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ALL 27 MOVIES IN NUMBER ONE

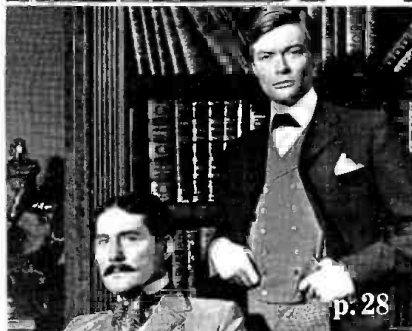
The book — Features for the '70's
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ture like "The Guns of Navarone" (p.2),
Oscar award-winning spectacle like
"A Man For All Seasons" (p.10), shock like
"The Brotherhood of Satan" (p.46), comedy
like "The Owl and The Pussycat" (p.6), the musical fantasy of "Godspell"

The 27 Number One Movies of Volume Two: The Guns of Navarone p. 2, The New Centurions p. 4, The Owl & The Pussycat p. 6, Dollars p. 8, A Man For All Seasons p. 10, I Walk The Line p. 12, The Valachi Papers p. 14, 1776 p. 16, There's A Girl In My Soup p. 18, X Y & Zee p. 20, Open Season p. 22, Living Free p. 24, Crazy Joe p. 26,



VOLUME TWO ARE IN OUR BOOK

(p.44), modern police drama like "The New Centurions" (p.4), the wildlife of "Living Free" (p.24), the poignancy of "A Walk In The Spring Rain" (p.34), the magnificent historical drama of "Nicholas and Alexandra" (p.38)...to name just a few.

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Features for the 70's Volume Two from
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Young Winston p. 28, The Hireling p. 30, The Burglars p. 32, A Walk In The Spring Rain p. 34, A Severed Head p. 36, Nicholas & Alexandra p. 38, The Catcher p. 40, Gumshoe p. 42, Godspell p. 44, The Brotherhood of Satan p. 46, The Looking Glass War p. 48, Otley p. 50, The Cat Creature p. 52, Man On A String p. 54.





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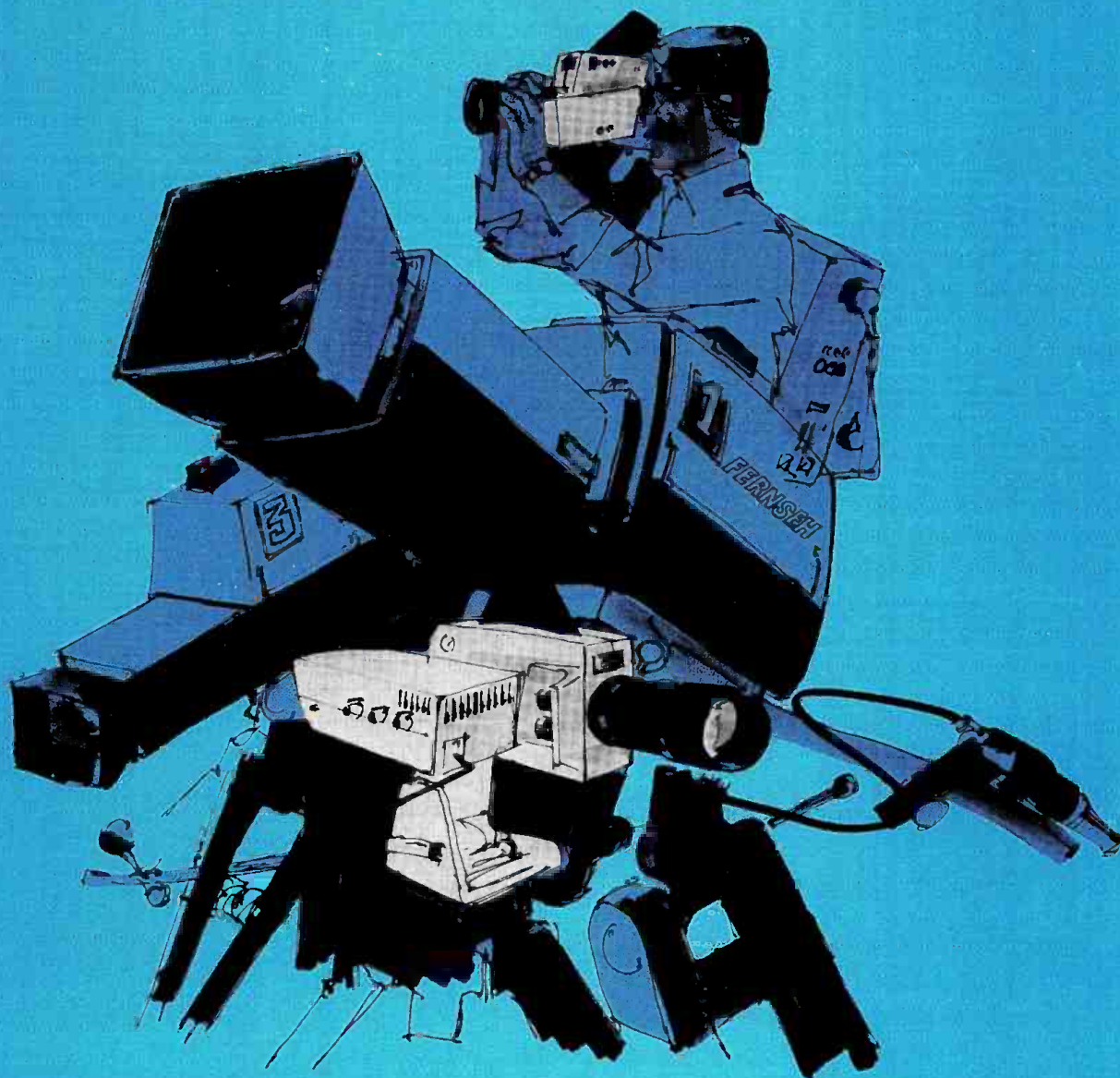
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Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting crossownerships prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been 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 and reply comments have been filed.

EEO guidelines. FCC has issued notice of inquiry and proposed rulemaking on equal employment opportunity guidelines (BROADCASTING, July 21). Comments are due Sept. 11.

Fairness doctrine bills. Senate Communications Subcommittee conducted five days of hearings on two bills intended to eliminate fairness doctrine. S.2 by Senator William Proxmire (D-Wis.) would delete Section 315 from Communications Act, section containing equal time requirement as well as statutory basis for fairness doctrine. Proxmire bill in fact would prohibit FCC from influencing broadcast programming or scheduling in any way. S.1178 by Senator Roman Hruska (R-Neb.) would do that and also address other practices which "discriminate" against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled, on two measures. Proxmire bill has twin in House, H.R.2189 by Robert Drinan (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thone (R-Neb.).

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, 1974), 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.

■ **FCC fees.** Sixteen parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20) (Case nos. 75-1053 et al.); more than 70 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. 75-1087 et al.). Several parties seeking refunds have filed in U.S. Court of Claims (Case nos. 82-74 et al.). Briefs were filed in that case last week (see page 66). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4).

Indecency. FCC's declaratory ruling on indecent 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. Ruling involves airing of George Carlin album cut.

KRLA (AM). Comparative hearing case, under way 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 have been filed (BROADCASTING, Aug. 4).

License renewal legislation. Over 125 representatives and 20 senators have sponsored or co-sponsored license renewal bills 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 Representatives Louis Frey (R-Fla.) and Goodloe Byron (D-Md.), and S.2119 by Senator Paul Fannin (R-Ariz.). Bill identical to Frey-Byron measure, S.2246 by Senator J. Glenn Beall (R-Md.) and Wendell Ford (D-Ky.), has also been introduced in Senate (BROADCASTING, Aug. 4).

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.

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 are due Sept. 1; deadline for comments not proposing disputed issues to be announced.

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, CBS 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 in May (BROADCASTING, May 26); more were held last month (BROADCASTING, July 14, 21).

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 pro-

gram, was ordered vacated by three-judge panel of U.S. Court of Appeals which—acting at request of full nine-judge circuit—vacated its own earlier decision (BROADCASTING, July 14). Petitioner, Accuracy in Media, has requested full-court rehearing of panel's order (BROADCASTING, Aug. 4).

Performers' royalty. Copyright subcommittees in both houses have held hearings on measures to create performers' royalty to be paid by broadcasters and other users of recorded works (BROADCASTING, July 28). Bill on Senate side is S. 1111 by Senator Hugh Scott (R-Pa.), who has been trying for some 30 years to push measure through. In last session of Congress, it was defeated as amendment to Senate's copyright bill. S. 1111 is being considered separately from pending copyright bill S. 22. Subcommittee on House side is scrutinizing duplicate of Scott bill, H.R. 5345 by Representative George Danielson (D-Calif.) for possible insertion in copyright revision bill pending there (H.R. 2223).

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 staff has devised formula for payment and NCTA has supplied numbers to apply to that formula (see story, this issue). Both sides must now examine the resulting schedule. In absence of settlement, FCC will have to face again issue of imposing one.

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—but were turned down (BROADCASTING, Aug. 11).

Public broadcasting funding. Public broadcasters have lost their fight for five-year funding for Corporation for Public Broadcasting. Bill sought (H.R. 6461) had provision for five-year appropriation as well as five-year authorization. House Appropriations Committee has rejected concept of five-year appropriation and struck that provision from bill. If authorization part of bill passes House and Senate, committee said it would vote three-year appropriation in separate measure (BROADCASTING, July 28). Future of CPB funding bill now in Senate Appropriations Committee (S. 893), which, like House bill has both five-year authorization and appropriation, is uncertain in light of action on House side of Hill. All appropriations bills originate in House.

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

Star stations. FCC order stripping Star Broadcasting of KISN(AM) Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis has been appealed to U.S. Court of Appeals in Washington (Case no. 75-1203).

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

■ **Washington Star transfer.** FCC has set for expedited hearing Texas banker Joe Albritton's application for transfer of control of Washington Star Communication's broadcast properties and associated *Washington Star*. Approval of transfer would require waivers of FCC's crossownership rules barring transfer together of newspaper-broadcast and radio-television combinations in the same market. Mr. Albritton has proposed new deal to avoid hearing through broadcast spinoffs. Majority directors have countered with other proposal (see story this issue).

■ **WNCN(FM) (now WQIV).** Citizen groups had 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 had also petitioned commission to deny station's renewal application. Principal issue is format change from classical to rock. Competing application for wov's frequency has been filed by Concert Radio Inc. GAF Corp. had offered to buy station for \$2.2 million, return it to classical format; settlement on that proposal was reached last week (see page 62).

Datebook®

■ indicates new or revised listing

This week

■ **Aug. 28-30**—Southern Cable TV Association convention, Royal Coach Motor Hotel, Atlanta.

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.

Aug. 29-Sept. 7—Bi-annual *International Radio & Television Exhibition* (technical), West Berlin. For information: AMK Berlin, Messedamn 22, 1 Berlin 19.

Aug. 31—Deadline for entries in Abe Lincoln Awards of Southern Baptist Radio & Television Commission. Purpose is to honor broadcasters for achievements in advancing quality of life in America and for helping broadcast industry enrich its service to public. Further information and entry forms: Box 12157, Fort Worth 76116.

September

Sept. 5-6—Mississippi Broadcasters Association license-renewal seminar. Chuck Cooper, WCBI-TV

Columbus, is chairman. Jacksonian motel, Jackson.

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

Sept. 10—*Association of National Advertisers* workshop on advertising planning and research. Plaza hotel, New York.

Sept. 10-12—*Michigan Association of Broadcasters* fall convention. Hidden Valley, Gaylord.

Sept. 11—FCC's new 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). Previous deadline was Aug. 11. Deadline for replies was extended from Aug. 26 to Sept. 26. FCC, Washington.

■ **Sept. 12-13**—Ninth annual *South Dakota Broadcasters Day*. South Dakota State University, Brookings.

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 Aero-

nautics and Space Administration. Sheraton International Conference Center, Reston, Va.

Sept. 12-14—*Maine Association of Broadcasters* annual meeting. Sebasco Lodge, Sebasco Estates.

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

Sept. 14-16—*Nebraska Broadcasters Association* 42d annual convention. Margita White, assistant White House news secretary will be Sept. 14 dinner speaker. Also on agenda: Ashton Hardy, general counsel, FCC, Washington; Washington attorneys Earl R. Stanley and John Wells King; Norman (Pete) Cash, Television Bureau of Advertising, New York; Jerrell A. Shepard, president, KWIX(AM) Moberly, Mo.; Dick Wagner, vice president of Cincinnati Reds and president of KODY North Platte, Neb.; Larry Perry, engineer-attorney, Nashville; V. Kay Melia, vice chairman of National Association of Broadcasters radio board, and Charles Jones, director, NAB's Radio Information Office. 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 and Exposition. Luncheon speakers include Representative Louis Frey (R-Fla.) (Sept. 18), FCC Chairman Richard E. Wiley (Sept. 19) and Julian Bond, civil rights leader (Sept. 20). Marriott hotel, Atlanta.

Sept. 17-19—*Tennessee Association of Broadcasters* convention. Holiday Inn-Rivermont, Memphis.

Sept. 18-20—*Minnesota Broadcasters Association* fall conference. Kahler motel, Albert Lea.

Sept. 19-21—*Florida Association of Broadcasters* fall conference. Innisbrook, near Tarpon Springs.

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

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

Sept. 22—Comments due at FCC regarding commission's further notice of proposed rulemaking (Docket 19995) aimed at setting standard to prevent television signals commonly viewed in noncable households of cable community from being blacked out because of mileage priorities. Reply comments are due Oct. 7, FCC, Washington.

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

Sept. 22-24—*National Cable Television Association* board meeting. Colony Beach hotel, Sarasota, Fla.

■ **Sept. 23-25**—*CBS Radio Affiliates* board of directors meeting. Marriott Inn, Newport Beach, Calif.

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

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

Sept. 25-26—*Television Information Office* open meeting for broadcasters in Texas and nearby states to examine public and government attitudes toward TV and to discuss ways to increase public awareness of the medium's achievements and problems. Representative Barbara C. Jordan (D-Tex.) will be Sept. 26 luncheon speaker. Houston Oaks hotel, Houston.

Sept. 26—FCC's new 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. Previous deadline was Aug. 11. Deadline for replies was extended from Aug. 26 to Oct. 13, FCC, Washington.

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. 26-27—First annual meeting of *Public Radio in Mid-America*, new regional association of public radio stations. St. Louis. Registration details from Bob Thomas, KWMU St. Louis 63121.

Major meeting dates

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. 1976 conference will be held Sept. 12-16 in Boston, 1977 conference in mid-September in Chicago.

Sept. 17-20—*National Association of FM Broadcasters* 1975 National Radio Broadcasters Conference & Exposition. Marriott hotel, Atlanta. 1976 conference/exposition will be Sept. 19-22, Regency Hyatt House, San Francisco.

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. 1976 convention will be Nov. 14-17, Conrad Hilton hotel, Chicago.

Nov. 18-20—*Television Bureau of Advertising* annual convention. Americana hotel, New York. 1976 convention will be Nov. 8-9, Shoreham Americana, Washington.

Feb. 21-25, 1976—*National Association of Television Program Executives* 13th annual conference. Fairmont and Mark Hopkins hotels, San Francisco. 1977 conference will be Feb. 12-16, Fontainebleau hotel, Miami.

March 21-24, 1976—*National Association of Broadcasters* annual convention. Chicago. 1977 convention will be March 27-30, Shoreham Americana, Washington. Dallas (1979) and New Orleans (1980) have been approved as future sites.

April 4-7, 1976—*National Cable Television Association* annual convention, Convention Center, Dallas. 1977 convention will be April 17-20, McCormick Place, Chicago.

May 5-9, 1976—*American Women in Radio and Television* 25th annual national convention. Marriott hotel, Philadelphia. 1977 convention will be April 26-May 1, Radisson Downtown hotel, Minneapolis.

June 15-20, 1976—*Broadcasters Promotion Association* 21st annual seminar, Statler-Hilton, Washington. 1977 seminar will be June 12-16, Beverly Hilton, Los Angeles.

Sept. 28-30—*Nevada Broadcasters Association* annual convention. Kings Castle-Hyatt hotel, Lake Tahoe.

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. Speakers will include FCC Chairman Richard E. Wiley and Tom Brokaw, NBC White House correspondent. OSU Center for Tomorrow, 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 Expositions, Geneva.

Oct. 3—FCC's new deadline for comments 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). Previous deadline was Aug. 18. Deadline for replies was extended from Sept. 8 to Nov. 6.

■ **Oct. 3-5**—*Massachusetts Broadcasters Association* annual meeting. Dunfey's Resort, Hyannis. Contact: Douglas Rowe, MBA, 16 West Main Street, Marlborough, Mass. 01752; (617)485-5555.

Oct. 3-5—*Illinois News Broadcasters Association*, fall convention. Ramada Inn, Peoria.

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

Oct. 7-9—*Electronic Industries Association* 51st annual convention. Fairmont hotel, San Francisco.

Oct. 8—FCC's new deadline for comments on proposed rulemaking (Docket 20496) which would modify or eliminate use of signal strength contours for purposes of cable television system regulation. Previous deadline was Aug. 11. Deadline for replies was extended from Sept. 1 to Oct. 24, FCC, Washington.

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

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

Oct. 10-12—*American Women in Radio and Television* East Central area conference. Pfister hotel, Milwaukee.

Oct. 12-14—*North Dakota Broadcasters Association* fall convention. Ramada Inn, Grand Forks.

Oct. 13-14—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau*. Fairmont hotel, Atlanta.

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

Oct. 15—FCC's new deadline for comments on inquiry into dropping new VHF channels into top 100 markets (Docket 20418). Previous deadline was July 11. Deadline for replies was extended from Aug. 11 to Nov. 18, FCC, Washington.

Oct. 16-17—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau*. Marriott hotel, Boston.

■ **Oct. 17**—*Society of Broadcast Engineers* regional convention and exhibition, sponsored by SBE chapters for Central New York, Binghamton area and Northeast Pennsylvania. Information: Paul Barron, WCNY-TV Syracuse, N.Y. Northway Inn, Syracuse.

■ **Oct. 17**—FCC's new deadline for comments on rulemaking that 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. Previous deadline was Aug. 18. Deadline for replies was extended from Sept. 5 to Nov. 18.

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

Oct. 21-31—*MIFED*, international feature film, TV film and documentary market for film buyers and sellers. Oct. 21-26 will be mainly movies and documentaries for TV; Oct. 26-31, brand new films of 1974-75 vintage; Oct. 23-31, meeting point for dealers and producers of the western and socialist countries. Largo Domodossola 1, 20145. (U.S. contact: Gerald Rappoport, 159 West 53d Street, New York 10036.)

Oct. 22-23—*Kentucky Broadcasters Association* fall convention. Julian Goodman, chairman, NBC, will be principal speaker. Red Carpet Inn, Bowling Green.

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

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

Oct. 26-28—*Post-Newsweek Stations*, in cooperation with the *League of Women Voters* and the *Aspen Institute's Program on Communications and Society*, to sponsor "Ballots and Broadcasting: from Harding-Cox to 1976 and Beyond"—conference to make electronic media more effective in the electoral process. Reston Conference Center, Reston, Va.

Oct. 28—Comments due at FCC on proposed changes in definition of a cable television system. Replies due Nov. 28, FCC, Washington.

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"Painful, long and hard deliberation brought us the decision to switch to all news and NIS...Since the change, the initial audience measurement looks great,* and decision makers in the market love us...You've given us the support we've needed to make sure that a leader remains a leader."



That's Paul F. Neuhoff, VP and General Manager of WERE in Cleveland, talking about NIS—the new 24-hour-a-day, all-news service from NBC.

Designed to fuse national and community coverage, NIS uses the resources of NBC News—world's largest broadcast news organization—for continuous reports on the world and nation.

Meanwhile, the best news in town covers what's happening locally. Each NIS hour is a brightly formatted mix of the two. The best of both worlds. Is it effective?

Well, the first reactions are in from such other hotly-contested markets as Miami, Chicago and Baltimore. They report the same

enthusiastic response—from listeners, from old clients, from new clients.

As for station image, that elusive but essential community factor, it suddenly shines when a station becomes the exclusive NIS outlet.

In big markets, medium markets and small markets—NIS works.

**THE WAY IT WORKS
IN CLEVELAND IS THE WAY IT CAN
WORK FOR YOU.**

NIS
NBC NEWS & INFORMATION
SERVICE

Open Mike®

The Trojan commercials

EDITOR: In reference to your "Self Control" editorial Aug. 11: You can't be serious.

If the "difference," as you put it, "goes by the name of taste," then broadcasters better eschew the many feminine products already on the air.

Certainly a Trojan commercial depicts a product no more personal than Stay-Free Maxi Pads. Come now, BROADCASTING, why draw such a line?—*Robert H. Schultz, film editor, WTNH-TV New Haven, Conn.*

EDITOR: This is to commend you on your editorial concerning advertising of condoms on TV. I feel, however, that you didn't go far enough in condemning tastelessness in advertising.

I resent being bombarded by women telling of their douches, whether disposable or scented; their sanitary napkins, whether maxi or mini; and their tampons and their feminine deodorizers.

Demographically, I feel I'm the person these commercials are aimed at. I am not an old prude... I just don't want to hear about it or see it constantly on TV. It's not dirty or disgusting; it's just tasteless and tacky.

Just because the manufacturer of Trojan condoms finds itself losing money to more modern and effective means of contraception, broadcasters needn't once again lower the standards of TV advertising.—*Patricia Kramer, Bridgeport, Mich.*

EDITOR: I don't consider myself either a libertine or an ultraconservative. However, I was deeply offended by your editorial, "Self Control."

Agreed, there is a difference between freedom and decision when it comes to the acceptance of advertising, be it for condoms or pantyhose.

I fail to see anything more offensive in an ad for a birth-control or disease-prevention device than in an ad for feminine hygiene sprays, sanitary napkins, deodorants, hemorrhoid relief preparations or diarrhea cures. If anything, considering the increase in venereal diseases and unwanted pregnancies, advertising the availability of condoms may in fact be more redeeming than some of the other advertising being carried on the airwaves today.—*Lawrence M. Krams, International Cinema Equipment Co., Atlanta.*

EDITOR: I would like to echo your warning regarding advertising of condoms. For broadcasters to use the argument that *Playboy*, *Oui*, and *Penthouse* accept such advertising is false security indeed. What's next—vibrators and whips?

Perhaps more stations and sales man-

agers should go out and talk to the average housewife or family head and find out how they feel about the advertising of "personal" products.

The word "taste" should have been underscored in your editorial. It is time we as broadcasters exhibited some maturity, taste and class if we want to maintain our credibility and freedom.

Perhaps one might rationalize the whole issue by saying that if everyone started using condoms we would rapidly lose our audience.—*Robert H. Clarks, South Weymouth, Mass.*

There's the rub

EDITOR: I of course appreciate your publishing my thoughts on the election process ("Monday Memo," Aug. 11).

I agree that probably no incumbent President is going to agree to debate his opponent, but I do think there can be such a thing as public pressure on this. If we can repeal Section 315, I think we would find that it would be very, very difficult for the incumbent President to not debate his opponent. Personally, I think all of us might dig in on this one to really produce a lot of enthusiasm and effort for having such a program take place. But I do agree that Congress will never make presidential debates mandatory.—*Edward N. Ney, president, Young & Rubicam International, New York.*

EDITOR: Does Edward Ney in his "Monday Memo" Aug. 11 really advocate the "total prohibition of spot television for political advertising?" Isn't he confusing the medium with the message?

Spot TV is a medium. It refers to the method of selecting markets and stations on an individual basis—not network. It is not the message—limited to 30 or 60 second announcements.—*Daniel Denenholz, New York.*

Forgotten folk

EDITOR: Amen to "Monday Memo" (Aug. 4). Helen Guthrie Atwood has stated so well the case for greater common sense and knowledge in the placement of spot business. In 33 years of service to an Idaho radio station, I grieved and griped—not to the unapproachable advertising agencies, certainly—about their knotholed dedication to their major-market buying policies and copy slants.

Miss Atwood's views should become a guide to agency people interested in getting the most for their clients' money in the areas she noted. In many ways it's as though we inhabit a different planet from the one envisioned by the bright brains of the agencies in the megapolises.—*Olive L. Greene, Pocatello, Idaho.*

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



* Reg. U.S. Patent Office.
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Microfilms of Broadcasting are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.

New Sony U-matic news team... from action to broadcast in 30 minutes.



Or even less time. With less equipment. And at less total cost than you're probably paying now for news-gathering and teleproduction.

The major networks, ABC, CBS, and NBC, and many stations nationally are using the new Sony U-matic VO-3800/2850 Videocassette System.

All your work is done on economical, reusable videocassettes. After location taping, either microwave the signals or send the cassette to the studio for quick and accurate editing. Or go right on the air with the use of a time base corrector.

You eliminate film cost and processing time, especially when important events break close to air-time deadlines.

You start with the Sony VO-3800 portable VideoRanger™ recorder and a color camera, such as the Sony hand-held DXC-1600. The VO-3800 can record three 20-minute cassettes on a single battery charge. It has NTSC color and EIA monochrome standard signals, remote control, two separate audio tracks, automatic power shut-off, and on-the-scene playback capability.

Accurate electronic editing is achieved with two Sony VO-2850 mastering recorder/editors and the Sony RM-400 Remote Automatic Editing Controller. The RM-400 provides search, pause, and automatic back-spacing. The VO-2850 has a signal-to-noise ratio in excess of 45 dB for video and audio, also separate editing capability for video and two audio tracks.

Of course, the VO-3800 portable VideoRanger™ or the VO-2850 editor can be used independently of each other. In addition to electronic news gathering, these versatile new videocassette units can add new capability and economy in production of documentaries, on-site retail spots, and general studio use.

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Video Information Center
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**Sony U-matic Color
Videocassette System**

TV reception simulated.



Monday Memo

A broadcast advertising commentary from Arthur Caplin, president, Products Division, Helene Curtis Industries, Chicago

Helene Curtis was sure it was right and then went ahead with radio

What's the magic formula for introducing a new product? There is none. Every situation is different.

As a matter of fact, the really solid new-product introductions originate with these differences: If there's a new need in the marketplace, if you can spot it first, if you can reach the people who have that need, if you can convince them you have something they want, if you can convince the trade of all this—then you have a success. If you satisfy a few other if's. In short, there are too many if's involved to call it a formula.

Let's look at Helene Curtis's Everynight shampoo. We noticed there was about a 15% yearly growth in shampoo sales. We knew that total shampoo distribution had reached maximum in homes, since nearly 95% of all homes bought some shampoo. So that had to mean that the increase came from increased population and/or more frequent use.

Our research showed the largest share of the new volume was coming from young people—both young men and young women. That answered the "who." The "why" was they were shampooing more for two reasons: their hair was longer, and the taboo against frequent shampooing was breaking down. For years, people felt if they shampooed too often, it would harm their hair. With old-fashioned, strong shampoos, this might have been true. But with new, milder shampoos, more frequent shampooing is possible.

Continuing with what we thought was a logical, step-by-step procedure, we decided to make a product that appealed to these younger users. Because they shampoo so often, we would make it milder and more gentle so no matter how often they used it, they could be sure their hair would be protected. We also would make it free of harsh chemicals, basing our formula on good, old-fashioned ingredients.

So that's what we did. We made a product especially for the market. It was a better product than existed because it fulfilled a need created by far more frequent shampooing than had been the case in the past. We also made it in various formulas—lemon shampoo, balsam shampoo, even one made with herbs. We set out to make a product one could use every night if one wanted to, and suddenly the name became quite apparent. Our agency—Altman, Stoller, Weiss—came to us with the suggestion that we call the product "Everynight."

Having targeted the market, we made



Arthur I. Caplin has spent most of his business career with Helene Curtis Industries Inc. He joined the firm in 1943 in the production department. He later worked for 18 years in the Beauty Salon Division in merchandising and marketing. In August 1964, he was named president of the International Division and in 1967 he was named vice president of the corporation. In 1970 he was named president of the Products Division with responsibility for all retail sales in the U.S.

the decision to appeal to this target group in a concentrated program, and not to go after the total market. We believed it was better to talk about the specific qualities of Everynight shampoo and be definite in our promises.

In retrospect, this appeared to be a very simple procedure. But it took a lot of testing and exploration to arrive at our basic market decision. Once our basic market position was established, it became quite apparent to us that the way to reach the youth market was through the media they were listening to. Our agency assured us that the best way to go was through rock-and-roll radio.

Statistics furnished by Altman, Stoller, Weiss proved that while television was supposed to be the big impact medium, it was, in fact, really not being listened to by our target audience. We knew, of course, there were certain television shows that the young people liked, and we did use those shows. But the base of our advertising program was in radio. We knew the young people listened to radio when they got up in the morning, on their way to school, in their automobiles, while they studied, walked down the street, or the beach, etc. We also found it to be an excellent buy for the market we wanted to reach because there was no wasted audience.

We also used other advertising media as well. One of the mainstays of our initial program was an 800-line newspaper ad

with a cents-off coupon offer. But, we even plugged this in our radio spots for a week before the ad ran. And youth-oriented magazines were also added to our program. In television, we used NBC's *Midnight Special* and other shows of that type to supplement the basic program we had outlined.

I must say, in all honesty, that one of the main problems we encountered in our media choice was the resistance by the trade to radio as our basic medium. I might say that an educational program aimed at the major segment of the health and beauty aids field by the radio industry might be considered to help to support those manufacturers that have turned to radio as a basic medium. No matter what we said, buyers still insisted on knowing what television shows we were on. Only after our radio advertising brought customers into their stores did we find the beginning of acceptance of radio as a valid advertising medium.

There is one other point to be made concerning this product introduction—and that was our determination to do everything as right as possible. And, for this reason, we did a tremendous amount of testing every step of the way. Our product was tested to prove it did do what we claimed. We even shampooed 50 young women's hair every day for six weeks to be sure that we knew daily shampooing with our shampoo would do what we said it would—clean hair without harming it.

We tested the package and found many mistakes in the original one, which we corrected after our first test market. We tested our advertising copy, the effect of radio, our finished commercials, our selling programs, our print ads, our deals and promotions.

When we started, we tested our first program in Columbus, Ohio. After being in this market eight weeks, we were convinced we had made all the corrections needed. We then went to Phoenix and Tucson, Ariz., and at the end of 13 weeks, we had met all our targets, so we rolled out in Texas. Thirteen weeks later, we rolled out on the West Coast. Ten weeks after that, we went national.

There was no question this was the cautious route, but we felt it was proper, and events have so proved. Now, at the end of three years, we have approximately 3% of a \$455 million market, and we believe the solid growth that has been obtained will continue in the years ahead.

In conclusion, may I say that radio has played a vital part in the successful introduction of this product. It has supplied us a target audience with very little waste. Cooperation of individual stations, for the most part, has been excellent. And we now know that radio can play an important part in our plans for the future.

AND THE WINNER IS:



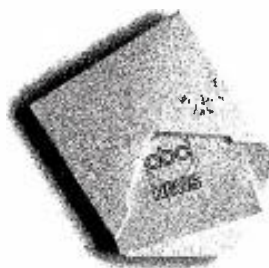
CHRISTOPHER AWARDS
"Closeup on Children:
A Case of Neglect"



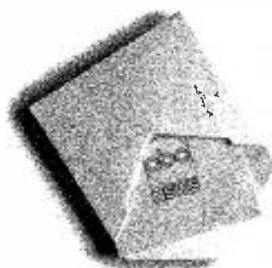
**ALFRED I. du PONT/
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Av Westin, "ABC News Closeup"



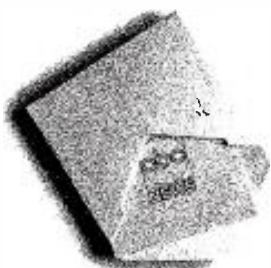
FREEDOMS FOUNDATION
"Directions:
Remembering Who We Are."
"Update: The Spirit of '74"



**INSTITUTE OF
PUERTO RICAN CULTURE**
"Directions: Puerto Rico:
Reclaiming a Heritage."



OHIO STATE AWARDS
"Closeup: The Right To Die."



**NATIONAL PRESS
PHOTOGRAPHERS ASSOCIATION**
Cameramen
Barry Fox & Michel LeComte,
John Landi, "Come Fly a Kite,"
Terry Morrison, "Midwife."



PEABODY AWARD
"Sodat: Action Biography."



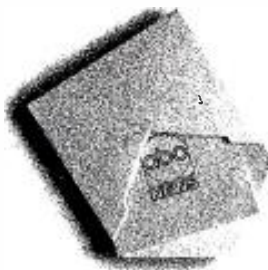
GABRIEL AWARD
"Update: Vietnam Retrospective."



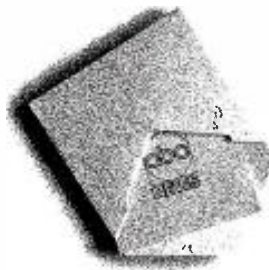
NATIONAL SAFETY COMMITTEE
"Closeup on Crashes:
The Illusion of Safety."



1975 JANUS AWARD
"Closeup: Oil: The Policy Crisis"



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



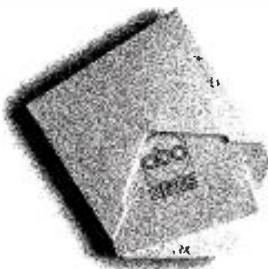
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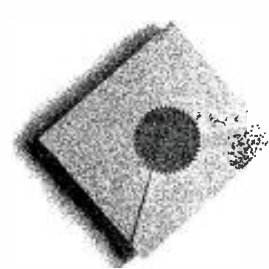
**NATIONAL
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Radio coverage of events leading
to Nixon resignation and pardon.



**SIGMA DELTA CHI
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"Closeup: Paper Prison:
Your Government Records."



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



1975 EMMY AWARDS
To be announced.

ABC NEWS 

Where Things Stand

Status report on major issues in electronic communications

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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 mea-

sure. No action has been taken by Senate Rules Committee on S. Res. 39, but full Senate on June 9 voted for first time to permit broadcast coverage of debate on Senate floor—limited to one issue, contested New Hampshire Senate election. Coverage never happened, however, after negotiations between Senate staff and networks over lighting and other technical arrangements broke down (BROADCASTING, June 16).

Cable rebuild deadline. FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14). Action concludes rulemaking in Docket 20363. Commission, however, has outstanding another rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. That search goes forward; comments are due Aug. 18, replies Sept. 8.

Children's TV. FCC's policy statement on children's television programming, adopted last year (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case no. 74-2006). House Communications Subcommittee, meanwhile, has held four days of hearings on broadcast advertising and children, and one member of that subcommit-

tee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21).

Citizen agreements. FCC policy statement and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agreements has been issued. Comments have been filed (BROADCASTING, Aug. 4).

Community ascertainment. FCC has instituted rulemaking (Docket 19715) designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, May 12). Comments have been filed in proceeding (BROADCASTING, July 7). Similar proposal for noncommercial stations has also been issued (Docket 19816) (BROADCASTING, Aug. 4); comments are due Sept. 15.

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 insure agency cannot 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, Government Operations Committee passed bill 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, although committee's report said agency's "active participation should be discouraged" in license renewal proceedings (BROADCASTING, Aug. 4).

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 from public broadcasters (BROADCASTING, July 14).

CPB nominees. Seven of eight nominations to board of Corporation for Public Broadcasting have been confirmed by Senate (BROADCASTING, Aug. 4). Eighth nominee to 15-member CPB board, Colorado brewer Joseph Coors, will have difficulty obtaining confirmation and for that reason is having separate hearing from rest. He will appear before Commerce Committee Sept. 9-10.

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“Going ENG all the way is an idea whose time has not yet come.”



An Open Letter to the TV News Industry
from Ed DiGiulio, President of
Cinema Products Corporation.

There's been a great deal of uncertainty during the past year about the impact of electronic news gathering. And, as a result, a great deal of indecision and inaction regarding the acquisition of needed new equipment.

However, there were no dramatic design breakthroughs in ENG equipment at the recent NAB show. And there's nothing in the experiments of the network O&O's who've gone "all electronic" to indicate that ENG is valid as a complete replacement for a well balanced film and video news gathering operation.

So, if you're thinking about going ENG all the way, think twice. Think hard. And think money.

Because the TV news industry, like any other industry, is a day-to-day "hard-nut" dollar-and-cents proposition that must be economically justifiable in terms of performance and quality. Most important, the overall cost effectiveness of converting to a new system must be carefully considered.

True. There's no way you can beat ENG coverage transmitted *live*. Especially on late-breaking news developments during prime time television. However, there just aren't that many dramatic "SLA Shootouts." And it is a far cry from these relatively rare situations to a justification for going "all electronic."

Consider also that the quality of ENG improves greatly as the camera equipment gets larger and more expensive. At their best, when they're working reliably, the higher priced video cameras can provide a TV image every bit as good as 16mm newsfilm.

But high quality video cameras like Ikegami, Fernseh, RCA, etc., may cost as much as seven or eight times as the low cost/lower quality Sony or Akai-type units, whose price is roughly equivalent to a 16mm newsfilm camera.

But the price of the video news camera is merely the visible tip of the financial iceberg submerged in the true total costs of converting to ENG.

We never seem to get a full breakdown on the costs of the related ancillary systems required: the specially equipped vans, the special studio editing equipment, the time base correctors, the microwave relay systems and necessary fixed installations, etc.

Nor do we hear of the complexities involved in setting up a remote pick-up for a live transmission to the studio. Nor of the time it takes and the skilled manpower required to achieve all this.

Nor do we hear much about the problems of keeping this electronic news equipment in good working order. Nor

how well it holds up in the daily beating news equipment gets in the field.

All we do hear is that going ENG all the way will pay for itself.

Presumably, through the cost savings of video tape which requires no processing, and, theoretically at least, can be re-used again and again.

But what news director will be foolhardy enough to predict how much of the taped coverage of important news events should be erased — rather than stored for future use in special reports and historical documentaries?

Even so, without realistically accounting for consumable video tape, it is claimed that it will take you as long as five to seven years to recoup your initial investment.

