Closed Circuit Page 21 ■ The Week in Brief Page 19

July 7, 1975

line in Pennsylvania join petitions-to-deny ranks
e story of that tortured 'Washington Star' transfer

Broadcasting Jul 7

The newsweekly of broadcasting and allied arts

Our 44th Year 1975

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

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

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

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

Besides winning viewers, their documentaries have won a silver gavel from the American Bar Association, a certificate of achievement from the state medical association, and an Emmy nomination.

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

When the KYTV cameras aren't recording news, the KYTV people are busy making it, through locally produced sports and entertainment shows. Take Virgil Ward (front row left) and the capable assistant you see perched on his lap. You can catch their weekly fishing show on 87 markets in the U.S. and Canada. And when Virgil packs his rod and reel, he includes a reel of Eastman film.

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

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

FILM. THE BASIC MEDIUM.

Kodak

Business Briefly

Third time around ☐ Chrysler Corp., Detroit, is moving into high speed with third rebate advertising effort of year. Multimillion-dollar campaign began last week in all media, especially heavy in broadcast. For competitive reasons, Chrysler declined to specify media details but it's known that "Nationwide Summer Sale," with Joe Garagiola again as spokesman, will continue until late October or early November with commercials on network TV and radio and on spot TV and radio in more than 5ʳ
Commercials will stress reba
to $300 on 184 different moc
cars and trucks, and will fea
music and lyrics of song,
Before (And We Can Do it A
cy for Chrysler is BBDO, De

B-M bartering in radio ☐
will barter new daily 60-m
Playhouse series, beginn
Bristol-Myers will take six m
each hour and leave as man
tional minutes for stations tc
advertisers. Thirty-six sta
already signed for series, a
WOR(AM) New York; WWJ(
KETO(FM) Seattle; KPRC(AN
WKAT(AM) Miami; WBAL(AM)
WINF(FM) Manchester, Con
Greensboro, N.C.; WICK(AM) S
KWKH(AM) Shreveport, La
Raleigh, N.C.; WOC(AM) Dave
WMOB(AM) Mobile, Ala.; KXRX(A
Calif., and WIBX(AM) Utica, N.Y

Each *Radio Playhouse* w
15-minute elements: "Th
Love," contemporary sc
"Author's Studio," serial ad
well-known novels, plays ar
ries, starting with open-ende
Thackeray's "Vanity Fair";
Things In Life," comedy episodes with continuing characters; and "To Have and To Hold," dramatic conflicts within three generations of same family. Most stations will run *Radio Playhouse* at 10 a.m. to avoid direct competition with high-rated TV soap operas, according to Dick Cox, head of DCA Productions Inc., subsidiary of Y&R Ventures, which is doing series. Various sources put production cost for first year at about $1.2 million.

Taking time for tissues ☐ American Can Co., Greenwich, Conn., on behalf of its Aurora tissues, is mounting spot TV effort in selected major markets for eight weeks, starting today (July 7). Wm. Esty Co., New York, is directing campaign to women of all age groups.

Chase goes interurban ☐ Chase Manhattan Bank has started 13-week radio campaign costing "in excess of $50,000" to cover upstate New York communities in Syracuse, Rochester, Albany, Binghamton, Utica and Canton. Sixty-second spot's theme: Chase Manhattan has more services than Howard Johnson's has flavors. Target audience is adults 18 to 49. Agency is Ted Bates.

on heavy dosage of spot radio commercials to promote its line of Aztec sun lotion products in large group of markets for two weeks in July. Vitt Media International, New York, is after adults 18 to 24 during height of summer season.

Bicentennial buy ☐ Exxon Co., U.S.A., Houston, has begun Bicentennial-related TV campaign focusing on achievements by outstanding Americans of past and present to run through June 1976. Network TV effort has started on NBC-TV's *Weekend News* and *Meet The Press* and
ABC-TV's *Issues and Answers* and will
be supplemented in early fall by exten-
sive spot TV spree. Each 60-second com-
mercial will salute famous American—
Jonas Salk, Alexander Graham Bell, Dizzy
Dean, Wright Brothers, etc. Agency: Mc-
Cann-Erickson, Houston.

aking no chances ☐ Pillsbury will
unch two-pronged campaign July 14 for
s Burger King restaurants, with roughly
alf of TV spots aimed at children, half at
eir parents. Each type will run in flights
two to six weeks from July through
eptember, in nationwide sample of
arkets. Agency, BBDO, New York, is
uying children's, prime and fringe 30's
med at children 6-11, and fringe and
ime 30's aimed at adults 18-49.

ummer bandwagon ☐ Rise in
opularity of sangria as summertime

s? Agency or advertiser respon-
CBS-Lennen & Newell back for trial

e advertiser bears responsibility for
court soon. A pivotal case, involving
Stokely-Van Camp Inc., Indianapolis,
ict Court of New York for a rehearing

The U.S. Circuit Court of Appeals in New York handed down its decision on June 27 on an appeal by CBS from the district court's verdict in 1974. CBS sought to collect from Stokely after its agency, Lennen & Newell, New York, went into bankruptcy in April 1972 (citing assets of $6,384,000 and liabilities of $10,993,000). The district court had ruled against CBS, saying that Lennen & Newell had no authority to bind Stokely as a principal and that CBS had been aware of L&N's financial difficulties for several years before its bankruptcy and had extended the agency credit without revealing these problems to Stokely.

In reversing the decision of the district court, the appeals tribunal said two points in the dispute deserve resolution. The court said that it should be determined whether Lennen & Newell, in its negotiations with CBS, acted as an agent for the advertiser or as an independent contractor.

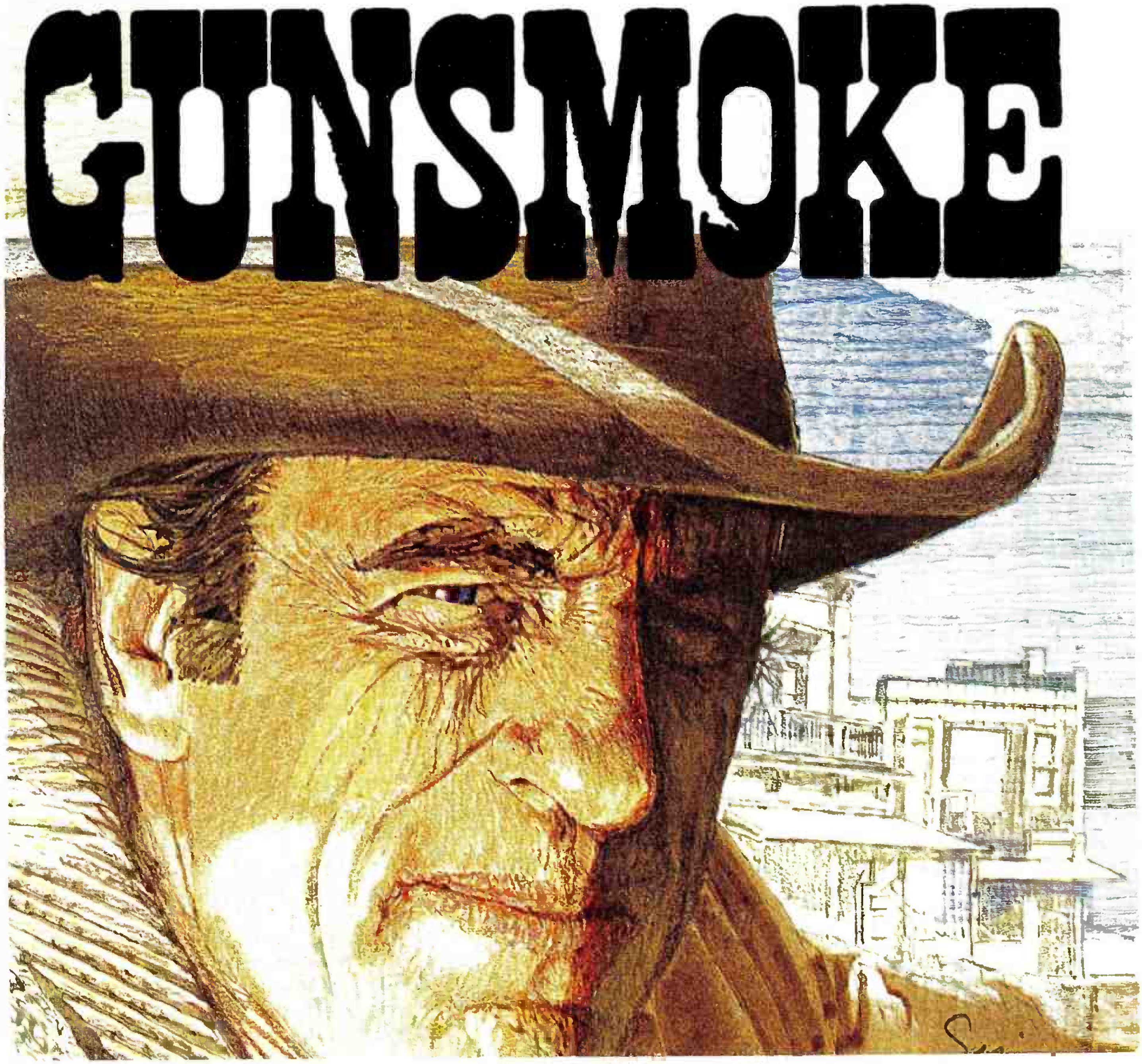
"If the latter, the matter ends and CBS is entitled to no recovery," the court suggested. "The second question is whether the medium, CBS, is, by its action of extending Lennen credit and not contacting Stokely, estopped to claim the benefits of any agency relationship."

The case now will be put on the calendar of the district court. Legal observers felt it will be a year or more before the case is heard.

Network television's longest running dramatic series did not achieve its preeminence simply on the strength of great action-drama. The New York Times noted the prevalence of decency as another key ingredient. And this is especially significant today.

"Gunsmoke," said the Times, is "television's most ennobling and instructive weekly lesson. Thanks to the influence of high-principled people who are never excitable, decency invariably prevails."

Call today for this exceptional series. **VIACOM**



drink should be helped along by Ernest and Julio Gallo campaign for Madria Madria Sangria, now under way in many markets nationwide. TV spots will run from four to eight weeks, and will emphasize summer-party associations of wine. Agency, Young & Rubicam, Los Angeles, is buying fringe and some prime 30's, aiming at adults 18-34.

Encore for Lums □ Lums restaurants, which have become more familiar to many in recent months through Andrews Sisters-esque singing commercials, has began another, similar, eight-week spot TV campaign aimed at adults 25-54. Media Communications, New York, is buying fringe 30's, concentrating mainly on such markets as Buffalo, N.Y.; Louisville, Ky.; Columbus, Ohio, and Indianapolis.

Planning ahead □ Gerber International is preparing fall spot TV campaign for its Wispride cheese spread. Spots will run in two-week flights in wide range of markets, beginning in late September and running through November. Agency—Wilson, Haight, Welch, New York—is buying daytime and fringe 30's geared to women 25-64.

The real thing □ In its first use of TV advertising in several years, White Rock Corp., New York, is using live model for first time to portray Psyche, the White Rock Girl. White Rock is testing approach in New York on WOR-TV, WNBC-TV, WPIX(TV) and WNEW-TV during July and August and plans to extend campaign in fall to 20 other markets. White Rock, through Venet Advertising Inc., New York, will advertise its full line of beverages to teen-agers and women.

Heath heavying up □ L. S. Heath & Sons, Robinson, Ill., will pursue sweet teeth for its candy bars via spot radio campaign in more than 40 markets, beginning in mid-September for 11 weeks. Agency is Burton-Sohigian Inc., Detroit, which will be aiming for time slots to reach women, 18-49.

Greer's new mousetrap □ Universal Product Dollars Inc., Greenville, S.C., has been formed by Thomas Greer, who resigned recently as president of Texize Chemicals Co., Greenville. Firm has devised new marketing system called UP$, under which consumers who collect Universal Product Code symbols of manufacturers participating in UP$ system, will receive cash refunds. Manufacturers will participate in system via membership fee. Initial test of system will be in Southern California in early 1976, with tentative advertising budget of $2.5 million set via Henderson Advertising, Greenville, with media including television, radio and print.

Rep appointments □ WECT-TV Wilmington, N.C., has appointed Katz Television, New York. □ KFXM(AM) San Bernardino, Calif., and KDUO(FM) Riverside, Calif., have appointed Blair Radio, New York. □ Merv Griffin Group Radio, New York, has appointed Alan Torbet Associates, New York, for its five stations: WENE(AM) and WMRV(FM) Endicott-Binghampton, N.Y.; WMID(AM) and WGRF(FM) Atlantic City, N.J., and WBAX(FM) Wilkes Barre-Scranton, Pa.

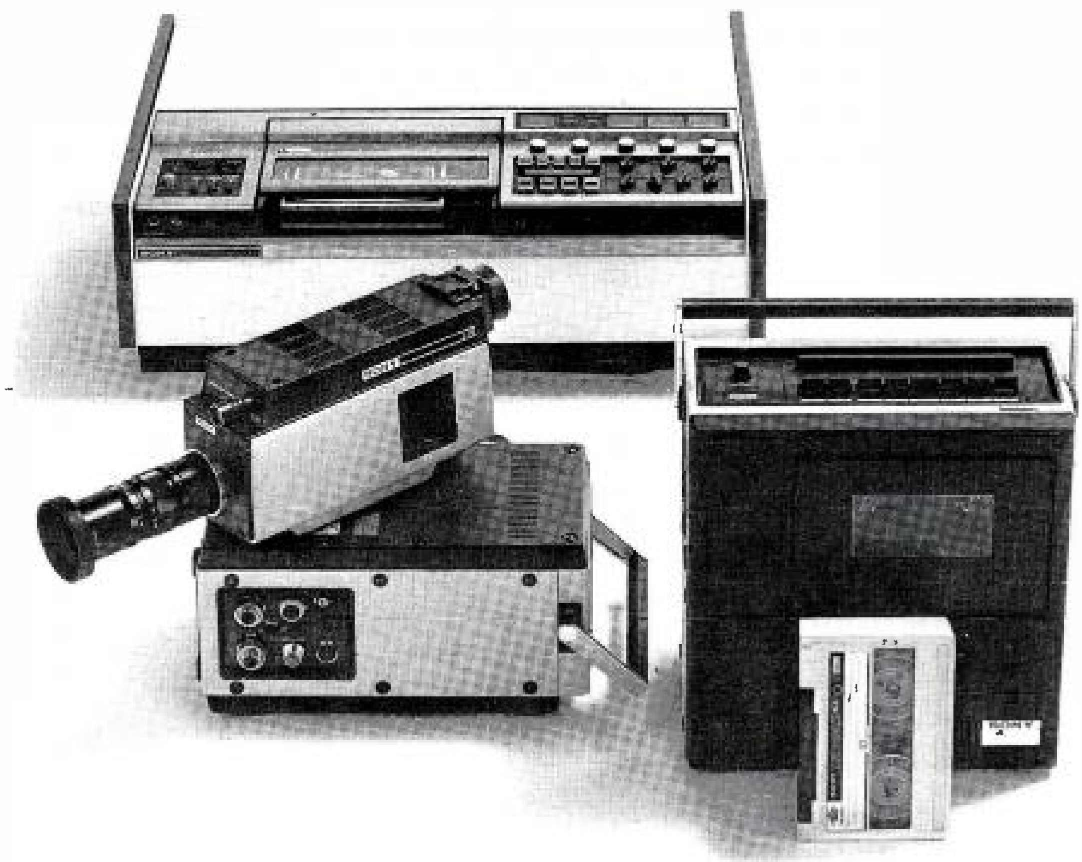
BAR reports television-network sales as of June 22

ABC $339,494,300 (29.8%); CBS $412,444,600 (36.4%); NBC $384,778,100 (33.8%)

Day parts	Total minutes week ended June 22	Total dollars week ended June 22	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday Sign-on 10 a.m.	110	$ 630,000	2,707	$ 15,597,700	$ 11,263,200
Monday-Friday 10 a.m.-6 p.m.	948	9,255,100	24,239	254,490,000	220,825,300
Saturday-Sunday Sign-on-6 p.m.	248	3,113,400	7,424	116,675,400	106,128,400
Monday-Saturday 6 p.m.-7:30 p.m.	97	2,348,100	2,458	60,806,100	54,578,100
Sunday 6 p.m.-7:30 p.m.	22	635,900	404	9,974,300	8,799,800
Monday-Sunday 7:30 p.m.-11 p.m.	393	21,590,600	9,770	602,608,400	575,084,700
Monday-Sunday 11 p.m.-Sign-off	192	3,111,600	4,487	76,565,100	67,746,400
Total	**2,010**	**$ 40,684,700**	**51,489**	**$ 1,136,717,000**	**$ 1,044,425,900**

Source: Broadcast Advertisers Reports

NAB Show-stopper:



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

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

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

On your letterhead to Sony Corporation of America, P.O. Box 1594, Trenton, New Jersey 08607. Attn: Broadcast Services BRM-075-221.

The Sony ENG System.

Monday Memo

A broadcast advertising commentary from Ed Libov, president Ed Libov Associates, New York

Good-bye, fair trade; hello, $1 billion in new co-op advertising?

The outcome of the fair trade repeal movement will have a definite effect on TV and radio, which have become the fastest-growing categories of advertising media among retailers. While less than 10% of retail advertising expenditures went into broadcast media as recently as eight years ago, today the figure probably stands closer to "one-third and counting."

With the track record of selling success that broadcast is now establishing for retailers, it is entirely conceivable that broadcast advertising could account for 50 cents of every advertising dollar spent by retailers in 1977. The recent hike in newspaper advertising rates, and the move to smaller-format newspapers will serve only to accelerate the trend. The fact is, TV and radio work for retailers, and more and more retailers are recognizing it.

However, the demise of fair trade superimposed on the already fast-growing retail activity on TV will make its weight felt mainly in spot broadcast as opposed to network broadcast. And very likely, TV will get the lion's share.

This won't necessarily be a pot of gold, though. For retail advertising, particularly the co-op supported retail advertising stemming from the demise of fair trade, will require extremely close management, verification and administration on the part of stations. Reason: mutually owned dollars are being used; both manufacturer and retailer contribute and must account to each other. The retailer and his agency must document every detail of a spot's airing in order to qualify for the manufacturer's underwriting through co-op programs. Moreover, the use of co-op will become much more sophisticated. More positioning of individual spots. More demand for audience demographics—qualitative as well as quantitative. More demand for timely affidavits.

Some networks have already anticipated these developments and set up the necessary systems to serve retailers better. Some have even set up separate retail departments in their time sales organizations. These steps are constructive, but a lot more needs to be done along these lines. Stations, like national manufacturers, will have to learn a lot more about what's going on down on Main Street.

According to well-informed media sources, verified by informal surveys of manufacturers already using co-op support with their retailers, the present level of co-op dollars available already stands at $3 billion annually. The demise of fair trade is expected to prod, if not force, manufacturers of price-fixed merchandise to shift another $1 billion to locally oriented co-op campaigns or face the loss of share of market.

Ed Libov is president of Ed Libov Associates, New York and Los Angeles, which he founded 10 years ago with a staff of three. Today it is an organization of 50 employes in all phases of co-op retail advertising planning, production, media buying and administration and is responsible for annual billings in excess of $25 million, primarily in co-op spot TV for local and regional merchandisers. Ed Libov Associates also serves as co-op advertising consultants for consumer-product manufacturers in strategy planning, creation and administration of co-op programs.

Yet the virtually unthinkable aspect of the picture is the fact that, in the past, $1 billion in co-op funds have gone unspent each year. In the years ahead, not only will more co-op money be available, but more of it will be used.

Why haven't co-op funds been fully utilized in the past? Either manufacturers' programs were not workable at the local level, or retailers didn't realize how to fully utilize the funds, or a potentially productive co-op "marriage' got bogged down in endless squabbles between the manufacturer's advertising agency and the retailer's agency.

For nonfair-traders, significant headway has been made in recent years to achieve maximum co-op impact. They have developed a mutually beneficial compatibility in working together to pinpoint campaigns for local and regional needs.

But manufacturers and retailers emerging from the protective cocoon of fair trade will find immediate need to chart a whole new marketing game plan. More of the pricing, advertising and promotional planning and activities will need to be originated at the local grass roots level instead of the other way around. To put it another way: "uptown" fair trade manufacturers will have to make it on "Main Street," where the retailers and customers are. And "Main Street" always has meant co-op advertising with both parties sharing media, and in many cases, production costs. Showcasing of manufacturer's products and prices, along with name and location of retail outlets, will heavily supplant the "image making" network and magazine campaigns which predominated in the past.

In no way does this signal the end, or widespread curtailment, of network TV or national magazine and supplement advertising. It means simply that some formerly fixed profit margins will be channeled in a new direction—into co-op supported local spot advertising. And henceforth the former fair-traders will have to assume a new marketing posture; to work more closely with retailers to meet market-by-market competitive pressures. They have no choice.

By nature, co-op advertising involves the spending of mutually owned dollars, and this sometimes has been an obstacle to an understanding of how to make the system work—particularly involving name-brand makers of appliances, housewares and virtually every other category of merchandise. It all adds up to $4 billion to create sales in a recession economy, a mighty sum waiting to be put to immediate use for maximum reach and impact.

As present successful users of co-op have found, what is required is that manufacturers acquire the know-how and expertise to plan and executive co-op campaigns which meet targeted local and regional needs. Prime considerations will be competitive price advertising, highly selective co-op media selection and mix and tailored campaigns to generate direct product-moving results measured by the bottom line. Also vital are strict control and "policing" of the mutually owned co-op dollars. Effective concepts and planning aside, paperwork in monitoring an efficient co-op program can be horrendous to firms unaccustomed to it.

Companies about to make the plunge into co-op have two avenues open to them. They can develop in-house capabilities. Or they can retain outside counsel with a track record in co-op. Either way, it's essential that their co-op programs be upgraded and modernized and not merely expanded. To merely budget more dollars, no matter the amount, into co-op programs which have been an afterthought for years is to pour money down the drain. It is not how much money is invested in co-op, it is how the program is conceived, executed and administered that provides the payoff.

It would thus appear, to any foresighted aggressive retail merchandiser now at sea about what to do when fair trade laws disappear, they had better take to the lifeboats of co-op advertising. And the sooner the better.

Profitable programming begins with Automated Systems from SMC

You can make the most of your staff's time and talents when you automate with SMC. From the makers of the famous Carousel®, choose the system that works best for you and frees your air staff for other duties—like selling or production.

The SMC DP-1 system has 2,048 separate events and 20 audio sources, all completely computerized for any format.

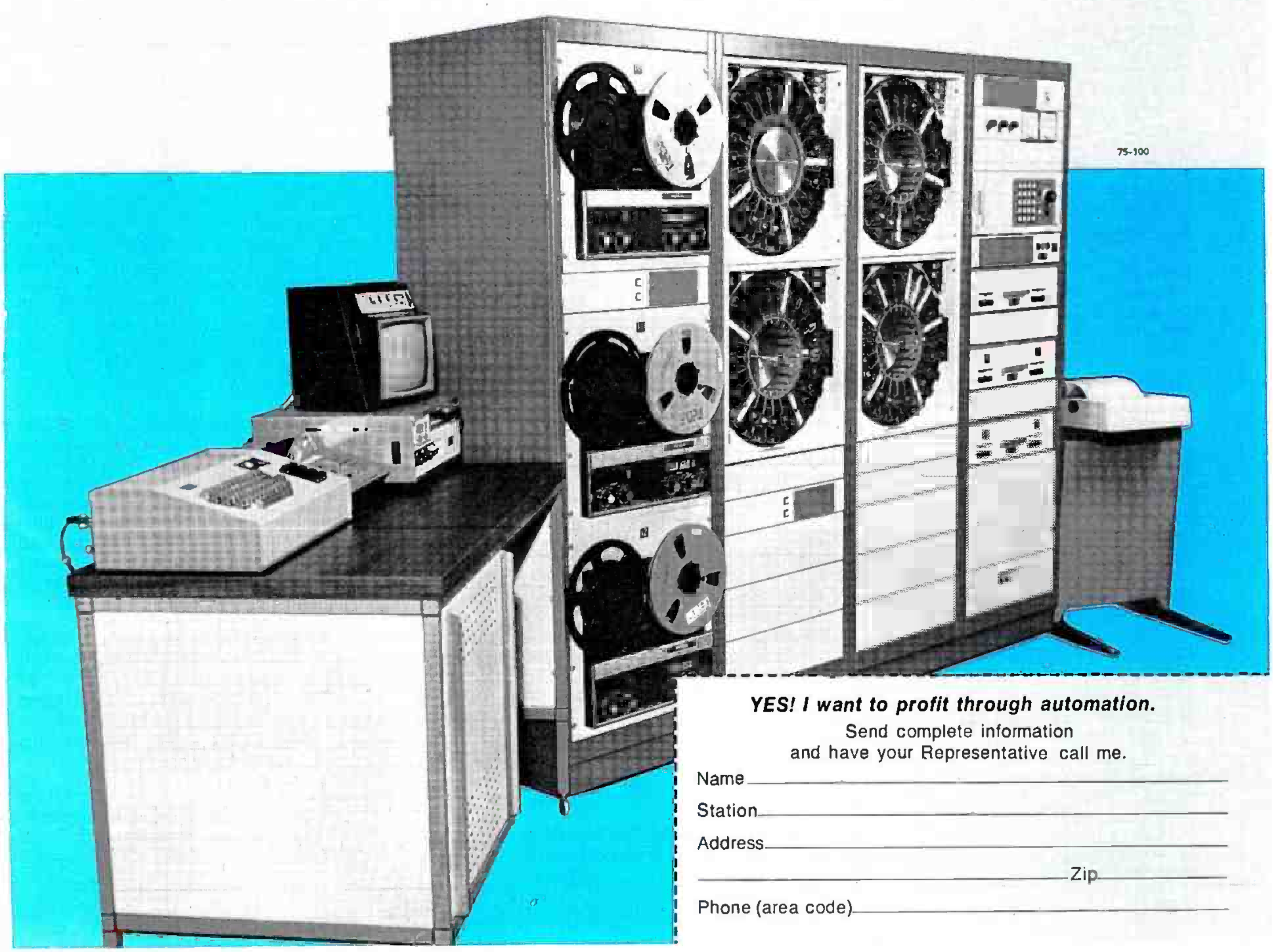
The SMC 3060 Sequential system is especially designed to let you plug-in additional equipment as your program or commercial needs increase. The 60-event sequential programmer permits scheduling from as many as 10 or more different audio sources.

Automatic logging is available on both the DP-1 and the 3060.

There are SMC systems for *every* music format plus top-quality cartridge equipment—all designed to help you do a more profitable job. Why not let SMC help you plan or finance the system that can do the most for you. SMC also has information on every major music format. Phone us today—or return the coupon below—all replies are strictly confidential. It could be the most profitable event in your station's life!

Systems Marketing Corporation 1019 West Washington St.
Bloomington, Illinois 61701 (309) 829-6373

Broadcast Automation-our only business



YES! I want to profit through automation.

Send complete information
and have your Representative call me.

Name ____________________________

Station ____________________________

Address ____________________________

____________________ Zip ________

Phone (area code) ________________________

Where Things Stand

Status report on major issues in electronic communications

■ Indicates new or revised listing.

■ **AM allocations.** FCC has issued new rules that loosen restrictions on new AM stations, added power by existing stations and nighttime service by existing daytimers (BROADCASTING, June 30).

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

Cable rebuild deadline. Comments were received in March at FCC on commission's rule ordering compliance with March 31, 1977, deadline for rebuilding CATV systems to new channel requirements (Docket 20363). No further action has yet been scheduled. Also, FCC has proposed easing requirements of 1977 deadline (BROADCASTING, June 2) (Docket 20508). Comments are due July 25.

Children's TV. FCC's policy statement on children's television programing, adopted last year (BROADCASTING, Oct. 28, 1974) has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case no. 74-2006). And House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has announced hearings July 14-17 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 were filed in proceeding last week (see story, this issue).

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 has instructed staff to draft "same-game" rule governing cable television's importation of distant sports programing (BROADCASTING, June 30).

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 50 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 70 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 (Case no. 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Specific ruling involved station's broadcast of George Carlin album cut that commission ruled indecent and obscene.

■ **Pay cable; pay TV.** FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24) is being opposed on two fronts. Broadcasters and cable operators have appealed to U.S. Court of Appeals in Washington, and ABC and NBC have petitioned commission for reconsideration. Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held last month (BROADCASTING, May 26). A second round of hearings was scheduled for last week but was postponed until after the July 4 recess.

■ **Payola.** Grand juries in three cities have indicted 16 individuals and six firms on charges relating to payola. Another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion. Justice department says its investigation, which resulted in indictments, reached into 16 cities, is "only the beginning" (BROADCASTING, June 30).

'Pensions' case. FCC decision holding that NBC violated fairness doctrine in connection with *Pensions: The Broken Promise* TV program, was 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 has announced its intention to appeal to Supreme Court (BROADCASTING, June 30). Hearings will be held July 24.

■ **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. Senator Scott will preside at Copyright Subcommittee hearing on bill July 24. 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 overall 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 commission on effective date—Sept. 8, 1975. They wanted date extended, but court rejected their requests. Frank has asked for rehearing (BROADCASTING, June 30).

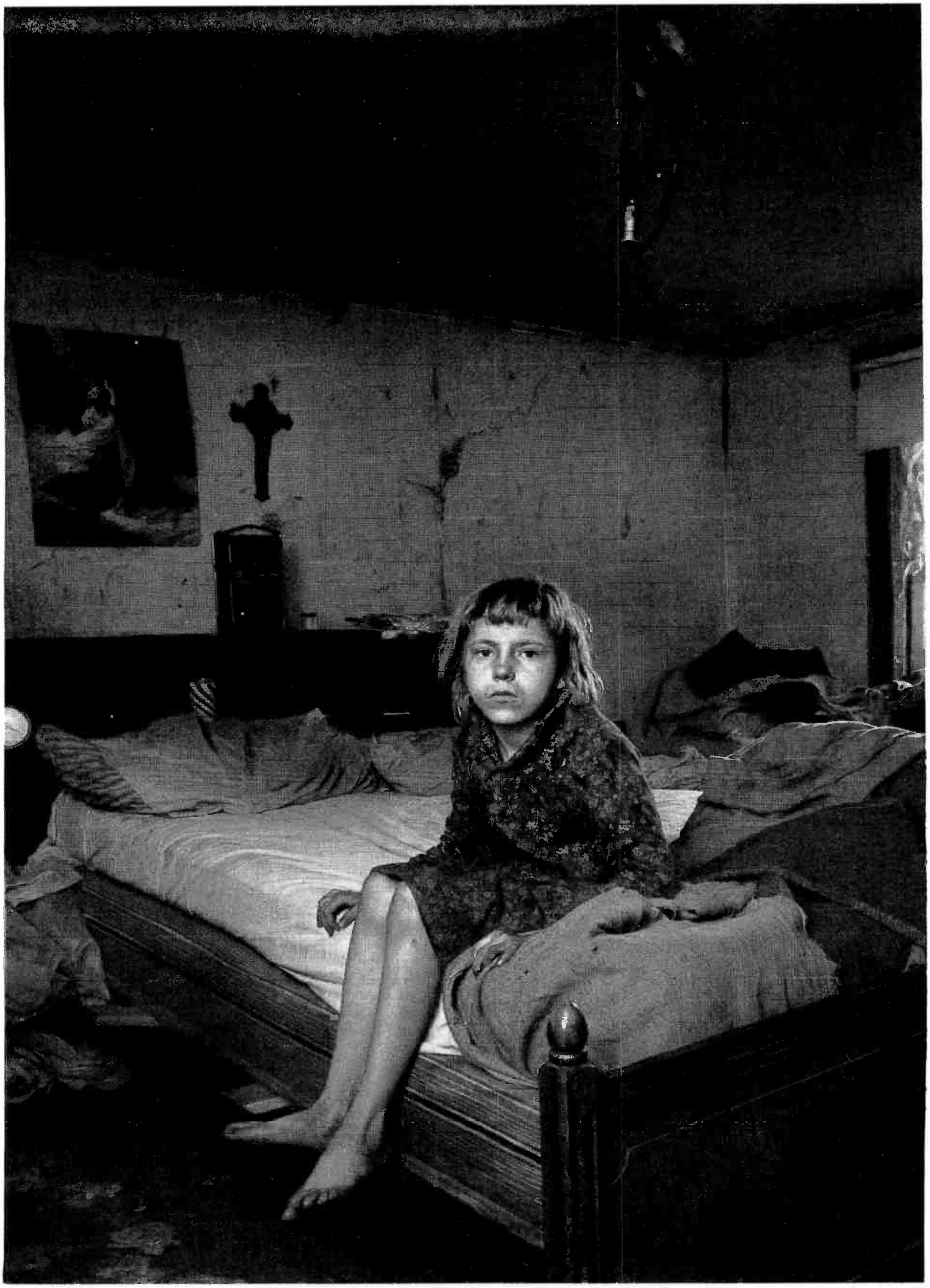
Public broadcasting funding. Bills providing five-year authorization and appropriation for Corporation for Public Broadcasting have cleared commerce committees in both houses and await action by appropriations committees. Senate bill (S.893) and House version (H.R. 6461) provide some amounts of funds 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 will hold hearings on bill on July 9. George Mahon (D-Tex.), is opposed to concept of five-year appropriation, will conduct hearing on House bill July 9.

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.

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 nos. 75-1203).

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets (BROADCASTING, April 7). Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Comments and due 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 format change from classical to rock. Competing application for WQIV's frequency has been filed by Concert Radio Inc. GAF Corp. has offered to buy station for S2.2 million, return it to classical format.



FOR 1 OUT OF 3 AMERICANS, THERE'S NO SUCH THING AS A "PLACE CALLED HOME."

Storer stations are concerned and are doing something about it.

In spite of the fact that our economy topped the trillion-dollar mark, today one-third of America is still considered ill-housed.

Included are 21 million "working poor" who remain in poverty because of substandard incomes.

Squalid housing breeds a horde of problems. It drives adults to despair—and children into the streets. It sows the seeds of crime and violence. Drug abuse. Civil unrest. Sickness.

To solve many community problems, Storer radio and television stations believe, you have to start at home. Which explains why an important share of their editorials and specials are devoted to improving housing.

In Cleveland, for example, WJW-TV aired editorials supporting urban homesteading. This program allows citizens to buy an inner-city home at low cost if they promise to refurbish and live in the home for a number of years, thus revitalizing blighted areas.

