMD-FM to submit a list of persons and groups it would contact whenever a job arises. KRMD-FM also was directed to submit with its 1976 renewal application a detailed statement of its affirmative action program. The commission said that although its rules and policies speak in terms of minority employment, it wanted assurance that blacks, who compose nearly all of Shreveport's minority population, are being reached by KRMD-FM's affirmative action program.

UHF well over hump, NAB survey shows

For the first time since it began keeping tabs, the National Association of Broadcasters found the typical UHF station "solidly in the black." The conclusion is based on the data in the NAB's financial profile of the typical UHF TV station for 1974. The NAB reported that 82 stations responded to the survey—57 network affiliates and 25 independents. They account for 44% of all the UHF stations operating in 1974. The results showed that 60% reported profits, compared to 55% in 1973 and 50% in 1972, NAB said.

	1974	1973	Percent change
Total time sales	$1,658,000	$1,456,500	13.8%
From:			
Network compensation	111,100	109,200	1.7
National and regional spot	606,800	512,700	18.4
Local advertising	940,100	834,600	12.7
Total broadcast Revenue	1,473,400	1,377,500	7.0
Total broadcast expense	1,403,700	1,349,800	4.0
For:			
Technical	197,900	190,300	4.0
Program	482,900	488,600	(1.2)
Selling	209,200	193,100	8.3
General and administrative	513,700	477,800	7.5
Profit (before federal tax)	69,700	27,700	—
Profit margin	4.73%	2.01%	—
Selected expense items			
Total salaries	515,900	489,700	5.4
Depreciation and amortization	119,400	118,300	.9
Film and tape rental	109,800	122,100	(10.1)

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NCTA goes outside for new president

It confirms Schmidt, former ITT man with strong contacts on the Hill

Robert L. Schmidt, Washington attorney and former ITT public affairs director, was unanimously elected president of the National Cable Television Association last week to replace David Foster, resigned. The election came during meetings of the NCTA board in Washington.

Mr. Schmidt will take over as NCTA president Aug. 1 for a two-and-a-half-year term at $75,000 annually. The last six months of the term are open for renegotiation. (Rex Bradley, NCTA chairman, will continue as acting president while Mr. Schmidt is being phased in during the next month.)

One point of concern reportedly voiced at the board's executive session was whether Mr. Schmidt's association with ITT, which not long ago was embroiled in political controversy, might come back to embarrass the cable industry at some future date. Evidently those fears were dispelled; the board elected Mr. Schmidt unanimously, confirming the choice of its selection committee (BROADCASTING, June 23).

Bill Turner of Welch (W. Va.) Antenna Co., who is a confirmed no-copyright believer, asked Mr. Schmidt how he was going to explain to his mother out in Bakersfield, Calif., that she would be liable for copyright payments. The question drew laughter from the board, and Mr. Schmidt, who admits to a limited knowledge of cable specifics at this time (see "Man in the News") did not have to answer.

Copyright, which had been the dominant issue during the previous three board meetings, was second to the presidential election at last week's. Bill Bresnan of Teleprompter gave the board a rerun of his presentation before the House Subcommittee on Courts, Civil Liberties and Administraton of Justice complete with visual aides (BROADCASTING, June 16). After the presentation, Mr. Bresnan suggested that NCTA might endorse a resolution supporting Teleprompter's no-copyright position, at least on a "philosophical" level. No action followed.

Outside the board room, several California cable people, including Walter Kaitz, general counsel for the California Cable TV Association; Burt Harris, Harris Cable Corp.; Ed Allen, Western Communications, Walnut Creek; and Dave Lewine, Times-Mirror Co., got together with a House subcommittee member, George Danielson (D-Calif.), for dinner Monday night. Also at the meeting was Sol Schildhause, former FCC Cable Bureau chief.

It was reported that Representative Danielson expressed reservations about the elimination of a royalty tribunal, which would adjust copyright payments as conditions changed, from the copyright bill now before the subcommittee. The NCTA is vigorously opposing the tribunal principle. In other copyright provisions, however, Mr. Danielson was said to be on cable's side.

Status reports on other issues included a report on the pending FCC rulemaking on 1977 rebuild requirements, on which NCTA is expected to seek an extension of time in which to file comments, now due Aug. 18.

On the pole-rate stalemate between NCTA and AT&T, the NCTA staff will continue to provide information to the FCC's Cable Bureau in hope that it might work out a compromise formula.

The board did not want to press for a 20-channel receiver at this time. James L. Lahey, Muskegon (Mich.) Cable Television, head of the engineering committee, said the board felt that since technological development in premium channel security has been changing at a rapid pace, it might be unwise to campaign for a 20-channel receiver at this time. The engineering report recommended a change from 300 to 75 ohm input for receivers and the need for better adjacent-channel rejection capability. However, nothing definite was drawn up by the board, since the engineering committee is still in liaison with the Electronics Industry Association on various proposals.

NCTA's next scheduled board meeting is Sept. 22-24 in Washington.

Man in the News

Schmidt

The newly elected president of the National Cable Television Association, Richard L. Schmidt, is a "fish out of water," in his own words, when it comes to cable. His water is sports, general business law and—as a main reason for his attraction to the cable trade association—dealing with federal and state governments.

Mr. Schmidt is said to be on a first-name basis with many on Capitol Hill. He has worked with state regulators as a lecturer at Rutgers University's Eagleton Institute of Politics, where seminars for state legislators interested in developing governmental reform are held. From 1961 to 64, he held staff positions with the Demo-

Making the rounds. Not all of the cable operators in Washington last week were there for the National Cable Television Association board meeting. More than 40 cable people visited with their Congressional representatives last Monday and Tuesday to explain NCTA views on the pending copyright legislation. The two-day session was the first in a planned series of working meetings to be held on an "as needed" basis by the Copyright Task Force, set up through NCTA's government relations committee. Tom Soulsby, (r), of Communications Properties Inc., Austin, Tex., and chairman of the government relations committee, goes over the cable industry's position with (l) Representative Robert Krueger (D-Tex.).

cratic National Committee, including assistant to the chairman and special assistant to the treasurer. And for 10 years (1964-1974) Mr. Schmidt was director of public affairs in Washington for the International Telephone & Telegraph Co. As one former colleague remarked: "he knows how to work the Hill machine and that's probably his greatest asset to the cable industry."

Mr. Schmidt intends to immerse himself in the cable industry's problems through intensive briefings from the NCTA staff and board members until Aug. 1, when he officially takes over as president. In the meantime, he will divide his time between the NCTA and winding down his own law practice in Washington where he represents such tennis pros as Dick Stockton, Fred McNair and Jeff Austin, as well as the Trial Lawyers' Association and ITT.

At present, Mr. Schmidt admits to knowing only the "basic issues" concerning the cable industry, but he is anxious to become totally involved. "You can't be overcoached," he said.

Whatever Mr. Schmidt may lack in ability to discuss cable specifics for the moment, he more than makes up for it on two of his favorite topics: country music and sports. Raised in Bakersfield, Calif., an agricultural trading center, he can rattle off as many names of country music artists as names of sports stars.

Sports are his true forte, both as participant and onlooker. At 36, Mr. Schmidt plays tennis and golf—the first left-handed, the latter right. He was a quarterback on the football team of the University of Southern California, to which he transferred after a freshman year at Notre Dame. He was coach of the club football team at Washington's Georgetown University in 1963.

Mr. Schmidt has many friends in the sports world including members of the Los Angeles Rams and the Washington Redskins and several parties connected with World Football League franchises. He was a consultant to President Johnson's Council of Youth Opportunity and Physical Fitness in 1968. Currently, he is on the national advisory board of the Lombardi Center for Cancer Research and executive director of the Vince Lombardi Memorial Golf and Tennis Tournament (BROADCASTING, June 23).

Mr. Schmidt's name came before the NCTA presidential search committee about a month ago through a lawyer friend who suggested that Mr. Schmidt talk to NCTA about the job. The committee had all but exhausted itself interviewing candidates from the cable industry or on the edge of it. As a fresh face, Mr. Schmidt had instant appeal.

Longevity of tenure has not been the principal feature of the NCTA presidency. After Mr. Schmidt's selection last Tuesday, Bruce Lovett, former NCTA chairman (and reported candidate for president), walked up to him and said: "Congratulations, I guess." Mr. Schmidt said he hoped to benefit from Mr. Lovett's advice.

Mr. Schmidt has a master's degree in international business from American University and a law degree from Georgetown. He is a member of the American, Virginia and District of Columbia Bar Associations. Aside from his work with the Lombardi cancer fund, he is chairman of the "So Others Might Eat" charity. He is also director of the Kennedy Bank and Trust Co. in Bethesda, Md.

Mr. Schmidt is married to the former Patricia Ann Godfrey, daughter of Arthur Godfrey, the radio and television personality. They have three children. Friends report Mr. Schmidt is a talented gardner at his McLean, Va., home.

Mr. Schmidt characterizes himself as a "problem solver." If his self appraisal is correct, he is the man for the NCTA job.

Cable bolsters off-air viewing

Corollary effect pointed up in study of Canadian markets

Cable television's rapid growth over the last five years in Canada has not meant financial loss for Canadian broadcasters. In fact, it has helped new broadcast stations, particularly UHF facilities, to build local viewing audiences.

Those were the findings of a study for the Canadian Cable Television Association, conducted by the Toronto management consulting firm of Woods, Gordon & Co. The study dealt with 30% of Canada's population and analyzed five separate markets.

In the Toronto-Hamilton Ont., market, the study concluded that the three VHF broadcast stations experienced only a small (2.8%) decline in total viewing hours, while the four new UHF stations in the market accounted for 18% of total hours tuned. (UHF in many areas is largely dependent on cable for good reception.)

In Montreal, the study indicated that U.S. channel viewing by cable subscribers has declined, while off-the-air viewing of U.S. stations has almost doubled.

In two markets where U.S. stations cannot be picked up off the air—Halifax, N.S., and Calgary, Alberta,—the study indicates that despite the introduction of American channels via cable, local broadcasters enjoy increased viewing audiences. In Calgary, where cable has a 44% penetration, U.S. stations are tuned to only 22% of the time, the study noted.

One market to show a marked decline in local station viewing was Saulte Ste. Marie, Ont. U.S. stations are available off-the-air in Saulte Ste. Marie as well as on cable, and while viewing of the city's only station, CJIC(TV), dropped about 38%, the decline was worse in areas not served by cable.

Apartment law helps Conn. cable systems

Landlords must permit wiring if tenants request

Connecticut cable systems that have had problems gaining access to apartment houses have won some legislative relief. A bill sponsored by State Representative Sam Gejdenson (D-Colchester area) has been signed into law that will require, as of July 1, apartment house owners to permit cable systems to wire their buildings once the tenants request such service.

No minimum number of tenant requests is necessary and the only stipulations are that a cable operator must assume the entire cost of wiring the building and the operator must indemnify the building owners for any damage that results.

The original impetus behind the new law came from Bernard L. Perry, general partner in Coastal Cable TV Co., Groton, Conn., and a director of the Connecticut Cable TV Association.

The nearest thing to the Connecticut law is the 1973 "Kelly bill," which established the New York Cable Commission and prohibited landlords from interfering in cable development by charging fees to system operators who wished to wire their buildings. That law did not spell out a definitive "right" by cable to wire any apartment building and also lacked specific enforcement mechanics. A bill to correct those areas and add teeth to the basic rule against landlord interference was sponsored by State Assemblyman Richard N. Gottsried (D-Manhattan) during this legislative session (BROADCASTING, May 19). However, the bill was killed in the State Assembly Committee on Government Operations. The bill may be introduced again in the next session.

The new Connecticut law also provides cable access to buildings under construction. In those circumstances the same conditions will apply except that no showing of tenant request must be made. Other provisions of the bill bar interference with a tenant's right to use individual or master antennas and prevent cable operators from refusing to build out a franchise because cable lines must be put underground.

Cable Briefs

Hold. FCC has suspended Aug. 10 divestiture date for local television-cable system crossownerships. Commission said it wants to first resolve current rulemaking that proposes change from barring crossownerships between stations whose grade B contour overlaps co-owned cable systems' service area to grade A overlap.

Tabled. California state legislature bill that would have put CATV under public utility commission jurisdiction (BROADCASTING, June 16) has been tabled, which is expected to kill measure in committee for this session.

In times of crisis. Community Antenna Television Association has requested FCC to institute rulemaking looking towards allowing cable systems to carry any TV, AM or FM signal—regardless of present signal carriage rules—in cases of emergency.

Pay for Phoenix. American Cable Television Inc., Phoenix based MSO, plans to begin pay programing on Phoenix area cable systems. Service, called Private Channel Club, will be distributed via multipoint microwave distribution service provided by Microband Corp. of America. Software package will be provided by Microband subsidiary which supplied programing services. Target date for operation is Oct. 1.

MPAA against pay rules. Motion Picture Association of America has joined those who, for sometimes conflicting reasons, are seeking court reversal of FCC's pay cable and pay-television rules. MPAA asked U.S. Court of Appeals in Washington to review commission's April 4, 1975, order.

One, two, three. UA-Columbia has followed up its first application for earth station at Fort Pierce, Fla. (BROADCASTING, May 5) with two more. One is to serve cable system at Fort Smith, Ark., other is to be installed at Laredo, Tex. Applications follow basic outline of Fort Pierce filing, which is now under FCC consideration after having passed through its 30-day protest period unopposed.

Pressing the tab. Arizona cable operators, who have had to bear cost of converting overhead facilities to underground, will now be able to pass costs on to property-owners in district where 60% or more desire to convert facilities. Change is possible under new state underground conversion law, which includes cable, which changes regulations in effect since 1968.

Programing

The Red Sox are hot, but radio sales cold

WHDH, originator for 30 years, says it can't afford to continue

WHDH(AM) Boston announced last week it would not bid for radio rights to next year's Boston Red Sox baseball games, though it has carried all Red Sox games for the last 30 years. David C. Croninger, vice president and station manager, said the station was losing money on the games and saw no prospect of moving into the black. Other sources said the Red Sox management has refused to lower the radio rights minimum below the current level, said to be about $400,000 this year.

Mr. Croninger said WHDH needed $850,000 in gross sales to break even on the games but hasn't reached that point for the past couple of years. He said that this year the games are only about one-third sold—to Narragansett beer, Delta Air Lines and Getty Oil Co. He blamed the recession in part, "but not entirely," citing such additional factors as the length of the baseball season, its overlapping with other sports in both spring and fall and the proliferation of sports on TV, as well as steadily rising rights costs.

He said WHDH's $850,000 cost figure includes, in addition to rights fees, such production costs as line charges, salaries and traveling expenses of play-by-play and color reporters and an engineer, and special promotion costs.

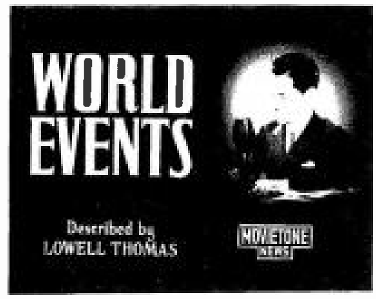
The WHDH decision not to bid for next year's rights was announced at a time when the team was in first place in the American League-East—which seemed to observers an odd time for such an announcement. Mr. Croninger explained that he had wanted to go on record that WHDH was giving up the games voluntarily, so that whatever station gets them next year cannot claim to have "taken them away from WHDH."

Fox newsreel footage in TV, movie projects

Twentieth Century-Fox Film Corp. intends to intensify use of its newsreel library.

Jack Muth, who was general manager of Fox Movietone News based in Paris until last January, has been shifted to New York with the primary objective of reactivating the library and its 100 million feet of film. Since spring, NBC-TV's *Today* series (Mon.-Fri., 7-9 a.m.) has been carrying a once-a-week Movietone newsreel segment of four to five minutes dealing with a specific topic.

The most ambitious TV project, according to Mr. Muth, is a series of 44 half-hour programs, *Lowell Thomas Remembers*, which will be produced by the Southern Educational Communications Association, Columbia, S.C., for distribution by Public Broadcasting Service, starting Oct. 19. Mr. Thomas narrated many of the theatrical newsreels for Movietone News in the 1930's and the TV series will include old voiced footage and new commentary.



Lowell Thomas, a fixture on CBS since start of network radio, was a familar to theater goers in the heyday of movie newsreels.

Mr. Muth said 20th Century-Fox, the parent company, has plans for additional use of the newsreel films for TV and for theaters. Several weeks ago Fox announced it will produce a feature-length production in 1976 composed of classic World War II documentary footage taken from the Movietone library.

Group W in joint venture on American family life

Plans for a Bicentennial year series of six one-hour TV specials, each showing a real family in real-life situations, were announced last week by Group W, which will produce the series and, through its Group W Productions, syndicate it nationally. The programs will be a joint venture of Group W, the Office of Communication of the United Church of Christ, and the United Methodist Church.

Author Paul Wilkes ("Trying Out the Dream") will live for several weeks with each family and be involved in production of each program. Arthur Barron, Emmy winner whose TV credits include *Sixteen in Webster Groves* and *Webster Groves Revisited*, will produce the series, *Six American Families*, and George Moynihan, Group W's national television program manager, will be executive producer.

Donald H. McGannon, chairman and president of Group W, estimated that the project would cost $900,000 to $1 million, and said half would be paid by Group W and the other half by the two church groups. He said that the families to be selected for the series "will represent a microcosm of America (urban and rural, black and white, poor and well-to-do),

Mr. McGannon said TV had been widely and creatively used in recalling the past in America's Bicentennial celebration but that Group W felt that "as much energy and creativity must be applied to shaping the future" and that, accordingly, the series "will probe the problems, hopes and decisions that dominate our lives."

THE LITTLE RASCALS

The most successful children's sitcom on television today*

*Seventeen consecutive surveys have proven this claim in over a dozen different ways — and we have them all documented.

Ask to see market-by-market proof of performance, showing that The Little Rascals is the top ranking children's vehicle in syndication, and that it pulls leading demographics in almost every reported market and time period.

BEST BUY FOR THE ENTIRE FAMILY

The Little Rascals not only outperforms other kid shows, it also pulls sizeable and often leading numbers of Women 18-49, Total Women, Total Adults, Total Teens and Total Homes.

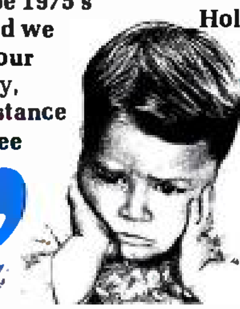
These Are The Only Original Movies made by Hal Roach, produced at his own studio in Hollywood over 40 years ago and in syndication for 22 years. Three generations of fans in your market have built a Little Rascals habit and demonstrated viewer loyalty that can't be matched. Do you really think there is anyone in your market who hasn't grown up with The Little Rascals?

Where do you think all those Women 18-49 come from?

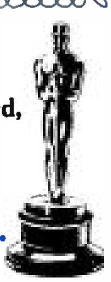
"**Delivers more Women 18-49 than our news — and we are the #1 news station in the market!**" Bill Logan, WMT-TV (Orion Broadcasting) Cedar Rapids-Waterloo-Dubuque; "**Since 1954 we have never missed a renewal. To date several sets of prints have been worn out, but not the audience.**" Harry C. Jones, WCCO-TV, Minneapolis; "**I'd never admit it at contract renewal time, but these classics just seem to go right on and on, taking time periods right and left.**" John A. Edgerton, WBTV (Jefferson Pilot Broadcasting) Charlotte; "**I think we should all congratulate each other.**" Hendrik Booraem, WPIX-TV, New York; "**A resounding success in our markets. It will be part of American television forever.**" Barry H. Thurston, Kaiser Broadcasting; "**Immediately after our purchase, Burger King picked up full sponsorship for a 52 week contract.**" Ed. Moser, WTOG-TV (Hubbard Broadcasting) St. Petersburg; "**Came through again against stiff competition and without sufficient lead time.**" Erwin Parthe, WNEM-TV (Meredith Broadcasting) Bay City-Saginaw-Flint; "**Broad appeal to all age groups. Adults find it as entertaining as the children. We're delighted to have it.**" Sidney Pike, WTCG-TV (Turner Communications) Atlanta; "**It has to be 1975's best success story. I'm glad we have the show instead of our competition.**" Marty Colby, XETV, San Diego; "**Not only did we out-distance The Mouse's Children 4 to 1, we pulled three times as many members of the entire family!**" Ed Aiken, KPHO-TV, (Meredith Broadcasting) Phoenix."

COLUMBIA PICTURES LICENSING is merchandising the series, tying in clothing, toys, accessories, games, comics, books, banks, breakfast cereals — right on up to drive-in restaurants and amusement parks!

Now that the country is riding the crest of the Nostalgia wave, the time has never been better.



For more information on these outstanding programs, one of which won Hollywood's coveted Academy Award, contact Michael G. King



KING WORLD PRODUCTIONS, INC.
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Berkeley Heights, New Jersey 07922
(201) 464-9746

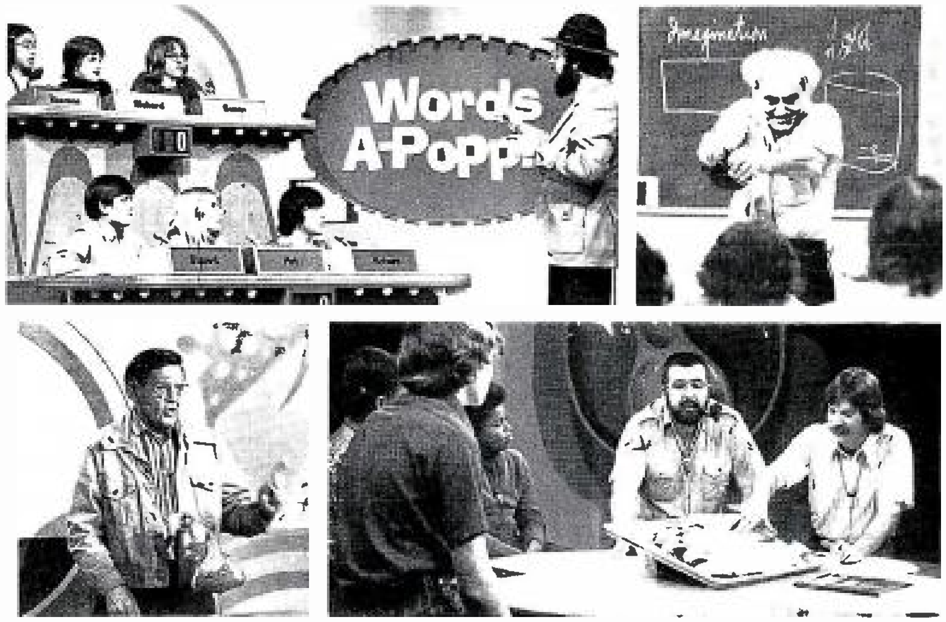
Special Report

The ferment in television for children

Programing for children on the commercial television system is in transition in 1975. Reformers call for more radical reforms. Broadcasters count the high costs of reforms already made or in the making.

Networks are spending more and earning less on Saturday mornings that used to have a waiting list of advertisers and generation after generation of unblinking youngsters glued to the tube. Stations are searching for the elusive program that will quiet the critics and attract an audience young enough to matter and big enough to count.

Out of these conflicting pressures and responses are emerging program-development projects of all kinds. There are network series costing $75,000 a half hour and station projects that are voluntary. Of a children's news show done by children on KARK-TV Little Rock, Ark., the co-director, Miguel Copello, says: "Our working budget is simple. We have none."



Learning is fun. Only a few examples of formats on educationally oriented shows for children (clockwise from top left): "Shotgun" tom Kelly hosts KGTV(TV) San Diego's *Words A-Poppin*, a vocabulary game show, to air on the four McGraw-Hill stations this fall; Professor Julius Sumner Miller experiments in physics on KYW-TV Philadelphia's *Experiences* program; the host of WJZ-TV Baltimore's Saturday morning show, *Bob Turk and the Sunshine Kids*, Bob Turk (r), talks with three high school students and guest Bob Spore (center), Maryland fishing expert; Newsman Al Wallace, host of *How Come?* on KING-TV Seattle, explains the workings of the human heart.

At the stations, groups muster their resources, news programs get children's inserts, search is on for education that won't turn the young audience away

The topics and formats vary widely—from classical to rock music, cowboys to puppets, race relations to the Bicentennial. Yet the underlying message is singular. Educational programing and entertainment programing are not mutually exclusive. The better shows geared to young people allow both learning and fun and, with innovations, build one on the other. The following are representative examples of programing directed to children, submitted in response to a BROADCASTING questionnaire.

One apparent trend in recent years has station groups banding together to produce polished children's programing on the local level.

The four Multimedia stations have produced *Scrunch*, sharing film segments, ideas and resources, and with variations unique to each locale. At WMAZ-TV Macon, Ga., a four-week musical presentation last summer featured diverse young talents, including fifth graders performing the opera "Carmen." WBIR-TV Knoxville, Tenn., uses two original features, "Travelogue" and "Book Beat." WXII-TV Winston Salem, N.C., does not use an adult host, but divides 30 children in studio and film groups for games and skits as the "Scrunch Bunch" and the "Keystone Kids" (see photo). Standard studio flats and graphics allow features to be exchanged among producers, and the program is loosely coordinated by Douglas Bales, director of special productions, WXII-TV. Each of the four stations in the group produces a two-and-one-half to five-and-one-half-minute feature segment each week for interchange.

The Forward Communications group is cycling 12 hours of local children's and public service programing. The six stations are sharing shows like *Let's Get Growing*, on gardening, produced by KCAU-TV Sioux City, Iowa, and *AJRA 1974* on the junior aspects of rodeo, produced by KOSA-TV Midland-Odessa, Tex.

Spokesmen for Group W say the company's five owned stations will telecast a major new daily half-hour series (still untitled) aimed at pre-school children and their parents, beginning some time around the end of the summer. The series, to be produced in cooperation with Gesell Institute, New Haven, Conn., a children's behavior think-tank, will be taped initially at WBZ-TV Boston and will probably be scheduled on all five Group W stations at 9 a.m. weekdays. The series' aim is to "entertain and educate children while also involving parents in the whole process of helping them to learn."

In addition to group programing undertakings and the efforts of individual stations, joint projects of the network-owned stations include new children's programs. The NBC-owned stations have announced their cooperative efforts for this fall. Each will present a series of weekday specials starring Shari Lewis, to be broadcast monthly starting in September. *The Shari Show*, to be produced at WMAQ-TV Chicago, will be comedy aimed at preschoolers. Four children's specials, half-hours set for prime-time access periods, are scheduled for fall, and five half-hours, one produced by each owned station, will air in prime time on Bicentennial themes. The documentaries will be geared especially for 10-to-12-year-old children.

Shared in the CBS-owned stations' special programing exchange in the last six months were: *Jerry and Lisa*, produced by WCBS-TV New York; *A Christmas Surprise*, produced by KNXT-TV Los Angeles and scheduled to air next year on the other owned staions; *The Child is the Father of the Man*, produced by WCBS-TV and aired on WBBM-TV Chicago and WCAU-TV Philadelphia; and *The Night Before the Night Before*, produced by WBBM-TV Chicago and WCAU-TV Philadelphia and aired on KMOX-TV St. Louis, and the Los Angeles, Philadelphia and New York owned stations.

A joint venture of the ABC-owned television stations, *Rainbow Sundae* premiered in September 1973. The show included a four-part magazine format series, "Over 7," produced by Daniel Wilson Productions with the ABC O&O's, and first-run TV productions of "A Little Princess," "The Pathfinder" and "The Fortunes of Nigel," all produced as a joint venture by the ABC O&O's, 20th Century Fox and the British Broadcasting Corp. *Rainbow Sundae* began a second season in October 1974 and continues to date.

A special area of children's TV that has come into its own is news: children interpreting the news for other children.

At WEWS(TV) Cleveland, two "youth reporters" have joined the regular *Eyewitness News* team for the 6 and 11 o'clock broadcasts. Inajo Davis, 15, and John Mino, 16, report on youth-oriented issues with style beyond their years, says the station. The pair was selected after "competi-

Puppets aplenty. A popular prop for children's TV is the puppet (clockwise from top left): Darlyne Berg and Jack DuBlon appear in the company of the *You and I* show's puppets on WITI-TV Milwaukee; a worm named Fred and Bumpity, "a bump in the park that just grew," are featured in KATU(TV) Portland, Ore.'s *Bumpity;* Stu Rosen and three animal friends appear in KNXT(TV) Los Angeles' weekly series, *Dusty's Treehouse;* a monthly show on WFLA-TV Tampa, Fla., *Virginia's Place,* is hosted by Virginia Rivers with puppets Cecilia and Chester; and Jerry Haynes, as Mr. Peppermint, and his friends host *Peppermint Place* on WFAA-TV Dallas-Fort Worth.

tive auditions that involved nearly a hundred students" in interviews for over a year.