But technology will not stand still during those critical five to seven years. By then ENG systems will probably be far more sophisticated and reliable — and considerably cheaper. (After all, look what happened to electronic pocket calculators.)

The fact is that going ENG all the way is an idea whose time has not yet come.

As an electronics engineer myself, and because of the heavy emphasis on advanced electronics in all of Cinema Products' development efforts, I recognize that great advances will be made in the foreseeable future, and ENG may yet become economical enough, and perform reliably enough, with the high quality one expects on the Six O'Clock News.

In the meantime, no matter how much money your station has available for new equipment, you should keep a good newsfilm operation going.

Because the fact is that for day-to-day news gathering and documentaries, the most convenient, economical and highest quality system available today is 16mm film. Especially when you work one-man-band. And Eastman Kodak's new *video news film* (7240) will make newsfilm cameramen ever more efficient and flexible in dealing with low light level assignments and meeting broadcast deadlines.

If you must be the first kid on your block with total ENG, be my guest. But if you want to manage a rational news operation, I urge you to consider 16mm newsfilm as the mainstay of your news gathering operation.

Needless to say, I believe that you couldn't choose a better newsfilm camera system than our standard CP-16 or CP-16R reflex.

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NATIONAL ASSOCIATION OF FM BROADCASTERS

500 FIFTH AVENUE, NEW YORK 10036

Closed Circuit.

Insider report: behind the scene, before the fact

Hill odds

What's outlook for pending legislation of vital interest to broadcasters now that Congress is about to return? On scale of zero to 100, informed Washington observers were asked to rate chances for most important bills in either or both houses, as set forth in BROADCASTING's weekly "Where Things Stand." Here are results:

(1) License renewal bills, 40% chance of enactment. (2) Performers' royalty (essentially Senator Hugh Scott's [R-Pa.] bill), 20%. (3) Copyright, 50-50. (4) Creation of consumer agency without authority to intervene in FCC license renewal proceedings, 75%. (5) Fairness doctrine repeal, zero, but gaining support. (6) Five-year public broadcast funding, 30%. (7) Repeal of Section 315, zero, but exemption for presidential and vice presidential candidates, 80%. (8) Broadcast origination from Senate and House chambers, zero.

No longer spice of life

ABC-TV, CBS-TV and NBC-TV did more variety-show experimenting than usual this summer to try out potential second-season formats, but apparently it was all to no long-term avail, as evidenced by national Nielsen ratings. *Gladys Knight and the Pips* (NBC), *Joey and Dad* (CBS), and *Keep on Truckin'* (ABC) bombed out earlier this summer (BROADCASTING, Aug. 4). In last few weeks, *Manhattan Transfer* (CBS) has averaged dismal 22 share in two outings and NBC's *Ben Vereen* even worse at 21 share average for two Thursdays. *The Dick Cavett Show* (CBS) opened Aug. 16 with sub-par 13.3 rating and 28 share.

ABC's *The Jim Stafford Show* looks strongest with 32 share average in three times out, but even at that it's clobbered by reruns of *Mannix* on CBS (36 share average in direct competition with *Stafford*). Consensus is that no Sonny and Cher or Tony Orlando and Dawn or Mac Davis (previous summer replacements that did well enough to end up on regular-season prime-time schedules) will emerge from this year's crop.

Cry for help

White House press attaches attest that broadcast news directors are tenacious breed where presidential appearances are concerned. After President's local television appearances fortnight ago, word went out ("Closed Circuit," Aug. 11) that he would be available for similar appearances on future travels as time allowed. Then roof caved in with requests for interviews singly or on TV hookups,

live or taped, from coast to coast.

Margita White, recently installed as assistant press secretary with responsibilities including special media arrangements, hastens to explain that all requests cannot possibly be honored, that President's tight schedule must be adhered to with breathing room allowed for unforeseen developments, and priorities arranged with eye toward equitable balance. She says all requests will be acknowledged in due course but that miracles should not be expected.

Threat in California

Hot item for discussion at Nov. 11-16 Western cable show is proposed California formula for assessing personal property taxes for cable system operators. State Board of Equalization has distributed to county assessors schedule that would tax cable systems on income generated from property, rather than value of property itself. Scheme would hurt older, more mature CATV systems that have established cash flow, while new systems with extensive capital outlays and few or no subscribers might see relief.

Some California cablemen say proposed tax scheme could double or triple their taxes, a threat in dollar terms worse than current phone and utility pole-attachment battles. Cable interests will get another crack at input along with county assessors before equalization board makes final decision. Beyond that, only reprieve is "litigation or legislation," said one cable operator.

Daily 'Bandstand'

Capital Cities Communications Inc. will reportedly produce new daily, 90-minute version of Dick Clark's *American Bandstand*. New *Bandstand* is set to begin in mid-September on Golden West's KTLA-TV Los Angeles and Capcities' WPVI-TV Philadelphia, with taping to start at KTLA-TV on Sept. 7. Capcities is still shopping around for syndicator to distribute *Bandstand*, which will maintain format of young people bopping to records, with occasional guest stars mouthing their latest hits. Dick Clark will be involved in show's production but will not be MC. Mr. Clark still hosts 60-minute *American Bandstand* Saturday afternoon on ABC-TV.

Author

FCC Commissioner Benjamin Hooks is alive and well and writing a weekly newspaper column. If all went according to schedule, he was released from Baptist hospital in Memphis yesterday (Aug. 24). He had suffered discomfort recently from

intestinal disorder that has occasionally troubled him for 20 years, he said, but was pronounced fit after hospital tests last week.

Commissioner Hooks has begun writing weekly newspaper column gratis for Black Newspaper Publishers Association, which in turn distributes columns to black publications all over country. They've been published, commissioner said, in about 100 papers so far. He does not confine columns to communications. He writes about black problems in general as spirit moves him.

Command performance

Predictably biggest assemblage of broadcasting brass anywhere in U.S. this fall will be found in New York Sept. 16. That's date set for International Radio and Television Society's kickoff "newsmaker" luncheon of new season, traditionally addressed by incumbent FCC chairman. Topmost leaders of broadcasting and broadcast advertising invariably turn out. Current Chairman Richard E. Wiley has not said what he'll talk about, but chairmen normally use occasion to ventilate major policy matters.

Trouble shooter

Peter S. Willett, UPI vice president in charge of broadcast services, has been temporarily detached from broadcast duty to take charge of UPI's information storage and retrieval (IS&R) system and get it running smoothly. UPI newspaper services and broadcast wire all feed into and through IS&R computer, which lately has been having problems. Mr. Willett is no stranger: Before taking over broadcast side 10 years ago, he headed UPI computer services. While he's on special duty, expected to last several weeks, broadcast operations continue under Frank Sciortino, UPI Audio bureau manager, and Bill Ferguson, editor, broadcast wire services.

Mind stretchers

What's ahead for television, broadband and cable 15 years from now? That's hot question put to score of leaders, scholars and other opinion makers in those or related fields by National Association of Broadcasters. Those views, on tape, will be presented at six seminars for TV executives in October and November in Atlanta, Boston, New Orleans, Chicago, Denver and San Francisco.

Seminars will be in two parts: first half devoted to television as it is today, second to what's likely to happen between now and 1990.

The Week in Brief

AND THE BOOM GOES ON □ Preliminary FCC figures on broadcast revenues in 1974 confirm record highs for broadcast sales, total revenues and profits, despite similarly record-breaking expenses. Local station sales pass the billion-dollar mark; news for the networks is also upbeat. **PAGE 25.**

RADIO GOING OWN WAY ON LICENSE RENEWAL? □ That could happen if new project announced by National Association of FM Broadcasters is successful. Organization is drafting radio-only bill to escape association with TV "dragon." It's expected to be regulatory showcase of upcoming Atlanta convention—whose welcome mat is spread for AM broadcasters as well. **PAGE 26.**

MORE ON 'STAR' CLIFFHANGER □ Allbritton offers \$28.5 million for all of Washington Star and its associated stations, but controlling directors reject him. They'd like to find another way out of their present bind. **PAGE 27.**

FUNNY YOU SHOULD ASK □ The FCC's voluminous response to Congressman Moss's many questions was made public last week, as was the FTC's. Included: some interesting financial figures for largest broadcast companies, data on internal staff appointments and travel budgets. **PAGE 27.**

KRAMER VS. WELLS □ Activists detail voting record and financial activities of former FCC commissioner now a broadcaster and leading contender for director of OTP, Robert Wells, in effort to derail nomination. **PAGE 28.**

LOCAL TELEVISION NEWS '75 □ The news in newscasting at the local station level: speed through technological improvements; diversity through expanded formats; greater access to the newsroom and the airway for women and minorities. The stations' assessments of their outstanding efforts afford the material for a special report. **PAGE 33.**

THAT ADVERSARY RELATIONSHIP □ From Chief Justice Warren Burger and the American Bar Association come pronouncements on the tension existing between the courts and the press. Mr. Burger says current conflicts over gag orders will pass, but the "permanent tension" in the relationship is not likely to change. ABA rejects proposal to lift ban on TV trial coverage, urges repeal of equal-time rule; its gag rule is declared illegal. **PAGE 50.**

TVB AND REPS AGREE □ A restructuring of the Television Bureau of Advertising, giving reps a leg up, enlists 23 of them—that represents 99% of all rep-placed national spot TV. Independents, station- and network-owned reps will quit in-fighting, according to TVB,

ending period of general dissatisfaction. Spot will no longer get short shrift, executives say. **PAGE 54.**

BUYING IN BULK □ Satellite networking is an expensive venture, and not many cable companies can go it alone. Transcommunications Corp. plans to gang up companies in bulk orders of 20 or more earth stations, at reduced costs. **PAGE 60.**

MINNESOTA CABLE CONFLICT □ Resolution asking for state cable commissioner's resignation is only first shot to be fired, says Minnesota Cable TV Association. Robert J. McDonald is group's target. **PAGE 60.**

GUILD ACTIVISTS □ Producers, directors, writers and possibly syndicators, too, are talking up the idea of a lawsuit attacking the family viewing rule on First Amendment grounds. **PAGE 62.**

RETURN TO THE CLASSICS □ Starr Broadcasting will continue to operate WQIV(FM) New York, with a reinstated classical music format, until the FCC approves transfer of the station to GAF Corp., which promises to continue programming in that vein. Citizen groups concur in agreement. **PAGE 62.**

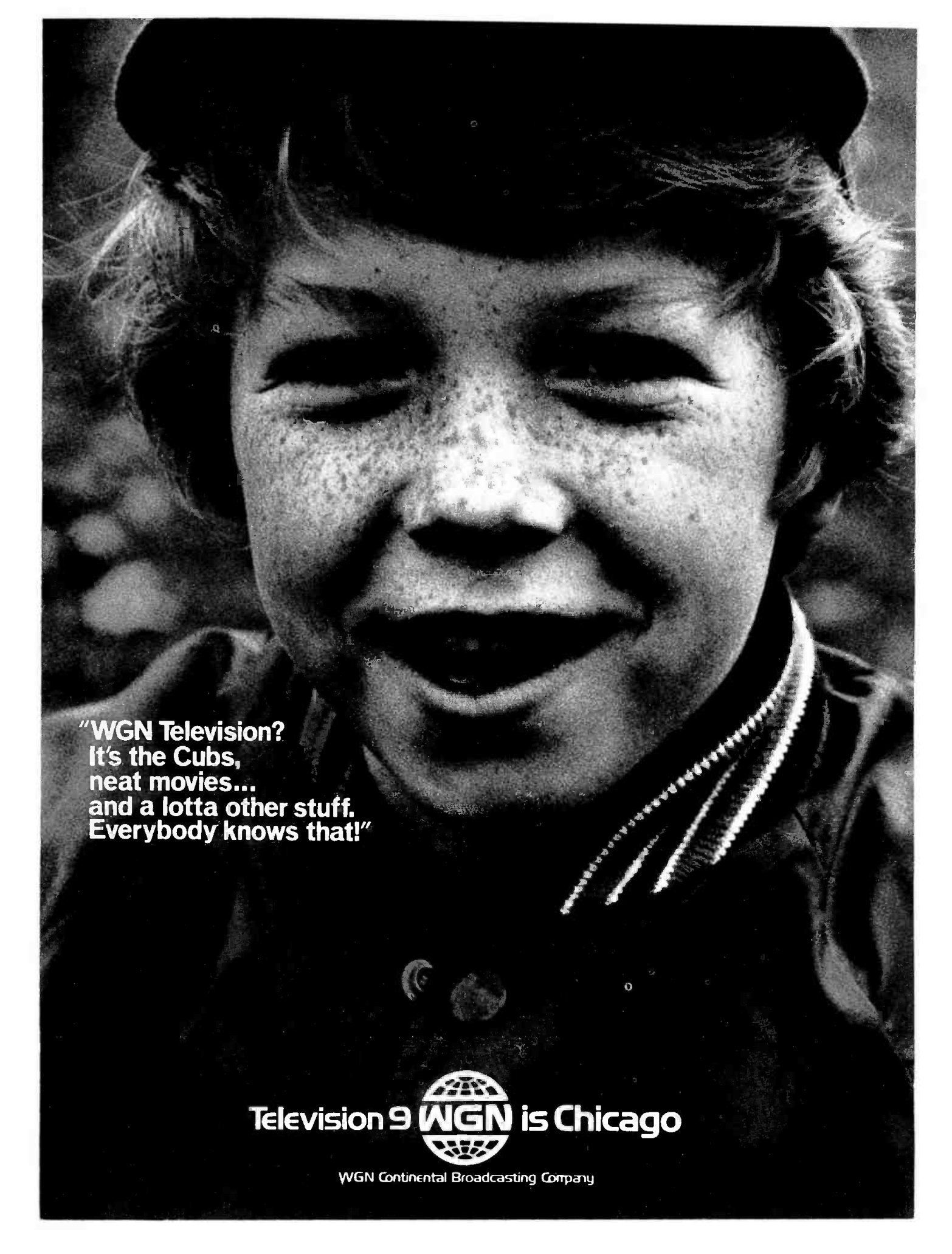
ALL ELECTRIC □ Comments filed at the FCC last week express broadcasters' and engineers' approval of proposed rules for automatic transmission systems. Role of operators, levels for shutdowns and technical nature of rules are questioned. **PAGE 64.**

EBS REQUIREMENTS □ Type acceptance of the transmitter for Emergency Broadcast System equipment will be required under the FCC's tighter rules, as will certification of the receiver. New two-tone signal hardware must be installed by April 15, 1976. **PAGE 66.**

NCCB PILOT PROJECT □ Nicholas Johnson's National Citizens Committee for Broadcasting is studying the performance records of Ohio and Michigan TV stations. Project could become a routine at renewal. **PAGE 66.**

EEO PROPOSALS SCORED □ Office of Communications of the United Church of Christ denounces as "racist and sexist" the FCC's proposed EEO reporting requirements. Dr. Parker and group file FOI request for look at staff studies. **PAGE 68.**

MIDDLEPERSON TO ANCHOR PEOPLE □ As president of Broadcast Personnel Inc., New York, Sherlee Barish is in a position to know the trends in broadcast news. "Characters" are in demand, she says: sports people, meteorologists, personalities with "warmth" and female co-anchors. **PAGE 91.**



**"WGN Television?
It's the Cubs,
neat movies...
and a lotta other stuff.
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Television 9  is Chicago

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A day, like anything else, starts best with orientation. And after all that's happened around the world while we've slept, it puts things in focus to wake up to the "CBS Morning News with Hughes Rudd and Bruce Morton." It's the first and only hour-long news broadcast on network television.

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The "CBS Morning News" clears the waking mind and helps prepare it for the day's decisions: for commitments to plans and positions and for investments of time and money.

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**IT'S LIKE
RAISING
THE SHADE
TO SEE
WHAT KIND
OF A
DAY IT IS**



Hughes Rudd



Bruce Morton

©CBS NEWS

Broadcasting Aug 25

Vol. 89 No. 8

Top of the Week

TV defied economy and set new records in 1974

Even while expenses hit new highs, sales and profits outdistanced them

Despite the combination of recession and inflation, television in 1974 set a new record in sales, a new record in total broadcast revenues and a new record in profits.

Preliminary FCC figures, obtained by

BROADCASTING last week, show a succession of all-time high marks—among them a new record in broadcast expenses as well.

Pre-tax profits rose 12.9% above 1973's levels to reach \$737.1 million, according to the preliminary figures, which cover reports for the three national networks and 694 stations (see table.) The 1973 report covered the three networks and 692 stations. Profits in that year were up 18.3% from 1972.

The three networks showed a 21.8% gain in profits—a total of \$225.1 million from \$184.8 million the year before.

The FCC does not break down results for individual broadcasters, but unchallenged figures circulated last week indicated network pretax profits were divided as follows:

CBS-TV, \$110 million (on revenues of \$650 million) compared with \$88.2 million (on \$497.2 million) in 1973;

NBC-TV, \$66 million (on \$590 million)

compared with \$60 million (on \$471.2 million) in 1973;

ABC-TV, \$49 million (on \$550 million) compared with \$36.7 million (on \$436.4 million) in 1973.

The networks' 21.8% rise in pretax income was accomplished on a 9% increase in gross sales to advertisers—which pushed that total past \$2 billion for the first time—and a 10% increase in total broadcast revenues—and despite an 8.3% rise in their total broadcast expenses, which exceeded \$1.32 billion. The 21.8% increase was far short of 1973's 66.6% gain in profits, however.

For networks and stations combined, gross advertising sales, which passed the \$4-billion mark in 1973, advanced another 8.8% to approach \$4.4 billion—as had been forecast a year ago (BROADCASTING, Sept. 2, 1974).

And, as had also been forecast, local television sales passed the billion-dollar level for the first time, climbing 8.6% to

First take on TV's 1974 financial data

	National ³ networks		15 owned-and-operated TV stations		679 other TV stations ¹		Total networks and 694 stations	
	Million dollars	% change over previous year	Million dollars	% change Over previous year	Million dollars	% change over previous year	Million dollars	% change over previous year
Sales to advertisers for time, programs talent, facilities and services.								
Network sales	\$2,007.7	9.0						
Deduct payments to owned-and-operated stations	37.4	5.9						
Deduct payments to other affiliated stations	206.2	6.7						
Retained from network sales	1,757.1	9.4	\$37.5 ²	5.9	\$210.7	6.6	\$2,005.3	9.4
Nonnetwork sales								
To national and regional advertisers ³			286.4	4.8	1,049.7	9.7	1,336.1	8.6
To local advertisers ³			125.2	10.4	887.2	8.4	1,012.4	8.6
Total nonnetwork sales			411.6	6.4	1,936.9	9.1	2,348.5	8.6
Total sales to advertisers	1,757.1	9.4	449.1	6.3	2,147.6	10.8	4,353.8	8.8
Sales to other than advertisers	90.2	20.4	5.7	(1.8)	28.9	17.5	124.8	18.1
Total sales	1,847.3	9.8	454.9	6.3	2,176.5	9.0	4,478.7	9.1
Deduct commission to agencies, representatives, etc.	301.3	8.9	79.8	6.5	321.3	10.4	702.4	9.3
Total Broadcast Revenues	1,545.9	10.0	375.2	6.2	1,855.2	8.7	3,776.3	9.1
Total Broadcast Expense	1,320.8	8.3	269.5	7.7	1,448.9	8.0	3,039.2	8.1
Total Income (before federal income tax)	225.1	21.8	105.7	2.8	406.3	11.2	737.1	12.9

¹ Includes 60 satellites 25 of which filed combined reports with their parent stations

² Includes payments from networks other than ABC, CBS or NBC.

³ A part of the increase in local sales for both the network owned-and-operated and all other stations is due to a change in the way some stations classified national and local sales in 1973. These stations apparently reported as local sales some sales that would have been classified as national/regional in prior years. Although the full extent of this shift is unknown, comparisons of 1973 data for these categories with data for prior years should only be made with this in mind. These shifts would not affect total nonnetwork sales and year to year comparisons would be valid.

Note: Last digits may not add because of rounding.

() Indicates decline.

\$1,012,400,000.

Station sales to national and regional advertisers also climbed by 8.6%. They totaled \$1,336,100,000 as compared with \$1,230,200,000 in 1973.

Total broadcast revenues were up 9% to a total of \$3,776,300,000. But broadcast expenses advanced 8.1% reaching \$3,039,200,000.

The 679 nonnetwork-owned stations covered in the report showed a 11.2% increase in pretax profits, which totaled \$406.3 million as compared with \$365.4 million the year before. In 1973 the gain was 7.8%.

Their sales to national and regional advertisers increased 9.7% to \$1,049,700,000 and their sales to local advertisers rose 8.4% to \$887.2 million. Their network compensation also went up, by 6.7%, to \$206.2 million. (Networks' payments to their owned-and-operated stations advanced at a slightly lower rate, 5.9%, to \$37.4 million.)

In total, the nonnetwork-owned stations had broadcast revenues of \$1,855,200,000, or 10.9% more than in 1973, while their broadcast expenses amounted to \$1,448,900,000, an increase of 8%.

The 15 network-owned TV stations are shown in the preliminary report with pretax profits of \$105.7 million, up 2.8% from 1973's \$102.8 million. Their local sales were up 10.4%, to \$125.2 million, while their national and regional spot sales advanced 4.8% to \$286.4 million.

Total broadcast revenues for the 15 stations were put at \$375.2 million, a gain of 6.2%, and total broadcast expenses at \$269.5 million, up 7.7%.

The FCC's report also shows increases for advertising agencies and station representatives. Their commissions on the

year's business totaled \$702.4 million, or 9.3% more than in 1973. FCC does not break down such figures between agencies and reps, however.

The 1974 report comes at a time when broadcasters are already predicting still further sales advances this year and, consequently, more new records (BROADCASTING, Aug. 18). The Television Bureau of Advertising, for example, has predicted gains of 8% each in spot and network sales and 11% in local. Nobody is saying what will happen to profits, but if sales equal to TVB forecasts and expenses are kept to no more than this year's 8% rate of increase, the 1975 pretax profits picture should also be solidly black.

NAFMB starts drive for radio-only renewal bill

It says association with TV is deterrent to relief for radio

A move to divorce radio from TV in license-renewal legislation and concentrate on a radio-only bill was announced last week by the National Association of FM Broadcasters.

"We want to be separated from the TV dragon," said Abe Voron, NAFMB executive director.

He said the NAFMB intended to put "a major effort" behind the drive and already has the support of the Association of Public Radio Stations. "We expect the

support of other radio-oriented organizations," he added.

Mr. Voron said NAFMB officials had talked with "quite a few" congressmen, including a number who support general broadcast renewal legislation, and "we've had a sympathetic hearing wherever we've raised the subject." Though none opposed the idea of separate treatment for radio, he said, the legislators would not commit themselves without seeing the specific legislation.

He hoped a bill would be ready in about 90 days. He said Washington people employed by NAFMB and the Association of Public Radio Stations to work on the radio all-channel bill have been analyzing pending renewal legislation. With that input, he said, Thomas Schattenfeld, Washington attorney and NAFMB general counsel, can start drafting the measure shortly after Labor Day.

"I expect it'll take about three months to get all the elements put together and drafted and polished," Mr. Voron said.

He emphasized that "we're not talking about a license in perpetuity. We're quite ready to submit to periodic scrutiny. What we want to eliminate is the potential for harassment that exists in the present arrangement. To me, the term of the license—whether it's three years or four or five—is less important than knowing that the license is secure if you've done a good job."

Mr. Voron also said he expected to discuss the legislative plans further at the NAFMB's National Radio Broadcasters Conference and Exposition at Atlanta next month (Sept. 17-20) and that he was also looking forward to getting "some feedback" from the 1,200 to 1,400 FM and AM broadcasters expected there. (Last year, an estimated 20% of the conference attendance were AM-only broadcasters, and Mr. Voron said that in reservations thus far this year the proportion seemed to be running a little higher.)

New attempt to rescue 'Star' is rejected by old families

Allbritton offers to buy it all, phase out crossownership for FCC; he alleges dividends have been steadily paid while paper founders

Joe L. Allbritton, the Texas banker whose attempt to obtain control of the *Washington Star* and its associated broadcast stations has been frustrated by the FCC's refusal to waive its crossownership rules without a hearing, made and lost a bid last week to buy out the whole company under a plan of phased divestiture intended to extricate the case from hearing. Last Thursday (Aug. 21) directors representing control of the stock of Washington Star Communications Inc., the parent comp-



News barrier broken. Panel of newsmen on NBC-TV's *Meet the Press* last Wednesday (Aug. 20) conducted by-satellite-and-film interview with Indira Gandhi, India's prime minister, for first time since she put her country under state of emergency. Program was aired yesterday (Aug. 24, 12:30-1 p.m., NYT). Only audio portion could be moved by bird; video satellite was not available. NBC filmed correspondent Jim Laurie in New Delhi studio with Mrs. Gandhi while four journalists, including moderator Lawrence E. Spivak, asked questions of her from Washington studios. Picture of Mrs. Gandhi on monitor is still put there only as simulation for questioners (l to r) Elizabeth Drew of the *New Yorker*; James L. Greenfield, foreign editor of the *New York Times*, and columnist Carl Rowan. Film and tape segments were edited together for yesterday's telecast.

any, rejected an Allbritton tender offer that had been made three days earlier.

The rejection, however, was accompanied by an invitation to consider alternatives, as Mr. Allbritton was reportedly doing. Mr. Allbritton, who acquired 10% of the company's stock last September, offered to buy the other 90%, or 17,846 shares, at \$1,600 a share, a total of \$28,553,600.

Mr. Allbritton's tender offer was conditioned on his acquisition of at least 80% of the company's stock (by Aug. 27), on FCC approval of a promise to bring the Star company into compliance with crossownership rules within five years, on the FCC issuance of tax certificates that would permit deferral of federal income taxes on the divestitures, and on the absence of any court appeal or stay of the FCC's orders. Another condition specified that Mr. Allbritton could withdraw his offer in the event of a material decline in the fortunes of the company. If the conditions were not met or waived by next Jan. 30, the deal was to be off.

Nine of 12 directors on the board of the Star parent company voted to recommend to all stockholders that the Allbritton offer be declined. In a letter sent to the stockholders by Godfrey W. Kauffmann, president and a director of the firm, it was said that the nine opposing the proposal and their families owned 10,448 shares, or 52.8% of the stock outstanding.

The three other members of the board are Mr. Allbritton, John Clifford Folger, a Washington stockbroker who was Mr. Allbritton's designated member of the board, and Willmott Lewis Jr., vice president and business manager of the newspaper.

Mr. Kauffmann told the stockholders that he and the like-minded directors had concluded that the conditions imposed by Mr. Allbritton were unlikely to be met. "In essence," he wrote, "the tender offer could perpetuate until Jan. 30, 1976, the uncertainties that presently exist. This is not in the best interest of [the] newspaper or Communications' shareholders."

Mr. Kauffmann made no comment in his letter about how he and fellow directors felt about the price that Mr. Allbritton offered. Earlier he had told a *Washington Post* reporter: "It's not a good offer price-wise, but it's not a ridiculously low offer." He said appraisers had evaluated the Star broadcast stations at \$44-50 million.

In his tender offer, Mr. Allbritton said he proposed to finance his acquisitions through loans already arranged with an unidentified bank.

Mr. Allbritton announced his tender offer last Monday (Aug. 18) with a statement expressing despair at arriving by other means at an accommodation with the Star stockholders.

In the tender offer Mr. Allbritton said his intention would be to dispose of WMAL-AM-FM-TV Washington and one of the two Lynchburg, Va., properties, WLVA-AM-TV. No mention was made of the other station in the Star portfolio, WCIV(TV) Charleston, S.C., which presents

no problem under the crossownership rules. Mr. Allbritton did not, however, rule out disposing of the *Star*, if conditions were to require that course of action, though he reasserted his desire to "preserve and further revitalize" the newspaper.

The new Allbritton strategy was adopted in the hope of freeing the proposed transfer of the Star company control from the hearing status that the FCC had imposed three weeks earlier (BROADCASTING, Aug. 4). After the FCC set the original waiver application for an "expedited" hearing, Mr. Allbritton began negotiating with the major stockholders for ways to accommodate the FCC. As he said in the tender offer last week, a hearing could take a year or more and then be subject to court appeals that would extend the time of ultimate decision still further.

The negotiations with present owners of the Star company "have not been fruitful," Mr. Allbritton said last week. In the tender offer he also disclosed that he had been at odds with other directors of the company—owned by 105 stockholders who are mostly members of or married into the Adams, Kauffmann and Noyes families who have owned the newspaper for three generations—over the payment of dividends. At a board meeting last May 22, Mr. Allbritton said, he had submitted a statement formally questioning the continued payment of "substantial cash dividends" to stockholders while the money was needed to shore up the *Star*. From other sources it was learned that the family representatives protested that the dividends were the main sources of support for a number of the stockholders. Elsewhere in the tender offer, Mr. Allbritton said the current rate of dividends was \$3.50 per month per share. At that rate, the company has been paying \$8,324,400 a year in dividends on the 19,820 total shares outstanding. The *Star* is reported to be losing as much as \$1 million a month. Its losses were reported running about \$400,000 a month last fall when Mr. Allbritton took over as publisher. The broadcast properties are reported to earn about \$5 million a year collectively.

Mr. Allbritton's tender offer of \$1,600 a share for the 17,846 shares owned by others was well under the \$2,300 per share he agreed to pay under his original contract to acquire 7,018 shares and de facto control of the company. At the time the contract was accepted by the Star stockholders last Sept. 24, Mr. Allbritton also acquired 1,982 shares—or 10% of those outstanding—as the first part of his deal, in exchange for a loan of \$5 million. The acquisition of the other 7,018 shares at a total price of \$16,141,000, would have given him 33.52% of the common stock of the company. He also agreed that at the closing he would lend the company another \$4.3 million, secured by bonds bearing interest of 6% a year and convertible in five years into common stock at a value of \$2,300 per share. That would give Mr. Allbritton 37.85% of the company.

Cleaning out the FCC attic

Answers to Moss questionnaire are mostly white elephants of little news value; some financial figures come out

The FCC last week wheeled out for public inspection its answers to the 96 questions concocted by Representative John Moss's (D-Calif.) Investigations Subcommittee. The loose-leaf binders containing those answers filled a small shopping cart, yet there were no startling revelations to be had by anyone shopping for news. There were, however, some items of interest (See earlier story, BROADCASTING, Aug. 18).

The FCC's response to one question, for example, revealed that in 1973 the largest four broadcast companies in television—the networks and Westinghouse Broadcasting—accounted for 53% of the TV industry's total revenues. They generated about \$1.8 billion out of a total \$3.5 billion. The largest eight companies represented 59% of the total TV revenues. In order of size, from largest to smallest, the other four companies among the top eight in TV were Metromedia Inc., Capital Cities Communications Inc., Storer Broadcasting Co. and RKO General Inc.

The networks combined made \$1.758 billion in revenues in 1973, according to figures already known (BROADCASTING, Sept. 2, 1974). Subtracting the networks' revenues from those of the top four companies reveals that Westinghouse Broadcasting had \$74 million in revenues in 1973.

In terms of profits in 1973, the top four were the same as those for revenues, but the next four were different. In order of profit size, they were Capital Cities, Storer, Cox Broadcasting Corp. and Taft Broadcasting Co.

The radio industry, according to the FCC response to the questionnaire, was considerably less concentrated in 1973 than the TV industry. The largest four in revenues generated only 9% of the total radio revenues (\$130 million); the largest eight had 13% (\$200 million).

For revenues, the largest eight radio companies, in descending order, were CBS, ABC, Westinghouse, RKO, Metromedia, Capital Cities, NBC and Golden West Broadcasters Stations.

For profits, the largest eight in radio, in descending order were ABC, Westinghouse, RKO, Capital Cities, Metromedia, Storer, Cox and LIN Broadcasting Corp.

The FCC response also showed that the television industry had \$1.7 billion invested in TV facilities in 1973 (that is based on "original cost" figures). The total value of radio facilities, according to the FCC was about \$1 billion in 1973.

The FCC provided no data on revenues or plant value for the cable industry because all the data it has collected on those

subjects "is considered hopelessly inaccurate," the commission response said. It said it will have compiled reliable data by early 1976.

In response to another question, the FCC said that four of the six commissioners who departed the commission in the last five years are now employed by communications companies or law firms doing communications business. The four include Kenneth A. Cox, now senior vice president with MCI, counsel to the communications law firm of Haley, Bader & Potts, and retained by the National Association of Broadcasters as counsel to appeal the pay-cable antisiphoning rule; Dean Burch, now a member of Pierson, Ball & Dowd; a communications law firm; Robert Wells, an officer with the Harris Radio Group, Garden City, Kan.; Thomas J. Houser, counsel to the law firm of Siddy & Austin, Chicago.

The FCC also said there are possibly eight commissioners who served in the last five years who came from employment in or were compensated by industries regulated by the FCC. It was sure of three who did, including one present commissioner, James Quello, formerly of Capital Cities Broadcasting. The other two are past commissioners Robert Bartley, who worked for the National Association of Broadcasters, and Robert Wells, who came to the commission from Harris Radio.

The commission noted five other past and present commissioners who had worked for law firms before joining the commission, but it said it has no records of their being paid by communications industries. The five: Chairman Richard E. Wiley, Commissioner Glen O. Robinson, past Chairman Dean Burch, and past Commissioners Nicholas Johnson and Thomas Houser.

The FCC also listed 19 staff members in the last five years, GS 15 grade and above, who had been associated with communications industries prior to joining the FCC.

Several of the Moss subcommittee questions probed the depth of White House political involvement in agency affairs. The FCC is an independent regulatory agency.

One FCC response revealed that in the last five years, prior to the start of Richard Wiley's chairmanship March 1974, six high-level staff appointments were sent to the White House for its approval. None has been referred to the White House since March 1974. Mr. Wiley, however, was disturbed that some might draw the implication that he is somehow cleaner than his predecessor, Dean Burch, during whose term the six names were referred. Mr. Wiley said he gave no order to stop the practice and that the White House has not asked to clear any names since he became chairman.

The appointments the FCC listed as cleared through the White House were David Kinley as deputy chief of the Cable Bureau, July 1973; Anthony Thompson as legal assistant to Mr. Burch, Oct. 1973; Mr. Kinley as chief of the Cable Bureau,

Charles Higginbotham as chief of the Safety and Special Radio Services Bureau; Walter Hinchman as chief of the Common Carrier Bureau and C. Phyll Horne as chief of the Field Operations Bureau, all Jan. 1974.

The response to another question shows that the FCC's travel budget has grown by about \$100,000 annually over the last five years, from \$352,150 in 1971 to \$703,000 in 1975.

Responding to a question on industry sanctions, the commission issued figures which show that the average fine issued by the Broadcast Bureau dropped substantially in fiscal 1975 after a steady rise during the previous four years. Although 212 notices of apparent liability were issued in 1975, nearly twice the amount issued in 1974, the total dollar amount decreased from \$196,350 in 1974 to \$195,000 in 1975. The average fine was \$919.81 in 1975 compared to \$1,663.98 in 1974.

Not all of the questions the FCC did answer were made available to the public last week. Most of the answers withheld (there were seven) involved discussions of budgetary or legislative proposals not yet firmed or personal information about FCC employees. The Freedom of Information Act provides nine circumstances under which an agency is permitted to withhold information from public disclosure. In each instance where it withheld answers to the Moss subcommittee questions, the commission invoked one or more of those FOI Act exemptions. Most commonly invoked were the exemption permitting withholding of internal memoranda, the exemption permitting withholding of personnel files and that permitting withholding of personnel rules and practices.

The Federal Trade Commission also made its answers to the Moss subcommittee questionnaire available to the public last week.

From its new management information system, the FTC calculated the time required for disposal of agency proceedings. Assessed as a comparison of matters pending on July 1, 1974, and July 1, 1975, the average age of preliminary FTC investigations is 9.7 months, reduced from 14.8 months the year before. The average age of formal investigations is 22.1 months, compared to 36 months in 1974; and the average age of litigated matters is 23.9 months, compared to 39 months a year ago.

The FTC provided its travel budget for the last five years without details of what was actually spent, saying instead that vouchers would be provided if desired. Travel for fiscal 1975 was budgeted at \$1,038,000. That's up \$411,000 from the FTC's fiscal 1971 budget of \$727,000.

Of the oldest 20 proceedings still before the agency, fourteen involve antitrust actions; two deceptive sales practices, one deceptive contest and one misrepresentation of business opportunities. Two others involve deceptive advertising—a case opened in February 1973 against Ameri-

can Home Products now in pre-trial proceedings, and one against Warner-Lambert, opened in June 1972, now awaiting decision after oral argument held in April 1974.

Activists release report on Wells

Kramer study of ex-commissioner's record claims evidence of favoritism to broadcast interests

Albert Kramer, president of the National Citizens Committee for Broadcasting, has released his analysis of ex-FCC Commissioner Robert Wells's voting record ("Closed Circuit," July 28) that concludes that during his tenure on the commission, Mr. Wells showed "favoritism" toward broadcasting interests and generally took positions opposing cable TV and citizen group concerns.

According to Mr. Kramer's analysis, that favoritism suggested a conflict of interest arising from Mr. Wells's association with Harris Enterprises, a broadcasting group. Not only did Mr. Wells repurchase his Harris stock after leaving the commission at "extremely favorable rates," but he was also entitled to a profit-sharing trust at the same level if he rejoined Harris. Whether or not Mr. Wells actually had an agreement during that period to repurchase the stock, said Mr. Kramer, is not the question. The fact that he had an option to return or a belief that such an option existed makes him financially interested, said Mr. Kramer.

Only two votes, out of the 80 times Mr. Wells concurred or dissented from the commission, can "clearly be classified as being against broadcast interests, stated Kramer's report. (One of these cases involved a dissenting vote to a waiver of nonduplication rules for WAVA-AM-FM Arlington, Va.; the other was a concurring vote to an FCC request for more information on CBS's divestiture of its Viacom stock.) The remaining 78 votes cast by Mr. Wells—less 26 which did not seem to favor any group—were in opposition to CATV, citizen group or FCC institutional interests, the analysis pointed out.