Generally homeowners pay higher taxes when they improve their property. WJBK-TV in Detroit has fought for a plan permitting home improvements up to $4,000 without increasing assessed valuation. The aim: to encourage inner-city and low-income residents to rehabilitate and preserve their dwellings.

In another related effort, WJBK-TV learned of a despicable racket involving victims of serious house fires. Inflated repair orders and padded insurance claims were bilking Detroiters least able to afford it. Using a night scope sound camera, WJBK-TV news crews filmed unscrupulous contractors and insurance adjusters pressuring the victims. WJBK-TV's series "The Fire Conspiracy" also coincided with an arson investigation. Result: two weeks later, indictments were issued by the local prosecutor.

And this is typical of Storer stations in city after city. WSPD-TV in Toledo, for instance, aired a 30-minute report on the Council of Government's "Fair Share Housing Plan" that allocates low and middle income housing to the suburbs. And in Milwaukee, WITI-TV has backed the use of some 1,200 empty rooms in state college dorms to house elderly citizens in need of decent housing.

We look at it very simply: The more effective we are for our communities, the more effective we are for our advertisers, and the more effective we are for ourselves. Everybody wins.

Broadcasting that serves.

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STORER BROADCASTING COMPANY

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WJW Cleveland/KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo

Datebook®

■ indicates new or revised listing

This week

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.

Also in July

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 23—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 25—*FCC*s deadline for comments on proposed rulemaking (Docket 20495) 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 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. 6-7**—*Tennessee Association of Broadcasters* license renewal seminar. Airport Hilton, Nashville.

Aug. 11—Deadline for reply comments on *FCC* notice of proposed policy statement on citizen group-broadcaster agreements (Docket 20495). FCC, Washington.

Aug. 11—*FCC* deadline for comments on proposed rulemaking (Docket 20521) concerning ownership reporting and disclosure by publicly held corporations that own interests in broadcasting stations. Proposed rules are based on Model Corporate Disclosure Regulations issued in January by Interagency Steering Committee on Uniform Corporate Reporting (Broadcasting, Feb. 3). Replies are due Aug. 26. FCC, Washington.

Aug. 11—*FCC* deadline for comments on proposed rulemaking (Docket 20520) which would amend broadcast station multiple ownership rules to set a 5% limit on institutional ownership of broadcast stations. 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. 14-17**—Annual meeting, *Concert Broadcasters Association.* Blossom Music Center, Akron, Ohio.

Aug. 18—*FCC's* new deadline for comments on proposal to institute rules regarding a system for automatic identification of station transmissions (Docket 20351). Previous deadline was May 19. Deadline for reply comments was extended from June 2 to Sept. 2. FCC, Washington.

Aug. 18—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 (Docket 20508).

Replies are due Sept. 8. FCC, Washington.

Aug. 18—*FCC* deadline for comments on rulemaking (Docket 20509) which would establish new class of radio station to be used to transmit information to motorists and other travelers (Docket 20509). Proposed radio class would operate on either 1606, 1612 or 530 khz. Reply comments due Sept. 5. FCC, Washington.

Aug. 18-22—*University Film Association's* 29th annual conference. Papers and sessions 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 re-evaluate need for UHF television taboos in connection with channel allocations. Reply comments due Sept. 17.

September

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

Sept. 12-14—*American Radio Relay League* convention. Speakers will include FCC Commissioner Robert E. Lee and (astronaut) Owen K. Garriott, deputy director, Science and Applications, National Aeronautics and Space Administration. Sheraton International Conference Center, Reston, Va.

Sept. 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. 17-19—*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.

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.

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

■ **Sept. 22-24**—*National Cable Television Association* board meeting. L'Enfant Plaza hotel, Washington.

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 (Docket 19554). FCC, Washington.

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

Sept. 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* Telcom'75, second world telecommunication exhibition. Event scheduled simultaneously with Second World Telecommunications Forum. Second International Festival of Telecommunications and Electronics Film, and "Youth in Electronic Age" competition all to be held in same city. Palais des Exposition, Geneva.

Oct. 3-5—*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.

Open Mike®

What the people want

EDITOR: In reference to Blue Christie's letter in the June 23 issue of BROADCASTING:

First of all, the name of the Alice Cooper song is "Only Women." It deals with the role women are forced into by an unbending male social structure.

Second, Hoyt Axton's "No No Song" is not a pro-drug song nor does it conflict with the popular consensus that cocaine and moonshine are bad. It too presents an alternative by pointing out that some people don't need it, or want it.

My third point has to deal with Mr. Christie's belief that someone out there should control or establish a censoring body to prevent these records from being played. It is not the music director's job to decide moral questions. A music director's job is to research his audience and play records they want to hear. If the record carries a message listeners don't want to hear, that will be reflected in sales figures. If your research indicates your audience doesn't want to hear these records, don't play them. But don't try to force your moral judgments on record companies or radio—*Larry Fitzgerald, music director, WOOW(AM) Greenville, N.C.*

EDITOR: Having read the "No no songs" letter in "Open Mike," the thought that first comes to mind is censorship.

Not even the learned Supreme Court has been able to pinpoint what is considered gamey material. How then could a "commission" miraculously appear to stamp a seal of approval on each suitable vinyl disk? Furthermore, what one region or group of individuals may consider questionable may very well be accepted in another area.

The answer, I feel, lies closer to home. Audition the product, if it's not right for the particular format, don't air it. It's as simple as that. An additional commission, in this industry, is sheer redundancy.—*Marianne Von Haden, music director, KDWA(AM) Hastings, Minn.*

On the other hand

EDITOR: [Re the Blue Christie letter] on records with distasteful titles and lyrics:

As a member of the board of directors of the National Association of Broadcasters, last week I introduced a resolution and it was unanimously approved calling attention to all radio stations to their responsibility to screen such records.

[Mr. Blue's] suggestion to create a clearing commission is a good one, but I would point out that I think the ultimate responsibility for such decisions should remain in the hands of the radio station operator so as to overcome any possible objections about censorship on a national level or antitrust considerations that might be raised.

At any rate, I am pleased to see that someone else is concerned about this problem and it is my hope that broadcasters will realize their ultimate responsibility before the regulators or lawmakers force more regulations on our free broadcast system.—*Donald G. Jones, president, PSB Radio Group, Fon du Lac, Wis..*

Send it back

EDITOR: The National Association of Broadcasters has asked the FCC to delay putting the new emergency broadcast system into effect one year. I feel this is a good idea. The EBS system we now have in operation does not work. The system before it didn't work, and now broadcasters are faced with still another EBS system that most likely will wind up not working.

What we need is a system that will work and won't cost an arm and a leg to install in each station.—*William K. Hoisington, general manager, WKYV(FM) Vicksburg, Miss.*

'Playlist' correspondence

EDITOR: On behalf of the officers and directors of the Country Music Association, I would like to extend our appreciation for inclusion of country music charts in BROADCASTING. We have heard a number of favorable comments about the inclusion of the country in your "Playlist."—*Jo Walker, executive director, Country Music Association, Nashville.*

EDITOR: As the new music director of WMOA I felt that I should compliment you on your excellent music coverage. I find your contemporary "Playlist," "Extras" and "Breaking In" to be accurate and sensible.

By the way, your new format is fantastic—especially "Where Things Stand."—*Jeffrey C. Slater, music director, WMOA(AM) Marietta, Ohio.*

EDITOR: Mr. Lamberton's suggestion ("Open Mike," June 16) to include a middle-of-the-road playlist in BROADCASTING is one I'm sure most MOR broadcasters would welcome. We may not be as dependent on a playlist, but we would like to stay abreast of what's being played nationally on MOR radio.—*Terry Kleger, program manager, WBOC-AM-FM Salisbury, Maryland.*

The idea of an MOR "Playlist" has intrigued BROADCASTING's editors as well. Unfortunately, MOR, by definition, is hard to cast in "Playlist" categories, and the number of records played in such formats is so extensive as to defy charting. Our research indicates that, generally speaking in today's radio, the records with greatest airplay on contemporary stations are the records played most in MOR.

What's the difference?

EDITOR: That certainly was a public service you offered in your description of one kind of cable programing on page 48 of the June 9 issue ["New York cable's answer to Carson: late-night sex"]. Now that we all understand how soft the core, perhaps in the public interest, convenience and necessity, and in terms of balanced news coverage and the fairness doctrine, you will soon provide equal treatment describing the harder stuff so we will be knowledgeable and able to tell the difference.—*Scott Young, Connecticut Public Television, Hartford, Conn..*

Books

Mediability: A Guide For Nonprofits, by Len Biegel and Aileen Lubin. Taft Products Inc., Washington. 110 pp $6.50.
This is a how-to handbook in layman's terms for intelligent use of media by public service, nonprofit organizations. Authors Len Biegel, president of Len Biegel Associates, television consultant, and Aileen Lubin, assistant to the chairman, American Can Co., discuss sophisticated methods of ad presentation, choosing a medium and a target audience. The primer is part of the "NonProfit-Ability Series" published by Taft.

The Future of Educational Telecommunication, by George W. Tressel, Donald P. Duckelew, John T. Suchy and Patricia L. Brown. D.C. Heath and Co., publishers, Lexington Books, Lexington, Mass. 126 pp. $11.
These communications researchers survey the status and future of educational broadcasting and emphasize the need for better technical quality—"a basic distribution system comparable to commercial broadcasting." Their not-so-optimistic prediction is that today's emerging technology will accelerate and emphasize current trends rather than produce fundamental change.

WTFDA TV Station Guide, Worldwide TV-FM DX Association. WTFDA, P.O. Box 163, Deerfield, Ill. 60015. $5.00.
Reference work of North and Central American television station data features maps by channel, showing location, call letters, network and frequency. Station lists provide city of license, transmitter location, originating station for satellites, power and antenna height.

The Week in Brief

ENEWAL CONTESTS IN PENNSYLVANIA ☐ *Petitions to deny truck nine stations last week, with complaints ranging rom New Jersey's Governor Byrne citing Philadelphia 'HF's failure to serve N.J., to Feminists for Media Rights harges of concentration of control and discrimination by he Steinman family's WGAL-TV Lancaster. Arab mericans group files against KDKA(AM) Pittsburgh, IAACP local chapters file in Reading, Pittsburgh, Iniontown.* **PAGE 23.**

:RITICS ON ALL SIDES ☐ *Opposition to the President's xpected nomination of Robert Wells as director of the)ffice of Telecommunications Policy was anticipated from ome quarters. But in addition to cable and citizen group fforts to block the nomination, there now are negative eactions on Capitol Hill and in the executive branch.* **'AGE 25.**

IE ALLBRITTON CONNECTION ☐ *FCC is nearing decision ı whether Joe Allbritton, who controls* Washington Star *ewspaper, may acquire another 28% of the corporation ıd de facto control of broadcast properties as well. atest hitch: reports of efforts to shut down the ıancially troubled* Star. **PAGE 26.**

.T ODDS ON ASCERTAINMENT ☐ *Broadcasters would like o loosen procedures to exempt stations in communities of ewer than 20,000, according to NAB's suggestion; citizen roups see drawbacks in exempting even those stations in ommunities of fewer than 10,000.* **PAGE 27.**

CGANNON BOWS OUT ☐ *National Association of roadcasters loses Westinghouse as TV member, onsequence of board affirmation of mandatory ıbscription to code. In Rocky Mountains there are other efections over code and NAB role in FCC's loosened ıles on cable duplication.* **PAGE 28.**

;AUCE FOR THE GANDER ☐ *Long lists and detailed essay esponses from the FCC, Federal Trade Commission and our other regulatory agencies are due at the House nvestigations Subcommittee at the end of the month. A 6-question survey has staffers scrambling to meet a 30-'ay deadline.* **PAGE 29.**

ORM FOLLOWS FUNCTION ☐ *Broadcasters think FCC as the right idea in shortening radio's license renewal orm, but comments filed last week reject specific roposals for 31-question form.* **PAGE 30.**

STANTON PANEL ENDORSEMENT ☐ *Murphy commission report on administration of U.S. foreign policy includes recommendations parallel to those of Stanton panel for independent Voice of America, other adjustments in overseas information and cultural administration.* **PAGE 32.**

PBS BOARDS' BUSINESS ☐ *Matters of budget, satellite service and an endorsement of insulated funding by eight past FCC chairmen were among the issues at joint public session.* **PAGE 33.**

JUMPING THE GUN ☐ *CBS will give three shows head-starts, NBC advances four to pre-premiere-week beginning Aug. 23. ABC is undecided on whether to change its season-opening date.* **PAGE 34.**

NO CONSENSUS ON CABLE ☐ *FCC's requirements for cable capabilities are subject of debate within commission. Commissioner Hooks shares citizen's doubts about the industry's pleas of bad financial straits; Commissioners Quello and Robinson question need for service rules would require.* **PAGE 36.**

POLE RATE DISPUTES AT STATE LEVEL ☐ *There are battles between local system operators and power companies in addition to the AT&T and National Cable Television Association controvery at center-stage.* **PAGE 37.**

TEMPER, TEMPER ☐ *After gaining pointers from aides at Camp David retreat, White House News Secretary Ron Nessen is back in town working for reporters' respect. National Press Club plans to study how press and President are getting along.* **PAGE 39.**

ONE ROUTE TO THE TOP OF POP ☐ *Los Angeles adult contemporary hit, The Captain and Tennille, has made a national crossover to pop with its best-selling single,* Love Will Keep Us Together. **PAGE 40.**

LIFT OFF ☐ *Scientific-Atlanta chalks up a sale to UA-Columbia as FCC waives requirement that earth station buyers have CP before contracting.* **PAGE 42.**

MIXING BUSINESS AND SHOWMANSHIP ☐ *Mike Weinblatt's production knowledge is solid, he understands network economy, selling, talent and program administration, according to peers. It's experience he is putting to use as NBC-TV's executive vice president in charge of programing and sales.* **PAGE 59.**

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

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

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

ABC

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

Closed Circuit.

Insider report: behind the scene, before the fact

FTC candidates

Advertising community is worried that one of two leading candidates among four for Federal Trade Commission vacancy created by resignation of Commissioner Mayo J. Thompson, Democrat, effective Aug. 1, will get job. Charles Bangert, general counsel, Antitrust and Monopoly Subcommittee of Senate Judiciary Committee, is former FTC attorney being backed by Senator Philip Hart (D. Mich.), chairman of subcommittee. Joan Z. (Jody) Bernstein, deputy chief of FTC's Bureau of Consumer Protection, has support of FTC Chairman Louis A. Engman as promotion from within.

Reportedly under consideration from outside for vacancy (seven-year term, $38,000 per year) are William Rogal, Washington counsel for American Advertising Federation, and Jerome P. Cavanagh, Detroit lawyer and that city's former mayor (1962-70), both more congenial to business.

Price of hypoing

CBS is taking its case for eight-week rating sweeps all way to bottom line. Jay Eliasberg, research vice president, CBS/Broadcast Group, reportedly has told CBS-TV affiliates that in addition to other arguments for change, presumed hypoing under present four-week system is costing them money. Affiliates say he estimates that in current season (October-April) CBS-TV's share of prime-time network audience was 3% lower during sweeps than during rest of season, that NBC-TV's share was off 1.5% during sweeps but that ABC-TV's climbed 5.5%. He's quoted as estimating that 3% drop cost CBS-TV affiliates $5 million to $7 million in prime time alone.

CBS and other advocates argue that eight-week sweeps would minimize hypoing and provide more representative audience numbers, but critics—primarily station reps and many stations—claim that, to contrary, eight-week periods would encourage hypoing and would work to sales advantage of networks and network-owned stations. Just how effective CBS's bottom-line argument is remains unclear, though there are reports it is picking up some station converts. Hardiest critics appear unimpressed.

No number-two

Trial balloons to contrary, there has been shift in thinking on changes in executive structure of National Association of Broadcasters to fill vacancy created by death of Grover C. Cobb, senior executive vice president, last March. Notion of President Vincent T. Wasilewski now, presumably shared by his new executive committee, is that Mr. Cobb had developed government relations cadre as efficient, self-contained unit and there is no disposition to disturb it. Hence it's unlikely post of senior executive vice president will be filled. Donald Z. Zeifang, vice president, government relations, is reporting direct to president as head of 10-person unit.

Since Mr. Cobb also served as chief administrative officer under President Wasilewski's policy direction, focus now will be on fiscal-financial-personnel management of organization that handles in excess of $3 million per year and holds substantial investments. It also manages its own office building in Washington. There's indication that veteran secretary-treasurer, Everett C. Revercomb, will seek early retirement—possibly this year at age 61. View is his successor should be financial-management type. Broader responsibilities already have been assigned to general counsel, John B. Summers, who is slated to become staff vice president, but with principal activity in legal and litigation areas. Originally, he had been talked about as Mr. Cobb's successor.

A and B

FCC, after proposing to amend rule to ban creation of new cable-TV crossownership within TV station's Grade A contour, last week decided instead to ban it out to station's Grade B, in line with existing rule. However, divestiture provision would be amended to conform to newspaper-broadcast crossownership rule: Only those situations in which cable system's community receives city-grade signal from co-owned television station will face divestiture. Seven or eight combinations are affected. Final order expected in week or two.

Back for toughening

FCC's hopes of putting out notice of proposed rulemaking on equal employment opportunity guidlines foundered last week on Commissioner Benjamin L. Hooks's criticism of draft notice. Commissioners last month reached basic agreement on what notice would contain (BROADCASTING, June 16), and staff committee, including Commissioner Hooks's representative, approved new draft early last week. But when Mr. Hooks, who had been absent because of illness for several days, saw draft, he balked. It had been trimmed down to 10-page document "with all the juice squeezed out of it," he said.

Commissioner indicated he does not disagree with specific proposals; draft is said to reflect effort to focus attention on "bad guys." But he feels language is too spare, "too timid." He wants it to indicate what commission has done on EEO over years, and to discuss forcefully such matters as goals and timetables. His office was to rewrite draft.

Medalists

Eight names now are on roster to be considered for Distinguished Service Award of National Association of Broadcasters, to be presented at next year's convention in Chicago, March 21-24. Alphabetically: late T.A.M. Craven, distinguished engineer and twice member of FCC; Walter Cronkite, CBS News; former Senator Sam Erwin, North Carolina Democrat; Julian M. Goodman, NBC board chairman; Alf Landon, former govenor of Kansas, former Republican nominee for President, now active group-station owner in Midwest; Douglas L. Manship, head of Manship stations in Louisiana and Texas; William B. Quarton, retired head of WMT-AM-FM-TV Cedar Rapids, Iowa, and J. Leonard Reinsch, retired president of Cox Broadcasting Corp., incumbent chairman of Cox Cable.

These, along with any other nominees, will be considered by NAB convention committee, yet to be named, but with newly elected vice chairmen of radio and television boards as automatic co-chairman. They are V. Kay Melia, KLOE(AM) Goodland, Kan., and Robert Gordon, WCPO-TV Cincinnati.

Cable monitoring

In belief that National Association of Broadcasters and broadcasters generally are planning "vigorous anticable publicity campaign," National Cable Television Association has circulated letter warning member systems to keep watch for local and network broadcast coverage of this week's (July 8 and 10) Senate Antitrust Subcommittee hearings on pay cable and alleged network film warehousing.

NCTA said Senator Philip Hart's (D-Mich.) subcommittee has received "little broadcast coverage" so far during hearings, which included testimony from cable industry (BROADCASTING, May 26). It would be "highly suspicious" and raise fairness-doctrine questions, said NCTA letter, if only sessions devoted to broadcast viewpoint are covered.

It happened this year. Problems of energy, sludge, and socialized medicine drew more viewers than any regularly scheduled sports programming. "60 Minutes"—television's thought-leader magazine—engaged the minds of over a third of the audience for its time period.

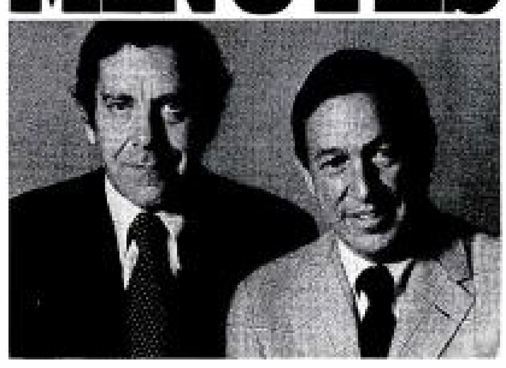
"60 Minutes" is an upset winner in role as well as in ratings: a journal of urgent issues, reporter on the human condition, gadfly of people in charge. Its audience becomes a commission of inquiry to make its own judgments. Questions of wide-ranging content come under scrutiny, from social and national security to divorce and aching backs.

"60 Minutes" takes its character from its co-editors, Mike Wallace and Morley Safer, and its executive producer, Don Hewitt. They're sixth-sense publishers and innovative journalists. Week after week, they report up a storm. With adroit use of the question and camera, they concentrate volumes of documentation within the sweep of their stopwatch second hand. It's not surprising that the awards they've won could fill a gallery.

Before you see the headlines, "60 Minutes" uncovers the stories. It helps viewers think knowingly about problems before the problems become crises. With an audience exceeding that of any other information program on television, it has emerged as a leading force for people's involvement in shaping tomorrow's world.

HOW CEREBRAL WON OUT OVER PHYSICAL—IN 60 MINUTES

Source: Estimates based on Nielsen Television Index. Average audience households and shares January-April 1975; viewers per tuning household January-February and April 1975 projected against households. Subject to qualifications available upon request.



CBS NEWS

Top of the Week

Steinman TV focus of Pa. petitions to deny

Nine stations in all are hit, including three Philadelphia TV's for failure to serve New Jersey; WGAL-TV Lancaster scored on concentration of control

Last week, it was Pennsylvania and Delaware stations' turn to run the gauntlet of petitions to deny renewal applications, and nine did not make it through without being hit. The petitioners expressed a variety of complaints, from Governor Brendan Byrne of New Jersey lamenting what he said was the failure of Philadelphia's three VHF stations to serve New Jersey, to an applicant for a UHF station in State College, Pa., accusing a local radio station licensee of filing a "strike" petition against its application.

But the main event among the nine contests is likely to involve the petition a women's group in Lancaster, Pa.—Feminists for Media Rights—filed against the Steinman family's WGAL-TV Lancaster. The petition included such charges as the failure of programing to serve the needs of women and discrimination against women in employment practices. It's major charge, however, involves concentration of media control.

With its television station (the only VHF in the city), AM and FM outlets, two daily newspapers and a Sunday newspaper, and a 60% interest in the city's only cable television system, FMR says, the Steinman family's control over the channels of public expression "is so extreme that renewal of the license of WGAL-TV ... would not serve the public interest."

The city is served by four UHF's and three other radio stations. But the petition states that, under various indices, the Steinman interests control between 79% and 95% of the local advertising revenues—89% under the Justice Department's method of calculating advertising revenue control. And that degree of concentration, FMR says, is "a per se violation of the public interest, convenience and necessity." Indeed, FMR says the degree of concentration is such as to warrant consideration in a hearing even though the FCC, under its new multiple-ownership rule concerning newspaper-broadcast crossownership, says it will consider at renewal time, only those complaints about such ownership that raise Sherman Antitrust Act violations.

But if the commission disagrees on the need for an ad hoc consideration of the WGAL situation, FMR says a Sherman Act showing can be made: It contends the Steinman family has engaged in anticompetitive activities in allegedly failing to publish in the daily newspapers the program listings of the four area UHF television stations, in "consistently" portraying WGAL-TV as "the Lancaster television station" in the Sunday newspaper, and, in 1968, in completing a merger that "eliminated the only competing cable franchise in the city" while leaving the family in control of the renaming franchise.

The FMR goes beyond the Sherman Act to allege a violation of the Clayton Antitrust Act. It says the Steinman's previous acquisitions of media interests in Lancaster, the merger of their cable system with the only other local franchisee, and the continued renewal "of these concentrated interests constitute situations where," in the words of the Clayton Act. "the effect of such acquisition may be substantially to lessen competition or to create a monopoly."

Boxscore. The number of stations facing petitions to deny jumped to 215 (74 TV's, 83 AM's, 58 FM's) following last week's filings against nine Pennsylvania stations. As of July 1, 921 stations (138 TV's, 507 AM's, 276 FM's) were in deferred status for a variety of reasons. As of June 1, 215 stations had been awaiting commission action on petitions to deny for 160 days or more.

Beyond Lancaster, there were these other disputes:

New Jersey Governor Byrne, as unhappy with the service Philadelphia stations are providing VHF-less New Jersey as he is with the service of New York stations (BROADCASTING, May 5), filed against the renewals of Philadelphia's KYW-TV (Westinghouse Broadcasting Co.), WPVI-TV (Capital Cities Communications Inc.) and WCAU-TV (CBS Inc.). He referred to the "execrable state of TV service in New Jersey," and asked that the renewals of the Philadelphia stations be conditioned on the outcome of the commission's inquiry into the state of VHF service to New Jersey. Reply comments in the proceeding are due July 15, and the governor, reflecting unusual confidence in the commission's ability to move swiftly, said the inquiry could be concluded by Aug. 1, when Pennsylvania stations are due for renewal.

Local chapters of the National Association for the Advancement of Colored People filed against WRAW(AM) Reading, Pa., on a promise-versus-performance charge (the station was alleged to have concealed a major change in public affairs programing), and WPQR-FM Uniontown, Pa., whose president, Edwin G. Warren, was accused of using the station to enrich himself and advance his political identification.

The Pittsburgh NAACP also asked for an extension of time in which to file against the renewals of two noncommercial stations in Pittsburgh—WQED(TV) and WQEX(TV). NAACP will allege inefficient use of television allocations on the ground that the two outlets, licensed to Metro Pittsburgh Public Broadcasting Inc., do not offer substantially different programing.

The Western Pennsylvania Association of Arab Americans petitioned against the renewal of KDKA(AM) Pittsburgh, in what appeared to be a byproduct of the Arab-Israeli dispute. The petitioners allege a fairness doctrine violation in connection with the *Mike Levine Talk Show;* they contend that listeners calling in with anti-Israeli views were generally denied access to the air.

The UHF applicant filing a petition to deny is Nittany Communications Inc., which is seeking a permit for channel 29 in State College, Pa. It petitioned the commission to deny the renewal applications of State College Communications Corp. for WRSC(AM) and WQWK(FM) State College. SCCC had petitioned the commission to deny Nittany's applications, and Nittany charges the purpose was simply to delay commission action on it. SCCC's concern, Nittany alleges, was that the introduction of a television station in the market would cut into its advertising revenues.

There apparently would have been more than nine petitions to deny filed last week but for a number of citizen-broadcaster agreements. Citizen groups renegotiated an arrangement with WPVI-TV Philadelphia, which was reflected in an amendment to the station's renewal application, one that underscores the station's commitment to provide programing for minorities and women. And women's groups won a commitment from KYW-TV Philadelphia on programing and employment matters.

Court reaffirms choice of KHJ-TV over challenger

But Bazelon says decision creates irrationality in comparative cases

RKO General Inc.'s hold on the license for KHJ-TV Los Angeles has survived another appeal to the U.S. Court of Appeals in Washington. But the court's majority and the FCC took a severe lashing from Chief Judge David Bazelon in the process.

A three-judge panel, in a brief unsigned opinion last week, denied the petition of Fidelity Television Inc. for rehearing and reconsideration of the court's decision, in March, affirming the commission's renewal of the KHJ-TV license and the denial of Fidelity's competing application for channel 9. Fidelity has been trying to displace RKO as channel 9 licensee since 1965.

The panel—consisting of Judges Harold Leventhal, Roger Robb and Oscar Davis, of the U.S. Court of Claims—held that the commission did not err in its decision, issued in 1973, "in applying a diversification [(of media ownership)] criterion that held that RKO's operation of stations autonomously and independently met the objectives sufficiently to withstand the competition of a 'nothing' competitor."

Judge Bazelon, however, in a 27-page statement explaining why he thought the court should grant rehearing, dealt in detail with what he considered errors by the commission and the court.

He said the commission granted RKO "an illegal renewal expectancy"—one based not on RKO's past performance but on "a general policy of insuring the 'continuation of existing service' unless a challenger proved that it would in fact provide better service."

He also said the commission failed to follow its own precedent in ruling that neither applicant was entitled to a preference on the diversification of media ownership issue. He called that a "miraculous conclusion," in view of RKO's ownership of broadcast properties and cable systems in major markets. Fidelity has no ownership interests; one 3% stockholder has a 10% interest in a CATV franchise 50 miles from Los Angeles.

Judge Bazelon found fault, in addition, with the commission's treatment of other comparative factors and with its denial of Fidelity's request for a hearing on a specialized programing issue, and with the court's down-the-line support of the commission's rulings.

His conclusion: He endorses former Commissioner Nicholas Johnson's view expressed in a dissenting statement that the commission's KHJ-TV decision was the worst in his more than seven years on the commission. "The fiercely technical and mechanical treatment of Fidelity's meritorious claims and the pervasive result-oriented reasoning," Judge Bazelon wrote, "completely strip off any veneer of rationality attaching to the comparative licensing decision."

Comparative hearings: case-by-case is best approach, says Hyde

Preconceived ideas and fixed criteria don't work, says former chairman of the FCC

Former FCC Chairman Rosel H. Hyde has some advice for his former colleagues in their search for a policy to govern the selection of winners in comparative hearings involving renewal applicants: Consider cases on an individual basis; abandon existing ideas about judging applicants against a preconceived set of criteria.

Mr. Hyde, who retired from the commission in 1969 after serving as a member longer than anyone else—23 years (and he had been a member of the staff of the FCC and its predecessor agency, the Federal Radio Commission between 1928 and 1946)—believes the courts and the commission had the right idea in the case of Johnston Broadcasting Co. v. FCC, in 1949.

Mr. Hyde, who is now in private law practice, discusses broadcast renewal hearings in the current issue of the *Duke Law Journal*. In the process, he takes another swipe at the commission's 1965 policy statement on comparative hearings, which he opposed as a member of the commission and which he has continued to criticize.

The commission's search among competing applicants for the one who would best serve the "public interest, convenience and necessity," he says, "must relate to the needs and characteristics of the community involved. Accordingly, he adds, "Johnstown Broadcasting advocated a case-by-case approach, believing it impossible to measure the effect of proposed service in a community by a set of fixed, preconceived criteria."

The 1965 policy statement laid out criteria against which the commission is to judge competing applicants—diversity of ownership, integration of management and ownership, among them. The statement was labeled as applying only to hearings involving new applicants; however, in following years, it was applied in cases involving incumbents, most notably in the WHDH proceeding, in which the renewal applicant lost its license.

Mr. Hyde believes the 1965 policy state-

Licensees don't have to sign on citizen group's dotted line

FCC says in KXTV decision that stations may refuse to negotiate or make agreements and still have their licenses renewed

Corinthian Broadcasting's KXTV(TV) Sacramento, Calif., with backing by the FCC, has demonstrated that a licensee may reject a citizen group's request that it sign an agreement covering substantive matters without facing problems at the commission.

The Sacramento Community Coalition for Community Change last August had filed a petition to deny KXTV's renewal application, charging discrimination in employment, failure to broadcast adequate public affairs programing dealing with matters of concern to minorities and women, misrepresentation and failure to negotiate differences in good faith.

The commission resolved all issues in favor of the licensee. And in dealing with the allegation concerning bad faith negotiations—which involved Corinthian's refusal to sign a settlement that included goals and timetables for revised employment practices—the commission said that although its policy is to encourage "affirmative dialogue" between stations and the members of the audience they serve, "there is ... no duty or obligation on the part of the licensee to execute agreements with members of the public."

The commission cited its proposed policy statement and notice of proposed rulemaking, released last month, which made it clear the commission was leaving to the licensee the question of whether it will enter into an agreement with a local group (BROADCASTING, June 2). It also noted that it has had occasion to reject agreements which were found to have "curtailed the licensee's fundamental responsibility and discretion."

As for the agreement CCMC wanted Corinthian to sign, the commission said it noted that the licensee's "apparent belief that this agreement would improperly infringe upon its responsibility and discretion in the operation of the station," and added, "we have no reason to question the licensee's motive or conclusions."

The commission also rejected as "inappropriate" CCMC's attempt to place the matter in a labor negotiations context; the group had said Corinthian had taken the kind of rigid approach that had been found to be bad faith in labor negotiations.

"We have encouraged licensees to involve themselves in local discussion and dialogue with the public they serve," the commission said. "There is, however, no obligation to negotiate, in the sense urged by these petitioners."

Although the commission found no basis for action in CCMC's petition, it was unable to act on the renewal application because of "the pendency of other matters regarding the qualifications of the licensee." A staff member said this referred to an "engineering matter."

ment cannot be applied uniformly. Evidence generated according to the criteria may be incomplete, or the weights attached in the abstract to the criteria may not reflect the relative priorities of a particular community's needs.

Mr. Hyde acknowledges that the Johnston approach presents the commission with the difficult and unwieldy job of comparing all manner of differences between applicants. But, he says, the task is not impossible. The purpose of a hearing, he says, is to organize the evidence and to compile a record containing the material differences between applicants "so that a decision can be made which will be fair to the parties and in the public interest."

Sniping at Wells getting louder

Cable interests step up attack; Johnson, Kramer go into action for opponents who want anonymity; but OTP appointment looks firm and he defends stock reacquisition

President Ford's prospective nomination of ex-FCC Commissioner Robert Wells to be director of the Office of Telecommunications Policy is generating the kind of opposition that some observers had predicted—and then some.

The efforts of cable interests and citizen groups to block the nomination of Mr. Wells, a professional broadcaster, had been expected. But there are individuals in the executive branch and on Capitol Hill who are said to be engaging in a behind-the-scenes effort to block it also.

In addition, Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee has surfaced as a critic of the proposed nomination. He issued a statement saying he was "distressed and disappointed" by it, adding, "Mr. Wells has spent most of his professional life in an industry . . . that he is now being asked to analyze objectively."

He also said the public had been treated "to the unseemly spectacle of the White House delegating to the broadcasting industry the power to make this important selection," and added: "No industry should have that kind of power and influence.

And Senator Vance Hartke (D-Ind.), a member of the Senate Commerce Committee, which would hold a hearing on the nomination, wrote President Ford on the matter, indicating concern about the appointment of an individual with broadcasting background to the OTP job. Such a nomination, he wrote, handicaps the individual and the office, "for it becomes virtually impossible to convince others of the nonbias of the director."

Thus far, however, there are no signs that the nomination is off the track. A White House spokesman said there was no indication of a change in plans. And Mr. Wells showed no interest in backing out. Indeed, he said last week that, in view of the impending nomination, he had withdrawn from a group seeking to acquire WROE(FM) Neenah-Menasha, Wis., a proposed purchase that was announced last month, at the same time he was reported to have become the leading candidate for the OTP job (BROADCASTING, June 2).