Eyewitness Junior News, a two-minute version of the adult newscast, is KARK-TV Little Rock, Ark.'s special offering for the 12-and-under age group. It is scheduled twice each weekend—noon Saturday between NBC's *GO* and the local movie and Sunday at 6:25 between the local news and *The Wonderful World of Disney.* Story ideas are submitted and written by junior reporters and the station plans also to invite submissions from young viewers.

Some in-depth reporting has come to light in the three years *Student Spectrum* has been aired, five minutes each weekday morning preceding the *Today Show,* on WRGB(TV) Schenectady, N.Y. The newscasts are researched, written and broadcast by students from 30 high schools and two middle schools in the station's coverage area. The only restrictions, according to program manager Arthur Garland, are that they avoid "strictly parochial items," items that will be out of date by the time the taped segments are aired, and (in line with WRGB(TV) policy) editorializing. One show of special merit: examining the problem of venereal disease and high school students.

Interviews with a youth worker and a juvenile judge on teen-age shoplifting, a story on the birth of a baby giraffe at the Pittsburgh Zoo, a commentary on teachers and an interview with a young woman member of a co-ed track team are among the features of KDKA-TV Pittsburgh's *We, Our, Ours, Us* magazine format show. What's special is the presentation from a young person's point of view, provided by hosts Amy White and Warren Gauvin (see photo). Segments appear weekly or monthly on zoology, health, growing up and careers.

San Francisco Bay Area youngsters participate in a discussion/interview with a prominent newsmaker or expert in a particular field, weekly on KPIX-TV's *Kid's News Conference* (see photo). The program is a learning experience designed "to expand (children's) knowledge of the many specialty fields open to them in later years," according to producer Ann Miller.

WBZ-TV Boston airs three programs that stress audience participation. *Something Else,* an entertaining magazine format program for children 8 to 12, won one of eight Action for Children's Television awards in 1975. "Access is an important part of the *Something Else* concept," according to WBZ-TV. "Children are encouraged to write in with their ideas and opinions." *For Kids Only,* in its fifth year on WBZ-TV, uses four seventh-grade students from throughout the state in a press-conference format, with the young reporters interviewing newsworthy guests. *4 Real,* a vehicle for specials on current social and political issues, uses a news format to explain issues on a level children understand. So far, the prototype special was *4 Real: You and Money.*

According to vice president and general manager Milton Grant, WDCA-TV Washington's "Kids-to-Kids" public service announcements "utilize the commercial form to get constructive messages across to the children of the area," by allowing them to use the tools of television to communicate positive and constructive messages to other children. The commercials sell common sense: "read a book," "eat healthy," "don't take rides from strangers," etc.

In a more traditional vein, several long-running children's shows report proved formulas with continued updating.

Currently celebrating its 25th anniversary, WCPO-TV's Cincinnati's *Uncle Al Show* (see photo) has been changed over the years "to reflect the tastes and needs of the audience and the skills of the industry."

Second-generation on-air competitors are not unusual on KMTV(TV) Omaha's *Playground Champions.* The show is in its 21st season and the purpose "has always been to encourage participation in supervised recreation in city parks." Another long-run KMTV program is *Jean's Story Time,* a Sunday school for children, now in its 19th year.

Every Saturday morning in Austin, Tex., the skits, songs and show-and-tell games put on by 30 to 40 children are conducted by Uncle Jay—for 23 years the star of KTBC-TV's *Uncle Jay Show.* "Happy Raine" has been on the air 16 years at WCSC-TV Charleston, S.C. (see photo). New elements on *The Happy Raine Show* are "Friends Around the World," featuring children from other countries in interviews and showing their native dress, and "Christmas Around the World," with native carols and storytelling.

The *Old Rebel Show* on WFMY-TV Greensboro, N.C., is approaching the quarter-century mark with George Perry (see photo) appearing five days a week before a live audience.

Another veteran children's program is WKZO-TV Kalamazoo, Mich.'s *The Channel 3 Clubhouse,* now running for over 20 years. Hostess Fran Harding and the Bonevich puppets are the regulars with frequent appearances by nature center, library and museum experts.

Many stations are beyond the traditional children's format. Several local outlets report programing for special segments of the children's audience, notably bilingual programing and programing for the deaf or hearing impaired.

Special sign language instruction and Spanish lessons are parts of a typical week on KWGN-TV Denver's *Blinky's Fun Club.* The program is centered on "clowning, cartoons and safety," but the alternative educational segments have been cited as influential among viewers.

Similarly, WABC-TV New York broadcast a BBC series for children with hearing impairments. *Vision On* premiered in New York in February 1973 and was rebroadcast through last August.

The bilingual preschool series, *Los Ninos,* enters its eighth season this year on KENS-TV San Antonio, Tex. This translated title appropriately describes the show's stars and audience: "The Children." The show is geared to "help economically disadvantaged and culturally different children acquire the verbal and social skills necessary for success in school."

On the *You and I* show Friday mornings on Milwaukee's WITI-TV, children are exposed to a "word for the day" in both Spanish and sign language, or they may

There's a first time for all things...

That first wobbly bicycle ride...
The water color house that leans to the right...
A school trip to the Fire Station ...
There's a first time for our Children to
do all the challenging things in life...
The things that will, hopefully, help them
grow into Reasoning, Sensitive Adults.

That's what Scrunch is all about...
A Television Program designed to
introduce our Children to all those
things around them which we Adults
take for granted.
A chance for Television to truly be a
Window to the World for a lot of
Growing Young Minds.

Scrunch...

A Multimedia Stations' Production

WFBC-TV 4

GREENVILLE, SOUTH CAROLINA

multimedia

Multimedia stations are: WFBC-AM-FM-TV, Greenville, S. C.; WXII-TV, Winston-Salem, N. C.; WMAZ-AM-FM-TV, Macon, Ga.; WBIR-AM-FM-TV, Knoxville, Tenn.; WWNC-AM, Asheville, N. C.; WAKY (AM), Louisville, Ky.; KAAY (AM), Littlerock, Ark.; KEEL (AM) and KMBQ (FM), Shreveport, La.

see a segment on the metric system, fine arts or science, all designed "to entertain and inform our audience, not overpower it." As producer-host Darlyne Berg says at the end of each show, the hope is that viewers will "learn something, love someone and really like yourself."

It's a theme reaffirmed each year by broadcasters, often with advice from the world of education specialists and child development specialists: learning can be fun.

Homework assignment for all sixth and seventh graders in Duval county, Fla.: Watch on television a 1934 Universal science fiction serial, *The Vanishing Shadow*. The idea of using television to improve children's literacy skills is part of a pilot program co-sponsored by the school system and WJXT(TV), the Post-Newsweek station in Jacksonville. Three weeks and 12 installments later, a 27 rating (54 share), approval from educators and 18,000 enthusiastic youngsters speak well for the project. During the April trial period, scripts were distributed and read aloud in class and students were assigned to watch the broadcasts Monday through Thursday from 7-7:30 p.m., following along in their scripts. In the morning, teachers followed up with vocabulary questions and worksheets. The program has been re-edited "to turn kids on to reading" through animation, freeze-frame and other devices, according to executive producer Ray Hubbard.

Innovations in educational-type broadcasting on commercial stations have been tested elsewhere. An approach to reading for preschoolers, called "Picturepages," is incorporated into WIS-TV Columbia, S.C.'s weekday *Knozit-land* program. The segments are presented in cooperation with the U.S. Department of Health, Education and Welfare and the Midlands Community Action Agency. The *Mr. Knozit* Saturday and Sunday shows offer locally produced "Kids News," and *Big Blue Marble* syndicated segments in addition to a regular ventriloquist act, birthday file and daily cartoon.

Consultants from the Early Childhood Development Center at Texas Women's University and the Dallas Independent School District help put together *Peppermint Place* on WFAA-TV Dallas-Fort Worth, based on the concept that "entertainment is the key to effective education" (see photo). Sixteen puppets teach basic concepts, motor skills and preparation for subjects to be taught in school, through songs, cartoons and stories aimed mainly at children in the third grade.

KING-TV Seattle's *How Come?* was awarded a 1974 Peabody Award as a "well paced, fully literate program which neither talks down to nor over the level of the young audience for which it is intended. It features newsman Al Wallace delivering news and feature stories to the 8-12 year old market (see photo).

Nancy Hill, a school teacher in Zanesville, Ohio, doubles as hostess on WHIZ-TV's *Small Talk* program, Fridays 4:30-5 p.m. The show "deals with instructions and education more than with entertainment," and topics are timed to coincide with community activities or national observances.

"Fifteen years ago the emphasis was on cartoons, slapstick comedy and live commercials. The swing to constructive comedy and information has been gradual," says Bill Thompson, writer and producer of KPHO-TV Phoenix's *The Wallace and Ladmo Show*. Now in its 22d season, the show undertakes a sophisticated form of comedy, satirizing current events and teaching history through a "time machine" segment which introduces viewers to historical figures—a "candy coated pill" according to program manager Ed Aiken.

Other children's shows, less easy to categorize, present pro-social values or instructive commentary in the form of easy-to-take entertainment.

There is a definite rationale behind those multicolored, huggable puppets used on WFLA-TV Tampa, Fla.'s *Virginia's Place* monthly children's show (see photo). Chester's personality is parallel to that of the children, aged 8 to 12, to whom the program is targeted; Cecilia is "a younger brother or sister image." She is also used to portray positive feelings about being a girl.

A second children's show on WFLA-TV premieres Sept. 27 at 7:30 p.m. *B'tween* will be geared for the 9-14 age group, a monthly exploration of young people's hobbies, places of interest and interesting guests.

On the set of an old country railroad depot, station master Uncle Bob is visited by the four o'clock "friendship train" twice a week on *Friends*, broadcast live by WILX-TV Onondaga, Mich. Three minute film features called "Friends," distributed by the Behrens Co., Miami, suggest the topic for discussion each day "to help us achieve our goal of educating the 4-to-10 age group in our coverage area, in an entertaining way." The show's stated objectives are "to teach grade school age children an appreciation for the interdependent nature of the people and communities of America, including their own community," and involving children in an active arts and crafts or physical fitness project related to the show topic.

'Learn by doing' is the apparent theme of *See Our Show*, which has received "overwhelming support" of local educators in Washington. WTOP-TV invites high school and junior high school students to spend two weeks preparing for each broadcast, resulting in a program written and performed by young people, who are also exposed to "a mini-course in television production techniques." Original works have included shows on women in men's sports, youth and rebellion, inflation and recession and teenage drinking.

WTOP-TV also will premier *Clubhouse* this fall, featuring "fourteen multiracial young people" getting "involved" with each other and "having real problems."

The state of Mississippi has no compulsory school attendance law and no public kindergarten programs. It was in view of this that WLBT(TV) Jackson, Miss., created a daily children's program called "*Our Playmates*,"tailored strictly to meet the needs of the children in our coverage area." General manager William Dilday Jr. notes that "many children entering




Hosts in all varieties. A time-honored format for guiding young viewers through shows are hosts. Some of them are (l to r): Tom McGreevey as Mr. Patches, Al Lewis as Uncle Al, Wanda Lewis as Captain Windy and Jack Williams as Lucky the Clown on WCPO-TV Cincinnati's long-running *Uncle Al Show;* George Perry, approaching the 25-year mark as host of the *Old Rebel* show on WFMY-TV Greensboro, N.C.; Lorraine Lee-Benner, children's TV "activist" and host of 16-year-old WCSC-TV Charleston, S.C.'s *Happy Raine Show;* and W. Carter Merbreier, an ordained clergyman, host of *Captain Noah and His Magical Ark* on WPVI-TV Philadelphia.

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January: Rodeo Girl; A 13 year-old girl becomes the youngest ever to win a world championship on the modern rodeo circuit.

February: The American Revolution; Story of emotional conflict between a father and son during the Revolution, when the father remains a Loyalist and the son turns Rebel.

March: The Land, The Sea, The Children There; A child helping to raise crops and cattle on the family ranch is contrasted against another child helping his father harvest lobster by the sea.

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Children to children. On a par with their audience, youthful broadcasters have found a place. (Clockwise from top left: KPIX-TV San Francisco brings youngsters and local authorities together on *Kids's News Conference;* Warren Gauvin and Amy White are the hosts of KDKA-TV Pittsburgh's weekly *We, Our, Ours, Us* show; a five-minute daily newscast, *Student Spectrum* on WRGB-TV Schenectady, N.Y., is researched, written and broadcast by students; and WXII-TV Winston-Salem, N.C.'s version of Multimedia's *Scrunch* program includes a youthful "Scrunch Bunch" cast.

first grade, particularly those of rural areas, had a difficult time adjusting to the structured setting of the classroom and consequently, experienced difficulty in the learning process." The *Playmates* program is aimed to bridge that gap.

An outgrowth of the Governor's Conference on Children in Jackson, Miss., last year, is WTWV(TV) Tupelo, Miss.'s, monthly children's show, *FunShop.* The station produces *FunShop* in conjunction with the Department of Elementary Education, University of Mississippi, as a public service with no commercial interruptions.

"We're very high on *Bumpity* here at KATU(TV) Portland, Ore.," Reports producer Tonia Secanti. From a bump in the park that "just grew," the gentle muppet and his side-kick, a quiet worm named Fred, have become celebrities to their young audience (see photo). The show aims to emphasize "important educational and social values" for youngsters who "learn painlessly" Sundays at 10:30 a.m. and Saturdays at 6:30 a.m.

Competition is the incentive to learning on KGTV(TV) San Diego's vocabulary game show, *Words A-Poppin* (see photo). The show will air on the other three McGraw-Hill stations as well this fall (WRTV[TV] Indianapolis, KMGH-TV Denver and KERO-TV Bakersfield, Calif.). Fifth and sixth graders compete for prizes—unscrambling letters to form words, supplying synonyms or antonyms, and building words by filling in letters.

KNXT(TV) Los Angeles's children's series has won five consecutive Emmys. The producers of *Dusty's Treehouse,* Sagen Arts Inc., North Hollywood, describe the program in psychological terms with emphasis on "interpersonal relationships" and dealing with emotions. Dusty and his treehouse family of puppets (see photo) deal with problems ranging from staying up late and temper tantrums to love, death, adoption and the energy crisis.

WMC-TV Memphis has aired *Magicland* on Sunday mornings for nine years, with magician Dick Williams on a 360-degree set leading 20 to 30 children through a half-hour of cartoons and magic tricks. The station's second children's show, *Sneakers,* premiered two months ago and is billed as "relying heavily on things Memphis." Co-produced by Lynne Jordon and Nancy McGlasson, *Sneakers* has treked to the Memphis Art Academy, Pink Palace museum and Overton Park zoo.

Captain Noah and His Magical Ark sails the WPVI-TV Philadelphia airwaves weekdays at 7 a.m., Saturdays at 9 a.m. W. Carter Merbreier, an ordained clergyman, is the star and executive producer (see photo), who "Charts the most fascinating and wondrous of seas ... a child's imagination." The format, a proven winner for years, is wholesome: a paper-eating monster encourages viewers to clean up after themselves; "prayers of the animals" segments compliment the inspirational weekly Bible picture story; Grandmother Noah's "Advice for Life" explores problems of growing up.

In some instances, the host's personality carries the show.

Since he joined WJZ-TV Baltimore two years ago as the weatherman, was nicknamed "The Sunshine Kid," and proceeded to win audiences, Bob Turk has evolved his own children's program, *Bob Turk and The Sunshine Kids,* which airs Saturday mornings (see photo). Each week children from a different elementary or junior high school participate in the program with special guests, who have included the fire department captain, an expert on Kung Fu and participants in Baltimore's Polish Festival.

Similarly, Professor Julius Sumner Miller has won the affections of his KYW-TV Philadelphia audience on the *Experience* program (see photo). The Professor (familiar nationally since appearing on *The Tonight Show*), took the gravity out of a three-part physics lecture, which unlike most of the show's episodes, was shot in the studio.

Interspersed with regular children's programs are those special productions, some one-time-only, others rebroadcast or circulated among affiliated stations. A special aired on WABC-TV New York in December 1974, *The Clown Who Lost His Smile,* was produced by David Gil, in association with WABC-TV, featuring The Meri Mini Players, a cooperative children's theater group in an original children's musical.

A series of prime time specials, *Observatree,* on WMAR-TV Baltimore, takes viewers to places of historical interest, staging dramatic recreations on location. The programs are produced in cooperation with College Media Services, Towson State Collège, Maryland.

Premiering this fall on WKYC-TV Cleveland is a 90-minute musical for children, *Noah's Animals* by John Patrick, to be taped at Baldwin-Wallace College in Berea, Ohio, this August. A half-hour prime time special to be aired by the five NBC-owned stations is *New Spirit '76,* produced by WKYC-TV. And the Sunday morning *Merry-Go-Round* with Melinda Scott continues, aimed at the 6-10 year old market.

The special: *Jack and the Beanstalk.* The problem: getting a five-foot tall actor to look only one third as large as a five-foot-six-inch actor. Complicated props and sets were designed for chroma-key shots and the program, broadcast as part of a mini-series called *Once Upon A Time* on WOTV(TV) Grand Rapids, Mich., won the National Association of Television Program Executives 1974 award for excellence in production and broadcast. Other specials undertaken jointly by WOTV and the Grand Rapids Young People's Theater, were *Androcles and the Lion* and *Beauty and the Beast.*

At the networks, a loud knock in Saturday-morning money machine, as action is dampened, animation is cut back, messages are put in

Reduced profits, cutbacks in commercials as decreed by the television code, more live-action series as an antidote to the cartoon clutter, the clampdown on obvious forms of violence—these are some of the things that have been happening in the last few years on Saturday mornings at ABC, CBS, and NBC.

The days when CBS was clearing a profit of $16.5 million (for the year 1970) on its

Saturday-morning line-up are gone, as the president of the CBS Broadcast Group, John A. Schneider, pointed out last month (BROADCASTING, May 19). One highly placed network source said CBS's 1974 profits in Saturday morning had plummeted to an all-time low of $2 million.

"All I can say to John Schneider is: 'Welcome to the club,'" said William Hogan, the director of childrens programs at NBC. "Saturday morning hadn't been a profit center at NBC for years." But the 1974-75 children's schedule will show "a marginal profit," according to Mr. Hogan, due to NBC's move into first place in the national Nielsens for the fourth quarter of 1974 and a consequent hike in its rate-card prices for subsequent quarters.

(Only fractions of a rating point separate the three networks these days in Saturday-morning programing, as all three avoid the action shows that used to mean clear superiority in audience. For the September-December 1974 quarter NBC led on Saturdays, 8 a.m.-12:30 p.m., with a rating of 6.6 and share of 30, compared to CBS's 6.4/29 and ABC's 6.2/28. For the month of May this year the rankings were: CBS, 5.7/30; NBC, 5.4/30 and ABC, 5.0/28.

ABC's Saturday-morning profits hover in the $2.5 to $3 million range (compared to the $7 million it was harvesting in 1970), according to industry sources.

This ebbing in the networks' profit flow is attributed mainly to the enforced cutback in the volume of commercial time carried in the children's Saturday programing. On Jan. 1, 1973, the standard load was reduced from 16 minutes an hour to 12, by an amendment to the National Association of Broadcasters television code. Last year the permissible commercial load was trimmed still further by newer amendments to the code negotiated by the broadcasters and FCC Chairman Richard E. Wiley. Effective last Jan. 1, the networks were reduced to 10 minutes an hour and must go to nine and a half minutes next Jan. 1. These quotas are for all nonprogram elements, including billboards, promotional announcements and public service messages.

"While we were losing the revenues from these cutbacks," said Jerry Golod, CBS's director of children's programing, "the production costs of our series were going up." One episode of a half-hour children's series—both live-action and animation—costs anywhere from $68,000 to $75,000, which, according to Squire Rushnell, the vice president for children's programs at ABC Entertainment, is $10,000 more than it took to do that same episode three years ago. (The average prime-time half-hour costs in the neighborhood of $110,000.) NBC's Bill Hogan said that the biggest expenses will be incurred by a live-action series such as *Westwind,* which is being shot on location in Hawaii.

"The economics of doing a live show were prohibitive a few years ago," said Mr. Golod, with the result that the Saturday-morning children's block in the sixties and early seventies consisted mostly

Rushnell

of an unrelieved string of animated series.

The cartoons were falling over each other to imitate what had previously been successful," Mr. Hogan recalled. But with such a severe strain on the few production factories geared to turning out animated series in bulk, "the prices of animation began to increase," in Mr. Hogan's words. At the same time, he said, "the costs of live action started to come down with the miniaturization of the equipment and the improvement of 16 mm film stock to broadcastable quality." The production studio was relieved of having to rely solely on the more cumbersone and expensive 35 mm equipment.

This breaking of the stranglehold of cartoons "has been one of the healthiest trends in children's programing in recent years," Mr. Hogan said. "Formerly, any project that was brought to the networks was automatically assigned to an animation studio. Now with all the live-action series on the schedules, we can claim real diversity and programing choice."

"But we haven't put any sort of quota on live-action or on animation," said ABC's Squire Rushnell. As an example of the kind of thinking that leads to a decision on whether to put a given concept into live-action or animated form, he cited the series idea based on Mark Twain's *Tom Sawyer.* Some ABC programers plumped for doing it as a live-action half-hour whereas others thought a cartoon approach would be more suitable. Pragmatics won out in the end. "We chose the

Hogan

cartoon form," said Mr. Rushnell, "because as a live-action series it would require location shooting, riverboats, elaborate costuming—all factors that would make it prohibitively expensive." Despite all this brainstorming, *Tom Sawyer* didn't make the network's 1975-76 children's schedule.)

NBC also decided to go to animation with *Beyond the Planet of the Apes* because, according to Mr. Hogan, "we designed a specific art style that enhances the concept" which is already familiar to audiences from the theatrical movies and the short-lived prime-time series CBS tried to make a go of last fall.

When CBS first started to move back into live-action children's programs a few years ago "we wanted to keep firm control of the costs," Mr. Golod said. "So we went to the variety format, with the Hudson Brothers and the Harlem Globetrotters." Next season, Mr. Golod continued, CBS will try two live-action comedy shows that will be taped in a studio with the same three-camera setups employed by producers who turn out prime-time sitcoms. *Far Out Space Nuts* will star Bob Denver and Chuck McCann and *Ghost Busters* has Larry Storch and Forrest Tucker in the title roles. Both will go in for broad Abbott-and-Costello-type slapstick.

Mr. Golod said CBS has deliberately scheduled these shows later in the morning (11-12 noon NYT), aiming them at kids from, say, 6 to 12, with maybe some younger teen-agers added to the mix. "The younger kid gets up at the crack of dawn and controls the set during the early hours of Saturday morning," he explained. All three networks tend to go with their pure entertainment series (the ones that pretty much steer clear of pro-social messages) from, roughly, 8 to 10 a.m. That's when ABC will schedule Tom and Jerry cartoons beginning next September, CBS will go with Bugs Bunny and NBC with *The Pink Panther.*

Odd Ball Couple, originally slotted at 8:30 a.m. next season by ABC's programing strategists, was pushed back to 11:30 a.m., according to Mr. Rushnell, "when more scripts began coming in and we started to get a feel of the program. It's derived from Neil Simon's *Odd Couple,* only in our case it's a dog and a cat that are cohabitating, and trying to get along with each other. The scripts are just sophisticated enough to appeal more to the 10-and-11-year-olds than to younger children."

Similarly, he continued, *Odd Ball Couple* will be immediately preceded by *Uncle Croc's Block,* "which is also aimed at slightly older kids because it's the first children's satire series since *Bullwinkle* and *George of the Jungle.* And these were probably over the heads of kids—they had big audiences even among the college students. By contrast, *Uncle Croc's Block* will be satirizing people like Evel Knievel, Sonny and Cher and *The Six Million Dollar Man.*"

Mr. Rushnell said the anti-violence crusaders should have very little problem with ABC's Saturday-morning schedule

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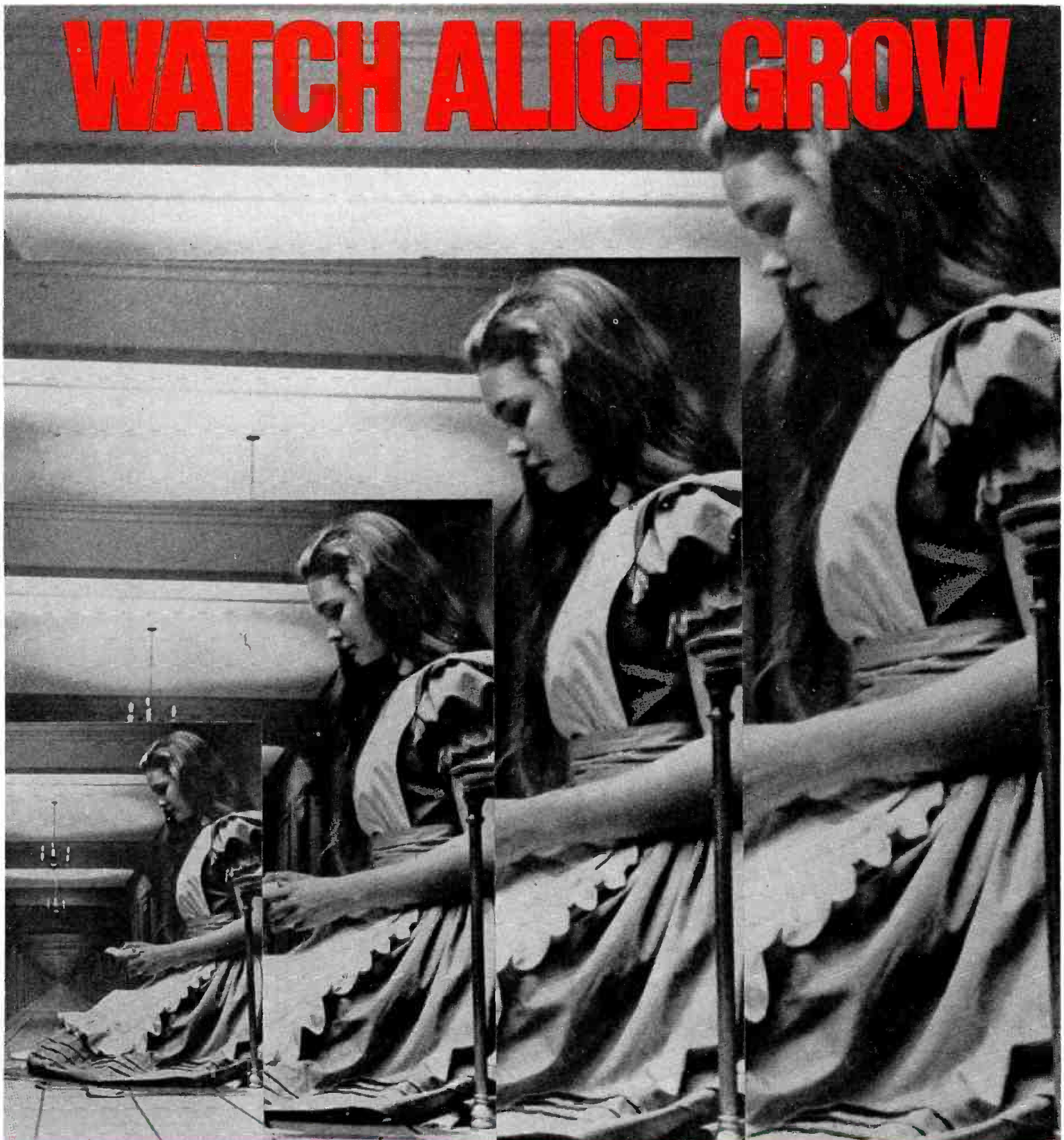

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Golod

next fall because "we've taken off all our action-adventure comedy shows to the point where "we were taking out the action, taking out the adventure and ending up with mild action, which the kids just refused to watch. The best example of this is a series of ours called *Korg 70,000 B.C.*, which went right into the toilet."

Even ABC's all-comedy line-up will be sanitized to a degree, Mr. Rushnell said. "When Warner Bros. told us that in order to keep Bugs Bunny [which is one of ABC's highest-rated children's shows] on our schedule we'd have to take an additional half-hour of Roadrunner cartoons," he said, "we said no because Roadrunner epitomizes the old-style cartoons that play heavily on agressiveness and action. Their whole focus is centered on one creature trying to eliminate another creature." (Warners ended up taking the 60-minute Bugs Bunny-Roadrunner package to CBS, which has slotted it at 8:30 a.m. beginning next September.)