There were five matters involving Harris stations that reached the commission level during Mr. Wells's tenure, noted the report. In two cases involving renewal packages for states where Harris stations were located, Mr. Wells voted to approve the renewals; in a third and similar case he was absent, and two other times that involved extensions of time to file petitions to deny Mr. Wells was absent and voted "not participate." He offered no explanation to the "erratic behavior," said the report.

The report goes on to reflect how Mr. Wells stood on various issues through his voting record. With regard to comparative renewal challenges, Mr. Wells seemed to use the adequate program service yardstick as a means to insulate the licensee from an

MOVE OVER, MOUSE- HERE COMES "THE MONKEES"!



"The Monkees" — the merriest, madcap series ever made — has always kept audiences glued to the TV. Wholesomeness and family

fun made them huge successes on network television. Now in syndication, "The Monkees" is sure to be one of the biggest hits of the

new season. Call Columbia Pictures Television to find out how easy a Monkee can move a mouse, or a house, or a market full of households.

"The Monkees." 58 episodes in color distributed exclusively by

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A division of Columbia Pictures Industries, Inc.

Pre-sold in 7 major markets: KBHK-TV San Francisco/WFLD-TV Chicago/WKBS-TV Philadelphia/
WKBD-TV Detroit/WLVI-TV Boston/KDNL-TV St. Louis/WDCA-TV Washington, D.C.

attack by challengers.

The report claimed that in contrast, Mr. Wells declined to use that yardstick in noncomparative renewal hearings, where charges were brought by citizen groups. "Mr. Wells was indifferent to virtually all concentration issues raised by station trading," the report goes on to say. He would not interfere with transfers regardless of the local, regional or national concentration-of-control issues involved, the report added.

In the instances where Mr. Wells wrote a majority opinion for the commission denying renewal, said the study, it was always on the grounds of technical failures, fraudulent commercial practices or misrepresentations to the FCC. He never voted for sanctions against large group broadcasters, added the report.

With regard to cable television, the report claimed, Mr. Wells "consistently" voted against cable operators or any expansion of cable service. He dissented in all cases involving a direct broadcaster/cable operator confrontation such as signal

importation or exclusivity protection and Mr. Wells dissented to even taking up the three major cable rulemakings (distant signal importation, federal/state/local state cable regulation and program availability) initiated during his tenure, noted the report.

With respect to the fairness-doctrine issue, Mr. Wells opted in virtually every proceeding (11) for lesser burdens on licensees and against citizen groups seeking greater diversity, said the report. In only two fairness-doctrine cases did Mr. Wells vote for the complainant. One case involved a political issue where then-President Richard Nixon had used prime time on five occasions to express administration views on Southeast Asia, and the other case was a nonproduct ad on the country's need for oil.

Another question raised by Mr. Kramer's study concerned Mr. Wells's commitment to equal employment opportunity and nondiscrimination. In the four years since Mr. Wells left the commission and has resumed "stewardship"

of the five Harris stations, said the report, those stations still do not have a single full-time minority employee in a top level position. The record for women is "scarcely better," added the report.

Mr. Kramer's study acknowledged that there are many possible answers to some of the issues raised. The point, it emphasized, is there are many important questions that still need to be asked.

BBDO weighs season that's about to start

It sees action, comedy on ABC, 'balance' on CBS, same mixture on NBC that worked in 1974-75

ABC-TV, trying to catch up in the approaching fall season, "is beefing up the two areas that are the most popular this season," increasing action/adventure/mystery to fill exactly half of its evening schedule and expanding situation comedies slightly. It's not particularly dominant on any night but is scheduling to gather strength throughout the week, and it "does have a particularly strong movie list this year and could find renewed strength in many movie time periods."

Those evaluations are from BBDO's new "General Information Report: Night-time Network Television," which it publishes annually for its client and agency personnel just before the start of a new season. This year's volume also includes these views on the other networks:

CBS-TV "has a balance of programming which the other networks do not." It "looks to be dominant on both Monday and Saturday night," and with a strong movie to follow *The Waltons* it might take Thursday night as well.

NBC "has the least over-all balance in programming" of all three networks but its proportions are about the same as those that succeeded for it during the past year: 50% action/adventure/mystery, one-fourth drama, one-fourth situation comedy and movies. Friday will again be its strongest night: "Other time periods are strong but no other night dominates the schedule."

Actually, BBDO's examination of network trends in scheduling occupies only three of the new volume's 148 pages, which predominantly are devoted to statistical reports on program types, for example: summaries of trends within the different types, production credits on all regularly scheduled prime-time shows and short summaries of such topics as Bicentennial program plans, prime access time and family-viewing time.

Over-all, the report said, action/adventure/mystery will be as strong as during the past year, occupying 40.9% of the nighttime schedule, while the rest of the time is divided 50-50 between general and family drama and situation comedies and movies. Movies, it notes, will be down by almost one-third, from approximately 30 half-hours a week to approximately 20.

In Brief

FCC may soon have as many as nine professional staffers working full or parttime on children's TV matters, according to letter from Chairman Richard E. Wiley to House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.). Mr. Wiley said he is in process of selecting full-timer in addition to five already "actively concerned." They are: Paul Putney, assistant chief, Broadcast Bureau; Johathan David, Broadcast Bureau; Charles H. Bell, Office of General Counsel; Lawrence Secrest, chairman's assistant, and Robert Blau, economist in Office of Plans and Policy. General Counsel Ashton Hardy is in charge of liaison between FCC and Federal Trade Commission on children's advertising matters. In addition, FCC has requested seven additional positions in Plans and Policy, two to be policy analysts "available as needed" to work on children's TV. ■ **FCC has modified signal carriage rules** to allow CATV systems to begin carriage of any TV station's late-night programs at sign-off of last local "must carry" station or at 1 a.m. Eastern or Pacific time and midnight in Central and Mountain time zones. Change was made to avoid problems of carrying late-night programming "in progress" or blanking screen until next show starts, as cable operators claimed present rules required. In letter to "stockholders and friends," **Lawrence Grossman, head of Forum Communications**, expressed determination to press fight for channel 11 WPIX(TV) New York. He called initial decision against Forum "disgraceful," adding: "We've turned the tide before and gotten WPIX's license renewal rescinded. If we live long enough, we expect to turn the tide again and get it revoked." Agreement to end contest between Forum and WPIX was rejected by FCC several weeks ago (BROADCASTING, Aug. 4). Commerce Department staff will report to Secretary Oct. 31 on **ways to reverse currently unfavorable balance of trade in telecommunications hardware** and to open doors to spread of advanced technology—two-way cable, for example—in this country. Project is headed by Betsy Ancker-Johnson, assistant secretary for science and technology. Staff held interviews last week with AT&T, Comsat, General Electric, Motorola and National Cable TV Association. ■ **National Association of Broadcasters** has petitioned FCC for reconsideration of cable rules as they apply to sports carriage. NAB says same-day rule will cause adverse impact on local sporting events as well as local broadcasters. ■ **Neil Vander Dussen**, RCA division VP, broadcast systems, given additional responsibility for international business in broadcast systems and for RCA Film Recording Systems at Burbank, Calif. **Jack F. Underwood**, division VP, mobile communications systems, also gets new international responsibility. Both international assignments were formerly handled by **Joseph F. Ulasewicz**, who has been named to new post of division VP, product operations, and will be responsible for broadcast systems division's product management and product engineering activities.

Business Briefly

MORNINGSIDE COLLEGE

LIBRARY

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campaigns for new products in upcoming months.

Escalation □ Ideal Toy Corp., New York, is expected to spend estimated \$9.36 million, most ever and predominantly in TV, in fall campaign starting this month. To be included: participations in prime-time and children's series and specials on all three networks, late-afternoon family shows on spot basis in 150 markets, reruns of "Evel Knievel" feature film in 50 markets. Company will also sponsor one-hour *Search for the World's Greatest Impressionist*, TV special, on spot basis. Ideal said fall campaign would exceed last year's—which other sources put at \$8 million—by 17%. It includes some print advertising, but company traditionally puts most of its weight on TV. In 1974 it spent approximately \$9 million in TV (\$3.3 million in network, \$5.7 million in spot), with over \$7 million of that total in fourth quarter. Agency is Helfgott, Towne & Silverstein, New York.

Jeep primed for push □ Latest in list of automobile manufacturers to begin placing spot TV schedules for fall line of cars is American Motors, which will sponsor campaign for Jeep, four-wheel drive vehicle, beginning Sept. 22. Spots will be fringe, prime time and sports 30's, will run for 10 weeks in most cities, aiming at men 18-49. Agency is Compton Advertising, New York.

Gleam in Firestone's eye □ Firestone Tire & Rubber Co., Akron, Ohio, reportedly is planning one-month TV campaign in 50-75 markets, starting mid-September. Sweeney & James, Cleveland, is agency.

Call again □ Southwestern Bell Telephone Co., St. Louis, is preparing fall television campaign that is expected to use approximately 135 stations throughout its area to promote long-distance calling, starting Sept. 8 and running through Dec. 28. Both 30-second and 60-second messages will be used. Campaign will encompass TV stations in Arkansas and Oklahoma and in St. Louis and Kansas City, Mo., and Dallas, Houston and San Antonio, Tex., areas. Agency: D'Arcy-MacManus & Masius, St. Louis.

Teens are target □ Warner Lambert's Listerex pimple cream (J. Walter Thompson, with media buys through Ted Bates) will blanket back-to-school radio market Sept. 8 for six weeks. National

buys have been engineered with ABC's American Contemporary and American FM networks, and additional spot buys have been placed in top 30 markets.

Pizza push □ Libby, McNeill & Libby, Chicago, for its Spread and Heat pizza, will conduct campaign on some 60 TV stations in 29 markets for 13 weeks starting Wednesday (Aug. 27). Vitt Media International, New York, is handling placement, buying household ratings with emphasis on women 18-49.

Day and night □ Fall campaign to launch new Aviance fragrance of Prince Machabelli division of Chesebrough-Ponds, being prepared by Advertising to Women Inc., New York, will likely raise eyebrows among family viewing advocates. TV spots will make up major part of \$2 million ad budget, largest for six-month-old agency founded by Lois



Geraci Ernst. Spots will feature housewife, in kitchen, stripping off apron and rubber gloves and singing "I've been sweet and I've been good, I've had a whole full day of motherhood," and then switch to housewife in bedroom, spraying on Aviance and singing "But I'm gonna have an Aviance night." Spots will be introduced on fall opening of CBS's *Cher* variety series.

Cake campaign cooking □ General Mills, through Needham, Harper & Steers, Chicago, is buying 30-second TV availabilities in 18 to 20 markets for Ring Cake Supreme cake mix. Campaign is targeted at women 25 to 54, is tentatively set to start Sept. 8 and run about four weeks.

One good turn □ Kimberly-Clark Corp., Neenah, Wis., has given Kelly, Nason, New York, account for several new products. KN has handled K-C's broadcast and print advertising for feminine hygiene products for past year, will be working on radio and TV

Pantyhose push □ Burlington, New York, will promote line of pantyhose through spot TV campaign set to begin in wide range of major and secondary markets Sept. 29. Spots will be daytime and fringe 30's, will run for four weeks, aiming at women 25-49. Agency: AC&R, New York.

Active agency □ Two other major AC&R accounts are backing spot TV campaigns for fall. Hathaway, men's shirt manufacturer, will be subject of campaigns for its dress shirts (four weeks, beginning Oct. 6) and line of golf shirts (four weeks, beginning Nov. 3). Spots in both cases will be daytime, fringe and sports 30's, with some prime time, aiming at men 25-54. AC&R is also placing spots for London Fog rainwear, with spots to run for two to four weeks beginning Oct. 20, also aiming at 25-54 male audience through daytime, fringe and prime time 30's.

Wine time □ Heublein Inc., Farmington, Conn., wine importer, will sponsor spot TV and radio campaign for two of its products, Vinya Rose wine and Lancer's. Latter is Portuguese rose, competing with Mateus, among others, and will be subject of spot TV campaign beginning Sept. 1. Flight will last for five weeks, will target men 25-49 through fringe 30's. Vinya Rose campaign on spot radio also will begin Sept. 1, and will run for four weeks targeting adults 16-34. Agency on both accounts is Marschalk, New York.

Reluctant no longer □ Hershey's, Hershey, Pa., once infamous as nonadvertiser, will sponsor spot radio campaign for three of its candy products, Chocolate Covered Raisins, Hershey's with Almonds, and Reese's Peanut Butter Cups, in long list of markets beginning next month. Flights will be one to nine weeks in length, will begin as early as Sept. 29 and as late as Nov. 10. Teens are targeted; Ogilvy & Mather, New York, is agency.

One medium turns to another □ Theater Television Corp., Los Angeles, is planning major national and spot radio and TV buys over next month to promote new movie called "Give 'Em Hell, Harry," film version of one-man stage show featuring

Broadcasting Aug 25 1975

5

WBTV
Presents

The Little Rascals in Charlotte

"I'd never admit it at contract renewal time, but these classics just seem to go right on and on, taking time periods right and left."

—JOHN A. EDGERTON
WBTV, Charlotte

#1 SUNDAY 12:30-1 p.m. with the entire family. Over half the Homes, Adults, Women—every category—watches the winner. More than doubles it's lead-in with Adults.

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

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James Whitmore as Harry Truman. Fifteen hundred theaters will show film simultaneously for three days (Sept. 24, 25, and 26). Last Wednesday (Aug. 20) company held what it called "the first closed-circuit TV-marketing presentation for exhibitors in the history of the motion-picture industry." Presentation reached about 1,600 theater owners in 27 markets (originating stations were WNEW-TV New York and KCOP-TV Los Angeles).

Long lead, long spots □ Flambeau Products Corp., Baraboo, Wis., through Chicago-based A. Eicoff & Co. ad agency, will test-market new line of plastic cutting boards in three-week spot-TV campaign (featuring 90-second spots) in Sacramento, Calif., and Portland, Ore., kicking off first week in October. Results will be applied to \$450,000 national TV-spot campaign planned for spring 1976 in such markets as Kansas City, New

Orleans, Indianapolis, Milwaukee, Memphis, Tampa and Orlando.

Border crossing □ Frank T. Ross & sons Ltd., Toronto, will introduce its Weldbond adhesive in U.S. on spot TV in two unannounced test markets starting in October, then plans to take it national via TV beginning in January. Budget reported at \$350,000. A Eicoff & Co., Chicago, is newly appointed agency for Ross.

Rep appointments □ Rust Craft's wsol(AM) Tampa, Fla., and wwol-AM-FM Buffalo, N.Y., have named GCI Sales as national representative. □ wqxi(AM) Atlanta and woxi-FM Smyrna, Ga., name Radio Advertising Representatives. □ wnic-AM-FM Dearborn, Mich., and KOZN(FM) San Diego name Buckley Radio Sales. □ KUDE-AM-FM Oceanside, Calif., name Savalli/Gates Inc. □ KLAZ(FM) Little Rock, Ark., names ABC-FM Spot Sales.

BAR reports television-network sales as of Aug. 3

ABC \$400,118,700 (29.8%) □ CBS \$486,019,400 (36.3%) □ NBC \$454,864,900 (33.9%)

Day parts	Total minutes week ended Aug. 3	Total dollars week ended Aug. 3	1975 total minutes	1975 total dollars year to date	1974 total dollars year to date	% change from 1974
Monday-Friday Sign-on 10 a.m.	108	\$ 602,800	3,387	\$ 19,497,700	\$ 13,810,600	+41.2
Monday-Friday 10 a.m.-6 p.m.	952	8,132,800	29,705	301,634,000	266,272,000	+13.3
Saturday-Sunday Sign-on-6 p.m.	219	1,928,500	8,970	131,214,600	118,086,900	+11.1
Monday-Saturday 6 p.m.-7:30 p.m.	97	1,737,700	3,056	71,802,000	64,001,300	+12.2
Sunday 6 p.m.-7:30 p.m.	11	105,500	482	11,119,600	9,381,800	+18.5
Monday-Sunday 7:30 p.m.-11 p.m.	400	16,521,000	12,163	710,247,200	677,177,400	+4.9
Monday-Sunday 11 p.m.-Sign-off	186	2,971,100	5,744	95,489,900	84,623,200	+12.8
Total	1,973	\$31,999,400	63,507	\$1,341,003,000	\$1,233,383,200	+8.7

BAR reports television-network sales as of Aug. 10

ABC \$410,591,900 (29.8%) □ CBS \$497,776,600 (36.2%) □ NBC \$466,473,400 (34%)

Day parts	Total minutes week ended Aug. 10	Total dollars week ended Aug. 10	1975 total minutes	1975 total dollars year to date	1974 total dollars year to date	% change from 1974
Monday-Friday Sign-on 10 a.m.	104	\$ 594,400	3,491	\$ 20,092,100	\$ 14,236,800	+41.1
Monday-Friday 10 a.m.-6 p.m.	973	7,943,500	30,679	309,577,500	273,888,000	+13
Saturday-Sunday Sign-on-6 p.m.	240	2,617,800	9,210	133,832,400	120,691,500	+10.9
Monday-Saturday 6 p.m.-7:30 p.m.	99	1,832,900	3,156	73,634,900	65,799,200	+11.9
Sunday 6 p.m.-7:30 p.m.	15	271,300	498	11,388,900	9,676,000	+17.7
Monday-Sunday 7:30 p.m.-11 p.m.	409	17,678,000	12,573	727,925,200	692,371,200	+5.1
Monday-Sunday 11 p.m.-Sign-off	187	3,901,000	5,931	98,390,900	86,820,400	+13.3
Total	2,027	\$33,838,900	59,325	\$1,374,841,900	\$1,263,483,100	+8.8

Source: Broadcast Advertisers Reports

When all the results were in, one was a Sigma Delta Chi Award.



Twice daily, five days a week, WSFA-TV airs editorials to thousands of Alabama viewers.

In one two-part series entitled "We Need a Jail," Editorial Director Jay Lewis graphically described the overcrowding, inadequate security and run-down conditions that plague the Montgomery County Jail.

The editorials led to immediate improvements, and to a Montgomery County Grand Jury recommendation a few days later that a new jail be built. The Grand

Jury report commended Editorial Director Lewis and the WSFA-TV news staff for their series, concluding with this comment: "The public interest is certainly well served by such accurate and informative programming."

The editorials also led to a singular honor for Jay Lewis: the 1974 Sigma Delta Chi Award for Editorializing on Television, one of only three awards given this year in the field of television journalism.

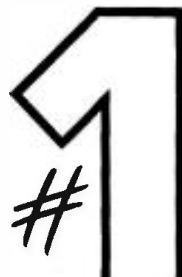
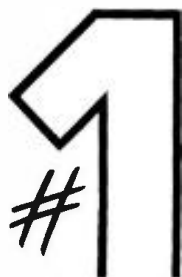
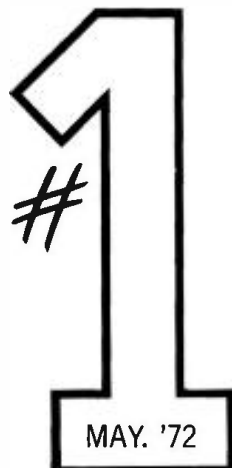
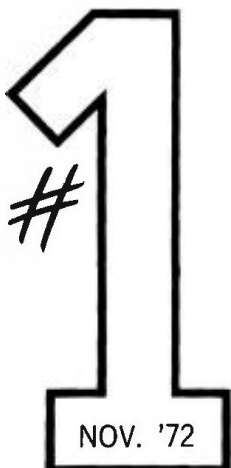
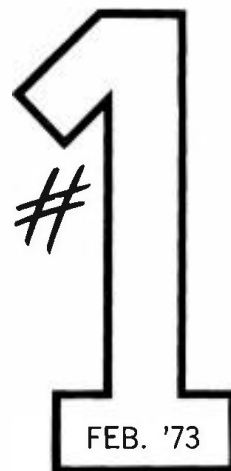
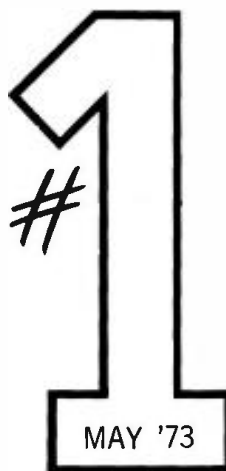
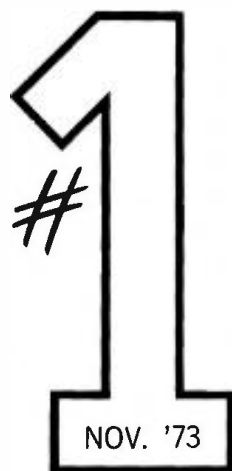
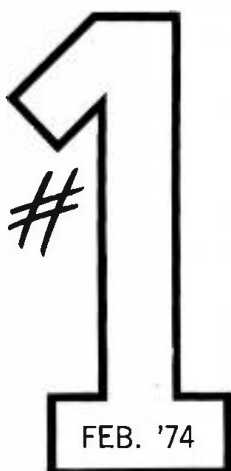
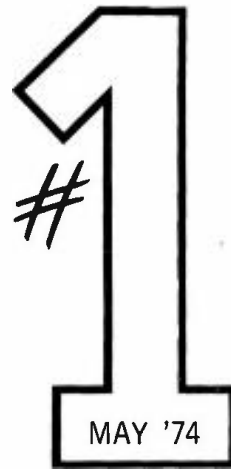
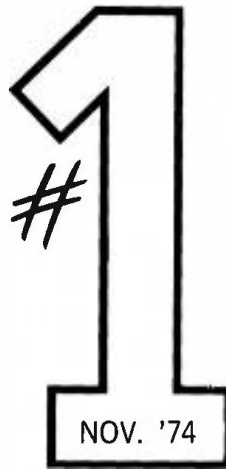
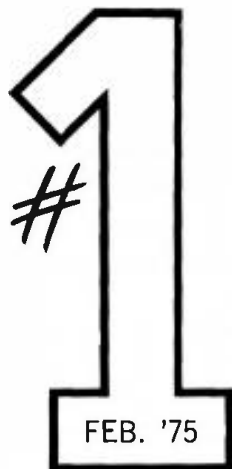
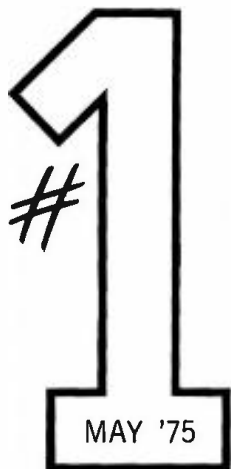
At WSFA-TV, we've come to expect results when we editorialize, but this one was especially gratifying.

Because we believe as long as we can speak our mind, all Americans will remain free to speak theirs.

WSFA-TV 12
MONTGOMERY



A STATION OF COSMOS BROADCASTING CORPORATION WSFA-TV, MONTGOMERY, ALABAMA
WDSU-TV, NEW ORLEANS, LOUISIANA WTOL-TV, TOLEDO, OHIO WIS-TV, COLUMBIA, SOUTH CAROLINA WIS- RADIO, COLUMBIA, SOUTH CAROLINA



It's a tradition for our 10 PM NEWS to be #1. In all the above Arbitron Estimates we were #1 in TV HOUSEHOLDS . . . TOTAL PERSONS . . . TOTAL WOMEN . . . TOTAL MEN . . . METRO RATING . . . ADI RATING. Need we say more?

TV 8
KCCI-TV • DES MOINES
A Broadcast Division of
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WNBC-TV's crash coverage epitomizes promise (and problems) of ENG (page 34).

Technological improvements have rewritten some tenets of TV newsroom operations, but the basics of broadcast journalism still apply. Where time is a factor, innovative approaches to getting the story count. When thoughtful treatment of local issues demands insight, research is primary. Whether meeting Vietnamese refugees on an airstrip, uncovering questionable business practices or spotting a trend in lifestyles, TV newspeople showed it to the viewing public—and increasingly they showed it live. As the country gears up for the Bicentennial celebration, the people themselves are making news—are being seen and heard more often on local public affairs shows; the “town meeting” format is becoming TV’s version of popular democracy. Easing out of the Watergate era, local government remains under close scrutiny and investigative reporting enjoys continued attention, even respect. Regional networks are bringing common issues into focus and multiple city arrangements give election coverage added impact. Inflation fighting tips have worked into established formats, as weekly or daily features on many news programs. Consumer survival reports surface in every form, from extended documentaries on medical services to special reports on welfare, transportation and aging. The move from studio to newsroom has met with success in a number of stations. Outside the studio, ENG mobility is the last word.....

... and now the news

Documentaries

There was continued emphasis this year on the minidocumentary or "magazine journalism" approach to local news with minicam capabilities and expanded time formats making way for nightly documentaries and in-depth follow-up stories. Investigative reports merge with public service newscasting when inefficient or unlawful practices are revealed to viewers. To tie together the piece-work that goes into daily news coverage, documentaries remain the predominant format.

Findings by a WCVB-TV Boston investigatory team were compiled in a documentary and aired in April, titled *A Slow Death*. The asbestos-related deaths of more than 20 workers can be attributed to health dangers in two Massachusetts plants, the report showed. Both companies refused to allow the station's representatives to enter their plants, but through conversations with the employers, workers and health officials, the special uncovered inadequate protective measures, management's failure to compensate disabled workers and, paradoxically, the decision of endangered workers to stay on the job despite the many hazards.

A practical problem and an emotional issue on the local level is the shortage of replacement canning lids. WZZM-TV Grand Rapids, Mich., interviewed gardeners, small farmers, housewives, supermarket owners and the state assistant attorney general in charge of Michigan's investigation into the lid shortage. A day-long visit to the Ball Corp. in Muncie, Ind., was in-

cluded in filming for the documentary, *The Case of the Missing Lids*, which aired in July at the height of the local controversy.

KDKA-TV Pittsburgh newsman Bill Burns and cameraman Ed Romano were the only news personnel aboard the first flight of Vietnamese refugees flown to Fort Indiantown Gap in Harrisburg, Pa. The flight from Guam stopped for refueling in San Francisco, at which point the KDKA-TV news team met the plane and obtained clearance, on a space-available basis only, to board for the continuation of the flight. Waiting at the Harrisburg airport, where the KDKA-TV news crew had been kept guessing as to whether Messrs. Burns and Romano had made it, Governor Milton Shapp stepped forward to greet the refugees and, first out of the plane, the KDKA-TV team. Follow-up reports included the adjustment of the refugees to new homes, efforts to find them sponsors and the birth of the first baby at Indiantown Gap. A half-hour special, *The Refugees: People in Search of a Country*, aired the day after their arrival.

KPIX(TV) San Francisco claims an exclusive in connection with the same story: It was the only station covering the event live when the first planeload of Vietnamese orphans landed there.

In May, travelling well beyond its coverage area, WCTV(TV) Thomasville, Ga., filmed the arrival of the first Vietnamese refugees at Eglin Air Force Base, near Fort Walton Beach, Fla. A two-part report studied the logistical preparations being made and a typical day in the life of a selected Vietnamese family.

A novel approach to consumer reporting was the brainchild of WNBC-TV New York's producer Ricki Stofsky. She

devised a board game on the order of "Monopoly," called it "The Bureaucracy Game" and sent the fictitious "Buckless" family through a maze of red tape en route to obtaining food stamps. The graphic demonstration made understandable the complexities of seeking financial assistance from government agencies.

The live TV accounts in shocking visual detail of the June 24 plane crash at JFK International Airport brought media critics to their feet with charges of sensationalism. The accident, which claimed 114 lives, occurred at 4:08 p.m., and that evening's news reports carried vivid scenes of the wreckage and the injured survivors. WNBC-TV New York presented live reports from a minicam unit on the runway, beating other units by 90 minutes. Another minicam crew picked up from Jamaica hospital, Long Island Jewish hospital, Mary Immaculate hospital, the Medical Examiner's Office in Bellevue hospital and from the Eastern Airlines terminal at the airport.

Alcohol abuse by minors was the focus for a documentary by WNGE(TV) Nashville, titled *The Cheapest High In Town*. Teen-age drinking as a replacement for drug use seemed a potential social problem and the station's early research confirmed the trend. Interviews with teen-agers were filmed without revealing identities—focusing on the speakers' hands, which, if not an original technique, proved an effective way to reveal emotions. The accessibility of alcohol to minors was documented by filming 15-year-olds purchasing beer in several local stores without being required to show an I.D. Interviews with police officials, parents of a youth accidentally killed by another drinking teen-ager, a clinical psychologist, a liquor industry spokesman, a teen-age alcoholic and a dorm supervisor at a corrections school rounded out the 30-minute program. Public apathy surfaced as a problem, confirmed in one sequence which showed the high school principal stressing there is no drinking problem on his campus; in the same school parking lot, on a tip from some students, the WNGE photographer filmed beer can litter, accumulated "during lunch break."

August is "Substance Abuse Month" at WKBD-TV Detroit. Rehabilitation experts appear in panel sessions on regular programming and a two-part documentary by WKBD-TV deals with drug treatment facilities and alcoholism in the Detroit area.

A five-part documentary series by WBZ-TV developed out of Boston's most important news story last fall. South Boston, where public outcry against busing was strongest, became the focal point for *Southie*, designed "to tell the story of South Boston that had not been told . . . to explain the make-up of the 40-thousand people who lived there, a great majority of whom had not taken part in anti-busing activities." For more than a month, newsman Steve Schatz laid the groundwork for *Southie*, in neighborhood homes, bars, places of business and on the streets. The



Disaster duty. With conditions at their worst, broadcast journalists rise to the occasion sometimes producing their most remarkable coverage. Approaching within 500 feet of the blaze after a Liberian oil freighter and an American ship that collided in the Delaware river, KYW-TV Philadelphia newsmen risked the danger of further explosions. Newsfilm was processed and ready for airing on NBC's *Today Show* five hours after the accident.

five segments, once aired, were well received, prompting the station to compile them in a 30-minute special report.

Taking a cue from the movie "Jaws," WCIX-TV Miami found, by checking with South Florida lifeguards, that the wave of popular indulgence in cinema myth has reached tidal wave proportions. Although beaches are as crowded as ever, the number of bathers venturing into the surf has dropped dramatically. This finding prompted a series of reports by reporter Diana Lee, who went shark fishing, donned a wet suit and gave a first-person account.

Another WCIX-TV feature involved reporter Allan Hoffman, who found a local private blood donation center was over-bleeding donors. Federal law limits the amount of blood that can be taken from a person weighing over 175 pounds to 1,200 milliliters. Apparently this center was taking as much as 2,000 milliliters, which Mr. Hoffman reported on the air. The next week, in the company of a photographer and two representatives from the health department, he visited the center; Mr. Hoffman was beaten by the owner, sustaining cuts, bruises and loss of blood. As a result of the reports, WCIX-TV says the center is now closed and Mr. Hoffman's assault-and-battery charge is still pending.

Sensing a scoop in Mayor Paul Soglin's tour of Cuba, WISC-TV Madison, Wis., general manager George Stantis sped a reporter-photographer team through the red tape to secure visas and passports. Arrangements were made to ship film through the CBS News Mexico City bureau. However, only one of three scheduled shipments made it to WISC-TV, due to a Cuban secret service mishap. Telephonic reports were broadcast and, on their return, the documentary, *Soglin y Cuba: A Journal*, aired in prime-time.

The International Women's Conference June 25-July 4, last drew KPIX(TV) San Francisco to Mexico City. Reports on daily events and sidebars on various issues were cycled to the four other Group W stations and, by focusing on the California delegation, KPIX provided unique coverage to the Bay Area.

A federal grant and cooperation from the Arkansas League of Women Voters backed KAIT-TV Jonesboro, Ark., in researching an ecological problem that claims priority status in rural areas. *Trash: A Resource Out of Place*, required six months of research and two weeks of shooting, focusing on KAIT-TV's coverage area but taking in other parts of the state. The film has been seen by students of six colleges and universities and in 35 public schools.

Three documentaries produced by WBRZ-TV Baton Rouge, La., were based on contributions by Louisianians to the development of other states and countries. In an ambitious effort for a medium-size station, crews were dispatched to Managua, Nicaragua, to do a story on the rebuilding of the earthquake-shattered city; to the Amazon jungle of northern Peru for an hour documentary on the explorations for oil; and to Alaska for an



In-depth coverage. WCIX-TV Miami proved the power of suggestion by following a hunch from the beaches to the water. Since the movie "Jaws" was released, the station reports, the number of bathers who actually go in the water has dropped dramatically. Reporter Diana Lee's series on sharks included a first-person look from a shark cage.

hour documentary on the North Slope oil drilling and the Alaska pipeline. Many Louisianians are involved in Alaska, the station pointed out, as a result of their experience in the state's Atchafalaya swamp country where oil was discovered years ago. The documentaries told the stories of the lives and work of those involved, the effect the sudden influx of workers, material and money is having on frontier and foreign areas and the construction and drilling projects themselves.

Local politics have taken on added interest nationally in the post-Watergate era, but the Baltimore county executive race claimed special significance. The last two elected officials to that office were Dale Anderson, currently serving a federal prison sentence for extortion, bribery and conspiracy, and former U.S. Vice President, Spiro T. Agnew. WJZ-TV Baltimore presented a live debate Nov. 1 between the two contenders for the post last year and paid special attention to the Maryland general election, with the governor's former wife, Barbara Mandel, as guest commentator.

Post-Watergate reaction has prompted sometimes zealous attention to evidence of corruption. Stopwatch and silent camera in hand, WTAJ-TV Altoona, Pa. newsmen Jon McClintock and Ed Rose set out to prove that inefficiencies of local municipal workers were costing the city heavily. By chronicling the comings and goings of workers each day, a consistent pattern of extended coffee-breaks was uncovered, the streets director was confronted and the result was a tightening of work policy. Letters to the station, "mostly favorable," have prompted numerous suggestions for similar features.

Bob Kaplitz, reporter for WFMY-TV Greensboro, N.C., has won two major awards and has been nominated for

several others for his investigations into allegations of corruption in the High Point, N.C., police department. His persistence forced a government investigation and ultimately the police chief's resignation. News Director A. Rabun cites one complicating factor: a \$7.5-million lawsuit filed against the station. "Of course," he says, "that has since been dismissed."

Some of the most damning evidence on the affairs of Florida State Treasurer Thomas O'Malley was reported by WPLG-TV Miami's Clarence Jones. Mr. Jones was the first to report a grand jury's finding of a \$40,000 slush fund which, with other disclosures, led to Mr. O'Malley's impeachment and resignation.

WMAL-TV Washington takes credit for triggering the investigative reporting that culminated in the resignation of Representative Wilbur Mills as chairman of the House Ways and Means Committee. Exclusive film footage shot by Larry Krebs, the city's only roving night cameraman-reporter, broke news of the Tidal Basin incident nationally, pursuing the story from his eye-witness account to park police headquarters, and from officials' silence to denial to confession of the facts as Mr. Krebs reported them. The exclusive film was later released to ABC, CBS, NBC, Television News Inc. and to the wire services.

Even before it was announced that President Ford would attend the opening of the Bicentennial at Boston's Old North Church, WBZ-TV has received permission to televise the Lantern Service there, which annually commemorates Paul Revere's historic ride. The broadcast, including the President's address, was carried live by WBZ-TV in a program titled *The Bicentennial Begins*. The White House later screened the program on a closed circuit system and the American Revolution Bicentennial Administration has produced

copies of the WBZ-TV tape. Logistics behind the broadcast involved a 30-person crew, four cameras, two fixed inside the church and two portables, and re-lighting of the church, inside and the exterior-front. Total cost of the project was approximately \$10,000.

Another WBZ-TV story to gain national recognition was the October interview with Senator Edward Kennedy in which newsman Steve Nevas questioned the senator regarding the 1969 accident at Chappaquiddick bridge. The subsequent hour-long program was the first and remains the only televised discussion the senator has agreed to, having turned down network requests on the subject.

The first impeachment trial in the history of the state of Florida afforded WCTV(TV) Tallahassee the opportunity for innovative reporting. The Florida bar gave the station a first place award (in the major market division) for the best spot coverage of legal news. With no cameras permitted, coverage of the trial was accomplished through a series of color sketches made by a local freelance artist, with voice-over narration by correspondent Dan King.

When it came time for a bail review in the Springfield, Mass., case of two men accused of running a drug factory and pushing hard drugs, a news judgment made by WWLP(TV) entered into the judge's decision. The station filmed the arraignment, and the men directed obscene gestures at the cameras. WWLP broadcast the film and received calls of complaint. But the next day in court, the judge announced, "I saw your performance on television last night, and if I had my way, I'd raise your bail . . . not lower it. Motion denied."

Stations in the New England states formed networks to cover live the protest of their governors to President Ford on impending oil tariff legislation in January. Within 24 hours of hearing of the governors' mission to Washington, WBZ-TV Boston coordinated crew transportation, equipment rental, special telephone lines and technicians, and fed the broadcast simultaneously to WWLP-TV Springfield,

Mass.; WJAR-TV Providence, R.I.; WCSH-TV Portland and WLBZ-TV Bangor, both Maine. WCVB-TV Boston originated an hour special on its six-station regional network and followed up with a live remote telecast from Washington of the President's rejection of the governors' bid. Stations receiving that telecast, *Crisis in New England: the Governors Speak*, were WJAR-TV Providence, WMTW-TV Portland, WABI-TV Bangor and WAGM-TV Presque Isle, all Maine, and WZFX-TV Burlington, Vt., all members of the network. Also joining the telecast were WFSB-TV Hartford, Conn., and WVOH(FM) Tisbury, Mass.

What started out to be a routine feature on a Toledo dating firm turned into a series of investigative reports by WTOL-TV there, resulting in a suit filed against the firm by the Ohio attorney general. A number of the state's consumer protection laws were violated by the dating services, as revealed in WTOL-TV's special, *The Punch-Card Affairs*.