The National Citizens Communications Lobby, which has been organized by former FCC Commissioner Nicholas Johnson to represent citizen groups before Congress, is emerging as a factor in the effort to block—or, if that fails, oppose—the Wells nomination, particularly where groups and individuals who do not want to reveal their identities are concerned.

Albert H. Kramer, the former director of the Citizens Communications Center, who is aiding NCCL in the matter, said last week that "citizen groups, people in the executive branch and people on the Hill"—congressional staffers speaking for the senators and congressmen for whom they work—have been contacting NCCL. Some want information; others feel that opposing Mr. Wells would be "politically sensitive" and would prefer the opposition to be conducted by someone "on the outside," Mr. Kramer said. "We're also trying to get people to come out against it," he said.

The executive branch and Capitol Hill are not the only sources of below-ground opposition to the Wells nomination, apparently. Mr. Kramer indicated the public broadcasting community—concerned about OTP's ability to influence administration policy on public broadcasting funding—is another. He referred to individuals in the Corporation for Public Broadcasting, the Public Broadcasting Service, the Association of Public Radio Stations and the National Association of Educational Broadcasters as expressing concern about a Wells nomination.

Wells

These groups were among the principal backers of Dr. Albert Horley, of the Department of Health, Education and Welfare's Office of Telecommunications Policy, when he had been expected to be President Ford's choice to head OTP. Dr. Horley is sympathetic to the idea of long-range funding for public broadcasting.

Mr. Kramer said Mr. Wells's record as a member of the FCC, from 1969 until 1971, is being researched for clues as to the kind of OTP director Mr. Wells would make. One point Mr. Kramer noted was that Mr. Wells voted against adoption of the rule barring the creation of new radio-TV combinations in the same market. But the factor most critics of the nomination are focusing on is Mr. Wells's background as a broadcaster, with special attention being paid to whether Mr. Wells's break with Harris Enterprises when he joined the commission was as clean as it appeared. When Mr. Wells resigned from the commission, he rejoined Harris as general manager of its radio properties, with his base in Garden City, Kan., and repurchased the minority interests in four stations that he had sold.

The National Council of Churches wrote Donald Rumsfeld, White House chief of staff, that it was inappropriate to name as OTP director anyone from an industry making use of the electronic spectrum. But National Cable Television Association officials who feel they have particular grounds for concern about a broadcaster being in a position to shape administration policy on telecommunications, as well as NCCL, are interested in checking into the conditions under which Mr. Wells left Harris in 1969—whether Harris had simply been holding Mr. Wells's position and stock for his return. The cable industry representatives have

Downfield blocking. Senate Communications Subcommittee Chairman John Pastore (D-R.I.) has asked the White House to withdraw the nomination of Joseph Coors to the board of the Corporation for Public Broadcasting. Senator Pastore said last week that he made the request to White House staff while attending a meeting there because he doubted Mr. Coors's chances of getting confirmed in the Senate. The Colorado brewer has drawn heavy criticism, mostly from public interest groups, for his political views and his ownership of the news service, Television News, an interest many have said would conflict with a position on the CPB board. Mr. Pastore said he received no response to his request.

Mr. Pastore also seized the occasion to suggest to the President that a Spanish-surnamed person be named to fill the unexpired term of Neal Freeman, who resigned his seat on the CPB board two weeks ago. The suggestion had been made to Senator Pastore by a representative of a citizen group, the National Congress of Hispanic American Citizens during a recent hearing on the eight nominations currently being scrutinized by the subcommittee (BROADCASTING, June 30). The Senator reported that President Ford liked the idea and would think about it. No names were discussed.

talked to Senate Commerce Committee staff members about the matter.

The financial records that Mr. Wells filed with the Senate Commerce Committee at the time of the hearing on his nomination as an FCC commissioner in 1969 have become a matter of some interest. The House Communications Subcommittee and Senator Vance Hartke's office have asked for copies—but the Senate committee has been unable to turn them up. A committee aide said General Services Administration would be asked to track the records down; failing success in that, he said, Mr. Wells would be asked for another copy.

Mr. Wells said that immediately after leaving the commission, on Nov. 1, 1971, he repurchased for $47,508 the shares in four stations he had sold back to Harris two years earlier for $43,000. He said Harris had permitted him to repurchase the stock in view of his long association with the company; he had joined it in 1953. And although cable interests point out that available Harris stock was reduced to zero when Mr. Wells repurchased his shares, Mr. Wells said that Harris could have issued additional shares. "My break with Harris was complete and total," Mr. Wells said. "I was under no obligation to return.

The stock interest was not all that Mr. Wells regained on returning to Harris. By returning within two years—he had joined the commission on Nov. 6, 1969—he was continued in Harris's profit-sharing trust at the level at which he had left. Mr. Wells, reading from the regulations of the trust, said last week the company may grant "a leave of absence for no more than two years."

Mr. Wells said he did not leave the commission because of the trust. "I was fully vested and would not have lost anything," he said. As he said at the time of his resignation, his departure from the commission was dictated by a desire to seek the Republican nomination for governor of Kansas. Those plans were aborted reportedly because of illness.

Representative Macdonald and others, in expressing concern about Mr. Wells's close identification with the broadcasting industry, cited reports, that he had been offered the job of executive vice president of the National Association of Broadcasters shortly before he had come under serious consideration for the OTP job.

Both Mr. Wells and Vincent Wasilewski, NAB president, denied that Mr. Wells had been offered the job. Mr. Wasilewski said he asked Mr. Wells at the NAB convention in Las Vegas in April if he was "interested in talking about the job." But, Mr. Wasilewski said, Mr. Wells's emergence as a leading contender for the OTP job precluded further talks on the subject.

What will Mr. Wells do about his stock when, still looked likely last week, he is nominated to head OTP? Will he sell it again? "I will do whatever is required," he said.

FCC's dilemma: Should it catch a falling 'Star'?

Decision on ownership waivers is made no easier by reports that newspaper may be folded

The tension at the FCC was mounting without them. But published reports of efforts being made to shut down the financially troubled *Washington Star* have intensified the pressure on an FCC that faces a decision soon—probably within the next two weeks—on whether to let Texas banker Joe Allbritton acquire control of the Washington Star Communications Co.'s radio and television stations, as well as the newspaper.

Mr. Allbritton took control of the newspaper in October when he acquired 10% of the stock of the parent corporation. But whether he gets another 28% of the corporation, and with it de facto control of the broadcast properties, as planned, depends on the FCC.

And since the stations involved are WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C., that depends on whether the commission is prepared to waive multiple-ownership rules banning the creation of new radio-TV and broadcast-newspaper combinations in the same market. The rule dealing with broadcast and newspaper holdings was adopted only last December, and the Star Communications proposal involved the first request for its waiver.

Star Communications and Mr. Allbritton have argued that the waivers are essential to the preservation of the *Star*. Mr. Allbritton has already loaned the newspaper $5 million, and is committed to provide it with $20 million more when the transfer is completed.

But the Star and Mr. Allbritton say the profits from the broadcast properties are needed; they note that the $5 million loan has been exhausted. And the *Star*, which lost more than $7.7 million in 1974, was now reported to be losing money at the rate of $643,000 per month.

Thus, commissioners who might be reluctant to waive the rules, but who might also be concerned about being responsible for the failure of one of Washington's two newspapers, faced a dilemma—one that was underlined by the published reports: a *New York Times* story, which was furnished to and used by the *Star*, that the *Star's* board of directors—members of the three families that have owned the newspaper for a century—apparently favors closing it. It said that although Mr. Allbritton wanted to save the paper, other board members were attempting to limit his authority to borrow money to operate the newspaper and expand it. The story was front page in both newspapers.

The report was denied by Newbold Noyes, a former editor of the *Star* who remains a director of Star Communications, in a letter to the Star. He said that the story was "grossly false and unfair," that the aim of the board members has always been "to save the paper." However, he also said there are "differences of opinion as to how this best can be accomplished and how much stockholders with varying resources can afford to bet on the outcome."

The view that the *Star* cannot survive without the related stations is not unanimous. John P. McGoff, who operates two companies that own 47 daily and weekly newspapers across the country, has been attempting to purchase the newspaper alone, but without success. Star Communications does not regard his offer of $25 million as realistic; it says it is based on a formula calling for a reduction in the proposed price in the event of various eventualities—a formula it contends would have reduced the price to zero (BROADCASTING, Jan. 27).

Apart from the legal and financial issues involved, Mr. McGoff and a local citizen group with which he has joined in a petition to deny the waiver request—Concerned Citizens for Balance in the News Media—represent a political issue. Mr. McGoff and the chairman of the group, Donald C. Morency, feel that the *Star* under Mr. Allbritton would be too ideologically similar to what they regard as the liberal *Washington Post*. "Washington," Mr. McGoff said at a news conference announcing his opposition to the sale of the Star stations, "needs two views in order to provide some balance for those who pass our primitive laws and seek new schemes to weaken our free society" (BROADCASTING, Jan. 13).

The McGoff-Concerned Citizens petition is one of two seeking to block the Star Communications sale. The other was filed by three citizen groups—the Washington chapter of the National Organization for Women, the D.C. Media Task Force and the Adams Morgan Organization.

Both say the need for the waivers has not been demonstrated, and both are skeptical as to Mr. Allbritton's commit-

Taking it to Hart. Following a month-and-a-half-long intermission, the Senate Antitrust Subcommittee hearings on possible anticompetitive industry practices inhibiting the growth of pay cable resume this week (See BROADCASTING, May 26). The witnesses for Tuesday's hearing include Everett Erlick, senior vice president and general counsel for ABC; Arthur Taylor, president of CBS; Robert Howard, president, NBC television network; and Emanuel Gerard, executive vice president, Warner Communications. There will be a second day of hearings Thursday at which Donald Baker, deputy assistant attorney general in the Justice Department's Antitrust Division and Roger Noll, director of humanities and social sciences at the California Institute of Technology will testify. Philip Hart (D-Mich.) is chairman of the subcommittee.

ment to continue operation of the newspaper once he acquires 38% of the parent company. They say that if the commission grants the waiver request, it should require the Allbritton-controlled company to comply with the one-to-a-market rule—to sell off its radio or television stations in Washington and Lynchburg—if it should fold the newspaper.

The commission staff has been reviewing the various issues raised in the proceeding for months. The financial data supplied by Star Communications has been analyzed, as has Mr. McGoff's offer. And, although earlier tentative deadlines for submitting the matter to the commission have slipped, indications last week were that the staff work was virtually completed. One official said the matter would be ready for commission consideration on July 16 or July 23.

Broadcasters want less, citizen groups want more in ascertainment

Stations want to extend proposal to exempt those in markets under 10,000 from community surveys; consumers ask tougher requirements

Broadcasters and citizen groups filed comments last week on an FCC proposal to overhaul ascertainment procedures for renewal applicants (BROADCASTING, May 12). And while both sides applauded the principle of continuous ascertainment throughout the license period, they were not as satisfied with the proposed methods for surveying the community and documenting the results.

Especially at issue was an "experiment" to exempt stations in communities of less than 10,000 and located outside of Standard Metropolitan Statistical Areas from formal ascertainment for one license period. Some 1,900 radio and 14 television stations would be affected.

Broadcasters favored the exemption but urged the commission to expand it. The National Association of Broadcasters said a 20,000 population should be the cutoff point. Eleven stations in California and Oregon asked for 25,000, and one station in Louisiana one in Alabama went as high as 100,000. Several of those commenting also asked that the SMSA qualification be dropped.

The Office of Communication of the United Church of Christ, however, saw the exemption as "the opening wedge for elimination of ascertainment." The National Black Media Coalition predicted that the experiment would make ascertainment "a farce" in exempt communities. "Without records," NBMC said, "neither the commission nor the public can analyze the licensees' performance." The National Organization for Women agreed.

Another major concern, especially to broadcasters, was the community leader checklist that would replace the composi-

In Brief

Miami-based **Sonderling** Broadcasting Corp., publicly traded station group, has bought WRVR(FM) New York (106.7 mhz, 5.4 kw horizontal, 3.8 kw vertical, antenna 1,220 feet) from Riverside church for $2.3 million cash. Sale of **Starr Broadcasting's** WQIV(FM) New York may be freed of protests by two citizen groups and competing application by Charles Benton, of Chicago, under agreements reached late last week. Total reimbursement of $100,000 in legal expense is involved. Protests started over Starr's switch from classical music to rock. Station has been sold to GAF Corp. for $2.2 million. Peter Starr, president, reported $395,458 third-quarter loss, 34% attributable to legal costs of dispute over WQIV. FCC is looking ahead to three more **regional conferences** with public and broadcasters and thinking of hooking them to National Association of Broadcasters fall conferences—Boston, Oct. 15-17; Denver, Nov. 16-18, and San Francisco, Nov. 19-21. Plans still subject to change. FCC ruled Thursday there can be more than one **subscription television station** in a market as long as there is more than one community in market receiving grade A signals of at least five commercial TV's. For each such community, one STV authorization may be granted. New officers, New York Market Radio Broadcasters Association: **William S. Jaeger,** WFAS(FM) White Plains, chairman; **Dan Griffin,** WOR(AM) New York, vice chairman; **Aaron Daniels,** WPAT(AM) Paterson, N.J., secretary-treasurer. **Community Antenna Television Association** has asked AT&T to begin negotiations on pole rates. National Cable Television Association and AT&T are at stalemate on same subject. CATA suggested formula with regional rather than national approach. License **renewal application** of KGGM-TV Albuquerque, N.M., designated for hearing by FCC on petitions of two citizen groups. Issues include programing and equal employment opportunity. Sixteen member countries of **European Broadcasting Union** will receive daily tape feeds by air freight (by satellite for major news) from CBS News, effective now. Agreement replaces former arrangements between individual KBU nations and various U.S. networks. **Ronald E. Bain,** director of sports administration and planning, CBS-TV, New York, appointed director of development and planning for sports, NBC-TV, New York, new position. **Andrey Gellen Maas,** 40, producer and adapter of dramas for television and associated for many years with Talent Associates Inc., New York, died July 2 in New York Hospital after suffering cerebral hemorrhage. Survivors: husband, author Peter Maas, and son, John Michael. **Bartholomew Keane,** 33, assistant film editor, ABC-TV, New York, found shot to death July 1 on sidewalk near his home in city's Upper East Side. Survivors: wife, Virginia, son, Charles.

Headliners


DeGroot


Kizer


Martin

Don F. DeGroot, general manager of WWJ-AM-FM-TV Detroit since 1969, turns over reins of that element of Evening News Association broadcast group to **Peter A. Kizer,** who has been assistant general manager since 1972. ("Closed Circuit," June 30). Mr. DeGroot continues as vice president of broadcast group, supervising WWJ stations plus WALA-TV Mobile, Ala., and KOLD-TV Tucson, Ariz. ... **Frank Martin,** president and chief operating officer of John Blair & Co. for seven years prior to resignation in 1972, joins Adam Young Inc., New York, TV station representative, in newly created post of executive vice president, effective immediately... **Michael J. Gould,** president, Gould Entertainment Corp. and former VP-sales, Westinghouse Broadcasting Co., named VP-general manager of Taft H-B Program Sales, combination of former Rhodes Productions and Hanna-Barbera Productions, Los Angeles. He will headquarter in New York ... **Dennis E. Doty,** VP-morning programing, ABC Entertainment, New York, elected to newly created post of VP-prime-time program development, East Coast. Concurrently, **Bob Shanks,** VP-late-night programs, elected VP-early morning and late-night programs.

tional study. Renewal applicants would be expected to use a list of 19 "typical institutions" (government, labor, etc.) and interview one or more leaders from each category once a year. However the commission did not say how many consultations per year would suffice to prevent inquiry. "The test remains representativeness," the commission said. CBS Inc. questioned just how many leaders would determine "representativeness." Other television licensees urged the commission to set a minimum. RKO General Inc. requested that 228 interviews in all be sufficient for communities with a population of 1,500,000 or more. A lesser standard was recommended for smaller markets.

Many licensees also feared, as CBS did, that ascertainment would "degenerate ... to relatively sterile and formal interviews," because comments would be attributed to leaders and be made available in public files. Haley, Bader & Potts, a law firm, said every licensee that it has consulted said leaders would "clam up" if their remarks were made public. NBMC, opposing the checklist for different reasons, suggested that a community advisory panel could replace or supplement it.

NAB went as far as to ask the commission to drop its new guidelines and reinstate the format described in a 1960 policy statement which called for a narrative statment showing how community problems were discovered. NAB said the narrative and a list of problems and responsive programing would provide enough information.

Mandatory code costs NAB Westinghouse

No offsetting gains counted yet after compromise on standards; there's dust-up in the Rockies over NAB's role in nonduplication

Westinghouse Broadcasting Co. and its five television stations, which resigned from the National Association of Broadcasters code more than six years ago in protest that the code wasn't strong enough, will leave the NAB itself rather than rejoin the code, Donald H. McGannon, president and chairman, said late Thursday (July 3).

He said they would become active in both again if the code is made into a strong force—and if, in addition, the networks are excluded from code membership, as he said was the case in the code's early years. Responsibility for what is broadcast is a local licensee matter, and the adoption and enforcement of codes should be the work of stations, not networks, Mr. McGannon asserted.

He avoided saying Westinghouse would resign from the NAB. Rather he pointed out that the NAB, by requiring that its television members be code subscribers as well, has itself made the decision from which, in consequence, Westinghouse will cease to be an NAB member. As for the code, he said it has not improved since Westinghouse resigned (BROADCASTING, Feb. 17, 1969) and, if anything, has been weakened in its application to adult content, crime and violence on the screen. Since Westinghouse's original reasons for leaving the code are still valid, he said, it would not be logical to rejoin.

Mr. McGannon said he had advised NAB officials in detail regarding the decision and reasons for it.

The Westinghouse action is the most pointed response yet to the NAB TV board's reaffirmation of its January 1974 decision to require all NAB TV members to join the NAB TV code. Mandatory code subscription becomes effective April 1 next year. In reaffirming its stance, the board exempted small-market TV stations from compliance with the rule and adopted for independents the Association of Independent Television Stations' more relaxed commercial time standards (BROADCASTING, June 23).

To gauge industry reaction to the TV board's action, NAB has been watching the larger groups, which for various reasons have dissented on the issue of mandatory code subscription. Westinghouse is one. Others include Metromedia, RKO General and Taft Broadcasting.

Metromedia is apparently satisfied with the TV board's adoption of the Association of Independent Television Stations' time standards. Metromedia has five independent stations, all members of NAB, but not of the TV code. NAB expects them to join, but Metromedia has not yet announced its intentions.

INTV, naturally pleased with the NAB accommodation of independents, has pledged to promote subscription to the NAB TV code among its members, an NAB staffer said.

RKO reported last week its two independent TV stations, WOR-TV New York and KHJ-TV Los Angeles, will join the TV code. The groups's two network affiliates are already members of the code, and all four are currently members of NAB.

Taft Broadcasting Co., with six network affiliated TV stations, has a situation reversed from most others. All of its stations are members of the TV code but not of the NAB. Taft President Lawrence Rogers pulled his stations out of NAB several years ago because he thought all stations should subscribe to the code. Whether his stations will rejoin the association Mr. Rogers is not saying. He did say last week that he will wait for NAB to come to him, and according to NAB President Vincent Wasilewski, NAB has already made one such overture.

Mr. Wasilewski said stations not now members of the code or the association are being approached one-on-one and urged to join. In addition NAB has six regional managers beating the bushes and ongoing mail campaigns to attract new members.

There are still rumblings of dissent among small-market TV stations in the Rocky Mountain area, however, through over other issues as well as the code. Opposition to mandatory TV code subscription had come from many quarters in the last year, but the largest single pocket was in the Rocky Mountains.

Dale Moore, chairman of Western Broadcasting Co., Missoula, Mont., last January pulled his seven radio and TV stations out of the NAB in protest over the rule. And the TV board's recent concession to small-market stations "doesn't change a thing," Mr. Moore said last week. He said the TV board's real reason for requiring code subscription was to bring in more money for administering the code, and the concessions to small markets and independents were just "a devious way of keeping the whole thing from blowing up." He said he will not rejoin NAB.

Elsewhere in the Rockies, all four of the Rocky Mountain Broadcasters Association's member state associations, and RMBA itself, had earlier resolved to oppose mandatory code subscription. But they appear to be satisfied with the TV board's final ruling. Mandatory code subscription was on the agenda of the RMBA's annual convention in Big Sky, Mont., two weeks ago, but it received scant attention, according to broadcasters who attended.

Two broadcasters there blasted NAB on another front, however, on the issue of cable nonduplication. The FCC ruled three weeks ago that broadcasters in the mountain time zone will receive no more protection against program duplication than broadcasters elsewhere in the country. The Rocky Mountain broadcasters had sought a same-day nonduplication rule, but lost that fight and were given simultaneous nonduplication protection instead.

At the RMBA convention, Robert Krueger of KTVB(AM) Boise, Idaho, charged that in contrast to the National Cable Television Association's finely coordinated campaign, the NAB had offered little help to the Rocky Mountain broadcasters. He said NAB's main attention is given to the large operators in the country and that the problems of small-market operators are "tended to at that moment, then forgotten."

Mr. Krueger announced his station is quitting the NAB and he reportedly suggested that a new organization be formed.

Mr. Krueger was joined by Joseph Sample of Garryowen Stations, Billings, Mont., who told BROADCASTING he is going to put his three stations' money into an organization that is more responsive to his stations' needs.

Both Mr. Krueger and Mr. Sample said their feelings were shared by many other small-market operators in the Rocky Mountain region.

But William Carlisle, NAB vice president, government relations department, who defended NAB's work on the nonduplication docket at the RMBA convention, said Mr. Krueger's proposal of a new organization received almost no response from the broadcasters at the convention.

How do you like them apples, FCC?

A sender of many questionnaires gets a beaut from John Moss; it's part of growing inquiry into regulatory reforms

There is grumbling at the regulatory agencies that received the House Investigations Subcommittee's questionnaire probing their operating procedures and policies. Answering all 96 questions, most requiring painstaking detail, will involve "a horrendous amount of work," one FCC official said last week. But officially the FCC and the Federal Trade Commission are raising no fuss and are saying they will do their best to meet the 30-day deadline for completing the form (BROADCASTING, June 30).

Some of the questions ask for thoughtful essays. Question 1, for example, says: "Highlight major events which have changed the commission's interpretation of its original mandate."

Some ask for lengthy lists, such as Question 33 which demands a list of all the complaints about the commission's administrative procedures from regulated industries, the public and government in 1974 and 1975. And Question 73 asks for a list of all appearances in the last five years by a commissioner or high level employe as speaker, panel member or guest before industry or professional organizations, conventions, state or local regulatory bodies. For each such engagement the Investigations Subcommittee wants to know the name of the organization the commission representative addressed, the location and date, the subject of the presentation, the commission representative's expenses and how much of them were borne by the government, by the organization and by the commission person. It also wants to know what the speaker's fee was.

At the FCC, a four-man task force within the office of the executive director has been detailed to coordinate the task of answering the questionnaire. A spokesman at the FTC would say only that "a lot" of people have been set to work on the project.

The questionnaire was sent the six major regulatory agencies June 25, the same day a delegation of 24 members of the House and Senate met with the President to discuss regulatory reform (BROADCASTING, June 30). Its questions are designed to see whether the agencies are functioning in line with their authorizing acts, what impact they are having on the economy and whether changes are needed to insure that they are serving the public interest.

In the 14-page form there are questions on the backgrounds of the agency commissioners and employes themselves, asking for example, who came from the industries they now regulate and who entered those industries after leaving the commission.

The questionnaire also asks for lists of all the commission's regularly scheduled and special meetings in the last five years and commission policy about closed meetings. And it seeks a record of all contacts between commissioners and staff and outsiders when rulemaking or policy was discussed.

It asks too for all requests for information under the Freedom of Information Act that were turned down and why, as well as the outcome of subsequent litigation.

The questionnaire asks for a summary of the time required to dispose of the average agency proceeding by category in the last five years and the average length of hearing records in those proceedings. The commission is also asked to provide the subcommittee a list of the oldest 20 proceedings and their current status.

The questionnaire asks for a list of all contracts over $10,000 to consultants evaluating the commission's activities. And it asks how the commission has dealt with problems of overlap with other government agencies and departments.

The commission is further asked to describe how it tries to measure its own effectiveness in improving the quality of the regulated industry's service, in insuring that the cost of that service is reasonable and in protecting the public interest.

When the questionnaires are returned at the end of this month, they will be scrutinized by the Investigations Subcommittee staff, which has five people working on regulatory reform. One of them said the subcommittee will probably begin hearings on the subject some time in September.

Regulatory reform has been one of the subcommittee's primary concerns since Representative John Moss (D-Calif.) was elected chairman in January (BROADCASTING, Feb. 3). Mr. Moss's fight to wrest the reins of that subcommittee from Commerce Committee Chairman Harley Staggers (D-W.Va.) was bitter. There were charges that the subcommittee had been a do-nothing body under Mr. Staggers. The parent Commerce Committee subsequently voted to give the subcommittee $600,000 for this year, an increase of $250,000 over last year's budget.

It is expected that regulatory reform will become a major project in Congress this session, involving several committees in both houses and large expense. Mr. Moss's efforts so far are leading the field.

In the Senate, regulatory reform will be taken up primarily by two committees, Government Operations and Commerce, but they are awaiting action by the Rules Committee on a resolution providing for the funds they need to begin work. The measure provides for $750,000 to be divided evenly between the two committees, and which a Government Operations Committee aide said would be used to hire additional staff and consultants.

The push for regulatory reform was

given by President Ford last year. He drafted legislation that would have created a commission to recommend reform of the regulatory agencies. It and similar measures died with the end of the 93d Congress. To follow his meeting with members of Congress two weeks ago, the President intends another meeting on July 9, this time with members of 10 independent agencies.

An aide to Representative Moss said last week Mr. Moss is happy to have the President's input, but that he feels the job should be handled solely by Congress. The regulatory agencies were created by Congress, and in Mr. Moss's view, according to the aide, are delegates of that branch of government.

A bill to reform some of the operating procedures of one regulatory agency, the FCC, will be taken up shortly by Representative Torbert Macdonald's (D-Mass.) Communications Subcommittee. Mr. Macdonald, the author, focused his bill (H.R. 8014) on the FCC because that is the only commission his subcommittee has jurisdiction over. He said on introduction, however, that the broad framework of the bill could serve as a model for reform of other agencies (BROADCASTING, June 23).

Mr. Moss's subcommittee is performing much of what might have been the job of last year's proposed commission on regulatory reform. The result of its work will be a body of information and recommendations. Because Mr. Moss's subcommittee is an investigative subcommittee, it cannot pass on legislation. The process of introduction of legislation, legislative hearings and markups will take place elsewhere.

Radios want short license form, but not this one

Citizen groups also disfavor FCC's proposed 31-question application for renewal

Broadcasters filing comments last week at the FCC said they approved of the general idea of a shorter renewal form for commercial radio stations, but they did not like the commission's specific proposals. Metromedia, in fact, said the proposed short renewal form would make renewal application a "more onerous" task. But citizen groups also were not pleased with the proposed changes in the radio renewal form, although for them it was a question of too little information requested, not too much.

The proposed form would reduce the combined TV-radio form of 61 questions to a separate radio-only form of 33 questions.

Broadcasters specifically were concerned with the proposed request for an annual list of ascertained problems along with future proposals on programing to deal with those issues. Asking broadcasters to speculate on what community problems may be in the future, said the National Association of Broadcasters, is inconsistent with the basic philosophy of finding out what the problems are first.

Another concern mentioned repeatedly by broadcasters was the proposal to ask for categorized past and future programs along with a composite week's performance in six specified program categories. A broadcast day cannot be neatly divided into mutually exclusive categories that total 100%, said Metromedia Inc. And Westinghouse Broadcasting Co. wondered how all-news stations could categorize in-depth reports and consumer affairs in such a scheme.

A particular problem was the projection of the percentage of future sports and entertainment programing. With "unlimited variables" in next season's sports schedule and possible entertainment changes, Storer Broadcasting Co. said such projections would not be meaningful.

RKO General Inc., McGraw-Hill Broadcasting Co., and Taft Broadcasting Co. claimed the proposed requirement to report any suits or judgments against a licensee or its principals was overly broad. Subsidiary companies or separate and nonbroadcast enterprises should not be included, they said.

ABC called the proposed changes an essentially "meaningless enterprise" until the FCC first reaches a decision regarding commentary ascertainment.

But if broadcasters were upset at what they saw as an increase in paperwork, the Committee for Open Media wondered about the workload imposed on volunteers to lay hands on data that is necessary in disputing a license renewal. "The FCC should not trade off public access in return for a superficial shortening of the renewal form," said the National Black Media Coalition.

NBMC and the St. Louis Broadcast Coalition both urged the FCC to require licensees to link programing with ascertained needs. "Raw numbers that are not tied to any specific programs" is not the way to determine if community needs will be served, said NBMC.

Citizen groups also wanted the FCC to require broadcasters to report any discrimination complaints filed against them. Such data would be helpful in discerning patterns of discrimination, they claimed.

By a new name. WKY Television System Inc., group owned by Oklahoma Publishing Co., Oklahoma City, has changed its name to Gaylord Broadcasting Co. "to reflect more correctly operations of company" which owns WKY-AM-TV Oklahoma City; WTVT(TV) Tampa, Fla.; KTVT(TV) Fort Worth; KHTV(TV) Houston; KSTW(TV) Tacoma, Wash.; WVTV(TV) Milwaukee and KRKE(AM) Albuquerque, N.M. Edward L. Gaylord, publisher of *The Daily Oklahoman* and *Oklahoma City Times*, is chairman and chief executive officer of the newly named Gaylord Broadcasting.

Changing Hands

Announced

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

- KBMN(AM) Bozeman, Mont.: Sold by KBMN Inc. to Western Media Inc. for $400,000 plus $50,000 for noncompetition covenant and $50,000 for consultancy. Seller is owned by William A. Merrick family which has no other broadcast interests. Buyer is owned equally by Kermit G. Kath, Donald E. Jones, Dr. Gerlad W. Rounsberg and Tony A. Kehl and Leonard V. Kehl, brothers. Mr. Kath owns KGOS(AM) Torrington, and 47% of KWOR(AM) Worland, both Wyoming. Mr. Jones is Torrington attorney. Dr. Rounsberg is Torrington general practitioner. Tony A. Kehl owns KVOW(AM) Riverton, Wyo., and 47% of KWOR. Leonard Kehl is sales representative for KDEN(AM) Denver. Messrs. Kath, Jones and Rounsberg and Tony Kehl equally own KCSR(AM) Chadron and KVSH(AM) Valentine, both Nebraska. KBMN is on 1230 khz with 1 kw day and 250 w night.
- WJRC(AM) Joliet, Ill.: Sold by Midwest Radio Corp. to WJRC Inc. for $308,000. Principals in seller are Rose Morici and her children, Anthony C. Morici, Marianne Aiassa and Carol McNamee (90% together). None has other broadcast interests. Principals in buyer are William Lipsey (30%), J. Robert Wheeler and H. James Wermer (20% each). Mr. Lipsey owns Joliet shopping center and real estate and has interest in Crest Hill, Ill., bank. Mr. Wheeler owns 10% of WJRC, 50% of *T. V. Facts of Joliet* (TV listing and advertising magazine). Mr. Wermer is CPA and 50% owner of Joliet investment firm. WJRC is daytimer on 1510 khz with 500w.
- KRWC(AM) Buffalo, Minn.: Sold by Wright County Radio Inc. to Donnell Inc. for $200,000 plus $80,000 consultancy fee. Seller is owned equally by Theodore C. Appleby, Wayne L. King and Richard L. Hendricks who have no other broadcast interests. Buyer is owned by Donald L. Wohlenhaus and wife, Janel. Mr. Wohlenhaus is sales manager of Eden Prairie, Minn., medical products firm and Mrs. Wohlenhaus is housewife. KRWC is daytimer on 1360 khz with 500 w.
- WHAL-AM-FM Shelbyville, Tenn.: Sold by Shelbyville Broadcasting Co. to Bedford Broadcasting Co. for $260,000. Principals in seller are G. Freeman Fly (35.64%) and Harvard P. Smith (22.56%). Neither has other broadcast interests. Buyer is owned equally by Millard V. Oakley, Edward M. Johnson and Robert W. Gallaher. Mr. Oakley is Tennessee state insurance commissioner, director of banks in Livingston and Smithville, Tenn., and owns 51% of WCSV(AM) Crossville, Tenn., and 36% of WLIV-AM-FM Livingston. Mr. Johnson owns 49% of WCSV and has applied for new AM in Monterey and new UHF station in Crossville, both Tennessee. Mr. Gallaher owns 80% of WUCR(AM) Sparta, Tenn., and with Mr. Johnson has CP for new AM in Burkesville, Ky. Messrs. Johnson and Oakley jointly have applied for new AM stations for Newport and Dayton, both Tennessee. All three jointly have applied for new AM for Kingston, Tenn. WHAL is on 1400 khz with 1 kw day and 250 w night. WHAL-FM is on 102.9 mhz with 60 kw and antenna 510 feet above average terrain.
- KSKU(FM) Hutchinson, Kan.: Sold by Mrs. Marguerite Sours to Sampson Communications Corp. for $215,000. Seller has no other broadcast interests. Buyer is owned by Jack S. Sampson (51%) and wife, Arvilla (49%). Mr. Sampson was VP of Storz Broadcasting Co., group owner, and Mrs. Sampson is housewife. They have also agreed to buy *The Bee*, Hutchinson shopper, from Mrs. Sours for about $63,000. KSKU is on 102.1 with 100 kw and antenna 550 feet above average terrain. Broker: Chapman Associates.
- KFYN(AM) Bonham, Tex.: Sold by Fannin Broadcasting Corp. to Roy V. Floyd and Mary Ann Brewer for $120,000. Principals in seller are Tom McDonald, Walter Sisk and C. E. Hope (20% each) who have no other broadcast interests. Buyers own KTAT(AM) Frederick, Okla., and KBGH(AM) Memphis, Tex. KFYN is daytimer on 1420 khz with 250 w. Broker: George Moore & Associates.
- Other sales reported by the FCC last week include: WTLG(AM) Tallapoosa, Ga.; WLBC-AM-FM Hodgenville, Ky., and KFTW(AM) Fredericktown, Mo. (see page 48).