Even though aggressiveness and action are the *raison d'etre* of these cartoons, Mr. Rushnell said he still thinks they fall more into the category of "fantasy, not violence." He explained: "There's a vast difference between the Three Stooges kind of mayhem, with cracks on the head, pokes in the eyes and punches in the belly, and the fantasy of Bugs Bunny being knocked through a wall and coming out the other side in good shape.

"As far as I'm concerned, there's absolutely no violence, nothing in the way of harmful programing, on Saturday mornings. Even the Tom and Jerry cartoons, which we're bringing back, will emphasize the sibling rivalry rather than the adversary relationship of the old cartoons. The story premises will spawn from their friendly competitiveness—they'll help each other out."

At NBC, "we're scrupulous about eliminating overt physical violence," said Bill Hogan. "All of our story material is reviewed very carefully by broadcast-standards people, and I'm satisfied that we're meeting my own personal criterion, which is that we shouldn't portray anything that could be imitated by a child to his or her own peril."

Despite these strictures, though, Mr. Hogan said that "the creative people who put our shows together don't feel their hands are being tied. Children's television is still an entertainment medium. We haven't eliminated conflict, which is still the key ingredient at the heart of our adventure and comedy programs."

CBS's Jerry Golod said, "We're policing our schedule, "but then a little later in the conversation added, "It's not possible to eliminate all violence." Mr. Golod takes the practical view that if the network soft-pedals action in favor of too much informational content, "you'll end up with a rating of zilch." He mentioned in this context CBS's colossal ratings failure of last year, *The US of Archie*, which featured the familiar Archie, Jughead and Veronica characters acting out various episodes in American history. "The kids stayed away from it because it was more informational than entertaining," Mr. Golod said. "To kids who tried to watch the show, it must have felt like going back to school on the weekend."

And in terms of violence, he cited a significant change in the *Isis* half of next fall's new live-action *Shazam-Isis Hour*. "Isis was originally slated to be a college professor in criminology," Mr. Golod said. "But on the advice of Gordon Berry of UCLA, one of our consultants, we changed her occupation to high-school science teacher because as a criminologist she'd wind up having to deal with major crimes, and that would have meant an unacceptable level of violence." In this connection, Mr. Golod drew the same distinction as Mr. Rushnell: When a show is animated, children tend to shrug off any violence as unreal, as something not worth getting concerned about. But when it's live-action, they are frightened by hazardous sitations as portrayed on the screen because flesh-and-blood actors are involved, not cartoon cut-outs.

Decisions like these, which can determine the success or failure of a network children's series, have to be calibrated carefully because of the stringent economics of Saturday-morning programing. The networks typically produce 22 new episodes a year of each of their successful prime-time series. According to various industry sources, for Saturday morning only 17 or 18 episodes of a first-year series will be ordered, and if the series flops in the ratings, no more new episodes will ever be done. But because of the limited budget situation, that flop series will still be held over for a full second year (of nothing but reruns). However, if the series clicks in the ratings, only seven or eight new episodes will be ordered for the second year (instead of the 22 or so new ones that would be produced for a hit prime-time series). Usually, the extra reruns telecast during a click series' second year cause it to diminish in the ratings and it ends up being canceled, but if it still holds up, seven or eight (but not more) new episodes will be set in motion for a third year.

While Saturday morning figures to remain clangingly competitive for as long as the present commercial structure continues to exist, it's in the area of specials that the children's programers for the three networks speak with the most relish and appear to show the most pride. Mr. Rushnell said ABC will continue its commitment to the *ABC Afterschool Special* with seven new episodes to be interspersed with six repeats. A batch of new *Schoolhouse Rock* segments will be woven into ABC's Saturday and Sunday morning line-ups, along with some new public-service cartoon spots on nutrition.

Mr. Golod pointed to the Monday-through-Friday *Captain Kangaroo* series, the Saturday afternoon *Children's Film Festival*, the CBS *Children's Festival of the Lively Arts* (the Peking Opera, the Alvin Ailey dance troupe, etc.) and the periodic *What's It All About* half-hour news specials (Daniel Shorr on the CIA, Walter Cronkite on the Apollo-Soyuz space flight, etc.). In addition, CBS will start its fifth season of *In the News* telecasts, featuring 12 new two-and-a-half minute "news broadcasts for school-age children" each weekend, 10 of them shoehorned into the Saturday-morning schedule, the other two on Sunday morning.

Mr. Hogan said NBC is setting in motion seven one-hour *Special Treat* children's programs, to be telecast one-a-month during a late-afternoon Tuesday time period beginning in October. These programs "will cover a wide range of subject matter" and "will incorporate a wide variety of production techniques."

Who's the leader of the syndicated club?

'Mickey Mouse' tops Nielsen list of nonnetwork offerings for children's programing

Syndicated programing often accounts for much of a station's children's programing output. And the top-rated syndicated children's show is, ironically, a 1950's vintage show, *The Mickey Mouse Club*.

The following top-10 syndicated children's shows are ranked on the basis of average quarter-hour household levels computed from Nielsen's market-by-market analysis of syndicated program audiences during the sweep period covering Feb. 6, 1975 to March 5, 1975:

Rank	Show	Households (000)
1.	The Mickey Mouse Club	4,398
2.	The Flintstones	3,586
3.	The Bugs Bunny Show	1,613
4.	The Little Rascals	1,275
5.	The 3 Stooges	1,150
6.	Popeye	1,084
7.	Big Blue Marble	994
8.	The New Zoo Review	914
9.	Underdog	823
10.	Rainbow Sundae	811

The Mickey Mouse Club (SFM Media

Services Corp.): This series, which was being stripped on 55 stations (most of them scheduling it in early-fringe periods) during the survey period, is far out in front of the pack with a designated market area (DMA) household rating of nine. In New York, the show gets an 11 rating, beating such formidable competition as blockbuster movies and *The Mike Douglas Show,* and in Los Angeles, with a 10 rating, it serves as strong counterprograming to the local news shows.

The Flintstones (Screen Gems): 74 stations, about half of which strip it in the daytime and the other half in early fringe. It gets an average DMA household rating of six. In Baltimore, it gets a 10 rating, beating out Mike Douglas (nine rating) and *Bewitched* (6 rating), and in Pittsburgh, it gets an 11 rating.

The Bugs Bunny Show (Warner Bros. Television): 18 stations, most of which strip it in the daytime. Its average DMA household rating is six, although it racks up a 10 rating in New York during the week and an 11 rating for its Saturday-at-noon appearance in Indianapolis.

The Little Rascals (King World Production): 25 stations, the majority of which strip it in the daytime. Its average DMA household rating is four. In Cedar Rapids, Iowa, following *60 Minutes,* it scores a 24 rating, beating *Wild Kingdom* (22 rating), and in Flint, Mich., it harvests a 21 rating in the Sunday-at-noon time period.

The 3 Stooges (Screen Gems): 21 stations, most of which strip it in the daytime. Its average DMA household rating is four. On Sunday at 8:30 a.m. it chalks up an eight rating in Detroit, and in Nashville, during the same time period it comes in at a 14.

Popeye (King Features): 25 stations, most of which strip it in the daytime. Its average DMA household is four. In Charleston, S.C., it wipes out the competition at 10 a.m. Sunday with a 13 rating, and stripped at 3 p.m. in Dallas, it hits a six rating.

Big Blue Marble (Vitt Media International): 90 stations, 85 of which play it in weekend daytime slots. Its average DMA household rating is two. In Colorado Springs, it gets a six rating on Saturday at 12:30 p.m. and in Honolulu, it has an eight rating on Saturday at 10:30 a.m.

The New Zoo Review (Fun Company Corp.): 98 stations, 92 of which strip it in the daytime. Its average DMA household rating is two. Stripped in Boise, Idaho, it gets a seven rating, and, as a 9 a.m. strip in Erie, Pa., it chalks up a nine rating.

Underdog (Filmtel International Corp.): 27 stations, the majority of which play it in weekend daytime slots. Its average DMA household rating is three. In Green Bay, Wis., where it plays Wednesdays at 3 p.m., it gets an eight rating, and in St. Louis, Sunday at 9:30 a.m., it hits a six rating.

Rainbow Sundae (Danny Wilson Productions): only on ABC's five owned stations, in prime-access periods. Its average DMA household rating is five, although it gets six ratings on WABC-TV New York, WLS-TV Chicago and WXYZ-TV Detroit.

Once is not enough for broadcast editorializing

Survey of member stations at NBEA is interpreted as sign of inadequate editorial interest; delegates sharply disagree over use of visual and sound effects

Television editorialists found themselves divided and criticized on a professional level on the first day of the third annual convention of the National Broadcast Editorial Association in San Francisco last week. They were told that too few TV and radio stations editorialize and they split among themselves as to the manner in which editorials should be presented. They also heard from Dr. S.I. Hayakawa, president-emeritus of San Francisco State University and a noted semanticist, who called for cessation of the reporting of "rumors and innuendos."

The results of a survey of the 200-odd NBEA member stations evoked a statement of disappointment from Ted Powers, WDBJ-TV Roanoke, Va., who called on the National Association of Broadcasters to impress on licensees the need for editorializing, to prove that "the cost of not editorializing will, in the long run, prove far more costly in the possible loss by disuse of their voices ... of the peril of silence."

Mr. Powers also called on the Radio-Television News Directors Association to disavow the implications of an adversary relationship between news departments and editorialists; RTNDA, he said, "must make plain to its members that news personnel and editorialists are not adversaries. They are not competitive."

The questionnaire, to which over 40 stations responded, showed:

- Proportionately, more stations editorialize in the larger markets than those in the medium and small markets.
- The average station editorializes about three times a week, although the range is from once a week to "occasionally" to every day.
- Minimum exposure for each editorial was twice a day; the maximum, 12 times daily for radio stations, and three times daily for TV stations.
- Most editorials are adjacent to news.
- The average length of editorials is one minute, 30 seconds.
- Larger stations are more apt to use aural and visual graphics than smaller stations; radio stations are more apt to use actualities than TV stations.
- "Huge" majority of stations said they do not endorse candidates.
- "Majority" of stations said that the general manager voices editorials.
- Most stations said topics for editorials are chosen by an editorial board.
- An average of four to five hours is devoted to researching and writing an editorial.

The professional split became apparent when remarks by Herb Levy, KRON-TV San Francisco, were interpreted by some to mean that editorials using "talking heads" were dull, compared to those that used on-location or background material visually. Several NBEA members, in dudgeon, maintained that the use of visuals and sound effects was nothing but a cop-out for good thinking and good writing. Mr. Levy struggled to stem the criticism, insisting that he was only saying that since TV was a visual medium, visuals should be used where possible—but not, he emphasized, at the expense of good writing and good thinking.

The discussion on graphics in editorials occurred after the group had listened to a series of both TV and radio editorials as illustrations of what was going on in the world of broadcast editorials. The editorials were criticized by a panel that included in addition to Mr. Levy, Sam Zelman of CBS, and Professor William Wood of Columbia University.

Dr. Hayakawa inveighed against what he called "rumors and innuendos," using the reporting of CIA involvement in assassinations as an illustration. He said he wished that investigative reporters would hold their reports until they had substantiated their allegations.

Buchanan set back in libel proceedings

Suit against AP tossed out by judge who says basis for malice cannot be proved

As the Watergate scandal unfolded two years ago, a news item on the Associated Press wire that was said to have provided the basis of a *CBS Evening News* piece resulted in the filing of two $12-million libel suits by Henry Buchanan, a Bethesda, Md., accountant and brother of former White House aide Patrick Buchanan.

Last week, one of the suits, against the AP, was thrown out by U.S. District Court Judge Thomas A. Flannery, in a summary judgment. He said Mr. Buchanan was a "public figure" and that the facts in the case indicate that the "malice" he would therefore have to prove to win his suit could not be established.

The $12-million suit against Walter Cronkite, CBS and its Washington affiliate, WTOP-TV, still pends. A hearing was held Friday on the defendants' motion for a summary judgment dismissing the suit.

Mr. Cronkite, in the lead item on the May 8, 1973, edition of the *CBS Evening News,* said that Mr. Buchanan's accounting firm had been used to "launder" contributions to the Nixon presidential campaign—that is, to convert checks into cash before the money was turned over to the campaign, to hide the source. The firm had been retained by the Finance Committee to Re-elect the President to aid in its accounting system.

The AP story, filed earlier in the day, did not use the term "launder." But it did say the firm "converted campaign checks into cash and turned them back to the campaign committee." It also placed the activity in the context of the use made of the Miami bank account of convicted Watergate conspirator Bernard L. Barker to convert checks to cash later used in the Nixon campaign.

Mr. Buchanan's suit alleged that both accounts were defamatory and said that the court hearing which provided the basis of the AP story dealt only with campaign expenditure checks, not contribution checks, and that the AP and CBS accounts imputed criminal activities to Mr. Buchanan's firm.

Judge Flannery said that the "report of the judicial proceedings with its reference to campaign checks was accurate and a fair abridgement of those proceedings." However, he said "a factual issue exists regarding whether the addition of the Barker analogy makes the entire wire report defamatory, false and outside of the privilege" of fair and complete reporting.

But the judgment did not turn on the accuracy of the report. Judge Flannery held that Mr. Buchanan, by his voluntary involvement in the Finance Committee's activities, had become "a public figure for purposes of this law suit."

As a result, he said, under the standard laid down by the Supreme Court in *New York Times* v. Sullivan, Mr. Buchanan must demonstrate that the AP report was made "with actual malice, that is 'with knowledge that it was false or with reckless disregard of whether it was false or not.' "And the evidence, he added, "does not come close to the actual malice standard."

CBS claims that the news account broadcast by Mr. Cronkite was based on the AP report. However, Mr. Buchanan's attorney, Michael Glaser, contends that CBS was represented at the court hearing in question by its own reporter, Leslie Stahl, who provided her editors with a correct account of what transpired.

Need for fairness doctrine underscored by FCC's Lee

Proposals for doing away with the fairness doctrine do not enjoy much support at the FCC. Commissioner Glen O. Robinson is probably the only member on record as being opposed to the doctrine. And last week the commissioner who has served longer than anyone else save the retired Rosel H. Hyde—Robert E. Lee—expressed his opposition to proposals now pending in Congress to do away with the doctrine. Enactment of the proposals, said Mr. Lee, who has been a commissioner since Oct. 6, 1953, would be a "colossal error." Although many have expressed concern that the fairness doctrine and the equal time law may lead to government intrusion into programing, he said, "these standards are society's check on the broadcasters' own excesses. These standards," he added, "provide balance to the inordinate power the broadcaster holds over the public's information and opinion. Indeed, these standards are nothing more than a restatement of the standards of the professional journalist." The commissioner expressed his views in speech to the Florida Associated Press Broadcasters in Key Biscayne.

Bazelon dissent encourages AIM to renew 'Pensions' fight

Watchdog group to ask review by Supreme Court of fairness issue

The NBC *Pensions* case, already three years old, is on its way to the Supreme Court. Accuracy in Media, whose complaint about the documentary initiated a fairness-doctrine controversy, has decided to seek Supreme Court review.

Reed Irvine, chairman of AIM, said the dissenting opinion that Chief Judge David Bazelon of the U.S. Court of Appeals in Washington filed in the case earlier this month (BROADCASTING, June 9) encouraged AIM to resume its fight. Judge Bazelon said the three-judge panel of the court that heard the case erred in reversing the FCC and that the effect of its ruling could be to "gut" the fairness doctrine.

At issue is the commission's decision that NBC violated the doctrine in connection with *Pensions: The Broken Promise*, which was telecast Sept. 12, 1972. The commission said NBC aired one side of a controversial issue through the program—that private pension plans were in need of regulation—and did not present a contrary view.

NBC insisted that the program did not raise a controversial issue of public importance, but that it was concerned only with problems of some pension plans. The three-judge panel of the appeals court that heard NBC's appeal agreed, and said the commission had improperly substituted its judgment for the network's on the question of whether a fairness issue was involved.

That opinion led to two surprise actions by the full bench. The first, in December, in response to a request by AIM, was to grant rehearing of the case. The second, in March, following a commission suggestion that the issue had become moot since Congress had passed legislation providing for the regulation of private pension plans, was to reinstate the panel's decision and direct the panel to consider the question of whether the issue had indeed become moot (BROADCASTING, March 24).

It was in connection with that action, to which he dissented, that Judge Bazelon issued the opinion in June that kindled AIM's hopes of eventually prevailing in the dispute.

Ordinarily, AIM's opportunity to appeal to the Supreme Court would have expired last week. However, AIM sought and obtained from Chief justice Warren E. Burger a 60-day extension of the usual 90-day deadline.

The original panel's decision on whether the issue is now moot is still being awaited. However, Mr. Irvine said that if the panel holds that the issue is moot, that would also be appealed.

Journalism Briefs

Business journalism. Columbia University Graduate School of Journalism is offering 10 Walter Bagehot Fellowships to broadcast or print journalists for year's study of economics and business journalism. Each carries full tuition and $13,000 in living expenses. Professionals with at least four years of experience are eligible; no college degree is required; agreement of employers is requested, in university's hope that fellows will return to their companies as business or economics specialists. Deadline for applications is July 10. Write: *assistant dean, Graduate School of Journalism, Columbia University, New York, 10027.*

For working journalists. Ten sessions of Washington Journalism Center's Conferences for Journalists are scheduled as follows: "Crime and Justice in America," Sept. 8-11; "The School Crisis," Oct. 6-9; "Politics," Nov. 10-13; "Economic Outlook," Dec. 8-11; "America After 200 Years: The Quality of Life" Jan. 5-8; "Nuclear Energy: Promises and Problems," Feb. 2-5; "Monitoring The Media," March 8-11; "Future of U.S. Foreign Policy," April 5-8; "Aged in America," May 10-13; "Consumer Movement," June 14-17. Attendance at each conference to be held in Washington's Watergate hotel, is limited to 15-20 journalists. Fee is $275.

'Almanac' in new hands

The first annual *CBS News Almanac* will be published and marketed nationally in November by Hammond Inc., Maplewood, N.J., as the 1976 version of the reference book. It was originally compiled by the *New York Times* and most recently by the Associated Press. The basic material for the *Almanac* will continue to be produced by Hammond Inc., but CBS News will give editorial direction to the book and will coordinate in the updating of sections on U.S. states and cities and world nations, with the assistance of CBS News bureaus and affiliates of CBS Radio and Television Networks. CBS News correspondents who will contribute to the *Almanac* include Walter Cronkite, Eric Sevareid, Fred Graham, George Herman, Marvin Kalb, Charles Kuralt, Roger Mudd, Hughes Rudd and Dan Rather.

TV: uncharted territory for album advertising

For those on the right path there are profits aplenty; strong budget and right artist make the trip a little easier

For most record companies, television advertising of regular album product is a venture into territory that is largely unmapped. Marketing executives at a number of labels admit that the record industry is in its infancy as far as use of the television medium is concerned, although a few impressive success stories have whetted the interest of some companies now pursuing such advertising.

"We're flying blind most of the time," said one industry source. "We advertise a lot of things we don't know to be salable." The same source felt the principal reason for the industry's practice of only dabbling in the medium was the reluctance of most companies to use agencies. "We're the only industry that thinks it can do its advertising in-house," he said. Companies like CBS Records, which have used agencies and invested in market research, have had greater success with television advertising.

Low budgets have had a lot to do with keeping records off TV as well. Campaigns such as Warner Brothers' upcoming TV promotion of *Stars,* Cher's first album for the label, which will involve a budget of \$50,000 to \$60,000, are rarities, with most such campaigns budgeted at barely a quarter of that figure. Warner Brothers' Shelly Cooper admits the company may be "going out on a limb by doing as much as we're doing," but points to Cher's established popularity as a TV personality as justification for the investment.

Those budgets have kept most labels as strictly spot TV buyers. Network programs, particularly fringe time rock programs that can almost guarantee a desirable demographic selection, are also popular. But mentioned as often as music programing were a few syndicated programs that the executives questioned found equally valuable in delivering a desired audience, among them *The Best of Groucho* and *Star Trek.*

The question of which artists to advertise also draws mixed response. Most companies agree with Marcia Green of Atlantic Records, who said, "TV hasn't proven itself in selling records," and accordingly has limited TV advertising to artists with established names, such as last fall's promotion for the Rolling Stones' *It's Only Rock 'n Roll.* United Artists Records' Pam Starke concurs: "We're using TV just to reinforce what we already know is a hit." UA's latest campaign was a six market fringe buy for Paul Anka.

In cases where the impact of TV is measured, however, the medium has come off quite well. RCA's Records' Jack Maher said the label tested its *John Denver's Greatest Hits* album for two weeks in fringe spot TV when sales on that album had dropped. The resulting boost in sales came close to \$250,000, with RCA's total TV investment at only \$30,000. Mr. Maher believes, "If you have a giant seller, you can sell 10 times more with an over-all marketing campaign and tour" involving television, although he is skeptical of the value of TV for promoting new or unknown talent.

Most of those questioned intend to remain involved in TV advertising at least through 1975, but some seemed anxious for experiments or research by other labels to point the way in a medium they consider too expensive for "flying blind."

Creative touches honored

Thirteen agency art directors and copywriters received gold medals for contributions in broadcast advertising at the annual "One Show" Awards sponsored by the Art Directors Club, New York, in association with The Copy Club of New York.

Winners of gold medals in TV (art directors and copywriters in order) were: Mike Tesch and Patrick Kelly of Carl Ally Inc., New York, for "An Elephant Stepped on It," a commercial for Tonka Corp., Minneapolis; Jonis Gold and Tom Little of McDonald & Little for "Orgy," commercial of Southern Airlines, Atlanta; Allan Kupchick and Enid Futterman of Grey Advertising New York, for "Daddy," commercial of New York State Board of Adoption; Gordon Brown and Charles Miesmer of Varied Directions Inc., New York, for "Celebrities," commercial of Mobil Oil Corp., New York; Jerry Collamer and Valerie Wagner of McCann-Erickson, San Francisco, for "Corn Lover, French Beans, Catsup Moon," commercial for Del Monte, Corp., San Francisco; Jim Swan and Phil Peppis of Young & Rubicam International for its commercials for Eastern Airlines, New York.

Radio winners were writers Kay Kavanagh and Mark Yustein of Della Femina, Travisano & Partners, New York, for Schieffelin & Co.'s "Club Atlantique," commercial for Blue Nun wine and Lawrence Kasdan of W. B. Doner & Co., Southfield, Mich., for its commercial for *The Detroit News.*.

ARF sees angle for advertising in new computer checkouts at grocery chains

A broad plan for testing the use of automated checkout counters in supermarkets in measuring advertising effectiveness was presented by Thomas E. Coffin, NBC vice president for research planning, at the Advertising Research Foundation's midyear conference in Chicago.

Dr. Coffin outlined the plan as developed by an ARF committee. Heart of it is the "universal product code" that is imprinted on packages. As a package passes across a scanner at the checkout center, the code identifies the product and price, and makes appropriate inventory control adjustments in the computer. Thus sales results are instantly available. Though few stores have this equipment now, Dr. Coffin said "a hundred" will have it by this time next year and "several hundred" by the year after.

He said the committee envisions a three-stage approach, starting with a pretesting period of about three months, then systematic monitoring and observations for about six months (eventually encompassing three stores in each of two markets) and finally controlled experimentation on the same brands and in the same stores for another 12 months.

Dr. Coffin said it was hoped that advertisers and store managements would eventually cooperate in testing sales at varied levels of advertising and other forms of promotion. "But it may be advisable," he said, "for the ARF to allocate some budget toward 'buying' some experimentation ourselves—perhaps in the form of paying for some local advertising or of compensating the store for 'lost sales' during control periods when no advertising is being done for a brand."

But the first step, he said, is to get a rough estimate of what the project will cost, and then consult with supermarket chains and solicit their cooperation.

Ad disclosure measure treated differently on both sides of Hill

Advertisements, including broadcast commercials, for energy-consuming appliances and automobiles would be required to disclose how much the consumer can expect to pay to run the product under a bill that has passed the Senate Commerce Committee. The measure, S.349 (BROADCASTING, March 10), was introduced by Senator John Tunney (D-Calif.) and would require disclosure of an appliance's annual operating cost in any ad that volunteers the purchase price of the appliance or car or makes claims about the product's energy efficiency. Precisely what information would have to be disclosed and the manner of display would be left up to the Federal Trade Commission to decide.

On the House side last week, the Commerce Committee deleted a provision similar to that in the Tunney bill from the energy package it voted out (H.R. 7014). Information about the energy consumed by products such as refrigerators and air conditioners would have to be displayed on their labels, but there is no longer a requirement in the bill that such information be included in advertisement for them.

Music

Schulke goes to BBC for beautiful music

Stereo Radio Productions, a leading national syndicator of beautiful music, has signed an agreement with the British Broadcasting Corp. that will bring SRP and American audiences first exposure to BBC-recorded beautiful music.

SRP's exclusive agreement, the rights to which SRP President James A. Schulke put at "well into six figures," will last two years and will bring the first installment of British imports to SRP clients in 70 markets in August.

SRP has already spent close to $100,000 in Great Britain in the past two years recording beautiful music of its own. The response to those recordings indicated to Mr. Schulke that exclusive music content helped raise audience shares, and motivated the BBC agreement.

The influx of new material may be dramatic for a format that has chronically suffered from a lack of high-quality new recordings. Mr. Schulke estimated that the BBC orchestras would provide as much as one third of SRP's total playlist in the next two years.

Involved in the negotiations with Mr. Schulke were SRP vice president and creative director, Phil Stout, and George Steedman, head of transcription services for the BBC. The agreement they reached will also permit SRP to suggest special arrangements to be recorded by the BBC orchestras.

Because the music is recorded directly on to tape for radio broadcast, without passing through record or pre-amp, sound quality of the music should be noticeably better as well, Mr. Schulke said.

All of the music is copyrighted by the BBC, and SRP will receive, as part of the rights agreement, all protection from rights and copyright infringements.

Breaking In

Holdin' On to Yesterday—*Ambrosia (20th Century)* ■ Pressure on top 40 stations from FM progressive or semi-progressive seems to be steadily increasing, but one staple of the progressive listener's diet—the space-rock tradition the pop audience knows through Yes and Golden Earring, among others—has had little luck breaking into tight playlists. This debut effort from a new, still largely unknown band, seems to be beating those odds. Ambrosia's first album features such experiments as a musical interpretation of Lewis Carroll's *Jabberwocky,* but *Holdin' On to Yesterday,* an uptempo, rather light piece, is much more accessible. It has been added by KIMN(AM) Denver, WCOL(AM) Columbus, Ohio, KEWI(AM) Topeka, Kan., KQWB(AM) Fargo, N.D., and WCUE(AM) Cuyahoga Falls, Ohio.

Island Woman—*Pablo Cruise (A&M)* ■ Pablo Cruise, like Monty Python and Jethro Tull, is not an individual, but a group in this case composed of former members of It's a Beautiful Day and Stoneground, both San Francisco bands. Their sound, however, is much closer to Loggins & Messina than to either of their parent groups, and with L&M having gone for several months without a hit, the vocal harmonies and up-tempo, faintly latin sound of *Island Woman* should reach a large audience. It has been added by KVOL(AM) Lafayette, La., and KJRB(AM) Spokane, Wash.

Music Briefs

Two from Mark V. *Supermusic '75* rock and *Country Now and Then* country programs, both three hours weekly, are offered by Mark V Productions, Boston. Programs are available with local ID's for manual or automated stations.

Going Nashville. Show Biz Inc., Nashville, plans September debut of 52-week half-hour series, *Nashville on the Road,* to star comedian Jerry Clower and singer Jim Ed Brown. Remote unit from Opryland Productions will follow pair and country guest stars around U.S.

Tracking the 'Playlist'

Michael Murphey's 'Wildfire' takes over top chart spot; Glen Campbell returns to pop-country with 'Rhinestone Cowboy'; 'Lizzie and the Rainman' still country's no. one

Michael Murphey's *Wildfire* moves into the first position on the pop "Playlist" this week, and with Jessi Colter's *I'm Not Lisa* now at 13 and receiving airplay in virtually every market, progressive country is enjoying a mass audience popularity greater than any in the past. Paul McCartney's *Listen to What the Man Said* is the biggest gainer within the top 10, moving to eight and also being played in almost every market. Frankie Valli's *Swearing to God* establishes his comeback (and his Private Stock label) even more firmly, jumping to nine. 10 CC, which has received to major boost from progressive airplay, makes its first top 20 appearance with *I'm Not in Love* (an edited version, in most cases). Olivia Newton-John returns to the top 20 with *Please Mr. Please,* now at 18. Gladys Knight, in a rare live recording, has brought *The Way We Were* back to pop charts, with several spoken lines from *Try to Remember* added. That single is now at 22. Melissa Manchester's *Midnight Blue,* popular with adult audiences, moves to 23, her most successful single to date. Two more comebacks, by Joe Simon and the Bee Gees, move to 26 and 30 respectively, while the Eagles are adding stations on *One of These Nights* with a speed unsurpassed by their previous hits. Bazuka's *Dynomite* has its hook in its title, and combined with a familiar disco back-up is the latest hit in a recent string of dance tunes. Gwen McCrae's *Rockin' Chair,* still crossing from R&B, and Mike Post's *The Rockford Files,* the theme from the television series, climb to 37 and 38. The week's strongest new entry, Glen Campbell's *Rhinestone Cowboy,* returns one of the original "modern country" artists to pop charts after a long absence, at 40. Tony Orlando & Dawn, quickly following their recent success, reach 41 with *Mornin' Beautiful.* War's *Why Can't We Be Friends,* James Taylor's *How Sweet It Is,* and AWB's *Cut the Cake* also make first chart appearances.