A five-part special on Mississippi's Parchman prison facility was, in relative terms, a major undertaking requiring unusual commitment of time and resources. WDAM-TV Hattiesburg, Miss., devoted two of its five-member staff and two days of shooting film to record conditions at the 22,000-acre prison farm. Only a third of what they filmed was aired and the cost, for plane transportation, film and payroll, was considerable given the station's news budget. But, according to reporter David Wilson, the reports on the facilities, vocational rehabilitation programs, farming operation, maximum security and death row, registered favorable viewer response.

Record marijuana busts in New Orleans were reported in June 1975, and police there said the city was being flooded with grass coming in on clandestine flights from Mexico. WWL-TV New Orleans sent a news team to trace the "Mexican Connection," which emerged as a documentary covering the search and destroy mission on marijuana fields in southern Mexico where the film crew was under fire at one point, and an arrest at the border where trained dogs sniffed out contraband.

A three-part news and editorial series of KCAU-TV Sioux City, Iowa, *The Great Grain Robbery*, revealed scandals and evidence of corruption within the grain industry. Public response in the Sioux City area was immediate in calling for a thorough investigation of the industry's policies.

In response to local concern about the rising rate of drunken driving, WRAU-TV Peoria, Ill., ran a series of specials on the subject. As a result, federal funding was granted a project called "Operation Dri-Roads," implemented by the Illinois Department of Transportation. Station president Bob Rice evolved into a mediator role between various groups, eventually successful with help from WRAU-TV, in designing a program to decrease the over-all incidence of drunken driving, cut down on repeat drunk driving arrests and to rehabilitate intoxicated drivers in the Peoria county area.



Have a cigar. Last minute arrangements, including passports and visas, enabled WISC-TV Madison, Wis., reporter Tedd O'Connell and photographer Kirk Stantis to accompany Madison Mayor Paul Soglin on an "unofficial fact-finding" trip to Cuba. Mr. O'Connell's five-day trip ended with a midnight meeting with Premier Fidel Castro. A documentary, *Soglin y Cuba: A Journal*, followed the scoop by the smaller-market station.

Disasters

Disasters aren't only the stuff of Hollywood epics; they're a natural for television news. Covering them and responding to them, however, require much more of a station than the mayor's monthly press conference does.

Intense heat and choking fumes compounded the danger of explosions as KYW-TV Philadelphia covered the collision of a Liberian oil freighter and an American ship in the Delaware river. The raging fire that followed the explosion burned on for two days, spreading to the main dock of the B-P oil refinery at Marcus Hook, Pa. KYW-TV's team, cameraman Joe Vandergast and sound/light technician Paul Dowie, got within 500 feet of the blaze. The accident precipitating the explosion and fire occurred at 12:30 a.m. By 5:30 a.m. the film was processed and ready for airing on NBC's *Today* show.

When hurricane Fifi struck Honduras late in September, the Tampa Bay area in Florida became an important staging and departure center for relief supplies and personnel. Leaving on the first plane out of Tampa, and supplying exclusive coverage from the scene, were WFLA-TV reporters Phil Dean and Roscoe Glisson. Their coverage was useful to those viewers with relatives in the area and to assess the needs of the Honduran people, relaying messages by shortwave radio in several instances.

A telethon to aid the hurricane victims was staged by WNJU-TV Linden-Newark, and its sister station, WXTV(TV) Patterson, both New Jersey, which serve the 1.8 million Spanish-speaking residents of New York. An eight-hour special, *Give A Helping Hand to Honduras*, was the sta-



Cartoon editorials. What began as the exclusive property of print media, the editorial, has become an integral part of broadcast news. WTVQ(TV) Lexington, Ky., has an innovative approach to editorials via cartoons, aired for 30 seconds over an appropriate musical bed.



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tions' first combined effort and raised over \$138,000 for the Hondurans.

And it was only days after Hurricane Carmen struck the Louisiana coast, hurricane Fifi hit Honduras. The same news team covered both disasters for WWL-TV New Orleans and film footage helped make comparisons.

An overview broadcast during the height of Alabama's stormy season, *Tornado: Seconds for Survival*, defined the intensity of the storms and explained what to do if a tornado watch is issued. The WSFA-TV Montgomery documentary was part of a community involvement series designed to point up local problems and suggest solutions.

Tying together reports from exactly one year previous when tornadoes swept across Indiana killing 47 people, injuring nearly 900 and creating damage totaling almost \$300 million, WISH-TV Indianapolis covered the April 2 tornadoes this year with a special program. Three film crews were dispatched throughout the state to record progress made in rebuilding the ruined areas, and the five-and-a-half-hour tornado siege of 1974 was reviewed.

Consumers

Solution-oriented TV journalism has its gratifying moments when, after researching all sides of an issue, newsmen can anticipate a problem and bring about corrective action.

At WNEM-TV Saginaw, Mich., a documentary special on child abuse had substantive results, according to producer Mel Serow. *Suffer the Little Children* focused on the dual problem of getting parents to admit the child abuse and getting others to report suspected cases. Three new chapters of Parents Anonymous were formed in the area, where there had been only one, and reports to the Social Services Department were dramatically increased immediately after the program aired.

Virginia's new Child Abuse Reporting Law gave WDBJ-TV Roanoke reporter Tom Hendrick a different angle on the same subject. The increase in calls reporting suspected abuse cases demonstrated the

need for an increase in personnel to check them out. Seven weeks of overtime work went into production of *Where's The Rhyme, Where's The Reason?*, turning up the fact that, although the state would have paid 80% of the salaries of the necessary new employees, the city did not fund any new positions. City officials re-evaluated the need for more case workers after several hundred phone calls from viewers prompted the station to run the documentary three times. Video-tape cassettes of the program are to be used in training welfare staffers.

In Cincinnati, parents who had tried for years to bring about needed repairs in the building where handicapped children are schooled, achieved aid through the efforts of WLWT(TV) there. Inadequate facilities, lack of safety equipment and minimal scholastic standards at the Condon School for the Handicapped were exposed in a special report by WLWT's John Getter, followed by a series of progress reports. As a result, pressure was brought to bear on the board of education, which has given unanimous backing to a \$12 million bond issue to be voted on this November. If approved, the funds will provide \$8 million to replace the school and \$4 million to upgrade a similar institution.

After WKY-TV Oklahoma City uncovered the disconcerting facts regarding high-rise apartment safety codes, concluding "that the recent boom in high-rise construction had outstripped life safety," the news team set out to find solutions. The apartment owners refused to confront the problem, and the city building code commission would not meet. After three months of research, *Smoke and Steel* was written and produced by WKY-TV's special projects director, Bob Dotson. The immediate response was heightened public concern and seminars with experts to explore the problem. Seven months later, Oklahoma City had its first high-rise fire safety plan, with a resolution signed by the mayor, commending Mr. Dotson for his "outstanding journalistic achievement and objective reporting," which "not only pointed out the dangers of fires in high-rise buildings, but offered valuable solutions for the prevention of such disasters."



Matter of taste. Consumer reports on WFAA-TV Dallas/Fort Worth turned up some shocking hamburger statistics. The quality of ground meat, not subject to state or city controls, was detailed in a five-part consumer series titled *Germburger?*

An expanded news format at WKYC-TV Cleveland allows for bi-weekly features within the 90-minute newscast, including a consumer ombudsman service, that claims to have saved or refunded \$350,000 since October 1974. A five-part series on the need for an emergency medical service, *Who Will Come For You?* resulted in action by the Cleveland city council to pass legislation establish such service. *Crime: The Complete Picture* is another instance of WKYC-TV getting results, including closing the store that supplied 90% of the handguns involved in homicides in the area. The city council ultimately passed legislation outlawing "Saturday night specials."

Among stations digging behind the headlines of national economy stories, WFAA-TV Dallas/Fort Worth came up with an innovative series to combat consumer rip-offs. Byron Harris, former ABC-TV news producer in Chicago, was named consumer reporter and began his investigations with a four-part report on the quality of hamburger sold in the station's coverage area. *Germburger?* incorporated lab tests for bacteria and fat content, named stories and assigned ratings—uncovering the fact that there are no standards for quality control of ground meat by the city or state.

How to Out-Fox Inflation, five-part documentary produced by the Corinthian stations (WISH-TV Indianapolis; WANE-TV Fort Wayne, Ind.; KXTV(TV) Sacramento, Calif.; KOTV(TV) Tulsa, Okla., and KHOU-TV Houston), went beyond the "how to save money" approach. Reports on consumer survival at home, at the bank, at the department store, on the road and in the supermarket included analysis of changing shopping habits, the store brands versus name brands controversy and the supermarket psychology used to stimulate impulse buying.

A similar service in a different format is



Relief mission. Roscoe Glisson (l), reporter for WFLA-TV Tampa, Fla., shares makeshift seating with relief worker and camera gear on flight into Honduras immediately after Hurricane Fifi struck in late September. With the aid of a station engineer/ham radio operator, reporters Phil Dean and Glisson became intermediaries, relaying needs of the affected Hondurans back to officials in Florida. Three days later WJTV-TV Linden-Newark and sister station WXTV(TV) Patterson, both New Jersey, staged a telethon to aid the hurricane victims, raising over \$138,000.



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KPIX to Mexico City. Reporter Lynne Joiner at the International Women's Conference June 25-July 4, represented the only Bay Area station to cover the conference and supplied special reports to the other Group W stations as well.

provided by KTAR-TV Phoenix, which programs a two-minute news feature, *Dollars & Sense*, twice a week within the evening news.

A strong dose of documentaries on health care this year reflects growing concern with malpractice and medical insurance plans, rising medical costs and stagnant legislation in Congress calling for a national health insurance. WWBT(TV) Richmond, Va., went inside a mental institution to film conditions there, and produced a special titled *When Can I Go Home?* Institution officials were reportedly reluctant to discuss the poor conditions existing there, but the station secured enough footage to put together a winning hour program—it brought the station its fourth Douglas Southall Freeman Award in six years.

Jorie Lueloff, WMAQ-TV Chicago anchorwoman, has gained recognition for her research and follow-up work on Chicago-area hospitals' recall of patients treated during the late 1930's to mid-1950's for tonsil, adenoid, thymus and acne problems by a radiation method linked to thyroid cancer. A series of Ms. Lueloff's reports culminated in a half-hour program, *Another Kind of Recalls*, in April. Since November 1974, nine Chicago area hospitals recalled close to 4,000 patients who received the treatment and doctors and hospital administrators who originally rebuffed Ms. Lueloff, have since praised her work.

A Detroit newsman's personal medical problems were the take-off point for a series of reports concerning radiation treatments as a possible link to cancer. WWJ-TV's Robert Vito noticed a small lump on his neck which turned out to be a malignant thyroid tumor. He had undergone radiation treatment in 1943 at the age of five. Operated on this summer, Mr. Vito's entire thyroid gland was removed and his experience has led him to investigate and report on the potential radiation hazard to others like him. Film of his operation was included in a report on cancer and, as a direct result of his broadcasts, follow-ups on patients treated years ago with radiation have been ordered by one local hospital and 3,000 documented calls have been received by WWJ-TV from people concerned about their similar histories.

WRC-TV Washington reporter Lee McCarthy followed a tip from a member of a congressional committee investigating the possible existence of cancer-producing agents in drinking water. Obtaining a copy of the confidential report, Mr. McCarthy found the suspected carcinogens were reported most common in the drinking waters of Cincinnati and New Orleans. He went to those cities, broke a four-part special report on the NBC-owned station and a three-part report for the network's *Nightly News*.

Their idea is only two months old and the pace of legal work means delayed results, but a WKRC-TV Cincinnati consumer service has already registered tremendous viewer response. A weekly series, *Thursday's Child*, features interviews with children in area foster homes and invites interested viewers to contact a welfare-adoption agency. Children up to age 13, harder to place than infants for whom there is a two-year waiting list, have appeared on the feature and both WKRC-TV and the agencies report a surge of callers.

A straightforward consumer service, billed as a sort of "television *Wall Street Journal*," is KDNL-TV St. Louis' *Financial Observer*, broadcast on market trading days from 9:30 a.m. to 3 p.m., providing continuous stock exchange information. Interviews on local business topics and a livestock price report are of interest to the station's rural cable TV viewers.

A package of consumer-oriented features and special reports, billed as "news you can use," is part of WJBK-TV Detroit's hour of local evening news. Trouble-shooter reports often managed to get some redress for the aggrieved consumer; *Your Money's Worth* and *How to Fight Back* have touched on appeals for property tax assessments, zoning changes and other community problems.

Political

A trend to the regional focus in news presentation was evidenced especially in political coverage.

In Huntington, W. Va., WSAZ-TV gathered candidates for mayor in Ohio, West Virginia and Kentucky cities for a three-and-a-half-hour unsponsored election special. Co-produced by the League of Women Voters and WSAZ-TV, *Town Hall: Decision '74* pre-empted a network football telecast and the station's prime-time-access program.

KYW-TV Philadelphia prepared for months in advance of its election-night coverage. Its *Decision '74* was a six-hour broadcast of Delaware, New Jersey and Pennsylvania returns, with reports originating from six remote units, and on-air computers instantly tallying votes.

Coverage of the general assembly in Raleigh, N.C., was carried throughout the session, January through July, by WRAL-TV. The station set up a remote studio at the North Carolina legislative building to carry live daily reports, special committee meetings and events, such as Alabama

Governor George Wallace's address to the assembly.

On election night in Houston, KPRC-TV's electronic news gathering apparatus went into service, reporting live from three campaign headquarters scattered around Houston. To cap the evening, an impromptu interview with County Judge Bill Elliot, whose upset defeat was the major news story, was done in his den with the live KPRC-TV picture visible on the judge's TV set in the background.

Acting as a link between local government and the public, WMC-TV Memphis broadcasts *The Mayor's Action Center*, a cooperative effort with the mayor's office to receive and follow-up on citizens' complaints.

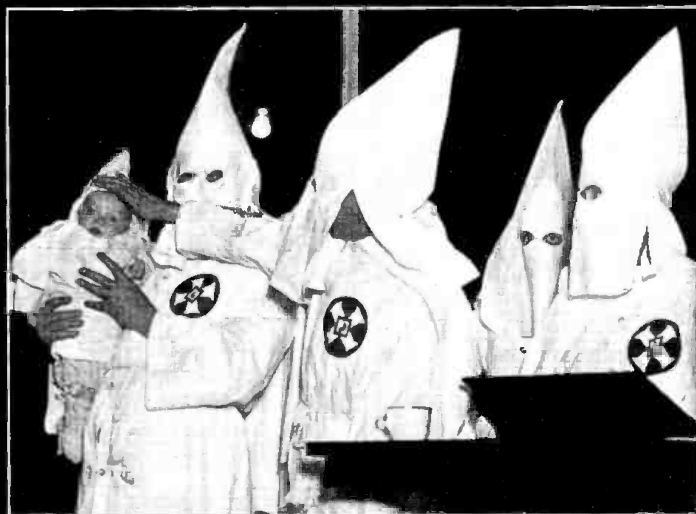
WOTV(TV) Grand Rapids tapes *Michigan Forum* once a month with the participation of Governor William Milliken. Two reporters and a TV monitor join the governor on the set; some 15 filmed questions from residents throughout Michigan are presented on the monitor for his response. Five stations cooperate to bring off the monthly *Forum*: WJIM-TV Lansing; WJRT-TV Flint; WPBN-TV Traverse City; WTOM-TV Cheboygan, and WLUC-TV Marquette, each forwarding half a dozen questions to WOTV. The copies of the show are sent to the six participating stations and aired within a few days.

WBTV(TV) Charlotte, N.C., employed a variation on the town meeting format for its public access feature, *On the Square*, in which a roving reporter and photographer travel to one of several towns in the Charlotte market to let the people on the street have their say.

Similarly, *Mass. Reaction* provides an open forum on WNAC-TV Boston, where reporters serve as catalysts and the studio audience is allowed to determine the program's direction, challenging news stories



Maternity report. Co-anchor of WEWS(TV) Cleveland's afternoon news and co-host of the *Morning Exchange* talk show, Liz Richards, shared the joy of her pregnancy with viewers up to eight hours before giving birth. What would formerly have been a controversial display of womanhood, her progress reports were appreciated by the vast majority of WEWS viewers.



THE BETTMANN ARCHIVE

A little bit of history most people would rather not face.

In 1863 Lincoln freed the slaves. On paper.

But Black Americans had to fight for years for the simple dignity and freedoms our Founding Fathers said were theirs by self-evident truth.

Their trial and torture, their struggle for the basic Rights of Man—and the malignant hatred they faced—are ugly, valid facts of American history.

Many people prefer to ignore them. But can we afford to?

In "Not By The Sword," the first and only documentary history of the NAACP produced for television in

America, we sought to remind our viewers of their past. To recount the efforts and accomplishments of the NAACP in achieving equality for Black Americans. And the odds they had to overcome.

This special was one of several on racism we created and produced locally in San Francisco (although in this case, we also journeyed to New Orleans to interview Roy Wilkins).

Other such specials include "Gam Saan Haak," a six-part history on the Chinese in California. A 3-part story "Racism," past, present and future. And "A Reason to Remember," a historical

review of the Japanese-American Internment during World War II.

All were broadcast in prime time. And more will follow them in the future.

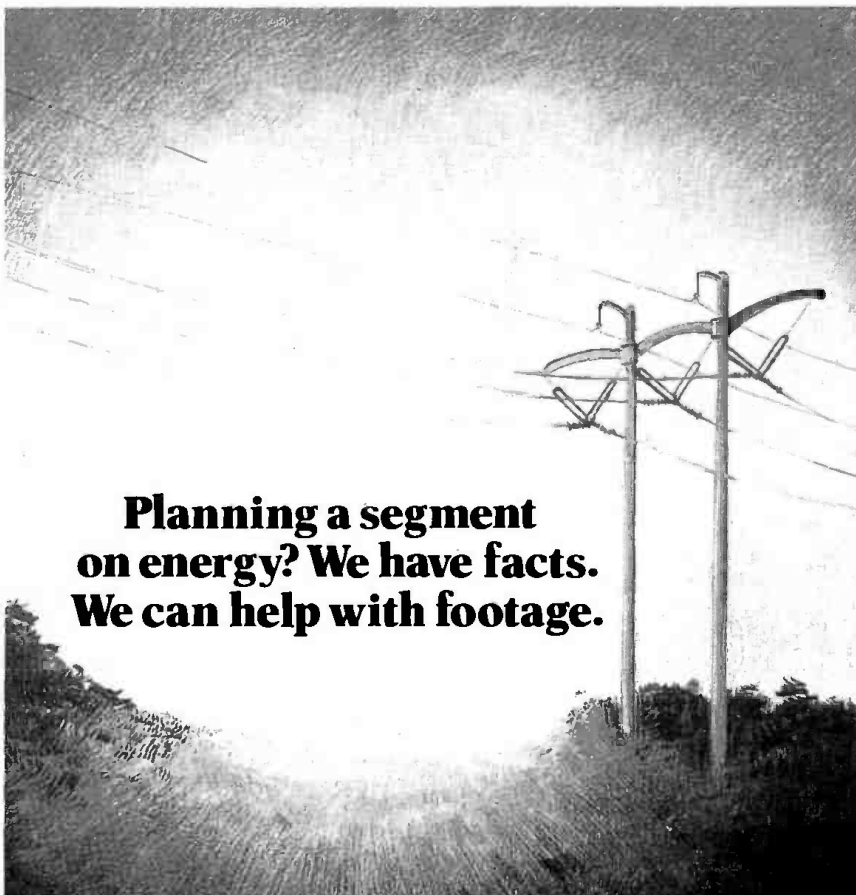
Such specials are our effort to fulfill the responsibility we have as broadcasters: To present programming which reflects the cultural diversity of our audience. Not minority programming.

But programming of, by and for the people who make us possible.

All of them.

KRON-TV

NBC for the San Francisco Bay Area



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We'll give you fast, accurate answers to your questions about electric power, and we can provide news sources, contacts and information on locations for electric energy footage. Visit our booth at the RTNDA Convention in Dallas, September 15 to 19.

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Paul Wagner
Edison Electric Institute
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Jim Sasser
Underwood, Jordan Associates
230 Park Avenue, New York, N.Y. 10017
(212) 683-4700

and offering opinions. Past programs have dealt with abortion, medical malpractice, school desegregation, pornography, welfare, sexual equality and other sensitive subjects.

Some of political Washington's most heated discussions take place on WTOP-TV's half-hour *Town Meeting* each week, when 30 to 50 panelists take sides on an issue. Co-anchors Max Robinson and Gordon Peterson moderate the group, which has on occasion included members of Congress.

Aiming for more than routine coverage of a presidential visit to its state, WLOS-TV Asheville, N.C., extended its medium-size news department to cover both the hard news and the human side of the story. Spreading out to four cities, the news teams covered Mr. Ford's speeches and scheduled events and additionally filmed reports of a child's impressions of the visit, an AM radio announcer's special reactions as a member of the media, the mayor of Greenville's insights and other "human-angle" interviews.

Special interest

Special-interest news programming continues to serve minority elements of the community, often filling the related need to engage minority personnel in the fields of broadcast journalism and technology.

Black News on WNAC-TV Boston is a weekly half-hour program geared to issues affecting the "black demography on local, national, and international levels." This news vehicle was conceived with the goal of recruiting and training staff (currently six people) and through professional reporting, to "help close communication gaps and open minds."

Black Perspective, WRC-TV Washington's news program with a national focus, covered the Boston school busing controversy with the perspective of an outside observer and, with an exclusive interview filmed in North Carolina, helped give the Joanne Little story national attention.

A documentary produced by WCVB-TV Boston exposed the vulnerable position of black police officers who, by enforcing the law, seemingly betray their own people. *Black Cop* took associate producers Pat Harold and Rick Butler, also director of cinematography, with program producer/creator Ray Cajuste, on beats with five Boston policemen to assemble their unscripted story.

The target audience for KOLN-TV Lincoln, Neb.'s *Frankly Female* is the working woman, the time scheduling is 9-10 p.m. Sunday every other month, in rotation with other public affairs programs. Topics range from women in politics, for which host Donna Polk interviewed Lincoln Mayor Helen Bosalis; to sexual assault, with police officer Joy Wemmer, to the progress of blacks, with Lenora Letcher, president of the Nebraska chapter of the National Association for the Advancement of Colored People.

Television newscasting for the deaf is



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Sports



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**WEEKNIGHTS
5 & 10 P.M.**



undergoing increased interest. At KRON-TV San Francisco, an off-camera voice accompanies a daily program in which current events are described in sign language; at WTTG(TV) Washington, Tim Medina reports the news both verbally and in sign language for the more than 140,000 hearing-impaired people living in the Washington area.

Two young people's newscasts are representative of innovations in that area. In May, WLWC(TV) Columbus, Ohio, added the "Little People Report" once a week to its 6 p.m. newscast. Columbus area elementary and junior high school students are interviewed by a reporter in their age group on items of interest, and students are encouraged to contribute their own ideas for the report.

Tuesdays at 7:30 in San Francisco, KRON-TV features *Kidswatch*, with news and editorials written and presented by and for youngsters. One sample program included filmed stories on pet libraries, a wall being built at San Francisco City College made entirely from molds of people's faces, interviews with kids on the street on "what drives parents up the wall," and a story about a college for kids.

Personal touch

Stations are increasingly using the personal touch in their news reporting, hoping to make local events, or even weather

reports, come alive for viewers.

WMC-TV Memphis weatherman Lee Edwards visits schools, conducts tours of the station and broadcasts "weatherpix" that youngsters send in.

Liz Richards, news and weather co-anchor of Wews(TV) Cleveland's afternoon news and co-host of *Morning Exchange*, shared the progress of her pregnancy with viewers on the air until eight hours before giving birth. She was interviewed live the day after the delivery. "After the sixth month some viewers complained that she shouldn't be allowed on the air in her condition," the station reports, but most seemed to enjoy watching her growth and descriptions through the cry of the infant soon after birth.

A documentary on divorce and marriage by WPIX-TV New York, was presented by co-anchor team Joe and Pat Harper, themselves recently divorced. The emotional fallout from a divorce was their take-off point.

An ongoing series by WPIX-TV involves sending staff into New York's various neighborhoods to report on local problems of survival. Disproving the general view of degenerating street scenes, reporters found a resurgence of renovation in Brooklyn, but traced the problems of the city after dark by following a cleaning woman's circuitous bus route home late at night.

On the other hand there are stations with the antipersonal touch. WCPO-TV

Cincinnati claims its anchorman, Al Schottelkotte, has a unique delivery. The key to his style: He is "practically unseen." Portable video-tape coverage coverage, film, slides and wire photos fill 95% of the news program, averaging 50 stories per show in addition to a weather report. Mr. Schottelkotte's aim is to avoid the "happy talk" and "contemporary tricks of television," according to WCPO-TV, and the result is evidenced in his Arbitron and Nielsen rating profiles: He is the most-watched newsmen in the market.

WCVB-TV newsmen Chet Curtis has logged more than 30 air hours—over New England—giving viewers an aerial view of the news. Reports include a severe rip-tide last summer which trapped some 24 people off Nauset Beach on Cape Cod; a disastrous Chelsea, Mass., fire last fall; film, narration and charts following the approach to runway 4R at Logan airport after the tragic Delta airplane crash; and a major flood at Fort Kent, Me., encountered en route to another story.

Longer formats

Bigger, it seems, can make for better in broadcast journalism.

The expansion from 30 to 60 minutes and from one hour to "two-hour-monster" news broadcasts is fairly common this year.

In Buffalo, N.Y., WBEN-TV boasts an

KATU Justice Program Wins Gavel.

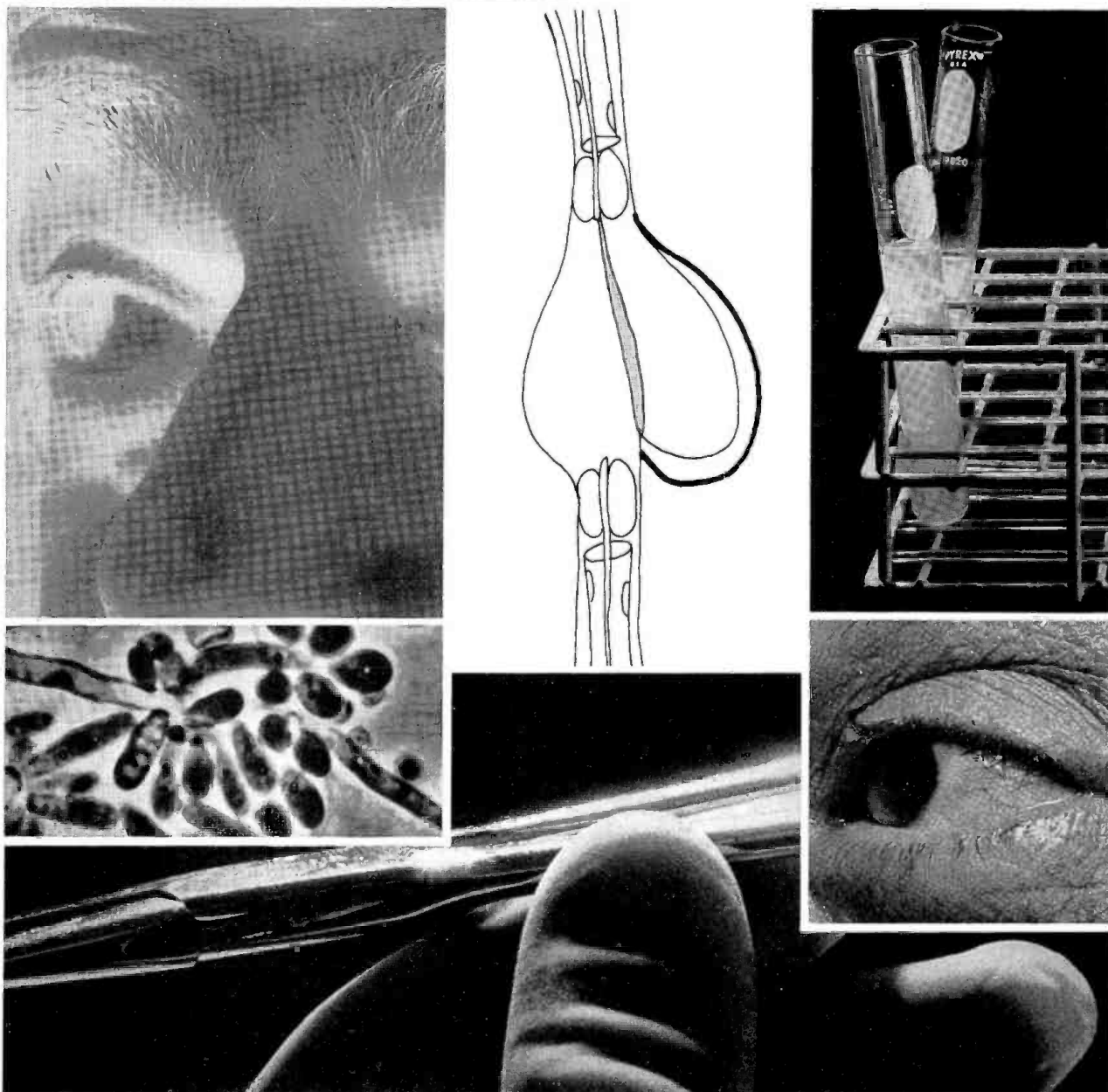


KATU in Portland, Oregon, is proud to announce that an Eyewitness News special report has received the 1975 Silver Gavel in the 18th annual American Bar Association Gavel Awards competition. The award is in recognition of the program "Is It Justice?", examining three sections of Oregon's new Criminal Procedure Code. The special, which was produced by KATU's Public Service Director Dick Hawkins, is just another example of the community service and involvement which is such an important part of KATU's programming.



PORTLAND, OREGON

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6:30-10 p.m., Sunday thru Saturday
- #1** in Prime Time (Metro)—48% share
6:30-10 p.m., Sunday thru Saturday
- #1** in Prime Time (Total Homes)—65% share
6:30-10 p.m., Sunday thru Saturday
- #1** in Early Fringe (ADI)—62% share
4-6:30 p.m., Monday thru Friday
- #1** in Early Fringe (Metro)—57% share
4-6:30 p.m., Monday thru Friday
- #1** in Late News (ADI)—67% share
10-10:30 p.m., Monday thru Friday
- #1** in Total Day (ADI)—55% share
9 a.m.-midnight, Sunday thru Saturday
- #1** in Total Day (Metro)—50% share
9 a.m.-midnight, Sunday thru Saturday

Source: Arbitron Sweep (Feb.-Mar. '75). Affiliates of all three networks in nation's top 100 equal facility markets. Measurements are submitted as estimates, subject to qualifications defined by reporting service.



Represented nationally by H-R
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'Michigan Forum.' UPI reporter Bill Holstein (l) and WOTV-TV Grand Rapids reporter Matt McLogan (r) in follow-up discussion with Governor William Milliken. The governor answers citizens' questions filmed at five cooperating stations and edited by WOTV for each month's presentation.

hour weekday local newscast, opening with the top local story on film; 20 to 30 more local film stories are presented during the hour.

In October 1974, WKYC-TV Cleveland converted from a 60-minute local news format to 90 minutes, allowing for an unprecedented quantity of special reports and investigative series, using a minicam as often as possible. Similarly, WCVB-TV Boston lengthened its 6 p.m. newscast from a half-hour to an hour format, with new features including a regular investigative series, on-the-road reports, health and science reports and increased use of its portable camera.

WTRF-TV Wheeling, W. Va., was told by a news consultant and network officials that the idea of expanding to an hour-long local newscast was doomed to failure. One year later, news director Mark Davis reports success, noting, "Our second half of the newscast is head to head against network news competition and we beat them by more than 10,000 homes." The key, he says, is the "people stories"—the consumer reports and medical, local business and industry stories—which the longer format allows.

For WWAY-TV Wilmington, N.C., the limitations of a small market have not precluded investigative reports and feature packages. Playing a poor second to its competitor for years, the station is now tied at 6 p.m. and leading at 11 p.m. in metro share ratings. The local newspaper reporter, hired as city beat reporter, has developed an acceptable on-the-air personality and, with the rest of the staff, has learned electronic news gathering techniques.

A larger-scale operation, WFSB-TV Hartford, Conn., has expanded its service into regional coverage with reporters assigned full time to bureaus in New Haven, Conn., Springfield, Mass., and western Connecticut. And in cooperation with the other Post-Newsweek stations, reporters are stationed full time in a Washington bureau. In late April the station began an hour newscast, adding consumer-interest reports and commentary, expanded sports

coverage and documentaries on a range of topical issues. The demands of serving two states led to development of "The Governors Report," in which the Connecticut and Massachusetts governors are invited to appear to be questioned by news personnel. The inclusion of programing aimed specifically at Massachusetts viewers required the station to broaden its news perspective, according to news director Michael Von Ende, "a bold step following drastic reappraisal of the market situation."

Minicams

Live action minicams and vans equipped with microwave have revolutionized the news operations of stations throughout the country.

WSB-TV Atlanta carried 55 live pickups in its news programs last month and an average of three recorded pieces every day. The live action camera was of particular value following the early morning tornado that caught Atlanta unaware March 24; live reports throughout the day, in addition to four film crews on tornado coverage duty, brought the severity of the situation to WSB-TV viewers.

A dramatic showdown and the final surrender of three gunmen to the police after a five-hour siege inside an Oklahoma City supermarket was covered live by WKY-TV there, using a Fernseh minicam and microwave unit.

The Akai portable video-tape unit allowed WSAZ-TV Huntington, W. Va., to record the results of a tank truck and train collision and explosion which devastated nearly half of Louisa, Ky., 30 miles from the station.

WLAC-TV Nashville inaugurated its electronic news gathering system this year, with two Ikegami cameras operating from vans equipped with microwave units. Reports of a building explosion in downtown Nashville, a bank robbery at a suburban shopping center and a major fire and prison uprising were fed live to the station and to viewers. About 70% of the station's stories are live or on tape now, thanks to ENG. The \$300,000 investment in WLAC-

"The Gift" earns an Emmy for WMAR-TV



"The Gift" is a poignant true story of the problems and anxieties of a young Colombian man, living in Baltimore, awaiting a kidney transplant from his own brother. It traced a year in the life of Ismael Blanco as he awaited the transplant. It was narrated by WMAR-TV News Director, George Rogers, written and filmed by the WMAR-TV Documentary Unit.

The brother's kidney was regarded as unsuitable and "The Gift" ended on a note of despair. A remarkable coincidence occurred a few days after the Washington Chapter awarded the Emmy to the station. A kidney was suddenly available from a deceased donor, and in the middle of a long night, a successful transplant was performed at Johns Hopkins Hospital, filmed from start to finish by WMAR-TV cameramen. This is the basis for an hour of additional programming — "The Gift at Last Received".

Awards to WMAR-TV in 1974 included the station's second American Bar Association Silver Gavel Award for "There Ought to be a Law" and the honor of being named "News Film Station of the Year" by the Press News Photographers Association of Maryland.

WMAR-TV 
TELEVISION PARK, BALTIMORE, MD. 21212 A CBS AFFILIATE

Seeking and solving the problems around us.

At each of our stations we do more than report news. A lot more. We have a responsibility to the communities we serve to help solve as well as ascertain local problems. So we help make things happen. This is a major commitment. And the result is the good news of a problem we helped resolve.

Community action. It makes our stations different.

WREX-TV.

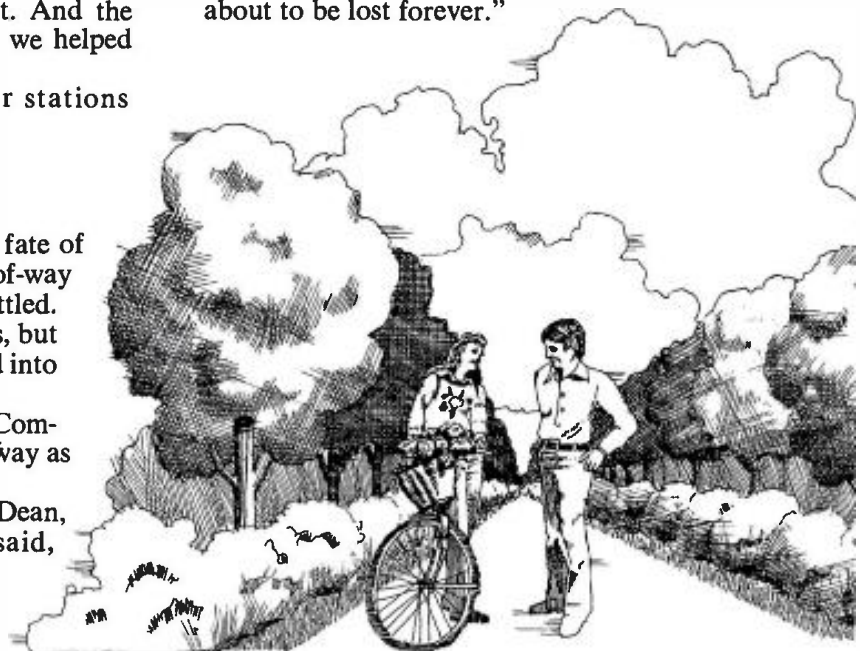
A new nature trail.

After two years of local debate the fate of 19 miles of abandoned railroad right-of-way near Rockford, Illinois remained unsettled. Then WREX-TV documented all sides, but editorially urged conversion of the land into a nature trail.

Thereafter, the Illinois Commerce Commission authorized use of the right-of-way as a conservation area.

Commenting on the decision, A. J. Dean, Illinois Director of Conservation, said, "WREX-TV's support of the nature trail, as well as other conservation activities, is an excellent example

of responsible media in answering community needs." And Thomas Enniga, an Illinois conservationist stated, "WREX-TV was essential in making the public aware of the opportunities about to be lost forever."



WEHT-TV. Prisoners tell drug perils.



WEHT-TV in Evansville, Indiana went to prison to learn about the dangers of experimenting with drugs.

In the resulting raw documentary, "Within the Walls," prisoners at Kentucky State Penitentiary, a murderer included, told their individual stories. Repeatedly our viewers heard, "It all started with drugs."

The program has received the enthusiastic support of school, police and church leaders in two states and has earned WEHT-TV an Indiana UPI Broadcasters Award for Excellence in Journalism.

KODE-TV. Closing old mine shafts.