Approved

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

- WDMT(FM) Cleveland, Ohio: Sold by Northern Ohio Broadcasting Co. to Beasley Radio Co. for $450,000 plus assumption of liabilities of about $350,000. Seller is owned 53.3% by Multicom Inc., licensee of WELW(AM) Cleveland. Laurence Goldstein (29.8%) is principal of Multicom. George Beasley owns buyer and currently has 19.9% interest in WDMT. Mr. Beasley also has interests in WMOO(AM)-WBLX(FM) Mobile, Ala.; WGAC(AM) Augusta, Ga.; WFAI(AM) Fayetteville, WFMC(AM)-WOKN(FM) Goldsboro, WHNC(AM)-WXNC(FM) Henderson and WKGX(AM) Lenoir, all North Carolina, and WASC(AM) Spartanburg, S.C. WDMT is on 107.9 mhz with 70 kw and antenna 390 feet above average terrain.
- Other sales approved by the FCC last week include: KBLC(AM) Lakeport, Calif.; WQQT(AM) Savannah, Ga.; WEKC(AM) Jackson and WEZJ(AM) Williamsburg, both Kentucky; WMIN(AM) Maplewood, Minn.; WBLK-FM Depew, N.Y.; KEBC(FM) Oklahoma City; KVRA(AM)-KVRF(FM) Vermillion, S.D.; KEEZ(FM) San Antonio, Tex.; WBDY(FM) Bluefield, Va., and KRAE(AM) Cheyenne, Wyo. (see pages 48 and 49).

Stanton panel draws support for independent Voice of America

Study of foreign-policy conduct opts for splitting Voice from USIA

The reorganization of the United States Information Agency and Voice of America proposed earlier this year by a special panel headed by Frank Stanton, retired CBS vice chairman, has been endorsed in principle by a commission created by Congress to study the execution of U.S. foreign policy.

The Stanton panel recommended the establishment of an autonomous Information and Cultural Affairs Agency within the State Department to assume assignments now split between State and the USIA (BROADCASTING, March 17). It also proposed that the Voice of America, which now reports to USIA, become an independent federal agency, reporting to a five-member board of overseers, three members representing the public and two the State Department.

Those recommendations drew approval in a general report submitted to the President last week by the Commission on the Organization of the Government for the Conduct of Foreign Affairs, headed by Robert D. Murphy, a former ambassador.

The Murphy Commission saw merit in the placing of USIA's foreign-policy "advocacy function" in the State Department "alongside the responsibility for policy itself." The Voice's "longer range functions of cultural communication and general information—in media, in exchange of persons, in cultural presentations" were seen to be best performed by "a single agency separate from but responsible to the State Department. The commission said that this arrangement was comparable to that of most other countries with similar needs.

The commission said it reached its conclusions with the "benefit of a comprehensive review" undertaken by the Stanton panel, which was organized by Georgetown University's Center for Strategic and International Studies and privately funded.

The Murphy commission disagreed with one Stanton panel recommendation that USIA's foreign service information officers be absorbed into the State Department's Foreign Service Officer Corps.

Members of the commission are Mr. Murphy, currently honorary chairman of Corning Glass International; Vice President Nelson A. Rockefeller; Senator James B. Pearson (R-Kan.); David M. Abshire, chairman, Center of Strategic and International Studies, Georgetown University, Washington; Frank C.P. McGlinn, executive vice president of Fidelity Bank, Philadelphia; William J. Casey, president-chairman, Export-Import Bank of U.S.; Senator Mike Mansfield (D-Mont.); Mrs. Charles Engelhard Jr., The Engelhard Co.; Stanley Wagner, president, East Central University, Ada, Okla.; Arend Lubbers, president, Grand Valley State College, Allendale, Mich.; Representative Clement Zablocki (D-Wis.), and Representative William S. Broomfield (R-Mich.).

Mr. Broomfield disagreed with the panel's judgment on USIA and the Voice; he prefers them as they are. Mr. Rockefeller thought more study ought to be given to the Stanton proposals before a judgment could be reached.

Legislative action on the proposals has yet to be decided. Introduction of reforms is likely to come in annual House authorization hearings, conducted by Representative Wayne Hays (D-Ohio), who in the past has favored reorganization such as that now proposed.

Both the Murphy Commisson and Stanton panel recommended the separate commission now advising on information and cultural activities be consolidated into a single Advisory Commission on International Information and Cultural Affairs.

Media Briefs

Court favors WSFA. FCC decision permitting Cosmos Broadcasting Corp., licensee of WSFA-TV Montgomery, Ala. (ch. 12) to change its site and increase its tower height in order to extend its coverage was upheld by U.S. Court of Appeals in Washington last month. Action had been appealed by UHF broadcaster, Eagle Broadcasting, licensee of WYEA-TV Columbus, Ga. (ch. 38), and a VHF operator, WTVY Inc., licensee of WTVY(TV) Dothan, Ala. (ch. 4). Court upheld ruling that, where commission finds change in facilities of VHF would have only minimal impact on UHF station, it is not arbitrary in permitting it. Court also rejected number of arguments based on procedural grounds.

WJZ-TV loses labor dispute. National Labor Relations Board has ordered Westinghouse Broadcasting Co. to bargain collectively with Directors Guild of America. Union had filed charges with NLRB alleging Westinghouse's WJZ-TV Baltimore refused since February to bargain with union, which was certified as representative of employes in January.

Stay tuned for tornados. Kansas State Network has introduced tornado-warning system that requires viewer to leave TV set on all night with audio tuned high for any declaration of storm watch. Drawback: Audio must be turned down before playing of national anthem at sign-on.

Park expands. Roy H. Park, group broadcaster and owner of four newspapers in New York, Virginia and Georgia, has purchased Press Printing Co., Nebraska City, Neb., from Arthur R. Sweet family and others. Press Printing publishes *Nebraska City News-Press* (circulation of 5,900) and *Tri-State Shopper* (4,500 circulation). Sale price was not disclosed.

Promises, promises

The Wilmington (Del.) Coalition and the Communications Coalition of Philadelphia have accused the FCC of undermining the Communications Act by not requiring public broadcasters to make specific renewal promises of future programing performance at renewal time. The charge came in a petition for reconsideration and clarification of the commission's decision which renewed the license of WHYY-TV Wilmington, Del.

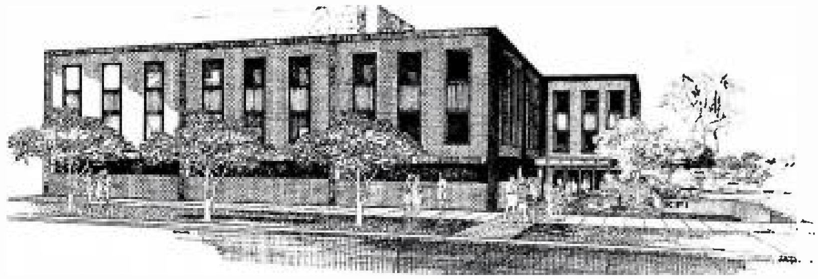
In its decision last May, the FCC said that drops in WHYY-TV's local and public affairs programing did not raise a "promise-versus-performance" question since public broadcasters only make "generalized representations" about future programing on their renewal application.

The commission noted that public broadcasters are only asked if they contemplate material programing changes while commercial broadcasters must break down the programing they expect to broadcast.

The coalitions had charged that local programing at WHYY-TV had dropped by 64% and public affairs programing by 44%. They claimed that the public has no other standard but to judge a public station's performance by its past programing.

The coalitions urged the commission to

alter the renewal form for public licensees and require them to submit annual programing reports. The reports, the coalitions said, would hold public licensees to at least as high a standard of proposed programing as commercial licenses.



That extra touch. New headquarters of KFI(AM) Los Angeles is scheduled for completion by August. Designed by Burke Nicolais Archuleta, that city, the three-story building shown in this drawing, will cost nearly $2 million and will be at Sixth and Ardmore Avenue. It will contain 45,000 square feet of space in the main structure plus a 1,200 square-foot wing. Exterior will be faced with brown brick veneer, trimmed in bronze. Bronze colored glass will be installed. Interiors will be contemporary in style. Announcement was made by James W. Wesley Jr., vice president and general manager of KFI Inc., a division of Cox Broadcasting Corp.

Budget is big topic for PBS joint boards

Increase in fiscal 1976 budget approved by meeting of governors and managers; also there's a report on Task Force on Women in Public Broadcasting, and a demonstration of a 'double bow-tie' antenna

A recommended increase in the Public Broadcasting Service's budget from $3.1 million last year to $3.85 million for fiscal 1976, was approved last month by the PBS boards of governors and managers, meeting in joint public session. The amount includes $140,000 for "satellite planning phase II." The target date for the satellite system, still under study with the objective of co-locating with existing stations where possible, is 1980.

Henry Loomis, president of the Corporation for Public Broadcasting, said CPB, nearing the end of its five-year contract with American Telephone and Telegraph, is being asked for an increase to $5.9 million for next fiscal year. CPB is offering $4.8 million. "My guess," said Mr. Loomis, "is that we'll settle somewhere in the middle."

The board heard a preliminary report of the CPB Task Force on Women in Public Broadcasting, a review of pending legislation on long-range funding and a proposal to CPB to revise the Community Service Grant policy. Members applauded a letter from eight past FCC chairmen to George H. Mahon (D-Tex.), chairman of the House Appropriations Committee, endorsing the concept of insulated federal funding for public broadcasting.

A demonstration by the PBS engineering staff, tuning noncommercial WETA-TV Washington using a "double bow-tie" UHF antenna compared favorably with the common "ring" UHF antenna, showed the enhanced reception possible with proper home-receiver antennas.

An item not on the agenda which sparked lengthy discussion was a proposal for emergency relief for noncommercial KEET(TV) Eureka, Calif., about to go dark. Rather than "get into the business of telling a station whether or how to stay on the air," Chairman Ralph Rogers appointed two board members to study the situation and a telegram was drafted offering aid and recommendations.

First-hand look

The National Association of Broadcasters will host another FCC staff tour of small market radio stations Sept. 8. The stations picked for the trip are WAGE(AM) Leesburg, Va., and WXVA(AM)-WZFM(FM) Charlestown, W. Va. The tour is to give FCC personnel involved in radio regulation an opportunity to witness the daily operation of smaller stations and the problems they encounter. The trip is being planned by NAB's Radio Information Office and the members of the NAB small market radio committee will be on hand.

Florida radio man wants a 'divorce' from television

A Florida broadcaster is attempting to start up an association of Florida's radio broadcasters independent of the Florida Association of Broadcasters. It would be called Florida Independent Radio Broadcasters.

Hudson C. Millar Jr., president and general manager of WIRA(AM) Fort Pierce, Fla., said "it is long past time for radio to stop being the tail end of the television elephant." He said the focus of the FCC and Congress has been almost entirely on television and that for the past 15 years, radio has suffered because of television's ills. "What we need is a divorce," he said.

The last straw for Mr. Millar, he said, was a vote by the FAB at its annual convention June 24 to require a 75% vote of either the FAB board or membership to pass a resolution of substance. That, he said, amounts to a veto for the big group operators in the association to wield over the smaller ones.

Mr. Millar said he is beginning the paperwork to organize the independent radio organization, but will not seek members until the fall. He said his chance of getting the group off the ground in Florida is limited because many radio stations there are affiliated with television or are absentee-owned. If he cannot attract enough members in Florida, he said, he will consider a drive to form a national organization.

The idea of a national radio organization came up recently in another forum. Lawrence Rogers, president of Taft Broadcasting Co. told the television board of the National Association of Broadcasters at its June meeting in Washington three weeks ago (BROADCASTING, June 23) that the NAB's joint board should be abolished, leaving separate boards for radio and television with separate jurisdictions. "Radio is simply a different business," he said, "its needs and responsibilities—indeed its entire market—are different from television, and there is no earthly excuse to try to combine them under a single trade authority except history and habit." The NAB TV board did not discuss Mr. Roger's suggestions.

Philanthropy. William S. Paley, chairman of CBS Inc., shows architect's model of a new cultural facility, Paley Center, which he is establishing in eastern Jerusalem in honor of his mother, 94-year-old Mrs. Goldie Drell Paley of Philadelphia and Palm Beach, Fla. He envisioned the center as one where Arab and Jewish youth will study the arts in daytime classes, adults in evening sessions. To be operated under the aegis of the Israel museum, the center is expected to serve 1,500 children each week. "I hope it will become a symbol of peace as well as a cultural institution," Mr. Paley said of the center, due for completion about Aug. 1, 1976. Designed by the architect Moshe Safdie, it will be built on three levels on a hillside and will measure about 140 feet long and 150 feet deep at maximum points. Cost, including the value of the land, which the city of Jerusalem is donating, is about $1 million. Mr. Paley's mother took up painting in her 60's and has had one-woman shows in Philadelphia, New York and Palm Beach.

Programing

Networks change season openings in hope of getting strong starts

CBS advances dates for three shows after NBC moves four; ABC lies back

Following an NBC's announcement that it would jump the starting dates of four of its new prime-time shows (BROADCASTING, June 30), CBS said last week it would advance three of its new shows to expose them to better audience sampling against rerun competition.

The most elaborate pre-premiere-week tryout will be accorded to *Big Eddie*, which will dislodge *The Jeffersons* in the Saturday, 8:30-9 p.m., NYT, slot for three weeks beginning Aug. 23 before it starts the season in its regular time period (Friday, 8-8:30 p.m.) Sept. 12. CBS programers hope that the huge *All in the Family* lead-in for *Big Eddie's* three tryout weeks will give the new comedy enough audience for it to make a dent against *Sanford and Son*, its blockbuster competition on NBC Fridays at 8.

CBS will also dislodge *The Jeffersons* on Saturday, Aug. 16, for a one-shot airing of the pilot of *Doc*, the sitcom that will take over the time period beginning Sept. 13 (with *The Jeffersons* moving up to 8 p.m. and *All in the Family* shifting to Mondays at 9).

In the third change, CBS will telecast the 90-minute pilot of *Three for the Road* on Thursday, Sept. 4, 10 days before its regular-season kickoff on Sunday, Sept. 14 (7-8 p.m.). As previously announced, the network will give *Beacon Hill* a two-week head start: On Monday, Aug. 25, the two-hour pilot of the series will be telecast, beginning at 9 p.m., and on Tuesday, Sept. 2, another episode will be aired (10-11 p.m.).

Recapping NBC's changes, *The Montefuscos* (Thursday, 8-8:30 p.m.), *Fay* (Thursday, 8:30-9 p.m.) and *Medical Story* (Thursday, 10-11 p.m.) will all weigh in a week early (on Sept. 4, with *Medical Story* expanding to two hours that night), and *The Family Holvak* (Sunday, 8-9 p.m.) will kick off Sept. 7.

ABC sources said officials there have not decided whether to jump the gun on any of ABC's new series.

Both CBS and NBC will also televise reruns of the made-for-TV-movie pilots of other new fall series shortly before premiere week as booster shots for the series themselves. CBS will run the 90-minute pilot of *Switch* (Tuesday, 9-10 p.m.) on Thursday, Aug. 28, beginning at 9 p.m., and will air the 90-minute pilot of *Kate McShane* (Wednesday, 10-11 p.m.) on Friday, Aug. 29, at 9:30 p.m. NBC will telecast the two-hour pilot of *Ellery Queen* (Thursday, 9-10 p.m.) on Sunday, Sept. 7, beginning at 8:30 p.m., as part of the *Sunday Mystery Movie*.

ABC, meanwhile, is counting on the big recent improvement in share of audience of *Baretta* and *Barney Miller*, two second-season shows that barely made its 1975-76 schedule, to carry over into September. From January through March of 1975, *Baretta* could manage only a 13.9 national Nielsen rating and 24 share in its original Friday, 10-11 p.m., period, but since its move to Wednesday at 10 on April 2, the show has scored an 18.2 rating and 34 share. Against original episodes of *The Waltons*, *Barney Miller* (Thursday, 8-8:30 p.m.) got only a 14.2 rating and 22 share, but since April *Barney Miller* has logged a 14.7 rating and 29 share.

There are two recent precedents for shows' improving during the rerun season and then maintaining that improved rating into the following fall and winter. CBS's *All in the Family* was averaging only a 27 share in its original Tuesday at 9:30 p.m. time period during January and February of 1971. But by the end of May 1971, the show had jumped to a 38 share, which expanded into the low 50's after its move (in September 1971) to Saturday at 8 p.m. Also, ABC's *Streets of San Francisco* was staggering along with a 22 share in its Saturday (9-10 p.m.) time period through the fourth quarter of 1972. It started off with a much better 29 share average when it was moved to a new time period (Thursday at 10 p.m.) in the first quarter of 1973, but when the spring 1973 rerun season rolled around, *Streets of San Francisco* jumped to a 36 share, and it has been ABC's strongest regular series ever since.

'Mary Tyler Moore': biggest yet for TV syndication?

NBC O&O's pay highest price ever; grosses may outrun network sales

The NBC-owned stations are paying a reported record price of $52,500 per episode to Viacom Enterprises, New York, for a seven-year, unlimited-run commitment to *The Mary Tyler Moore Show* ("Closed Circuit,"June 16).

Weston J. Harris, the vice president for programs of the NBC-owned stations, said last Tuesday that the five would begin telecasting the series now on CBS-TV "no later than the fall of 1978." Lawrence Hilford, the president of Viacom, added on Wednesday that the show could very well be available beginning around September 1977.

Six other stations have also signed up for the series: WSB-TV Atlanta, WXIX-TV Cincinnati, KMBC-TV Kansas City, WTCN-TV Minneapolis, WIIC-TV Pittsburgh and KRON-TV San Francisco. The deals with these stations have been so lucrative to Viacom, Mr. Hilford says, that "the *Moore* show will eventually gross as much in syndication as it has grossed on the network." He even suggests that syndication grosses could exceed those of the network, which would be the first time that's every happened and which would make *The Mary Tyler Moore Show* "the highest grossing comedy series ever." (If it ends its network run in the fall of 1977, Mr. Hilford says there will be 168 episodes for the syndication market.)

The NBC stations will probably end up playing the series in late-afternoon time periods, where some industry observers say it may not do as well as some of the slapstick comedies like *I Love Lucy* and *Bewitched,* which attract huge children's audiences to swell their total Nielsen numbers. But the same sources say these stations will still be able to set high rate-card prices for the show based on the numbers of women 18 to 49 the series in expected to ensnare.

"It's also a perfect family-hour show, unlike, say, *All in the Family* or *Maude,* which may be too controversial to be slotted in late-afternoon time periods," added one industry observer.

Program Briefs

Reagan helpers. Guests to handle Ronald Reagan's *Viewpoint,* five-minute weekly conservative radio commentary being carried in more than 300 markets, are being chosen and taped for airing as schedule of speaking dates and conferences tightens for former California governor who is considered leading conservative contender for Republican nomination for presidency, making it almost impossible some weeks for him to tape his commentary. First three guests picked to spell him: Maurine Reagan, his daughter, whose 60-second, *One Woman's View,* is syndicated for radio stations five times weekly; John Connally, former Texas governor and one time Nixon White House aide, and Patrick Buchanan, also one-time Nixon aide now conservative newspaper columnist.

Preminger to TV. Producer-director Otto Preminger has signed to do two-hour motion picture for TV for CBS next year—his first TV venture. Show will deal with life and times of Justice Hugo Black, and is to be entitled "Supreme Court."

Dinah soars. Twentieth Century-Fox Television announced last week that its daily 90-minute talk/variety series *Dinah!* has added six new stations to up its total to 86. New stations include WXEX-TV Richmond, Va., and WTRF-TV Wheeling, W. Va.

More go 'Wild'. Time-Life Television has sold its weekly half-hour *Wild, Wild World of Animals,* which is about to go into its third year, to 10 more stations, bringing total up to 123 markets. New sales include WMC-TV Memphis, KPRC-TV Houston and KLAS-TV Las Vegas.

Point for both sides. Sally Struthers, daughter in CBS's *All in the Family,* who has allegedly declined to show for next season's production, suffered one setback, one gain. California Superior Court Judge Harry L. Hupp ruled that she may not engage in any other entertainment ventures while series is in production, which is what Tandem Productions asked for, but he also ordered dispute to arbitration, which is what Ms. Struthers asked for.

You're another. Wayne Rogers, Trapper John in CBS's *M*A*S*H.,* who has announced that he is not returning to show in fall and who is object of forthcoming lawsuit for breach of contract to be filed by 20th Century-Fox, producers of *M*A*S*H.,* has filed suit for defamation against Gene Reynolds, show's producer and five others, unnamed, seeking $2,050,000 in damages and $1 million in exemplary damages. Mr. Rogers claims Mr. Reynolds and others have interfered with his prospective employment, engaged in unfair competition, and defamed him by charging that delay in start of production was caused by his failure to give notice and that he has ignored alleged contractual obligations.

Indian affairs. KOA-TV Albuquerque, N.M., claims first for television—half-hour series in Navajo language. Public affairs program is part of five-days a week series which includes black, women and other Indian shows on rotating basis. Producer/creator is Holly Richards Day and program is available to interested stations.

One-termer. Dennis Weaver, president of Screen Actors Guild, told SAG board last week that he will not run for re-election. Mr. Weaver was elected to a two-year term in November 1973.

Bicentennial screen plays. Grant of $57,000 to Syracuse University, Syracuse, N.Y., from the National Endowment for the Humanities has resulted in a six-program Bicentennial package. Documentaries researched by four S.U. professors and written by Joseph Golden, executive director, Cultural Resources Council, will be produced at WHEN-TV Syracuse under umbrella title, *The American Dream and the American Fact: Issues That Define Democracy.*

Signing on. MGM Television has made two deals with independent producers-directors, both aimed at developing projects for network placement. Signing are Joseph Hardy, television and stage producer and director (*Secret Storm, Love of Life* on TV), and Frank Levy, former talent agent and television producer.

From CBS to CTW. Ethel Winant, vice president, talent and casting, CBS-TV New York, appointed executive producer for new adult history series for Children's Television Workshop, New York. Still-untitled series, whose pilot will be underwritten by Mobil Oil Corp., National Endowment for the Humanities and Corporation for Public Broadcasting, is being targeted for fall 1976 on Public Broadcasting Service.

Sixteen for Century 8. 20th Century-Fox Television announced that its Century 8 feature-film package ("The French Connection," "Battle for the Planet of the Apes," plus 23 others) has racked up sales to 16 stations, among them WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago and WXYX-TV Detroit.

Keep on trekking. Paramount Television announced batch of new renewals for *Star Trek,* off-network series now on more than 140 stations, including 49 of top 50 markets. Latest renewals include KXTX-TV Dallas/Fort Worth, WLWI-TV Indianapolis, and KTVK-TV Phoenix.

Call it renewed. Group Productions will produce second cycle of 12 episodes of its once-month syndicated *Call It Macaroni* series. Half-hour program is sponsored nationally by General Foods and Warner-Lambert and is bartered to stations, which are given three minutes to sell locally.

History repeats itself

CBS-TV has announced a series of five new Bicentennial specials dealing with Franklin D. Roosevelt, Walt Whitman, the Tweed Ring, the cotton gin and the beginnings of school desegregation. The specials will be aired in prime time as part of the network's *American Parade* series, which uses the resources of both the news division and the entertainment division of CBS. The five are: "F.D.R.: The Man Who Changed America" is a documentary covering the Depression years, narrated by Henry Fonda and written by Andrew Rooney. "Song of Myself," an historical drama about Walt Whitman, to be played by Rip Torn, will emphasize the poet as rebel and nonconformist. "Stop Thief," another historical drama, covers the decline and fall of Boss Tweed and Tammany Hall. The script is by Terry Southern ("Dr. Strangelove," "The Magic Christian"). "The Second Revolution" documents early industrial growth in America, focusing on Eli Whitney, Samuel Slater and Francis Cabot Lowell. Tony Randall will narrate. "With All Deliberate Speed" examines some of the events that led up to the 1954 Supreme Court decision ordering school desegregation.

Offer of help

A Chicago-based nonprofit organization involved in television education, Prime Time School Television, has urged that the networks and the National Association of Broadcasters set up a national clearinghouse to solicit television viewers' ideas for family viewing programing.

"It is ludicrous to talk about family hour programing without talking to families," Lynn Mills, executive director of Prime Time School TV, said.

As a result of an action by the NAB TV board at its convention in Las Vegas last April, all NAB TV code subscribers will air programing suited to family audiences from 7 p.m. to 9 p.m. nightly beginning this fall season (BROADCASTING, April 14).

She said that in the absence of an NAB or network clearinghouse, PTST has been and will continue to gather viewer comments on family viewing. Based on those, she said, PTST will send reports of its findings to NAB, the networks, sponsors and producers.

'Rosenberg' producer wants look at FBI files on case

Alvin H. Goldstein, the producer of an award winning public television documentary on the trial of Julius and Ethel Rosenberg, has filed suit in the U.S. Court of Appeals in Washington seeking action of his freedom of information request to inspect FBI files pertinent to the trial.

Mr. Goldstein alleged that since the summer of 1973, when he was in the process of producing *The Unquiet Death of Julius and Ethel Rosenberg,* he has tried to gain access to FBI files that contain information concerning the case of the two atomic spies convicted and executed in the 1950's. But, according to Mr. Goldstein's account, his original request was denied by Clarence Kelly, FBI director, and subsequent requests for reconsideration were denied by the attorney general. Accordingly, Attorney General Edward H. Levi and the Justice Department are named co-defendants in the civil action.

Cablecasting®

Sixes and '77's: Cable-rebuild reconsideration divides FCC

Hooks questions justice of relaxing rules that he calls trade-off for lowered broadcast protection; others question need for new capacity that rules would require in 1977

The FCC's rulemaking aimed at reviewing the requirements it had intended to impose on cable systems by March 31, 1977, appears likely to provide a subject for major debate within the commission.

On the one hand, Commissioner Benjamin L. Hooks is said to be unsympathetic to cable's pleas that cable operators lack the financial resources needed to meet the requirements. On the other hand, Commissioners James H. Quello and Glen O. Robinson have expressed doubts as to the need for some or all of the services the rules require.

The views of the three commissioners were contained in statements issued with the text of the rulemaking notice on the rebuild issue on June 27. Word of the notice itself was released last month (BROADCASTING, June 9). The vote was 6-to-1, with Commissioner Robinson concurring in part and dissenting in part and Commissioners Hooks and Quello concurring.

Commissioner Hooks noted that citizen groups had reacted negatively to the commission's earlier response to the cable industry's plea of financial distress—the commission's proposal in February that the 1977 deadline be postponed or canceled—and said he shared the groups' "concern."

The commissioner said he was under the impression the requirements—including public access and leased channels, two-way capability and 20-channel minimum capacity—"were the *quid pro quo* (and maybe the *sine qua non)* for permitting cable television to expand in a manner which could undermine the base of over-the-air broadcasting," and added: "If cable television—despite its historical braggadocio about new and different services ...—is to be no more than a passive conduit for distant television signals or a wired box office for pay-cable movies and sports, then I, for one, have serious questions about the public interest character of the cable industry and whether the burdens imposed by cable on our existing institutions are worth these relatively meager benefits."

Commissioner Quello, for his part, said the requirements place an undue burden on small systems. But beyond that, he questioned whether the commission should "predetermine the number or purpose of access channels to be provided as an initial minimum" and said he would delete the present two-way requirement as "an unnecessary burden." He also expressed the hope that the "one-for-one" rule, which requires that a system provide one nonbroadcast channel for each broadcast channel used, would be dropped. Commissioner Quello also made the general observation that the commission lacks the statistical data to support the requirements it has imposed on cable.

Commissioner Robinson made a similar observation: His disagreement with the commission stems from its "refusal to review the basic question of whether there is any need for, or vital public interest served by, the basic requirements themselves." He said he is particularly concerned about the commission's failure to invite comments on the alternative of eliminating or significantly curtailing the requirements concerning public access and leased channels.

Conceivably, he added, the commission could conclude such requirements are reasonable after considering such matters as the costs involved and the likely demand for the services. "Indeed, I might be persuaded myself—if a reasonable effort were made to persuade me," he said. "What I fail to appreciate is how the commission can simply avoid such considerations—asking only 'when' and not 'whether' and 'why'—its 1977 rules should go into effect."

The other battle over pole rates

AT&T-NCTA struggle overshadows cable operators' fights with power companies over new prices

While much of the pole-rate controversy centers on the FCC's attempts to arbitrate a settlement between AT&T and other telephone companies and the National Cable Television Association, cable operators across the country are also fighting pole-rate increases from power companies.

Unlike the telephone companies, which have agreed to freeze their present rates until the FCC resolves the stalemate between AT&T and NCTA, many of the power companies have gone ahead with their increases.

No CATV system has been evicted from power company poles, however, although a showdown could come in cases where the utility companies have requested court injunctions against those CATV operators that refuse to go along with the rate increases.

Cox Cable at the moment in a "risk period" with several of its systems, according to Cox Cable President Henry Harris, as the power companies' final date for compliance with new rates approaches. Mr. Harris has indicated he will not pay higher rates and since the power companies have refused to negotiate individually the resolution will probably come from the courts.

Indeed if a cable operator is forced to close down, the issue will have to be faced by the FCC. Two years ago, Tele-Communications Inc. pulled the switch on its Vail, Colo., system because of a failure to secure a subscriber increase from the local franchise agency. But the FCC ruled that an operator does not have the right to cut off a communications service.

The power company situation is an "issue in search of a forum," said Amos Hostetter of Continental Cablevision, chairman of NCTA's ad hoc committee on pole negotiations.

State government is one forum that has rejected the issue as cases involving Ohio and California's Public Utilities Commission have been turned down on jurisdictional questions.

The Kentucky Cable Television Association last week voted unanimously to refrain from signing new contracts with pole rate increases unless the individual system involved and the utility company can come to a negotiated settlement. Short of such a settlement, each system would go to the local city government to initiate a "condemnation action."

The applicability of such a tactic varies from state to state, but many cities can condemn, reclaim and buy for fair value the assets of a utility company if it is deemed in the public interest. Kentucky operators hope that when faced with the possibility of two or more sets of utility poles, the local government will condemn the power company's practices and purchase the poles and then lease pole use to the occupants, including the CATV company, on a reasonable basis. Cable industry sources have suggested that the economics of such a leaseback situation could be attractive to cities, but problems might center on the need to issue public bonds in order to finance a change in utility ownership.

Another sticking point on the condemnation route is that the law varies from state to state. In California, for instance, that route proved ineffective, since state law prohibits such reclaiming of facilities on a piecemeal basis—a city would have to take over the power company plant as well. As Mr. Hostetter said, the condemnation action has been "rarely exercised."

Meanwhile, court litigation goes on. The Michigan Cable TV Association is backing about 20 systems in a lawsuit based on whether utility rates are "reasonable" in keeping with a state law prohibiting unreasonable charges.

A back-and-forth exchange has been going on in California between Harold Farrow, the California CATV association's general counsel, and Pacific Gas & Electric Co. Mr. Farrow is representing three California cable systems in a class action suit based on antitrust allegations aimed at PG&E, which has proposed an increase from the current $2.50 monthly pole rental fee to $5.00. PG&E has filed a counterclaim naming Mr. Farrow along with his clients—Feather River Cable TV Systems in Greenville, Quincy and Woodland—in a conspiracy to restrain free enterprise. PG&E's pole rates have remained frozen pending the outcome of the lawsuit.

What will really solve the problem, said W. Robert Fokes, general counsel of the Florida CATV Association, is FCC regulatory pre-emption of utility rates.

And FCC Chairman Richard Wiley has indicated he wants to clear up the related problem with AT&T and NCTA before the commission's August recess.

Seven Hills firm rents channel on Elkhart system for ads, programing

Seven Hills Enterprises, an independent TV-radio commercial production firm, plans to lease an access channel from Valley Cablevision Corp., Elkhart, Ind., to provide advertiser-supported community and entertainment programing.

The channel, scheduled to go on the cable by Aug. 1, will feature large blocks of recorded music accompanied by promotional slides as well as old-time silent movies, cartoons and community-oriented programs. Advertisers include local and national accounts (Azar's Big Boy restaurant chain, Kroger's grocery stores and Standard Oil), according to R.C. Michaels, principal in Seven Hills. Rates range from $12 per 60-second spot for sound on film to three dollars for a 20-second spot with video only.

The programing package is assembled at Seven Hills' studio and transmitted via cable to the CATV system's headend.

Mr. Michaels said 17 other markets are being considered for possible expansion of the operation and negotiations with cable systems serving Fort Wayne, Ind., Indiapolis and Kalamazoo, Mich., are taking place.

Cable training unit set up in Dayton

Federal funds back facility for schooling in CATV skills

A CATV manpower training program is scheduled to begin next September at Dayton, Ohio. The program, organized by the National Cable Manpower Task Force, is funded by the Labor Department and will provide technical instruction for minority or economically disadvantaged people in the Dayton area.

A basic, full-time 26-week course is offered along with an advance 52-week engineering course. Enrolled individuals will be eligible for stipends provided under the Comprehensive Employment Training Act, which is the revenue sharing program for federally funded manpower projects.

The task force comprises the National Cable Television Association, the Cable Communications Resource Center, the Society of Cable Engineers and other individuals concerned with technical training programs. NCTA has solicited its member systems to provide equipment for the training program, which will set up at a public high school in Dayton.

Dayton was chosen as the location because the area just franchised two CATV systems: Viacom Communications, a multiple system operator, and Southwest Cable Corp., a minority-owned firm headed by Floyd Johnson.

According to Charles Tate, vice president of the Cable Communications Resource Center, if the Dayton program goes well, the task force will hopefully remain a fixed entity and become involved with other areas, such as establishing a certification process for CATV engineers, job standardization and course accreditation with area colleges.

FCC says no to Geller on equal time, fairness relief for cable systems

The FCC has denied a petition filed by Henry Geller urging that it delete the equal time and fairness obligations placed on cable systems originating their own programing.

The commission said these questions should be dealt with in a separate proceeding and not part of the rulemaking directed at the mandatory origination rule —to which Mr. Geller's suggestions were directed.

The mandatory origination rule prohibits systems with 3,500 or more subscribers from carrying broadcast signals unless they also provide local origination programing. That rule had been deleted by the FCC last winter, but Mr. Geller sought reconsideration on various points including a requirement that CATV operators publicize the availability of cablecasting equipment and identify non-broadcast programing.

The FCC said for the time being it would leave those practices to the CATV operator's discretion.

Two-way tryout in Reading

An experiment in two-way cable communications has been funded by the National Science Foundation to serve elderly citizens in Reading, Pa., via American Television Corp.'s Berks TV Cable Co.

The two-year project will be initiated by New York University's School of the Arts and the Graduate School of Public Administration through a $400,000 NSF grant. An NYU team along with Reading government officials and service agency representatives will recruit and train local citizens to operate three neighborhood communication centers.