Tanya Tucker's *Lizzie and the Rainman* remains in the top country "Playlist" position this week, with Tommy Overstreet's *That's When My Woman Begins* and Margo Smith's *There I Said It* making large top 10 gains. Eddie Rabbitt, C.W. McCall, and Cal Smith add stations farther down the chart.

Extras

The following new releases, listed alphabetically by title, are making a mark in BROADCASTING's contemporary "Playlist" reporting below the first 50:

- ☐ *Disco Queen,* Hot Chocolate (Big Tree).
- ☐ *Fallin' in Love,* Hamilton, Joe, Frank & Reynolds (Playboy).
- ☐ *Goodnight Vienna,* Ringo Starr (Apple).
- ☐ *Holding on to Yesterday,* Ambrosia (20th Century).
- ☐ *I Don't Know Why,* Rolling Stones (ABKCO).
- ☐ *I'm on Fire,* Dwight Twilly Band (Shelter).
- ☐ *Rock & Roll All Night,* Kiss (Casablanca).
- ☐ *Saturday Night Special,* Lynyrd Skynyrd (MCA).
- ☐ *At Seventeen,* Janis Ian (Columbia).
- ☐ *Sweet Emotions,* Jack Douglas (Aerosmith).
- ☐ *Third Rate Romance,* Amazing Rhythm Aces (ABC).

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

- ☐ *Devil in Mrs. Jones,* Billy Larkin (Bryan).
- ☐ *Dreaming My Dreams With You,* Waylon Jennings (RCA).
- ☐ *Feelins',* Conway Twitty & Loretta Lynn (MCA).
- ☐ *Farthest Thing From My Mind,* Ray Price (ABC).
- ☐ *I Don't Love Her Anymore,* Johnny Paycheck (Epic).
- ☐ *Love in the Hot Afternoon,* Gene Watson (Capitol).
- ☐ *Pictures on Paper,* Jeris Ross (ABC).
- ☐ *Rhinestone Cowboy,* Glen Campbell (Capitol).
- ☐ *The Seeker,* Dolly Parton (RCA).
- ☐ *Wasted Days & Wasted Nights,* Freddie Fender (ABC).

The Broadcasting Playlist™ Jun30

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

Contemporary

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts 6-10a	10a-3p	3-7p	7-12p
3	1	**Wildfire** (4:47) Michael Murphey—Epic	1	1	1	1
1	2	**Sister Golden Hair** (3:16) America—Warner Bros.	3	2	2	2
2	3	**Hustle** (3:27) Van McCoy—Avco	2	5	3	4
5	4	**Love Will Keep Us Together** (3:15) Captain & Tennille—A&M	5	3	5	3
4	5	**When Will I Be Loved** (2:52) Linda Ronstadt—Capitol	4	4	6	5
10	6	**Magic** (3:30) Pilot—EMI	6	6	4	7
8	7	**Thank God I'm a Country Boy** (2:47) John Denver—RCA	7	7	7	8
21 ▲	8	**Listen to What the Man Said** (12) Paul McCartney—Apple	8	8	6	
18	9	**Swearing to God** (3:58) Frankie Valli-Private Stock	8	10	10	9
9	10	**Love Won't Let Me Wait** (3:18) Major Harris—Atlantic	10	9	11	10
15	11	**Take Me in Your Arms (Rock Me)** (3:39) Doobie Brothers—Warner Brothers	11	11	9	11
7	12	**Bad Time** (2:55) Grand Funk—Capitol	9	13	12	12
16	13	**I'm Not Lisa** (3:19) Jessi Colter—Capitol	13	12	14	13
6	14	**How Long** (3:09) Ace—Anchor	14	16	16	15
17	15	**Pinball Wizard** (3:48) Elton John—Polydor	16	20	15	18
11	16	**Old Days** (3:30) Chicago—Columbia	15	15	18	14
30 ▲	17	**I'm Not in Love** (3:40) 10 C.C.—Mercury	18	14	19	17
26	18	**Please Mr. Please** (3:24) Olivia Newton-John—MCA	22	18	13	19
14	19	**Before the Next Teardrop Falls** (2:32) Freddy Fender—ABC/Dunhill	17	21	20	16
19	20	**Only Women** (3:29) Alice Cooper—Atlantic	19	17	21	22
24	21	**Hey You** (3:33) Bachman-Turner Overdrive—Mercury	26	22	17	21
39 ▲	22	**The Way We Were/Try to Remember** (4:48) Gladys Knight & the Pips—Buddah	20	23	24	25
32	23	**Midnight Blue** (3:25) Melissa Manchester—Arista	21	19	23	26
12	24	**Philadelphia Freedom** (5:38) Elton John Band—MCA	23	24	25	23
13	25	**Shining Star** (2:50) Earth, Wind & Fire—Columbia	34	25	22	20
33	26	**Get Down Get Down (Get Down on the Floor)** (3:47) Joe Simon—Spring	24	28	26	24
36	27	**One of These Nights** (3:29) Eagles—Asylum	25	26	27	29
27	28	**Someone Saved My Life** (6:45) Elton John—MCA	29	27	28	27
29	29	**Long Tall Glasses** (3:05) Leo Sayer—Warner Bros.	30	31	30	30
40 ▲	30	**Jive Talkin'** (3:43) Bee Gee's—RSO	27	30	29	32
22	31	**Killer Queen** (3:00) Queen—Elektra	31	32	31	28
28	32	**Last Farewell** (3:43) Roger Whittaker—RCA	28	29	32	33
47 ▲	33	**Dynomite** (3:30) Tony Camillo's Bazuka—A&M	32	33	33	37
25	34	**Bad Luck** (3:10) Harold Melvin & the Bluenotes—Phila. Int.	33	35	34	35
23	35	**Hey Won't You Play Another Somebody Done Somebody Wrong Song** (3:23) B. J. Thomas—ABC Dunhill	35	34	36	34
31	36	**Only Yesterday** (3:45) Carpenters—A&M	36	38	35	36
47 ▲	37	**Rockin' Chair** (3:15) Gwen McCrae—Cat	37	36	37	38
— ▲	38	**Rockford Files** (3:06) Mike Post—MGM	38	39	38	43
— ▲	39	**Jackie Blue** (3:16) Ozark Mtn. Daredevils	48	37	42	31
— ▲	40	**Rhinestone Cowboy** (3:18) Glen Campbell—MGM	40	40	39	47
—	41	**Morning Beautiful** (3:03) Tony Orlando & Dawn	41	42	40	51
45	42	**Misty** (2:53) Ray Stevens—Barnaby	39	43	46	42
42	43	**I Don't Like to Sleep Alone** (3:14) Paul Anka—United Artists	44	45	49	40
—	44	**Why Can't We Be Friends** (3:45) War—United Artists	45	44	45	44
38	45	**Hijack** (5:32) Herbie Mann—Atlantic	49	46	41	45
43	46	**Captain Fantastic** (Album Cut) Elton John—MCA	43	•	47	39
—	47	**How Sweet It Is to Be Loved by You** (3:33) James Taylor—Warner Bros.	42	48	43	•
—	48	**Cut the Cake** (3:34) AWB—Atlantic	46	50	44	•
46	49	**Attitude Dancing** (3:43) Carly Simon—Elektra	•	47	50	46
37	50	**It's a Miracle** (3:16) Barry Manilow—Artista	47	•	48	48

Country

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts 6-10a	10a-3p	3-7p	7-12p
1	1	**Lizzie & the Rainman** (3:05) Tanya Tucker—MCA	2	3	1	1
3	2	**Movin' On** (2:16) Merle Haggard—Capitol	1	5	5	2
5	3	**Touch the Hand** (3:20) Conway Twitty—MCA	3	4	2	5
2	4	**You're My Best Friend** (2:43) Don Williams—ABC/Dot	4	1	6	3
— ▲	5	**Little Band of Gold** (2:30) Sonny James—Columbia	7	2	4	4
4	6	**Reconsider Me** (3:27) Narvel Felts—ABC/Dot	6	7	3	8
15	7	**That's When My Woman Begins** (2:37) Tommy Overstreet—Dot	11	6	10	6
18 ▲	8	**There I Said It** (2:03) Margo Smith—20th Century	10	9	8	12
6	9	**Just Get Up & Close the Door** (1:58) Johnny Rodriquez—Mercury	5	11	11	7
25 ▲	10	**When Will I Be Loved** (2:52) Linda Ronstadt—Capitol	9	10	12	9
— ▲	11	**Trying to Beat the Morning Home** (2:41) T. G. Shephard—Melodyland	10	8	13	10
12	12	**Everytime You Touch Me** (2:39) Charlie Rich—Epic	8	16	16	11
11	13	**Deal** (2:30) Tom T. Hall—Mercury	12	20	7	21
— ▲	14	**Misty** (2:53) Ray Stevens—Barnaby	13	14	15	13
— ▲	15	**Classified** (2:28) C. W. McCall—MGM	17	17	9	19
19	16	**Forgive & Forget** Eddie Rabbitt—Elektra	15	12	22	15
—	17	**She Talked a Lot About Texas** Cal Smith—MCA	19	15	14	18
—	18	**He's My Rock** (2:20) Brenda Lee—MCA	21	13	21	17
17	19	**Freda Comes Freda Goes** (2:33) Bobby G. Rice—GRT	14	19	25	14
7	20	**Fireball Rolled a Seven** (2:36) Dave Dudley—United Artists	16	23	17	•
—	21	**Word Games** (2:37) Billy Walker—RCA	23	18	20	20
—	22	**Thank God I'm a Country Boy** (2:47) John Denver—RCA	20	22	24	•
9	23	**Hello I Love You** (2:28) Johnny Russell—MCA	•	21	19	16
—	24	**I'm Not Lisa** (3:19) Jesse Colter—Capitol	24	24	18	23
—	25	**I Ain't All Bad** (2:53) Charley Pride—RCA	22	•	•	24

Bell thinks small in developing camera

Solid-state imaging sensor is key to its tiny unit; RCA also comes up with news on its own mini-minicam model

Bell Labs technicians demonstrate new mini-camera.

Bell Telephone Laboratories announced last week that it had developed a solid-state black-and-white TV camera, not much larger than a package of cigarettes, that meets the resolution requirements for commercial broadcast use.

A spokesman said picture quality was not up to broadcast standards in some other respects but was good enough, he thought, for use in TV news coverage. However, he said, Bell Labs does not market the products it develops and, as far as he knew, Bell has held no talks with other companies about marketing the camera. Nor could he speculate on what its ultimate cost might be.

He said Bell Labs engineers had also produced color versions of the camera but that the resolution they provided was about half—or somewhat more than half—that of the black-and-white model.

The black-and-white camera, developed to demonstrate the feasibility of high-resolution video-telephone systems, was said to measure 2½ by 2½ by 6 inches. Its small size was made possible by the use of a solid-state imaging sensor called charge-coupled device (CCD), which was invented at Bell Labs in 1969.

The CCD in the new camera was said to contain a quarter-million sensing elements, for a 50% improvement in resolution over other known imagers. The imaging area was designated to equal in size the scanned area of a standard one-inch-diameter vacuum imaging tube used in conventional TV cameras. The announcement said it has 496 vertical interlaced scan lines and 475 horizontal picture elements.

CCD's are also at the heart of a new black-and-white TV camera that RCA demonstrated early this year and of a new model, announced last week, that RCA said is "potentially no larger than a pack of cigarettes." The new one is being developed for possible use in the National Aeronautics and Space Administration's advanced space missions, under a $90,000 contract from the NASA Lyndon B. Johnson Space Center in Houston.

RCA said the black-and-white space camera will use CCD's with 163,840 electronic elements, and that a scanning technique will be developed that will assure its compatibility with the 525-line standard of broadcast TV.

The space camera design, RCA said, will be similar to one used fo the commercial CCD camera that RCA demonstrated early this year (BROADCASTING, Feb. 3). That CCD was also described as containing 163,840 elements, with resolution comparable to that from a two-thirds-inch silicon vidicon tube. Developmental samples of the commercial version are now being made available to the electronics industry.

RCA sources indicated last week that they expected RCA to stick with its original introductory timetable for CCD cameras, which called for the camera to be offered first in the industrial, surveillance and military markets, with entry into the broadcast field to follow "as quantity and performance reach the necessary levels." They doubted RCA would be interested in marketing the Bell Labs camera.

Technical Briefs

Improved focus. Cinema Products Corp., Los Angeles, has made available Angenieux 10-150mm T2.3-T3.2 zoom lens, with BCP mount, for use with all CP-16R reflex 16mm cameras. Lens can focus down to 32" from image plane while still retaining zoom capability. Lens offers both long zoom range and highest magnification of any 16mm zoom lens, according to company.

Made with iron. Fuji Photo Film, New York, has come out with iron oxide coated video tape designed for improved color performance, higher resolution, low head wear and stop-motion life of 60 minutes or more. Berthollide iron oxide coating uses sensitized high-density magnetic particle dispersion and, according to Fuji, is superior in chroma level, video sensitivity and signal-to-noise compared with conventional tape coated with chromium dioxide. Tape is available in 15-, 20-, 30- and 60-minute cassettes.

For July delivery. ABC has entered into $250,000 purchase agreement with Consolidated Video Systems for four CVS 600 series electronic video synchronizers with electronic video compression option. First two systems will be delivered in July subsequently will be used in Winter Olympics. Synchronizer permits signals transmitted by remote to be put on air immediately without time-base correction operation. Compression capability allows remote signal to be compressed to one-quarter its normal size and positioned on screen in corner or overlap for special effects.

Sign of times. George Washington University, Washington, is offering "satellite frequency management" non-credit course. Conducted by Dr. DeHart of Defense Communications Engineering Center, Reston, Va., course drew 11 students this spring. It will run again this August. Earth terminal coordination techniques are part of course, offered through schools' continuing engineering education program.

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

Company	Period/Ended	Revenues (current)	Change	Net Income	Change	Per Share	Revenues (year earlier)	Net Income (year earlier)	Per Share (year earlier)
		CURRENT AND CHANGE					YEAR EARLIER		
Ampex Corp.	year 5/3	244,900,000	− 1.4%	10,300,000	+ 191%	.95	248,300,000	5,400,000	.50
Athena	year 12/31	5,812,000	*	5,649,000	+ 17.3%	3.22	12,053,000	4,815,000	2.50
Burnup & Sims	year 4/30	96,627,000	− 22.6%	2,057,000	− 72.8%	.25	124,525,000	7,548,000	.91
CBS	3 mo. 3/30	442,583,000	+ 7.3%	24,161,000	+ 15.1%	.84	412,606,000	20,994,000	.73
Concert Network	year 12/29	1,340,939	+ 6.4%	377,901	*	.16	1,259,261	76,077	.03
Doyle Dane Bernbach	6 mo. 4/30	26,244,000	− 4.0%	2,051,000	+ 23.5%	1.13	27,327,000	1,661,000	.93
Filmways Inc.	6 mo. 2/28	50,319,000	+ 57.3%	951,000	+ 34.0%	.48	31,994,000	710,000	.34
Grey Advertising	3 mo. 3/31	11,104,000	+ 1.6%	159,000	− 15.0%	.13	10,922,000	187,000	.15
Gulf & Western	9 mo. 4/30	1,924,628,000	+ 16.2%	101,503,000	+ 38.2%	5.43	1,656,346,000	73,450,000	3.87
Outlet Co.	3 mo. 5/3	21,761,313	+ 10.6%	370,959	+ 15.2%	.20	19,681,153	322,030	.17
Tektronix Inc.	41 wks. 3/6	254,603	+ 27.7%	19,512	+ 20.5%	2.25	199,252	16,189	1.87
Tele-Communications	3 mo. 3/31	9,574,000	+ 16.9%	576,000	+ 12.0%	.13	8,185,000	514,000	.12
Westinghouse	3 mo. 3/31	1,323,180,000	+ 0.3%	33,043,000	+ 12.3%	.38	1,319,818,000	29,412,000	.33

*Change too great to be meaningful.

Broadcasting's index of 134 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed June 25	Closing Wed June 18	Net change in week	% change in week	1974-75 High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting											
ABC	ABC	N	26 1/2	23 3/4	+ 2 3/4	+ 11.57	28 3/8	12 3/8	10	17,171	455,031
CAPITAL CITIES	CCB	N	43	39 1/2	+ 3 1/2	+ 8.86	43	19 1/2	15	7,208	309,944
CBS	CBS	N	52 5/8	49 1/2	+ 3 1/8	+ 6.31	52 5/8	20 1/8	13	28,313	1,489,971
CONCERT NETWORK		O	1/4	1/4		.00	7/8	1/8		2,200	550
COX	COX	N	26 1/4	25 1/2	+ 3/4	+ 2.94	26 1/4	9 3/8	13	5,831	153,063
GROSS TELECASTING	GGG	A	11	11 1/4	− 1/4	− 2.22	13 5/8	6 3/8	8	800	8,800
LIN	LINB	O	8 7/8	7 7/8	+ 1	+ 12.69	8 7/8	2	9	2,297	20,385
MOONEY	MOON	O	2 1/4	2 1/4		.00	3 5/8	1	6	385	866
RAHALL	RAHL	O	5	4 3/4	+ 1/4	+ 5.26	6	1 3/4	10	1,297	6,485
SCRIPPS-HOWARD	SCRP	O	18 1/2	17 1/2	+ 1	+ 5.71	19 3/4	13 1/2	7	2,589	47,896
STARR	SBG	M	5 3/4	5 1/4	+ 1/2	+ 9.52	9	3 1/4	5	1,091	6,273
STORER	SBK	N	18 1/8	17 3/4	+ 3/8	+ 2.11	19 7/8	10 7/8	9	4,624	83,810
TAFT	TFB	N	24	23 5/8	+ 3/8	+ 1.58	25 1/8	10 3/4	8	4,011	96,264
WOODS COMM.*		O	1/2	1/2		.00	1 1/4	1/4	4	292	146
									TOTAL	78,109	2,679,484
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	1 5/8	1 5/8		.00	2 1/2	3/4	10	1,265	2,055
AVCO	AV	N	6	5 1/2	+ 1/2	+ 9.09	8 7/8	2 1/8	2	11,481	68,886
BARTELL MEDIA	BMC	A	1	1 1/8	− 1/8	− 11.11	2 3/8	5/8	1	2,257	2,257
JOHN BLAIR	BJ	N	4 5/8	4 3/8	+ 1/4	+ 5.71	7 1/2	3 1/2	22	2,403	11,113
CAMPTOWN IND.*		O	1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	5 1/2	5 1/2		.00	5 7/8	1 1/2	20	4,162	22,891
COMBINED COMM.	CCA	N	13 7/8	12 3/8	+ 1 1/2	+ 12.12	16 1/8	5 1/8	9	4,568	63,381
COWLES	CWL	N	7 7/8	7 5/8	+ 1/4	+ 3.27	7 7/8	3 7/8	7	3,969	31,255
DUN & BRADSTREET	DNB	N	29	28 5/8	+ 3/8	+ 1.31	36	14 5/8	19	26,510	768,790
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 3/4	5 3/8	+ 3/8	+ 6.97	10 3/4	3 1/8	10	8,671	49,858
GANNETT CO.	GCI	N	37 1/4	33 3/8	+ 3 7/8	+ 11.61	38 1/4	20 1/2	23	21,089	785,565
GENERAL TIRE	GY	N	14 7/8	14	+ 7/8	+ 6.25	18 1/4	10 1/4	5	21,523	320,154
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 3/4	15	+ 3/4	+ 5.00	17 1/4	6	10	4,343	68,402
JEFFERSON-PILOT	JP	N	37 1/2	37	+ 1/2	+ 1.35	38 1/4	20 1/2	16	24,064	902,400
KAISER INDUSTRIES	KI	A	10	9	+ 1	+ 11.11	10 3/8	4 1/4	6	27,487	274,870
KANSAS STATE NET.	KSN	O	3 3/4	4	− 1/4	− 6.25	4 1/8	2 3/4	7	1,741	6,528
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 1/2	30 1/4	+ 1/4	+ .82	30 1/2	9 1/4	20	8,305	253,302
LAMB COMMUN.*		P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	17	17 1/8	− 1/8	− .72	19 1/4	10 3/4	9	3,352	56,984
LIBERTY	LC	N	11 1/4	11 1/4		.00	15 5/8	7 1/8	5	6,762	76,072
MCGRAW-HILL	MHP	N	12 3/8	10 7/8	+ 1 1/2	+ 13.79	13 1/2	5 1/2	10	24,569	304,041
MEDIA GENERAL	MEG	A	30 1/2	30 7/8	− 3/8	− 1.21	30 7/8	15 1/2	11	3,596	109,678
MEREDITH	MDP	N	11 3/4	11 5/8	+ 1/8	+ 1.07	11 3/4	8	5	2,995	35,191
METROMEDIA	MET	N	13 1/8	11 7/8	+ 1 1/4	+ 10.52	13 1/8	4 1/2	10	6,553	86,008
MULTIMEDIA	MMED	O	13 1/2	13 3/4	− 1/4	− 1.81	14 1/4	8 3/4	9	4,389	59,251
NEW YORK TIMES CO.	NYKA	A	10 1/8	10 3/8	− 1/4	− 2.40	13 3/4	6 7/8	6	10,231	103,588
OUTLET CO.	OTU	N	15	14 1/4	+ 3/4	+ 5.26	62	7	6	1,381	20,715
POST CORP.	POST	O	6 1/4	6	+ 1/4	+ 4.16	16 1/2	4 3/4	25	870	5,437
PSA	PSA	N	4 5/8	4 3/4	− 1/8	− 2.63	10	1 1/2	9	3,181	14,712
REEVES TELECOM	RBT	A	1 7/8	2	− 1/8	− 6.25	2	5/8	8	2,376	4,455
ROLLINS	ROL	N	20 3/4	20	+ 3/4	+ 3.75	20 3/4	6 1/2	15	13,341	276,825
RUST CRAFT	RUS	A	8 1/8	8 1/8		.00	10 1/4	5 1/8	6	2,328	18,915
SAN JUAN RACING	SJR	N	8 5/8	8 7/8	− 1/4	− 2.81	13 3/8	5 1/2	6	2,509	21,640
SCHERING-PLOUGH	SGP	N	60 1/8	61 1/8	− 1	− 1.63	74 3/8	44 3/4	25	53,920	3,241,940
SONDERLING	SDB	A	6 3/8	6 3/4	− 3/8	− 5.55	10	3 1/2	5	727	4,634

	Stock symbol	Exch.	Closing Wed June 25	Closing Wed June 18	Net change in week	% change in week	1974-75 High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitali-zation (000)
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 3/4	18	+ 3/4	+ 4.16	19 1/2	9 1/4	11	31,385	588,468
WASHINGTON POST CO.	WPO	A	27 3/4	28	- 1/4	- .89	28 5/8	14 3/4	9	4,751	131,840
WOMETCO	WOM	N	15 3/4	14 1/4	+ 1 1/2	+ 10.52	15 3/4	6 1/4	10	5,793	91,239
									TOTAL	370,714	8,945,716

Cablecasting

	Stock symbol	Exch.	Closing Wed June 25	Closing Wed June 18	Net change in week	% change in week	1974-75 High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitali-zation (000)
AMECO**	ACO	O	3/8	1/4	+ 1/8	+ 50.00	1 7/8	1/8		1,200	450
AMER. ELECT. LABS	AELBA	O	1 1/2	1 1/8	+ 3/8	+ 33.33	2 1/8	1/2	12	1,672	2,508
AMERICAN TV & COMM.	AMTV	O	16 1/2	14 3/4	+ 1 3/4	+ 11.86	19 1/4	5 1/2	29	3,313	54,664
ATHENA COMM.**		O	1/4	1/4		.00	1 1/4	1/8		2,125	531
BURNUP & SIMS	BSIM	O	7 5/8	7	+ 5/8	+ 8.92	24 1/8	2 1/2	14	8,268	63,043
CABLECOM-GENERAL	CCG	A	7 1/4	7	+ 1/4	+ 3.57	7 1/4	1 1/2	13	2,560	18,560
CABLE FUNDING	CFUN	O	6	6		.00	7 3/8	3 7/8	150	1,121	6,726
CABLE INFO.		O	1/4	1/4		.00	1 1/4	1/8	1	663	165
COMCAST		O	3	3		.00	3 1/4	3/4	13	1,708	5,124
COMMUNICATIONS PROP.	COMU	O	2 7/8	3 1/8	- 1/4	- 8.00	3 1/2	1	18	4,761	13,687
COX CABLE	CXC	A	13 7/8	14 7/8	- 1	- 6.72	15 7/8	3 3/4	22	3,560	49,395
ENTRON	ENT	O	5/8	5/8		.00	1	3/8	4	1,358	848
GENERAL INSTRUMENT	GRL	N	13	12 1/2	+ 1/2	+ 4.00	17 1/8	5/8	9	7,201	93,613
GENERAL TV		O	5/8	5/8		.00	1 1/2	1/4	31	1,000	625
SCIENTIFIC-ATLANTA	SFA	A	16 5/8	16 5/8		.00	17	4	14	963	16,009
TELE-COMMUNICATION	TCOM	O	3 5/8	3 3/8	+ 1/4	+ 7.40	5 3/4	7/8	2	5,181	18,781
TELEPROMPTER	TP	N	8 1/2	8 1/8	+ 3/8	+ 4.61	8 1/2	1 3/8	18	16,013	136,110
TIME INC.	TL	N	54 3/4	48 3/4	+ 6	+ 12.30	54 3/4	24 7/8	11	9,960	545,310
TOCOM	TOCM	O	2 1/4	2 3/8	- 1/8	- 5.26	4 7/8	1 3/4	5	634	1,426
UA-COLUMBIA CABLE	UACC	O	12 1/2	10 3/4	+ 1 3/4	+ 16.27	12 3/4	3 3/4	18	1,695	21,187
UNITED CABLE TV	UCTV	O	3 1/8	3 1/4	- 1/8	- 3.84	4 5/8	1/4	6	1,879	5,871
VIACOM	VIA	N	8 7/8	7 7/8	+ 1	+ 12.69	8 7/8	2 5/8	12	3,708	32,908
VIKOA**	VIK	A	1 3/4	2 3/8	- 5/8	- 26.31	4	1/2	1	2,534	4,434
									TOTAL	83,077	1,091,975

Programing

	Stock symbol	Exch.	Closing Wed June 25	Closing Wed June 18	Net change in week	% change in week	1974-75 High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitali-zation (000)
COLUMBIA PICTURES	CPS	N	9 1/2	7 7/8	+ 1 5/8	+ 20.63	9 1/2	1 5/8	37	6,748	64,106
DISNEY	DIS	N	50 5/8	47 5/8	+ 3	+ 6.29	54 3/4	18 3/4	28	29,755	1,506,346
FILMWAYS	FWY	A	5 7/8	5 1/4	+ 5/8	+ 11.90	6	2 1/8	8	1,792	10,528
FOUR STAR			3/8	3/8		.00	1 3/8	1/8	1	666	249
GULF + WESTERN	GW	N	38	36	+ 2	+ 5.55	38	18 3/8	5	14,470	549,860
MCA	MCA	N	74	62 5/8	+ 11 3/8	+ 18.16	74	19 1/4	10	8,477	627,298
MGM	MGM	N	16 1/4	14 1/2	+ 1 3/4	+ 12.06	32 1/2	9 1/4	7	12,180	197,925
TELE-TAPE** *		O	1/4	1/4		.00	3/4	1/8		2,190	547
TELETRONICS INTL.		O	4 1/4	4 1/8	+ 1/8	+ 3.03	5	1 1/4	9	943	4,007
TRANSAMERICA	TA	N	9 7/8	8 5/8	+ 1 1/4	+ 14.49	10 3/8	5 1/2	15	64,945	641,331
20TH CENTURY-FOX	TF	N	13 1/8	10 7/8	+ 2 1/4	+ 20.68	13 1/8	4 1/2	13	7,532	98,857
WALTER READE**	WALT	O	1/4	1/4		.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	17 1/8	15 1/2	+ 1 5/8	+ 10.48	18 1/2	6 7/8	7	15,139	259,255
WRATHER	WCO	A	5 1/8	5	+ 1/8	+ 2.50	8 1/8	1 1/4	9	2,229	11,423
									TOTAL	171,533	3,972,848