Throughout the Tri-State mining district around Joplin, Missouri there are hundreds of abandoned mine shafts. Reaching depths of 200 feet, some in prime recreation areas, they were open, unfenced, unposted. KODE-TV wanted to know why.

In our investigative documentary, "A Dangerous Legacy," government officials were reminded of the deaths and injuries that had already occurred and were asked what they were doing to

introduce the safeguards necessary to protect life.

As a direct result of KODE-TV's documentary, three shafts have already been capped in the mine field near Picher High School in Oklahoma. There are plans to continue the capping.



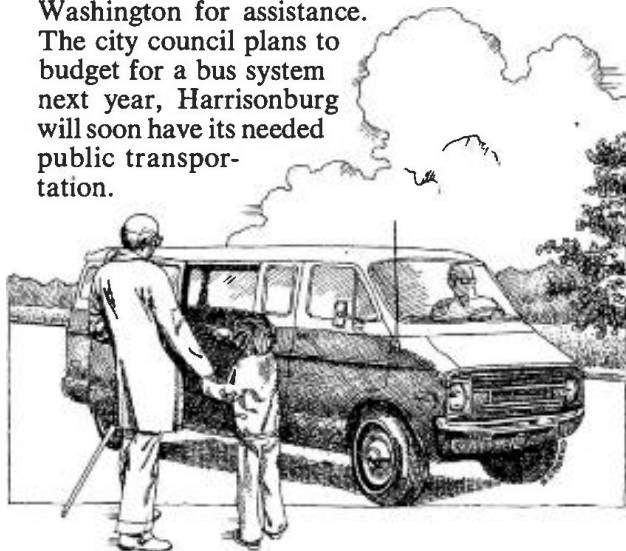
WSVA-TV. Triggering public transportation.

Some years ago, the bus system in Harrisonburg, Virginia was abandoned. City officials had no interest in it.

Then WSVA-TV aired a three-part report on the need for public transportation — for school children, the elderly and the poor as well as shoppers and workers. Public reaction was immediate.

The resulting local momentum led to offers from the state for a feasibility study; and from Washington for assistance.

The city council plans to budget for a bus system next year, Harrisonburg will soon have its needed public transportation.



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WREX-TV
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KODE-TV
Joplin (ABC)

WSVA-TV
Harrisonburg (ABC)

KODE
Joplin (ABC)

WQPO-FM
Harrisonburg (ABC)

WSVA
Harrisonburg (ABC)

TV's ENG system proves itself worthy at election time, providing live coverage from two candidate headquarters and the election computer center. The cameras are put to work routinely in sports coverage. A three-to-four-minute wrap-up of local college football and basketball games on the early news is now possible, where formerly only film of the game's first quarter, rushed back to the station for processing and editing, would go on the air.

WPVI-TV Philadelphia's goal is set at 60% tape on the air by the end of this year. The move to electronic news involved purchase of two minicams, two vans with recording and live capabilities and an electronic editing system. WPVI-TV's second area of expansion is the program format, which has been lengthened to a full hour from 5:30 to 6:30 p.m., accompanied by an increase in staff.

Introduction of the minicam at WTOL-TV Toledo, Ohio, was accompanied by another change this year, from the studio to newsroom setting. The ability to continually update stories, with instant access to newswire, telephone and two-way radio has made for more flexibility.

KSD-TV St. Louis plans expanded use of its minicam by the addition of two more cameras and vans with microwave capabilities. An instance of dramatic coverage achieved through ENG: a four-

hour standoff between police and a young man armed with a semi-automatic rifle. After much experimenting, a van established a signal location several hundred yards to a warehouse roof and a microwave link was established. As the crew, perched on the roof, made final adjustments, the police moved in on the gunman, he was fatally shot and viewers watched as the ambulance approached and picked up the body.

The minicam revolution is a way of life at the networks' owned-and-operated-stations.

CBS reports its WBBM-TV Chicago has two minicams on the street at present, and will convert to total ENG by the end of 1976. The Los Angeles, Philadelphia and New York O&O's (KNXT-TV), WCAU-TV and WCBS-TV, respectively) each have one unit and will undergo complete conversion some time in 1977. The Ikegami camera is the unit now in use but, according to a CBS spokesman, continued refinements in other systems leave the field open for the future. KMOX-TV St. Louis, which dropped film entirely last September, is a CBS success story, reporting 20% higher story count after one year with tape than previously with film crews and a savings of \$85-90,000 on film processing and raw film stock expense.

NBC's O&O's in New York, Washing-

ton, Chicago and Los Angeles each have two minicam units, Cleveland has one and the "telecopter" recruited a year ago by KNBC-TV Los Angeles remains in service.

ABC's O&O's each have one full Ikegami unit and one back-up unit. Stations are now presenting requests for 1976 expansion, according to the director of news for the ABC-owned TV stations, Al Littleton.

Challenged to get people to "think television" in an area of Northeast Michigan where viewers have previously relied solely on cable TV systems, WBBM-TV Alpena has set out to open a single-station market. The new VHF station is the most recent CBS affiliate (first in six years), promising unique local service to some 48,500 TV homes. News Director S. Peter Neumann contends the station is "probably the smallest market in the U.S. using ENG," with two JVC cameras adapted to Sony portable recorders, in-house editing and time base corrector. The station's beginning trace to a dream of general manager Tom Scanlan, who concluded in 1965 during a Michigan State University marketing survey that the Alpena area could support a TV station. WBBM-TV currently programs two daily half-hour newscasts and two daytime news summaries.

(This "Special Report" was written by Joanne Ostrow, staff writer, Washington.)

Broadcast Journalism.

Courts and media: struggle goes on

Burger says natural tension exists between two; ABA votes down proposal to lift ban on TV trial coverage, but its gag rule is declared unconstitutional

Chief Justice Warren Burger says he believes there is a "permanent tension" between the courts and the press that will not "be changed significantly" in the long run. He made these remarks to a publication in Nevada; meanwhile in Montreal the American Bar Association was addressing some problems which contribute to the "tension" the chief justice spoke of.

The ABA house of delegates debated but rejected by voice vote a proposal to study whether its prohibition on television coverage of trials should be removed. But it passed a resolution urging repeal of the equal-time requirement for candidates for President and Vice President. It also passed a resolution urging Congress to oppose a proposed revision of the Federal Criminal Code making news leaks of classified information illegal. The proposed revision is included in major legislation (S. 1) pending in the Senate Judiciary Committee.

The same week the ABA's "gag" rule was declared unconstitutional by the U.S. Court of Appeals in Chicago. The rule bars lawyers from discussing some aspects

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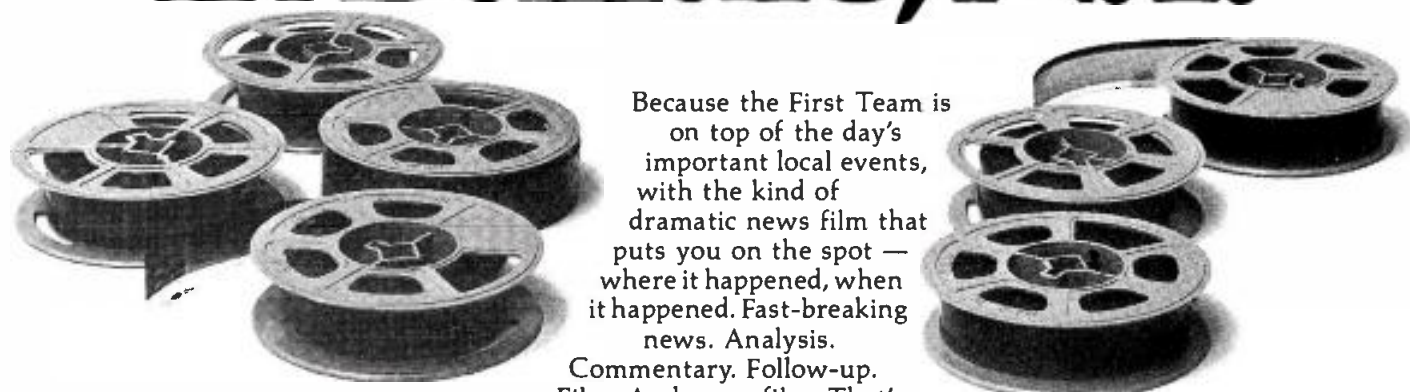
WALA-TV

Mobile, Alabama

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* (Average viewing A.R.B. & N.S.I., Nov. '74 reports)

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of court cases with the news media. The court said the rule is unconstitutional in both civil and criminal cases, but that the constitutional defect could be corrected for criminal cases if it were rewritten to provide a "narrower and more restrictive standard. The opinion said a lawyer should be barred from discussing a case only if his or her comments would pose a "serious and imminent threat of interference with the administration of justice."

Chief Justice Burger said the intensity of conflict between judges and newsmen over gag orders is a "temporary phenomenon." But he said there is a "permanent tension" in general between judges and the press and added that "in the long pull, the relationship will not be changed significantly," according to an Associated Press account.

The chief justice made these remarks in an interview two weeks ago with the *Nevada State Journal*. He was in Reno to address the National College of the State Judiciary.

Chief Justice Burger called "gag" orders a "semantical" term. He said, "The Constitution merely says 'Congress shall make no law.' It does not mean the courts cannot use discretion in a trial."

Mr. Burger also said he does not like to think of the press and the judiciary as adversaries. "The papers should be alert and aggressive, but that does not mean hostile," he said. "There is no reason for hostility between newspaper people and the legal profession and the courts."

He said the strained relationship between the press and the courts has been "exaggerated by the tendency of lawyers to exploit the press, trying to try their cases in the media."

There is little the Supreme Court can do to ease the tension, Mr. Burger said, because the justices are "so concerned with the day-to-day traffic over our desks" that they can review cases involving press-bench relations only individually.

Complaint filed with NCC on networks' refusal of independent newsfilm

The National News Council has received a letter of complaint from Tracy Westen of Public Communications Inc. and attorney-journalist Mark Newbauer on the networks' refusal to buy independently produced documentaries. The council is not likely to take up the complaint as it stands, because the letter does not deal with a specific case but with a general situation, and in the past the council has considered only individual cases. The letter is likely to be forwarded to the council's Freedom of the Press committee for study.

The networks' stance on refusing independent newsfilm has been quite adamant in recent months. The responsibility of news divisions to vouch for anything they run, and the fact that the networks have documentary staffs of their own, are most often cited as reasons for refusing outside contributions.

Syria update delayed

CBS News has postponed a *60 Minutes* return to Syria for another look at the status of Syrian Jews, with the trip now slated for November, and any broadcast delayed at least until January 1976.

The American Jewish Congress had no comment last week on how the delay would affect any re-institution of that group's complaint to the National News Council against CBS News's previous handling of the topic.

60 Minutes was denied permission by the Syrian government to begin filming before Sept. 1, and with the Sept. 7 edition of the series the last before its return next January, the decision was made to wait until November to make the trip.

60 Minutes co-host Mike Wallace had announced during a June 9 rebroadcast of "Israel's Toughest Enemy," which examined the treatment of Syrian Jews, that CBS News had agreed to send a crew back to that country for an interview with President Assad and for further investigation into the condition of minorities there.

It takes one ... Hughes Rudd, anchorman on *CBS Morning News*, knows his genre well and ended his program of last Thursday (Aug. 14) with a warning to the Philadelphia man who says he has invented "an automated presentation of the human form," which can perform human tasks, including that of a TV anchorperson. Mr. Rudd observed the inventor has apparently come up with a "dummy which can raise its eyebrows, cough in the middle of a sentence, mispronounce the name of the capital of Upper Volta and subsist almost entirely on antacid stomach pills." He concluded: "Our guess is that the minute he [the inventor] turns it on, it'll hit him for a raise, and then explode in his face when he starts talking about his budget problems."

Journalism Briefs

Fulbright grants. Annual all-expense grants offered by Fulbright-Hays commission in Japan are available to working electronic and/or print journalists. Full-time study and research, travel and other benefits are granted one prospective foreign correspondent in Japan and one journalist concerned with international news. Information and applications available from Marguerite Hulbert, program officer for Japan, Council for International Exchange of Scholars, 2101 Constitution Avenue, N.W., Washington 20418.

CBS helps reopen RFK case. Los Angeles county judge has ordered reopening of investigation into assassination of Robert F. Kennedy following petitions filed by CBS among others. CBS has been seeking permission to look at Los Angeles police department's 10-volume report on crime.

FLORIDA'S WATCHING WESH-TV



...AND HAS BEEN FOR NEARLY 20 YEARS

WESH TELEVISION pioneered the full hour early evening news format in Central Florida. WESH-TV was first to editorialize; first with regularly scheduled weekend newscasts, early and late. In 1960 the station introduced professional meteorology to Central Florida viewers and that same year the station's radar screen allowed the weather department to predict Hurricane Donna's path across the state. For fifteen years WESH-TV has maintained fully staffed broadcast centers in Orlando and Daytona Beach. The results of this pioneering and innovative electronic journalism is an informed electorate. That's why CENTRAL FLORIDA'S WATCHING WESH-TV.

WESH-TV

DAYTONA BEACH • ORLANDO

A Cowles Communications Station

REPRESENTED NATIONALLY BY KATZ TELEVISION



TVB and reps bury the hatchet

Representation firms and bureau come to terms: 23 join up and will be given increased voice; emphasis will now be on spot

Station sales representation firms and the Television Bureau of Advertising have settled their differences through a TVB restructuring that gives reps a much stronger voice in the bureau's affairs and also enlists 23 of them—virtually all of any size—into TVB membership en masse.

Leaders of both sides hailed the agreement, which is being announced today (Aug. 25), as evidence of unity that will benefit national, regional and local TV sales. TVB's local sales effort is to be strengthened through a revised structure paralleling that created for the reps and spot TV.

TVB officials said the 23 rep firms now in its membership—including six that were already members—represent over 99% of all rep-placed national spot TV business. They emphasized that it was the first time that independent reps, station-owned reps and network-owned reps had "set aside their individual differences" in such a fashion and on such a scale.

Roger D. Rice, TVB president, appeared even more pleased with the "personal involvement" that he said reps would contribute under the new arrangement than with the contribution they would make in terms of dues, although he said the financial addition would be significant. It was estimated they would add \$150,000 to \$200,000 a year to TVB's approximately \$1.8-million budget.

The agreement signalled the end of a period of rep dissatisfaction with TVB policy objectives during which TVB's rep membership dropped to half a dozen firms. Generally, reps felt that since the TVB board shifted primary emphasis from national to local/regional sales development over a year ago, spot was getting short shrift.

One thing reps wanted was an outright commitment by TVB to sell spot against network, and they got the commitment if not the outright declaration of it. This was evident in the announcement's comparison of TVB and the network, spot and local components to General Motors and its Chevrolet, Pontiac and Buick divisions.

"Each of these divisions has its own interests and needs," the announcement said. "Each is competitive with the others. Each vigorously sells against the others. So, too, under the new structure of the TVB umbrella; each of the three elements—local, network and national spot—fight, maneuver and sell for its point of view and share of revenue.")

Forthright selling of spot in preference to network was not considered likely to get network noses so far out of joint that the networks would resign from TVB. In fact, network officials reportedly were canvassed early in the summer and indicated for the most part that they would have no objection (BROADCASTING, June 23). In addition, several sources noted last week, the ABC, CBS and NBC television spot sales arms are all among the new TVB members and almost certainly would not be if their networks seriously objected to the concept.

Other concessions appear to be the same as or similar to those the reps proposed and TVB accepted when they sent a committee to make a presentation to the TVB board last June at Hilton Head, S.C. (BROADCASTING, June 16, 23). The changes are as follows, as announced by Kenneth M. Johnson of KTRK-TV Houston, TVB chairman; TVB President Rice, and Alfred M. Masini of Tele-Rep Inc. and John Dickinson of Harrington, Righter and Parsons, chairman and vice chairman of the Rep National Sales Executive Committee, representing reps:

- Creation of a TVB national sales advisory committee, consisting of one representative of each TVB member rep firm. It will meet monthly to select national and regional spot targets for TVB, provide the bureau with rep-firm executives to make important spot TV presentations and act on all matters suggested by a newly created national sales executive committee. Mr. Masini has been named chairman of the national sales advisory committee.

- Formation of the national sales executive committee, composed of seven members of the national sales advisory committees. This committee will "reflect the composition of the rep membership," consisting of one member from a small independent rep, two from large independent reps, two from station-owned reps, one from reps whose stations predominantly are independents and one from network-owned reps. The executive committee will meet twice a month and, subject to approval by the full sales advisory committee, will set national spot sales goals, monitor results, point up research needs and goals, maintain regular contact with regulatory commissions and committees and retain counsel to monitor and advise on Washington developments that might affect spot TV advertising. Mr. Masini has been named chairman and Mr. Dickinson vice chairman of the sales executive committee.

- Expansion of the TVB executive committee by adding a rep member to the present six members. The rep member will also be a vice president of TVB.

- Expansion of the TVB board of directors to 24 members by increasing the number of rep members to five instead of the present two. The new members are Mr. Masini of Tele-Rep and Jim McCann of Top Market Television, both named to three-year terms, and Jim Marino of RKO Television Representatives, a two-year term. They join incumbents Bill Walters

American Bar Association

1975

Certificate of Merit

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WTPA-TV

In recognition of a distinguished contribution to public understanding of the American system of law and justice. In the national program of Cavel Awards to the media of public information and entertainment, your entry was chosen by the Award judges as a noteworthy example of public service enterprise.



Marlin Gandy
Chairman, Committee on Cavel Awards

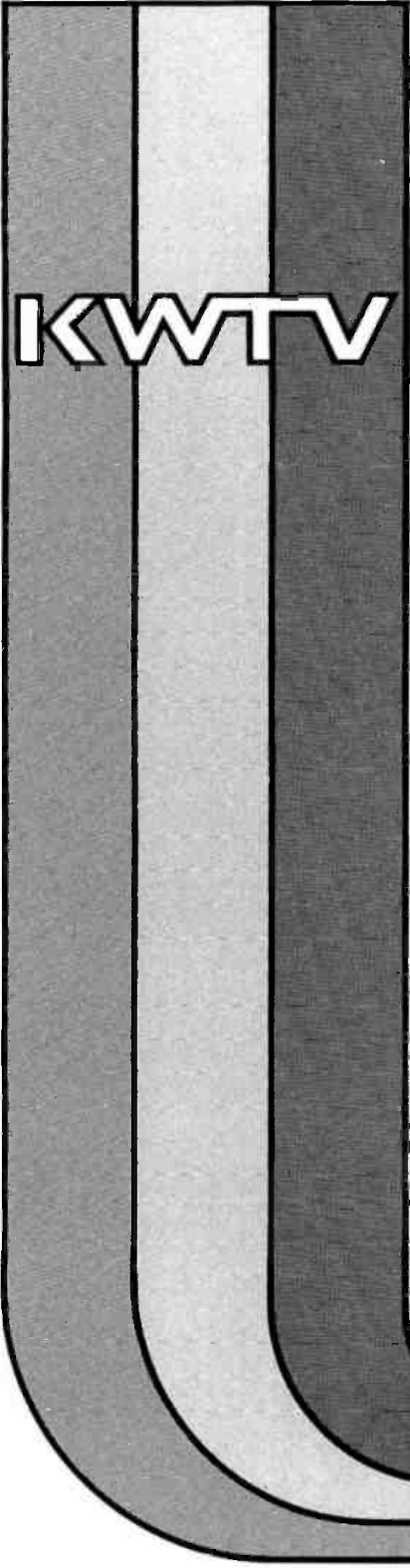
James H. Sellers
President, American Bar Association

Public Affairs is Rewarding!

WTPA-TV

27

HARRISBURG, PA.

**KWTV**

THE PACSETER in Oklahoma.

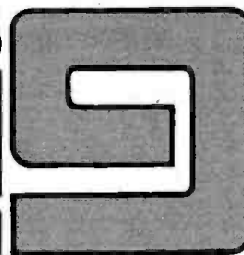
**Our news objective
is more than just getting
watched. That's why
we're getting
watched more.**

Since NEWSROOM NINE began Oklahoma's first local full hour early evening newscast in November '71, exciting things have happened. From November '71 through the May '75 Nielsen, KWTV shows a 62% increase in total audience on the Monday through Friday 6-7 p.m. newscast, and an 82% increase in our Monday through Sunday 10-10:30 p.m. newscast.*

There are reasons.

We were first with instant coverage with Mini Cam 9. And exclusive reports, live interviews, regularly scheduled editorials and numerous other special features are bringing more people than ever before to NEWSROOM NINE, The Pacesetter.

*"Nielsen Station Index, (NSI) through audience estimates November '71 through May '75 reports. Subject to qualifications described in said reports."

NEWS**ROOM**

KWTV Channel 9 Oklahoma City  A CBS Affiliate

Michael DeLier, General Sales Manager
David Whaley, National Sales Manager

Represented nationally by John Blair Company



the first reel to reel with the rugged reliability of **itc**

The makers of premium quality tape cartridge equipment in the reel-to-reel market? It had to happen! The result is what you, Mr. Broadcaster, have been looking for. All the features you demand plus a few innovative optionals of our own. And all with the rugged reliability inherent in the International Tapetronics' name. Check out these plusses in your own studios. We offer a 30 day guarantee of satisfaction plus a one year warranty. Just call collect and say you want to try the "850" series. We'll do the rest.

Phone 309-828-1381



**INTERNATIONAL
TAPETRONICS CORPORATION**

2425 South Main Street Bloomington, Illinois 61701

Marketed exclusively in Canada by
McCurdy Radio Industries Ltd., Toronto



Such good friends. TVB chairman Kenneth Johnson (l), TVB president Roger Rice (c) and Alfred Masini, Telerep president and chairman of the Rep National Sales Executives Committee of TVB.

of Peters, Griffin, Woodward and Bob Dudley of Meeker Co., both serving one-year terms.

- Extension of the term of rep service on the TVB board to three years from the present two. Reps will elect their own representatives on the board.

- Increasing from one to two the number of rep seats on the TVB steering committee, which works on bureau budgets, plans, compensations and goals.

- Hiring of a vice president-national sales manager and a vice president-local sales manager, who will respectively sell national spot and local and will coordinate TVB's total spot sales and research efforts. The national sales executive committee and its local counterpart will recommend candidates for the respective jobs. Both vice presidents will report to Joseph J. Sullivan Jr., TVB executive vice president for sales.

- Formation of a trade practices committee to deal with problems in buying, selling and scheduling television advertising. Input for the trade practices committee will come from the new national sales advisory committee and a reconstituted local sales advisory committee.

With the formation of the national sales advisory committee, the old sales advisory committee—which consisted of 25 station people and five from group and rep members—will be replaced by a local sales advisory committee, which will have no reps as members.

Officials said that the new setup provides that the new national and local sales advisory committees will have observers—two each—sitting in on each other's meetings.

TVB Chairman Johnson hailed the reps' support as meaning that now "we have a unified industry operation," and he expressed hope that "all television stations will now join with us for this total industry support."

Mr. Masini of Tele-Rep and Mr. Dickinson of HRP said in a joint statement that "never has such a pool of specialized talent been assembled to dedicate their efforts to one goal. Today's almost unanimous action by the reps and

TVB's enthusiastic reception is a gigantic step forward that will insure a proper balance of television revenue for all TV stations in the years ahead."

TVB President Rice saw "many tangible benefits" resulting from the pact: "We'll see increased spot television dollars flowing to all stations. Many sales tools prepared for spot TV selling will have strong local station application. TVB will now have the resources to call on many more potential spot TV prospects regardless of where they are located. Over-all, revenues to TVB will increase, enabling us to expand our national, regional and local selling efforts."

"While TVB spot selling will be accelerated with direct representative input, we will continue our efforts at the station level in local and retail selling, in generating more dollars from newspapers advertisers, in sales training, co-op and new sales tools for individual stations' use."

Thomas G. Maney of WCVB-TV Boston, a co-chairman of the old sales advisory committee, said the reps' participation should "doubly benefit stations as they share in the increased spot sales and as a stronger TVB produces more local sales ammunition for more local station use." He said a new local sales executive committee would be formed to meet more often with TVB "to counsel them on local sales goals and station sales tools."

The reps' formal presentation to the TVB board last June was made by Messrs. Masini and Dickinson and Bob Muth of Petry Television. The TVB committee that has worked with the reps in developing the specific changes is headed by Norman E. Walt of McGraw-Hill Broadcasting. Other members are Richard A. O'Leary of ABC Television Stations, William G. Walters of Peters, Griffin, Woodward, and TVB President Rice.

The 23 rep firms have already designated their representatives on the national sales advisory committee:

Richard N. Savage, ABC-TV Spot Sales; Richard A. O'Donnell, Avery-Knodel; Oliver T. Trittler, Blair Television; Carmen Bolton, Bolton/Burchill International; John McKay, CBS Television Stations National Sales; Len Ziegel, Evans Broadcasting Television Sales; Edward P. Shurick, H-R Television, Inc.; John F. Dickinson, Harrington, Righter & Parsons; L. Donald Robinson, Kaiser Broadcasting Spot Sales; Oliver S. Blackwell, Katz Agency; Robert L. Dudley, The Meeker Co.; Thomas J. Tilson, Metro TV Sales; Neil Kennedy, MMT Sales; Barnard Hirsch, NBC Spot Television Sales; Theodore D. Van Erk, Peters, Griffin, Woodward; Bob Muth, Petry Television; Jim Marino, RTVR; Francis P. Barron, Storer Television Sales; Alfred M. Masini, TeleRep; Stephen D. Seymour, Television Advertising Representatives; James P. McCann, Top Market Television; Marvin Rudolph, WGN Continental Television Sales Co.; Adam Young, Adam Young, Inc.

Members designated by the reps to observe on their national sales executive committee were Messrs. Muth and

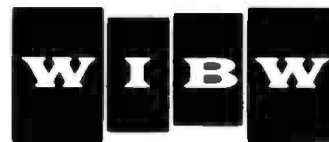


WIBW-TV... UNANIMOUS CHOICE

WIBW-TV, Kansas' leading television station, joins WCBS-TV, ABC, NBC, CBS, Edward R. Murrow, H. V. Kaltenborn, Eric Savareid and a host of other distinguished news names as recipients of the coveted HEADLINER AWARD for "Outstanding Achievements in Journalism."

At WIBW, we take news and public affairs seriously. Outstanding reporting is a 365 day a year job. With the largest broadcast news staff in Kansas, WIBW has pioneered film and tape reports of debates from the floor of the Kansas Legislature. WIBW does live statewide broadcasts of outstanding national figures when they speak in Kansas. The networks looked to WIBW for help in covering President Truman's Memorial Service at Independence and President Ford's visit to Topeka. WIBW sends reporters to Washington, the Bahamas, Japan — in fact any place news is happening that directly affects Kansans.

That's why, in competition with entries from stations in cities two and three times our size, Topeka's WIBW-TV is this year's UNANIMOUS CHOICE for "Consistently Outstanding TV Reporting" in a city of less than 500,000 population. We're proud. And we'll do even better in the future!



TV-AM-FM

Box 119, Topeka, Kansas 66601

sold nationally by

EVERY-KNODEL, INC. 

BROADCAST SERVICES OF STAUFFER PUBLICATIONS, INC. - TOPEKA

Thad M. Sandstrom, Vice President - Broadcasting

WIBW TV-AM-FM
CBS - Topeka

KGNC-AM-FM
CBS - Amarillo

KRNT - KRNO
CBS - Des Moines

KSOK Radio
Arkansas City, Ks.

KGFF Radio
ABC - Shawnee, Ok.

ALL AMERICAN NETWORK - Televising the World's Richest Horse Race on Labor Day - Originating Kansas City Royals Baseball Network

Dickinson, with Mr. Blackwell as alternate; Messrs. Seymour and Masini with Mr. McCann as alternate; Mr. Young, with Mr. Bolton as alternate; Mr. Robinson with Mr. Marino as alternate and Mr. Hirsch with Mr. McKay as alternate.

Credible ratings are broadcasters' business: Lee

In association speech commissioner says industry members should take hand in changing system so numbers will better reflect true audience

FCC Commissioner Robert E. Lee urged broadcasters to develop a system of measuring listening and viewing audiences, that would put some credibility in the numbers game now being played with only two rating services.

Speaking before the West Virginia Broadcasters' Association at their annual convention in White Sulphur Springs, W. Va., last week, Commissioner Lee challenged the accuracy of the numbers generated by the profit motivated research companies concerned primarily with pleasing their stockholders and doing their best under time and money limitations. Their numbers overlook contests, prizes and other gimmicks used by stations simply to gain rating scores, said Mr. Lee. Even more disturbing the numbers contain outright errors resulting from standard sampling procedures, he noted.

Mr. Lee acknowledged that these errors are accepted because to date no inexpensive way has been found to prevent them.

This disturbing "over reliance on numbers," suggested Mr. Lee, could be improved if broadcasters themselves got into the game of supplying the figures. As it stands now, he said, those who play the numbers game and win, like the game; those who loose, yell "foul." An answer might lie in a system similar to one used in Canada, suggested Mr. Lee. There, the Broadcast Bureau of Management whose members come from radio, TV, national spot sales, advertising and agency backgrounds take into account promotion campaigns and are more credible in their methods and results, he explained. The broadcast industry itself, or in combination with other groups could do a better job, said Mr. Lee. The FCC, he added, hasn't the manpower or the mandate to do the job.

Trade association refutes link between TV ads and drug abuse

A statement by the Proprietary Association, the trade association of non-prescription drug manufacturers, says there is no evidence to indicate television advertising of over-the-counter drugs leads youngsters to misuse advertised drugs or use hard drugs. In fact, it said, there is evidence to indicate advertising

and drug abuse are not related. The statement was written for insertion into the record of House Communications Subcommittee's hearings on children's advertising to refute a statement of Massachusetts Attorney General Francis X. Bellotti (BROADCASTING, July 21). Mr. Bellotti, organized a petition to the FCC to ban over-the-counter drug advertisements from TV before 9 p.m. The Proprietary Association said his arguments were "threadbare," his facts distorted and unsupported.

Advertising briefs

Ford's mileage claims. Ford Motor Co. used unsubstantiated mileage claims in advertising, according to Federal Trade Commission complaint. Initial decision by Judge Miles Brown said Ford lacked evidence for claims and must refrain from making claims unless competent scientific tests can support them.

Go in the snow. U.S. Court of Appeals for First Circuit has upheld FCC decision that snowmobile advertisements on television do not constitute controversial issue of public importance under fairness doctrine. At issue were several viewer protests over snowmobile ads run on WMTW-TV Poland Spring, Me. The Court ruled that alternate views are not necessary in response to standard product advertisements which do not explicitly emphasize one point of view on a public issue.

RCA TV ads survive FTC substantiation request; two others don't fare as well

FTC releases substantiation information from set makers; Matsushita, GE spots under fire

The Federal Trade Commission has made public ad substantiation documents filed by six color TV set makers and at the same time issued complaints against two of those manufacturers—Matsushita Electric Corp. and GE—charging them with misrepresentation in their advertising.

The Matsushita and GE ads were print; the only broadcast advertising involved in the July 1974 FTC request for ad substantiation were RCA spots for its XL-100 set.

The commission had challenged RCA's depiction of a TV director and chief engineer as "experts" qualified to compare color TV pictures; the claim that more TV program directors, station chief engineers, senior cameramen and independent TV service technicians own more RCA color sets than any other television set; the claim that those depicted as experts own RCA color sets because they believe them to be superior to all others; the claim that they exercise their respective expertise in making the RCA

purchase choice; that there were no discounts, premiums or any other inducement to bias participants, and that RCA color television sets are in fact superior.

In response, RCA provided statements by Art Fisher, TV director most recently with ABC-TV's defunct *The Sonny Bono Show*, (who is depicted in the commercial as never previously owning a color TV set because the picture was unsatisfactory, until RCA showed him the XL-100). Background information on Mr. Fisher is furnished by RCA's advertising agency, J. Walter Thompson, and signed statements by him indicate he received no inducement.

Others called on for viewing comparisons were Donald A. Doughty, director of engineering, WDCA-TV Washington; John D. Silva, chief engineer, KTLA(TV) Los Angeles; Edgar B. Hendry, chief engineer, WTVS-TV Detroit, and Robert Porter, vice president and general director of engineering, KMEX-TV Los Angeles. "Their comments were uniformly favorable," RCA asserted, and transcripts of the interviews on which the ads were based were provided.

Descriptions and qualifications of "experts" are included, using standards recommended by the National Alliance of TV and Electronic Service Associations. Claims of superiority were not intended and were not made, RCA's counsel said.

Matsushita's claim that its Panasonic Quatracolor CT 701 was rated by the National Electronics Association as "the easiest to service" of all color sets they tested is misleading, according to the FTC. The complaint against GE says there is no basis for the claim that its color TV sets purchased or in use in 1973 required less service than did Zenith or RCA color sets; that GE had contradictory evidence while the ads continued running and, that upon consumer request, GE did not forward details on the survey data.

The other companies involved in the substantiation request for nonbroadcast ads were: Zenith Radio Corp., Chicago; Philco-Ford Corp., Bluebell, Pa., and GTE-Sylvania Inc., Stamford, Conn.

KSL dials-a-computer

A communications system that enables its computer to respond to queries via conventional teletype machines has been designed and put into operation by KSL-TV Salt Lake City. Peters Griffin Woodward, national sales rep for KSL-TV, said all 12 of its sales offices are now able to dial the computer directly, using regular TWX machines, and secure listings of KSL-TV availabilities for two months ahead. PGW said the system was devised by William D. Loveless, KSL-TV director of engineering, as part of a computer design and construction project started two years ago. KSL-TV also uses the computer for management reports, logs, inventory control, sales contracts and library, verification and invoicing functions.



Introducing a Color Corrector for Electronic News Gathering.

Electronic News Gathering makes tough demands upon the broadcaster. Color imbalance and colorimetry problems are frequently encountered. Matching remote camera shots to indoor studio programs or assembling tapes from different locations or cameras is "chancy" at best. Often that fast-breaking story doesn't allow for camera rebalancing!

Thomson-CSF Laboratories now provides a solution to such difficult encoded signal color problems. With the Model 5500A Color Corrector, you'll be able to rebalance and match video signals *after* encoding. It can be used either after the play-back tape machine or following the microwave receiver during live coverage. In most cases, a noticeably improved color picture will result. For ease of operation, a Remote Control unit is included as standard equipment.

As an added feature, an optional automatic Sensor unit is also available to control the Color Corrector for telecine use.

Whether for Electronic News Gathering, tape production or telecine use, the Thomson-CSF Laboratories Color Corrector System should be working for you. Interested? Give us a call.



THOMSON-CSF LABORATORIES, INC.

37 Brownhouse Road, Stamford, Connecticut 06902
(203) 327-7700 / TWX (710) 474-3346

More for less

Button firm puts together bulk buys of earth-station equipment for cables

Transcommunications Corp., cable and broadcast consultant firm, is in the process of putting together earth station deals designated to bring down unit costs.

Robert E. Button, who with Hubert Schlafly set up Transcommunications last March, said that most cable companies cannot afford individually to go into the satellite networking venture (Teleprompter is an exception). Transcommunications, which is working with Scientific-Atlanta, an earth station manufacturer, hopes to assemble individual companies to place a bulk order at reduced costs.

The quoted \$75,000 per unit price drops to \$66,500 on orders of 20 earth stations, noted Mr. Button, and down in the "low sixties" for even larger orders.

At present, Mr. Button claims to have between 20 and 30 clients for which he is trying to assemble bulk earth station buys. At least four of those clients are multiple cable system operators, said Mr. Button. The standard Transcommunications contract calls for one-third of the savings gained through a bulk sale to go to TC, with the remaining savings to benefit the companies directly involved.

Transcommunications' clients include American Television & Communications, Telesis Corp., Daniels Properties, UA-Columbia Cablevision, Target Network Television, Home Box Office Inc. and Television News Inc.—although not all are necessarily potential earth station buyers.

Cable Briefs

Another breather. Community Cable Corp., CATV operator in Naples, N.Y., has obtained second reprieve from state commission order to shut down system, postponing date to Sept. 1.

Fraud charged. Securities and Exchange Commission has filed complaint against

Intertie Inc., Irvine, Calif. cable television syndicator, and International Securities Corp., Newport Beach, Calif. broker and their principal officers for violating securities laws in sale of CATV partnerships to more than 400 investors across the country. Complaint alleged fraud and misrepresentation with regard to Intertie's practice of selling cable systems to limited partnerships it set up for purpose of leasing facility back to Intertie subsidiary. Partnership interests were unregistered securities, SEC complaint said.

New in the pay world. Formation of pay cable consulting firm headed by Rick Lubic, former president of Home Theater Network (owned by Time Inc.), and its acquisition of pay TV rights to 20 first-run feature movies distributed by American Films of Hollywood, has been announced. Associated with Mr. Lubic are Diane Welles, former assistant to president of Downe Communications and former marketing director of Sterling Manhattan Cable, New York, and Richard Spears, financial consultant. Firm, Welles, Rich & Lubic, Marina Del Rey, Calif., has sold films to American Movie Hosts, Los Angeles, for hotel distribution, and to Selective Entertainment Systems, also Los Angeles, for CATV use. Among movie titles are "The Second Gun" on assassination of Robert Kennedy in Los Angeles, as well as "Shriek of the Mutilator," "Miss Melody Jones," "No Place to Hide," "Aspen Summer."

Construction. Jerrold Electronics has signed agreement with Florida Cable Video to construct CATV system to serve Mulberry, Fla., and adjacent Polk county. Turnkey construction project including installation of all active and passive cable distribution devices will be handled by Jerrold. System will use push-pull amplifiers, full spectrum distribution equipment and will provide 12 channels. Florida Cable is owned by Gill and William M. Roberts and is part of Cable Video group, with other systems in Charleston, S.C. area. Financing was provided through Jerrold's turnkey division.