The centers will be located in two housing complexes and a multi-service center; each will have the capacity to originate and receive programing through two-way cable interconnection. An additional group of 200 senior citizens will be equipped with cable television in their homes and can provide input via telephone.

All programing will center on the needs of elderly citizens from information on social services to vocational and health training.

Regular daily programing on the system is expected to begin Jan. 1, 1976.

Cable Briefs

Sold. Vikoa Inc., multiple system operator, has sold its cable systems that serve Lafayette, Abbeville, Crowley, Rayne and Kaplan, all Louisiana, to Telecable Associates Inc. for $2 million. Robert Rogers, owner of Telecable, has other systems in Louisiana at East Hodge, Hodge, Jackson parish, Jonesboro and North Hodge.

Two by Daniels. Baisley TV Cable Co., serving Cannonsburg, Pa., Pittsburgh suburb, was sold to Midland Cablevision Inc., which has another system in Abbeville, S.C. Principal in seller is Ed Baisley, who is leaving cable business; principal in buyer is Barry E. Silverman. System passes 7,250 homes with 65 miles of plant and 3,050 subscribers. In separate sale, Nicolas R. Dupont sold Belle Glade Community Television Co., Belle Glade, Fla., to Bob Hilliard, principal in Southeast Cablevision Inc. System passes 5,500 homes and serves 2,600 subscribers. Sale prices were undisclosed. Broker in both sales: Daniels and Associates.

Bigger audience. Theta Cable of California has signed agreement with Metrotel Inc. and Microband/MTC West Coast Inc. multipoint distribution services to carry its pay channel "Z" into areas that are now served by other cable systems or master antenna systems. Theta will lease channel from MDS companies and market its product to apartment complexes served by MATV or sell "Z" channel to other interested CATV operators.

Gratia artis. National Endowment for the Humanities has awarded Cable Arts Foundation Inc. New York, $25,000 grant to support research and develop programs for proposed CATV program series dealing with art appreciation. Production consultant is Fred Barzyk, currently producer/director at noncommercial WGBH(TV) Boston.

Please stop. Arizona Cable Television Association has asked FCC to institute immediate moratorium on its rules regarding selection of TV signals to be carried on cable until such time when broadcasters or FCC analysis can positively show "potential risk" or "possible future impact" exists on conventional TV operations.

Rx for ailing White House press operation

Nessen staff retreats to Camp David concludes former NBC newsman should hold his temper, be better informed

White House News Secretary Ronald Nessen came down from the mountain last week, apparently refreshed in spirit and with some new thoughts on improving his relations with the White House news corps. At the regular briefing on Monday, Mr. Nessen announced a number of changes in the White House news office procedures designed to facilitate the flow of information to the media. But those who made the weekend retreat with Mr. Nessen feel that if it was a success the important changes will show up in Mr. Nessen himself, and in whether he manages to gain the "respect" of White House reporters.

The news secretary took himself, 12 members of his staff and their wives or husbands to Camp David the weekend of June 28 after he had lashed out at unnamed reporters for indulging in "blind, mindless, irrational suspicion and cyncism and distrust" of the White House (BROADCASTING, June 30). Mr. Nessen, whose relations with the media have not been good in the nine months he has been news secretary, decided the time had come to review and improve relations.

The changes he announced were mechanical but will probably be helpful: Daily briefings will be held promptly at 11:30 a.m. (the time had been anything but fixed in the past), following the posting at 10 a.m. of a printed sheet providing presidential announcements and a detailed rundown of President Ford's appointments for the day. There will be a second posting of information at 3:30 p.m., followed at the end of the day by the issuance of a news summary, including all the announcements made and actions taken that day.

But Mr. Nessen and his staff did not spend all of their time talking about those matters. "Everyone was allowed to air bitches and gripes—to clear the air—and there was a lot of that," according to one who made the trip. "It went very well." And although everyone came in for a share of criticism, "no one took it personally."

The one who came for most attention, apparently, was the boss, the admittedly thin-skinned Ron Nessen, who has a penchant for firing back in anger when subjected to questions he considers unfair. He was urged not to "let those three or four or five guys in the press room" who cause him trouble "get him down." "Don't descend to their level'" he was told. "That's not professional."

In time, as one staff member put it, Mr. Nessen "will get their [the White House reporters] respect."

A principal contributor to the consciousness-raising session was Gerald Warren, the outgoing deputy news secretary, who has served in the White House press office since 1969. He was one of those who urged Mr. Nessen to keep his temper in check, to be "professional." He also shared his experiences as a news secretary under President Nixon, and told his colleagues how much more fortunate they were in serving a President "who likes the press" than he had been in working in a White House whose relations with the media were strained at best.

Avoiding confrontations was not the only suggestion designed to improve Mr. Nessen's rating with the White House press corps. Another was aimed at overcoming the long-standing criticism that he is ill-informed. This problem is said to stem from an effort to keep abreast of too much; often he will be prepared to discuss a long list of subjects that never come up in a briefing. So Mr. Nessen was advised to concentrate on a limited number of topics—perhaps 10—and to be able to discuss them in depth.

The staffers also decided that the problems confronting the press office were not limited to relations between it and the press. They felt there was a need for better communications among themselves. And the Camp David meeting helped provide a start for improving internal communications. Beyond these suggestions for improving conditions in the press office and smoothing relations with the media, two clear points emerged: Ron Nessen, the former NBC-TV correspondent, has no intention of quiting his White House job. The other is that the goal of the press office is to serve the President. "If anyone is hurt," one aide said, "the President is."

How are they getting along? The National Press Club's Professional Relations Committee will conduct a study of President Ford's relations with the press. The study, requested by the press club's board of governors, will be made by a panel headed by Jack Kole of the *Milwaukee Journal* and consisting of Clifford Evans, vice president of the Washington news bureau of RKO General Broadcasting; Helen Thomas, of United Press International, who is president of the White House Correspondents Association; Also Beckman, of the *Chicago Tribune;* William Shannon of the *New York Times;* Dan Moskowitz, of *Business Week*, and James McCartney, of the Knight Newspapers, chairman of the Professional Relations Committee.

How to newsmake

A film and guidebook produced by the Chamber of Commerce of the U.S., titled "Speak Out," are designed to help executives tell the business side of the story to the media. Five participants in the film, which is available in videocassette form for local chambers and discussion groups, are James J. Kilpatrick, press, radio and TV journalist; Hobart Rowen, economics editor, *The Washington Post,* C. Jackson Grayson Jr., dean of the school of business, Southern Methodist University, Dallas; Thomas Cookerly, general manager, WMAL-TV Washington, and Harvey Proctor, chairman, Southern California Gas Co., Los Angeles. Jenkin Lloyd Jones, editor and publisher of *The Tulsa Tribune* and former president of the national chamber, narrates the film. Mr. Kilpatrick characterizes TV as "show biz" with special problems for business executives. His advice: "play the bad news straight" and "beware the press junket." Mr. Proctor details his firm's seminars in handling the media—interview situations and "getting our side on the air." Mr. Cookerly suggests businessmen get to know local news directors and assignment editors, outgrow a reluctance to be quoted and contact stations to help fill expanded local news formats.

'Ballots and Broadcasting'

Post-Newsweek Stations, in cooperation with the League of Women Voters and the Aspen Institute's Program on Communications and Society, will sponsor a conference to make the electronic media more effective in the electoral process. Entitled "Ballots and Broadcasting: from Harding-Cox to 1976 and Beyond," it will be held Oct. 26-28 at the Reston Conference Center, Reston, Va. Executives from 65 stations and the networks will be invited to participate, along with political scientists, citizen activists, and local, state and national government leaders. Among topics slated for discussion: Section 315 and equal-time rulings; the fairness doctrine; paid political advertising; spots vs. programs and alternative formats for candidates; effects of campaign spending restrictions and the role of consultants.

Journalism Briefs

Privilege extended. Bill giving newspapers same right to carry state-operated lottery information as was given broadcasters last year passed House by 250-to-125 vote. Measure (H.R. 1607) would permit newspaper in state with lottery to print information about lottery in adjacent state.

Bigger shield. New York State Senate has passed bill that extends shield law for news reporters. Five-year old law has protected newspeople in open court; new amendment will prevent grand juries from issuing contempt citations against reporters refusing to disclose sources in grand jury hearings.

News in the wee hours. NBC Radio News expands its coverage today (July 7) with addition of on-hour broadcasts between one and five a.m. NYT. Broadcasts are for NBC Radio affiliates, and are separate from NIS coverage.

Music

Coming up the hard way in pop radio

The Captain and Tenille have their first national hit; they cracked Los Angeles to do it

The Captain and Tennille's *Love Will Keep Us Together,* which moves to number one on this week's pop "Playlist" and is already one of the best selling singles of the year, is in the forefront of the latest group of singles breaking first on adult contemporary stations and crossing strongly to pop. Moreover, the A&M single reached hit status in a most difficult way, breaking as a regional hit out of Los Angeles, perhaps hardest of all the nation's largest markets for a new release to crack.

Playlist changes at MOR stations in the past few years have amply demonstrated the appeal of pop singles to adult audiences. Now, a number of records with "adult" sounds, with proved MOR appeal, are scoring equally well with teens.

For The Captain (Daryl Dragon, son of bandleader Carmen Dragon) and his wife, Toni Tennille, airplay success came about in a way that is likely to gladden those who see the process of garnering heavy airplay as an increasingly mechanical one. Their first single, *The Way I Want to Touch You,* was written, produced and orchestrated by Mr. Dragon, with the couple spending $250 to press 500 copies of the song to mail to radio stations.

KVFM(FM) San Fernando, Calif., was the first MOR station to like what it heard, and played the single even though its listeners couldn't buy it. Other area adult contemporary stations, including KMPC(AM) Los Angeles and KRLA(AM) Pasadena, Calif., soon added it. The duo was signed quickly to A&M.

With the increasing research orientation of pop stations in markets of all sizes, it seems likely that a single like *The Way I Want to Touch You* could have a chance of success only at MOR stations, where requests have in many cases come to outweigh singles sales as a programing factor.

Dave Ezzell, A&M's national singles promotion director, finds reports from MOR stations on songs that are generating requests to be a valuable tool in projecting pop response. With *Love Will Keep Us Together,* stations reported requests from a demographic spread of listeners that was even wider than that usually credited to MOR stations. Those requests—and sales—increased with the crossover to pop. The single last week passed 1,300,000 units, with weekly reorders of up to 200,000 units making it possible that *Love Will Keep Us Together* will pass the two million mark, an extreme rarity in a depressed singles market.

The Way I Want to Touch You suffered a fate similar to that of many a regional hit: By the time of its reissue on A&M, most of the Los Angeles-area stations that had broken it were no longer featuring it, and, deprived of that base, the single never picked up national momentum. The Captain and Tennille's first album, which contains both of their singles, is now top 10, however, and A&M's Mr. Ezzell reports that the label is considering a re-release of the first single.

Captain & Tennille

Breaking In

Two Fine People—*Cat Stevens (A&M).* ■ Mr. Stevens is the sort of performer record companies have thrived on in the 70's: His singles and albums are equally likely to appear in the top 10 of national sales charts, and his releases all have a fair amount of credibility with pop, MOR and even progressive stations. The latest manifestation of his status comes with the release of a "greatest hits" album—a milestone in itself for most artists—that contains his latest single, *Two Fine People,* in anticipation of its becoming a greatest hit itself. The song is perhaps more pop-oriented than most of his past successes, and features a female chorus, rare for a performer who usually sings unaccompanied. Pop airplay is a near certainty within the next few weeks; early acceptance has come at a number of MOR outlets.

Sneaking Sally Through the Alley — *Robert Palmer (Island).* ■ Mr. Palmer has released his first solo album this past spring after a three-album tenure with a critically praised but commercially unsuccessful English band called Vinegar Joe. His own work is mostly straightforward rock 'n' roll, backed on some tracks by the Meters, a New Orleans soul band, and Little Feat. *Sneakin' Sally Through the Alley* rocks unpretentiously, with a danceable rhythm that most white pop artists are avoiding. It has been added by WCUE(AM) Cuyahoga Falls, Ohio.

Tracking the 'Playlist'

Captain & Tenille top pop; Merle Haggard first in country

A batch of new releases make strong top-20 bids on this week's pop "Playlist," with many of the hits of the past few weeks having passed their peaks and beginning to decline. The Captain & Tennille's *Love Will Keep Us Together* moves into the first spot, with the English pop sound of Pilot's *Magic* climbing to three. The strongest gain within the top 10 is made by 10 CC with *I'm Not in Love,* which added stations in New York and Chicago last week. MCA's redoubtable Olivia Newton-John and Elton John both make strong gains, and once again seem headed toward top-10 spots. Gladys Knight's MOR smash, *Try to Remember/The Way We Were,* jumps to 15, with the Eagles' *One of These Nights* also making a major gain, up to 16. Gwen McCrae's *Rockin' Chair,* a past number-one soul hit that is doing much to establish the "Miami sound," is at 24. A massive promotional campaign and a national tour are among the accompaniments of War's comeback single, *Why Can't We Be Friends* now at 37.

Country programers are apt to have mixed feelings about the immediate rise of Olivia Newton-John's *Please Mr. Please* to heavy play at most stations reporting to the country "Playlist"—the more conservative of those programers are likely to be consoled by the return of Merle Haggard's un-pop *Movin' On* to the most-played position. Charlie Rich's lush *Every Time You Touch Me* adds a number of stations at five, with Dolly Parton's *The Seeker* strong at six.

Extras

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

- ☐ *Barbara Ann,* Beach Boys. (Capitol).
- ☐ *Disco Queen,* Hot Chocolate (Big Tree).
- ☐ *Fallin' In Love,* Hamilton, Joe Frank & Reynolds (Playboy).
- ☐ *Get Down Tonite,* KC & the Sunshine Band (T.K. Records).
- ☐ *Goodnight Vienna,* Ringo Starr (Apple).
- ☐ *Holding on to Yesterday,* Abrosia (20th Century).
- ☐ *I Don't Know Why,* Rolling Stones (Rolling Stones).
- ☐ *I'm on Fire,* Dwight Twilly Band (Shelter).
- ☐ *Just a Little Bit of You,* Michael Jackson (Motown).
- ☐ *Rag Doll,* Sammy Johns (GRC).
- ☐ *At Seventeen,* Janis Ian (Columbia).
- ☐ *Sure Feels Good,* Elvin Bishop (Capricorn).
- ☐ *Sweet Emotions,* Aerosmith (Columbia).
- ☐ *That's When the Music Takes Me,* Neil Sedaka (Rocket).

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

- ☐ *Feelins',* Conway Twitty & Loretta Lynn (MCA).
- ☐ *Ghost Story,* Susan Raye (Capitol).
- ☐ *I'll be Your Steppin' Stone,* David Houston (Epic).

The Broadcasting Playlist™ Jul 7

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

Country

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts 6-10a	10a-3p	3-7p	7-12p
2	1	**Movin' On** (2:16) Merle Haggard—Capitol	1	1	1	1
3	2	**Touch the Hand** (3:20) Conway Twitty—MCA	2	2	2	3
— ▲	3	**Please Mr. Please** (3:24) Olivia Newton-John—MCA	3	3	4	2
1	4	**Lizzie & the Rainman** (3:05) Tanya Tucker—MCA	4	5	3	11
12	5	**Everytime You Touch Me** (2:39) Charlie Rich—Epic	6	7	5	4
— ▲	6	**The Seeker** (2:59) Dolly Parton—RCA	7	6	6	5
9	7	**Just Get Up & Close the Door** (1:58) Johnnie Rodriquez—Mercury	8	4	8	8
13	8	**Deal** (2:30) Tom T. Hall—Mercury	5	9	7	9
8	9	**There I Said It** (2:03) Margo Smith—20th Century	11	8	9	15
— ▲	10	**Hello Little Bluebird** (2:25) Donna Fargo—Dot	10	10	10	7
— ▲	11	**Why Don't You Love Me** (2:04) Connie Smith—Columbia	9	13	11	18
— ▲	12	**Pictures on Paper** (2:59) Jeris Ross—ABC	12	11	14	17
— ▲	13	**Farthest Thing from My Mind** (2:48) Ray Price—ABC	13	12	13	23
— ▲	14	**I Don't Love Her Anymore** Johnny Paycheck—Epic	15	14	12	24
— ▲	15	**Mr. Right & Mrs. Wrong** (2:18) Mel Tillis & Sherry Bryce—MGM	14	16	15	29
—	16	**The First Time** (3:04) Freddie Hart—Capitol	17	15	16	40
—	17	**I've Never Loved Anyone More** (2:42) Lynn Anderson—Columbia	19	18	17	52
—	18	**Bandy the Rodeo Clown** (2:54) Moe Bandy—GRT	20	17	18	46
—	19	**Even If I Have to Steal** (2:50) Mel Street—GRT	23	19	19	*
23	20	**Hello I Love You** (2:28) Johnny Russell—MCA	16	20	20	13
—	21	**This House Runs on Sunshine** (2:25) La Costa—Capitol	18	22	21	21
—	22	**Wasted Days & Wasted Nights** (2:41) Freddie Fender—Dot	22	21	23	*
20	23	**Fireball Rolled a Seven** (2:36) Dave Dudley—United Artists	21	24	22	*
—	24	**Early Sunday Morning** (3:05) Chip Taylor—Warner Bros.	*	23	24	*
—	25	**Woman in the Back of My Mind** (2:48) Mel Tillis—MGM	*	25	25	*

Equipment & Engineering

Scientific-Atlanta first off sales mark with earth station for UA-Columbia

FCC waives requirement that buyer have CP before ordering equipment; other companies getting their gear together

Whether the firstest will get the mostest in domestic satellite earth station manufacturing remains to be seen, but it's now certain who the firstest will be. Although UA-Columbia Cablevision's application for an earth station at Fort Pierce, Fla. (BROADCASTING, May 5), has not yet been approved, the FCC has waived its requirement that a construction permit be granted prior to contracting for earth station equipment. And as expected, UA-C will go with Scientific-Atlanta.

UA-Columbia requested the waiver because S-A will need three months to produce and install its initial earth station delivery and because all parties involved in the inauguration of the Home Box Office pay-TV satellite network are committed to an Oct. 1 start. The FCC, however, cautioned that the waiver does not prejudge whether the application will in fact be granted, and prior acquisition of an earth station would be "completely at the risk" of UA-Columbia.

No formal purchase agreement has yet been drawn up between UA-C and S-A, but the initial bid suggested a 15% down payment on the $75,000 total cost of the earth station. In the case UA-Columbia could not take delivery, it would bear only the loss of the initial down payment.

The commission refused to issue a declaratory ruling that would apply to all earth station applications—as originally requested by UA-Columbia—so other companies are still bound by the prior-purchase prohibition. As a result, there is still no rush for cable systems to enter into contracts with manufacturers and most are still scouting around for the best bid.

Scientific-Atlanta is marketing "essentially one model,"a 10-meter dish (or antenna) with a 3.5 dB noise figure for the pre-amp and a 50dB signal-to-noise ratio for the receiver. Variations on those specifications are possible and could raise the basic quoted price. That price does not include a $5,000 charge for installation, which takes about five days, and an additional cost for a concrete pad on which to mount the unit. A minimal price for the pad is about $4,000, which goes up with difficult soil conditions or topographical features.

Most other manufacturers have adopted a component approach rather than a single package offer in marketing earth stations. Collins-Radio is working on two modular designs with cable television needs in mind. The difference between the two systems lies in their video quality characteristics. Don Snodgrass of Collins explained that a "great deal of bids are out" but obviously because of FCC rules no contracts have been signed. He did indicate that Collins could deliver such a system within nine months.

Comtech Labs, Haupage, N.Y., which supplies RCA with earth stations, has not as yet received any "RFQ's"—requests for quotes—from cable systems, according to Donald Bond of the company's marketing divison. Generally, the price for one earth station would be around $80,000 with large quantity orders (over 100) driving the price down to approximately $50,000 per earth station. Delivery, said Mr. Bond, could be accomplished within five to six months.

General Electric is "soliciting cable actively," according to Ray Johnson, manager of GE's domestic marketing development division. As a systems supplier, GE will advise a cable customer on which antenna, low noise receiver and TV receiver (the three basic components of an earth station) to go with, but does not have one model for inspection, as does Scientific-Atlanta.

For the average cable system, if there is one, explained Mr. Johnson, the 10-meter dish with a 50dB noise ratio at about $70,000 is an "available and expeditious" solution. However, Mr. Johnson said GE is still exploring alternatives and explained that another solution with the same technical quality might be accomplished with a smaller antenna, such as a 4.5 meter dish, at a cost of about $40,000-50,000. The FCC has indicated that antennas smaller than 10 meters might be held up because they require satellites to be placed further apart to yield the same interference levels (BROADCASTING, April 28).

Nevertheless, many cable systems that have announced plans to build earth stations—including American Television and Communications, Teleprompter Corp. and Jones Intercable Inc.—have not yet filed applications with the FCC. The holdup is attributed to the time required for making frequency coordinations to insure against interference. Four applications are on file at the commission: three from UA-Columbia for its earth stations at Fort Pierce, Fla.; Fort Smith, Ark., and Laredo, Tex., and South Florida TV Corp.'s application for a site at Bonita Springs, Fla.

United Cable Television has requested the FCC to "reactivate" work on its application for an earth station to serve Tulsa, Okla. That application was filed in April 1971 when the commission first set down rules for earth station applications.

Technical Briefs

Improved version. American Electronic Laboratories Inc., Lansdale, Pa., has introduced model FM-20E solid state FM exciter. Unit employs direct carrier frequency modulation and offers quality performance over broad flat response with negligible phase shift and extremely low distortion and noise.

Sold Venezuelan. RCA Corp. has sold broadcast equipment valued at $500,000 to Radio Caracas Television. Included in sale are 100 kw AM radio transmitter for high-fidelity transmissions in standard broadcast band and two 5 kw television transmitters to replace earlier-model RCA transmitter.

New Philips LDH-20. Video Systems Division of Philips Audio Video Systems Corp., Montvale, N.J., has introduced new color TV camera (LDH-20) which it described as in "moderately priced range" but suitable for use in production firms, schools, hospitals, CATV originating systems and broadcast studios. Prices range from $23,100 up to $30,000 with tubes and all options.

FM TV. Catel, Mountain View, Calif., has made available frequency modulation video transmission system for coaxial cable. WFMS-2000 is video/FM system and offers noise-immunity characteristics of frequency modulation. Equipment is expected to be used in long cable trunk transmission of high quality TV or high speed facsimile and data transmissions.

ENG system. CMX Systems Sunnyvale, Calif., offers "news editor" computer video editing system using Sony U-Matic VCR series, for $20,500 to $44,875.

Broadcasting's index of 134 stocks allied with electronic media

Broadcasting

	Stock symbol	Exch.	Closing Tues. July 1	Closing Wed. June 25	Net change in week	% change in week	1974-75 High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ABC	ABC	N	26 7/8	26 1/2	+ 3/8	+ 1.41	28 3/8	12 3/8	10	17,171	461,470
CAPITAL CITIES	CCB	N	43	43		.00	43	19 1/2	15	7,208	309,944
CBS	CBS	N	51 5/8	52 5/8	- 1	- 1.90	52 5/8	20 1/8	13	28,313	1,461,658
CONCERT NETWORK		O	1/4	1/4		.00	7/8	1/8		2,200	550
COX	COX	N	26 1/2	26 1/4	+ 1/4	+ .95	26 1/2	9 3/8	14	5,831	154,521
GROSS TELECASTING	GGG	A	10 3/4	11	- 1/4	- 2.27	13 5/8	6 3/8	7	800	8,600
LIN	LINB	O	8 7/8	8 7/8		.00	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	4 7/8	5	- 1/8	- 2.50	6	1 3/4	10	1,297	6,322
SCRIPPS-HOWARD	SCRP	O	21	18 1/2	+ 2 1/2	+ 13.51	21	13 1/2	8	2,589	54,369
STARR	SBG	M	4 1/4	5 3/4	- 1 1/2	- 26.08	9	3 1/4	4	1,091	4,636
STORER	SBK	N	20 5/8	18 1/8	+ 2 1/2	+ 13.79	20 5/8	10 7/8	10	4,624	95,370
TAFT	TFB	N	26 1/8	24	+ 2 1/8	+ 8.85	26 1/8	10 3/4	9	4,011	104,787
WOODS COMM.		O	1/2	1/2		.00	1 1/4	1/4	4	292	146
									TOTAL	78,109	2,683,624

Broadcasting with other major interests

	Stock symbol	Exch.	Closing Tues. July 1	Closing Wed. June 25	Net change in week	% change in week	1974-75 High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ADAMS-RUSSELL	AAR	A	2 1/4	1 5/8	+ 5/8	+ 38.46	2 1/2	3/4	13	1,265	2,846
AVCO	AV	N	6 1/2	6	+ 1/2	+ 8.33	8 7/8	2 1/8	2	11,481	74,626
BARTELL MEDIA	BMC	A	1 1/8	1	+ 1/8	+ 12.50	2 3/8	5/8	2	2,257	2,539
JOHN BLAIR	BJ	N	5 1/4	4 5/8	+ 5/8	+ 13.51	7 1/2	3 1/2	25	2,403	12,615
CAMPTOWN IND.*		O	1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	5 1/4	5 1/2	- 1/4	- 4.54	5 7/8	1 1/2	19	4,162	21,850
COMBINED COMM.	CCA	N	13 1/2	13 7/8	- 3/8	- 2.70	16 1/8	5 1/8	8	4,568	61,668
COWLES	CWL	N	8	7 7/8	+ 1/8	+ 1.58	8	3 7/8	7	3,969	31,752
DUN & BRADSTREET	DNB	N	28 1/4	29	- 3/4	- 2.58	36	14 5/8	19	26,510	748,907
FAIRCHILD IND.	FEN	N	8 5/8	8 3/4	- 1/8	- 1.42	8 3/4	3 3/4	8	4,550	39,243
FUQUA	FQA	N	6 1/4	5 3/4	+ 1/2	+ 8.69	10 3/4	3 1/8	11	8,671	54,193
GANNETT CO.	GCI	N	36 7/8	37 1/4	- 3/8	- 1.00	38 1/4	20 1/2	23	21,089	777,656
GENERAL TIRE	GY	N	16	14 7/8	+ 1 1/8	+ 7.56	18 1/4	10 1/4	5	21,523	344,368
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	16 3/4	15 3/4	+ 1	+ 6.34	17 1/4	6	11	4,343	72,745
JEFFERSON-PILOT	JP	N	36 3/4	37 1/2	- 3/4	- 2.00	38 1/4	20 1/2	15	24,064	884,352
KAISER INDUSTRIES	KI	A	10 3/8	10	+ 3/8	+ 3.75	10 3/8	4 1/4	6	27,487	285,177
KANSAS STATE NET.	KSN	O	3 3/4	3 3/4		.00	4 1/8	2 3/4	7	1,741	6,528
KINGSTIP	KTP	A	4 1/8	4 3/8	- 1/4	- 5.71	6 3/4	1 1/2	8	1,154	4,760
KNIGHT-RIDDER	KRN	N	32 3/4	30 1/2	+ 2 1/4	+ 7.37	32 3/4	9 1/4	21	8,305	271,988
LAMB COMMUN.*		P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	18	17	+ 1	+ 5.88	19 1/4	10 3/4	10	3,352	60,336
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	11 1/2	12 3/8	- 7/8	- 7.07	13 1/2	5 1/2	10	24,569	282,543
MEDIA GENERAL	MEG	A	30 5/8	30 1/2	+ 1/8	+ .40	30 7/8	15 1/2	11	3,596	110,127
MEREDITH	MDP	N	11 7/8	11 3/4	+ 1/8	+ 1.06	11 7/8	8	5	2,995	35,565
METROMEDIA	MET	N	13	13 1/8	- 1/8	- .95	13 1/8	4 1/2	10	6,553	85,189
MULTIMEDIA	MMED	O	14	13 1/2	+ 1/2	+ 3.70	14 1/4	8 3/4	9	4,389	61,446
NEW YORK TIMES CO.	NYKA	A	11 3/4	10 1/8	+ 1 5/8	+ 16.04	13 3/4	6 7/8	7	10,231	120,214
OUTLET CO.	OTU	N	16	15	+ 1	+ 6.66	62	7	6	1,381	22,096
POST CORP.	POST	O	6 1/4	6 1/4		.00	16 1/2	4 3/4	25	870	5,437
PSA	PSA	N	4 3/4	4 5/8	+ 1/8	+ 2.70	10	1 1/2	10	3,181	15,109
REEVES TELECOM	RBT	A	1 3/4	1 7/8	- 1/8	- 6.66	2	5/8	7	2,376	4,158
ROLLINS	ROL	N	22	20 3/4	+ 1 1/4	+ 6.02	22	6 1/2	16	13,341	293,502
RUST CRAFT	RUS	A	8	8 1/8	- 1/8	- 1.53	10 1/4	5 1/8	6	2,328	18,624
SAN JUAN RACING	SJR	N	9 1/2	8 5/8	+ 7/8	+ 10.14	13 3/8	5 1/2	7	2,509	23,835
SCHERING-PLOUGH	SGP	N	57 1/2	60 1/8	- 2 5/8	- 4.36	74 3/8	44 3/4	24	53,920	3,100,400
SONDERLING	SDB	A	8	6 3/8	+ 1 5/8	+ 25.49	10	3 1/2	6	727	5,816
TECHNICAL OPERATIONS	TO	A	5 1/4	6 1/8	- 7/8	- 14.28	6 3/4	2 3/8	6	1,344	7,056
TIMES MIRROR CO.	TMC	N	18 1/8	18 3/4	- 5/8	- 3.33	19 1/2	9 1/4	11	31,385	568,853
WASHINGTON POST CO.	WPO	A	28 3/4	27 3/4	+ 1	+ 3.60	28 3/4	14 3/4	10	4,751	136,591
WOMETCO	WOM	N	16 1/4	15 3/4	+ 1/2	+ 3.17	16 1/4	6 1/4	10	5,793	94,136
									TOTAL	370,714	8,834,202

Cablecasting

	Stock symbol	Exch.	Closing Tues. July 1	Closing Wed. June 25	Net change in week	% change in week	1974-75 High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
AMECO**	ACO	O	3/8	3/8		.00	1 7/8	1/8		1,200	450
AMER. ELECT. LABS	AELBA	O	2 1/8	1 1/2	+ 5/8	+ 41.66	2 1/8	1/2	16	1,672	3,553
AMERICAN TV & COMM.	AMTV	O	15 1/2	16 1/2	- 1	- 6.06	19 1/4	5 1/2	28	3,313	51,351
ATHENA COMM.**		O	3/8	1/4	+ 1/8	+ 50.00	1 1/4	1/8		2,125	796
BURNUP & SIMS	BSIM	O	7 5/8	7 5/8		.00	24 1/8	2 1/2	14	8,268	63,043
CABLECOM-GENERAL	CCG	A	6 7/8	7 1/4	- 3/8	- 5.17	7 1/4	1 1/2	13	2,560	17,600
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	2 7/8		.00	3 1/2	1	18	4,761	13,687
COX CABLE	CXC	A	13 3/4	13 7/8	- 1/8	- .90	15 7/8	3 3/4	22	3,560	48,950
ENTRON	ENT	O	5/8	5/8		.00	1	3/8	4	1,358	848
GENERAL INSTRUMENT	GRL	N	12 3/8	13	- 5/8	- 4.80	17 1/8	5/8	9	7,201	89,112
GENERAL TV		O	5/8	5/8		.00	1 1/2	1/4	31	1,000	625
SCIENTIFIC-ATLANTA	SFA	A	17 3/8	16 5/8	+ 3/4	+ 4.51	17 3/8	4	15	963	16,732
TELE-COMMUNICATION	TCOM	O	3 1/2	3 5/8	- 1/8	- 3.44	5 3/4	7/8	2	5,181	18,133
TELEPROMPTER	TP	N	8 7/8	8 1/2	+ 3/8	+ 4.41	8 7/8	1 3/8	19	16,013	142,115
TIME INC.	TL	N	54 3/4	54 3/4		.00	54 3/4	24 7/8	11	9,960	545,310
TOCOM	TOCM	O	2 1/4	2 1/4		.00	4 7/8	1 3/4	5	634	1,426

	Stock symbol	Exch	Closing Tues. July 1	Closing Wed June 25	Net change in week	change in week	1974-75 High	1974-75 Low	P/E ratio	Approx shares out (000)	Total market capitalization (000)
UA-COLUMBIA CABLE	UACC	O	12 1/8	12 1/2	- 3/8	- 3.00	12 3/4	3 3/4	17	1,695	20,551
UNITED CABLE TV	UCTV	O	2 7/8	3 1/8	- 1/4	- 8.00	4 5/8	1/4	6	1,879	5,402
VIACOM	VIA	N	8 3/4	8 7/8	- 1/8	- 1.40	8 7/8	2 5/8	12	3,708	32,445
VIKOA**	VIK	A	1 7/8	1 3/4	+ 1/8	+ 7.14	4	1/2	1	2,534	4,751
									TOTAL	83,077	1,088,895

Programing

	Stock symbol	Exch	Closing Tues. July 1	Closing Wed June 25	Net change in week	change in week	1974-75 High	1974-75 Low	P/E ratio	Approx shares out (000)	Total market capitalization (000)
COLUMBIA PICTURES	CPS	N	8 7/8	9 1/2	- 5/8	- 6.57	9 1/2	1 5/8	34	6,748	59,888
DISNEY	DIS	N	50 7/8	50 5/8	+ 1/4	+ .49	54 3/4	18 3/4	28	29,755	1,513,785
FILMWAYS	FWY	A	5 3/8	5 7/8	- 1/2	- 8.51	6	2 1/8	7	1,792	9,632
FOUR STAR			3/8	3/8		.00	1 3/8	1/8	1	666	249
GULF + WESTERN	GW	N	37 3/4	38	- 1/4	- .65	38	18 3/8	5	14,470	546,242
MCA	MCA	N	78 5/8	74	+ 4 5/8	+ 6.25	78 5/8	19 1/4	11	8,477	666,504
MGM	MGM	N	16 3/8	16 1/4	+ 1/8	+ .76	32 1/2	9 1/4	7	12,180	199,447
TELE-TAPE** *		O	1/4	1/4		.00	3/4	1/8		2,190	547
TELETRONICS INTL.		O	4 1/4	4 1/4		.00	5	1 1/4	9	943	4,007
TRANSAMERICA	TA	N	9 5/8	9 7/8	- 1/4	- 2.53	10 3/8	5 1/2	15	64,945	625,095
20TH CENTURY-FOX	TF	N	13 1/4	13 1/8	+ 1/8	+ .95	13 1/4	4 1/2	13	7,532	99,799
WALTER READE**	WALT	O	3/8	1/4	+ 1/8	+ 50.00	1/2	1/8		4,467	1,675
WARNER	WCI	N	18 1/2	17 1/8	+ 1 3/8	+ 8.02	18 1/2	6 7/8	7	15,139	280,071
WRATHER	WCO	A	5 1/8	5 1/8		.00	8 1/8	1 1/4	9	2,229	11,423
									TOTAL	171,533	4,018,364