Service

	Stock symbol	Exch.	Closing Wed June 25	Closing Wed June 18	Net change in week	% change in week	1974-75 High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitali-zation (000)
BBDO INC.		O	17 1/2	16 1/4	+ 1 1/4	+ 7.69	17 1/2	1/8	7	2,513	43,977
COMSAT	CQ	N	46	38 3/8	+ 7 5/8	+ 19.86	46	23 3/4	10	10,000	460,000
DOYLE DANE BERNBACH	DOYL	O	11 1/4	10 1/4	+ 1	+ 9.75	11 1/2	5 5/8	6	1,816	20,430
ELKINS INSTITUTE** *	ELKN	O	1/8	1/8		.00	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCB	N	8 3/8	8 1/4	+ 1/8	+ 1.51	11 1/4	5 3/8	6	2,009	16,825
GREY ADVERTISING	GREY	O	7	6 7/8	+ 1/8	+ 1.81	8 3/8	5 5/8	4	1,213	8,491
INTERPUBLIC GROUP	IPG	N	16 7/8	14 1/2	+ 2 3/8	+ 16.37	16 7/8	8 1/8	6	2,249	37,951
MARVIN JOSEPHSON	MRVN	O	6 1/8	4 1/2	+ 1 5/8	+ 36.11	8 1/2	3 1/4	4	1,800	11,025
MCI COMMUNICATIONS	MCIC	O	3 7/8	3 7/8		.00	6 1/2	1		13,339	51,688
MOVIELAB	MOV	A	1 5/8	1 3/8	+ 1/4	+ 18.18	1 5/8	1/2	9	1,407	2,286
MPO VIDEOTRONICS	MPO	A	3	3		.00	3	1	17	537	1,611
NEEDHAM, HARPER	NDHMA	O	5 1/4	5	+ 1/4	+ 5.00	7 1/2	3 5/8	8	892	4,683
A. C. NIELSEN	NIELB	O	21 5/8	21 1/8	+ 1/2	+ 2.36	28	7 3/8	20	10,598	229,181
OGILVY & MATHER	OGIL	O	20 3/4	20	+ 3/4	+ 3.75	23 1/2	10	7	1,805	37,453
J. WALTER THOMPSON	JWT	N	8	7 7/8	+ 1/8	+ 1.58	12	4 1/4	11	2,649	21,192
UNIVERSAL COMM.*		O	1/4	1/4		.00	3/4	1/8		715	178
									TOTAL	55,439	947,208

Electronics/Manufacturing

	Stock symbol	Exch.	Closing Wed June 25	Closing Wed June 18	Net change in week	% change in week	1974-75 High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitali-zation (000)
AMPEX	APX	N	6 1/8	5 7/8	+ 1/4	+ 4.25	6 3/4	2 1/4	6	10,885	66,670
CCA ELECTRONICS	CCAE	O	1/8	1/8		.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 3/4	1 3/4		.00	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 7/8	17 1/8	+ 3/4	+ 4.37	21	10	8	1,261	22,540
EASTMAN KODAK	EASKO	N	104 1/4	100	+ 4 1/4	+ 4.25	108 3/4	63	27	161,347	16,820,424
GENERAL ELECTRIC	GE	N	50 7/8	46 3/8	+ 4 1/2	+ 9.70	65	30	17	182,781	9,298,983
HARRIS CORP.	HRS	N	26 3/8	22 1/2	+ 3 7/8	+ 17.22	33 1/2	13 1/8	377	6,152	162,259

	Stock symbol	Exch.	Closing Wed June 25	Closing Wed June 18	Net change in week	% change in week	1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
HARVEL INDUSTRIES*		O	9	9		.00	9	2 1/2	56	480	4,320
INTERNATIONAL VIDEO	IVCP	O	2 1/4	2 1/2	- 1/4	- 10.00	7 1/2	1 1/4	4	2,730	6,142
MAGNAVOX	MAG	N	8 3/4	8 5/8	+ 1/8	+ 1.44	9 7/8	3 3/4	8	17,799	155,741
MICROWAVE ASSO INC	MAI	N	22 7/8	20 1/2	+ 2 3/8	+ 11.58	26 7/8	9 3/4		1,320	30,195
3M	MMM	N	66	62 7/8	+ 3 1/8	+ 4.97	80 1/2	7 5/8	33	114,240	7,539,840
MOTOROLA	MOT	N	50 1/2	44 3/4	+ 5 3/4	+ 12.84	61 7/8	34 1/8	23	28,191	1,423,645
OAK INDUSTRIES	OEN	N	7 3/4	7 5/8	+ 1/8	+ 1.63	12 7/8	5 1/4	3	1,639	12,702
RCA	RCA	N	20 1/8	18 3/4	+ 1 3/8	+ 7.33	21 1/2	9 7/8	16	74,484	1,498,990
ROCKWELL INTL.	ROK	N	23 3/8	24 5/8	- 1 1/4	- 5.07	28 3/8	18 3/8	7	30,802	719,996
RSC INDUSTRIES	RSC	A	2 1/8	2	+ 1/8	+ 6.25	2 1/8	1/2	7	3,440	7,310
SONY CORP	SNE	N	12 7/8	11 3/4	+ 1 1/8	+ 9.57	29 7/8	4 3/4	34	172,500	2,220,937
TEKTRONIX	TEK	N	38 1/2	35 1/2	+ 3	+ 8.45	47 3/4	18 1/2	14	8,671	333,833
TELEMATION	TIMT	O	1	1		.00	2 3/4	1	6	1,050	1,050
VARIAN ASSOCIATES	VAR	N	15 1/4	10 1/2	+ 4 3/4	+ 45.23	15 1/4	6	14	6,838	104,279
WESTINGHOUSE	WX	N	18 3/4	17 1/4	+ 1 1/2	+ 8.69	26	8 1/2	52	86,989	1,631,043
ZENITH	ZE	N	26	25	+ 1	+ 4.00	31 5/8	10	108	18,797	488,722
									TOTAL	937,213	42,557,831
								GRAND	TOTAL	1,696,085	60,195,062
Standard & poor's Industrial Average			106	101.3	+4.7						

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

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

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

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

Fates & Fortunes®

Media


Lund

Peter A. Lund, VP-general manager, KSDO(AM) San Diego, named to same position, WTOP(AM) Washington ("Closed Circuit," June 23). He succeeds **Donald E. Macfarlane** who joins CBS Spot Sales in New York. **Jack Sabella,** KSDO program director, succeeds Mr. Lund as VP-general manager at that station.

William N. Temple, director of financial evaluation, NBC, New York, since 1974, appointed to newly created post of VP, administration, NBC Owned Television Stations Division.

George Colon, manager, Y&R Latino, Young & Rubicam's Spanish agency, New York, named general manager, KDTV(TV) San Francisco, ch. 60 Spanish-language station to begin Aug. 10.

Monte Newman, director, Eastern sales for NBC-TV Spot Sales, named station manager, WNBC-TV New York, succeeding **Lawrence Gershman** who becomes executive VP of Chock Full O' Nuts Corp., New York.

Rodger Divens, operations manager, WLVA-TV Lynchburg, Va., named general manager.

David L. Spence, regional sales manager, WIBC(AM)-WNAP(FM) Indianapolis, named general manager, KVIL-AM-FM Highland Park-Dallas, Tex. All are Fairbanks stations.


Girocco

Thomas M. Girocco, national sales manager, WOTV(TV) Grand Rapids, Mich., named VP, general manager succeeding **Willard Schroeder** who remains president. **Marvin Chauvin,** WOTV program manager, appointed station manager.

Emery McCullough, regional sales representative, WCTV(TV) Tallahassee, Fla., named general manager, WDHN(TV) Dothan, Ala.

Ken Soderberg, ATS Advertising Marketing, Minneapolis, named general manager, KAUS-AM-FM Austin, Minn.

Donald P. Rich, manager, KORL(AM) Honolulu, named general manager, WGVA(AM) Geneva, N.Y., succeeding **Bob Michael** named to same post, WRGI(AM) Naples, Fla.

Larry B. Peterson, station manager, KVWO-AM-FM Cheyenne, Wyo., named general manager, KGVO(AM) Missoula, Mont.

Carroll H. (Beano) Cook, public relations, Miami football Dolphins, appointed PR director, Mutual Broadcasting System, Washington.

Sharon Yamato Danley, press/publicity administrator, KNBC(TV) Los Angeles, named community relations administrator.

Kathy Goree, production secretary, WKYC-TV Cleveland, named public affairs specialist.

Thomas E. Wahlrobe, corporate director, compensation and benefits, Curtiss-Wright Corp., Wood-Ridge, N.J., named director of compensation and benefits planning, ABC Inc., New York.

Newly elected officers, Philadelphia chapter, American Women in Radio-Television: **Terri Rodgers Bair,** J.M. Korn & Son, president; **Sheilie Karabell,** WHYY-TV Wilmington, Del., corresponding secretary; **Sonya Calabrese,** Rosemont College, recording secretary; **Bess Ball,** Philadelphia Dairy Council, treasurer.

Newly elected officers, Georgia Association of Broadcasters: **Elmo Ellis,** VP and general manager, WSB(AM) Atlanta, president; **Paul Raymon,** VP and general manager, WAGA-TV Atlanta, president-elect/VP, television; **Don Sports,** WCLA(AM) Claxton, VP, radio; **Esther Pruett,** WTOC(AM) Savannah, secretary-treasurer.

Newly elected officers, Washington State Association of Broadcasters: **J. Birney Blair,** president, general manager, KHQ Inc., Spokane, chairman; **James A. Murphey,** president; **Jack Bankson,** KVI(AM) Seattle, vice chairman; **Gordon Tuell,** KWSU(AM) Pullman, secretary-treasurer.

Robert W. Sarnoff, chairman, RCA, New York, awarded Medal of Commander of the Order of Letters and Arts from French government June 19 for contributions to French-American cultural relations in music, television and Medal of French National Assembly June 20 for efforts to improve relations between two countries.

Broadcast Advertising

Michael J. DeGennaro, account executive, WCBS-TV New York, named general sales manager, succeeding **Gail R. Trell,** earlier appointed sales director (BROADCASTING, June 9).

Marvin Rudolph, assistant sales manager, WGN Continental Sales Co., New York, named Eastern division sales manager, television, New York.

Ronald R. Kaufman, account executive, Storer TV Sales, New York, named national sales manager, WJBK-TV Detroit, Storer station.

Douglas Wise, senior VP and management service director, Marschalk Inc., New York, Interpublic subsidiary, named president of Communications Counselor Networks Inc., Atlanta, another Interpublic unit which provides local marketing and advertising services.


Ogdon

Thomas Ogdon, senior VP, management representative, Benton & Bowles, named senior VP, director of client services, Needham, Harper & Steers Advertising, New York.

Lawrence Tiber, associate research director, Benton & Bowles, New York, appointed VP.

Jane A. Fuller, Harry Kay, associate media planning directors, and **Francine W. Wilvers,** associate creative director, BBDO, New York, all named VP's.

Wendell S. Abern, associate creative director, Leo Burnett Co., Chicago, named VP, creative director, Arthur & Wheeler Advertising, Chicago.

Martin Brantley, national sales manager, KPTV(TV) Portland, Ore., named general sales manager.

J. Richard Martin, local sales manager, WMAL-TV Washington, named general sales manager, WOW(AM)-KEZO(FM) Omaha.

J. R. (Mike) Navarro, VP-director of client services, Grey Advertising, Los Angeles, has been named senior VP-director of client services.

Bill Tannebring, independent TV, film producer, New York, named producer-director general manager, television commercials division, Mulberry Square Productions, Dallas.

David T. Butts, sales coordinator, program operations manager, WSEE(TV) Erie, Pa., named broadcast media director, Bradley & Johnston, Chattanooga ad agency.

Bill Goetze, general sales manager, WDAF(AM) Kansas City, Mo., named local sales manager, KMBR(FM) Kansas City.

Frank DeTillio, regional account executive, WCPO-TV Cincinnati, named general sales manager, WEHT(TV) Evansville, Ind.

Phyllis Kasha, casting/producing, Ketchum, MacLeod & Grove, New York, named casting director, Kenyon & Eckhardt, New York.

Michael E. Moore, assistant financial editor, *Cleveland Press,* named manager of public relations, Griswold-Eshleman Co., Cleveland.

Eldon Campbell, advertising VP, Hook Drug Co., Indianapolis, and former broadcaster (WFBM-TV Indianapolis, now WRTV(TV)) named "Life Member" by Indiana Broadcasters Association.

Len Mattson, account executive, KKHI-AM-FM San Francisco, named San Francisco sales manager.

Alan Beck, account executive, WMCL(AM) McLeansboro, Ill., named sales manager.

Carol Milam, creative director, Persuasive Communications, Lincolnwood, Ill., named senior copywriter, Maxwell Sroge Co., Chicago.

Brian Morgan, sales, WERA(AM) Plainfield, N.J., named sales manager.

Programing

Bud Austin, who became TV chief of Paramount Pictures in 1974, signed to new three-year contract as executive VP, Paramount Television.

Elyse A. Mayberry, production executive, Jantone Enterprises, New York, named director of program development, live tape division, 20th Century-Fox Television, Los Angeles.

Bernie Sofronski, producer, *Search for Tomorrow* daytime serial, CBS-TV New York, appointed director of daytime programs for CBS-TV.

Edward B. Gradinger, VP-East Coast operations, named VP-studio business affairs, Columbia Pictures Television, Los Angeles.

Jean Harper, producer, KTVU(TV) Oakland, Calif., named executive producer, WJBK-TV Detroit.

LeRoy Smith, operations manager, KGW-TV Portland, Ore., named manager, King Film Lab, Portland, under same ownership.

Tom Bishop, publicity department, Columbia Pictures Television, named director of publicity, Spelling-Goldberg Productions, Los Angeles.

Randy Smith, sports director, WENO(AM) Nashville, named to same position, WDXB(AM) Chattanooga.

Leon Cleveland, Boston College graduate, named producer, noncommercial WXXI-FM Rochester, N.Y.

Davonna Oskarson, associate farm director, WRFD(AM) Columbus, Ohio, named associate producer, farm programing, WLW(AM) Cincinnati.

Larry Stein, programing assistant, KKHI-AM-FM San Francisco, named to newly created position of music director.

Karen Klass, promotion director, WWDC(AM) Washington, named principal, Hager-Sharp Associates, Washington, now Hager, Sharp & Klass Inc., programing consultants.

Hughes heads NBEA. Newly elected officers of the National Broadcast Editorial Association, chosen during the NBEA convention in San Francisco last week (see separate story): Richard Hughes, WPIX(TV) New York, president; Robert Vainowski, KCBS(AM) San Francisco, VP; Ted Powers, WOBJ-TV Roanoke, Va., secretary-treasurer. Elected to the editorialists' board were Mary Braxton, WMAL-TV Washington; Dale Clark, WAGA-TV Atlanta; Ed Hinshaw, WTMJ-TV Milwaukee; Bob Manewith, WGN(AM) Chicago, and Richard Trembath, WKYC-TV Cleveland. Mr. Hughes was chosen to succeed Fred Dressler, KMGH-TV Denver.

Broadcast Journalism

Ed DeFontaine, assistant managing editor, AP Radio, named managing editor, based in Washington. He succeeds Bob Benson, named deputy director of broadcast services, AP, New York (BROADCASTING, June 9).

Anna Mae Sokusky, managing editor, KCBS(AM) San Francisco, named executive producer of CBS Radio's Private Line News Exchange (PLNX), New York.

Jim Travis, assignment editor, WNGE-TV Nashville, promoted to manager, news and public affairs. He is succeeded by **Stan Brzozowski,** reporter.

Chris Curle, freelance writer, named WMAL-TV Washington anchorperson.

Cable

Marc Nathanson, VP, Teleprompter Corp., New York, named senior VP, cable television, Harriscope Broadcasting Corp., Los Angeles. He also has been named president, Falcon Communications, Los Angeles, new cable system owner/operator that he formed with his father, **Don P. Nathanson.**

Sherrill D. Dunn, PR director, Tele-Communications Inc., Denver, named executive VP, National Cable Network Corp., Denver production firm.

Equipment & Engineering

Don Holland, assistant chief engineer, WKBW-TV

Buffalo, N.Y., named chief engineer.

Frederick L. Bones, manager, sales promotion services, Philips Audio Video Systems Corp., Montvale, N.J., named Northeast regional sales manager. Also, **Thomas G. Cheetham,** eastern manager, dealer sales, named Midwest regional manager, AudioCom Group, division of Philips, Skokie, Ill.

John Bell, engineering coordinator, noncommercial WXXI-FM-TV Rochester, N.Y., named engineering director.

Robert B. Wehrman, assistant engineering director, Cox Broadcasting Corp., Atlanta, named engineering director.

Curtis I. Kring, television sales manager, Harris Corp., Quincy, Ill., named industrial relations, government sales manager, Broadcast Products Division.

Ken Herring, western area audio-video systems manager, Ampex Corp., Glendale, Calif., named national sales manager, industrial products, magnetic tape division, Redwood City, Calif. Succeeding him is **Tom Nielson,** sales engineer.

Jack R. Hosler, treasurer, Wabash Magnetics Inc., Wabash, Ind., named VP, chief financial officer.

Tom Reminiskey, staff engineer, KDUH-TV Hay Springs, Neb., named chief engineer.

Allied Fields

Edith Green, former Democratic representative from Oregon, named to membership on National News Council, New York, and council's freedom of press committee.

Joe Marshall, from *Sports Illustrated* Magazine, appointed VP in charge of public relations, World Football League, New York.

Gary S. Smithwick and **Clifford J. Bond** III, attorneys with FCC's complaints and compliance division, have formed law firm with offices in National Press building, Washington, and First Center building, Winston-Salem, N.C.

John A. Keyes, commercial development director, Comsat General Corp., Washington, named VP, business development, American Satellite Corp., Germantown, Md.

Eleanor Corrigan, Rogers & Cowan, Los Angeles, named head, TV operations, International Communications Associates, New York. Also, **Tim Hallinen,** also with Rogers & Cowan, named to ICA's TV department, Los Angeles.

Peter A. Kizer, assistant general manager, WWJ-AM-FM-TV Detroit, elected chairman, Broadcast Rating Council, New York.

Robert G. Marbut, president, Harte-Hanks Newspapers, San Antonio, Tex., elected vice chairman, International Press Telecommunications Council, London. IPTC is an international group concerned with telecommunications policy and technology.

Mary Jean Parson, associate director, employee relations, ABC, New York, named to newly created position, director of planning, development and administration, ABC Leisure Group II. Leisure Group II is composed of ABC Theatres, ABC Entertainment Center in Los Angeles and ABC Scenic and Wildlife attractions.

Bill Gillen, Mitchell Broadcast Consultants, Hollywood, named principal of that firm.

Deaths

Leslie H. Norins, 59, until February VP and general manager of KEYT(TV) Santa Barbara, Calif., died June 19 of heart attack at his home. He began his TV career with KTTV(TV) Los Angeles where he was local sales manager; then joined KFRE-AM-TV Fresno as general sales manager. He joined KEYT in 1961. Survivers include his wife, Mary, and one son, Leslie.

Eugene C. Pulliam, 86, publisher and former broadcaster, died of stroke June 23 in St. Joseph's hospital, Phoenix. Mr. Pulliam owned and published seven newspapers at his death. During his 63-year career he owned or operated 46 papers and several radio properties in the Midwest. He is survived by his wife, Nina; one son and two daughters.

Clyde M. Hunt, 70, VP, engineering, Post-Newsweek stations, Washington, from 1952 to 1968, died June 25 of emphysema in Arlington, Va. Mr. Hunt was in charge of all presidential broadcasts for CBS during Hoover, Roosevelt and Truman administrations and directed field broadcasts for all four networks during WW II. He is survived by his wife, Mary, and son, C. Middleton Hunt Jr.

W.C. Thornton, 68, former president of Standard Broadcasting Corp. Ltd., Toronto, died June 15 of heart attack at his Bermuda home. As president of Standard, he was in charge of CFRB(AM)-CKFM-FM Toronto, CJAD(AM)-CJFM-FM Montreal. Survivors include his wife, Nora; one son and two daughters.

Rear Admiral Thomas M. Dykers Sr., 69, retired WW II submarine captain who wrote, produced TV series, *Silent Service,* died in New Orleans June 13.

For the Record®

As compiled by BROADCASTING, June 16 through June 20 and based on filings, authorizations and other FCC actions.

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

New stations

AM action

- Burksville, Ky.—Cumberland County Broadcasting Co. FCC granted 1570 khz, 1 kw-D. P.O. address: c/o E.M. Johnson, Box 597, Crossville, Tenn. 38555. Estimated construction cost $18,050; first-year operating cost $32,600; revenue $40,000. Principals: Robert W. Gallaher (51%) and Edward M. Johnson (49%). Mr. Gallaher owns WUCR(AM) Sparta, Tenn. and Mr. Johnson is general manager and partial owner of WCSV(AM) Crossville, Tenn. Action June 17.

FM applications

- *Phoenix—Public Radio for Arizona seeks 90.3 mhz, 120 w., HAAT 1,218 ft. P.O. address: 1430 N. 14th St. 85006. Estimated construction cost $6,021; first-year operating cost $1,200. Principal: Felix de la Cruz, president. Ann. June 18.

- Warren, Ark.—Weldon Sledge and Violet Sledge seeks 105.5 mhz, 3 kw., HAAT 265 ft. P.O. address: Box 480 71671. Estimated construction cost $21,637; first-year operating cost $8,000; revenue 12,485. Format: Standard popular, C&W, gospel. Principals: Mr. and Mrs. Sledge (50% each) own KWRF(AM) Warren. Ann. June 9.

- *Ballwin, Mo.—West County Broadcasting Association seeks 89.9 mhz, 10 w., P.O. address: 224 W. Clayton Rd. 63011. Estimated construction cost $3; first-year operating cost $104. Principal: Gary D. Fitzgerald, recording secretary for uncorporated association. Ann. June 18.

- *Billings, Mont.—Billings Career Education Center of School District No. 2 seeks 88.9 mhz, 10 w. P.O. address: 36th St. and Central Ave. 59102. Estimated construction cost $9,537; first-year operating cost $20,000. Principal: Winston E. Weaver, assistant superintendent of schools. Ann. June 16.

- *Loretto, Pa.—St. Francis College of Loretto seeks 90.1 mhz, 10 w. P.O. address: St. Francis College, Loretto 15940. Estimated construction cost $10.982; first-year operating cost $1,595. Principal: William R. Maniscalo, dean of students. College owns WWSF(AM) Loretto. Ann. June 20.

- Mt. Hope, W. Va.—Stuart W. Epperson seeks 105.9 mhz, 50 kw., HAAT 500 ft. P.O. address: 3780 Will Scarlet Rd. 27104. Estimated construction cost $95,-940; first-year operating cost $60.000; revenue 96,000. Format: C&W, folk. Principal: Stuart W. Epperson (100%) owns WKBX(AM) Winston-Salem and WRBX(AM) Chapel Hill, both North Carolina, and WKBA(AM) Vinton, Va. He also has interest in KBIS(AM) Bakersfield, Calif. and sporting goods exhibit and show. Ann. June 16.

FM actions

- *Wellesley, Mass.—Wellesley College. Broadcast Bureau granted 91.5 mhz, 10 w. P.O. address: Central St., Wellesley 02180. Estimated construction cost $7,660; first-year operating cost $3,000. Format: Ed. Principal: Susan Fedo, coordinator of student services (BPED-1883). Action June 16.

- Coquille, Ore.—CP for new FM on 102.3 mhz canceled at request of permittee, Voice of Coquille. (BPH-9210). Ann. June 16.

FM start

- *KFCF Fresno, Calif.—Authorized program operation on 88.1 mhz, ERP 15 w, HAAT 1,940 ft. Action June 4.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

- KUAD-FM Windsor, Colo., KUAD-FM Inc. (BLH-6702). Action June 16.

- WCUP Tifton, Ga., Tifton Broadcasting Corp. (BLH-6657). Action June 16.

- WPGW-FM Portland, Ind., WPGW Inc. (BLH-6694). Action June 16.

- KWBG-FM Bonne, Iowa, Ken Kilmer Broadcasting Co. (BLH-6678). Action June 16.

- KYEZ Salina, Kan., Salina Broadcasting

(BLH-6686). Action June 16.

■ WREM-FM Jenkins, Ky., Cardinal Broadcasting Co. (BLH-6688). Action June 16.

■ KBHL Lincoln, Neb., Sound Experiences Broadcasting Co. (BLH-6636). Action June 11.

■ *WAMP Toledo, Ohio, Board of Education-Toledo City School District. (BLED-1381). Action June 11.

■ KMIT Mitchell, S.D., BMA Broadcasting. (BLH-6614). Action June 11.

■ *WBSD Burlington, Wis., Burlington Area School District, Joint 1, City of Burlington, towns of Burlington, Rochester, Dover, Spring Prairie, Lyons, East Troy, counties of Racine and Walworth, State of Wisconsin. (BLED-1376). Action June 11.

Ownership changes

Applications

■ KSSS(AM) Colorado Springs (740 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Northwest Broadcasting to Radio Colorado Springs for $380,000 Seller: Robert B. Ridder, president. Northwest is also licensee of WDSM(AM) Superior, Wis. Buyer: Peoria Journal Star Inc., parent company, owns WAZY-AM-FM Lafayette, Ind., KNOX(AM)-KYTN(FM) Grand Forks, N.D. and KBMY(AM) Billings, Mont. Henry P. Slane is president, Ann. June 18.

■ KBRR(AM) Leadville, Colo. (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Continental Divide Broadcasting Co. to ZAP Communications for $150,000. Seller: John H. East, president, Buyers: Frank X. Ryan (23.5%), Marjorie Walther (29.4%), Robert H. Walther (23.5%) and Michael S. Wilson (23.5%). Mr. Ryan is news director and announcer for KADE(AM) Boulder, Colo. Ms. Walther is bookkeeper for bank in Illinois. Mr. Walther is engineer for KERE(AM) Denver. Mr. Wilson is former news director of KADE. Ann. June 18.

■ WELE(AM) South Daytona-WELE-FM Deland, Fla. (AM: 1590 khz, 1 kw-D; FM: 105.9 mhz, 76 kw)—Seeks transfer of control of WELE Radio from Joe Gratz (100% before; none, after) to Sidney Frazer and Sheldon Katz (none before; 100% after). Consideration: $420,000. Principals: Mr. Gratz wishes to divest ownership due to health reasons. Mr. Frazer (50%) is vice president of advertising agency and president of broadcast media service. Mr. Katz (50%) is sales manager for food products manufacturer. Ann. June 18.

■ WNBS(AM)-WAAW(FM) Murray, Ky. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 103.7 mhz, 100 kw)—Seeks assignment of license from Service Broadcasting Co. to Timkay Inc. for $1,000,000. Seller: Charles Shuffett and C.H. Hulse Jr., partners, have no other broadcast interests. Buyers: Glen C. Wilcox, Tipton C. Wilcox, Helen Canter Wilcox and Fransuelle Wilcox Cole (each 25%), are professor of communnications, minister, real estate owner, and teacher, respectively. All principals have had broadcasting experience as staff or talent. Ann. June 18.

■ WYRE(AM) Annapolis, Md. (810 khz, 250 w-D)—Seeks transfer of control of Radio Chesapeake from Ernest Tannen, Marvin Mirvis and Kerby E. Confer (100% before; none after) to Atlantic Broadcasting Corp. (none before; 100% after). Consideration: $950,000. Principals: Mr. Tannen, Mr. Mirvis and Mr. Confer have no other broadcast interests. Sidney A. Abel (51%), Donald A. Brown (16%), Joseph B. Gildenhorn (16%) and Benjamin R. Jacobs (16%) are stockholders in Atlantic Broadcasting. Mr. Abel is general manager of WJMD(FM) Bethesda, Md. Mr. Brown, Gildenhorn and Jacobs are Washington attorneys. Ann. June 18.