Pa. sale. Allegheny Valley Cable Co., which serves 1,500 subscribers in nine

northwestern Pennsylvania communities, was sold by Dean Kiner to Tele-Media Co. of Addil. Buyer is headed by Bob Tudek and Everett Mundy who also own several cable systems in Ohio and West Virginia. Allegheny purchase would bring subscriber count to 45,000. Cash transaction was brokered by Daniels & Associates. Towns served by Allegheny system include: Jamestown, Rimersburg-Sligo, Tionesta, Althom, East Hickory, Henry's Bend, Garland Bend and Walnut Bend.

Minnesota Cable takes pot shot at state cable commissioner

McDonald is target of resolution asking for his replacement or resignation; failure to help local cable prompts request

"We're using a rifle rather than a shotgun approach," said Hal Brown Jr., executive director of the Minnesota Cable TV Association, in explaining how the cable people in his state are taking aim at Robert J. McDonald, executive director of the Minnesota Cable Commission. The shot fired by the association was a resolution passed earlier this month asking for Mr. McDonald's resignation or replacement.

According to Mr. Brown, it has been Mr. McDonald's failure to help develop cable in the state that led to the resolution's passage. Since May 23, 1973—when the state cable commission was set up, argued Mr. Brown, there have only been three new CATV franchises granted. Those franchises account for a total of approximately 500 subscribers—hardly in keeping with the commission's mandate to develop CATV in the state, added Mr. Brown.

Mr. McDonald believes the charges against him are "totally without foundation." According to his estimates, some 20-30 franchises have been granted under his administration. (That includes those in operation before the commission was established.) The commission has tried to be an "instrument of help" in various cable issues, explained Mr. McDonald, but the industry's response has been zero. "They [the cable industry] just didn't want the law that established the state commission in the first place."

The cable association has not taken issue with the seven-man part-time commission, but feels the full-time executive director is "substantially responsible" for the present state of things.

A copy of the resolution has been sent to various state political figures, the most important being Richard L. Brubacher, state commissioner of administration, whose office could fire Mr. McDonald. As of last week, Mr. Brubacher's office said no action was contemplated. Ted Melby, chairman of the cable commission, said he has taken the resolution "under advisement."

R. C. CRISLER & CO., INC.

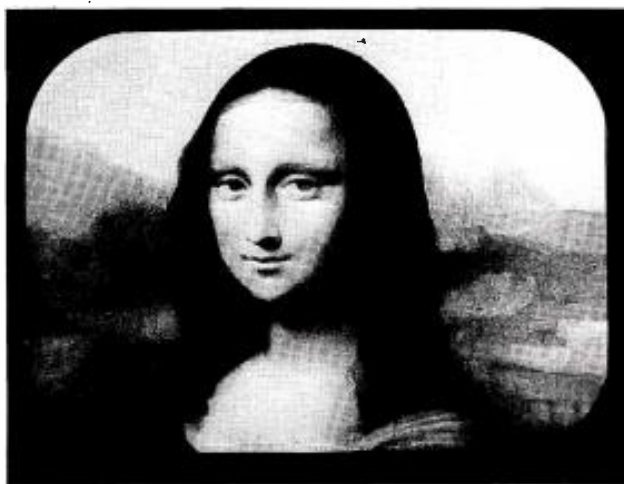
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Now, even with heterodyne color systems,

The TBC-800 can keep your masterpiece from becoming a mess

For a long time, now, a good many videotape production managers have overlooked one of the most important differences between quad and helical VTR equipment: most of the quad machines have time base correctors; most of the helical recorders don't.

Nowadays, high quality helical recorders have servoed capstan motors, which is a step in the right direction. Now, the Ampex TBC-800 is a further step toward insuring good playback performance including insert edits.

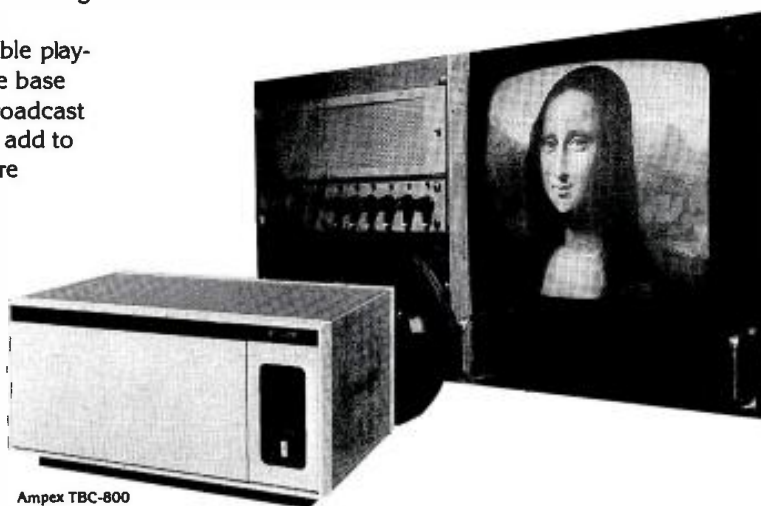
The only way to arrive at a completely stable playback signal is to run everything through a time base corrector. That's what happens inside every broadcast station quad VTR, and that's what you have to add to your capstan servoed helical VTR output before you'll have a masterpiece of a production.

When you buy an Ampex TBC-800, you add the final link in your helical production process. You'll be able to show your production the way you visualized it, without tearing, without flag-waving, without color errors, and without jitters. And if your program is good enough for broadcast use, your videotape will meet all FCC requirements for picture stability.

To use an Ampex TBC-800 digital time base corrector, your helical VTR must be a non-segmented model, with a capstan servo. If your machine employs a color-under system, you'll need our optional heterodyne accessory that plugs right into the TBC chassis.

Once you have a TBC-800 with this option, you'll be able to switch back and forth between direct and heterodyne color. It's an ideal combination for every application, including electronic journalism.

Your local Ampex distributor has information about the TBC-800 and can arrange for a demonstration. Or you can contact us directly for a free brochure. Either way, you'll be a lot closer to taping a masterpiece.



Ampex TBC-800

AMPEX

Ampex Corporation
Audio-Video Systems Division
401 Broadway
Redwood City, California 94063
(415) 367-2011

Swords are rattling in Hollywood over family viewing

WGA is pushing for lawsuit based on First Amendment; producers-directors-writers meeting set for next week

The movement to attack the restrictions of television's family-viewing period through the courts seems to be gaining ground on the West Coast. Scheduled to meet for the second time is an amalgam of writers, producers, directors and possibly some syndicators under the auspices of the Writers Guild of America, West, on Sept. 4 in Hollywood.

That meeting has been called to decide whether to go ahead with a lawsuit against the FCC, the networks and the National Association of Broadcasters and to ascertain how much moral and financial support the WGA-initiated move can count on. It also is to hear a report on legal basis for the suit from the Los Angeles law firm of Tuttle & Taylor, hired by WGA to study the feasibility of such a move ("Closed Circuit," July 28).

The consensus among writer-producer activists is that a lawsuit is feasible and that the attack should be made on First Amendment grounds. This is based on public knowledge, that FCC Chairman Richard E. Wiley, urged the networks to take sex and violence out of 8-9 p.m. and that they in turn pushed the NAB into adopting the same limitation in the TV code, with an extension into the 7-8 p.m. period.

There had been thought that there might be grounds to sue on antitrust grounds, but this, according to sources close to organizing activities, has been relegated to a secondary position. There is a general feeling that the antitrust approach, if suitable at all, might be a resort of TV syndicators whose wares are now

considered too adult for the family viewing hours (including the prime-time access period that begins at 7 p.m.).

Although none of the writers or producers could point to any concrete lists that the networks have issued proscribing content or language for programs in the 8-9 p.m. period, Hollywood is rife with horror stories, some of which on investigation turn out to be unsubstantiated. Latest confirmed incident, however, was at ABC standards department command to Danny Arnold, producer of that network's *Barney Miller* (8-8:30 p.m., Thursdays), that a "hell" be deleted from dialogue. Mr. Arnold explained that in an episode titled, "Doomsday" one character says: "You got a helluva lot of nerve." Mr. Arnold said he was ordered to excise the word because it is considered wrong for children to hear. Although he has publicly assailed the move, he has agreed to substitute the word "heck."

Also publicly mentioned and confirmed was a CBS directive to Larry Gelbert, producer of *M*A*S*H*, (Fridays, 8:30-9 p.m.) that the word "virgin" be deleted from a line of dialogue. It was done, although Mr. Gelbert noted it was not even used in a sexual sense.

Both Mr. Arnold and Mr. Gelbert say they are not so much outraged by these piddling examples but by the fear that this is a sample of the federal government moving into the programing field, and that, they say, is the great danger.

Mr. Gelbert is a member of the committee that has been established to study the effects of family-viewing time and ways of resistance. Others are Dick Powell, who is chairman; Norman Lear, Howard Rodman and Allen Burns.

'Doc' has poor start

CBS's scheduling of pre-season sneak previews began with not-particularly-encouraging numbers for the new sitcom *Doc*.

Despite benefiting from the *All in the Family* lead-in, *Doc* (CBS, Saturday, Aug. 16, 8:30-9 p.m., NYT) fell six share points against a rerun of *Emergency* on NBC. (*All in the Family* scored a 17.9 rating and

42 share, followed by *Doc*'s 16.4 rating and 36 share.) Beginning last Saturday (Aug. 23), and continuing for two more weeks, CBS will also try to guarantee a big audience sampling for the *Big Eddie* sitcom in that same time period prior to its premiere-week kickoff on Friday, Sept. 12, at 8. Both *Doc* and *Big Eddie* may have tough sledding after the season begins, however, the former because its lead-in will be *The Jeffersons*, an *All in the Family* spin-off, rather than *All in the Family* itself (which moves to Monday at 9 beginning Sept. 8) and the latter because it will be up against NBC's most popular show, the sitcom *Sanford and Son*.

This week's final pre-season premiere features a special two-hour version of *Beacon Hill* tonight (Aug. 25, CBS, 9-11 p.m.), which the network describes as "a world of interacting contrasts between a rich Boston family and its highly charged servants in the Prohibition Twenties."

Classical-music fans win out in New York

WQIV returns today to former format under agreement hammered out among citizen groups, competing applicant and GAF, which plans to buy station

Starr Broadcasting's WQIV(FM) New York went dark last Tuesday (Aug. 19) at 2 p.m. ending its 10-month-old popular music format. The station is scheduled to resume broadcasting today (Aug. 25), bringing back a classical music format.

The move is a result of an agreement among citizen groups, Concert Radio, a competing applicant that had pledged to restore classical music to the station, and GAF Corp., which plans to buy the station for \$2.2 million and program classical music.

Under the agreement (BROADCASTING, July 7), Starr will continue to operate the station until the FCC approves the transfer to GAF Corp. Conditioned on that transfer, the two citizens' groups—Classical Radio for Connecticut and the WNCN Listeners' Guild—will withdraw their petitions to deny the station's renewal, and Concert Radio, a Chicago group headed by Charles Benton, will withdraw its competing application. GAF Corp., in turn, has pledged to continue a 24-hour classical music format with the assurance that should GAF decide—as Starr did last fall—to drop the classical format, Concert Radio would be given an option to buy the station.

The five-year option would allow Concert to buy the station for \$2.2 million plus the cost of any additional GAF capital expenditures, with a limit on the total price of \$2.5 million.

The five-party agreement also provides that 75% of the expenses incurred by the three withdrawing groups during the year-long proceeding be reimbursed. That cost

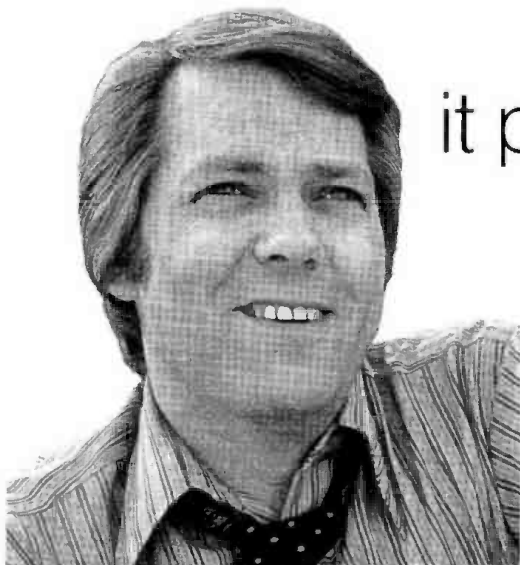


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They're very interesting and show good analysis.
I've advised friends to listen in to KTTV news.
Thank you.
Martha Daugherty
Sierra Madre, Cal.

Dear Mr. Crim:
Congratulations! You said so well what has been
on my mind for so long. It is so refreshing —
and good for the morale and health of our nation
— to be reminded that there are GOOD GUYS.
Mrs. Frank Bolen
Glen Ridge, N. J.

Dear TV 4:
Thank you for Mort Crim's "moment." It is the
only thing I hate to miss on the news.
M. K. Miller
Columbus, Ohio

Dear Mr. Crim:
"Thank you for being an oasis of peace and com-
mon sense in a sea of confusion and worry."
Mildred L. Eisenbraun
New York, N. Y.

Dear Mr. Crim:
Just a note to commend you on your comments.
They are excellent. I know TV stations get a lot
of letters objecting to programs so I wanted to
let you know how I felt.
Thomas O'Keefe
Westerville, Ohio

Dear Mr. Crim,
I never was much for watching the news until I
saw you one day on WPLG-TV. Your common
sense comments are most refreshing and you
add much to the program and to my day.
Mrs. M. Schwartz
Ft. Lauderdale, Fla.

Dear Mr. Crim,
Sometimes the news is so depressing. Then your
nice voice comes on and it's like a breath of
fresh air with a glimmer of hope.
Mrs. Anna Still
Kansas City, Mo.

Dear Mort Crim,
We have had the pleasure of listening to you for
several nights on TV. We look forward every
evening to just see you and hear your most
valuable comments.
Henry and Ann Miller
Glendale, Ariz.

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KTTV Los Angeles
KYW-TV Philadelphia
WTOP-TV Washington
WFAA-TV Dallas
KTRK-TV Houston
WPLG-TV Miami
WFSB-TV Hartford
WKRC-TV Cincinnati
KCMO-TV Kansas City

KCRA-TV Sacramento
WPRI-TV E. Providence
WLWC-TV Columbus
KPHO-TV Phoenix
WHAS-TV Louisville
WLOS-TV Asheville
WTEN-TV Albany
KUTV Salt Lake City
WJRT-TV Flint
WHEN-TV Syracuse

KTVH-TV Wichita
WKRG-TV Mobile
WHEC-TV Rochester
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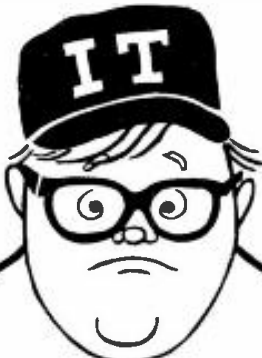
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is estimated in excess of \$100,000 and will be split among the parties in proportion to their respective expenses. Starr will bear 25% of the costs and the WNCN Advisory Committee (which had been appointed by Starr principal, William Buckley Jr. to raise money to continue the classical music format on another New York station) will pay the remaining 50%. The FCC must approve the reimbursement settlement as well as the transfer. Under the present agreement, FCC approval must be secured before March 31, 1976.

And once the transfer goes through, GAF has pledged to provide for a citizens advisory committee made up in part of members nominated by the two citizens groups to meet periodically with the station's management for programing discussions.

Starr had purchased WQIV—then WNCN—for \$2.09 million from the National Science Network in 1973 (BROADCASTING, April 2, 1973).

The transfer application from Starr to GAF Corp. is expected to be filed within the next several weeks.

Prodigal daughter returns

Sally Struthers, who plays Archie Bunker's daughter, Gloria, in CBS's *All in the Family*, is back on the payroll, but is guaranteed six months time to engage in motion picture and stage work. Her litigation with Tandem Productions, producer of the show, came to a head early this month when a court-ordered arbitration team ruled that her contract with Tandem was binding through 1976, and, if Tandem picked up its option, through 1978. It also ruled that she could not do other TV or radio work, but could engage in nonbroadcast performances after current *All in the Family* production schedule was completed.

Boon, not bane?

The family hour has been a stimulus to creativity in the development of new programming, according to James Duffy, president of the ABC Television Network, in remarks made to the Tucson, Ariz., Ad Club.

"The situation has, in fact, lent itself to some genuine program innovations," Mr. Duffy claimed, "ranging from a new comedy, *When Things Were Rotten*, to a variety program, *Saturday Night Live With Howard Cosell*."

There are still, however, questions to be resolved about the family viewing concept, Mr. Duffy said. "We do not know whether it is significant that the family viewing period occurs an hour earlier in the Midwest than it does on either coast. We do not know whether our advisory notices will warn viewers, or titillate them. Over the longer term, we do not know whether we have set in motion a precedent that will eventually set aside every moment in the broadcast day for one special purpose or another," he said.

Equipment & Engineering

Broadcasters revved up by automatic transmission

**Favorable opinions filed as FCC
begins rule deliberation for
automatic systems; disputes center on
level for shut-down, operators role**

Broadcasters and engineers filed comments last week applauding the FCC's inquiry into the development of rules that would permit the use of automatic transmission systems, although there was some divergence on how technical the rules should be, at what levels automatic shutdowns should occur and the role of licensed operators.

The National Association of Broadcasters charged that the FCC had "strayed far afield" in its current rule making by including very technical issues which together were "tantamount to reinventing the broadcast system." Instead the commission should be concerned with three fundamental parameter allocations, said the NAB, including frequency tolerance power input levels and modulation levels. The new rules, added the NAB, should merely provide for a transmission system that would operate within already prescribed tolerances or automatically terminate transmission.

The use of automatic transmission systems (ATS) would negate the need for licensed operators to monitor transmitting performance, since it could all be done electronically, said NAB. In cases where excessive power levels or frequency deviations show up, then the system would automatically shutdown. This "go/ no-go approach" should not be extended to systems operating at below their licensed power, stated NAB. Under utilization would not cause any interference problems and by its nature oblige licensees to correct the situation as soon as possible, explained NAB.

NAB also suggested that the ATS setup be free of all log keeping functions and be extended to all broadcast services including directional AM and TV. (FM is usually seen as the service that would most easily adapt to automatic operations.)

The 76-page NAB filing emphasized that setting up rules to permit ATS use would only allow a long overdue development to take place. It would not replace present broadcasting operations. The "ultimate objective" of the proceeding, explained NAB, should be to create three levels of broadcast facilities: manned and remote controlled stations—both requiring licensed operators in attendance—and automatic transmission systems, which would be free of operator requirements.

Indeed if operator requirements are retained for automatic systems, claimed the

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Electronic Industries Association, then the economic incentive of using ATS would be removed. Without that incentive, automatic development would move at a "snail's pace," said EIA. An operator at the control point is "superfluous" from a technical point of view, added EIA. Rather than change existing rules, which are imbedded in the 1934 Communications Act and call for a licensed operator to be in attendance at all times, EIA called for the establishment of rules for a third mode of operations that would delete operator requirements in an automatic transmission system.

EIA also singled out seven TV transmitter performance parameters that should be electronically monitored in an ATS operation. Included were: aural and visual power inputs, visual blanking levels, visual reference white levels, aural modulation and visual and aural carrier frequency indicated error. If either the carrier frequency error or the maximum power output exceeds tolerance levels, set down in FCC rules, then the transmission system should automatically shut down, explained EIA.

The National Association of FM Broadcasters suggested that if special problems emerge regarding TV or directional AM, then the rules should still allow automatic transmission systems at FM facilities. The services should have separate rules, NAFMB urged, contrary to EIA and NAB remarks.

NAFMB further claimed that funds used to hire licensed operators would be channeled, in automatic systems, to local news and public affairs efforts. By eliminating the need for licensed operators in attendance, suggested NAFMB, jobs would open up to minorities or others not trained as radio-telephone operators.

Automatic shutdowns should only occur when operating power is in excess of 105% of authorized power, frequency is more than 2,000 hertz off center from its assigned location or exceeds by 100% the modulation peaks of frequency recurrence, said NAFMB.

The Public Broadcasting Service also saw no need for an operator to be in attendance for ATS operations, but suggested "qualified personnel" be available on an "on call" basis to respond to alarms. Manual override should be an essential feature of an automatic transmission system, said PBS.

The Dallas engineering consulting firm of A. Earl Cullum Jr. & Associates stated the FCC should concern itself only with the "limits and bounds" for automatic system operation and not with design problems. Any problems posed by the FCC, including directional antenna problems, can be handled by existing equipment, said the firm.

The Association for Broadcast Engineering Standards Inc., however, expressed "strong reservations" about automatic transmission systems for directional antenna operations. That issue is based on the construction and design of such antennas and should be left to the current FCC

inquiry on the subject (docket 19692), stated ABES.

The Association of Federal Communications Consulting Engineers argued against unattended operations, and suggested instead that the individual in charge of monitoring an ATS setup be relieved of all supervisory duties other than an awareness of alarm systems and abnormalities observed through regular TV or radio receivers.

Westinghouse Broadcasting Co. also was concerned that in eliminating the role of operator the transmitting plant might be "locked and forgotten." A first-class radio-telephone operator should be required to at least make weekly visits to the transmitting facilities for maintenance and inspection purposes, Westinghouse said.

FCC tightens up on requirements for EBS hardware

Type acceptance will be necessary for encoders and decoders

The FCC has amended its rules to require authorization for equipment used to transmit and receive the new two-tone attention signal of the Emergency Broadcast System. Type acceptance of the encoder (transmitter) and certification of the decoder (receiver) to meet additional specifications will be compulsory.

The commission action is the result of doubts it and many broadcasters expressed concerning the capability of presently available equipment to use the new signal adequately.

Last December, the commission decided to substitute the two-tone signal (853 and 960 hz) for the carrier-break and 1000 hz attention signal presently in use. The two tones will be transmitted simultaneously and are expected to increase the reliability of the system. And, unlike the present system, stations will not go off the air at all.

To provide time for the authorization process, the commission also extended by three months to April 15, 1976, the deadline for installation of the new signal.

The commission also exempted non-commercial educational FM's with 10 kw or less from transmitting the signal. The stations, however, will be required to receive it.

Cetec buys Schafer

Purchase of Schafer Electronic Corp., Goleta, Calif.-based manufacturer of automated radio broadcast equipment, by Cetec Inc., El Monte, Calif., parent company of Sparta Electronics, Jampro Antenna and Cetec Audio, was announced last week. Schafer was founded in the mid-1950's by Paul Schafer. It was sold to Applied Magnetics Corp., Los Angeles, in 1968 and to James M. Cunningham, an AMC executive, in 1971. Schafer sales for the fiscal year that ends Sept. 30 are estimated at \$3.5 million.

NCCB to scrutinize Ohio, Mich. stations

Letter goes to stations asking for information on employment, programing, access performance

The staff of Nicholas Johnson's National Citizens Committee for Broadcasting is working on a study of the performance of all television stations in Ohio and Michigan. It hopes to distribute the report this October, a year in advance of the Ohio and Michigan renewal date.

The study is a pilot project, which if successful, will lead to studies of all the TV stations in the country as their licenses come up for renewal, an NCCB staffer said last week.

According to an NCCB letter to station managers in the two states, the study will include information such as the amounts of news and public affairs programing at the stations, ownership information, employment practices, responsiveness to community needs, access to community groups.

"We are writing you now because we thought you would like to know," the letter says. "We are not trying to sneak up on you and surprise you. Moreover, we thought you might want to send us additional material which we are not likely to come across from our other sources. We are not asking for more, mind you—and certainly not demanding it. We're just trying to be as thorough, accurate, and fair as possible."

NCCB is using FCC files and local citizen-group input to map out the relative performance of each station, "the best as well as the worst," the letter says.

The study is intended for the use of local citizen groups and anybody else interested in the stations examined.

Broadcasters: We want our money back

Briefs filed in Court of Claims rebut government plea for dismissal

Broadcasters who turned to the U.S. Court of Claims for a refund of filing fees paid under the 1970 fee schedule (BROADCASTING, Feb. 17) last week opposed the government's motion to dismiss the case and asked the court for a summary judgment in their favor.

In four separate briefs, broadcasters rebutted the government's charges that the Court of Claims does not have jurisdiction and that broadcasters do not have the right to litigate since they already did so in 1972.

They claimed the government misinterpreted their cases with its contention that review of FCC orders can only be handled through the U.S. Court of Appeals. Broadcasters said they are not seeking review of the order but rather are ex-

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exercising their rights under the Tucker Act which gives the Court of Claims authority to judge suits for monies paid under illegal fee regulations.

They also disputed the government's contention that broadcasters were represented by the National Association of Broadcasters in the 1972 Clay case in the U.S. Court of Appeals for the fifth circuit. In that case the court decided against the NAB and upheld the fee schedule.

The broadcasters claimed that members of the NAB did not exercise control over the association's litigation and therefore cannot be considered as parties to the case.

McGraw-Hill Broadcasting Co. said it was not in existence in time to be a party to the proceeding before the commission which led to the Clay case. Many broadcasters also denied involvement, stating they were not NAB members.

All the briefs claimed that the entire 1970 fee schedule is invalid and was declared illegal in the 1972 Supreme Court case involving the National Cable Television Association. The FCC, however, contends that decision only applied to cable fees.

What's on at the NAB-RAB regionals

The National Association of Broadcasters last week announced the program for the six radio conventions it is sponsoring jointly with the Radio Advertising Bureau in cities across the country during October and November (BROADCASTING, Aug. 18). The program is designed to cover day-to-day operational problems of a radio station and features separate sessions on sales, programing, publicity and promotion, legal problems, government relations and engineering. Each convention will stage a two-and-a-half hour meeting with an FCC commissioner and FCC staff members.

The sessions:

A presentation for general management entitled "Accelerating Radio Growth," with NAB President Vincent T. Wasilewski and RAB President Miles David.

A commissioner and staffers of the FCC discussing "Today's FCC Problems," followed by a question-and-answer session.

A session on "How to Avoid Legal Problems," with John Summers, NAB executive vice president and general counsel.

A discussion on "Communicating with Your Congressman" by Donald Zeifang and William Carlisle, NAB executive vice president and vice president respectively for government relations.

Bob Henabery, a programing consultant, along with a successful manager and a program director discussing "Trends in FM Influencing Radio Today." Mr. David will join in, discussing FM sales.

A session entitled "Solving Day-to-Day Management and Engineering Problems," during which a member of the

NAB Radio Information Office committee will portray a typical manager who calls in general management and engineering consultants to resolve problems such as omissions that lead to forfeitures.

Four sales sessions: "Finding and Training Salespeople," with Mr. David and Robert Alter, RAB executive vice president; "Co-op Advertising: The Plugged-Up Faucet," a presentation by Ed Crimmins, an authority on co-op advertising; "Know Radio Better to Sell Radio Better," a review of radio marketing research findings and methods, with Mr. David and Mr. Alter; "Standardization of Radio Rate Card Formats," a report by Mr. Alter on efforts by an industry task force to develop suggestions for standardizing rate card formats and for making radio easier to buy.

Two Rust Craft outlets in Buffalo are clean; one gets short-term

WORC-AM-TV renewed; WPXY gets abbreviated renewal for EEO, public affairs shortcomings

The FCC has granted renewals to Rust Craft Broadcasting stations in Rochester, N.Y., despite citizen group opposition, on the condition that the licensee take steps to recruit, employ and promote qualified women for jobs at all levels.

Although WORC-AM-TV were granted full-term renewals, WPXY(FM) was granted a short-term renewal until June 1, 1976. The commission said, there was a lack of female employees in upper job categories at WPXY and the station had not lived up to its programing proposals set down in its 1972 renewal application.

WPXY's public affairs programing during the composite week fell 85% below what the station indicated on its 1972 renewal application, said the FCC. In addition, the station had continued to duplicate nonentertainment programing from WORC(AM), contrary to its 1972 proposals, said the commission.

The stations' renewals had been opposed by Action For a Better Community Inc. and Metro-Act of Rochester Inc. Both groups had failed to raise "substantial" questions regarding either the licensee's past programing or ascertainment practices, said the commission.

In memoriam

Sculptor Robert Russin has been commissioned by the National Association of Broadcasters' affiliated Television and Radio Political Education Committee to design a plaque for the Grover C. Cobb Memorial Award, featuring a likeness of the late NAB executive. The award was established this year as a memorial to Mr. Cobb, senior executive vice president and former board chairman of NAB, who died March 7. TARPEC will present the award yearly to a broadcaster or public servant

involved in government relations for the broadcasting industry. Mr. Russin is professor of art at the University of Wyoming. Among his better-known works are the Albert Einstein Medal and the Lincoln Monument near Laramie, Wyo.

Parker's people are out after new EEO proposals

Office of Communications files FOI request for staff reports and other documents, call revisions of rule 'moral bankruptcy'

The Office of Communication of the United Church of Christ last week denounced the FCC's proposed new EEO reporting requirements as "racist and sexist" and filed a Freedom of Information Act request for public inspection of all staff studies and other documentation pertaining to the proposed rule revisions.

Especially at issue is a proposal that asks if stations with up to 15 full-time employees—some 78% of the nation's television and radio stations—should be exempted from filing equal employment opportunity programs with the commission. Presently stations with five or more employees must file. The proposal was released last month as part of the commission's notice of inquiry and proposed rulemaking aimed at revising EEO guidelines (BROADCASTING, July 21).

In a separate letter to FCC Chairman Richard E. Wiley, Everett C. Parker, director of the Office of Communication, called the new proposals "a revelation of moral bankruptcy" and warned that the office "will use every resource at its disposal to oppose commission efforts to roll back the small gains in fair employment previously gained."

Dr. Parker said that the smaller stations, whose staffs are "almost invariably" white and male, are the worst offenders regarding fair employment. He claimed those stations would not hire minority persons or females without rule requirements or close commission supervision.

The FOI request seeks information on the effectiveness of EEO guidelines since 1969 and on FCC EEO compliance activities since that time.

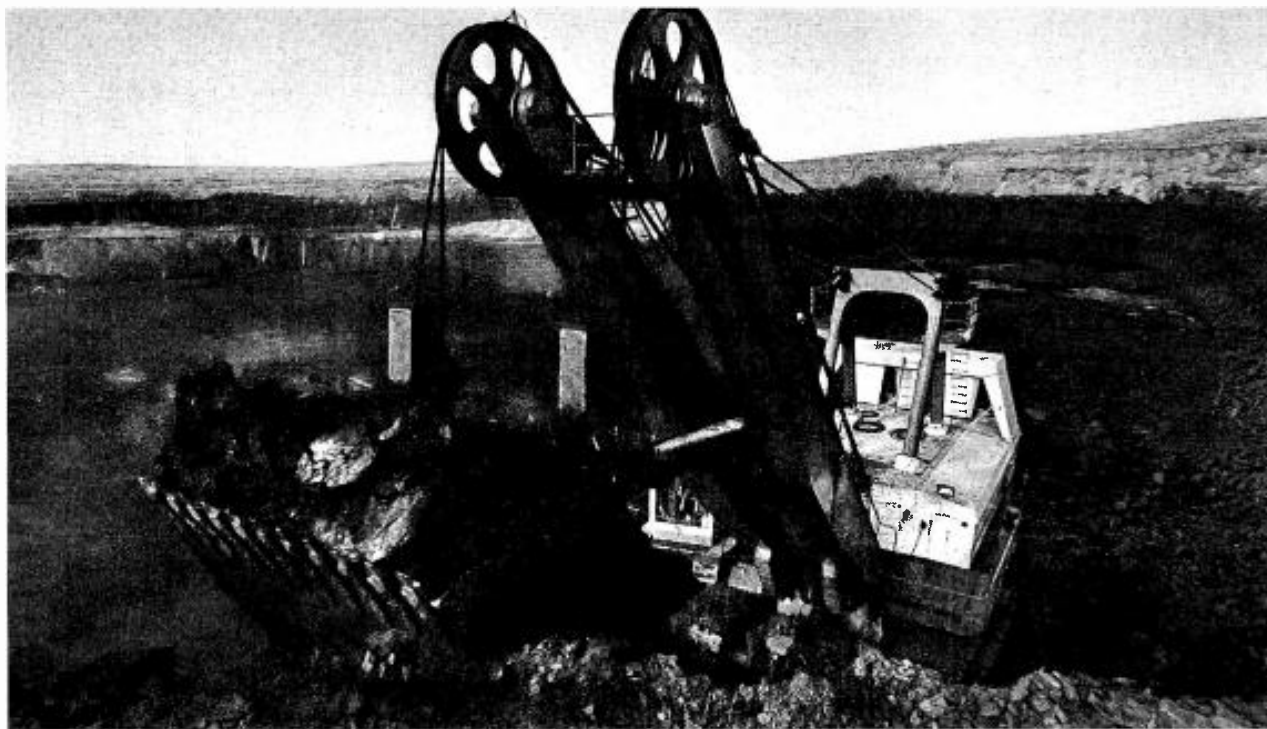
The request says public inspection of the information is necessary before comments can be filed.

Changing Hands

Announced

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

■ KEND(AM) Lubbock, Tex.: Sold by The END Corp. to Radio Lubbock Inc. for \$437,500. Seller is owned equally by Allan Rosen, Joe R. Horkey, Lewis T. D'Elia and Kenneth Hobbs. Messrs. Rosen and



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By 1985, the need for coal will more than double.

We expect our sales of coal to utilities will be large enough to make that portion of the business profitable by 1978.

Eventually, we believe, synthetic natural gas and gasoline made from coal will be helping to heat your homes and drive your cars.

AN ALMOST ENDLESS RESOURCE

Almost one third of the world's recoverable coal is in the United States.

Our Cordero Mine alone contains nearly a half-billion tons.

Because it's a surface mine, we'll be able to produce its coal at the rate of 12 million tons a year.

Triple the rate of the largest deep, Eastern mine.

ONE GIGANTIC STEP

The Cordero Mine is the beginning of a very large and promising Western coal operation for us.

The energy we'll supply from coal is an essential and gigantic step toward enhancing our future as well as bringing the U.S. closer to self-sufficiency.

Granted, there are problems to solve.

Not the least of which is the national concern for the environment.

We're confident, however, through mutual cooperation the problems can be solved to the satisfaction of everyone concerned.

In the meantime, we feel it's important that we aggressively pursue the development of Western coal.

By doing so, we'll have a head start on many of our competitors in the West.

While they're trying to get their coal operations going, we'll be busy supplying the energy our country needs.

Aggressive? You bet.

But isn't this the kind of company you'd like to do business with?

You'll be hearing from us.

FOLLOW THE SUN

Sun Oil Company, St. Davids, Pennsylvania



Horkey have interests in KRZI(AM) Waco, Tex. Messrs. D'Elia and Hobbs have no other broadcast interests. Buyer is equally owned by Larry Ackers and Bill Fox who have interests in KRBC(AM) Abilene, Tex., and are officers but not stockholders of KENM(AM) Portales, N.M. KEND is full time on 1590 khz with 1 kw.

■ KORN(AM) Mitchell, S.D.: Sold by Mitchell Broadcasting Co. to Korn Palace Broadcasting Inc. for \$400,000. Seller, R.V. Eppel, has no other broadcast interests. Buyer is equally owned by Dean L. DeSchepper, Arthur C. Rew, Marlyn Christensen, Robert W. Anton and Michael E. Opiola. They have no other broadcast interests. Mr. Opiola is director, news and public affairs, WBBM-FM Chicago. KORN is on 1490 khz with 1 kw day and 250 w night.

■ WGRO(AM) Lake City, Fla.: Columbia County Broadcasting Co. sold by John A. Dowdy, Robert E. Dobelstein and Donald E. Dockery to John G. Bolton Jr. and William H. Aaron Jr. for \$225,000. Mr. Dowdy also owns WMGR(AM)-WJAD(FM) Bainbridge, Ga.; Messrs. Dobelstein and Dockery have no other broadcast interests. Mr. Bolton manages television division and Mr. Aaron manages radio division of The Katz Agency, Atlanta, station representative. WGRO is daytimer on 960 khz with 500 w.

■ KVDO-TV Salem, Ore.: Sold by Corvallis TV Cable Co. to Oregon state board of higher education for \$200,000. Seller

operates cable TV system in Oregon and is wholly owned subsidiary of Liberty Communications Inc. Liberty is licensee of KEZI-TV Eugene, Ore., has applied for CP and subscription TV authority for channel 27 Dallas, directly and through subsidiaries operates 26 CATV systems in nine states and has business radio and microwave licenses. Major stockholders are Donald E. Tykeson, Carolyn S. Chambers and Durwood L. Boyles though some 250 others hold shares. Buyer plans to convert station to noncommercial, educational use. KVDO-TV is on channel 3 with 18.6 kw visual, 3.7 kw aural and antenna 1,070 feet above average terrain.

■ WTLT(TV) Nashville: Sold by Hudson Broadcasting Inc. to Reel Broadcasting Co. Inc. for assumption of about \$204,800 in liabilities. In addition, buyers will lease studio and land from Don J. Massey, selling principal. Don J. Massey, Robert D. Hudson Jr. and J.T. Lovell are principals in seller and, like Mr. Massey, have no other broadcast interests. Principals in buyer are Robert K. Zelle and Michael Thompson. Mr. Zelle has 25% interest in Nashville automobile transmission service and has smaller interests in real estate and financial planning firm, restaurant chain and nurseries. Mr. Thompson most recently was salesman at WFLD-TV Chicago. WTLT has been dark since 1971. Seller purchased station last year and has applied for waiver of FCC three-year rule because it lacks funds to put station back on air.

WTLT is authorized to operate on channel 17 with 242 kw visual, 46.8 kw aural and antenna 421 feet above average terrain.

■ Other sales reported at the FCC last week include KPLY(AM) Crescent City, Calif.; WXTR(FM) Crystal River, Fla.; WVIM(AM) Vicksburg, Miss., and WSCV(AM)-WSLE(FM) Peterborough, N.H. (see page 80).