Service

	Stock symbol	Exch	Closing Tues. July 1	Closing Wed June 25	Net change in week	change in week	1974-75 High	1974-75 Low	P/E ratio	Approx shares out (000)	Total market capitalization (000)
BBDO INC.	BBDO	O	16 1/2	17 1/2	- 1	- 5.71	17 1/2	9 7/8	7	2,513	41,464
COMSAT	CQ	N	43 1/4	46	- 2 3/4	- 5.97	46	23 3/4	9	10,000	432,500
DOYLE DANE BERNBACH	DOYL	O	11 3/4	11 1/4	+ 1/2	+ 4.44	11 3/4	5 5/8	7	1,816	21,338
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 3/8		.00	11 1/4	5 3/8	6	2,009	16,825
GREY ADVERTISING	GREY	O	7 3/4	7	+ 3/4	+ 10.71	8 3/8	5 5/8	4	1,213	9,400
INTERPUBLIC GROUP	IPG	N	16	16 7/8	- 7/8	- 5.18	16 7/8	8 1/8	5	2,249	35,984
MARVIN JOSEPHSON	MRVN	O	6 1/4	6 1/8	+ 1/8	+ 2.04	8 1/2	3 1/4	4	1,800	11,250
MCI COMMUNICATIONS	MCIC	O	3 3/4	3 7/8	- 1/8	- 3.22	6 1/2	1		13,339	50,021
MOVIELAB	MOV	A	1 5/8	1 5/8		.00	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 3/8	5 1/4	+ 1/8	+ 2.38	7 1/2	3 5/8	8	892	4,794
A. C. NIELSEN	NIELB	O	21 1/2	21 5/8	- 1/8	- .57	28	7 3/8	20	10,598	227,857
OGILVY & MATHER	OGIL	O	20 1/2	20 3/4	- 1/4	- 1.20	23 1/2	10	7	1,805	37,002
J. WALTER THOMPSON	JWT	N	8 5/8	8	+ 5/8	+ 7.81	12	4 1/4	12	2,649	22,847
UNIVERSAL COMM.*		O	1/4	1/4		.00	3/4	1/8		715	178
									TOTAL	55,439	915,594

Electronics/Manufacturing

	Stock symbol	Exch	Closing Tues. July 1	Closing Wed June 25	Net change in week	change in week	1974-75 High	1974-75 Low	P/E ratio	Approx shares out (000)	Total market capitalization (000)
AMPEX	APX	N	6 1/8	6 1/8		.00	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 5/8	1 3/4	- 1/8	- 7.14	2 1/8	1	8	2,319	3,768
COHU, INC.	COH	A	2 7/8	2 1/2	+ 3/8	+ 15.00	3 7/8	1 1/4	32	1,617	4,648
CONRAC	CAX	N	19	17 7/8	+ 1 1/8	+ 6.29	21	10	8	1,261	23,959
EASTMAN KODAK	EASKD	N	102 1/4	104 1/4	- 2	- 1.91	108 3/4	63	26	161,347	16,497,730
GENERAL ELECTRIC	GE	N	52 1/4	50 7/8	+ 1 3/8	+ 2.70	65	30	17	182,781	9,550,307
HARRIS CORP.	HRS	N	27 1/4	26 3/8	+ 7/8	+ 3.31	33 1/2	13 1/8	389	6,152	167,642
HARVEL INDUSTRIES*		O	9	9		.00	9	2 1/2	56	480	4,320
INTERNATIONAL VIDEO	IVCP	O	3 1/4	2 1/4	+ 1	+ 44.44	7 1/2	1 1/4	6	2,730	8,872
MAGNAVOX	MAG	N	8 3/4	8 3/4		.00	9 7/8	3 3/4	8	17,799	155,741
MICROWAVE ASSOC. INC	MAI	N	22 1/8	22 7/8	- 3/4	- 3.27	26 7/8	9 3/4	11	1,320	29,205
3M	MMM	N	66 7/8	66	+ 7/8	+ 1.32	80 1/2	7 5/8	33	114,240	7,639,800
MOTOROLA	MOT	N	50	50 1/2	- 1/2	- .99	61 7/8	34 1/8	23	28,191	1,409,550
OAK INDUSTRIES	OEN	N	8 1/8	7 3/4	+ 3/8	+ 4.83	12 7/8	5 1/4	3	1,639	13,316
RCA	RCA	N	20 3/8	20 1/8	+ 1/4	+ 1.24	21 1/2	9 7/8	16	74,484	1,517,611
ROCKWELL INTL.	ROK	N	23 3/8	23 3/8		.00	28 3/8	18 3/8	7	30,802	719,996
RSC INDUSTRIES	RSC	A	2 1/4	2 1/8	+ 1/8	+ 5.88	2 1/4	1/2	8	3,440	7,740
SONY CORP.	SNE	N	13	12 7/8	+ 1/8	+ .97	29 7/8	4 3/4	34	172,500	2,242,500
TEKTRONIX	TEK	N	39	38 1/2	+ 1/2	+ 1.29	47 3/4	18 1/2	14	8,671	338,169
TELEMATION	TIMT	O	1	1		.00	2 3/4	1	6	1,050	1,050
VARIAN ASSOCIATES	VAR	N	15 7/8	15 1/4	+ 5/8	+ 4.09	15 7/8	6	15	6,838	108,553
WESTINGHOUSE	WX	N	18 5/8	18 3/4	- 1/8	- .66	26	8 1/2	52	86,989	1,620,170
ZENITH	ZE	N	28	26	+ 2	+ 7.69	31 5/8	10	117	18,797	526,316
									TOTAL	937,213	42,657,743
									GRAND TOTAL	1,696,085	60,198,422

	Closing Tues.	Closing Wed	Net change
Standard & poor's Industrial Average	106.4	106	+0.4

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.

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Media

John Collins, assistant controller, CBS-TV, New York, named controller, CBS-TV in Hollywood. **D. Richard Tonge,** assistant controller in New York, given additional responsibilities of division budgeting and accounting, while retaining duties in sales planning and accounting.

Alan Raphael, attorney, labor relations, NBC, New York, appointed manager, employe relations, NBC, West Coast.

Glenn A. Killoren, VP/treasurer, Globetrotter Communications, Chicago, named executive VP/treasurer.

Ann Berk, manager, advertising and promotion, WNBC-TV New York, appointed to newly created position of manager, broadcast operations.

Vandagrift

Maurer

Carl W. Vandagrift, VP, general manager, WOWO(AM) Fort Wayne, Ind., named executive consultant to Donald H. McGannon, board chairman and president of Group W, New York. Succeeding him is **Warren L. Maurer,** general sales manager, KDKA(AM) Pittsburgh.

Lilly Eide, promotion manager, WBBM-TV Chicago, named communications manager. Also, **Katherine Bartley,** press information supervisor, named assistant manager, press information. **Tana Cowin,** sales assistant, CBS Network Sales, Chicago, named senior publicist.

Leo H. Frazier, assistant professor of music, St. Regis College, Denver, and former host of public affairs program broadcast by KBTV(TV) Denver, named minority affairs project director, KWGN(TV) Denver. **Beverly Martinez,** moderator of station's *Denver Now* program, has assumed new position of affirmative action officer for station.

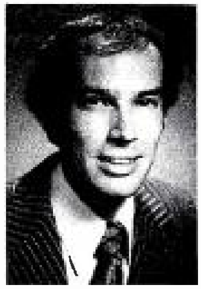
John Mazer, operations manager, WHN(AM) New York, named director of station operations.

Johnnie Darin, general manager, KSOL(FM) San Mateo, Calif., named operations manager, KNAC(FM) Long Beach, Calif.

Murray J. Green, general manager, WNCR(FM) Cleveland, named to same position, WNDE(AM) and WFBQ(FM) Indianapolis.

Virginia Association of Broadcasters elected two officers at its annual meeting: **Bill Eure,** WSSV(AM) Petersburg, president; **Bob McRaney,** WWBT(TV) Richmond, president-elect.

Broadcast Advertising



Miller

Laurence B. Miller, chief operating officer, Vitt Media International, Los Angeles, named senior VP. He will divide his time between Los Angeles and firm's New York headquarters.

Thomas J. Lambert, general manager, Washington office, Needham, Harper & Steers elected VP.

Lou du Charme, producer with Red, White & Blue Productions, New York, named radio and production director, McCann-Erickson, New York.

John Timko, associate director, TV programing, Advanswers Media Programing Inc., New York, elected VP. Advanswers is subsidiary of Gardner Advertising Co., St. Louis.

Eugene H. Blanche and **Lamar LeMonte,** account supervisors at J. Walter Thompson Co., New York, and **Louis J. Filippo,** creative group business manager, elected VP's.

Sheldon Hirsch, media supervisor at Crestwood Advertising Inc., New York, named media director of Helitzer Advertising Inc., New York.

Michael Schuch, local sales manager, WVTV(TV) Milwaukee, named general sales manager. He is succeeded by **Alvin Leitl,** account executive.

Synda Messinger, sales assistant, KNBC(TV) Los Angeles, appointed supervisor, sales service, that station.

Jim King, media director, D'Arcy-MacManus & Masius, Los Angeles, elected VP.

Barry Silverman, assistant to president, Goodwin, Dannebaum, Littman & Wingfield Inc., Houston-Beaumont PR, ad firm, and **Philip R. Snyder,** retail advertising supervisor, both elected VP's.

Thomas L. Tiernan, VP, general sales manager, Cinecom Media Corp., Southfield, Mich., named sales director, Mutual Radio, Chicago.

George F. Spring, VP, general manager, WRGB(TV), WGY(AM), WGFM(FM) Schenectady, N.Y., named director of sales, broadcasting division, Diversified Communications, Bangor, Me.

Cynthia H. Stewart, marketing/PR director, Providence Properties Inc., Charlotte, N.C., named promotion/merchandising director, WSOC-AM-FM Charlotte.

Gordon Webber, senior VP and manager of creative services for Benton & Bowles, New York, retired June 30 after almost 27 years with agency. Mr. Webber, 62, will continue to serve B & B as consultant and will do free-lance writing.

Programing

Arthur Fellows, executive in charge of production, Quinn Martin Productions, Los Angeles, elected senior VP, Paramount Television, Los Angeles.

Brandon Stoddard, VP, motion pictures for television, ABC Entertainment, Los Angeles, assumes new areas of responsibility in limited series, novels serialized for television and daytime-programing development.

Werner Michel, VP and director of network programing, SSC&B, New York, appointed general program executive, ABC Entertainment, Los Angeles. Mr. Michel "will operate on special assignments in the program planning and development group" and serve as general consultant, according to network sources.

Bernard Weitzman, VP, facilities rental division, MGM Television, New York, elected VP, business affairs.

Harvey Chertok, manager, television advertising and promotion, Time-Life Television, New York, appointed director of advertising, promotion and publicity.

Duffy Bart, formerly editor, T. Y. Crowell Publishing Co., New York, named director of program development, Heyday Productions, Universal City, Calif.

Larry Vanderveen, former general sales manager, KFI(AM) Los Angeles, appointed head of new radio programing, Radio Arts Inc., Burbank, Calif., syndication firm.

Broadcast Journalism

John A. O'Connor, editorial writer, *Philadelphia Daily News,* named editorial director, WCAU-TV Philadelphia.

James S. Wilson, cameraman with CBS News, and with TVN since March, named director of photography, TVN's Washington bureau.

Jane Pauley, co-anchorperson, WISH-TV Indianapolis, named to same position, WMAQ-TV Chicago, to anchor 5 and 10 p.m. news with **Floyd Kalber.**

John Yurko, news producer, KSTP-TV St. Paul, named to same position, KDKA-TV Pittsburgh.

Brenda Lane, reporter, WPLG-TV Miami, named to same post, WKYC-TV Cleveland.

Richard Shafer, regional membership executive, Pacific Northwest states, AP broadcast membership division, Seattle, named to similar position, New York State, Albany. He is succeeded by **Al DenBeste,** who was AP news editor, Seattle.

Leighton Hepker, Columbia School of Broadcasting graduate, Hollywood, named news director, KMAQ-AM-FM Maquoketa, Iowa.

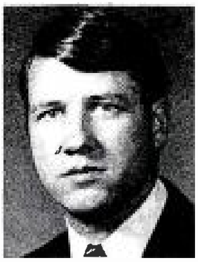
Carl Schumacher, news cameraman, KNBC(TV) Los Angeles, awarded first place, newsfilm feature division, California Press Photographers Association competition.

Howard Campbell, formerly producer at KABC-TV and KNXT(TV), both Los Angeles, has joined news and public affairs department of noncomiercial KCET(TV) same city.

;able

Iewly elected officers, Florida Cable Television ıssociation: **William J. Ryan**, VP, general manger, Radio-Television Center, Naples, president; **James L. Cooper**, Florida TV Cable, Ⅎelbourne, VP; **Leonard Gregory**, 'eleprompter, St. Petersburg, VP; **Jim K. :aircloth**, Storer CATV, Venice, secretary, and **Iobert A. Bevis**, Communicable, Cocoa Beach, reasurer.

:quipment & Engineering


Schoonover

Thomas Schoonover, Iew York/New England district manager, elevision sales, Harris :orp., named television sales manager. He vill be based at firm's Quincy, Ill., broadcast ıroducts headquarters vith responsibility for lomestic TV sales.

.arry C. Hockemeyer, national sales manager, Data Packaging Corp., named to newly created ıosition of national sales manager, professional ıroducts, Capitol Magnetic Products, Los Angeles.

:dwin R. Levine, manager, product services, Philips Broadcast Equipment Corp., Montvale, N.J., named chief engineer, Unitel Productions Services, New York.

Ray M. Swenson, engineering/operations director, Idaho Television Corporation, Boise, named engineering director, WIIC-TV Pittsburgh.

Dr. S. Francis Paik, engineering section head, Raytheon Co.'s microwave devices operation, Waltham, Mass., named microwave solid-state products engineering manager.

Thomas J. Dowling, plant manager, Quasar Electronics Corp., Pontiac, Ill., named to same position, Rockwell International's Admiral Group, Harvard, Ill.

Ismael Infanzon, laboratory technician, Power Instruments Corp., Skokie, Ill., named to engineering staff, Catholic Television Network of Chicago.

Glenn L. Bell, chief engineer, KARD-TV Wichita, Kan., named chief engineer, Kansas State Network Inc., Wichita. He is succeeded by **James L. Shaw**, engineering supervisor, KARD-TV.

Allied Fields

Re-elected officers of American Federation of Musicians are **Hal C. Davis**, president; **J. Martin Emerson**, secretary-treasurer; **Victor Fuentealba** and **J. Alan Woods**, VP's.

Paul R. Teetor, Federal Trade Commission staff attorney, Washington, named administrative law judge.

Patrick H. Driscoll, controller of Taft Broadcasting's Amusement Park Group, named to newly created post of corporate tax manager, Taft Broadcasting, Cincinnati.

Charlotte Tharp, community relations director, WHAS-TV-AM-FM Louisville, Ky., named "Woman of Distinction in Business for 1975" by Council of Women Presidents, Louisville.

Deaths


Serling

Rod Serling, 50, award-winning TV writer, producer and host, died June 28 in Rochester, N.Y. after suffering heart attack during open-heart surgery. Mr. Serling was best known as host of *Twilight Zone* series. In 1956 he was given special Peabody Award for television writing for his script of CBS *Playhouse 90* drama, "Requiem for a Heavyweight." He is survived by his wife, Carol, and two daughters.

Jonathan Peck, 30, TV reporter, former. UPI newsman and son of actor Gregory Peck, died June 26, apparent suicide, in his apartment in Santa Barbara, Calif. He was reporter for KCOY-TV Santa Maria, Calif. He is survived by his father, mother and two brothers.

For the Record®

As compiled by BROADCASTING, June 23 through June 27 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 applications

■ Calhoun, Ga.—Frances Lanford Rhodes seeks 900 khz, 1 kw-D. P.O. address: Rt. No. 2, Woodruff, S.C. 29388. Estimated construction cost $24,193; first-year operating cost $56,153; revenue $50,000. Format: top 40, standards, C&W. Principals: Ms. Rhodes is engineer, traffic controller and copywriter for WSJW(AM) Woodruff, S.C. and has interest in motor speedway. Ann. June 24.

■ Sonora, Tex.—Sonora Broadcasting Co. seeks 980 khz. 1 kw-D. P.O. address: 16-A E. Beauregard, San Angelo, Tex. 76901. Estimated construction cost $15,-350; first-year operating cost $45,610; revenue $72,-000. Format: C&W, Spanish. Principals: Walton A. Foster (66.66%) has interest in KIXY-AM-FM San Angelo, Tex. Donald W. Griffis is attorney. Ann. June 26.

AM licenses

■ KANC Anchorage, Mt. Supitna Broadcasting Corp. (BL-13964). Action June 17.

■ WNRE Circleville, Ohio, Circleville Broadcasting Co. (BL-13858).

FM applications

■ Alexandria, La.—Cenla Broadcasting Co. seeks 93.1 mhz, 100 kw., HAAT 790 ft. P.O. address: 1516 City Park Blvd., Alexandria 71301. Estimated construction cost $165,449; first-year operating cost $61,-000; revenue $72,000. Format: popular, contemporary. Principals: Taylor C. Thompson (51%) is assistant program director and music director of KALB(AM)-KSLI(FM) Alexandria, La. Charles J. Soprano (49%) owns mortgage company, real estate firm and grocery store. Ann. June 18.

■ Fuquay-Varina, N.C.—Wake County Broadcasting Co. seeks 103.9 mhz, 2.1 kw., HAAT 350 ft. P.O. address: Box 588, Fuquay-Varina 27526. Estimated construction cost $30,595; first-year operating cost $12,-000; revenue $10,000. Format: stereo country. Principals: Joseph B. Wilder (40%) James M. Butts Sr. (40%) and L. Keith Whittle (20%) own WAKS(AM) Fuquay-Varina. Mr. Wilder also owns WBAW-AM-FM Barnwell and WBHC-AM-WJBW-FM Hampton, both South Carolina. Ann. June 25.

FM actions

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: WMIB, West Palm Beach, Fla.—To Dec. 31, 1975 (BMPH-14495).

■ Victorville, Calif.—Application for CP for new FM on 103.1 mhz by First Assembly of God of Victorville dismissed at request of attorney (BPH-9216). Ann. June 27.

■ Bedford, Ind.—Bedford Broadcasting Corp. Broadcast Bureau granted 105.5 mhz, 3 kw, HAAT 243 ft.

P.O. address: Box 657, Bedford 47421. Estimated construction cost $38,200; first-year operating cost $8,971; revenue $36,000. Format: talk, popular, old standard. Principals: Paul R. Quitt (8.5%), Allan B. McCrea (5%), Lester G. Spencer (8%), et al., own Central Broadcasting Corp., sole stockholder of Bedford. Central owns WKBV-AM-FM Richmond, Ind.; KTRM-AM-FM Beaumont, Tex.; WBAT(AM) Marion, Ind. and WBIW(AM) Bedford. (BPH-9293). Action June 23.

■ DuBois, Pa.—DuBois Area Broadcasting Co. Broadcast Bureau granted 107.3 mhz, 50 kw., HAAT 500 ft. P.O. address: 207 W. Second Ave., DuBois 15801. Estimated construction cost $64,200; first-year operating cost $60,700; revenue $96,000. Format: religious, easy listening. Principals: Ralph J. Boyer, Donald B. Shobert, Jerry D. Sessoms, Raymond A. Smith (10% each), et al. Messrs. Boyer, Shobert, Sessoms and Smith are respectively manager of linen supply company, building company owner, machine shop foreman and insurance agency employe (BPH-9322). Action June 23.

■ *San Antonio, Tex.—Trinity University. Broadcast Bureau granted 91.5 mhz, 140 w. P.O. address: 715 Stadium Drive, San Antonio 78284. Estimated construction cost $21,365; first-year operating cost $15,000. Principal: Bill Hays, department chairman, journalism and broadcasting (BPED-1930). Action June 20.

■ Uvalde, Tex.—Uvalde Broadcasters Inc. Broadcast Bureau granted 95.3 mhz, 3 kw, HAAT 125 ft. P.O. address: Box 758, Uvalde 78801. Estimated construction cost $13,869; first-year operating cost $12,000; revenue $24,000. Format: Contemporary, C&W. Principals: E. J. Harpole (99.6%) et al. Mr. Harpole has interest in KVOU(AM) Uvalde; KVOZ(AM)-KOYE(FM) Laredo; and KEPS(AM)-KINL(FM) Eagle Pass, all Texas. (BPH-9106). Action June 23.

■ *Neah Bay, Wash.—Makah Communications Enterprises. Broadcast Bureau granted 90.1 mhz, 10 w., HAAT 77 ft. P.O. address: Box 115, Neah Bay 98357. Estimated construction cost $23,852; first-year operating cost $17,080. Principal: Kenneth W. Stevens, director of operations, radio/TV (BPED-1926). Action June 24.

FM starts

■ KLTA Dinuba, Calif.—Authorized program operation on 98.9 mhz, ERP 1.5 kw, HAAT 240 ft. Action KLTA Dinuba, Calif.—Authorized program operation on 98.9 mhz, ERP 1.5 kw, HAAT 40 ft. Action June 5.

■ WWWJ Johnston, Ohio—Authorized program operation on 103.1 mhz, ERP 3 kw, HAAT 300 ft. Action June 12.

FM licenses

■ *WBQM Decatur, Ala., Grace Baptist Schools. (BLED-1405). Action June 16.

■ *KUAT-FM Tucson, Airz., Arizona Borad of Regents. (BLED-1402). Action June 17.

■ KYOR-FM Blythe, Calif., KYOR Inc. (BLH-6664). Action June 19.

■ *KWHS West Sacramento, Calif., Washington Unified School District (BLED-1396). Action June 17.

■ KHEX Yuba City, Calif., Cascade Broadcasting Corp. (BLH-6689). Action June 19.

■ KRLN-FM Canon City, Colo., KRLN Inc. (BLH-6701). Action June 19.

■ WKSI Eldorado, Ill., Eldorado Broadcasting Corp. (BLH-6670). Action June 19.

■ KQCR Cedar Rapids, Iowa, Cedar Rapids Broadcasting Co. (BLH-6684). Action June 19.

■ KMRJ Pittsburg, Kan., Douglas Broadcasting Corp. (BLH-6675). Action June 19.

■ KFRA-FM Franklin, La., KERA Inc. (BLH-6676). Action June 19.

■ *WNRC Dudley, Mass., Nichols College. (BLED-1387). Action June 17.

■ WLRQ-FM Whitehall, Mich., White River Communications (BLH-6658). Action June 19.

■ WJPD-FM Ishpeming, Mich., WJPD-FM Inc. (BLH-6705). Action June 16.

■ *KLSE-FM Rushford, Minn., Minnesota Public Radio (BLED-1389). Action June 17.

■ WGOT Newton, Miss., Robert L. Tatum (BLH-6659). Action June 19.

■ KCRV-FM Caruthersville, Mo., Pemiscot Broadcasters F-M (BLH-6682). Action June 19.

■ KDKD-FM Clinton, Mo., Osage Broadcasting Co. (BLH-6668). Action June 19.

■ KLCM-FM Lewistown, Mont., Montana Broadcast Communications (BLH-6651). Action June 19.

■ KPOE Humble City, N.M., Media Corp. (BLH-6617). Action June 19.

■ *WITR Henrietta, N.Y., Rochester Institute of Technology (BLED-1374). Action June 16.

■ *WHSS Hamilton, Ohio, Hamilton School District (BLED-1395). Action June 17.

■ *KETR Commerce, Tex., East Texas State University (BLED-1384). Action June 17.

■ *KSAU Nacogodoches, Tex., Stephen F. Austin State University (BLED-1394). Action June 17.

■ *KRDC-FM St. George, Utah, Dixie College (BLED-1392). Action June 17.

■ *WMTF Stowe, Vt., The Stowe School (BLED-1404). Action June 17.

■ KVEL-FM Vernal, Utah, Uintah Broadcast and Television Co. (BLH-6650). Action June 19.

■ WCVM Middlebury, Vt., Addison Broadcasting (BLH-6652). Action June 19.

■ WLXR La Crosse, Wis., La Crosse Radio (BLH-6663). Action June 16.

Ownership changes

Applications

■ KARM(AM) Fresno, Calif. (1430 khz, 5kw-DA-1)—Seeks assignment of license from KARM, The George Harm Station to KACY Inc. for $425,000. Sellers: George Robert Harm and Floyd H. Hyde, executor of will of Hattie Harm. Buyers: Lincoln and Sylvia Dellar (42.7% each) own KMEN(AM) San Bernardino. Ronald C. Thompson (14.6%) is general manager of KMEN. Ann. June 26.

■ WTLG(AM) Tallapoosa, Ga. (1060 khz, 1kw-D)—Seeks assignment of CP from West Georgia Broadcasting Co. to Twin County Broadcasting Co. for $3,825. Sellers: James M. Davis is president of Cherokee County Broadcasting Co., licensee of WEIS(AM) Centre, Ala. Ronald H. Livengood is manager of WAAX(AM) Gadsen, Ala. Buyers: Olvie E. and Ivous T. Sisk (50% each) have interest in WSVA(AM) Vernon, Ala. Ann. June 26.

■ WJRC(AM) Joliet, Ill. (1510 khz, 500w-D)—Seeks assignment of license from Midwest Radio Corp. to WJRC Inc. for $308,000. Seller: Anthony Morici, president. Buyers: William Lipsey (30%), J. Robert Wheeler (20%), et al. Mr. Lipsey is investor and Mr. Wheeler is former general manager and stockholder of WJRC. Ann. June 26.

■ KSKU(FM) Hutchinson, Kan. (102.1 mhz, 100kw)—Seeks assignment of license from Sound Sales to Sampson Communications Co. for $215,000. Seller: Marguerite Sours has no other broadcast interests. Buyers: Jack S. (51%) and Arvilla M. Sampson (49%). Mr. Sampson is former general manager of KXOK(AM) St. Louis. Ann. June 26.

■ WLBC-AM-FM Hodgenville, Ky. (AM: 1430 khz, 500 w-D; FM: 106.3 mhz, 3 kw)—Seeks transfer of control of Lincoln Broadcasting Co. from Joseph R. and James L. Jones. (66 2/3% before; none after) to Kentucky-Tennessee Coals (none before; 66 2/3% after). Consideration: $10,000 and assumption of notes worth $107,000. Principals: Jones brothers wish to devote time to other business interests. Kentucky-Tennessee Coals, Stamper Collins (90%), president, is coal mining company. Ann. June 26.

■ KFTW(AM) Fredericktown, Mo. (1450 khz, 1kw-D)—Seeks assignment of license from Love Broadcasting Co. to Madison County Broadcasting Co. for $100,000. Sellers: Jack and Lovey Lois Gale, owners, have no other broadcast interests. Buyers: W. N. Cate (51%) has interest in KRLW(AM) Walnut Ridge, Ark. Bobby Hutcherson (20%) managers and has interest in furniture store. Ray Turbyeville and James Bragg (each 10%) are salesmen. Ann. June 26.

■ KBMN(AM) Bozeman, Mont. (1230 khz. 1kw-D)—Seeks assignment of license from KBMN Inc. to Western Media Inc. for $400,000. Seller: KBMN Inc., William A. Merrick, president and general manager, has no other broadcast interests. Buyers: Kermit G. Kath, Tony A. Kehl, Donald E. Jones and Gerald W. Rounsborg and Leonard Kehl (each 20%). All t Leonard Kehl own KCSR(AM) Chadron a KVSH(AM) Valentine, both Nebraska. Mr. Ka owns KGOS(AM) Torrington, Wyo. Tony Kehl ow KVOW(AM) Riverton, Wyo. Together they o KWOR(AM) Worland, Wyo. Leonard Kehl is sal representative for KDEN(AM) Denver.

■ WELN(AM) Elmira, N.Y. (1410 khz. 1kw-D; 5 w-N)—Seeks assignment of license from Edwin Lonie to Condit Communications for $465,000. Sell Mr. Lonie is receiver. Court order directed sale of s tion to satisfy creditors. Buyer: D.S. Condit (100%) stockholder in WLNH-AM-FM Laconia, N.H. a WKXA-AM-FM Brunswick, Me. Ann. June 26.

■ WHAL-AM-FM Shelbyville, Tenn. (AM: 14 khz, 1kw-D; 250 w-N; FM: 102.9 mhz, 60 kw)—See assignment of license from Shelbyville Broadcasti Co. to Bedford Broadcasting Co. for $260,000. Sell R. A. Davidson, vice president. Buyers: Millard Oakley, Edward M. Johnson and Robert W. Gallah (33 1/3% each). Messrs. Oakley and Johnson ov WCXV(AM) Crossville, Tenn. Mr. Gallaher ow WUCR(AM) Sparta, Tenn. Principals are also app cants for various stations in Kentucky and Tennesse Ann. June 26.

■ KCPX-TV Salt Lake City (ch. 4)—Seeks assig ment of license from Screen Gems Stations to Unit Television for $11,000,000. Seller: Parent compan Columbia Pictures Industries, owns KCPX-AM-F Salt Lake City, WWVA-AM-FM Wheeling, W. V WYDE(AM) Birmingham, Ala., WNJU-TV Newar N.J. WAPA-TV San Juan and WOLE-TV Aguadill both Puerto Rico. Alan J. Hirschfield is preside Buyer: United Television is owned by Twentieth Ce tury Film Corp. and owns KMSP-TV Minneapolis a is applicant for KMOL-TV San Antonio, Tex. Denn C. Stanfil is chairman and president of parent co pany. Ann. June 18.

Actions

■ KBLC(AM) Lakeport, Calif. (1270 khz, 500 D)—Broadcast Bureau granted transfer of control Lake County Broadcasting Co. from Don and Doroth Emerson (60% before; none after) to Noel Knight S and Noel Knight Jr. (40% before; 100% after). Co sideration: $88,493. Principals: Noel Knight Jr. general manager of KBLC (BTC-7698). Action Ju 23.

■ WQQT(AM) Savannah, Ga. (1450 khz, 1 kw-I 250 w-N)—Broadcast Bureau granted transfer of co trol of WQQT Inc. from Norrell Broadcasting Grou (100% before; none after) to Robert A. Power Leonard A. Morton and John W. Collins (none befor 100% after jointly). Consideration: $300,000. Pri cipals: Robert A. Powers, 100% owner of Norrell, wi control 51% of WQQT Inc. He is general manager WQQT and WGRI(AM) Griffin, Ga. Mr. Morto (39%) owns aluminum building supply and veneti blind companies. Mr. Collins (10%) is vice president leasing company. (BTC-7608). Action June 23.

■ WMSH-TV South Bend, Ind. (ch. 46)—Broadca Bureau granted involuntary assignment of licens from David Kelley, receiver to Gordon MacKenzi trustee of G&E Religious and Educational Broadcas ing Corp. (BAPCT-515). Action June 17.

■ KBCM(FM) Sioux City, Iowa (95.5 mhz, 100kw)- Broadcast Bureau granted assignment of license fro

■ KBCM(FM) Sioux City, Iowa (95.5 mhz, 10 kw)—Broadcast Bureau granted assignment of licens from James H. and Thomas R. Hassenger t Hassenger Broadcasting Corp. (BALH-2130). Actio June 18.

■ WEKG(AM) Jackson, Ky. (810 khz. 1 kw-D)- Broadcast Bureau granted transfer of control of Inte mountain Broadcasting Co. from Jeff D. and Treva T Howell (50% before; none after) to James M. Hay an A. Dale Bryant (none before; 50% after). Considera tion: $118,908. Principals: Mr. and Mrs. Howell wis to relinquish control due to health reasons. James M Hay is general manager of WEKG and owner WGRK(AM) Greensburg, Ky. A. Dale Bryant is se retary-treasurer of WEKG and owns 50% of WSKV FM Stanton, Ky. —BTC-7728). Action June 25.

■ WEZJ(AM) Williamsburg, Ky. (1440 khz. 1 kw D)—Broadcast Bureau granted transfer of control Whitley County Broadcasting Co. from Keith Buc (100% before; none after) to Honus S. Shain Jr. (non before; 100% after). Consideration: $220,000. Pri cipals: Mr. Buck has no other broadcast interests. M Shain is in process of selling WKXO(AM) Berea, K (BTC-7747). Action June 18.

■ WMIN(AM) Maplewood, Minn. (1010 khz,250 v

D(—Broadcast Bureau granted transfer of control of Voyageur Broadcasting Co. from Donald L. Freichs (51% before; none after) to Obed S. Borger (49% before; 100% after). Consideration: $100,000. Principals: Mr. Frerichs, wishes to devote more time to other business interests. Mr. Borger owns KFIL-AM-FM Preston, Minn. and has 65% interest in WAGO(AM) Oshkosh, Wis. He is also applicant for AM at Wabasha, Minn. (BTC-7753). Action June 18.

■ WBLK-FM Depew, N.Y. (93.7 mhz, 50 kw)—Broadcast Bureau granted transfer of control of WBLK Broadcasting Corp. from Rita C. Lorenz (100% before; 15% after) to Franklin W. Lorenz (none before; 85% after). Consideration: $6,400. Principal: Franklin Lorenz, station manager of WBLK-FM, is son of Rita C. Lorenz. (BTC-7712). Action June 18.

■ KEBC(FM) Oklahoma City (94.7 mhz, 36 kw)—Broadcast Bureau granted acquisition of positive control of Electronic Broadcasting Co. by Ralph H. Tyler (38% before; 75% after) through purchase of stock from Harold G. McEwen (37% before, none after). Consideration: $67,000 (BTC—7770). Action June 17.

■ KVRA(AM)-KVRF(FM) Vermillion, S.D. (AM: 1570 khz, 500 w-D;FM: 102.3 mhz, 3 kw)—Broadcast Bureau granted acquisition of positive control of Siouxland Broadcasting Inc. by R.E. Macy (38.66% before; 76.45% after) through purchase of stock from Theodore and Doris Dolney (50.01% before; 11.99% after). Consideration: $15,000 and assumption of $8,928 note (BTC-7771). Action June 18.