■ WJBL-AM-FM Holland, Mich. (AM: 1260 khz, 5 kw-D, DA; FM: 94.5 mhz, 10 kw)—Seeks transfer of control of Zondervan Broadcasting Corp. from Zondervan Corp. (100% before; none after) to Peter J. Vanden Bosch (none before; 100% after). Consideration: 38,577 shares in WAUK-AM-FM Waukesha, Wis. and $387,000. Zondervan Corp., Peter Kladder Jr., president, publishes religious books and records. Mr. Bosch is general manager of WJBL-AM-FM and WAUK-AM-FM. Ann. June 18.

■ KSOA(AM) Ava, Mo. (1430 khz, 500 w-D)—Seeks assignment of license from Guilford Broadcasting Co. to Douglas County Broadcasting Co. for $65,000. Seller: Thomas S. Guilford, president, has no other broadcast interests. Buyers: Robert L. and Violet L. Woods (25% each) and Marvin J. and Linda D. Coombs (25% each). Mr. Woods owns TV service company. Mr. Coombs is part-time sales service manager for KMTC-TV Springfield, Mo. and student in broadcast management at Southwest Missouri State University. Mrs. Woods and Mrs. Coombs are secretaries. Ann. June 11.

■ KROW(AM) Dallas, Ore. (1460 khz, 5 kw-D)—Seeks assignment of license from Polk County Broadcasters to KROW Broadcasters for $120,000. Seller: Alvin P. Alms, vice president. Buyers: Sheldon E. (28.28%) and Patricia K. Robbs (21.76%), Arthur E. (16.02%) and Anne E. Johnstone (15.62%), et al. Mr. Robbs is program director for KITV(TV) Honolulu and Mrs. Robbs is housewife. Mr. Johnstone is director of the Salvation Army in Honolulu and Mrs. Johnstone is graduate student. Ann. June 18.

■ WZUM(AM) Carnegie, Pa. (1590 khz, 1 kw-D, DA)—Seeks assignment of license from P.S. Broadcasting Corp. to Hickling Broadcasting Corp. for $275,000. Seller: P.S. Broadcasting, James Psihoulis, general manager, is licensee of WNIO(AM) Niles, Ohio and WWIZ(FM) Mercer, Pa. Buyers: Robert K. and Dolores M. Hickling (78.96%), Michael M. Samara (10.52%), et al. Mr. Hickling is general manager of KBJH(FM) Tulsa, Okla. Mr. Samara owns private club, restaurants and real estate investments in Tulsa area. Ann. June 18.

■ WEZL(FM) Charleston, S.C. (105.3 mhz, 25 kw)—Seeks assignment of license from Fine Arts Broadcasting Inc. to WEZL Inc. for $275,000. Seller: Charles N. Barton, president. Buyers: William O. Jones (50.32%), William W. Dixon (22.185%), Martin E. Kilpatrick (12.495%) and Charles A. Barton (15%). Mr. Jones, Mr. Dixon and Mr. Kilpatrick have interest in WRMA(AM) Montgomery, Ala., WHSL(AM)-WWIL(FM) Wilmington, N.C. and applicant for acquisition of WMGZ(FM) Montgomery. Mr. Barton is manager of WEZL. Ann. June 18.

■ KRIO(AM) McAllen, Tex. (910 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from KRIO Inc. to El Rio Broadcasting for $900,000. Seller: Jack R. Crosby, Benjamin J. Conroy, Floyd Shelton, William D. Arnold and Robert W. Hughs each have various interest in broadcasting including KROP(AM) Brawley, Calif., KERB(AM) Kermit, Tex., KAWA(AM) Waco, Tex. and Communications Properties Inc., licensee of KFJZ(AM)-KWXI(FM) Fort Worth. Buyers: Charles M. Trub (32%), C.H. Britton Jr. (17%) W.T. Bradshaw Jr. (17%), H.H. Houseman (17%), et al. Mr. Trub is general manager of KRIO and has interest in KLVI(AM) Beaumont. Mr. Britton has interest in jewelry store. Mr. Bradshaw is attorney and Mr. Houseman owns securities company. Ann. June 18.

■ KBAL(AM) San Saba, Tex. (1410 khz, 500 w-D)—Seeks assignment of license from Lora Stephens to Hill Country Broadcasting for $100,000. Seller: Mrs. Stevens is executrix of estate of Harrison A. Stephens. Buyers: M. Bryan Healer and Ernest F. Cadenhead Jr. (25% each) are attorneys and along with Stephen F. Pasquini (25%) own KLSN(FM) Brownwood, Tex. David Joel Fair (25%) is general manager of KEAN(AM) Brownwood. Ann. June 18.

■ KSGT(AM) Jackson, Wyo. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from KSGT Inc. to Snow King Broadcasting Corp. for $330,000. Seller: Paul W. Knowles, president. Officers of corporation also own KAPR(AM) Douglas, Ariz. Buyers: Robert W. Campbell (45%) television director for NBC Washington. Lawrence E. Horning (45%) has interest in building and property management firms in Washington. James A. Gammon (10%) is Washington lawyer. Ann. June 18.

Actions

■ KOZN-FM San Diego (103.7 mhz, 36 kw)—Broadcast Bureau granted assignment of license from Sherwood R. Gordon to KOZN Inc. for $750,000. Seller: Sherwood R. Gordon, individual licensee, has no other broadcast interests. Buyers: Bert Wahlen, Cyrus A. Jaffari, Cecil Heftel and Donald W. Breihan (each 25%). Mr. Wahlen is vice president and general manager of KSON(AM) San Diego. Mr. Jaffari owns aerospace firm, Mr. Heftel is president and stockholder in Heftel Broadcasting, licensee of KGMB-AM-TV-KGMQ(FM) Honolulu and KPUA-AM-TV Hilo, Hawaii. Mr. Breihan has interest in construction, realty and development companies in St. Louis and San Diego (BALH-2013). Action June 11.

■ KGU(AM) Honolulu. (760 khz, 10 kw)—Broadcast Bureau granted transfer of control of The Copley Press from James S. Copley, trustee of James S. Copley Revocable Trust to Helen K. Copley and Joseph P. Kinney, co-trustees (BTC-7281). Action June 11.

■ WLNH-AM-FM Laconia, N.H. (AM: 1350 khz, 5 kw-D, 250 w-N; FM: 98.3 mhz, 3 kw)—FCC granted transfer of control of Condit Broadcasting Corp. from Robert Y. Condit and Robert D.S. Condit (jointly 100% before; none after) to WLNH Radio (none before; 100% after). Consideration: $427,000. Principals: WLNH Radio is subsidiary of Sconnix Group Broadcasting, licensee of WCVR(AM) Randolph and WCFR-AM-FM Springfield, both Vermont. FCC said transfer would not result in undue regional concentration of media control contrary to public interest. Action June 11.

■ WMNE(AM)-WDMW(FM) Menomonie, Wis. (AM: 1360 khz, 1 kw-D; FM: 92.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Menomonie Broadcasting Co. to Phillips Broadcasting Co. for $253,239. Sellers: Wendell Hansen and Evelyn Whitford have interest in WESL(AM) East St. Louis and WHYT(AM) Noblesville, Ind. Buyers: Everett G. Wenrick (80%) has interest in KTTN(AM) Trenton, Mo. and KBOE-AM-FM Boone, Iowa. Marvin Luehrs (10%) also has interest in KTTN. Michael A. Phillips (10%) is announcer for WDGY(AM) Minneapolis (BAL-8373, BALH-2113). Action June 12.

Facilities changes

TV action

■ KENI-TV Anchorage—Broadcast Bureau granted CP to change ERP to 28.7 kw vis., 5.74 kw aur; trans. location to Westward Hotel, 3rd Ave. & E St., Anchorage; type trans., and ant. height 180 ft. (BPCT-4830). Action June 12.

AM applications

■ KCPO Quincy, Calif.—Seeks CP to change trans. location to 2/3 mile north of Quincy, change studio location to 173 Lawrence St., Quincy. Ann. June 19.

■ WLUX Baton Rouge—Seeks CP to change ant.-trans. location to intersection of La. Hwy. 1 and U.S. Hwy. 190, northwest of Baton Rouge. Ann. June 20.

■ WRBX Chapel Hill, N.C.—Seeks CP to change ant.-trans. location ot 3.5 miles northeast of Chapel Hill, 1,000 feet east of Weaver Rd., Chapel Hill; install directional ant. Ann. June 16.

■ WKRC Cincinnati—Seeks CP to specify radiation pattern for nighttime operation. Ann. June 16.

■ KACI The Dalles, Ore.—Seeks CP to change ant.-trans. location to 1.25 miles 115° true from The Dalles. Ann. June 16.

AM actions

■ WDJZ Bridgeport, Conn.—FCC granted applications of Connecticut Coast Broadcasting Co. for authority to change ant.-trans. location of WDJZ and for extension of time to construct facilities. FCC said new site meets all technical criteria of rules with exception of seciton which states population within 1 V/m contour shall not exceed 1% of population within 25 mV/m contour. It said, however, noncompliance was minimal with interference problems rule intended to prevent unlikely to occur. Action June 10.

■ KIKI Honolulu—Broadcast Bureau granted CP to install new type trans. (BP-19941). Action June 16.

■ WIND Chicago—Broadcast Bureau granted CP to increase ant. height and change ant.-trans. location to approx. 0.33 mi. southwest of 29th and Colfax St. intersection, Griffith, Ind.; (BP-19643). Action June 16.

■ KCII Washington, Iowa—Broadcast Bureau granted CP to make changes in ant. system (BP—19937). Action June 16.

■ WPGC Morningside, Md.—Broadcast Bureau granted CP to make changes in ant. system and increase tower heights (BP-19939). Action June 16.

■ KMRS Morris, Minn.—Broadcast Bureau granted CP to install new aux. trans. (BP-19951). Action June 12.

■ KBLL Helena, Mont.—Broadcast Bureau granted CP to install new aux. trans. (BP-19938). Action June 12.

■ WGNL Greenville, N.C.—Broadcast Bureau granted CP to install new aux. trans. (BP-19931). Action June 12.

■ KBDF Eugene, Ore.—Broadcast Bureau granted CP to change MEOV's on night pattern (BP-19933). Action June 12.

■ KALT Atlanta, Tex.—Broadcast Bureau granted CP to install new aux. trans. (BP-19935). Action June 12.

FM application

■ *WPRK Winter Park, Fla.—Seeks CP to install new trans.; change TPO; ERP: 1.32 kw and HAAT: 98.25. Ann. June 19.

FM actions

■ *KMCR-FM Phoenix—Broadcast Bureau granted CP to install new trans. and ant.; ERP 180 w; ant. height 1,510 ft; remote control permitted (BPED-1945). Action June 11.

■ KHFO Osceola, Ark.—Broadcast Bureau granted CP to install new ant.; ERP 50 kw; ant. ht. 230 ft; remote control permitted; condition (BPH-9357). Action June 11.

■ *WSHL-FM Easton, Mass.—Broadcast Bureau granted CP to install new trans. and ant; remote control permitted (BPED-1952). Action June 11.

■ *WGAO Franklin, Mass.—Broadcast Bureau granted mod. of CP to make change in transmission line and ant; remote control permitted (BMPED-1237). Action June 11.

■ *KUCV Lincoln, Neb.—Broadcast Bureau granted CP to make changes in ant. system; remote control permitted (BPED-1974). Action June 11.

■ *WKET Kettering, Ohio—Broadcast Bureau granted mod. of CP to operate second remote control point from 3000 Glengarry Dr., Kettering; operate third remote control point from 940 East David Rd. Kettering; change trans. and ant. (BMPED-1240). Action June 11.

■ KQIV Lake Oswego, Ore.—Broadcast Bureau granted mod. of CP to relocate main studio outside city limits; 4139 Harrison St., Milwaukie, Ore., and operate by remote control from proposed studio site (BMPH-14417). Action June 11.

■ *KBOO Portland, Ore.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to 4636 Southwest Council Crest Dr., Portland; make changes in ant. system; ERP 12.5 kw (horizontal); 1.3 kw (vertical); ant. height 800 ft. (H&V) (BMPED-1231). Action June 11.

■ KSET-FM El Paso—Broadcast Bureau granted CP to install new ant.; ERP 100 kw (H&V); ant. height 730 (H&V); remote control permitted (BPH-9406). Action June 11.

FM starts

■ Following station WQS authorized program operating authority for changed facilities on date shown: KWGO-FM Lubbock, Tex. (BPH-9172), June 4.

In contest

Designated for hearing

■ Morro Bay and Atascadero, Calif., **FM proceeding:** Morro Bay Investment Corp., R & L Broadcasters, Gateway Broadcasters and West Coast Wireless Co., competing for 104.5 mhz (Docs. 20513-6)—Broadcast Bureau designated for hearing four mutually exclusive applications. Issues to be determined include areas and populations that would receive FM service of 1 mV/m or greater intensity from proposals together with availability of other primary aural services in such areas, whether Morro Bay Investment Corp. is financially qualified, and which proposal would best provide fair, efficient and equitable distribution of radio service and would best serve public interest. Action June 13.

■ Ocala, Fla., **FM proceeding:** Harold James Sharp, Greater Ocala Broadcasting Corp. and Hunter-Arnette Broadcasting Co., competing for 92.7 mhz (Docs. 20510-12)—Broadcast Bureau designated for hearing three mutually exclusive applications. Chief ALJ Arthur A. Gladstone designated ALJ Byron E. Harrison to serve as presiding judge and scheduled hearing for September 3. Hearing issues include which proposal would best serve public interest, and in light of this evidence, which application should be granted. Action June 12.

■ Soddy-Daisy, Tenn., **FM proceeding:** Ra-Ad of Soddy, C. Alfred Dick, Community North Broadcasters and Teeter-Taylor Enterprises, competing for 102.3 mhz (Docs. 20503-6)—Broadcast Bureau designated for hearing four mutually exclusive applications. Chief ALJ Arthur A. Gladstone designated ALJ Jay A. Kyle to serve as presiding judge and scheduled hearing for September 2. Issues to be determined include whether applicants are financially qualified to construct and operate proposed station; whether Ra-Ad has funds available in addition to $10,000 shown; terms and conditions of loan relied upon by C. Alfred Dick; terms, conditions and availability of two bank loans specified by Community North; and whether Teeter-Taylor partners have sufficient assets to meet their commitments, and rate of interest of their bank loan. Action June 11.

Case assignment

Chief ALJ 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 ALJ David I. Kraushaar to serve as presiding officer and scheduled hearing for August 18. Action June 12.

Procedural rulings

■ Alexander City, Ala., **AM proceeding:** Alexander City Broadcasting and Kowaliga Broadcasting, competing for 1590 khz (Doc. 20464-5)—ALJ Jay A. Kyle rescheduled July 28 hearing for July 29. Action June 11.

■ KSWR(AM) Rifle, Colo., **renewal proceeding:** Oil Shale Broadcasting Co. (Doc. 20231)—ALJ Walter C. Miller postponed hearing from September 16 to September 18. Action June 16.

■ WIFE-AM-FM Indianapolis, KOIL-AM-FM Omaha, and KISN(AM) Vancouver, Wash., **renewal proceedings:** Star Stations of Indiana, Central States Broadcasting and Star Broadcasting (all owned by Star Stations) (Docs. 19122-25)—FCC denied request by Star Stations that FCC seek remand of its renewal cases from U.S. Court of Appeals for District of Columbia Circuit. Star sought remand so it might be afforded same relief granted by FCC to George T. Hernreich in KAIT-TV Jonesboro, Ark., case. Action June 10.

■ *WEMU(FM) Ypsilanti, Mich., **facilities change proceeding:** Eastern Michigan University; *WCBN-FM Ann Arbor, Mich. and WSDP(FM) Plymouth, Mich., **renewal proceedings:** Regents of the University of Michigan and Plymouth Community School District (Docs. 19911-4)—ALJ James F. Tierney canceled procedural dates and continued hearing scheduled for August 26 without date. Action June 16.

■ Philadelphia, Miss., **FM proceeding:** Philadelphia Broadcasting Co. and H & G C Inc., competing for 102.3 mhz (Docs. 20219-20)—ALJ Jay A. Kyle scheduled oral argument for July 1. Action June 10.

■ Sardis and Batesville, Miss., **FM proceeding:** Tallahatchie Broadcasting and Panola Broadcasting Co., competing for 95.9 mhz (Doc. 20378-9)—ALJ Lenore G. Ehrig ordered that hearing for purpose of ruling on admissibility of exhibits will commence as now scheduled on July 8. Action June 18.

■ WBRL(AM) Berlin, N.H., **renewal proceeding:** Berlin Communications (Doc. 20457)—ALJ Byron E. Harrison scheduled hearing for August 25 in Berlin. Action June 19.

■ WMOU(AM)-WXLQ(FM) Berlin, N.H., **renewal proceeding:** White Mountain Broadcasting Co. (Doc. 20456)—ALJ James F. Tierney scheduled hearing for August 12 in lieu of July 28 in Berlin. Action June 17.

■ Austin, Tex., **FM proceeding:** Pioneer Broadcasting Co., Allandale Baptist Church of Austin and Dynamic Communications of Austin, competing for 102.3 mhz (Doc. 20445-7)—ALJ Joseph Stirmer scheduled hearing for September 29 and canceled hearing scheduled for July 30. Action June 13.

■ Kilgore, Tex., **FM proceeding:** Kilgore Broadcasting Co. and Radio Kilgore, competing for 95.9 mhz (Docs. 20341-2)—ALJ John H. Conlin rescheduled hearing date from July 1 to June 26. Action June 19.

■ KLAT(AM) and KSTU(FM) Centerville, Utah, **combined proceeding:** Davis Broadcasting Co. and Lois I. Pingree (Doc. 20458-60)—Chief ALJ Arthur A. Gladstone scheduled hearing for September 22, in lieu of July 28 in Salt Lake City. Action June 13.

■ St. George, Utah, **AM proceeding:** Julie P. Miner and Albert L. Crain, competing for 890 khz (Docs. 20252-3)—ALJ James F. Tierney set hearing for July 17. Action June 12.

■ 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. continued July 15 hearing date to August 25. Action June 11.

Dismissed

■ East Moline, Ill., **FM proceeding:** Upper Rock Island County Holding Co. and KSTT Inc., competing for 101.3 mhz (Doc. 20471-2)—ALJ Chester F. Naumowicz Jr. granted requests by applicants; dismissed application of KSTT; granted application of Upper Rock County; and terminated proceeding. Action June 17.

Initial decision

■ Birmingham, Ala., **renewal proceeding:** Hertz Broadcasting of Birmingham (WENN-AM-FM) and Johnston Broadcasting Co. (WJLD[AM]-WJLN[FM]) (Docs. 19874-5)—Initial decision released April 14, granting renewal of Johnston Broadcasting Co's licenses for WJLD and WJLN(FM) became effective June 3. ALJ James F. Tierney found that in view of absence of extrinsic evidence and testimony of admittedly confused witness, there was no basis for conclusion that Johnston lacked qualifications to remain licensee.

Complaints

■ WKND(AM) Windsor, Conn.—FCC denied application by Rudolph P. Arnold for review of Broadcast Bureau ruling that no further action was warranted on his complaint against WKND. Arnold complained of station's broadcast of series of programs entitled "Man of the Month." He said during program, individual was cited for his service to community, but that station, in choosing recipient of this award, refused to consider women candidates. Therefore, Arnold contended, station was not broadcasting in public interest, and that such refusal was unlawful discrimination in violation of fairness doctrine. Broadcast Bureau found Arnold failed to show that any broadcasts had in "obvious and meaninfgul fashion" presented particular position on issue, as defined by Arnold. Therefore, Bureau said fairness doctrine would not be applicable to "Man of the Month" series. Action June 11.

■ WXIA-TV Atlanta and WJBF(TV) Augusta, Ga.—FCC denied request for reconsideration of FCC ruling that dismissed fairness doctrine complaint of Georgia Power Project against WJBF and WXIA-TV and denied project's request that they be awarded attorney's fees and costs. Commission said while it might in some circumstances permit "voluntary reimbursement agreements between licensees and public interest groups who have filed petitions to deny license assignment, renewal or transfer . . . Commission is without authority to order unwilling licensee to reimburse public interest group." Action June 11.

Fines

■ WBNO(AM) Bryan, Ohio—FCC ordered Williams County Broadcasting System to forfeit $4,500 for operating WBNO beyond hours specified in its license, in violation of rules. Williams County did not deny violations, but opposed imposition of forfeiture stating violations were caused by "simple," "innocent and unintentional" misunderstanding of Act of Congress that ordered Daylight Saving Time be observed throughout most of nation. Action June 10.

■ KBYP(AM) Shamrock, Tex.—Broadcast Bureau notified Eugene B. Henderson that he incurred apparent liability for forfeiture $500 for willful or repeated violation of rules in that routine operation of trans. was performed by operator who did not hold valid radiotelephone third class operator license endorsed for broadcast station operation on various dates in June, July and August 1974. Action June 13.

Other Actions

■ FCC granted request of National Broadcasting Company for rule waiver to permit simultaneous broadcasting of certain network radio programing by two or more stations in same community. Rules prohibit one company from operating two networks where affiliated stations are in same area and network material is presented simultaneously. NBC requested waiver to permit it to simultaneously present various religious and public affairs programs over NBC Radio Network at same time as another station in market was carrying material from NBC's new National News and Information Service. FCC said public interest would not be furthered by strict adherence to rule and would result in loss in licensee flexibility to present established radio network programs at times they have become accustomed to running them. FCC said waiver was limited to religious and public affairs programs of more than 10 minutes duration. One year limit was placed on waiver to provide commission opportunity to observe operation of NBC's new two-service arrangement and any anticompetitive effects it might have. Action June 17.

■ KLXA-TV Fontana, Calif.—FCC approved in part petition for stay by Trinity Broadcasting Network to extent that time for payment of $17,428.75 balance of grant fee remaining due for transfer of control of KLXA-TV was extended from May 30 to June 30. It denied stay of FCC action denying reconsideration of amount of grant fee due, pending final outcome of appeal by Trinity in court. Action June 17.

■ KNDE(AM) Sacramento, Calif.—FCC deferred action on application of Mediacast Inc. for renewal of license of KNDE pending receipt and approval of additional details concerning licensee's employment policies and practices. KNDE's renewal was challenged by Greater Sacramento Area Community Coalition for Media Change who alleged that station discriminated against women and minorities in employment. FCC said it was concerned with apparent shortcomings of licensee's minority employment efforts and with its apparent neutral EEO program. Considering fact that KNDE employed no minorities in area of almost 20% minority population, commission said it was necessary to inquire further as to how this situation might be explained and corrected. Action June 19.

■ KSOL(FM) San Mateo, Calif.—FCC denied petition by Community Coalition For Media Change that sought denial of license renewal of KSOL. While it denied coalition's petition, FCC said it would continue to defer action on KSOL renewal application pending outcome of commission proceedings involving number of other stations owned by Richard Eaton. Several Eaton stations now are involved in FCC hearings or appeals due to character qualification issues against Eaton or his agent. Action June 19.

■ WJKY(AM) Jamestown, Ky. Broadcast Bureau granted waiver of rules to identify as Jamestown-Russell Springs, Ky. Action May 22.

■ KRMD(FM) Shreveport, La.—FCC denied petition by Save Inspirational Radio and granted application of KRMD Inc. for renewal of license of KRMD for remainder of license term—June 1, 1976. Save Inspirational Radio contended that KRMD Inc. failed to conduct valid ascertainment survey, presented and proposed programing unresponsive to community needs, failed to follow affirmative action program, and violated FCC rules concerning public inspection files, licensed operators, technical logs, stereophonic transmission, reporting ownership, network clipping and broadcasting details of lottery. Concerning alleged rule violations, commission said petitioner has not raised any substantial or material questions of fact requiring hearing. Action June 18.

■ New York—FCC denied petitions by Governor Brendan Byrne and state of New Jersey and by Greater Newark Chamber of Commerce for deferral of action on renewal applications for all New York City VHF TV stations and *WNET-TV Newark, N.J. Petitioners asked for deferral on renewal applications of WABC-TV, WNBC-TV, WCBS-TV, WPIX-TV, WNEW-TV and WOR-TV New York and *WNET-TV until conclusion of rulemaking proceeding into adequacy of TV service in New Jersey and possibility of bringing locally licensed commercial VHF service to state. FCC said although renewal applications for all stations would remain in deferred status pending resolution of unresolved petitions to deny or comparative proceedings, it saw no reason to defer them further should these petitions and proceedings conclude in favor of licensees prior to conclusion of rulemaking. Action June 19.

■ WKEF(TV) Dayton, Ohio—FCC denied request by Springfield Television Broadcasting Corp., licensee of WKEF for waiver of "off-network" restrictions of prime time access rule. WKEF requested permission to broadcast 24 episodes of "Adam-12" during prime time in 1975-76 season, repeating each episode once, without this time counting toward maximum three hours of network or off-network programing permitted. Springfield argued that these programs were "first run" because they had not been shown on NBC affiliate or otherwise in Dayton market and grant of this request would not result in numerous additional waivers because waiver here would be limited to programs not yet broadcast in market. FCC pointed out that rule bars off-network material from access time whether or not it had been shown in particular market, since underlying objective of restriction was to free valuable time on major-market affiliated stations for new independent material. Because impact of new independent programing would be same regardless of prior broadcast, rule applied irrespective of that fact, FCC said. Action June 10.

■ KAMU-TV College Station, Tex.—FCC admonished Texas A & M University, licensee of KAMU-TV for painting ant. tower with alternate bands of maroon and white (school's colors) rather than required orange and white. FCC said as result of licensee's failure to change contract after permission to use maroon and white was denied by FAA, tower stood for over 17 months without high-visibility markings, constituting serious hazard to air navigation. FCC said condition was in flagrant violation of rules and specific terms of station's construction permit and license. Action June 18.

■ Houston—FCC has taken action on license renewal applications of KILT-AM-FM, KNUZ(AM)-KQUE(FM), KTRH(AM)-KLOL(FM) and KULF(AM)-KYND(FM). Applications were challenged by Black Citizens for Media Action, who alleged that, taken together, black employment at eight stations was unreasonably low, particularly in upper four job categories—of professionals, officials and managers, technicians and sales workers. FCC granted unconditionally renewal of KILT-AM-FM; granted renewal of KTRH and KLOL on condition that licensee undertake additional efforts to seek out and encourage employment of qualified minorities, and granted renewal of KNUZ and KQUE for term ending August 1, 1976, on condition that licensee submit at that time statement detailing affirmative action it had undertaken to seek and encourage minority applicants for each job opening since renewal grant. Applications for renewal of KULF and KYND were also subject of petition to deny filed by Chicano Communications Counsel alleging employment discrimination. In separate but related action, FCC granted KYND renewal application but held that no final action could be taken on KULF application pending resolution of engineering questions. Action June 19.

Call letters

Applications

Call	Sought by
	New FM's
WRCC	Dr. E. Paul Eder, Cape Coral, Fla.
KCWM	Pioneer Broadcasting Co., Victoria, Tex.
WGTH	High Knob Broadcasters, Richlands, Va.
WBBC	Blackstone Broadcasting Corp., Blackstone, Va.
KAKI	D.J. of Lake Charles, Lake Charles, La.
KIOY	Willson Broadcasting Co., Hanford, Calif.
KJDF	Bee Broadcasting, Beeville, Tex.
KIAM-FM	Bethesda Christian Temple, Wenatchee, Wash.
	Existing AM's
WOKQ	WGBF Evansville, Ind.
WEXI	WJIT San Juan, Puerto Rico
WCGI	WOBS Jacksonville, Fla.
WZTR	WPNS Hurricane, W. Va.
	Existing FM's
WNLK-FM	WRDN Norwalk, Conn.
WIOG	WSBM Saginaw, Mich.
WMGK	WPEN-FM Philadelphia
KFRY	KARM-FM Fresno, Calif.
KQDY	KBMR Bismarck, N.D.

Grants

Call	Assigned to
	New AM's
KERR	KBMR Radio Inc., Polson, Mont.
WCLN	Sampson Broadcasting Co., Clinton, N.C.
	New FM's
KBAZ	WRYE Associates, Bisbee, Ariz.
*WARG	Community High School District No. 217, Summit, Ill.
KDSE	Norman Broadcasting Corp., Alice, Tex.
	Existing FM's
WCTY	WICH-FM Norwich, Conn.
KSEA	KIRO-FM Seattle
WKTU	WHOM-FM New York

Allocations

Petitions

FCC received following petitions to amend **FM** table of assignments (ann. June 16).

■ Herbert Starbuck, Marshfield, Mo.—Seeks to assign ch. 285A to Marshfield, (RM-2555).

■ W.L. Holter, Radio Station KLTZ, Glasgow, Mont.—Seeks to assign ch. 261A to Malta, Mont. (RM-2553).