Approved

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

■ WLWI(TV) Indianapolis: Sold by Avco Broadcasting Co. to VideoIndiana Inc., wholly owned subsidiary of Dispatch Printing Co., Columbus, Ohio for \$17,650,000. Seller, wholly owned subsidiary of Avco Inc., is liquidating its broadcast properties (BROADCASTING, June 23). Buyer, Edgar T. Wolfe family, publishes *Columbus Dispatch*, daily newspaper, and owns WBNS-AM-FM-TV in same city. Richard Wolfe is president of broadcast properties. WLWI is ABC affiliate on channel 13 with 316 kw visual, 31.6 kw aural and antenna 976 above average terrain.

■ KCPX-TV Salt Lake City: Sold by Screen Gems Stations Inc. to United Television Inc. for \$11 million. Seller is wholly owned subsidiary of Columbia Pictures Industries which owns KCPX-AM-FM Salt Lake City; WVUE(TV) New Orleans; WVVA-AM-FM Wheeling, W.Va.; WYDE(AM) Birmingham, Ala.; WNJU-TV Linden (Newark), N.J.; WAPA-TV San Juan, P.R., and has interest in WOLE-TV Aguadilla, P.R. Buyer is wholly owned subsidiary of Twentieth Century Fox Film Corp. which owns KMSP-TV Minneapolis-St. Paul and has bought KMOL-TV San Antonio, Tex. (formerly WOAI-TV) from Avco Broadcasting Corp. for \$9.3 million subject to FCC approval (BROADCASTING, March 3). Both Columbia Pictures and Twentieth Century-Fox are publicly traded on New York Stock Exchange. Alan J. Hirschfield is president of Columbia Pictures and Dennis C. Stanfill is chairman of Twentieth Century-Fox. KCPX-TV is ABC affiliate on channel 4 with 50.1 kw vertical, 8.7 kw aural and antenna 3,000 feet above average terrain.

■ KUIS(AM) Los Angeles: Sold by Forty-Six Beacon Corp. to Pacific & Southern Co., wholly owned subsidiary of Combined Communications Corp. for \$4,809,996 cash, 15,000 shares of CCC common stock (valued at 9¼ per share last Wednesday [Aug. 20]), payment of \$100,000 note and discharge of liabilities in maximum amount of \$194,400. Majority stockholder in Beacon is John E. Palmer who has no other broadcast interests. CCC, a Phoenix-based group broadcaster and outdoor advertising firm, owns KTAR(AM)-KBBC(FM) Phoenix; KTAR-TV Mesa-Phoenix; KARK-TV Little Rock, Ark.; KKDJ(FM) Los Angeles; KBTU(TV) Denver; WXIA-TV Atlanta; WPTA(TV) Roanoke-Fort Wayne, Ind.; WLKY-TV Louisville, Ky.; KOCO-TV Oklahoma City and WWDJ(FM) Hackensack, N.J. It has



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75-31

also received FCC approval to purchase KEZL(FM) San Diego from PSA Broadcasting Inc. (see below). CCC also has agreed to purchase *Cincinnati Enquirer* for \$55 million in cash, notes and stock (BROADCASTING, May 12). CCC's chairman is John J. Louis Jr. and its president is Karl Eller, who with their families own some 40% of CCC's outstanding stock, which is traded on New York Stock Exchange. KISS is on 1150 khz with 5 kw day and 1 kw night.

■ KEZL(FM) San Diego: Sold by PSA Broadcasting Inc. to Pacific & Southern Co. Inc., subsidiary of Combined Communications Corp., for \$850,000. PSA, principally owned by airline of same name, has sold KLVF(FM) Los Angeles to K-LOVE Radio Broadcasting Inc. (Lieberman family) for about \$2 million (BROADCASTING, May 26) subject to FCC approval. Seller still owns KEZR(FM) San Jose, Calif. Last month PSA received FCC approval to sell KEZS(FM) Sacramento to Cleveland Broadcasting Co., subsidiary of ASI Communications Inc. for \$700,000 (BROADCASTING, July 14). KEZL operates on 102.9 mhz with 50 kw horizontal and antenna 185 feet above average terrain.

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

■ WYRE(AM) Annapolis, Md.: Sold by Radio Chesapeake Inc. to Atlantic Broadcasting Corp. for \$775,000 cash; price previously was reported at \$950,000 (BROADCASTING, May 19). Payment terms have since changed. Sellers—Erny Tannen, Marvin Mirvis and Kerby Confer—together own WAYV(FM) Atlantic City, N.J. In addition, Mr. Tannen has interest in WEEZ(FM) Chester, Pa. His interest in WHFX(AM) Columbia, Pa., was sold to group of Annapolis investors—H.E.X. Country Radio Inc.—for \$250,000, (BROADCASTING, April 7) recently approved by FCC. Mr. Confer owns 50% of WLYC(AM)-WILQ(FM) Williamsport, Pa. Buyer principals are Sydney Abel (51%) and Donald A. Brown, Joseph B. Gildenhorn and Benjamin R. Jacobs. Mr. Abel is vice president and general manager of WJMD(FM) Bethesda, Md. Messrs. Brown, Gildenhorn and Jacobs are Washington attorneys with no other broadcast interests. WYRE is daytimer on 810 khz with 250 w.

■ WDBM-AM-FM Statesville, N.C.: Sold by Iredell Broadcasting Corp. to Radio Statesville Inc. for \$500,000. Seller is owned by Walter A. Duke family which has no other broadcast interests. Buyers are Miles Ferguson (55%), Alford M.

Pearce (20%), Ernie L. Pearce (17%) and others. Mr. Ferguson owns WRLD(AM) Lanett, Ala.-West Point, Ga., and has interests in WJHO(AM) Opelika, Ala., and WDSR(AM)-WTLD(FM) Lake City, Fla. Mr. Ferguson and Pearce brothers have interests in wwcc(AM) Bremen, Ga., which was sold to Marlin L. Lamar for \$172,000 (BROADCASTING, June 16) recently approved by the FCC. Alford Pearce is program director and Ernie L. Pearce is general manager at WRLD. WDBM is daytimer on 550 khz with 500 w. WDBM-FM is on 96.9 mhz with 3.6 kw and antenna 340 feet above average terrain.

■ KSSS(AM) Colorado Springs: Sold by Northwest Broadcasting Inc. to Radio Colorado Springs Inc. for \$380,000. Sale is consequence of merger of Ridder Publications Inc. and Knight Newspapers Inc. which excluded Ridder broadcast properties (BROADCASTING, July 15, 1974, et seq.) Stock of seller is held by voting trustees (Robert B. Ridder and Ridder family) who also hold 50% of corporation which owns 53% of WCCO-AM-FM-TV Minneapolis and CATV system in Rice Lake, Wis., and, through subsidiary, have pending application for new subscription TV station in St. Louis. KSSS buyer is wholly owned subsidiary of Peoria Journal Star Inc., publisher of *Peoria (Ill.) Journal Star*, *Shooting Times*, *Rotor* and *Wing and Profitable Craft Merchandising*. Peoria Journal also owns WAZY-AM-FM Lafayette, Ind.; KNOX(AM)-KYTN(FM) Grand Forks, N.D., and KBMY(AM) Bill-

ings, Mont. KSSS is on 740 khz with 1 kw day and 250 w night.

■ Other sales approved by the FCC last week include: WLAM(AM) Lewiston, Me.; WJON(AM)-WWJO(FM) St. Cloud, Minn., and WDDS-FM Syracuse, N.Y. (see page 80).

FOI fine tuning by FCC

The FCC has refined its procedures for requesting records under the Freedom of Information Act. The principal change is in regard to requests for records relevant to a hearing proceeding, which must now be acted on by the bureau or office chief concerned with the records. Formerly, the "presiding officer" was charged with replying to FOI requests.

In another revision, the commission ruled that the 20-day period for FCC action on applications for review would become effective when the application is filed. This would allow multiple parties an adequate opportunity to express their positions while leaving the FCC time to act within the statutory period, explained the commission. Previously, 10 days were allowed for the filing of an application for review and 10 days were allowed for a response. That practice often permitted the FCC only 10 days for making a decision.

The rule changes become effective Sept. 2.

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Music

Tracking the 'Playlists'

**Two weeks at top for 'Jive Talkin,'
Milsap stays best in country**

The Bee Gee's *Jive Talkin'*, now in its second top-ranked week on the pop "Playlist," is moving steadily closer to gold status. Elton John's *Someone Saved My Life Tonight* is the only other single making significant gains within the top five. Hamilton, Joe Frank & Reynolds' *Fallin' in Love*, Playboy Records' most successful effort to date, is near the top of many pop and MOR charts, and is now at seven on the "Playlist." Newer releases make the biggest gains of the week, however. John Denver's latest, *I'm Sorry*, is 25 in its second week. Ambrosia's *Holdin' On to Yesterday*, at 26, is a surprise hit for 20th Century Records. Paul Anka, the Amazing Rhythm Aces, the Osmonds and Bad Company all make large jumps with new product. David Geddes's *Run, Joey, Run*, the frontrunner in the new morbid-rock genre, booms onto the chart at 22, with stations reporting it an unusually heavily requested single. Austin Roberts's *Rocky*, another young-death saga, comes onto the chart at 49. The Sweet, English punk-rockers with some following here, make a strong debut with *Ballroom Blitz* at 39. Paul Simon and Phoebe Snow bring gospel to pop charts with *Gone At Last*, which en-

ters at 46. Ronnie Milsap's *Daydreams About Night Things* and Willie Nelson's *Blue Eyes Crying in the Rain* are the nation's two most-heard country singles, both adding stations very quickly over the past few weeks. Loretta Lynn's *Home*, another relatively new release, makes a big jump to six. Charlie Pride is at seven with *I Hope You're Feelin' Me*.

Breaking In

I Got Stoned and I Missed It—Jim Stafford (MGM). ■ Pop radio's tolerance of controversial topics is apparently still on the increase. Mr. Stafford had a hit last summer with *Wildwood Weed*, a good-natured story-song about marijuana and law breaking, and Ringo Starr's *The No-No Song*, with a mildly antidrug message, received airplay nearly everywhere this spring despite frequent references to contraband. Mr. Stafford's latest single, a dope-ridden sing-along penned by Shel Silverstein and previously recorded by Dr. Hook, tries to push back the boundaries a bit farther. It should be given a considerable boost by Mr. Stafford's summer-replacement series on ABC-TV. WTOB(AM) Winston-Salem, N.C., has added it.

Miracles—Jefferson Starship (Grunt). ■ As an RCA promotion executive put it, the Jefferson Starship has a lot of top-40 resistance to overcome

before this single can make it. No one who was a teen-ager when the Jefferson Airplane's *Somebody to Love* broke in 1967 is a teen-ager today, and in the intervening years, the Airplane/Starship, which became perhaps the leading "art rock" group, has been almost totally ignored by pop radio. Several original group members have departed, and much of the psychedelic quality of the music is gone as well, but the return of band founder Marty Balin seems to have infused new energy into the group's sound. The Starship's latest album has reached the top 10 of national sales charts, and *Miracles*, an ethereal ballad featuring a vocal duet between Mr. Balin and Grace Slick, is the group's best shot at a pop hit in years. Early strength has been shown in the group's San Francisco base, where KFRC(AM) has added it.

Extras

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

- *Bad Blood*, Neil Sedaka (Rocket).
- *Daisy Jane*, America (Warner Bros.).
- *Disco Queen*, Hot Chocolate (Big Tree).
- *Flying High*, Blackbirds (Fantasy).
- *Glass House*, Temptations (Gordy).
- *It Only Takes a Minute*, Tavares (Capitol).
- *Katmandu*, Bob Seegel (Capitol).
- *Miracles*, Jefferson Starship (Grunt).
- *Out Of Time*, Rolling Stones (Abkco).
- *Sweet Maxine*, Doobie Bros. (Warner Bros.).
- *That's When the Music Takes Me*, Neil Sedaka (Rocket).
- *To Each His Own*, Faith, Hope & Charity (RCA).
- *Two Fine People*, Cat Stevens (A&M).
- *What You Got*, Duke & Drivers (ABC).

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

- *Another Woman*, T.G. Shepard (Melodyland).
- *Don't Stop Loving Me*, Don Gibson (Hickory).
- *Don't Cry Joni*, Conway Twitty (MCA).
- *Funny How Time Slips Away*, Narvel Felts (ABC/Dot).
- *Helpless*, Darrell McCall (Avco).
- *I Love the Blues & the Boogie Woogie*, Billy (Crash) Craddock (ABC).
- *I'm Sorry*, John Denver (RCA).
- *If You Ever Change Your Mind*, Ray Price (Columbia).
- *Less Than the Song*, Patti Page (Avco).
- *A Poor Man's Woman*, Jeannie Pruitt (MCA).
- *San Antonio Stroll*, Tanya Tucker (MCA).
- *Shotgun Rider*, Marty Robbins (MCA).
- *Spring*, Tanya Tucker (Columbia).
- *Take My Hand*, Jeanne Seely (MCA).

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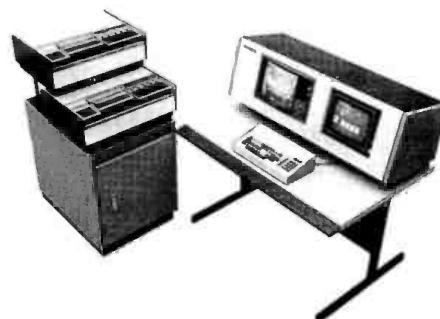
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The Broadcasting Playlist **Aug 25**

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 This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
1	1 Jive Talkin' (3:43) Bee Gee's—RSO	1	2	1	1
3	2 Someone Saved My Life Tonight (6:45) Elton John—MCA	2	1	2	2
2	3 Listen To What the Man Said (3:53) Paul McCartney—Apple	3	3	3	3
5	4 One of These Nights (3:29) Eagles—Asylum	5	4	4	4
4	5 Love Will Keep Us Together (3:15) Captain & Tennille—A&M	4	5	5	9
6	6 I'm Not in Love (3:40) 10 C.C.—Mercury	6	7	6	8
14	7 Fallin' in Love (3:13) Hamilton, Joe Frank & Reynolds—Playboy	9	6	9	5
7	8 Why Can't We Be Friends (3:45) War—United Artists	7	9	7	7
8	9 The Hustle (3:27) Van McCoy—Avco	11	8	8	6
13	10 Get Down Tonight (3:06) K. C. & Sunshine Band—TK Records	13	10	12	10
9	11 Midnight Blue (3:25) Melissa Manchester—Arista	8	12	11	15
17	12 How Sweet It Is (to Be Loved By You) (3:33) James Taylor—Warner Bros.	10	11	13	23
16	13 Could It Be Magic (3:37) Barry Manilow—Arista	17	14	10	11
12	14 Please Mr. Please (3:24) Olivia Newton-John—MCA	12	15	14	22
11	15 Magic (3:30) Pilot—EMI	16	13	17	12
18	16 Rhinestone Cowboy (3:18) Glen Campbell—Capitol	15	17	18	13
20	17 At Seventeen (3:56) Janis Ian—Columbia	14	16	15	24
15	18 Rockford Files (3:06) Mike Post—MGM	19	18	16	14
10	19 Rockin' Chair (3:15) Gwen McCrae—Cat	21	19	20	16
19	20 Swearing To God (3:58) Frankie Valli—Private Stock	18	21	24	18
21	21 Fight the Power (5:05) Isley Bros.—T-Neck	20	20	22	19
—	22 Run Joey, Run (3:52) David Geddes—Big Tree	26	27	19	17
22	23 Fame (3:30) David Bowie—RCA	24	23	21	21
24	24 Tush (2:14) Z.Z. Top—London	27	22	23	20
47	25 I'm Sorry (3:29) John Denver—RCA	23	24	29	25
35	26 Holding on to Yesterday (3:18) Ambrosia—20th Century	22	25	26	37
25	27 Dynamite (3:30) Tony Camillo's Bazuka—A&M	25	28	25	33
27	28 Rendezvous (3:30) Hudson Bros.—MCA	29	33	28	26
28	29 Solitaire (4:40) Carpenters—A&M	31	31	34	28
39	30 There's Nothing Stronger Than Our Love (2:52) Paul Anka—United Artists	28	29	27	41
31	31 Sister Golden Hair (3:16) America—Warner Bros.	35	44	32	27
40	32 Third Rate Romance (3:22) Amazing Rhythm Aces—ABC	32	26	35	39
43	33 The Proud One (3:02) The Osmonds—MGM	36	40	40	29
26	34 Wildfire (4:47) Michael Murphy—Epic	37	30	31	40
44	35 Feel Like Making Love (3:03) Bad Co.—Swan Song	30	34	30	42

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
36	36 Feelings (2:58) Morris Alpert—RCA	39	42	43	30
29	37 Pinball Wizard (3:48) Elton John—Polydor	34	*	33	31
33	38 Black Superman Muhammed Ali (3:32) Johnnie Wakelin—Pye	43	36	38	44
—	39 Ballroom Blitz (3:17) Sweet—Capitol	48	32	36	38
42	40 That's The Way Of the World (3:08) Earth, Wind & Fire—Columbia	38	35	37	45
38	41 Wasted Days & Wasted Nights (2:41) Freddie Fender—ABC	33	37	42	49
45	42 I Believe I'm Going to Love You (2:47) Frank Sinatra—Reprise	42	43	*	32
41	43 Dance With Me (2:59) Orleans—Asylum	41	41	39	48
32	44 Help Me Rhonda (2:48) Johnny Rivers—Epic	40	47	41	46
34	45 Love Won't Let Me Wait (3:18) Major Harris—Atlantic	*	*	50	35
—	46 Gone At Last (3:45) Paul Simon & Phoebe Snow—Columbia	*	38	46	43
23	47 The Way We Were/Try to Remember (4:48) Gladys Knight & The Pips—Buddah	47	39	45	*
46	48 'Til the World Ends (3:30) Three Dog Night—ABC	44	46	48	*
—	49 Rocky (3:34) Austin Roberts—Private Stock	45	*	44	*
—	50 No Way to Treat a Lady (3:26) Helen Reddy—Capitol	49	45	47	50

Country

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
3	1 Daydreams about Night Things (2:21) Ronnie Milsap—RCA	1	2	1	1
9	2 Blue Eyes Crying in the Rain (2:17) Willie Nelson—Columbia	2	1	2	2
4	3 The First Time (3:04) Freddie Hart—Capitol	4	3	4	3
1	4 Rhinestone Cowboy (3:18) Glen Campbell—Capitol	6	4	6	6
5	5 If I Could Only Win Your Love (2:36) Emmylou Harris—Reprise	3	6	5	7
18	6 Home (2:10) Loretta Lynn—MCA	5	7	3	9
17	7 I Hope You're Feelin' Me (2:59) Charlie Pride—RCA	7	5	7	8
6	8 Bandy the Rodeo Clown (2:54) Moe Bandy—GRT	8	10	9	11
10	9 Bouquet of Roses (2:24) Mickey Gilley—Playboy	11	9	8	15
2	10 Feelins' (3:00) Conway Twitty & Loretta Lynn—MCA	9	8	10	10
11	11 Woman in the Back of My Mind (2:48) Mel Tillis—MGM	13	11	12	14
12	12 I've Never Loved Anyone More (2:42) Lynn Anderson—Columbia	14	12	11	12
13	13 Stay Away from the Apple Tree (2:46) Billy Jo Spears—United Artists	10	13	14	19
8	14 I'll Go to My Grave (Loving You) (2:46) Statler Bros.—Mercury	12	14	13	13
15	15 Memories of Us (3:11) George Jones—Epic	16	15	15	24
—	16 This Is My Year for Mexico (2:45) Crystal Gayle—United Artists	17	19	16	25
14	17 Say Forever You'll Be Mine (2:45) Dolly Parton & Porter Wagoner—RCA	18	17	17	*
19	18 You're Not the Woman You Used to Be (2:48) Gary Stewart—MCA	19	16	18	*
7	19 Love in the Hot Afternoon (3:20) Gene Watson—Capitol	15	18	20	4
21	20 Same Old Story (2:46) Hank Williams Jr.—MGM	21	20	19	*
20	21 The Seeker (2:59) Dolly Parton—RCA	20	21	21	18
—	22 Heart to Heart (2:45) Roy Clark—ABC/Dot	22	24	22	22
23	23 Bringing It Back (3:07) Brenda Lee—MCA	24	22	24	21
22	24 Dear Woman (3:03) Joe Stampley—Epic	25	23	23	20
16	25 Even If I Have to Steal (2:50) Mel Street—GRT	*	*	25	*

Broadcasting's index of 134 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Aug. 20	Closing Wed. Aug. 13	Net change in week	% change in week	1974-75		PIE ratio	Approx shares out (000)	Total market capitali- zation (000)	
							High	Low				
ABC	ARC	N	19 1/8	19 1/2	- 3/8	- 1.92	28 3/8	12 3/8	7	17,187	328,701	
CAPITAL CITIES	CCB	N	36 1/8	36 3/8	- 1/4	- .68	43 1/2	19 1/2	12	7,208	260,389	
CBS	CRS	N	44 1/4	46 3/4	- 2 1/2	- 5.34	53 1/8	20 1/8	11	28,313	1,252,850	
CONCERT NETWORK*	O		1/4	1/4		.00	7/8	1/8		2,200	550	
COX	COX	N	19 1/4	19 3/4	- 1/2	- 2.53	26 1/2	9 3/8	10	5,812	111,881	
GROSS TELECASTING	GGG	A	9 3/4	10 1/4	- 1/2	- 4.87	13 5/8	6 3/8	7	800	7,800	
LIN	LINA	O	7 1/8	7 3/4	- 5/8	- 8.06	9 1/8	2	7	2,297	16,366	
MOONEY	MOON	O	2 1/2	2 1/2		.00	3 5/8	1	7	385	962	
RAHALL	RAHL	O	5 1/4	5 5/8	- 3/8	- 6.66	6 1/4	1 3/4	11	1,297	6,809	
SCRIPPS-HOWARD	SCRIP	O	19	20	- 1	- 5.00	22	13 1/2	7	2,589	49,191	
STARR	SBG	M	3 1/4	3 7/8	- 5/8	- 16.12	9	3 1/4	3	1,091	3,545	
STORER	SBK	N	14 1/8	15 1/8	- 1	- 6.61	20 5/8	10 7/8	7	4,571	64,565	
TAFT	TFB	N	19 3/4	21	- 1 1/4	- 5.95	27 1/4	10 3/4	7	4,045	79,888	
WOODS COMM.*	O		1/2	1/2		.00	1 1/4	1/4	4	292	146	
Broadcasting with other major interests										TOTAL	78,087	2,183,643
ADAMS-RUSSELL	AAR	A	2 1/8	2 1/8		.00	2 1/2	3/4	13	1,248	2,652	
AVCO	AV	N	4 7/8	5 1/4	- 3/8	- 7.14	8 7/8	2 1/8	1	11,481	55,969	
BARTLETT MEDIA	BMC	A	7/8	1	- 1/8	- 12.50	2 3/8	5/8	1	2,257	1,974	
JOHN BLAIR	BJ	N	4 3/4	5	- 1/4	- 5.00	7 1/2	3 1/2	23	2,403	11,414	
CAMP-TOWN IND.*	O		1/8	1/8		.00	7/8	1/8	2	1,138	142	
CHRIS-CRAFT	CCN	N	5 1/8	4 1/2	+ 5/8	+ 13.88	5 7/8	1 1/2	19	4,164	21,340	
COMBINED COMM.	CCA	N	9 1/4	9 1/2	- 1/4	- 2.63	16 1/8	5 1/8	6	4,673	43,225	
COWLES	CWL	N	7 1/8	7 1/8		.00	8 7/8	3 7/8	6	3,969	28,279	
DUN & BRADSTREET	DNB	N	24 1/2	25 1/2	- 1	- 3.92	34	14 5/8	16	26,514	649,593	
FAIRCHILD IND.	FEN	N	7	7 1/4	- 1/4	- 3.44	8 3/4	3 3/4	6	4,550	31,850	
FUQUA	FOA	N	5 3/8	5 1/2	- 1/8	- 2.27	10 3/4	3 1/8	9	8,671	46,606	
GANNETT CO.	GCI	N	32 3/8	33	- 5/8	- 1.89	38 1/2	20 1/2	20	21,108	683,371	
GENERAL TIRE	GY	N	14	15 1/4	- 1 1/4	- 8.19	18 1/4	10 1/4	4	21,523	301,322	
GLOBETROTTER	GLBTA	O	1 5/8	1 5/8		.00	4 3/4	7/8	8	2,731	4,437	
GRAY COMMUN.	O		7	7		.00	8 1/2	5	5	475	3,325	
HARTE-HANKS	HHN	N	17 1/4	16 5/8	+ 5/8	+ 3.75	19 3/8	6	11	4,369	75,365	
JEFFERSON-PILOT	JP	N	29 1/4	30	- 3/4	- 2.50	38 1/4	20 1/2	12	24,064	703,872	
KAISER INDUSTRIES	KI	A	8 1/4	8 7/8	- 5/8	- 7.04	11 3/8	4 1/4	5	27,487	226,767	
KANSAS STATE NET.	KSN	O	3 1/4	3 1/8	+ 1/8	+ 4.00	4 1/8	2 3/4	6	1,815	5,898	
KINGSTIP	KTP	A	6	6 1/4	- 1/4	- 4.00	6 3/4	1 1/2	11	1,154	6,924	
KNIGHT-RIDDER	KRN	N	24 3/4	24 3/4		.00	32 3/4	9 1/4	16	8,305	205,548	
LAMB COMMUN.*	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593	
LEE ENTERPRISES	LNT	A	17 3/8	18 3/4	- 1 3/8	- 7.33	19 3/8	10 3/4	9	3,352	58,241	
LIBERTY	LC	N	9 3/4	9 7/8	- 1/8	- 1.26	15 5/8	7 1/8	4	6,762	65,929	
MCGRAW-HILL	MHP	N	9 1/8	9 1/2	- 3/8	- 3.94	13 1/2	5 1/2	8	24,569	224,192	
MEDIA GENERAL	MEG	A	28 3/4	30 1/8	- 1 3/8	- 4.56	32 3/4	15 1/2	10	3,604	103,615	
MEREDITH	MDP	N	9 3/4	10 1/2	- 3/4	- 7.14	13 3/8	8	4	2,995	29,201	
METROMEDIA	MET	N	11 3/4	12	- 1/4	- 2.08	15	4 1/2	9	6,553	76,997	
MULTIMEDIA	MMD	O	13	13 1/4	- 1/4	- 1.88	14 1/4	8 3/4	9	4,389	57,057	
NEW YORK TIMES CO.	NYKA	A	12 3/8	12 7/8	- 1/2	- 3.88	14 1/2	6 3/4	8	10,231	126,608	
OUTLET CO.	OTU	N	12	13	- 1	- 7.69	62	7	4	1,381	16,572	
POST CORP.	POST	O	6 1/2	6 1/2		.00	16 1/2	4 3/4	26	870	5,655	
PSA	PSA	N	4 1/8	4 1/2	- 3/8	- 8.33	10	1 1/2	8	3,181	13,121	
REEVES TELECOM	RBT	A	1 5/8	1 5/8		.00	3	5/8	7	2,376	3,861	
ROLLINS	RDL	N	16 3/8	18 1/8	- 1 3/4	- 9.65	22	6 1/2	12	13,341	218,458	
RUST CRAFT	RUS	A	6 3/4	7 1/8	- 3/8	- 5.26	10 1/4	5 1/8	5	2,328	15,714	
SAN JUAN RACING	SJR	N	8 5/8	9 3/4	- 1 1/8	- 11.53	13 3/8	5 1/2	6	2,509	21,640	
SCHERING-PLOUGH	SGP	N	47 1/2	48 3/8	- 7/8	- 1.80	74 3/8	44 3/4	20	53,938	2,562,055	
SONDERLING	SDB	A	6 5/8	6 3/4	- 1/8	- 1.85	10	3 1/2	5	727	4,816	
TECHNICAL OPERATIONS	TO	A	4	4 1/4	- 1/4	- 5.88	6 3/4	2 3/8	4	1,344	5,376	
TIMES MIRROR CO.	TMC	N	15 3/4	16	- 1/4	- 1.56	19 1/2	9 1/4	9	31,385	494,313	
WASHINGTON POST CO.	WPD	A	26 1/8	26 1/2	- 3/8	- 1.41	28 3/4	14 3/4	9	4,751	124,119	
WOMETCO	WDM	N	13 3/4	13 5/8	+ 1/8	+ .91	16 7/8	6 1/4	9	5,775	79,406	
Cablecasting										TOTAL	370,935	7,417,412
AMECO**	ACO	O	3/8	3/8		.00	1 7/8	1/8		1,200	450	
AMER. ELECT. LABS	AELBA	O	1 5/8	1 5/8		.00	2 1/8	1/2	13	1,672	2,717	
AMERICAN TV & COMM.	AMTV	O	11	11		.00	19 1/4	5 1/2	20	3,304	36,344	
ATHENA COMM.** *	O		1/4	1/4		.00	3 1/2	1/8		2,125	531	
BURNUP & SIMS	BSIM	O	4 5/8	6	- 1 3/8	- 22.91	24 1/8	2 1/2	9	8,268	38,239	
CABLECOM-GENERAL	CCG	A	5	5		.00	7 1/4	1 1/2	9	2,560	12,800	
CABLE FUNDING	CFUN	O	5 3/4	5 3/4		.00	7 3/8	3 7/8	144	1,121	6,445	
CABLE INFO.	O		1/2	1/2		.00	1 1/4	1/8	1	663	331	
COMCAST	O		2 3/4	2 3/4		.00	3 1/4	3/4	11	1,708	4,697	
COMMUNICATIONS PROP.	COMU	O	2 1/8	2 1/4	- 1/8	- 5.55	3 1/2	1	13	4,761	10,117	
COX CABLE	CXC	A	10	11	- 1	- 9.09	15 7/8	3 3/4	16	3,560	35,600	
ENTRON	ENT	O	1	1		.00	1 1/2	3/8	7	1,358	1,358	
GENERAL INSTRUMENT	GRI	N	9 1/8	9 7/8	- 3/4	- 7.59	17 1/8	5/8	6	7,201	65,709	
GENERAL TV	O		5/8	5/8		.00	1 1/2	1/4	31	1,000	625	
SCIENTIFIC-ATLANTA	SFA	A	13 7/8	15 1/2	- 1 5/8	- 10.48	17 3/8	4	12	963	13,361	
TELE-COMMUNICATION	TCOM	O	3 1/2	3 3/8	+ 1/8	+ 3.70	6 3/8	7/8	2	5,181	18,133	
TELEPROMPTER	TP	N	5 3/8	5 7/8	- 1/2	- 8.51	9	1 3/8	12	16,604	89,246	
TIME INC.	TL	N	55 5/8	55 1/8	+ 1/2	+ .90	59 1/4	24 7/8	12	9,960	554,025	
TOCOM	TOCM	O	1 7/8	2	- 1/8	- 6.25	4 7/8	1 3/4	4	634	1,188	
UA-COLUMBIA CABLE	UACC	O	7 3/4	8 3/8	- 5/8	- 7.46	12 3/4	3 3/4	11	1,714	13,283	
UNITED CABLE TV	UCTV	O	2 5/8	2 5/8		.00	4 5/8	1/4	5	1,879	4,932	
VIACOM	VIA	N	6 5/8	6 3/4	- 1/8	- 1.85	9 1/4	2 5/8	9	3,665	24,280	
VIKOA**	VIK	A	1 3/4	1 1/2	+ 1/4	+ 16.66	4	1/2	1	2,534	4,434	
Programming										TOTAL	83,635	938,845
COLUMBIA PICTURES	CPS	N	5 3/4	6 3/4	- 1	- 14.81	9 1/2	1 5/8	22	6,748	38,801	
DISNEY	DIS	N	40	41 5/8	- 1 5/8	- 3.90	54 3/4	18 3/4	22	29,755	1,190,200	

	Stock symbol	Exch.	Closing Wed. Aug. 20	Closing Wed. Aug. 13	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)	
							High	Low				
FILMWAYS	FWY	A	4	4 1/2	-	1/2	11.11	5	2 1/8	5	1,792	7,168
FOUR STAR			3/8	3/8			.00	1 3/8	1/8	1	666	249
GULF + WESTERN	GW	N	36 7/8	39	-	2 1/8	5.44	42 1/2	18 3/8	5	14,470	533,581
MCA	MCA	N	63 1/4	70 1/4	-	7	9.96	81	19 1/4	9	8,478	536,233
MGM	MGM	N	14 1/4	14 3/4	-	1/2	3.38	32 1/2	9 1/4	6	12,180	173,565
TELE-TAPE** *	O		1/4	1/4			.00	3/4	1/8		2,190	547
TELETRONICS INTL.		O	4 1/8	4 1/4	-	1/8	2.94	5	1 1/4	9	943	3,889
TRANSAMERICA	TA	N	8	8 1/2	-	1/2	5.88	10 3/8	5 1/2	12	64,945	519,560
20TH CENTURY-FOX	TF	N	11 5/8	12	-	3/8	3.12	14 7/8	4 1/2	12	7,547	87,733
WALTER READE**	WALT	O	3/8	3/8			.00	1/2	1/8		4,467	1,675
WARNER	WCI	N	16 3/4	17 1/8	-	3/8	2.18	20 7/8	6 7/8	7	16,718	280,026
WRATHER	WCO	A	3 3/8	3 1/2	-	1/8	3.57	8 1/8	1 1/4	6	2,229	7,522
Service										TOTAL	173,128	3,380,749
BBDO INC.	BBDO	O	16 1/4	16	+	1/4	1.56	17 1/2	9 7/8	7	2,513	40,836
COMSAT	CO	N	35 3/8	36 3/4	-	1 3/8	3.74	46	23 3/4	8	10,000	353,750
DOYLE DANE BERNBACH	DOYL	O	9 3/4	10	-	1/4	2.50	11 7/8	5 5/8	5	1,816	17,706
ELKINS INSTITUTE** *	ELKN	O	1/8	1/8			.00	5/8	1/8		1,897	237
FOOTE CONE & BELOING	FCB	N	8 5/8	8 1/2	+	1/8	1.47	11 1/4	5 3/8	6	2,121	18,293
GREY ADVERTISING	GREY	O	6 7/8	7	-	1/8	1.78	8 3/8	1	4	1,213	8,339
INTERPUBLIC GROUP	IPG	N	15	14 3/4	+	1/4	1.69	19	8 1/8	5	2,249	33,735
MARVIN JOSEPHSON	MVRN	O	6 1/2	6 3/4	-	1/4	3.70	9 3/4	3 1/4	4	1,800	11,700
MCI COMMUNICATIONS	MCIC	O	2 1/2	2 1/2			.00	6 1/2	1		13,339	33,347
MOVIELAB	MOV	A	1 1/2	1 5/8	-	1/8	7.69	1 3/4	1/2	8	1,407	2,110
MPO VIDEOTRONICS	MPD	A	3 1/8	3	+	1/8	4.16	4	1	17	537	1,678
NEEDHAM, HARPER	NHDMA	O	5 1/8	5 1/8			.00	7 1/2	3 5/8	7	892	4,571
A. C. NIELSEN	NIELB	O	16	17	-	1	5.88	28	7 3/8	15	10,598	169,568
OGILVY & MATHER	OGIL	O	16	17 1/4	-	1 1/4	7.24	23 1/2	10	5	1,805	28,880
J. WALTER THOMPSON	JWT	N	6 3/4	6 7/8	-	1/8	1.81	12	4 1/4	9	2,649	17,880
UNIVERSAL COMM.*	O		1/4	1/4			.00	3/4	1/8		715	178
Electronics/Manufacturing										TOTAL	55,551	742,808
AMPEX	APX	N	4 3/4	5 3/8	-	5/8	11.62	8 3/8	2 1/4	5	10,885	51,703
CCA ELECTRONICS*	CCAE	O	1/8	1/8			.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 1/2	1 1/2			.00	2 1/8	1	7	2,319	3,478
COMU, INC.	COH	A	2 3/8	2 5/8	-	1/4	9.52	3 7/8	1 1/4	26	1,617	3,840
CONRAC	CAX	N	16 7/8	17	-	1/8	.73	21 3/4	10	7	1,271	21,448
EASTMAN KODAK	EASKO	N	90	91 7/8	-	1 7/8	2.04	108 3/4	63	23	161,347	14,521,230
GENERAL ELECTRIC	GE	N	41 3/4	43 3/8	-	1 5/8	3.74	65	30	14	182,885	7,635,448
HARRIS CORP.	HRS	N	22	23 3/8	-	1 3/8	5.88	33 1/2	13 1/8	314	6,152	135,344
HARVEL INDUSTRIES	HARV	O	3	3 1/8	-	1/8	4.00	9	2 1/2	19	480	1,440
INTERNATIONAL VIDEO	IVCP	O	2 1/4	2 3/8	-	1/8	5.26	7 1/2	1 1/4	4	2,730	6,142
MAGNAVOX	MAG	N	8 7/8	8 7/8			.00	9 7/8	3 3/4	8	17,799	157,966
MICROWAVE ASSOC. INC	MAI	N	15	16 1/4	-	1 1/4	7.69	26 7/8	9 3/4	7	1,320	19,800
3M	MMM	N	51 1/2	54 5/8	-	3 1/8	5.72	80 1/2	7 5/8	26	114,240	5,883,360
MOTOROLA	MOT	N	40 3/4	45	-	4 1/4	9.44	61 7/8	34 1/8	19	28,198	1,149,068
OAK INDUSTRIES	OEN	N	8 1/4	7 3/4	+	1/2	6.45	12 7/8	5 1/4	3	1,639	13,521
RCA	RCA	N	16 3/4	17 5/8	-	7/8	4.96	21 1/2	9 7/8	13	74,547	1,248,662
ROCKWELL INTL.	ROK	N	23 1/2	24 1/4	-	3/4	3.09	28 3/8	18 3/8	7	30,913	726,455
RSC INDUSTRIES	RSC	A	1 7/8	1 3/4	+	1/8	7.14	2 1/4	1/2	6	3,440	6,450
SONY CORP.	SNE	N	10 1/4	11 1/8	-	7/8	7.86	29 7/8	4 3/4	27	172,500	1,768,125
TEKTRONIX	TEK	N	33 1/4	35 3/4	-	2 1/2	6.99	47 3/4	18 1/2	12	8,671	288,310
TELEMATON	TIPT	O	1 1/4	1	+	1/4	25.00	2 3/4	1	7	1,050	1,312
VARIAN ASSOCIATES	VAR	N	12 1/4	13 3/8	-	1 1/8	8.41	17 3/4	6	11	6,838	83,765
WESTINGHOUSE	WX	N	15	15 3/8	-	3/8	2.43	26	8 1/2	42	86,989	1,304,835
ZENITH	ZE	N	22 7/8	23 3/8	-	1/2	2.13	31 5/8	10	95	18,797	429,981
TOTAL										937,508	35,461,793	
GRAND TOTAL										1,698,844	50,125,250	

Standard & Poor's Industrial Average

93.4

96.6

-3.2

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

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

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

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

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

Company	Period/Ended	Revenues	Change	CURRENT AND CHANGE		Per Share	YEAR EARLIER		
				Net Income	Change		Revenues	Net Income	Per Share
Avco Corp.....	6 mo. 5/31	302,516,000	+ .5%	17,077,000	- 7.8%	.77	300,790,000	20,767,000	1.09
John Blair & Co.....	6 mo. 6/30	38,410,000	- .5%	674,000	-29.0%	.28	38,565,000	452,000	.40
Combined Communications Corp.....	6 mo. 6/30	85,324,479	+19.8%	3,161,286	+34.1%	.68	54,499,131	2,356,643	.72
Cowles Communications.....	6 mo. 6/30	1,250,000	+16.9%	1,734,000	-44.6%	.44	1,069,000	1,199,000	.30
Footes, Cone & Belding Communications	6 mo. 6/30	27,595,000	+10.9%	1,462,000	-13.4%	.69	24,869,000	1,690,000	.81
Ogilvy & Mather.....	6 mo. 6/30	45,650,802	+14.9%	2,506,415	+12.9%	1.38	39,740,424	2,220,881	1.23
PSA Inc.....	6 mo. 6/30	76,447,000	+ .6%	(3,527,000)	*	(1.11)	71,783,000	2,730,000	.86
RCA.....	6 mo. 6/30	2,245,300,000	+ .8%	43,800,000	-34.1%	.55	2,227,500,000	66,500,000	.85
Time Inc.....	6 mo. 6/30	430,016,000	+10.5%	22,258,000	-17.0%	2.23	388,987,000	26,848,000	2.66
Transamerica Corp.....	6 mo. 6/30	1,160,674,000	+ .9%	34,632,000	+32.5%	.53	1,055,945,000	26,135,000	.39

*Change too great to be meaningful.