■ KEEZ(FM) San Antonio, Tex. (97.3 mhz, 100kw)—Broadcast Bureau granted assignment of license from San Antonio Broadcasting Inc. to Clear Channel Communications for $349,279. Seller: L. Lowry Mays (51.56%) and B.J. McCombs (30.77%), principals of San Antonio Broadcasting, are also two of three principals in Clear Channel Communications. Assignment of WOAI(AM) San Antonio to Clear Channels is pending. Corporation wishes to centralize control of both San Antonio properties under one licensee (BALH-2074). Action June 23.

■ WBDY(FM) Bluefield, Va. (106.3 mhz, 3 kw)—Broadcast Bureau grranted transfer of control of Bluefield Broadcasting Co. from Hawey A. Wells Jr. (51% before; none after) to Aubrey Garber, George Hagy and Alvis Hunt (49% before; 100% after). Consideration: $35,000 plus grant fee. Princiapls: Dr. Wells is financially unable to continue operation. Aubrey Garber (33%) has interest in WNRG(AM)-WMJD-(FM) Grundy, Va. and owns construction company. George Hagy (33%) and Alvis Hunt (33%) have various business interests in Grundy. (BTC-7746). Action June 18.

■ KRAE(AM) Cheyenne, Wyo. (1480 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of KRAE Inc. from Floyd Waak (50% before; none after) to Thomas E. Bauman (50% before; 100% after). Consideration: $8,952 (BTC-7762). Action June 18.

Facilities changes

TV actions

■ WALA-TV Mobile, Ala.—Broadcast Bureau granted authority to operate trans. by remote control from 210 Government St., Mobile (BRCTV-254). Action June 18.

■ KTLA-TV Los Angeles, Broadcast Bureau granted authority to operate trans. by remote control from 5800 Sunset Blvd., Los Angeles (BRCTV-247). Action June 18.

■ KOVR Stockton, Calif.—Broadcast Bureau granted authority to operate trans. by remote control from 225 East Minor Ave., Stockton (BRCTV-253). Action June 18.

■ KIVI Nampa, Idaho—Broadcast Bureau granted authority to operate trans. by remote control from 1866 E. Chisholm Dr., Nampa (BRCTV-249). Action June 18.

■ *WILL-TV Urbana, Ill.—Broadcast Bureau granted authority to operate trans. by remote control from 302 North Goodwin Ave., Urbana (BRCETV-74). Action June 18.

■ WCSH-TV Portland, Me.—Broadcast Bureau granted authority to operate trans. by remote control from 579 Congress St., Portland (BRCTV-252). Action June 18.

■ WBAL-TV Baltimore—Broadcast Bureau granted CP to change type trans. (BPCT-4843). Action June 18.

■ WBKB-TV Alpena, Mich.—Broadcast Bureau granted mod. of CP to make changes in ERP to Visual 129.7 kw, Aural 25.9 kw; change type trans. and ant. (BMPCT-7586). Action June 20.

■ WFMJ-TV Youngstown, Ohio—Broadcast Bureau granted authority to operate trans. by remote control from 101 W. Boardman St., Youngstown (BRCTV-257). Action June 18.

■ WBIR-TV Knoxville, Tenn.—Broadcast Bureau granted CP to change type trans. (BPCT-4839). Action June 18.

■ WSM-TV Nashville—Broadcast Bureau granted CPs (1) to change ERP to vis. 93.63 kw, aur. 19.68 kw; and change type trans. (BPCT-4851); and (2) to change type aux. trans. (BPCT-4852). Action June 18.

■ WCHS-TV Charleston, W. Va.—Broadcast Bureau granted CP to install alt. main trans. (BPCT-4844). Action June 18.

■ KVEW Kennewick, Wash.—Broadcast Bureau granted authority to operate trans. by remote control from W. 1833 Court St., Pasco. Wash. (BRCTV-159). Action June 18.

AM applications

■ KKUA Honolulu—Seeks CP to make changes in ground system. Ann. June 25.

■ WAMM Flint, Mich.—Seeks CP to specify changes in MEOV's. Ann. June 25.

■ WKPM Princeton, Minn.—Seeks CP to make changes in ant. system. Ann. June 25.

■ KFJZ Fort Worth—Seeks CP to change ant.-trans. location to between E. Lancaster Ave. and Spur Hwy. 303, Arlington, Tex.; install DA-2 ant. Ann. June 26.

AM actions

■ KDOL Mojave, Calif.—Broadcast Bureau granted CP to increase daytime power to 1 kw (BP-19732). Action June 16.

■ WMRO Aurora, Ill.—Broadcast Bureau granted CP to make changes in ant. system MEOV's (BP-19940). Action June 18.

■ WRNJ Hackettstown, N.J.—Broadcast Bureau granted mod. of CP to change ant.-trans. and studio location to Rt. 46, 1.5 mi. east of Hackettstown (BMP-13976). Action June 18.

■ WDOE Dunkirk, N.Y.—Broadcast Bureau granted CP to delete monitoring point 193°T (BML-2547). Action June 16.

■ WFLI Lookout Mountain, Tenn.—Broadcast Bureau denied request for waiver of standard pattern rules, withheld action on application for increase of nighttime power and deferred action on petition by Newhouse Broadcasting Corp. to deny or dismiss application. Action June 23.

■ KIXZ Amarillo, Tex.—Broadcast Bureau granted CP to add additional MEOV's to nighttime directional ant. pattern (BP-19953). Action June 16.

■ WIVE Ashland, Va.—Broadcast Bureau granted CP for increase in radiation efficiency; condition (BP-19947). Action June 16.

■ KZAM Bellevue, Wash.—Broadcast Bureau granted mod. of CP to make changes in MEOV's (BMP-13990). Action June 18.

AM start

■ Following station was authorized program operating authority for changed facilities on date shown: KWCO Chickasha, Okla. (BP-19,746), June 5.

FM applications

■ KIMN-FM Denver—Seeks CP to operate by remote control from studio site: 290 Fillmore St., Denver; install new trans.; install new ant.; make change in ant. system (increase height); change TPO; ERP: 50 kw (H&V) and HAAT: 716 ft. Ann. June 25.

■ WQBE Charleston, W. Va.—Seeks CP to change trans. location to: Woodrums La., 0.2 miles northeast of Big Tyler Mtn. Rd., near Charleston; install new trans.; install new ant.; make change in ant. system (increase height); change TPO; ERP: 50 kw (H&V) and HAAT: 500 ft. Ann. June 24.

FM actions

■ WLQY-FM Fort Pierce, Fla.—Broadcast Bureau granted mod. of CP to change ant.; change TPO; ERP 40 kw(H); ant. height 340 ft. (H); remote control from main studio at 3850 Metzger Rd., Fort Pierce; condition (BMPH-14496). Action June 17.

■ WMIB West Palm Beach, Fla.—Broadcast Bureau granted mod. of CP to change trans. location (same site); to specify studio location as 391 Broadway, Rivera Beach, Fla.; operate by remote control from studio site; change trans.; make changes in ant. system; ERP 3 kw (H&V); ant. height 280 ft. (H&V) (BMPH-14494). Action June 25.

■ *WHFH Flossmore, Ill.—Broadcast Bureau granted CP to install new ant.; remote control from 999 Kedzie Ave., Flossmoor (BPED-1989). Action June 17.

■ *WIQH Concord, Mass.— Broadcast Bureau granted CP to change trans. location to 220 ft. southeast of Thoreau St. at Regional High School, Concord; make changes in ant. system (decrease height); operate trans. from Thoreau St., Concord (BPED-1951). Action June 17.

■ WGRD-FM Grand Rapids, Mich.—Broadcast Bureau granted mod. of CP to change ant.; change TPO; change ERP 19 kw; change ant. height, 410 ft.; remote control from 122 Lyon St., N.W., Grand Rapids; condition (BMPH-14501).

■ WMUS-FM Muskegon, Mich.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; change TPO and ant. height, 270 ft.; ERP 31 kw; condition (BMPH-14499). Action June 17.

■ *WSHJ Southfield, Mich.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 125 (H&V); ant. height 43 ft. (H&V) (BPED-1941). Action June 24.

■ KWWK Rochester, Minn.—Broadcast Bureau granted mod. of CP to change ant.; make changes in transmitting equipment; ERP 3 kw; ant. height 295 ft.; remote control from 114½ South Broadway, Rochester; condition (BMPH-14497). Action June 17.

■ *WVLS Jackson, Miss.—Broadcast Bureau granted mod. of CP to change ant.; change TPO; change ERP 450 w (H), and reduce ant. height 102 ft. (H) (BMPED-1258). Action June 17.

■ WRPM-FM Poplarville, Miss.—Broadcast Bureau granted CP to install new trans.; install ant.; change TPO; change ant. height 410 ft.; change ERP 100 kw (H&V); conditions (BPH-9407). Action June 17.

■ KCAP-FM Helena, Mont.—Broadcast Bureau granted mod. of CP to change trans. and studio location to 110 Broadway, Helena; change trans. and ant.; make changes in ant. system; ERP 3 kw (H&V); ant. height -250 ft. (H&V) (BMPH-14506). Action June 25.

■ WRCV Mercersburg, Pa.—Broadcast Bureau granted mod. of CP to change trans. location to 0.3 mile north of city of Upton, Pa.; change type trans.; change type ant.; ERP 3 kw, ant. height 295 ft. (BMPH-14438). Action June 16.

■ WLBQ-FM Laurens, S.C.—Broadcast Bureau granted CP to install new ant.; ERP 100 kw; ant. height 450 ft.; remote control from Hillcrest Dr., Laurens (BPH-9425). Action June 17.

■ WSPA-FM Spartanburg, S.C.—Broadcast Bureau granted CP to change aux. trans. location to Hogback Mountain, southwest of Tryon, N.C.; install new trans. and ant.; make changes in ant. system; ERP 26 kw (H&V); ant. height 1,910 ft. (H&V); remote control permitted (BPH-9428). Action June 25.

■ WSGM Staunton, Va.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 2.1 kw(H), 2.5 kw(V); change ant.; ant. height 350 ft.; conditions (BPH-9254). Action June 16.

■ WNUW Milwaukee—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 50 kw(H&V); ant. height 450 ft. (H&V); condition (BPH-9408). Action June 19.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KXXK Chickasha, Okla. (BPH-9231), June 9; KZAP Sacramento, Calif. (BPH-9338), June 5; WKRX Roxboro, N.C. (BPH-8409), June 9; WLKW-FM Providence, R.I. (BPH-9377), June 5; WVLK-FM Lexington, Ky. (BPH-9120), June 6 and WXLQ Berlin, N.H. (BPH-9272), June 10.

In contest

Designated for hearing

■ Pensacola, Fla., **FM proceeding:** Perdido Broadcasting Co. and Barba Broadcasting Co., competing for 107.3 mhz (Docs. 20469)—Broadcast Bureau set for hearing mutually exclusive applications of Perdido Broadcasting co. and Barba Broadcasting Co. Issues to be determined include whether Barba is financially qualified to construct and operate its proposed station, whether good cause exists to authorize location of Barba main studio outside of community of license and which proposal would, on comparative basis, best serve public interest. Action June 23.

Case assignment

■ Chief Administrative Law Judge Arthur A. Gladstone made following assignment on date shown:

■ Morro Bay and Atascandero, 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)—Designated ALJ Jay A. Kyle to serve as presiding Judge, scheduled hearing for September 8. Action June 20.

Procedural rulings

■ Twin Falls, Idaho, **FM proceeding:** Inland Radio and Sawtooth Radio Corp., competing for 95.7 mhz (Doc. 20439-40)—ALJ Walter C. Miller scheduled hearing for September 30. Action June 24.

■ Crowley, La., **FM proceeding:** KSIG Broadcasting Co., Rice Capital Broadcasting Co. and Southwest Louisiana Radio Broadcasting Co., competing for 102.9 mhz (Doc. 20441-3)—ALJ David I. Kraushaar rescheduled hearing now set for August 4 to September 16. Action June 20.

Dismissed

■ KFDR(AM) Grand Coulee, Wash., **renewal proceeding:** New Deal Broadcasting Co. (Doc. 20461)—ALJ Walter C. Miller granted motion by Broadcast Bureau; dismissed with prejudice renewal application of New Deal; ordered New Deal to terminate operation of KFDR and submit its station license for cancelation; canceled hearing scheduled for July 28; closed record and terminated proceeding. Action June 19.

Initial decision

■ Parkersburg, W. Va., **FM proceeding:** Triplett Broadcasting Co. and Electrocom Inc., competing for 95.1 mhz (Docs. 20294-5)—ALJ Joseph Stirmer granted application of Electrocom Inc. in initial decision. Ann. June 24.

Review board decision

■ Newark, N.J., **AM proceeding:** Gilbert Broadcasting Corp., Community Group for North Jersey Radio, Sound Radio, Fidelity Vioces, W.M.E.D. Associates and Venture III Corp., competing for 1430 mhz (Doc. 20407-20412)—Review Board denied joint request for appeal from FCC. ALJ's ruling, filed by three mutually exclusive applicants for authority to operate deleted facilities of WNJR. Three companies jointly requested appeal from Judge Ernest Nash's order directing that hearing be convened on July 8. Action June 19.

FCC decisions

■ Orlando, Fla., **TV proceeding:** Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television, Comint Corp. and TV 9 Inc. (Docs. 11803, 17339, 17341-2, 17344)—FCC reopened comparative proceeding involving five mutually exclusive applications. Commission's action was in response to ruling by U.S. Court of Appeals for District of Columbia Circuit that set aside FCC's grant of CP to Mid-Florida and remanded case to commission for further proceedings. Action June 24.

■ WNJR(AM) Newark, N.J., **AM proceeding:** 1430 Associates and WNJR Radio Co., competing for WNJR facilities (1430 khz) (Docs. 20298-9)—FCC stayed July 1 termination date of interim authority of WNJR Radio Co. to operate WNJR. Action was in response to motion for stay and application for review of recent FCC Review Board ruling filed by WNJR Radio. Board had denied company's application to continue as station's interim operator, and set July 1 as date its authority would end. Action June 26.

Fines

■ WMLT(AM) Dublin, Ga.—Broadcast Bureau notified Dublin Broadcasting Co. it incurred apparent liability for $250 forfeiture by willful or repeated violation by failing to maintain power within prescribed limits Action June 19.

■ KILJ(FM) Mount Pleasant, Iowa—Broadcast Bureau notified Pleasant Broadcasting Co. it incurred apparent liability of $1000 forfeiture by willful or repeated violation of rules by operating station with power in excess of 105% of that authorized Action June 19.

■ WLMD(AM) Laurel, Md.—Broadcast Bureau notified, Interurban Broadcasting Corp. it incurred liability for $500 forfeiture for willful or repeated violation of rules by failing to have operator with third class radiotelephone operator permit endorsed for broadcast station operation on duty and in charge of trans. on days between Aug. 5 and Sept. 19, 1974 Action June 18.

■ WGHN-FM Grand Haven, Mich.—FCC denied application by Community Broadcasters for review of Broadcast Bureau action assessing $1,000 forfeiture against WGHN-FM for repeated violation of sponsorship identification requirements. In applying for review, WGHN argued forfeiture should be rescinded because Broadcast Bureau did not inform licensee immediately on receipt of complaint so it could prevent any repetition of "alleged" violations. Finding that WGHN had submitted no evidence whatever to disprove complainant's allegations, commission concluded that evidence clearly indicated that required sponsorship identification announcements had not been made. Action June 17.

■ WYFC(AM) Ypsilanti, Mich.—Broadcast Bureau notified Word Broadcasters Inc. it incurred apparent liability for $100 forfeiture for willful or repeated violation of rules by failing to enter operator parameter readings in operating log at successive intervals of three hours. Action June 19.

■ KLIZ(AM) Brainerd, Minn.—Broadcast Bureau notified Brainerd Broadcasting Co. that it incurred apparent liability for forfeiture of $200 for willful or repeated violation of rules by failing to make required entries in operating and maintenance logs. Action June 20.

■ KYLT(AM) Missoula, Mont.—Broadcast Bureau notified Scottie Broadcasting Co. that it incurred apparent liability for forfeiture of $2,000 for willful or repeated violation of rules by either operating with excessive ant. input power or by failing to properly log ant. current readings. Action June 25.

■ WRRZ-AM-FM Clinton, N.C.—Broadcast Bureau notified WRRZ Radio Co. that it incurred apparent liability for forfeiture of $500 for willful or repeated violation of rules by permitting unlicensed person to operate transmitting apparatus. Action June 20.

■ WBLA(AM) Elizabethtown, N.C.—Broadcast Bureau notified Bladen Broadcasting Corp. that it incurred apparent liability for forfeiture of $500 for willful or repeated violation of rules by operating with excessive power and by failing to determine ant. input power on temporary basis by indirect method. Action June 25.

■ WDOH Delphos, Ohio—Broadcast Bureau notified Tri-County Broadcasting it incurred apparent liability for $100 forfeiture for willful or repeated violation of rules by failing to enter tower light observations in operating log. Action June 18.

■ WRIB(AM) Providence, R.I.—FCC denied request by WRIB Inc., licensee of WRIB for review of ruling by Broadcast Bureau. Bureau denied WRIB's application for mitigation or remission of $1,000 forfeiture assessed against it last June for repeated violation of personal attack rule. FCC said WRIB not only failed to perform acts required by personal attack rule, but when complaint was brought to its attention it did not attempt to "comply with personal attack principle" until after Broadcast Bureau inquired into matter. WRIB's violation of rule was sufficiently flagrant to warrant imposition of forfeiture, FCC said. Action June 24.

■ KFLP(AM) Floydada, Tex.—Broadcast Bureau denied application for mitigation or remission of $1,800 forfeiture. Action June 20.

■ KHBR(AM) Hillsboro, Tex.—Broadcast Bureau notified KHBR Radio Inc. that it incurred apparent liability for forfeiture of $1,000 for willful or repeated violation of rules by operating with excessive power. Action June 25.

■ WAPL-FM Appleton, Wis.—Broadcast Bureau notified Dixon Inc. it incurred apparent liability for $100 forfeiture for willful or repeated violation of rules by failing to enter tower light observations in log. Action June 18.

Other actions

■ KXTV(TV) Sacramento, Calif.—FCC rejected challenge to renewal of KXTV filed by Sacramento Community Coalition for Media Change. Coalition contended that staion's licensee, Great Western Broadcasting Corp., had practiced employment discrimination, failed to provide adequate local public affairs programing aimed at woman and minorities, misrepresented facts and negotiated in bad faith in series of discussions with coalition. FCC held that petition to deny was procedurally defective in that it lacked supporting affidavits. While it denied coalition complaint, FCC said renewal of KXTV could not be granted at this time due to pendency of other matters regarding qualifications of licensee. Action June 19.

■ WCMQ(AM) Miami—FCC granted application by Radio WCMQ Inc. for renewal of license of WCMQ. Petition to deny was filed by CMQ Corp., Miami-based organization engaged in production and distribution of Spanish-language radio programing throughout Western Hemisphere, alleging Radio WCMQ had engaged in unfair competition because of its use of WCMQ call sign. FCC said CMQ's petition would be denied since objections on use of WCMQ call sign already had been rejected when call change was made. Action June 19.

■ WKBF-TV Cleveland—License canceled and call letters deleted at request of licensee. Ann. June 27.

■ WQMS(FM) Hamilton, Ohio—Broadcast Bureau denied request for rule waiver to identify as Hamilton-Cincinnati. Action June 10.

■ WCAU-AM-FM Philadelphia—FCC denied two petitions for reconsideration of its ruling that granted license renewal applications of Columbia Broadcasting System for WCAU-AM-FM and has affirmed its decision in that case. Petitions were filed by Janet C.

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Summary of broadcasting

FCC tabulations as of May 31, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,414	3	30	4,447	40	4,487
Commercial FM	2,630	0	63	2,693	147	2,840
Educational FM	713	0	42	755	77	832
Total Radio	7,757	3	135	7,695	257	8,159
Commercial TV	700	1	6	707	52	759
VHF	508	1	2	511	9	520
UHF	192	0	4	196	43	239
Educational TV	224	9	10	243	12	115
VHF	89	3	4	96	3	99
UHF	135	6	6	147	9	156
Total TV	924	10	16	950	64	874

*Special temporary authorization

**Includes off-air licenses

Whitaker, individually and as chair-person of Communications Coalition, and by Concerned Communicators. Action June 24.

■ WHAT(AM)-WWDB(FM) Philadelphia—FCC rejected petitions by Concerned Communicators, coalition of community groups in Philadelphia, to deny license renewals of WHAT and WWBD. FCC said, however, renewal applications would remain on deferred status pending submission of additional employment information. Action June 18.

■ KULF(AM) Houston and KYND-FM Pasadena, Tex.—FCC rejected petitions to deny applications of Southern Broadcasting Co. for renewal of license of KULF and KYND Inc., wholly-owned subsidiary of Southern, for renewal of license of KYND-FM. It granted KYND-FM license renewal, but said it was unable to take final action on KULF renewal application due to pending engineering matter. Action June 19.

■ KAPE(AM) San Antonio, Tex.—FCC granted application of S.S.S. Broadcasting for renewal of KAPE. Commission dismissed for procedural shortcomings petition to deny KAPE renewal filed by Black Coalition on Mass Media. It denied petition on its merits as complaint. Coalition alleged KAPE's programing proposals were inadequate to meet ascertained needs and said S.S.S. Broadcasting had failed to permit inspection of KAPE 1974 renewal application at station's office. Action June 24.

Allocations

Petitions

■ FCC received following petitions to amend TV table of assignments (ann. June 27).

■ International Panorama T.V., KLXA-TV Fontana, Calif.—Seeks to reassign ch. 40 to Santa Ana, Calif. from Riverside, Calif. (RM-2557).

■ The Nebraska Educational Television Commission, Lincoln, Neb.—Seeks to assign ch. *23 to Beatrice, Neb.; ch. *24 to Falls City, Neb.; and ch. *33 to Pawnee City, Neb. (RM-2559).

Action

■ FCC took following action on **FM allocations:**

■ Germantown, Tenn.—FCC assigned ch. 232A to Germantown as that community's first local broadcast service. Last February FCC invited comments on proposal by Sam C. Phillips to assign channel to community. Commission said rapid growth of Germantown and community interest in local broadcast facility supported assigning channel to Germantown. Action June 17.

Rulemaking

Petition

■ KYMN Inc., Radio Station KYMN, Northfield, Minn.—Requests amendment to specify minimum pre-sunrise power of 50 watts. (RM-2556). Ann. June 27.

Actions

■ FCC amended rules to limit period for filing competing applications for new FM and television stations and for filing petitions to deny, and effect of certain amendments to applications for construction permits for AM, FM and television broadcast facilities. Action revises part 1 of FCC's rules. Action June 24.

■ FCC corrected order specifying location of translator and booster station records to make clear that such records may be kept by licensees of primary stations either in one of principal communities of translator or FM booster or at same place where primary station records are kept. Action June 24.

Translators

Applications

■ Douglas Walker, Lake Creek Rural area, Colo.—Seeks ch. 3, rebroadcasting KMGH-TV Denver (BPT-TV-5343). Ann. June 25.

■ East Glacier T.V. Assoc., East Glacier, Mont.—Seeks ch. 8, rebroadcasting CJOC-TV Lethbridge, Alberta (BPTTV-5337). Ann. June 25.

■ White Pine Television District No. 1, Ruth, Nev.—Seeks ch. 13, rebroadcasting KLVX Las Vegas (BPT-TV-5336). Ann. June 24.

Actions

■ Bethel Broadcasting, Chevak and Hooper Bay, Alaska—Seeks ch. 12, rebroadcasting KYUK-TV Bethel, Alaska (BPTTV-5335). Ann. June 24.

■ Bethel Broadcasting, Kongiganak and Cape Newenham, Alaska—Seeks ch. 10, rebroadcasting KYUK-TV Bethel, Alaska (BPTTV-5333). Ann. June 24.

■ Bethel Broadcasting, Stony River and Georgetown, Alaska—Seeks ch. 10, rebroadcasting KYUK-TV Bethel, Alaska (BPTTV-5334). Ann. June 24.

■ K11MS and K13NM Fisher Ranch area, Mont.—Broadcast Bureau granted CPs for two translators on (1) ch. 11, rebroadcasting KRTV Great Falls, Mont.; (2) ch. 13, rebroadcasting KFBB-TV Great Falls, Mont. (BPTTV-5269-70). Action June 6.

■ W69AI Margaretville, Arkville and Fleischmanns, N.Y.—Broadcast Bureau granted CP for translator on ch. 69, rebroadcasting WMET Schenectady, N.Y., WCNY-TV Syracuse, N.Y., and*WNET Newark, N.J. (BPTT-2721). Action June 3.

■ K021A, K10JJ, K12KA Baring, Wash.—Broadcast Bureau granted CPs for 3 translators on (1) ch. 2, rebroadcasting KIRO-TV Seattle; (2) ch. 10, rebroadcasting KOMO-TV Seattle; and (3) ch. 12, rebroadcasting KING-TV Seattle (BPTTV-5234-5-6). Action June 2.

Cable

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Community TCI of Ohio, Glen Robbins, Ohio (CAC-3581); Sammons Communications, Sylmar, Calif. (CAC-4699); Centre Video Corp., Harris township, Pa. (CAC-4778); KWR Systems, Canastota (CAC-4854), Wampsville (CAC-4855) and Lenox (CAC-4856), all New York; Belmont TV Cable Service, Belmont, Miss. (CAC-4946); Citizens Cable of Allen County, St. Joseph's township (CAC-4961), New Haven (CAC-4962)) unincorporated areas of Aboite township (CAC-4963); unincorporated areas of Adams township (CAC-4964)and unincorporated areas of Wayne township (CAC-4965), all Indiana; Leadership Cable Systems of Delray Beach, Delray Beach (CAC-4967), unincorporated portions of Palm Beach (CAC-4968) and Gulfstream (CAC-4969), all Florida; Casco Cable Television, Topsham (CAC-4973) and Brunswick (CAC-4974), both Maine; North Central Television, Sandusky (CAC-4975), Margaretta township (CAC-4976), Perkins township (CAC-4977), Castalia village (CAC-4978), Huron (CAC-4979) and Huron township (CAC-4980), all Ohio; Continental Cablevision Corp. Springfield, Ohio (CAC-4981); Continental Cablevision of Ohio, Fairborn (CAC-4982) and Wayne township (CAc-4983), both Ohio; Waterbury Community Antenna, Waterbury (CAC-4984), Middlebury (CAC-4985) and Plymouth (CAc-4986), all Connecticut; Fresno Cable TV Co., Clovis (CAC-4989) and Madera (CAC-4990), both California; Cablevision Systems, Seminole, Okla. (CAC-4991); Sumter County Cablevision, unincorporated area of Sumter county, Fla. (CAC-4376); Natchitoches Cable TV, Natchitoches (CAC-4450) and Winnfield (CAC-4451), both Louisiana; Micro-Cable Communications Corp., Cedar Grove township (CAC-4652), North Caldwell (CAC-4726) and West Paterson (CAC-4756), all New Jersey; Mid-Hudson Cablevision, Greenport, N.Y. (CAC-4780); Micro-Cable Communications Corp. Wayne (CAC-4837), Bloomingdale (CAC-4838), Butler (CAC-4839), Oakland (CAC-4840), Pompton Lakes (CAC-4841), Ringwood (CAC-4842) and Wanaque (CAC-4843), all New Jersey; Athens/Etowah T.V. Cable Co., Etowah, Tenn. (CAC-4885); McMinnville TV Cable Co., McMinnville, Tenn. (CAC-4886); New Channels Corp., village of Malone (CAC-4892) and town of Malone (CAC-4929), both New York; Diversified Communications Investors, Morton, Tex. (CAC-4993); Warner Cable of Union City, Union City, Ohio (CAC-4999) and Union City, Ind. (CAC-5000); Warner Cable of Sidney, Sidney, Ohio (CAC-5006); Armstrong Utilities, Boardman township (CAC-5008), Poland township (CAC-5009) and Canfield township (CAC-5010), all Ohio; Huachuca City Cable TV Co., Huachuca City, Ariz. (CAC-2147); Sammons Communications, Lower Swatara, Pa. (CAC-3282); Fulton Cablevision, College Park (CAC-3454); and East Point (CAC-3455), both Georgia; Forest City TV Cable Corp., Fell township, Pa. (CAC-3751); Stadonick Inc., Crescent City, Calif. (CAC-3755); Starkville TV Cable Co., Richmond La. (CAC-3827); Metropolitan Cablevision Corp., Lawrence, Ind. (CAC-4061); Auburn Cablevision, Owasco, N.Y. (CAC-4308); Micro-Cable Communications Corp., Kinnelon, N.J. (CAC-4365); Sumter County Cablevision, Wildwood, Fla. (CAC-4375).

■ Phil Campbell, Ala.—FCC granted application by Phil Campbell Television Service for certificate of compliance to begin service at Phil Campbell, located in Florence, Ala., smaller TV market. Operator was authorized to carry WOWL-TV, *WFIQ Florence, WHNT-TV, WMSL-TV Huntsville, Ala., WBRC-TV, WAPI-TV, WBMG, *WBIQ Birmingham, Ala., WCBI-TV Columbus, Miss., and WTVW Tupelo, Miss. Action June 17.

■ Lincoln Village West, Stockton, Calif.—Cable Bureau granted application by Lilval Inc. for certificate of compliance to carry KCRA-TV, KVIE, KXTV, KTXL, KMUV-TV Sacramento; KOVR Stockton; KLOC-TV Modesto; KTVU Oakland and KTLA Los Angeles, Calif. (CAC-4764). Action June 25.

■ Allen county, Ind.—FCC dismissed request by city of Fort Wayne, Ind., to reconsider its action granting certificate of compliance to Citizens Cable of Allen County. Action was solely based on procedural grounds. Action June 17.

■ Lenexa, Leawood, Mission, Roeland Park, Fairway, Shawnee, Prairie Village, Merriam, Overland Park, Kan.—Cable Bureau granted application by Telecable of Overland Park to add WGN-TV Chicago, to nine existing systems (CAC-4800-808). Action June 23.

■ Freeport, Ohio—Cable Bureau granted application by Tele-Media Co. of Addil for certificate of compliance to carry KDKA-TV, WIIC-TV Pittsburgh; WAKR-TV Akron; WJAN Canton; WSTV-TV Steubenville; *WOUC-TV Cambridge, Ohio and WTRF-TV Wheeling, W. Va. (CAC-4134). Action June 25.

Rulemaking

■ Community Antenna Television Association, Oklahoma City—Requests to amend Cable Television rules to permit carriage of broadcast signals in emergency situations (RM-2558). Ann. June 27.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

Top notch, mature Program Manager for 50,000 watt Northeast MOR, sports, feature outlet. Must have sound knowledge of production, music and good track record. Must have good administrative ability. Equal Opportunity Employer M/F. Send resume to Box G-14, BROADCASTING.

Need GM for new FM in small Illinois city. CP just granted. You build the station, program it, sell it, run it. Great opportunity! Send complete resume, references and salary needs. Box G-17, BROADCASTING.

Wanted aggressive young local sales manager must be able to handle and service a list of accounts already on the air. Must also be able to direct a two man sales force. Salary 15,000 per year plus bonus and fringe benefits. We have the only unduplicated format in a major Midwestern market. Box G-20, BROADCASTING.

Management training now for person with small market sales experience. Lucrative opportunity in expanding operation. Resume/interview KOAK Red Oak, IA 712-623-2584.

Need manager for successful AM-FM operation in eastern North Carolina. Send resume J.R. Caddell, Box 411, West Jefferson, NC 28694. Good opportunity for experienced broadcaster.

Help Wanted Sales

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.

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.

Radio sales for Baltimore with track record managing now or capable top opportunity unique situation good starting salary. Box G-28, BROADCASTING.

Looking for ambitious sales manager for central New Hampshire radio station. This AM/FM fulltimer is located in a prosperous, growing and beautiful area. Guarantee, strong incentive. First year income $15,000 to $20,000. Send resume to Box G-42, BROADCASTING.

Dynamic sales-manager, proven producer. Sell. Supervise. Promote. Train! Booming market. Doubling size. Automated AM-FM rocker. Ground floor opportunity. No phone calls. Dan Libeg, KSNN-AM-FM-SCA, Pocatello, ID.

Write your own check at Charlotte's Number One and Number Two stations, WAYS, WROQ-FM. We have an opening for an experienced salesperson. Only experienced, successful salespeople, currently working in contemporary radio need apply. If you don't qualify, save your time and ours and don't call us. If you want to join a fast-moving, fast-growing group of radio stations owned by and run by broadcasters, call us. Contact George Francis, 704-392-6191. Sis Radio, Inc., an Equal Opportunity Employer.

Help Wanted Sales Continued

$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.

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.

Attention qualified local sales managers: This is the job you've been looking for. Good salary, excellent bonus, fringe benefits and expense account. Must be hard-working sales manager with creative ideas and leadership capabilities. Send resume and list of references to 50,000 watt WWVA Radio, 1015 Main Street, Wheeling, WV 26003. An Equal Opportunity Employer.

Self-starter experienced in radio sales or allied field. Coastal California station. Contact Gene Rose, Station Manager, 805-736-5656.

Palm trees in paradise. A wonderful place to live and work. We need a team player with experience. Tremendous opportunity with dynamic growing company. Send resume to Ed Hyers, General Sales Manager, P.O. Box 1038, Bradenton, FL, 33505. 813-746-2183.

Experienced radio salesperson. Excellent opportunity. Hunting fishing and skiing. Call Mr. Hyam. 208-523-3715.

Help Wanted Announcers

DJ Wanted Four station chain always has openings for combo DJ/sales people. Earn $12,000 first year. Box F-185, 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.

Major midwest market beautiful music FM station, looking for experienced pro who can communicate without yelling. Good working conditions in a top market. Resume and salary requirements in first response to Box G-54, BROADCASTING.

Need immediately, nighttime communicator for KFGO, Fargo, N.D. We're 24 hours country-music, CBS,located in the prosperous, Red River Valley of N.D.-Minnesota. Must have first class ticket. Contact Dale Alwin, P.O. Box 2966, Fargo, ND 701-237-5245.

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.

Help Wanted Announcers Continued

WFMB Big Country, for central Illinois, has immediate opening for full time jock. Must know country music, be able to put together top show, and have 3rd endorsed- call 217-528-3033-E.O.E.

Play by play/news combo. Heavy sports, news, PA, service, information, talk shows. AM FM, Indiana. Send resume and tape to WILO, Box 255, Frankfort, IN, 46041.