Actions

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

■ Missouri—FCC assigned Class C ch. 293 to Liberty, and substituted Class C ch. 297 for 292A at Lexington, ch. 288A for 296A at Eldorado Springs, and ch. 221A for ch. 288A at Butler. In 1973, FCC invited comments on proposal by KLEX Inc., to change channel of operation of its KBEK(FM) Lexington, from ch. 292A to ch. 293. Counterproposal to KLEX proposal was filed by S & M Investments, licensee of KBIL(AM) Liberty, Mo. S & M proposed that ch. 297 be assigned to Lexington and ch. 293 assigned to Liberty. FCC, found adoption of S & M's counterproposal would better serve public interest than would adoption of KLEX proposal. Action June 10.

Rulemaking

Actions

■ FCC proposed amending rules prohibiting

Professional Cards

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Service Directory

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SPECIALISTS FOR AM-FM-TV
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SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for am fm tv and facsimile facilities.
*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	2,625	0	58	2,683	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

fraudulent (double) billing, and has proposed new rules pertaining to distortion of audience ratings ("hypoing") and licensee-conducted contests. FCC said it was acting because though it had cautioned licensees for years against these practices, activities have continued, and complaints have indicated, may be increasing. Action May 29.

■ FCC suspended until further notice, August 10, 1975, divestiture date for local television-cable system cross-ownerships. In notice of proposed rulemaking, FCC proposed modifying rules to prohibit cable system from carrying signal of any television station if that system owned, operated, controlled or had interest in any TV station whose predicted Grade A contour overlapped service area of system. To consider and dispose of rulemaking proceeding in orderly manner and to avoid mooting one of principal issues, commission suspended provisions of section that required divestiture by August 10, 1975, in cases involving local TV stations co-located with cable TV systems in existence on or before July 1, 1970. Action June 17.

Translators

Applications

■ State of Alaska, Homer and Seldovia, Alaska—Seeks ch. 2, rebroadcasting KENI-TV Anchorage (BPTTV-5332). Ann. June 19.

■ Swan Antenna System, Naco and Hereford, Ariz.—Seeks ch. 2, rebroadcasting KZAZ Nogales and ch. 7, rebroadcasting KPHO-TV Phoenix (BPTTV-5326-7). Ann. June 16.

■ Willow Beach Resort, Willow Beach, Ariz.—Seeks ch. 7, rebroadcasting KORK-TV; ch. 11, rebroadcasting KSHO-TV and ch. 6, rebroadcasting KLAS-TV, all Las Vegas (BPTTV-5328-30). Ann. June 19.

Actions

■ K72AG John Day, Ore.—License canceled and call letters deleted. Ann. June 17.

■ K77AC John Day, Ore.—Broadcast authorization canceled and call letters deleted. Ann. June 19.

■ KO6FM, KO3DA Wheatland, Wyo.—Licenses canceled and call letters deleted. Ann. June 17.

Cable

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Mannington TV Service Co., Mannington, W. Va. (CAC-621); Cablevision of Fredericksburg, Fredericksburg, Va. (CAC-2865); Cobb Cherokee Communications, unincorporated areas of Cobb county, Ga. (CAC-3725); Six Star Cablevision, Brighton township, Mich. (CAC-4229); Two M Cablevision, Huntington township (CAC-4349) and Twin township (CAC-4350), both Ohio; Citrus County Cablevision, unincorporated areas of Citrus county, Fla. (CAC-4662); Golden Southwest, Johnson, Kan. (CAC-4765); Midwest Metro, Julesburg, Colo. (CAC-4813); C.A. Cablevision, Carlsbad (CAC-4858) and Artesia (CAC-4859), both New Mexico; Atlantic Coast TV Cable Corp., Atlantic City (CAC-4875) and Brigantine (CAC-4876), both New Jersey; Wacco Inc., East Lynn, W. Va. (CAC-4899); Sammons Communications, Elk City, Okla. (CAC-4937); Angus TV Cable Co., Colliers, W. Va. (CAC-4947).

■ Florida—Application by Teleprompter of Florida CATV Corp. for certificates of compliance to add WCIX-TV Miami to its systems in Lake Worth, Lantana, Atlantis, Boynton Beach, South Palm Beach, Manalapan, Gulf Stream, West Palm Beach, Palm Springs, Palm Beach county, Golfview, Haverhill, Lake Clarke Shores, Mangonia Park and Palm Beach dismissed at request of applicant (CAC-05097-111). Action June 13.

■ Ocean Ridge, Fla.—Application by Teleprompter of Florida CATV Corp. for certificate of compliance dismissed (CAC-2632). Action June 11.

■ Pekin, Ill.—Cable Bureau granted application by Continental Cablevision of Pekin for certificate of compliance to carry WRAU-TV, WEEK-TV, WMBD-TV, *WTVP Peoria, Ill.; *WILL-TV Urbana, Ill.; WGN-TV and WSNS-TV Chicago. Bureau denied objections by Illinois Valley Public Telecommunications Corp. and by Pekin Community Cable Associates (CAC-4809). Action June 16.

■ Sullivan and Greencastle, Ind.—FCC denied applications of Sullivan Cable TV Co. for certificate of compliance to add signals to existing system at Sullivan. It directed cable operator to show cause why it should not be ordered to cease and desist from further operation in violation of rules. In same action, FCC partially granted certificate application of Putnam All-Channel Cablevision and allowed it to add *WFYI Indianapolis to existing Greencastle system. Both systems are in Terre-Haute, Ind., smaller TV market, and both sought to add WGN-TV Chicago and WXIX-TV Newport, Ky. FCC said Putnam's request that application be considered under major market signal rules was without merit and must be rejected. It said Putnam was allowed to add *WFYI since rules allow systems to add in-state educational signals without restriction. FCC said carriage of WISH-TV, WLWI, WRTV Indianapolis and WTVW Evansville, Ind. by Sullivan Cable must be considered continuing violation of rules since signals were never authorized on Sullivan's system and therefore were not entitled to grandfathered status (CAC-1337-8). Action June 10.

■ Minnesota—FCC authorized Teleprompter Cable Services *WHLA-TV La Crosse, Wis., to its systems at Winona, Goodview, Homer township, Minnesota City, Rollingstone township, Wilson township and Winona township. KTCA-TV Minneapolis opposed addition of WHLA-TV on seven systems, arguing that Teleprompter planned to carry WHLA-TV fulltime on cable ch. 2, which previously was reserved for KTCA-TV. KTOA-TV contended that plan to continue carriage of KTCA-TV parttime on ch. 12 would displace it from its long-held position on ch. 2. FCC said since KTCA-TV was not required to be carried, Teleprompter was not required to honor KTCA-TV's request that it be carried on systems' ch. 2. Regarding plan to carry KTCA-TV on parttime basis, commission pointed out that carriage of signals not required by rules is left to discretion of operator. Action June 18.

■ Pascagoula and Moss Point, Miss.—FCC issued Gulf Coast Cablevision certificates of compliance to add WWL-TV and WDSU-TV New Orleans to its existing systems at Pascagoula and Moss Point. Both systems are in Mobile, Ala.-Pensacola, Fla., major TV market and Biloxi-Gulfport-Pascagoula, Miss., smaller TV market. FCC said Gulf Coast could carry WWL-TV and WDSU-TV in lieu of second independent station, but such carriage would be limited to nonnetwork programing and subject to syndicated program exclusively rules. Additionally, Gulf Coast must provide additional access channel to be shared by both systems (CAC-4363-4). Action June 10.

■ Campton, N.H.—FCC granted certificate of compliance to Diversified Communications to operate system at Campton and to carry conditionally three distant stations—WBZ-TV and WCVB-TV Boston and WGAN-TV, Portland, Me. Diversified proposed to carry *WGBH-TV Boston, WCAX-TV Burlington, Vt., WCSH-TV and WGAN-TV Portland, WMTW-TV Poland Spring, Me., WMUR-TV Manchester, N.H., *WENH Durham, N.C., WSBK-TV, WBZ-TV and WCVB-TV Boston. Campton is located in smaller market, within 35 miles of WRLH Lebanon, N.H. Diversified requested waiver of rules for systems located outside of all markets, in order to carry three distant signals. It said because WRLH had been off air since 1974 and its return was indefinite, Diversified's system should be properly regarded as outside all markets. FCC said grant was subject to condition that if WRLH returned to air permanently, Diversified would delete inconsistent signal. Action June 10.

■ Ticonderoga, N.Y.—Cable Bureau granted application by Sullivan Cable of New York for certificate of compliance to carry CBFT Montreal; WCAX-TV, WEZF-TV Burlington, Vt.; WPTZ North Pole, N.Y.; WRGB Schenectady, N.Y.; *WETK Burlington, Vt.; WMTW-TV Poland Spring, Me.; WCDC Adams, Mass.; CFCF-TV Montreal; and WAST Albany, N.Y. Bureau dismissed oppositon by Rollins Telecasting (CAC-4236). Action June 16.

■ Charleston, Dunbar and South Charleston, W. Va.—Cable Bureau denied application by Capitol Cablevision Corp. for certiciate of compliance to carry WDTV Weston, W. Va., in lieu of three previously authorized independent signals, WKBF Cleveland, WUAB Lorain, Ohio and WXIX-TV Newport, Ky. Capitol failed to provide information to show that conditions had changed to extent that common carrier of CARS microwave service contemplated for carriage of independent stations was no longer feasible. Denial was without prejudice to FCC consideration of subsequent showing, justifying carriage of non-network programing of WDTV, which must include financial analysis in terms of cost of microwave service to deliver authorized independent stations. (CAC-4759-61). Action June 16.

Other actions

■ Ohio—FCC granted requests by Warner Cable of North Canton, Warner Cable of Canton and Warner Cable of Akron for temporary authority to carry nonnetwork programing of additional network signals on three Ohio conglomerate systems. FCC authorized Warner to carry nonnetwork programing of WTRF-TV Wheeling, W. Va., KDKA-TV Pittsburgh, and WSTV-TV Steubenville, Ohio, on its Akron conglomerate system, and WYTV Youngstown, Ohio, and KDKA-TV on Canton and North Canton systems. Oppositions by Storer Broadcasting Co., licensee of WJW-TV Cleveland, were denied. FCC pointed out that it has permitted systems to carry nonnetwork programing of network affiliates when circumstances beyond their control prevented systems from carrying their full complement of independent television signals. To deny Warner's request in these circumstances would not serve any useful purpose, commission said. Action June 10.

■ Springfield, Vt.—FCC denied request by Young's Community Television Corp. for reconsideration of FCC action denying it waiver of network exclusivity rules on its system in Springfield. In 1970, Young's filed petition for waiver of section which entitled WRLP Greenfield, Mass. (satellite of WWLP Springfield, Mass.) to protection on system against duplicating network programing of WBZ-TV Boston and WRGB Schenectady-Albany-Troy, N.Y. In seeking reconsideration, Young's no longer characterized WRLP as 100 percent satellite of WWLP, but called it "repeater" or "high power translator" located beyond its parent station's predicted Grade B contour and therefore not entitled to nonduplication protection. FCC said since WRLP has met definition of television station, it is entitled to network program exclusively protection. Action June 17.

Rulemaking

■ FCC agreed to adopt network nonduplication rules for Mountain Time Zone which are identical to those rules which are in effect throughout rest of country. Decision followed submission of voluminous documents and was taken following special panel discussion before commission meeting en banc. Ann. June 18.

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.

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.

Station Manager for southeast 50,000 watt stereo. perienced sales-oriented broadcaster. Salary plus gross override. Good potential for ambitious ideaperson. 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.

General Manager for WDOE, Dunkirk, New York. Excellent opportunity for aggressive sales minded manager with a solid group operation. Send resume immediately to Simon Goldman, Goldman Group, Box 1139, Jamestown, NY, 14701.

Help Wanted Sales

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.

Illinois immediate opening Salesman. Media market. Salary. Commission. Advance with growing station. Established accounts. Equal Opportunity Employer. Send earning & sales record to Box F-171, BROADCASTING.

Salesperson wanted Four station chain always has openings for account executives who also do air work. Earn $12,000+ first year. Promotions come often. Box F-186, BROADCASTING.

Sales persons, announcer and copy writer for deep south radio station, experience desired. Great golfing and fishing. Equal Opportunity Employer. Box F-200, BROADCASTING.

California San Francisco area station wants local sales person for aggressive radio-TV operation. Excellent income in lovely place to live. Box F-243, BROADCASTING.

Experienced, creative, full-time sales representative, male or female, for small market Wisconsin station. Equal Opportunity Employer. Box F-244, BROADCASTING.

Wanted: Announcers/sales. Emphasis on sales. Willing to work and start low with chance to produce good income. Box F-245, BROADCASTING.

Come to Boston! Account exec opportunity to grow with new company and new ideas. Call Al Makkay WEZE 617-542-1717. All replies confidential.

$25,000 earned annually by our two leading salesmen, both approaching retirement. Unusual opening experienced salesperson with proven record to start taking over key accounts, leading to number one list. Big growth market, heavy agricultural base keep economy stable. Delightful living by sea. Seeking aggressive person with experience selling local retailers. Salary, car expense and liberal commission plan. Send resume Randolph Millar, WIRA, Ft Pierce, FL, Equal Opportunity Employer.

Help Wanted Sales Continued

Alabama needs experienced sales person. Opportunity for advancement to management. If you want to make money, learn, earn write Charlie Boman, WJBY, Box 930, Gadsden, AL. Send resume. All replies confidential. An Equal Opportunity Employer.

WJR AM/FM is looking to replace its National Sales Manager who accepted a promotion with a sister station. Contact Jim Long at 313-875-4440.

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

Experienced radio salesperson. Excellent opportunity. Hunting fishing and skiing. Call Mr. Hyam. 208-523-3715.

Self-starter experienced in radio sales or allied field. Coastal California station. Contact Jene Rose, Station Manager, 805-736-5656.

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.

DJ Wanted Four station chain always has openings for combo DJ/sales people. Earn $12,000 first year. Box F-185, BROADCASTING.

Night announcer, southwest Ohio, experienced commercial voice. Heavy production on semi-automated operation. Yearly potential $9000 in six months. Send resume, Box F-212, BROADCASTING.

Stable community service station needs responsible person for announcer. Prefer married - willing to do it our way. Position open is night shift. Sales possible but not required. Box F-222, BROADCASTING.

Two positions open at New Mexico AM-FM station. Staff radio announcer, news, music, commercials. Staff announcer news reporter. Must be able to cover police, council meetings, school board, and etc. Send letters and resume to Box F-231, BROADCASTING.

Mature sounding professional for successful Connecticut beautiful music. Convincing news, strong production. New facilities, no automation. EOE. Box F-235, BROADCASTING.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

New England Metropolitan, Top rated daytimer mid-day opening, MOR personality/production pro, no beginners, no time temp jocks. Call Bob Dumais, WCAP, Lowell, MA. 617-454-0404.

WHNE/WHND - Detroit oldies stations seek AM-Drive "20-20" style newscaster with big voice, good writing and 23rd. 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.

Jock slot this fall. Fulltime rocker. Tape/resume. Dick Mountjoy, WELK, Charlottesville, VA.

Experienced, staff sports announcer. Full time. Salary negotiable. Forward resume and voice tape to Bob Reynolds, WJR Radio, 2100 Fisher Bldg., Detroit, MI 48202.

Excellent permanent opening 90 miles from New York City. Experience with commercial station essential. EOE. S. Lubin, WVOS, Liberty, NY.

Help Wanted Announcers Continued

WYDE Radio, 50,000 watts, needs morning air personality. Good pay, tremendous benefits. Our parent company is a multi-station company. Send resume and air-check to: WYDE Radio, 2112 11th Avenue, South, Birmingham, AL, 35205. An Equal Opportunity Employer.

Play-by-play & color announcers. Pro's only. Send tape, resume, & fee's. No phones or returns. Jerry Marshall, American Sportsmasters, 6840 S. Cedar, Suite 8, Lansing, MI, 48910.

The University of Northern Iowa Broadcasting Services Department is seeking two producer/announcers to serve as on-air hosts for talk and music programs, to produce interviews and feature material and to serve as control board operators and hosts. The Department operates two separately programmed FM stations. Required: B.A. degree, third class endorsed, broadcasting experience and broad background in several types of music. Salary range: $8,200 to $9,000, depending on experience. Send resume and audition tape to Carl Jenkins, Broadcasting Services, Univ. of Northern Iowa, Cedar Falls, IA, 50613.

Help Wanted Technical

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.

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.

Chief Engineer for Midwest FM/AM directional. Technical ability counts. No board work. Good pay. Good living. Box F-203, BROADCASTING.

Engineering manager Major midwest market AM/FM seeks engineering manager experienced in all aspects of Technical Department administration. Position requires first phone and background in directional antenna systems. Equal Opportunity Employer. Reply Box F-208, BROADCASTING.

Chief engineer; Major midwest market good music FM station. New plant with excellent test equipment and working conditions. Must be experienced, hard working and self starting. Resume and salary requirement in first response to Box F-225, BROADCASTING.

Qualified C.E.-Announcer. Equal emphasis. Fulltime Class IV, west-midwest competitive market. Good salary, fringe benefits, stable operation. E.O.E. Write Box F-233, BROADCASTING.

Chief for AM-FM both automated. College town. Ed McKernan, Station Manager, KVOE - KLRF, Emporia, KS 316-342-1400.

Chief, 50 KW FM, KW ND-D. Top 40 in Milwaukee, Wisconsin. Excellent salary and fringe benefits in a group owned station. Thoroughly versed in stereo processing. Modern facilities. Contact Tom Bracanovich, Malrite Broadcasting, 5000-Euclid, Cleveland, OH, 44103 216-391-5000.

Christian 50 KW FM and network production studio needs experienced chief engineer. Must be qualified for stereo transmitter, studio and microwave maintenance. Send resume to Michael Little, Christian Broadcasting Network, Virginia Beach, VA 23463.

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.

Quality PBP announcer to double as SM or ND. 45,000 Texas market. Excellent advancement opportunity into management/ownership with successful small market group. Stable employment record a must. Contact Box F-223, BROADCASTING.

August 1st. Aggressive newsperson with one or two years experience for 50,000 watt southwestern contemporary station. First phone helpful. EOE. Box, F-226, BROADCASTING.

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.

Creativity needed! The kind that produces radio commercials for a station in west-midwest. Copy, resume. Box F-179, BROADCASTING.

Development/Promotion Director. Start August 1. Sales or development experience necessary. $10,000 plus benefits. Frank Jones, KUSU-FM, Logan, UT. 801-752-4100.

The University of Northern Iowa Broadcasting Services Department is seeking a Listener-Support/Volunteer Coordinator. The individual will serve as coordinator of listener-support programmed FM stations. Required: B.A., broadcasting experience, writing abilities. Salary range: $8,000 to $9,500, depending on experience. Send resume to: Carl Jenkins, Broadcasting Services, Univ. of Northern Iowa, Cedar Falls, IA, 50613.

Wanted: Top notch producer-director-writer of radio commercials. Phone 213-465-1151.

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.

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.

Experienced General Manager seeks permanent position in medium size market. Strong leadership with programming, sales, and broadcast corporate management background. Box F-191, BROADCASTING.

GM— Presently at helm of 50,000 watt midwest FM looking into future. Desires like position at small market AM/FM. Give me opportunity to make money for both of us. Box F-196, BROADCASTING.

Currently successful GM seeking similar position. (Station being sold). Professional administrator, sales oriented. Knowledgeable all phases including FCC. Creative, P&L conscious. Family man. Community-active. Box F-216, BROADCASTING.

Lazy manager wants to make money for worn out owner. CE, sales, BA, ownership, 25 years, 49. Like Kentucky bourbon. Box F-221, BROADCASTING.

Attention Arizona or New Mexico AM's. Central Pa. qualified Station Manager, 23 years experience, seeks relocation in your area as GM,SM, or CM. Strong sales, programming and license renewal. Box F-224, BROADCASTING.

Situations Wanted Management Continued

Pro. Experience sales management, sports, sales and programming. Can help build your station, medium/small market. Proven ten year record. Call 707-725-9135, or write 3025 Smith Lane, Fortuna, CA 95540.

Corp. officer, general manager - will invest, strong sales, marketing, community, profits record. Trusting in the plenary truths of the Bible, I am honest, patient, helpful with people. Business major, ex. health, references, now with good employer radio, TV, cable. Relocate anywhere 804-384-8557. Box 3293, Lynchburg, VA 24503.

Operations manager, Music Director, first phone, programming specialty. Prefer West—consider all. Box 3935, Hayward, CA 94540.

Situations Wanted Sales

Account executive ready to move up to sales manager prefer FM but will consider AM. 15 years experience all phases of radio. Box F-202, BROADCASTING.

Entry level sales position leading to management. Year radio sales experience. Relocate. B.S. Communications. Box F-209, BROADCASTING.

Situations Wanted Announcers

Talk-show host experienced in CA, Seattle, Minneapolis. Good demos and ratings. SDX and Peabody winner. Major markets contact now. Box F-139, BROADCASTING.

Definitely the worst Top 40 disc-jockey ever created. Hard to get along with. Poor ratings. Bad voice. No creativity whatsoever. But I think you'll like me. Box F-182, BROADCASTING.

3rd phone endorsed, Broadcast school grad. Tight board, MOR, C&W, news, creative commercials. Young 46 with other experience and talents. I want new horizons, Radio, you need me. Box F-187, BROADCASTING.

Ten year first phone announcer from market fifty wants major country or M.O.R. in warm climate. Box F-234, BROADCASTING.

All night airman with knowledge of music: three years experience: excellent references: strong on news and production. Smooth will accept top small market. Box F-237, BROADCASTING.

DJ Limited experience tight board good voice. Ready now. Rollin 312-788-1272 or Box F-240, BROADCASTING.

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

Music Wiz! MD/Air, 3rd, college grad, prefer progressive sound, will work all music ready now and will move. Peter Shendell, 911 Oakland Ct., N. Bellmone, NY 11710.

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 desires full time position. 3rd phone, sales experience, willing to travel. If you need aggressive individual with personality-Jim-716-621-2329.

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.

Ambitious radio man with 3 years experience looking for a good station to grow with. Will do some sales. Bill Smith 516-731-6168.

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

Announcers with first phone qualified for air shifts including news and production. Placement director, Brown Institute, Fort Lauderdale, FL, 305-772-0280.

Sportscaster, current S.D. Desire medium to major market position. Top quality performance. Jeff Kennedy. 1-815-838-1639.

Beginner looking for first job, hardworker, broadcast school graduate, 3rd endorsed, willing to learn. Call Greg, 831-3546, or write Greg Cornelison, Rt 8, Box 222, Chattanooga, TN 37409.

First-phone announcer. Three years experience, includes production, music-directing & sports. Seeks immediate air shift as morning man or afternoon drive personality-all formats. Will relocate. Currently employed. Contact: Jerry Michels 406-482-3871.

D.J. with first phone seeks contemporary top 40 or progressive station. College radio and Elkins Institute experience. Former band manager and concert promoter. If you want someone not afraid of long hours or hard work I'm your man. P.D. Box 4307, Topeka, KS 66604.

First phone with radar endorsement, 23, single, BS broadcasting and educational media, go anywhere Michael 904-433-4965.

Young, hard working, versatile announcer, seeks small market station. Some experience, lots of desire. 3rd endorsed, sports background, production, news, and commercial writing skills. Married, will relocate. Charles DeNatale, 120 East 6th Street, Clifton, NJ 07011. If interested, call 201-546-0680 after 6 pm.

Ambitious young annoucer. 3rd endorsed. Good news, commercials, sales experience. Dependable. Will relocate. Prefer North Eastern states. Richard Goodman, 1745 East 8th Street, Brooklyn, NY 11223, 212-645-6486.

Creative, humorous personality will relocate at contemporary music or talk station. First phone, ten years experience. Carl Keller, 301-371-5232.

Believe this ad. Adult Cont/MOR personality seeking Calif. Most adult unique one to one, smooth, sincere, likeable, no-kid-stuff, major market quality, no ego trip style that sells. Available August. Any shift/market/hours if paid. No FM/Country/Chicken. 3rd. Conscientious Owner/PD call me for breath of clean fresh air. 702-359-9538.

Maine: Program director, announcer for adult station. Stable, professional, best references. Steve Dean, Box 395, Chepachet, RI 02814. or call 401-568-2782.

Female d.j. needs a break into radio. Good boardwork and production. 3 years air experience in progressive rock, blues, C&W, MOR formats. AA in radio broadcasting. 3rd endorsed. Will relocate. Denise Tow, 16302 Candlelight Dr., Whittier, CA 90604. 213-943-1522.

Bright, creative DJ, 3rd phone endorsed. Tight board, copywriting, excellent news delivery, production. 6 mos. experience at KIIS, Los Angeles. Seeks challenging position in California. Tapes and resume available. Contact: Christopher Marker, 1220 Canterbury, Hillsborough, CA 94010 Phone: 415-342-4921.

Situations Wanted Technical

Stifled, need challenge. First phone, B.S. Degree, 8 years AM, FM Stereo, automation. Strong on construction, maintenance. Prefer Midwest. Box F-188, BROADCASTING.

Good radio man with first phone, long, varied experience all technical areas. Family man, no drifter, capable. Willing to accept assistant or staff job. Prefer: South or Midwest, medium or small market, no announcing, but will consider all replies. Box F-238, BROADCASTING.

First phone, some UHF television experience, associate degree, dependable. Seeking engineering position with radio or television in Midwest. Box F-241, BROADCASTING.

Situations Wanted News

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.

Announcer-reporter-writer, young and dedicated, 3rd ticket, BA., seeking news-related position anywhere! Presently employed, anxious to travel and relocate. Box F-183, BROADCASTING.

Looking for stability: Three years vet. PBP color, MOR Top 40 jock, news, production. Will answer all inquiries. Box F-237, BROADCASTING.

Looking for placement in broadcasting news, sales. Feel dependable for such a job. Box F-239, BROADCASTING.

Experienced Sportscaster. Wants position in news or sports reporting, or pbp. College graduate, age 22. Paul Eamich, 1275 Brentwood Dr., Reno, NV 89502.

Sportscaster with two yrs experience at U.C.L.A. PBP experience in baseball, basketball. Also can do news. College grad., will relocate, available now. Contact Jeff Lowe, 2818 Medill Place, L.A., CA 90064.

Radio newsperson with St. Louis market experience and M.A. in Communications seeks position in Northern Midwest. Contact: Jim Barker, 2934 Lawton Place, St. Louis, MO 63103. 312-535-4580.

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.

Broadcast journalist with four years experience, medium market. J-degree. Will travel anywhere. Strong public affairs programming. Jack Bulavsky. 702-786-1230.

News Director/announcer strong on local news, science and consumer interests. Great addition to any news term! 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.

Jack Buck told me to "get out of Sparta" Help me take advice. 5 yrs. experience ready for medium or large market news or sports. How about an interview? Chuck Trent, Sparta, IL 62286. 618-443-4410.

Situations Wanted Programing, Production, Others

Award winning copy and production chief at medium market ready to move. Married, degree, will relocate. Box F-170, BROADCASTING.

National programmer with proven success wants to fine tune your station. Will analyze your programming and submit recommendations Excellent record on national level. All formats. Box F-228, BROADCASTING.

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-LO3-1739.

Experienced Top 40 jock seeking on air PD position in Contemporary station. 215-279-7281.

TELEVISION

Help Wanted Sales

Ampex needs talented VTR salespeople in Scandinavia. Stockholm based assignment has responsibility for Sweden, Norway, Denmark, Finland, Iceland. Knowledge of Scandinavian language an asset. Prime requirement is detailed technical knowledge of television systems and ability to sell. Good salary, plus incentive. Assignment has two year minimum period. Afterwards you can be transferred to other Ampex offices in Europe, Far East, or USA. Resume to Box F-246, BROADCASTING.

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.

TV Maintenance Engineer, strong on video tape. Send resume, qualifications and experience, Reply to Box F-229, BROADCASTING.

America's newest CBS VHF affiliate now building for August startup. Need switcher-maintenance first phone people. Light production. Good benefits. Resume to WBKB-TV, Channel 11, Alpena, MI 49707. 517-354-8216. EOE.

Audio production engineer. 100KW Fine Arts FM. Prefer commercial production house experience. Extensive mixing, editing, supervise quality control. Tapes, resume: WJCT Engineering, 2037 Main Street, Jacksonville, FL. 904-354-2806. Equal Opportunity Employer.

Immediate opening for entry level Staff Engineer for public TV station WNPB, Marquette, Michigan. Maintenance experience on VTR, studio cameras and film chains. Prefer AAS degree in electronics. Refer applications to Employment Supervisor, Personnel and Staff Benefits Office, Northern Michigan University, Marquette, MI 49855, Telephone 906-227-2330. Excellent fringe benefits. An Equal Opportunity Employer.