Experienced, staff sports announcer. Full time. Salary negotiable. Forward resume and voice tape to Bob Reynolds, WJR Radio, 2100 Fisher Bldg., Detroit, MI 48202.

Gospel Music Announcer/P.D. Send tape/resume WSTS, Laurinburg, NC 28352.

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.

Help Wanted Technical

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.

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.

Mature AM FM Automation Engineer to keep all systems functioning. $12,000 a year. Southwest Texas. Reply Box G-5, BROADCASTING.

Chief for AM-FM both automated. College town. Ed McKernan, Station Manager, KVOE - KLRF, Emporia, KS 316-342-1400.

Virginia AM-FM seeks qualified engineer with announcing experience. Full company benefits and new equipment. Send resume and tape to J.W. Poole, Station Manager, WFLS Radio, Box 597, Fredericksburg, VA, 22401. Equal Opportunity Employer.

Chief engineer - St. Louis market. Directional AM station seeking chief with minimum five years' experience, knowledge of DA, FCC regulations. No board work, but ability to handle some production of commercials helpful. Major station in market, good working conditions, fringe benefits. Send resume, salary requirements to J. Costantino, GM, WRTH, 135 N. Merrimac, St. Louis, MO. 63105 An Equal Opportunity Employer M/F.

Assistant chief capable of maintenance who is also good announcer capable of handling some commercial production. Excellent facilities. WSMI AM-FM, Litchfield, IL, 62056.

Don't answer this ad unless you're experienced, self-motivated, industrious and imaginative. St. Louis area FM needs super chief immediately. Lotsa bucks for right individual. Call Ken Cameron at 305-566-9621.

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.

Help Wanted Technical Continued

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

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.

Upstate New York. Full time newsperson. Challenging job at leading station in area. Immediate opening. Reply Box G-38, BROADCASTING.

News-sports reporter to round out 3 person news staff. Need all the tools of a broadcast journalist plus play-by-play ability. Must develop a keen interest in local sports. E.O.E. Send tape and resume to WFIR Radio, P.O. Box 150, Roanoke, VA, 24002.

Help Wanted Programing, Production, Others

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.

Coordinator of public awareness activities. Midwest University's 100 kw Public Radio Station. Seeking qualified person with experience in public relations, survey techniques, promotion, advertising and program guide editing. B.A. in PR or journalism required. One year appointment on grant with full benefit package. Salary $10,600. Deadline: July 16. An Equal Opportunity/Affirmative Action Employer. Submit resume to Box G-35, BROADCASTING.

Weathercaster, smooth, polished, tremendous opportunity for meteorologist or weather person. Top 10 market. Send resume. Box G-58, BROADCASTING.

Contemporary Country needs self starter/take-charge/Creative Program Director, Salary $700-$800 commensurate with ability. SMC automation experienced preferred. Rocky Mountain area. Tape, resume to: Manager, KVWO, P.O. Box 926, Cheyenne, WY 82001.

Chief announcer, New Virginia public radio station. Good voice; experience; ability to pronounce foreign names; top-notch production skills; and college degree required. Extensive knowledge of classical music essential. Some knowledge of jazz and folk music helpful. Must select, train, and supervise an announcing staff of students and volunteers. Good salary and fringe benefits. Equal Opportunity Employer. Send letter, resume, and demo tape to: GM, WMRA, Box M-58, Madison College, Harrisonburg, VA 22801.

Good and getting better? We're expanding and need two top 40 personalities. Tapes and resumes to Ken Curtis, WVOP, P.O. Box 900, Vidalia, GA 30474.

Iowa fulltime sure could use a good salesperson and play-by-play person. If you want to work hard and make money, call 319-652-2426.

Unique broadcasting operation has opening for part-time instructor. Some on-the-air production work, NYC area resident only. Experienced only. 212-279-6850.

Production specialist with good voice and credentials Top-40. Rocky Mountain area. Send resume and tape to PD, Box 117, Windsor, CO 80550 - Position open now.

Situations Wanted Management

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.

Situations Wanted Management Continued

Young, aggressive G.M., degree, 1st phone, desire new and larger market. Excellent track record. If you're the correct market and organization, I'll let you decide for yourself after speaking with my current boss. No hurry. Nothing to hide. Box G-13, BROADCASTING.

Station Manager, Sales Manager. Age 39 with proven track record in management from small to large markets. Strong sales ability. Top references. Box G-21, BROADCASTING.

Christian — Experience includes management, Christian sales, programing. Write Box G-32, BROADCASTING.

Professional Broadcaster selling interest present station. In depth knowledge FCC regulation will protect your license. Sales expertise will build profits. Programming knowledge can build audience. 25 years experience available to right station. Write Box G-45, BROADCASTING.

General sales manager Excellent reputation coast to coast will build your revenue and your people. Jim Anderson (414-962-4459) 4767 N. Elkhart Avenue, Milwaukee 53211.

Mature Executive Will invest strong interest in cable. 19 yrs. experience all phases broadcasting. Agressive, helpful, patient, equity position in attractive station, profitable with potential, exceptional manager, director, sales manager, confident. Excellent credentials. Box 3293, Lynchburg, VA 24503. 804-384-8557.

Situations Wanted Sales

Sales Looking for greater potential to make money. 18 years radio, all phases. Presently employed on west coast. Will relocate or travel. Box G-56, BROADCASTING.

Situations Wanted Announcers

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.

DJ Limited experience tight board good voice. Ready now. Rollin 312-788-1272 or Box F-240, BROADCASTING.

Happy now, but looking for right sports move. Baseball PBP my first love. Versatile, solid broadcasting background. Dedicated 9-year pro. BA, veteran, 33, single, first phone. Box G-2, BROADCASTING.

Young intelligent Black announcer, 1½ years experience interested in Top 40 Rock or Soul format. Good solid voice, 3rd phone. Box G-8, BROADCASTING.

Morning personality working New England medium signal looking for A.M. or P.M. drive with contemporary or rocker. Humorous and entertaining. Small market P.D. experience, 27, B.A. Box G-15, BROADCASTING.

Northern California AM driver wants San Diego opportunity. Can we meet second week of August? Box G-18, BROADCASTING.

Make your weekends sound brand new. Desire weekend work within 200 m. NYC radius. Top 40, money and times unimportant. Suburban NYC FM experience 23, 3rd endorsed, MBA. Available immediately. Box G-24, BROADCASTING.

1½ years experience. Gotta move now. Take direction well. Professional attitude. Hard worker. Box G-33, BROADCASTING.

Friendly, hard-working, B.A. Journalism, 22. 3rd-endorsed, tight board, good voice. Anywhere. Bruce. 313-474-1647. Box G-36. BROADCASTING.

Young, unmarried DJ, 3rd endorsed. Seeks advancement, currently employed, relocate anywhere. 417-667-7992 or Box G-41, BROADCASTING.

Situations Wanted Announcers Continued

Broadcast veteran. Over 15 years experience desires return to Mid-west. Experienced announcer, salesman and program director. Minnesota, Wisconsin, Michigan preferred. Will consider all offers from Mid-west. Box G-44, BROADCASTING.

4 yrs experience 3rd phone DJ MD PD still needing to learn Top 40, country or adult contemporary. Prefer Midwest; but not necessary. Box G-52, BROADCASTING.

Experienced announcer with first phone seeks position as announcer or P.D. with potential for advancement in Upper Midwest. Good production. Tape and resume on request. Box G-55, BROADCASTING.

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

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.

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.

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.

Articulate, knowledgeable, responsible, well read; bright, well traveled. Seeking position as radio talk-show host. Can handle phones. Am 53, spent 28 years in show business. AFTRA member, know radio well. Was born for this new career. 212-854-8191.

Experienced contemporary announcer. Nondrifter-2½ years at last station. Army vet. Leejay, 716-649-9298.

I'm looking for a place to settle and learn more, preferably in Missouri or nearby. 27, married, 1st, 2½ years small market experience. 417-667-7008.

Solid creative production man and jock looking for aggressive FM rocker, Top 40 or uptempo-MOR, small-to-medium markets. Good college radio experience with heavy large-market commercial work. Also strong PD, news background. Resume, tape, call Greg Barman, 312-328-5676.

Available now. Top 40, CW, solid gold DJ, news, 2 years experience. Married, BS, 3rd, will relocate. 215-297-5186.

12 year pro with personality, wit and charm in that order. Looking for a gig at major market Top 40 or contemporary MOR, Big voice, good production. Phone 305-764-8975.

Veteran sports announcer 17 years in radio and TV. Two years NBA play-by-play seeks major market sports job or good management position in medium market. Contact Don Howe in Troy, MI 313-362-2662.

Board tighter than I! 3rd phone 4 yrs experience, radio graduate, good sense of humour, make Top 40 exciting also play by, definite large market ability, what the heck, call me collect 217-342-4391.

Jock, copywriter, wide music range seek position. Medium market, hard worker. Endorsed. E.K. Anderson, 5072 Seminole, DET. 313-571-1847.

5 years, 1st phone announcer being replaced by automation. Large small market or medium market MOR preferred. Gene Shirley, 408 South Ash, Cortez, CO 81321.

Experienced Top 40 jock looking for a "together" medium market rocker. Barry Michaels, 215-279-7281.

Situations Wanted Announcers Continued

Veteran FM Pro currently employed as morning man for top rated major market FM rock station seeks position wi'h comparable (Top 20) major market rocker, preferaoly FM. Currently music and production director, also experience as program director. Superior production, mellow voice, and smooth. Stable, married, family. Terry 913-642-5139.

Minority employees of major market station seeking smaller market air position. P. Chin, 20000 Lorain, Apt. 1-526, Cleveland, OH 216-333-5076.

Ambitious young announcer, 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.

Experienced announcer. First phone. Willing to relocate. Staff or production. Bob Ronningen 612-226-8934.

Twenty year old looking for first break. No experience. Knowledgeable in sports. Looking for station to learn and grow with. Have desire; will travel. Jim Zagami, 911 Linwood St., Hyatts., MD 20783. 301-559-0463.

1st Phone announcer looking for Top 40 gig. Four years in the business. Will accept M.D. or P.D. position. Hans Christopher, 4217 Opel, No. 23, Pocatello, ID 83201. Tel: 1-208-233-5584.

I'm available now to handle your CS/MOR air shift, continuity, production, news or sports. Looking for good small or medium market. Will bring good attitude and cooperation to your operation. 30-3rd-family. 1-404-595-6315.

Situations Wanted Technical

Chief engineer, field service engineer, director of engineering over nine stations for over five years, leading sales-engineer for three years, installed over 16 transmitters, worked with up to 10kw AM's/6 Towers/DA-2, worked with and installed completely automatic 40kw FM transmitter for 100kw ERP. I'm tired of traveling for a living. Does anyone need a good chief engineer? I'll supply references and resume. Call 804-747-1822 or write 8238 B Elswick Lane, London Towne, Richmond, VA 23229.

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.

Experienced female reporter, writer, editor, wants challenging job. All first letters. Box G-6, BROADCASTING.

Broadcast journalist seeking position in professional news operation. Experienced, former MD, strong writing, reporting, interviewing. Box G-37, BROADCASTING.

Wanted full-time job. Major or medium markets only. 4 years experience. Good writer. Weekend man in Detroit. Doug Nagy 1-313-534-0251.

I'm no rip and reader, but a news communicator. 6 months experience 3rd endorsed seeks immediate news position. Will relocate. Norman Sternfeld, 6034 Halm Avenue, Los Angeles, CA 90056.

Newsperson: strong on production and public affairs. Four years experience. I write news, not Chamber of Commerce P.R. David Guth, 524 N. Jefferson, Madison, IN 47250. 1-812-265-4152.

Enterprising, experienced newsman. BA, 3rd endorsed. Ralph Gonzalez, 3327 Thornton Ave., Anaheim, CA 92804. 714-828-8151.

Experienced Sportscaster. Wants position in news or sports reporting, or pbp. College graduate, age 22. Paul Eamich, 1275 Brentwood Dr., Reno, NV 89502.

Experienced jock, production, news wants challenge as PD, MD or ND. Small or medium market. Box F-95, BROADCASTING.

Situations Wanted Programing, Production, Others

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.

Creative copywriter, solid production, first, free form progressive communicator with library. Now doing format progressive in top ten market. Looking for place to settle. Box G-1, BROADCASTING.

Medium market jock, 10 yrs. experience, stable, family, good production, business and sales background, first class license. I am looking to become program director of a small to medium market contemporary station in a competitive situation. Will motivate people and make the station money. Describe your situation. Prefer East. Box G-26, BROADCASTING.

Programmer, producer, and anncr. Seeks contemporary or contemporary MOR. Medium plus. Have first, 9 years broadcasting. Relocate west or southwest. Box G-31, BROADCASTING.

Commercial copywriting, production, programming, news. Five years experience. I've done the work in a small market, now I want the title and pay that goes with it. Married, no kids. Will relocate. Box G-40, BROADCASTING.

Medium market Top 40. Is your ARB suffering from "number deficiency"? The prescription is "innovate". Don't let the deficiency worsen. Contact me now! Box G-51, BROADCASTING.

First phone Program Director. Articulate, bright, creative personality! A programing concept for greater station impact! Country or contemporary stations. 406-452-5732.

Family man seeks programming position with contemporary-MOR station. 5 years experience in all aspects of the business. Good board, production and first phone. Excellent references. Call Pete 503-648-5580.

TELEVISION

Help Wanted Management

VP Programming statewide PTV Network. 3-5 years administrative experience plus ITV credentials essential. Creative record of considerable importance. MA or MS preferred. Write or call Paul K. Taff, CPTV, 24 Summit St., Hartford, CT. 203-278-5310. An Equal Opportunity Employer.

General Sales Manager Experienced with proven track record in retail sales. Opportunity with multi-station group. WLVA-TV, Lynchburg, VA 804-845-1242, Rodger Divens. Equal Opportunity Employer.

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

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.

Help Wanted Technical Continued

Beginner to train as Television Control Room Operator. FCC First Class. Contact Program Director, WHRO-TV. 804-489-9476. An Equal Opportunity Employer.

TV remote engineers, must have good maintenance background on solid state equipment. Should have digital experience. Send resume and salary required to Chief Engineer, WTCG, 1018 West Peachtree St. NW, Atlanta, GA 30309.

UHF XMTR Engineer needed. Send resume and salary required to Chief Engineer, 1018 West Peachtree St. NW, Atlanta, GA 30309.

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.

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.

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.

Energetic reporter needed for growing medium midwest network affiliate. Recent graduates considered. Send letter and resume to Box G-16, BROADCASTING.

Wanted: News Director who is administrator, organizer and is competent in journalism and ascertainment. Send resume to Box G-30, BROADCASTING.

Opportunity for dynamic personality. We are looking for a qualified weather person, and personality is more important than metereological experience. Equal Opportunity Employer. Reply to: Box G-34, BROADCASTING.

CBS Sixty Minutes doesn't have an opening for a producer. We do!!! For a program of equal quality and similar format. Complete freedom to write and produce hard-hitting documentaries for a weekly series rated number one in the market. Requires strong writing, superior film understanding, vtr supervision. Applicant must provide quality film samples with writer-producer credit. Moore on Sunday, WCCO TV, Minneapolis, MN 612-338-0552.

Help Wanted Programing, Production, Others

Promotion Manager - creative, competitive, able to get the most our of an-air, plus moderate newspaper and other budgets. We are a good-sized market, VHF network affiliate, in a very competitive TV area. We need a skilled, imaginative, hard-working person to head up promotion. An Equal Opportunity Employer. Send full details to Box G-12, BROADCASTING.

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 Management Continued

Profit minded expense conscious television account executive wants sales management position with broadcast group station. Used to calling the shots successfully. Big hitter major markets. Young, degree, family. Box G-29, BROADCASTING.

Situations Wanted Sales

Sales/Sales Management. Experienced all phases, rep. experience. Presently GSM in top 100. Degree, married. References. Box G-43, 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.

First phone, some UHF television experience, degree, dependable. Seeking engineering position with radio or television in Midwest. Box F-241, 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

Experienced photo-journalist. Six years TV newsfilm, three as Chief Photographer. Worked all phases newsfilm, including processing and quality control. Inquire Box G-7, BROADCASTING.

Documentary reporter-producer wants top 20 market. Love features and investigative reports. Box G-22, BROADCASTING.

General Announcer, highly experienced former newsman/weatherman/host, now in major market, seeks anchor or related position in smaller area. Salary less important than position and conditions. I cannot make a fresh VTR here, but will fly to you for audition at my expense after talk. Box 1223; Northland Station, Southfield, MI 48075.

Dedicated, young woman. BA degree. Week-ender, TV. Seeks full time; west coast. Juliane Cortino, 2067 Harrison St., Petaluma, CA 94952.

TV News photographer, Retired Marine Corps photographer. 21 years active experience. Currently stringing for 2 TV stations. Have samples. Can relocate. T.N. Bland, Jr., 903 Gum Branch Road, Jacksonville, NC, 28540, 919-347-5751.

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.

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.

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.

Experienced producer/director seeks director or A.D. job, larger commercial station or production house. Heavy sports, public affairs, remotes. Network credits, national award recognition. Degree, family. Box G-9, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

Emmy winning black producer. (network O&O) 10 years media experience. Seeks TV producing or writing position. Box G-23, BROADCASTING.

Experienced filmmaker seeks cinematography, reporting, and production job. Journalism degree. Sylvia Sholar, 1729 S. Lumpkin, Athens, GA 30601.

Kovacs type host, co-host. Production-performance-comedy experience. B 435, Eagle River, WI 54521.

Creative, stable, hard worker: Are you willing to invest a little confidence: For more details contact: G.L. Claytor, 2247 Westover Ave., Roanoke, VA 24015: Hurry!

Production Manager, Producer Director, victim of Kaiser Station Closing in Cleveland, 19 years experience, call Ron Schneider 216-255-4110.

BUY—SELL—TRADE

WANTED TO BUY EQUIPMENT

We need used 250, 50, 1 KW, 10KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

250 Watt stereo FM transmitter and Marti RMC-2AX remote control. KIOQ-FM, Bishop, CA 93514 714-873-5861.

Equipment wanted: Paul Schafer wants to buy used transmitters particularly 10 kw AM, and used automation systems, particularly Schafer 800-T. Schafer International, 5801 Soledad Mtn. Rd., La Jolla, CA 92037 Tel. 714-459-0222.

Two beacons and six side lights for tower. WPWR, St. George, SC 29477 803-563-4371.

FOR SALE EQUIPMENT

Mosley Composite STL PCL303 with PBR15 remote control, stereo generator, scala antennas 450 feet ½ inch foam heliax and Mosley isocoupler gates FMC12 Bay Circular antenna with heaters, beam tilt and null fill tuned to 96.5 leri rejection filter 21 sections Andrews 3 1/8 inch rigid with hangers one Collins 20V2 1 KW AM transmitter tuned to 10KC. Miscellaneous gates FN limiters and AGC amplifiers all equipment is in excellent condition and removed from service due to our recent move. Contact George Kravis, KRAV, Tulsa, OK Telephone 918-585-5555.

Heliax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Radio remote van: Chevrolet van, completely restyled for remotes. Sharp, attention getting, excellent running condition, carpeted throughout, large windows, air conditioned, boltled 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.

RCA TR-4 Quadruplex Broadcast VTR. Operational when removed from service. Two units available. $19,500 each FOB Atlanta, GA. ICECO 2991 North Fulton Drive, Northeast, Atlanta, GA 30305 404-262-3020.

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Deejays: New, sure-fire comedy! 11,000 classified one-liners, $10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

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.

The World's Worst Jokes, programming service. 28 page weekly DJ script, information & jokes. For sample send $5.00 to: Budd E. Armitage, P.O. Box 5, Pickering, Ontario, Canada.

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KiiS Radio's Broadcasting Workshop for Professional DJ & News training. Both in studio and on-air training. Write: KiiS 8560 Sunset Blvd., Los Angeles.

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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.

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 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.

Situations Wanted Management

Ph.D., mass communications-political science. Network political consultant. Young, aggressive, personable. In university teaching with secure position but desire sales-management track. Specialties in entertainment, audience analysis, news, broadcast law. Much to offer. Willing to learn more. Box G-25, BROADCASTING

Successful Radio General Manager, experienced in Top 50 markets, seeks position as Director of Radio Operations for group owner. Good track record at building sales and programing in depressed situations. Knowledgeable on FCC regulations and license renewals. 6 years station management; 4 years sales management. Structure of present group leaves no opportunity for advancement. Age mid thirties. For confidential resume, please write: Box G-53, BROADCASTING.

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National Rep NY and Chicago major and medium market local sales experience. Seeking challenge. Phone 212—595-3652 or 212—595-3653

Situations Wanted Announcers

TITO ARRIAGADA—Noise pollution fighter/International name anncr/DJ/newscaster/writer/translator/25 years NYC experience. Creator sophisticated, smooth Continental-Latam programs. English & Spanish. For audiences sick of "rock" and longing for violins, zithers, accordions, bouzoukis, pianos, mandolins & balalaikas. 212—UN6-2382/875 West End Ave. NYC 10025.

Situations Wanted News

28-year old award-winning woman reporter with six years radio and TV major-medium market experience. M.S. B.S. Reply:

Box G-10, 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 environment in which to live. Your investment will pay handsomely.

Reply: Box F-227, BROADCASTING, or leave message at (303)832-8032 (evenings)

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EXPERIENCED, TOP RATED PROGRAM DIRECTOR, CURRENTLY WORKING MAJOR MARKET, SEEKS PROGRAMING POSITION WITH FM ROCK STATION IN MAJOR OR MEDIUM MARKET. FIRST PHONE

Box G-57, BROADCASTING

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

Help Wanted Management Continued

GENERAL SALES MANAGER TOP OPPORTUNITY FOR INDIVIDUAL WITH PROPER CREDENTIALS SEND COMPLETE RESUME. AN EQUAL OPPORTUNITY EMPLOYER.

Box G-50, BROADCASTING.

Help Wanted Sales

WE'RE DESPERATE!!

Experienced television account executive needed immediately to sell time on new weekly half-hour show in Los Angeles. CALL (714) 640-5112.

Help Wanted Announcers

TALK SHOW HOST

ARE YOU THE BEST?

TELEVISION STATION IN TOP FIVE MARKET OFFERS THE OPPORTUNITY OF A CAREER IN A UNIQUE MORNING FORMAT. WE OFFER TOP PAY, FULL PRODUCTION STAFF AND EXCELLENT GUESTS. TELL US WHY YOU'RE THE PERSON WE'RE LOOKING FOR. BOX G-58, BROADCASTING.

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SPORTSCASTER—I've been a top-notch Sports Director twice with news experience to boot. Now I'm behind "an institution" and can't move any more in this top 30 market. Let me grab your viewers with personality, incite, film savvy and commentary.

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Help Wanted News

ANCHOR PERSON SPORTS

We are a top 20, Number 1 midwestern station seeking an aggressive dynamic sports personality for a key anchor position. Applicants must have outstanding TV personality and appearance, with previous sports-casting experience.

Please send resume to:

Box G-3, BROADCASTING.

An Equal opportunity Employer M/F

ANCHOR PERSON NEWS

We are seeking a dynamic, bright and aggressive person for our top 20, Number 1 rated midwestern station. This is a key anchor position and the individual we are looking for must have an excellent TV personality and appearance.

Please send resume in strict confidence to:

Box G-4, BROADCASTING.

An Equal Opportunity Employer. M/F.

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We will recruit your personnel at no charge to you. Call the

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Box F-217, BROADCASTING

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No one seems to have any money today. I'm no exception but I do have $1MM in well secured paper which I will consider using as partial payment for a small/medium market television station or cable TV system. Interested?

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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.

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Box F-230, BROADCASTING.

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The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

—Help Wanted, 50¢ per word—**$10.00 weekly minimum. (Billing charge to stations and firms: $1.00).**

—Situations Wanted, 40¢ per word—**$5.00 weekly minimum.**

—All other classifications, 60¢ per word—**$10.00 weekly minimum.**

—Add $2.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) $25.00 per inch.

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—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Mike Weinblatt: executive in the round at NBC

Although he has served less than two months in his new post as NBC-TV's executive vice president in charge of programing and sales, Mike Weinblatt has already formulated some clear ideas about what the network's problems are in prime time and where it should be moving.

"We had a very unsatisfactory second-season development this past broadcast year," he says right off the bat. He's a little distracted on this particular day because of the signs of chaos in his office—some of the furniture has already been removed to the bigger new office he'll be occupying, as befits his new title. In general, his manner is relaxed, but Mr. Weinblatt displays a keyed-up, intense quality that shows up most noticeably in the hurried way he speaks.

"One of my roles in this new job will be to look ahead and try to figure out our needs in prime time," he continues, fully cognizant of the fact that all five of NBC's second-season programs—*The Smothers Brothers Show, The Mac Davis Show, Archer, Sunshine* and *The Bob Crane Show*—failed to rack up big enough Nielsen ratings to stave off cancellation. "But the way it looks now," he concludes, "we're well prepared for next January."

"Mike tells me he wants us to put more comedy projects into the works," says David Gerber, executive vice president for production of Columbia Pictures Television, which will supply four 60-minute melodramas to NBC's schedule next fall: *Joe Forrester* (formerly *The Metro Man*), *Police Story, Police Woman* and *Medical Story*. "I think the main reason he wants to schedule more comedy is the family hour."

Mr. Gerber likes dealing with Mr. Weinblatt because "Mike understands the problems of the studios, and the economic crunch they're going through. He'll go to bat for us because, as he'd put it, what good does it do to save money and then lose good product."

Mr. Weinblatt's production knowledge comes out of "the solid contacts he developed with almost all of the important program suppliers when he was the head business negotiator for the network," says Herbert Schlosser, the president of NBC.

"Mike is an almost perfect meld of businessman and showman," says Steven F. Leff, a senior vice president at McCann-Erickson who has had many dealings with Mr. Weinblatt over the years.

Mr. Weinblatt started with NBC in 1957 as a clerk in the network's scenic design shop in New York after having spent a year "bumming around Europe," as he puts it. The European *wanderjahr* came about because "while I was still a young man I wanted to get some exposure to other cultures by meeting and talking to the people in those cultures," he says. The time was ripe, also, he adds, because "I had no overwhelming responsibilities to hold me back."

Myron Benjamin Weinblatt—executive vice president in charge of programing and sales, NBC-TV, New York; b. June 10, 1929, Perth Amboy, N.J.; BA in business administration, Syracuse University, 1951; U.S. Army, 1952-53; executive, Kramer-Trenton Co. air-conditioning manufacturer, Trenton, N.J., 1953-56; clerk, scenic-design shop, NBC, New York, 1957-58; manager, business affairs, facilities operations, 1958-59; manager, planning and financial evaluation, television network business affairs, 1959-62; director, pricing and financial services, 1962; manager, participating-program sales, 1962-64; director, participating-program sales, 1964-68; vice president, Eastern sales, 1968; vice president, talent and program administration, 1968-73; vice president, sales, 1973-75; senior vice president, sales, 1975; present post, May 1975.

That year apparently purged him of whatever nonconformist tendencies he may have harbored because at the end of it he became a husband, began his career at NBC and soon started to raise a family. (He got married in England, he says with a smile, to a Frenchwoman whom he met in the U.S.)

Two years after he joined NBC he was given executive responsibilities in the planning-and-financial-evaluation division of the network's business-affairs department. As an example of what he worked on during this period, he cites the various factors that went into NBC's decision to put theatrical movies in prime time in the early sixties. "The first question we had to ask," Mr. Weinblatt remembers, "is would it work—would TV audiences want to watch movies again that they might have seen recently in their local theaters? And were there enough good theatrical titles to sustain us for a whole season? And since no network had ever made a deal like this before with the movie companies, what would the terms be?"

Saturday Night At the Movies, of course, turned out to be a major success for NBC (it starts its 15th consecutive year on the network next September), but, in Mr. Weinblatt's words, "it didn't happen by accident."

In 1962, he gravitated into sales management, "the area I was clearly interested in at the time," as he puts it. The *Today* show and the *Tonight* show were his babies. "I joined that department," which is called participating-program sales, "just a month after Johnny Carson took over the *Tonight* show and Hugh Downs took over at *Today*," he says. "So it was a particularly exciting period for me."

Mr. Weinblatt's next big move at NBC was "from selling to acquiring," in his words; he was named vice president for talent and program administration in 1968. "For me, it was a tremendous exposure to another side of the business," he says. "I had to negotiate and deal with agents, managers, studio heads and talent in all phases of entertainment."

It was back to sales in February 1973, only this time as vice president in charge of the department. "As head of sales, he did wonders for the department by making it more aggressive, and much more responsive to its clients," says Steve Leff. And Herb Schlosser adds, "He brought along a whole cadre of bright young executives and installed them in our sales offices in New York, Chicago, Los Angeles and the new one we opened in Detroit."

Mr. Weinblatt refers to his pride in "the growth of new advertisers" on NBC since 1973, and the new business generated, particularly from among "retailers, financial institutions and movie companies."

In creating this new business, he's developed the reputation of being a tough negotiator. "I'm very careful of him in our business dealings," says Michael Moore, the senior vice president and associate director of media management at Benton & Bowles, "because he's so cool and calm and exceptionally bright you end up paying his higher price rather than getting him to meet your lower price."

"You don't always win when you negotiate with Mike Weinblatt," adds Steve Leff. "But he always gives you a full hearing. And he's totally honest—his word is his bond. Which is extremely important in an industry that can commit millions of dollars on the strength of a simple handshake."

Editorials

Senior service growth

There are broadcasters operating in both the AM and FM bands that may question the need for more competition in radio. Yet if the new FCC AM allocations rules succeed in their promised effect of better and probably more AM service, the public must ultimately benefit.

The assumption here is that the technical standards to which the FCC says it will adhere will indeed improve AM transmission, as too often in the past FCC decisions have degraded it. If that assumption proves correct and the FCC sticks by its standards, the liberalization of AM processing will be all to the good.

The record, please

The only conclusion that may be drawn with assurance from the round of payola indictments in the recording industry 10 days ago (BROADCASTING, June 30) is that the issue is exactly where it should be: in the courts. There the defendants, if innocent, can establish innocence. And if any are guilty, that finding will remove clearly undesirable elements from the music and radio businesses.

A few cautions are in order, however. First it should be emphasized that Clive Davis, president of Arista Records, whose name had been linked vaguely to payola speculation since his dismissal by the CBS/Records Group two years ago, was charged with income tax evasion, not payola, and therefore should not be construed as part of the payola indictment package. Beyond that, it would be a mistake to read into these indictments the suggestion that payola is rampant in broadcasting, even though the coordinating U.S. attorney said these cases were only "the beginning." Let us wait and see. Nor should the FCC rush to get into the act beyond its present—and we think proper—role of assisting the Justice Department in its investigations.

It is to be hoped, of course, that the investigation as well as the trial of present and any ensuing indictments will proceed without unnecessary delays. To whatever degree it exists, it is important that payola be eliminated, and the sooner the better.

Spectrum management

The orchestrated protests that followed reports of the President's intention to nominate Robert Wells as director of the Office of Telecommunications Policy were predictable. Just as broadcasters would no doubt oppose the nomination of a cable operator, so the cable operators oppose Mr. Wells. As for the citizen types who are running through the Capitol shouting alarms, they would oppose any nominee who had made a living in any part of the commercial world.

And it is all beside the point. The point is that the Office of Telecommunications Policy ought to be eliminated. It was created by Richard Nixon as part of his grand design to turn the United States into a possession of the Presidency. As long as there is an OTP in the apparatus of the White House, it will produce whatever telecommunications policy the White House wants and will be the propaganda agent for that policy. It is fatuous for a Congressman Torbert Macdonald (D-Mass.) to say, as he did last week, that an OTP can be run as an independent instrument. If Mr. Macdonald were ever to become President, his OTP would be as precise a mirror of his views as Mr. Nixon's was of his.

Mr. Macdonald is one of many who have the fuzzy notion that a presidential Office of Telecommunications Policy can be somehow made to operate outside presidential influence. When Gerald Ford's Office of Management and Budget tried last winter to cut OTP back to size, congressional pressure from both Democrats and Republicans—much of it generated by the OTP bureaucracy—kept OTP alive. The OMB rationalization was assumed to be that the issue wasn't important enough to risk political capital that could be invested elsewhere.

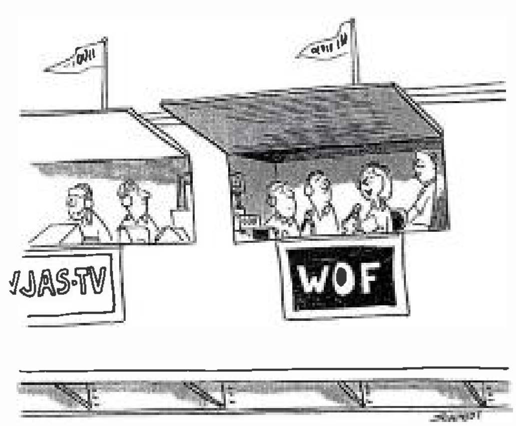
Before Mr. Nixon, Presidents had a director of telecommunications who parceled out the spectrum space allocated to government, and the Commerce Department had a laboratory that was supposed to provide technical assistance in the allocation process. Those functions are still needed, and indeed the Commerce facility exists. What isn't needed, and never was, is a think tank devoted to the manufacture or propagation of telecommunications policy in the President's name. There is policy enough to be had from other sources, including the Congress and the FCC, not to mention industry.

Quiz show

What happens when the U.S. House of Representatives gives a member with a prosecutor's mind a chairmanship of a Subcommittee on Oversight and Investigations and a $600,000 budget? John Moss (D-Calif.) and his busy staff turn out a questionnaire that, if answered seriously, would completely halt all other work at the seven regulatory agencies under interrogation.

A sample question, paraphrased, as addressed to the FCC, Federal Trade Commission and five others: For every regular and special meeting in the past five years, give date, number of commissioners attending, number of commissioners voting in person or by proxy. Another sample: As of the end of 1960, 1965, 1970 and 1974, give the number of regulated companies, their volume of business, number of employes, values of plant facilities, profit levels of the industry and the 10 biggest companies in each, and "concentration levels"—the biggest four and biggest eight firms.

There are 96 questions like those, and if the agencies can somehow manage to supply the answers, Mr. Moss will need at least another $600,000 to hire readers and analysts. The House could use a Committee on Oversight to oversee the subcommittee.



Drawn for BROADCASTING by Jack Schmidt

"... The visitors are dressed in pale blue tops with pin-stripe lapels, matching caps and contrasting pants in white. Yellow bats and white balls with red piping complete their outfits."

THANKS FOR EMMY AWARDS

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