Tulsa-based Oral Roberts Association TV production seeks director of engineering. Strong experience with RCA cameras and related equipment required. Video capabilities desired. Send resume to Personnel Dept., Oral Roberts Association, P.O. Box 2187, Tulsa, OK, attn. Don Ford, or phone 918-743-6457.

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

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. An Equal Opportunity Employer. Send resume to Box F-152, BROADCASTING.

News Reporter/Anchorperson: Large southeast market with number one ratings. Five years TV news experience required. Salary open. Send resume and photo to Box F-199, BROADCASTING.

Cameraperson/producer for challenging job with Washington news service. Must have own SOF camera. Salary will grow with news service. Immediate opening. Send resume to Box F-211, BROADCASTING.

Help Wanted Programing, Production, Others

Producer/Director needed immediately. Will consider Associate Director with experience. News and film experience desirable. Equal Opportunity/Affirmative Action Employer. Box F-198, 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.

Situations Wanted Management

General Sales Manager employed in medium market seeks next step. Have extensive national, local, regional experience in both major and medium markets. Training, planning, motivation my first love. Excellent sales credentials with all employers. Accustomed to formidable challenges, much responsibility. Box F-192, BROADCASTING.

Situations Wanted Technical

Experienced First Class engineer in major market. Transmitter, studio, VTR, camera etc. Well rounded and qualified. College graduate. Box F-206, BROADCASTING.

Female, first phone, television operations and radio experience. Reliable. Professional. Reply Box F-236, BROADCASTING.

Transmitter supervisor with microwave, studio, construction and small market chief experience seeks change. Thirteen years experience. Presently employed. Box F-247, BROADCASTING.

Situations Wanted News

Meteorologist A.M.S. Seal. Resume and VTR upon request. Box F-137, BROADCASTING.

Help! Public affairs-news producer (female) dying in small market! Experience! Energy! Enthusiasm! Box F-178, BROADCASTING.

Contemporary Anchor. Award-winner. Gregarious. Versatile. Sports. Michael Ross. 14023 School St., San Leandro, CA 94578. 415-357-6381.

Ex-reporter making transitional step to broadcasting seeks newswriting/reporting opening. Confident, competent. Andrew Armstrong, 34 Susquehanna Avenue, Cooperstown NY 13326.

Situations 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.

Experienced and creative Photographer: 16 mm., 35 mm., editing; news and commercials; 15 years in small markets; Desire to relocate to larger market. Box F-184, BROADCASTING.

Production assistant Young, B.A. Broadcasting, S.F. State Univ. '75. Willing to work way up-creative, dependable and anxious for break. Box F-189, BROADCASTING.

4½ years in radio. Great voice. Looking for major market TV booth. Talented and versatile. Box F-190, BROADCASTING.

Situations Wanted Programing, Productions, Others Continued

News and/or Field Producer - Six years production/journalism experience, last two directing at net affil. A.B. with some graduate work. Married, 26, and looking for stable move to major market. Box F-215, BROADCASTING.

Production Manager, Producer Director, victim of Kaiser Station Closing in Cleveland, 19 years experience, call Ron Schneider 216-255-4110.

Creative, hard-working continuity/traffic/production director seeks advancement. 614-382-3118.

CABLE

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.

BUY—SELL—TRADE

New and used Towers also painting and erection. Angle Tower Erectors, P.O. Box 55, Greenville, NC 27834. 919-752-7323.

WANTED TO BUY EQUIPMENT

Equipment Wanted: Used automation systems, transmitters or what have you? Paul Schafer, Schafer International, 5801 Soledad Mtn. Rd., La Jolla, CA 92037.

FOR SALE EQUIPMENT

Complete color film island, including base: Norelco PCF-701 camera; Norelco Multiplexer-PCM800; 2 Eastman Kodak 16mm projectors model 285; Spindler and Sauppe Spectrum 32 slide projector; Grass Valley audio board-model K7-4; Colortran Solid State lighting control system: 2-scene dimmer panel, master fading (model 165-002), patch panel (model 170-000), SCR dimmers (model CPS 12-120G) and lighting fixtures: photo equipment used 8 months: Hill's mini-mat 16 mm processor, Cannon Scoopic 16 outfit, Cannon Scoopic 200 outfit, Simplex chemical mixer. Write WiiL-TV, Box 719, Terre Haute, IN 47808.

For Sale this summer: RCA BTF10E1 transmitter with BTE15A exciter, BTS1B stereo generator, BTX1B SCA generator, and Superior Electric EMT6220YB voltage regulator. Antenna combination RCA BFA12B and Electronics Research 30012V. Frequency 100.3 mHz. WNIC, Dearborn, MI 313-846-8500.

Solidstatesman FM limiter, 1970, factory reconditioned. $350. WRAR - FM 804-443-4321.

Used Shively Fourteen Bay Circularly polarized antenna. Priced to sell. Earl Jagoe, WSTO, Owensboro, KY. 502-683-5948.

2 TK-43 Camera chains 10:1 lens, heads, studio pedestals, 400' camera cable, spare l.o., studio use only. $10,000 each. Christian Broadcasting, Box 1037, Manassas, VA. 22110. 703-361-2715.

For Sale Equipment Continued

Radio remote van: Chevrolet van, completely restyled for remotes. Sharp, attention getting, excellent running condition, carpeted throughout, large windows, air conditioned, bottled gas heater. Equipped with: 1-Sony tuner amp, 2 QRK turntables, 1-Russo 505 Mixer, 1-EV 635 mike, 1-Spotmaster 5 spot playback tape machine, 1-Marti 45C MHZ transmitter and receiver with antennas. Picture on request. For sale - all or part. 616-458-3793.

Electro-Voice 667A microphone; limited personal use six months; $225. Randolph Price, 17 Brooks Avenue, Apt. 1, Venice, CA 90291.

IT RP-0003 Cart recorder with automation tones, mint condition, $1000; Teac 3340S four channel simul-sync recorder, $800. 303-242-0405.

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.

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.

500 one-liners! Why buy thousands and use hundreds? We sell just the winners. Established service. Send $8.50 to Hotline, PO Box 62, Hattiesburg, MS 39401.

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.

Auditions, air checks duplicated. Recorder. 862 East 51 St. Bklyn, NY 11203.

INSTRUCTION

KiIS Radio's Broadcasting Workshop for Professional DJ & News training. Both in studio and on-air training. Write: KiIS 8560 Sunset Blvd., Los Angeles.

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-d.j.-1st class F.C.C. license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly 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.

Instruction Continued

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: July 14, August 25, Sept. 29. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

For 38 Years, Industry Leader, Don Martin School of Communications trains for 1st phone license, in just five weeks! Inquire about our special summer offer. Call collect for details, 213-462-3281, or write, Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!

Get your FCC license in Chicago! Biggest school in the Midwest. Results guaranteed. Veterans approved. Financing. Omega Services, Inc., 333 East Ontario, Chicago, IL 60611. Call today: 312-649-0927.

No FCC license? Tried every way but the right way? It's time for Genn Tech. Home study. Free catalog. 5540 Hollywood Blvd., Hollywood, CA 90028.

Radiotelephone third class FCC exam instruction. Elements 1, 2 and 9. Twelve year tested method, very latest material. Multiple choice questions, keyed answers, explanations, FCC summary of Rules and Regulations. $9.50, first class postage prepaid U.S.A. Cash with order. Posi-Check, Dept. B, P.O. Box 3564, Des Moines IA 50322.

Cassette recorded first phone preparation at home plus one week personal instruction in Boston, Atlanta, Detroit, Philadelphia, Kansas City, Seattle, Los Angeles. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA. 90266. Telephone 213-379-4461.

RADIO

Help Wanted Management

DYNAMIC GENERAL SALES MANAGER FOR NORTHEAST MAJOR MARKET. $20,000 BASE WITH OPPORTUNITY TO EARN $35,000 . MUST BE CREATIVE MOVER. ALL REPLIES CONFIDENTIAL.

Box F-201, BROADCASTING

Help Wanted Announcers

CAN YOU THINK & TALK?

We're looking for a talk show host who is knowledgeable, well read, glib and opinionated. Third class ticket a must; programming and/or news background helpful. Resume and salary expectations to Box F-197, BROADCASTING.

An Equal Opportunity Employer.

Help Wanted Technical

VICE PRESIDENT ENGINEERING $15,000 Plus

Growing chain seeks top notch engineer to oversee two A.M., and two F.M. stations within 200 mile radius. Headquarter in major eastern city and be responsible for A.M. daytime directional. Engineering know-how and ability to lead and administrate a must.

Send full resume and references with current salary to Box F-213, BROADCASTING.

Help Wanted News

NEWS PROFESSIONALS

WASH-FM is looking for a people-oriented radio journalist who is good on the air, in the field, and on the phone. You should be articulate, be able to write concisely and creatively, and be able to gather and edit tape well. The person we hire will be joining the radio news department that has won more awards for news this year than any other in the Nation's Capital.

Send a complete resume, writing sample, and air check tape to Bob Hughes, WASH-FM, 5151 Wisconsin Avenue, N.W., Washington, D.C. 20016. An Equal Opportunity Employer.

Situations Wanted Management

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

Situations Wanted Announcers

11-year radio pro needs the right situation.

Can offer:

- **Youth — 26**
- **Talent & experience—Over 5 years on the air in major-market AM/FM radio in Boston, Detroit, Cincinnati, and Chicago**
- **Sales knowledge—Former radio and agency account executive**
- **Production skill—Have 4-track recording studio in my home**
- **Versatility and Chutzpah!**

Reply to: Box F-214, BROADCASTING.

Major Market Pro.

morning personality at a top rated A.M. contemporary M.O.R. available.
Phil Marquis
5401 NE 16 Ter. Ft. Laud. Fla. 33334

Situations Wanted News

ATTORNEY-BROADCASTER

May Law graduate with six years news experience in small and medium markets, seeks any news position, top 100, radio and/or TV. Former ND, consumer and political reporting my specialty, but nothing's too tough Former Capitol Hill staffer, currently employed, 25, single, relocate anywhere. Top references. A pro you'll be proud to have. Available August 1. Reply in confidence to BOX F-220, BROADCASTING

Situations Wanted Programing, Production, Others

SUCCESS IS AT HAND

For both of us. If you are a top 40 station looking for a program director to make you—or keep you—highly rated, profitable, and respected in your community. I can offer a talented, experienced, and well educated programmer, administrator, producer, and air personality (currently on the air in a very major market). I ask in return total commitment to those goals, a salary that indicates my services are valued, and a pleasant enviornment in which to live. Your investment will pay handsomely.
Reply: Box F-227, BROADCASTING, or leave message at (303)832-8032 (evenings).

Situations Wanted Programing, Production, Others Continued

EXCEPTIONAL PROGRAMMER
7 STATIONS 7 RATED No.1

Inquiry from owner on general manager earns basic, standard program recommendations, working theory of consultant and agreement facsimile.

Box F-60, BROADCASTING

ASSISTANT PRODUCER

Aggressive hard working professional seeking assistant producers position. Self-starting, self-accomplishing. Full working experience in all production avenues. Will consider other offers. Looking for challenging young station to grow with. BA degree. Resume. Kenneth Ingles 175 Lake Boulevard, Buffalo Grove, Illinois 60090 312-541-4892

MAJOR MARKET PRO

Programming or personality. Contemporary to Rock.

305-868-5138

TELEVISION

Help Wanted Management

CREATIVE JOURNALIST

Dynamic, creative person with solid TV news experience who wants to move to top management. Master's degree, plus broad knowledge of TV news operations, ability to work with people, make decisions, think and work hard a must. Management oriented reporters, producers and executives are preferred. Resume and photograph to Box F-205, BROADCASTING

Situations Wanted Announcers

MAJOR MARKET TV PERSONALITY

Five Years on camera experience in top 10 market. (Daily Talk Show, staff announcing, children's program, some anchor). **Black female** with pleasing on camera personality and good voice. Master's Degree. Looking for home in medium-major market.
Call 608-365-3751
or Box F-204 BROADCASTING

MAJOR SPOKESMAN

A Seasoned, polished performer is considering a move to Medium or Major Market. 35 yrs. of age, family man with mature and responsible approach to Broadcasting. 20 yrs. of Radio/Television. Skilled in commercial music formats; solid on-air and on-camera salesman; sound interviewer; believable news delivery; warm personality with quick sense of humor. Living in South East for the past 7 yrs. and working as free-lance talent for Radio/T.V shows and commercials. Also producing, directing and talent for large regional account. Currently have four V/O and one on-camera National commercials.
If you have an opening and my qualifications fit, we can make arrangements for a meeting. I will bring video cassette, references and be prepared for Audition. 803-795-6784 til 2 pm and after 7 pm EST.

Situations Wanted News

NEWS DIRECTOR/ANCHORMAN

Veteran news broadcaster with solid credentials and broad experience in all phases of radio/TV news operations. Seeking new and greater challenge. No responsibility too great. Resume, references, VTR available by writing to Box F-207, BROADCASTING.

Placement Service

IMMEDIATE OPENINGS
Let us analyze your resume now!
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Number "One" in Weekly, Nationwide Employment Listings for Radio, TV, DJ's, PD's, Announcers, News, Sales and Engineers

- ☐ $12.00 3 months (12 issues)
- ☐ $25.00 12 months (50 issues)

(Check Appropriate Box)

NAME ....

ADDRESS ....

Enclose Check or Money Order

For Sale Equipment

FOR SALE—ITA 10 kw Transmitter w/Mosely Exciter, used. Available immediately. $4,999.00 FOB Las Vegas, Phone 702-735-8644

Stations for Lease

FOR LEASE IN HOLLYWOOD

Radio Studio/Production Facility
Former FM Station With 3 Broadcast Booths

Sunset-Vine Tower *(213) 466-3455*
6290 Sunset Blvd. *Hollywood, Calif*

Miscellaneous

WHATEVER HAPPENED TO PRETTY MUSIC?
It's alive and well, and can be yours for a song!
Complete Stereo Music Service
Balanced—Programmed—
Updated—Serviced
It's all on tape—256 1½ hr. reels
For details and sample tape contact:
MAR-WAL, INC.
2813 Hartwood, Fort Worth, Tex. 76109
817-927-5694

For Sale Stations

TOP MARKET OFFERING

AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price: 2½ million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

For Sale Stations Continued

Profitable AM/FM in Northeast; small beautiful thriving market. Own building and 5-acres of land. Price $700,000.
Box F-217, BROADCASTING

5000 Watts fulltime AM station available in New England metropolitan area. Excellent business climate and close to vacation areas makes this an ideal opportunity for either owner-operator or medium sized eastern company looking towards expansion. Asking price of $625,000 is less than two times last year's gross revenue. Good growth opportunity for right owner. Include financial qualifications. Brokers protected. Box F-218, BROADCASTING.

VACATIONLAND-MAINE BEAUTIFUL COASTAL RESORT CLASS B 50KW FM RULEMAKING PETITION READY TO FILE need for service study, research and complete engineering exhibits.
Box F-219, BROADCASTING.

Highly profitable 10 Kw AM—full time in sunny western city of 750,000, grossing over $700,000 with No. 1 rating most of the day. Asking only $1,200,000 with $500,000 down. Qualified buyer only.
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Indicate desired category: ______________________

Copy: ______________________________________

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Bob Gordon and the world west of the Hudson

The temptation when writing about public personages is to separate them into categories, with a label for each. A label that some colleagues have suggested for Bob Gordon, a broadcast-industry public person by virtue of his recent election to the vice chairmanship of the National Association of Broadcasters television board and of the press he has received as a critic of laxity in television standards, is "Mr. Clean."

Mr. Gordon was one of three TV board members who in Las Vegas last April voted against adopting the family viewing period; he voted against it because he thought all programing on TV, from sign-on to sign-off, should be suitable for the family.

He made local headlines in February when he refused to air *Cher* at its designated 7:30 to 8:30 p.m. Sunday time slot because he found it unsuitable for the family audience. He was the only CBS affiliate to refuse the show for early evening viewing.

In 1972, Mr. Gordon directed a national workshop for upgrading children's television programing, and after selling the idea to the NAB, followed it with another, NAB-sponsored children's workshop this month in Washington.

Lump these together and some might be led to think that Mr. Gordon is on some sort of crusade to sanitize home viewing.

But Mr. Gordon chafes at that thought. "That's not my style," he said while in Washington for the NAB June board meetings. "I certainly don't want that reputation. It would not be earned and would not be accurate."

Mr. Gordon is of the unswerving opinion that television is foremost a family medium, because the TV set is right there in the home. "I think that imposes more of a responsibility on the person who's producing television material than it does on one who's producing it theatrically.

"I tend to break ties on the marginal calls in favor of the less possibly offensive material," he said. His theory on that is that if 50% of his audience believes his programing has the right amount of violence and the other 50% believes he has too much, he will offend neither if he opts for less sex and violence.

But that does not mean that there should be nothing at all on TV that parents might not want their children to see, he said. He noted that he had not wanted to delete *Cher* from his station's program schedule altogether, but instead to move it to a later time.

Robert Dyas Gordon—vice president and general manager of WCPO-TV Cincinnati; b. Colorado City, Tex., Oct. 15, 1927; served in FBI in Washington, 1948-50; announcer, then program director at KUNO(AM) Corpus Christi, Tex., 1950-51; U.S. Army, 1951-55, serving in Korea as artillery officer, later station manager and officer-in-charge of programing of Armed Forces Korean Network; announcer-director of WHEN-TV Syracuse, N.Y., 1955; part owner and program manager of WTWV-TV Tupelo, Miss., 1956-58; operations manager and local-regional sales manager at KTUL-TV Tulsa, Okla. 1958-60; joined WCPO-TV in 1960 and has served as local sales manager, sales manager, assistant general manager; general manager since 1964; named vice president of parent Scripps-Howard Broadcasting Co., 1966; elected to board of Scripps-Howard in 1971; elected to National Association of Broadcasters television board, 1973 and 1975; elected vice chairman of the NAB TV board, 1975; m. Jeanne Stokes, Sept. 7, 1949; children—Bob Jr., 21; Jeff, 15, and Gus, 10.

Mr. Gordon does not think he differs from many other broadcasters on the sex and violence issue. The community which he is bound to serve, like so many others, "is by and large a conservative community that believes in more traditional values than perhaps a Los Angeles or New York." Where he does differ, he thinks, is that he is more outspoken than most.

Mr. Gordon's candor in talking with the press got him into trouble with some members of the TV board two weeks ago, including the NBC and ABC representatives, who had at first pledged their support for his candidacy for the vice chairmanship, but who changed their minds after a Cincinnati paper paraphrased him criticizing the networks for "pursuing more and more risque material on home screens." That and his feeling about family viewing caused them to question his loyalty to the team.

After winning the election, however, Mr. Gordon said he would hear no more of the discord over family viewing. "If you ask if it is precisely the kind of language that I would prefer," he said, "No. But it does represent the best thinking of some of the most concerned broadcasters in the business. And our objective now should be to make sure that we do the best we can to make sure that the people get a better brand of television."

Mr. Gordon has been a broadcaster since 1950 when he started as morning announcer for KUNO(AM) Corpus Christi, Tex. He is a native Texan who kicked around 13 little West Texas towns (the population of the largest was 8,000) before graduating from high school. He never received a college degree, although he attended McMurry College, Abilene, Tex., and Syracuse University.

His first job, which he recalls as "less gossamer" than work in the entertaining arts, was with the FBI. He said he liked that work but that it was "restrictive and demanding," and after two years, he "decided that I really wanted to get back into what I initially hoped to do." That was when he took his first job as a morning disk jockey.

He served five years in the armed forces, one year right out of high school in the Navy V5 program, then four years beginning in 1951 in the Army. He was sent to Korea, and there eventually became officer-in-charge of programing for the Armed Forces Korean Network.

Out of the Army, he became an announcer for WHEN-TV Syracuse, then bought a share in and served as program manager at WTWV-TV Tupelo, Miss. From there he joined KTUL-TV Tulsa, Okla., where he was operations manager, then local-regional sales manager.

He joined WCPO-TV in 1960 as local sales manager, then became sales manager and assistant general manager, before becoming general manager in 1964. He was named vice president of parent Scripps-Howard Broadcasting Co. in 1966 and was elected to the board in 1971.

Mr. Gordon was first elected to the NAB TV board in 1973, then again in 1975. He is also on the board of the Television Information Office.

For relaxation he raises and shows quarterhorses and will enter one, a gold palomino named Gold Queen Bee, in the world championship show for quarterhorses in Kentucky this November.

Mr. Gordon's horses are his only hobby at the moment. He says he is compulsive about his hobbies much as he is about his work, which by the way, he does not consider work at all. Broadcasting is fun, he said. "It's what I would be doing given half a chance to do just for pure pleasure."

Editorials

Call the doctor

Several votes taken during the National Association of Broadcasters board meetings two weeks ago reflected the need for reappraisal of the organization's purpose and structure. Voting to perpetuate the status quo in a board composed of 25 directors from radio and 15 from television was in itself a sign that there is a disinclination under present arrangements to admit that television is by far the larger attracter of public attention and, therefore, political trouble.

During a television board meeting that fastened on another subject—whether to make code subscription mandatory for NAB television members, as was eventually affirmed—Lawrence H. Rogers II, president of Taft Broadcasting Co., raised an interesting point. Apart from arguing for a strengthened code, with larger representation of views outside New York and Los Angeles, Mr. Rogers made a case for the separation of radio and television in trade association affairs. Radio and television are different in their needs, responsibilities and markets, Mr. Rogers said. Right now, for example, the atmosphere in Washington favors harsher controls over TV and de-regulation of radio. Only "history and habit," said Mr. Rogers, can explain the consolidation of radio and television representation in the NAB.

He is right, of course. Television was admitted to the NAB by reluctant radio members only with the thought that it might be more easily suppressed or managed inside the camp. A small and underfinanced Television Broadcasters Association allowed itself to be absorbed upon the recognition given in a renaming of the NAB as the National Association of Radio and Television Broadcasters (which it was called for many years) and the NARTB's hiring of the TBA's one paid officer, the late Thad Brown. From that day to this there have been periods of uneasiness between radio and television members.

Mr. Rogers did not give a detailed plan of separation, beyond suggesting that radio dues and television dues go for their respective purposes, indicating he favors a federation approach, with semi-autonomous organizations for radio and television under a common secretariat. Other broadcasters are known to be thinking along similar lines.

This publication, which has talked of federation in the past, suggests a new approach: the engagement of an outside analyst to identify the problems and propose the organization they require. Is there a way to coordinate the work of the disparate organizations now representing many elements of broadcasting? Are some obsolete? The answer won't come from those whose commitments or jobs are on the line. They could come from a McKinsey, a Booz, Allen, an Arthur D. Little or some other firm that may not come at once to mind.

With regret

There is a sense of genuine loss when a going broadcasting organization—like Avco—is dismembered. No matter what the reasons, station employes go into shock, usually temporary, while most people, who regard their radio and television stations as friends of the family, are troubled. That is because stations are vibrant, living beings, and are not seen as inanimate objects like utilities or heavy industries.

Avco, as we have reported over the past couple of years, has sold off all five of its television stations and three of its radio outlets, with four still on the block. The parent Avco, which has diversified into industry (farm machinery, aerospace, engines), finance services (Carte Blanche credit cards, savings and loans, land development, insurance) and leisure (motion pictures), has been in dire need of liquid funds to pay off obligations incurred during the recession and energy crisis. Its broadcast properties were profitable and therefore salable.

Somewhat similar circumstances led to the sale by Time Inc. of all except one of its broadcast properties three years ago, with McGraw-Hill the principal purchaser. But Time Inc., which since has recovered its economic well-being, has not only maintained but expanded its position in pay cable through ownership of Home Box Office in New York.

As we figure it, Avco will realize about $78 million from the station sales it has negotiated so far. Avco originally paid $21 million to Powel Crosley for his properties, which included set manufacturing plants ("You're *There* with a Crosley") and real estate in Cincinnati and elsewhere, and WLW(AM), the only radio station ever to broadcast with 500,000 watts, plus WINS(AM) New York. Mr. Crosley sold Victor Emmanuel, Avco president, everything except the rights to the Crosley midget automobile, which was far ahead of the pack but never made the grade.

Many broadcasters achieved prominence at Crosley-Avco. Among them were William S. Hedges, retired NBC executive; the late James D. Shouse and Robert Dunville, who had directed expansion into television, Ward L. Quaal, who went on to head WGN Continental, and the incumbent president-general manager, John T. Murphy, who moved from NBC to Crosley in 1949 and has directed Avco Broadcasting for the past dozen years.

There's something different about the selling off of stations even when there are willing sellers and buyers, because stations are people.

No patsy

To the credit of the voting majority, the FCC has refused to fall for the trick devised by WETA-TV Washington, a noncommercial station on channel 26, to get itself a VHF channel. The station had applied for an experimental operation on channel 12 to prove its assertion that it could operate without the ruinous interference that a number of other stations would, by all other testimony, suffer.

WETA-TV knew, of course, that if it ever got an experimental permit and transferred its viewers' habits to channel 12, no FCC would risk the political reaction of removing the VHF authority, no matter what havoc it caused in other cities. Now that the trick has failed, WETA-TV can get on with the job of putting out a better UHF signal.

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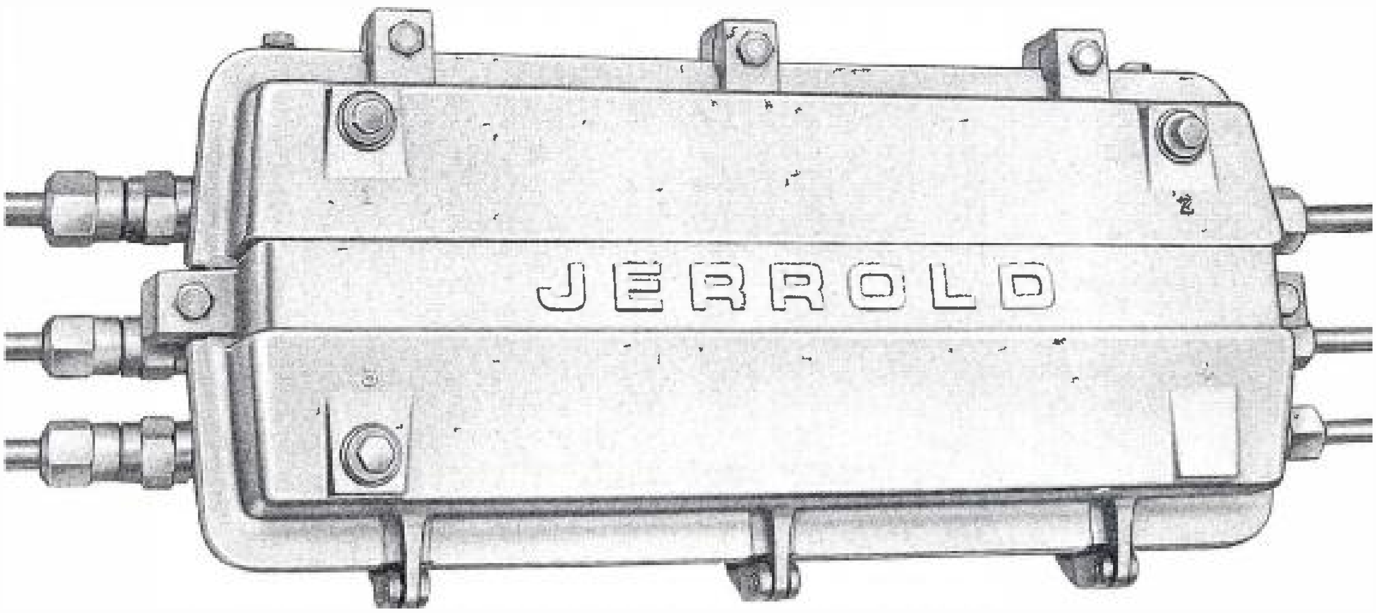

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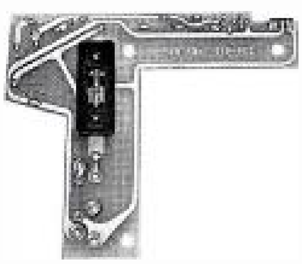

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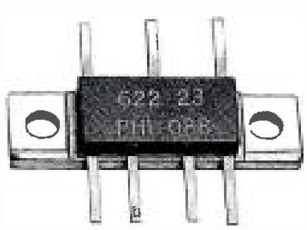

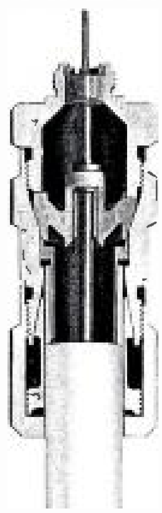

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