Fates & Fortunes®

Media

Joan F. Mosley, attorney in NBC's law department since 1972, named senior attorney, NBC, with increased responsibilities for legal matters of NBC Radio division and NBC-owned radio stations, and for advice regarding contests and awards shows on NBC-owned TV and radio stations.

Vince Ford, sales manager, WGRD-AM-FM Grand Rapids, Mich., named general manager, KUDL-AM-FM Kansas City. He is succeeded by **Robert J. Malone**, sales representative with Regional Broadcasting Group, Kingston, N.Y.

Bert Wahlen, VP-general manager, KSON(AM) San Diego, named president and general manager, KOZN-FM San Diego.

Herb Schulte, corporate planning department, Meredith Corp., Des Moines, Iowa, elected VP-corporate planning.

Dave L. Cliné, commercial manager, KRUX(AM) Glendale, Ariz., named general manager. **Joseph Koff**, account executive, KRUX, named general manager of Lotus Representatives, New York. Both are Lotus Communications Corp. properties.

Hugo Papstein, general sales manager, KINS(AM) Eureka, Calif., named to additional duties as station manager.

Lee G. Stevens, station manager, WUHQ-TV Battle Creek, Mich., named acting general manager, succeeding **Harold C. Sundberg** who resigns to pursue other business interests.

Vera Mayer, manager, library and records administration, NBC Information Services, named to newly created post of archivist, NBC Information Services, New York.

Charles A. Mangano, supervisor, telecommunications, NBC, named coordinator, special network transmission facilities, NBC.

John T. Dealy, associate general counsel, Cooper Laboratories Inc., Bedford Hills, N.Y., appointed assistant secretary, ABC Inc., New York.

Judy Santarsiero Torello, manager of public relations and publicity, WABC-TV New York, joins CBS Radio, New York, as manager, press services. She replaces **Priscilla M. Tournay**, recently named account executive, CBS Radio network sales.

Daniel Udvig, promotion manager, WBAY-AM-FM-TV Green Bay, Wis., named director of promotion, WMT-AM-FM-TV Cedar Rapids-Waterloo, Iowa.

Charles N. Campbell, Campbell-Ewald Co., Detroit, named Detroit representative, Keystone Broadcasting System.

Valerie Johnson, executive secretary to general manager, WTOG(TV) St. Petersburg, Fla., named director, equal employment opportunity program, for parent Hubbard Broadcasting Inc., Minneapolis, remaining in St. Petersburg.

Tony Bond, director/switcher, KCST-TV San Diego, named to newly created position of supervisor of general services.

Thomas Spann, with KRVS(FM) Lafayette, La., named operations manager, noncommercial KRNU(FM) Lincoln, Neb., and assistant professor of broadcasting, University of Nebraska.

Newly elected officers, Missouri Public Radio Association, are: **Robert Thomas**, KWMU(FM) St. Louis, president; **Wayne Lemons**, KBFL(FM) Buffalo, VP; **William Devine III**, KUMR(FM) Rolla, secretary-treasurer.

Broadcast Advertising

Bobbi Grimm, associate director, community involvement, KFAC-AM-FM Los Angeles, named to additional duties as publicity director handling promotion and advertising for the station.

Hilary Hendler, account executive, NBC-TV Spot Sales, New York, named manager, Eastern sales.

Morton L. Jaffe, manager, account services, Yaffe, Stone, August Advertising, Detroit, named general sales manager, KVVU-TV Las Vegas.

Tim Slye, account executive, KIKI(AM) Honolulu, named sales manager.

Virginia Daly, media supervisor, Air Time, New York, elected VP-media supervisor.

John L. Turner Jr., merchandising director, WBNG-TV Binghamton, N.Y., named sales promotion manager, Fetzer-owned wwTV(TV) Traverse City and wwUP-TV Sault Ste. Marie, both Michigan.

Robert H. Kriehoff Jr., with Peters, Griffin, Woodward Inc., Detroit, named sales manager, WEYI-TV Saginaw, Mich.

James Beloyianis, salesman, Katz Television, Atlantic team, named assistant sales manager, Atlantic team, New York.

Robert Taylor, associate creative director and VP, J. Walter Thompson Co., Chicago, named creative director.

Bob Rodriguez, account executive, KTTV(TV) Los Angeles, named co-op coordinator of retail/development sales department, KNXT(TV) Los Angeles.

Jacqueline Ceballos, head of own public relations firm, Jacqueline Ceballos Communications, New York, and leader in feminist movement; **Jean Phillips**, formerly host on WTVT(TV) Tampa, Fla., news program and associate editor, *Good Food* magazine, New York; and **Patricia Wagner**, formerly with Ross Roy advertising, New York, and president of own communications firm for past three years, Pat Wagner Communications Services, New York, have formed Ceballos, Phillips & Wagner Communications Inc., One Rockefeller Plaza, New

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York, public relations, advertising and marketing firm specializing in women's projects.

Karen Vanderbeck, with Campbell-Mithun, Chicago, named spot buyer on Alberto-Culver account at Lee King & Partners, Chicago.

Robert D. Swanson, merchandising assistant, WGN-AM-TV, Chicago, named merchandising supervisor, succeeding **Paul Sallner**, retired.

Lawrence Colen, media manager, advertising service subsidiary, Bristol-Myers Co., New York, named to new post of media manager, Best Foods Division, New York.

Daniel W. Tutt, president and account supervisor, Bruning Tutt & Associates, Colorado Springs, Colo., advertising agency, named research and sales development assistant, KOMO-TV Seattle.

Frank DeFilippo, VP-creative supervisor, Needham, Harper & Steers, New York, named copywriter, Kenyon & Eckhardt Advertising, New York.

Programing

Rick Stewart, with KRAK(AM) Sacramento, Calif., named program director, KMPS(AM) Seattle.

Jack Raymond, news director, WEIM(AM) Fitchburg, Mass., named program director.

Bill Land, sports director, WXOW-TV LaCrosse, Wis., named to same post, KAKE-TV Wichita, Kan.

Ed Wocher, account executive, KEEN(AM) San Jose, Calif., named manager of newly opened San Francisco office, Sports Media Sales, Beverly Hills, Calif., radio-TV packager of college and professional teams (155 Montgomery Street, San Francisco 94104).

Jack Buck sports director, KMOX(AM) St. Louis, and play-by-play announcer for St. Louis Cardinals, named host of NBC Sports' new pregame *Grandstand* series for NFL football. Mr. Buck is in his last season with Cardinals, but will continue as KMOX(AM) sports director.

Peter Allen, staff announcer for WQXR(AM) New York for 28 years, has been named to handle Metropolitan Opera broadcasts sponsored via national syndication by Texaco Inc., starting in fall. Mr. Allen, who replaces Milton Cross who died last January, had been stand-by announcer on opera broadcast for many years.

Joseph Monzio, associate producer, Universal Television (*Owen Marshall, Counselor at Law, Sunshine*), named executive assistant to Bruce Lansbury, president of Bruce Lansbury Productions Ltd., recently associated with Columbia Pictures Television as an independent producer.

R.T. Simpson, production director, KERE(AM) Denver, named program director. **Bob Barwick**, announcer, named music director.

Karen Strobach, news producer, KMOX-TV St. Louis, named staff producer, WCAU-TV Philadelphia. Both are CBS-owned stations.

Don Sipes, senior executive VP of International Creative Management, named VP of Universal Television, Universal City, Calif.

Joseph Abruscato, director in sales administration department, Columbia Pictures Television, New York, elected VP.

Roger Hudson, with Hughes Television Network, New York, named VP, sales and marketing, Marvin H. Sugarman Productions, sports TV production firm, New York.

Robert Page Jr., sportscaster, WJIM-AM-FM-TV Lansing, Mich., named sports editor, WJR-AM-FM Detroit.

Kenneth Edmundson, news and feature assistant, Visnews, international news film syndication service, London, named assistant to producer, NBC Sports, New York.

Deborah Squalls, continuity coordinator, WKBS-TV Burlington, N.J., named traffic supervisor.

Marcel Ophuls, French documentary producer-director, will join CBS News in September as documentary producer.

Robert Jay Gordon, director of marketing, WHAS-AM-FM-TV Louisville, Ky., named president of Pegasus Productions, newly formed division of WHAS Inc., audio/visual production company. **Bernie Rosenthal**, general manager, WHAS Inc.'s Graphic Eleven, named VP of marketing, Pegasus Productions which includes both creative services department of WHAS and Graphic Eleven.

Dick D'Anjolell, independent television program producer, Philadelphia, named producer/director, Telegroup Inc., Bala Cynwyd, Pa. **Nancy Haas**, account executive, Telegroup, named producer.

Peter Bright, production coordinator, Mobile Television Services, Chicago, resigns Aug. 22 to relocate in Los Angeles to do television production.

Broadcast Journalism

Ken Kashiwahara, correspondent, ABC News, Los Angeles, appointed bureau chief for ABC News in Hong Kong. **Phil Lewis**, producer, ABC News's *Closeup*, named director of operations, ABC News television documentaries, New York.

Richard Ross, news director and anchorman, KGW-TV Portland, Ore., named news director, KATU(TV) Portland.

Elizabeth Barks, assistant editorial director, WBBM-TV Chicago, named editorial director, WLS-TV Chicago.

Jenny Crimm and **Lynne Joiner**, reporters and news anchors, KPIX(TV) San Francisco, named co-anchors, three evening newscasts, KPIX.

Hugh A. Hill, graduate student in communications, Columbia University, named news associate, NBC News, New York.

Steve Yount, news anchorman, WIRE(AM) Indianapolis, named reporter/anchorman for NBC News, Chicago, based at NBC's WNIS-FM.

Robert Cohen, program director, WEIM(AM) Fitchburg, Mass., named newsman, WEEL-FM Boston.

Wes Sims, news director, WPTA-TV Fort Wayne, Ind., named director of special projects, succeeded by **Harry Gallagher**, anchorman, WPTA-TV.

Martha Hendricks, with *Petersburg Progress Index*, Petersburg, Va., named reporter, WTVR-TV Richmond, Va.

Frank Mariano, ABC News' Saigon correspondent for almost 10 years, named to join staff of ABC News' Los Angeles bureau.

Ric Miller, with Newsradio, national news service serving radio stations in Canada, affiliated with CBS Radio News, named Toronto bureau chief, Newsradio.

Stanley V. Stovall, news and anchorman, KTAR-TV Phoenix, named to same posts, KSD-TV St. Louis.

John Culea, reporter and anchorman, KTAR(TV) Phoenix, named general assignment reporter, KGTV(TV) San Diego.

Bob Grip, announcer, WBNS-TV Columbus, Ohio, named reporter, WKRG(TV) Mobile, Ala.

Andra Peterson, head teacher and supervisor, Dayton, Ore., public schools, named weatherperson, KPTV(TV) Portland, Ore.

Cable

Ben Pellegrino, with Tele-Vue Systems Inc., West Coast subsidiary of Viacom Communications, Los Angeles, elected VP.

Equipment & Engineering

Guy M. Lewis, manager, sales development, RCA Broadcast Systems, Camden, N.J., named manager, radio station equipment product management for unit.

Wally Wheaton, district sales manager, Switchcraft Inc., Chicago, named Midwest regional sales manager, succeeding **Scotty Wallace**, named Eastern regional sales manager.

David L. Headley, telephone salesman and repair technician, Jerrold Electronics Corp., N. Kansas City, Mo., named sales engineer for midwestern region, responsible for Illinois, Indiana and Southern Michigan.

Robert Eastburn, buyer for Eldorado Electrodata, Concord, Calif., named purchasing agent, Coastcom, Concord, Calif., manufacturer of specialized multiplex systems.

Wayne J. Lee, VP-manufacturing, Consolidated Video Systems, Santa Clara, Calif., named VP-operations, International Video Corp., Sunnyvale, Calif. **Robert E. Riddle**, director of marketing operations, IVC, named director of marketing.

Allied Fields

Robert E. Lee, FCC commissioner, will be honored as dean of federal regulatory agency members (BROADCASTING, Aug. 11) at Sept. 25 banquet during Institute of Electrical and Electronics Engineers Sept. 25-26 Broadcast Symposium, Washington hotel, Washington. **Robert (Bud) Weston**, retired engineering assistant to Commissioner Lee, will serve as toastmaster.

Clifford M. Harrington, staff attorney, FCC, named associate, Fisher, Wayland, Southmayd & Cooper, Washington.

Ernie Martin, research project director, Frank N. Magid Associates, named assistant professor of journalism and speech and drama, University of Kansas, Lawrence.

Joseph M. Johnson, engineer in industrial and

public safety rules division, FCC's Safety and Special Radio Services Bureau, Washington, named chief of rules and legal branch, amateur and citizens division.

Elmer W. Lower, VP, corporate affairs, ABC, named member of broadcasting advisory council, University of Missouri School of Journalism.

Peter C. Goldmark, President of Goldmark Communications Corp., Stamford, Conn., named to National Research Council, Washington, to assess national science and technology programs.

Rosemary LaPointe, administrative secretary, Law department, CBS Inc., New York, named to receive 1975-76 CBS scholarship to graduate program in management at Simmons College, Boston.

Curtis C. Messinger, administrative director, New York law firm of Willkie Farr & Gallagher, named controller, American Society of Composers, Authors and Publishers, New York.

Harry Appel, director of marketing, Avery-Knodel Inc., named Eastern sales manager, Telmar Communications Corp., New York, computer service for advertising industry.

Peter A. Richardson, PhD candidate, University of Florida, named assistant professor of journalism at Florida A&M University, Tallahassee, to teach broadcast news courses.

Jeffrey S. Grant, assistant general manager, noncommercial WVIA-FM-TV Scranton, Pa., named director of development for television division, *The Reader's Digest*, Pleasantville, N.Y.

William L. Miller, account executive, A.C. Nielsen Co., Northbrook, Ill., named VP and regional manager of sales and service, Nielsen Station Index, local TV measurement service of parent company.

Deaths

Thornton Fisher, 87, second paid commercial

radio broadcaster, who began with WEA(AM) New York in 1923, died Aug. 13 at his Washington home.

Susan Smith, 34, associate producer, 20th Century-Fox Television, live-tape division, died of brain hemorrhage Aug. 17 in Hollywood. Ms. Smith started with WCAU-TV Philadelphia, also worked for Art Linkletter Productions and Bill Cosby Productions. She is survived by mother and sister, both of Philadelphia.

James Ciel ("Cousin Jody") Summey, 61, veteran Grand Ole Opry comedy and guitar entertainer, died Aug. 18 at his Nashville home following long illness. He is survived by his wife, Marie, son and daughter.

William J. Pringle, 70, retired manager Hollywood office, Foote, Cone & Belding advertising, died July 28 of coronary at his Pasadena, Calif., home.

Ron Hatten, 38, formerly sales manager, KFEQ(AM) St. Joseph, Mo., and co-owner of *St. Joseph Stockyards Journal*, died Aug. 12 of cancer. He is survived by his wife, Marjorie, three sons and daughter.

For the Record®

As compiled by BROADCASTING, Aug. 11 through Aug. 15 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 application

Richard L. Culpepper, Grand Rapids, Mich.—Application seeking 1140 khz. 5kw, DA-D, amended July 22 to change station location to Kentwood, Mich.

AM actions

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown: KHUM Eureka, Calif.—To Dec. 1, 1975 (BMP-14015). WJBQ West Brook, Me.—To Jan. 23, 1976 (BMP-14018). WGFT Youngstown, Ohio—To Jan. 16, 1976 (BMP-14016).

AM license

Broadcast Bureau granted following licenses covering new station:

■ WKKQ Hibbing, Minn., Jerry J. Collins. (BL-13975). Action July 29.

FM applications

■ Montrose, Colo.—Woodland Broadcasting Co. seeks 94.1 mhz, 32 kw., HAAT 1,754 ft. P.O. address: Box 970, Montrose 81401. Estimated construction cost \$71,014; first-year operating cost \$40,400; revenue \$55,080. Format: C&W. Principals: Jack and Lois McAuliffe (50%) and Lowell and Margaret Hale (50%) own KUBC(AM) Montrose. Ann. Aug. 11.

■ *Tallahassee, Fla.—Florida A&M University seeks 90.7 mhz, 10 w. P.O. address: 209 Collins Bldg., 107 W. Gaines St., Tallahassee 32304. Estimated construction cost \$30,114; first-year operating cost \$5,000.

Principal: Dr. B.L. Perry Jr., president. Ann. Aug. 14.

■ Valdosta, Ga.—Ev-Co Broadcasters Inc. seeks 95.9 mhz, 3 kw., HAAT 300 ft. P.O. address: 1001 W. Gordon St., Valdosta 31601. Estimated construction cost \$61,638; first-year operating cost \$15,246; revenue \$80,000. Format: general popular 70%. Principals: Al H. (80%), Al Jr. (10%) and Lynn C. (10%) Evans own WVDL(AM) Valdosta. Ann. Aug. 12.

■ Dodge City, Kan.—Mack Sanders seeks 93.9 mhz, 100 kw., HAAT 560 ft. P.O. address: Rt. 1, Garden Plain, Kan. 67050. Estimated construction cost \$108,626; first-year operating cost \$51,900; revenue \$60,000. Format: C&W. Principal: Mack Sanders (100%) has interests in KICT(FM) Wichita, Kan.; KFRM(AM) Salina, Kan.; KOOO-AM-FM Omaha, and other stations. Ann. Aug. 12.

■ Amherst, Mass.—Amherst Broadcasting Inc. seeks 100.9 mhz, 3 kw., HAAT minus 103 ft. P.O. address: c/o Edward Penne Jr., Box 67, Amherst 01002. Estimated construction cost \$39,411; first-year operating cost \$16,900; revenue \$30,000. Format: MOR. Principals: Edward H. Penne Jr. and Robert K. McConnell (each 50%) own WTTT(AM) Amherst. Ann. Aug. 14.

■ Avon, Minn.—Stearns Broadcasting Co. seeks 105.5 mhz, 1.5 kw., HAAT 396 ft. P.O. address: Rt. 2, Albany 56307. Estimated construction cost \$62,415; first-year operating cost \$20,000; revenue \$75,000. Format: C&W, oldies. Principals: Urban J. Keppers, A.J. Glatzmaier, Louis Gretsche (each 25%), et al., own KASM(AM) Albany. Ann. Aug. 11.

■ Altoona, Pa.—Altoona Trans-Audio Corp. Inc. seeks 104.9 mhz, 234 w., HAAT 889 ft. P.O. address: Box 272 Altoona 16603. Estimated construction cost \$32,805; first-year operating cost \$56,495; revenue \$53,950. Format: adult contemporary. Principals: Martin Malarkey Jr. (26%), Louis H. Murray (26%), et al., own WRTA(AM) Altoona and WMBT Shenandoah, Pa. Mr. Malankey is head of Washington consulting firm. Ann. Aug. 12.

■ Germantown, Tenn.—Omni Broadcasting seeks 94.3 mhz, 3 kw., HAAT 300 ft. P.O. address: 79 S. Mendenhall Rd., Memphis 38117. Estimated construction cost \$64,054; first-year operating cost \$112,780; revenue \$162,000. Format: contemporary pop. Principals: Sam C. Phillips (65%), Bill H. Thomas (20%), et al. Mr. Phillips has interests in WXOR(AM)-WQLT(FM) Florence, Ala.; WLIZ(AM) Lake Worth, Fla., and WHEE(AM) Memphis. Mr. Thomas has interests in Florence stations and is WHEE general manager. Ann. Aug. 11.

■ *Austin, Tex.—Austin Community Radio seeks 88.7 mhz, .15 kw., HAAT 1,119 ft. P.O. address: c/o Dr. John Warfield, 5505 Pendleton Lane, Austin 78723. Estimated construction cost \$7,600; first-year operating cost \$7,400. Principal: Dr. John Warfield, president. Ann. Aug. 5.

■ Corpus Christi, Tex.—KUNO Radio Inc. seeks 99.1 mhz, 100 kw., HAAT 754 ft. P.O. address: Drawer 4722 Corpus Christi 78408. Estimated construction cost \$110,500; first-year operating cost \$98,400; revenue \$96,000. Format: contemporary. Principals: McHenry Tichenor (51%), Rogers Kelley (24.5%), et al. Mr. Tichenor is 57% owner of Harbenito Broadcasting Co., which owns several Texas radio stations and WGMA(AM) Hollywood, Fla. Mr. Kelley also has interests in Harbenito. Mr. Tichenor owns part of KIFN Phoenix. Ann. Aug. 11.

■ Sheridan, Wyo.—Sheridan Communications Co. seeks 94.9 mhz, 25 kw., HAAT 44 ft. P.O. address: Box 3048, Sheridan 82801. Estimated construction cost \$41,404; first-year operating cost \$16,300; revenue \$30,000. Format: Easy listening, MOR. Principals: William K. Love, E.E. Lonabaugh (each 33 1/3%), et al., own KROE(AM) Sheridan. Ann. Aug. 11.

FM actions

■ *Chicago—Open Media Corp. application for 90.5 mhz dismissed. (BPED-1971). Ann. Aug. 15.

■ Bath, Me.—Board of Education application for new FM on 90.7 mhz, 10 w dismissed (BPED-1986). Ann. Aug. 8.

■ West Chester, Ohio—Lakota Local School District application for 91.7 mhz, dismissed (BPED-1975). Ann. Aug. 15.

■ *Tulsa, Okla.—Oklahoma Educational Television Authority application for new educational FM on 91.3 mhz dismissed pursuant to section 1.566 of rules (BPED-1938). Ann. Aug. 14.

■ *Dallas—Southern Methodist University Student Publishing Co. application for new FM on 89.3 mhz, 10 w dismissed (BPED-2042). Ann. Aug. 8.

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown: *KEYA Belcourt, N.D.—To Jan. 3, 1976 (BMPED-1281). *WJVS Cincinnati—To Dec. 31, 1975 (BMPED-1280).

FM starts

■ *KSBR Mission Viejo, Calif.—Authorized program

Summary of broadcasting

FCC tabulations as of June 30, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,417	0	28	4,448	40	4,488
Commercial FM	2,659	0	39	2,698	149	2,847
Educational FM	734	0	23	757	93	850
Total Radio	7,810	0	90	7,903	282	8,185
Commercial TV	699	1	6	706	53	759
VHF	508	1	2	511	9	520
UHF	191	0	4	195	44	239
Educational TV	224	9	10	243	13	256
VHF	89	3	4	96	3	99
UHF	135	6	6	147	10	157
Total TV	923	10	16	949	76	1,015

*Special temporary authorization

**Includes off-air licenses

operation on 88.5 mhz, ERP 9.6 w, HAAT minus 20 ft. Action Aug. 1.

■ *WXGC Milledgeville, Ga.—Authorized program operation on 88.9 mhz, TPO 10 w. Action July 22.

■ KTGA Fort Dodge, Iowa.—Authorized program operation on 92.1 mhz, ERP 2.75 kw, HAAT 310 ft. Action July 24.

■ *WJSU Jackson, Miss.—Authorized program operation on 90.7 mhz, TPO 10 w. Action July 31.

■ KPCR-FM Bowling Green, Mo.—Authorized program operation on 100.9 mhz, ERP 3 kw, HAAT 295 ft. Action July 31.

■ WKKY Fairmont, N.C.—Authorized program operation on 100.9 mhz, ERP 3 kw, HAAT 300 ft. Action July 28.

■ WRKM-FM Carthage, Tenn.—Authorized program operation on 102.3 mhz, ERP 3 kw, HAAT minus 49 ft. Action July 21.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ KLTA Dinuba, Calif., Radio Dinuba Co. (BLH-6710). Action July 29.

■ *WUIC Chicago, Board of Trustees of University of Illinois. (BLED-1409). Action July 29.

■ KNEF-FM McPherson, Kan., McPherson Broadcasting Inc. (BLH-6080). Action Jul. 12.

■ WLKN-FM Lincoln Me., Frank Alvin Delle Jr. (BLH-6708). Action July 28.

■ *WUSD-FM Duluth, Minn., Minnesota Public Radio (BLH-6662). Action Aug. 6.

■ WHAY Aberdeen, Miss., J.W. Furr (BLH-6721). Action July 29.

■ *WXB Brentwood, N.Y. Brentwood Union Free School District (BLED-1407). Action July 29.

■ WWWJ Johnstown, Ohio, Radio Johnstown (BLH-6717). Action July 29.

■ KLAD-FM Klamath Falls, Ore., 960 Radio Inc. (BLH-6725). Action July 28.

■ WJJR Mifflinburg, Pa., Buffalo Valley Broadcasting Co. Inc. (BLH-6709). Action Aug. 1.

■ KOXE Brownwood, Tex., Brown County Broadcasting Co. (BLH-6719). Action July 29.

■ KMBS Harlingen, Tex., Magic Valley Broadcasting Inc. (BLH-6724). Action July 29.

Ownership changes

Applications

■ KPLY (AM) Crescent City, Calif. (1240 khz, 250 w-U)—Seeks assignment of license from Summit Broadcasters to William E. Stamps for \$5,000 plus employment contract of \$63,600. Sellers: Mason and Virginia Beaver are retiring from broadcasting. Buyer: William E. Stamps (100%) has been sole owner of KPOD (AM) Crescent City, Calif. Ann. Aug. 12.

■ KLVE (FM) Los Angeles (107.5 mhz, 34 kw)—Seeks assignment of license from PSA Broadcasting Inc. to K-Love Broadcasting Inc. for \$2,000,000. Seller: After sales of two other PSA stations—KEZL (FM) San Diego to Combined Communications Corp. and KEZS (FM) Sacramento, Calif., to Cleveland Broadcasting Co.—PSA will still own KEZR (FM) San Jose, Calif. Buyer: Lieberman family (Elias, Julio,

Adolpho and Jose). Jose Lieberman, Mexican national, is part owner of XEGM (AM) Tijuana, Mexico. Ann. Aug. 12.

■ KEST (AM) San Francisco (1450 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of KEST Inc. from John F. and Georgiene A. Malloy, Delmor A. Courtney and Alan P. Schultz (100% before; none after) to Marvin Kosofsky, Howard and Miriam Warshaw and Lawrence and Carol Brandon (none before; 100% after). Consideration: \$1,187,252. Principals: Sellers are retiring from broadcasting. Buyers together own WYLO (AM) Jackson, Wis.; WTHE (AM) Mineola, N.Y.; WAO (AM) Canonsburg, Pa., and KUXL (AM) Golden Valley, Minn. Mr. Kosofsky and Mr. and Mrs. Warshaw own KPCC (AM) Pasadena and KMAX (FM) Arcadia, both California. Mrs. Brandon also has interest in WYAM (AM) Bessemer, Ala. Ann. Aug. 13.

■ KMPX (FM) San Francisco (106.9 mhz, 40 kw)—Seeks assignment of license from National Science Network to Coppola FM Co. for \$900,000. Seller: estate of late Ludwig W. Frohlich; executors are Thomas R. and Ingrid Lilly Burns. Buyer: Francis Ford Coppola, motion picture screenwriter-director-producer ("The Godfather," "Patton"). Ann. Aug. 13.

■ WXTR (FM) Crystal River, Fla. (98.5 mhz, 100kw)—Seeks assignment of CP from Elektra Broadcasting Corp. of Florida to Cape Christian Broadcasters of Florida Inc. for \$22,000 plus mortgage assumption. Frank N. Manthos, president, has interest in WSDM-AM-FM La Plata, Md. Buyers: William C. Lamon and Leonard M. Verity (each 50%) own part of WRIO (FM) Rio Grande, N.J. Ann. Aug. 12.

■ KLEW-TV Lewiston, Idaho (ch 3); KEPR-TV Pasco, Wash. (ch 19); KIMA-TV Yakima, Wash. (ch 29)—Seeks transfer of control of NWG Broadcasting Co. from Sally Ann Gassaway, administratrix of estate of P. Richard Gassaway; John Noel; and Seattle First National Bank, executor of estate of Harrell B. Whitney, deceased (1/3 each before), to John Noel and Seattle First National Bank (1/2 each after). Consideration: \$187,500 plus approximately \$266,000 assumption of debt. Ann. Aug. 6.

■ WTXL (AM) West Springfield, Mass. (1490 khz, 1 kw-D, 250w-N)—Seeks assignment of license from Communications Industries Inc. to U.S. Broadcasting Corp. for \$219,000. Seller: Howard S. Shulman has no other broadcast interests. Buyer: Gerald Williams and Jeffrey P. Levitan. Mr. Williams is talk-show host on WBZ (AM) Boston, and Mr. Levitan has real estate interests in New England and Florida. Ann. Aug. 12.

■ WVIM (AM) Vicksburg, Miss. (1490 khz, 1 kw-D, 250w-N)—Seeks assignment of license from Radio Vicksburg Inc. to Vicksburg Radio Co. for \$165,000. Seller: J.W. Furr owns three AM and three FM stations in Mississippi. Buyers: James A. West (50%) and Paul Meacham (50%). Mr. West owns KDMS (AM)-KRIL (FM) El Dorado, Ark.; Mr. Meacham is general manager there. Ann. Aug. 7.

■ WSCV (AM)-WSLE (FM) Peterborough, N.H. (AM: 1050 khz, 1 kw-D; FM: 92.1 mhz, 140 w)—Seeks transfer of control of Contocooch Valley Broadcasting Corp. from Francis H. Harms and John E. Leary (100% before; none after) to Shannon Communications Corp. (none before; 100% after). Consideration: \$225,000. Principals: Sellers own WSOQ (AM)-WEZG (FM) North Syracuse, N.Y., and Mr. Leary also is principal stockholder in Upstate (N.Y.) Community Antenna Corp. Buyer: Francis X. Dealy Jr. most recently was senior VP in Chicago office of Needham, Harper & Steers Advertising Inc. Ann. Aug. 13.

■ WCNW-AM-FM Fairfield, Ohio (AM: 1560 khz, 5kw-D; FM: 94.9 mhz, 29 kw)—Seeks assignment of license from Walter L. Follmer Inc. to Broadcast Management Corp. for \$500,000. Seller: Walter L. Follmer, Hamilton, Ohio, highway contractor. Buyer: Joel Thrope and Tom Greene. Mr. Thrope is former VP and general manager of WWEZ (FM) Cincinnati; Mr. Greene has interest in Cincinnati construction firm. Ann. Aug. 13.

■ WKY-TV Oklahoma City (ch 4)—Seeks assignment of license from Gaylord Broadcasting Co. to Evening News Association for \$22,500,000. Seller: Oklahoma Publishing Co. also owns both Oklahoma City daily newspapers, WKY (AM), and other stations. Buyers: family of late James E. Scripps, owns Detroit News and WWJ-AM-FM-TV Detroit; also WALA-TV Mobile, Ala.; KOLD-TV Tucson, Ariz. Ann. Aug. 12.

■ WTLT (TV) Nashville (ch 17, off-air)—Seeks assignment of license from Hudson Broadcasting Inc. to Reel Broadcasting Co. Inc. for \$42,400 assumption of debts, plus lease agreement. Sellers: Robert Hudson, Don J. Massey, et al., were unable to return station to air. Buyers: Robert K. Zelle (62%), Nashville businessman; Michael P. Thompson (20%) former professional golfer, et al. Ann. Aug. 15.

■ KEND (AM) Lubbock, Tex. (1590 khz, 1 kw, DA-2)—Seeks assignment of license from END Corp. to Radio Lubbock Inc. for \$437,500. Sellers: END Corp. officers Alan Rosen and Joe R. Horkey have interest in KRZI (AM) Waco, Tex. Buyers: Larry Achers and Bill Fox (each 50%) have interest in KRBC (AM) Abilene, Tex. Ann. Aug. 15.

Actions

■ WLAM (AM) Lewiston, Me. (1470 khz, 5kw)—Broadcast Bureau granted assignment of license from Lewiston-Auburn Broadcasting Corp. to Great Down East Wireless Talking Machine Co. for \$305,000. Seller: F. Parker Hoy, president, also owns WIDE-AM-FM Biddeford and is applicant for FM in Auburn, both Maine. Buyers: Ronald R. Frizzell (43%), Arnold S. Lerner (43%) and Myer Feldman (14%). Mr. Feldman and Mr. Lerner own WADK (AM) Newport, R.I. and WLLH (AM)-WSSH (FM) Lowell, Mass. Mr. Feldman also has interest in several Florida stations. Mr. Frizzell is announcer for WLLH (AM)-WSSH (FM) (BAL-8402). Action July 29.

■ WJON (AM)-WWJO (FM) St. Cloud, Minn.—Broadcast Bureau granted acquisition of positive control of WJON Broadcasting Co. by Andrew W. Hilger through sale of stock by Richard K. Power to licensee corp. (BTC-7808). Action July 29.

■ WGHQ (AM)-WBPM (FM) Kingston, N.Y. (AM: 920 khz, 5 kw-D; FM: 94.3 mhz, 860 w)—Broadcast Bureau granted assignment of license from Hudson-Westchester Radio to Historic Hudson Valley Radio. As part of reorganization, Historic Hudson Valley will be created as new corporation. In exchange for his 22% interest in Hudson-Westchester, Harry N. Thayer will be given \$132,400 plus 100% of stock in Historic Hudson Valley. Walter N. Thayer will relinquish his 67% interest in Hudson-Westchester for \$25,600, leaving William F. O'Shaughnessy 100% stockholder. Hudson Westchester also owns WVOX-AM-FM New Rochelle, N.Y. (BAL-8408). Action July 29.

■ WVOX-AM-FM New Rochelle, N.Y. (AM: 1460 khz, 500 w-D; FM: 93.5 mhz, 3 kw)—Seeks transfer of control of Hudson-Westchester Radio from Walter N. and Harry M. Thayer (89% before; none after) to William F. O'Shaughnessy (11% before; 100% after). Consideration: \$158,000. (Includes consideration for assignment of license for WGHQ (AM)-WBPM (FM); see above). (BTC-7780). Action July 29.

■ WDDS-FM Syracuse, N.Y. (93.1 mhz, 97 kw)—Broadcast Bureau granted assignment of license from Amalgamated Music Enterprises to Signal Broadcasting Co. for \$360,000. Sellers: Albert Wertheimer (40.3%), Paul Davis (40.3%), et al., own WVOR (FM) Rochester and WBUF (FM) Buffalo, both New York, and are in process of sale of WFLY (FM) Troy, N.Y. Buyer: Tower Broadcasting Corp., licensee of WNDR (AM) Syracuse. Tower Broadcasting is owned by A.F. Wechsler family through Wechsler Coffee Co. (90%) and Arthur C. Kyle Jr. (10%), who controls WPDN-AM-FM Potsdam, N.Y. (BALH-2071). Action July 29.

■ WWDR-AM-FM Murfreesboro, N.C.—Broadcast Bureau granted involuntary transfer of control of Murfreesboro Broadcasting Corp. from Donald A. Burnett to Linda G. Burnett and Muriel S. Burnett, executrices of estate of Donald A. Burnett (BTC-7807). Action July 29.

■ **WARO(AM)**, Canonsburg, Pa.—Broadcast Bureau granted assignment of license to WARO Broadcasting, Inc. from Lawrence Brandon, Howard Warshaw, and Marvin Kosofsky. Ownership remaining 33 1/3% each (BAL-8438). Action July 29.

Facilities changes

TV actions

■ **WDTB** Panama City, Fla.—Broadcast Bureau granted CP to change ERP to vis. 316 kw, aur. 63 kw (BPCT-4865). Action July 29.

■ **WHAET-TV** Atlanta—Broadcast Bureau granted CP to change ERP to vis. 1762 kw(H), aur. 176 kw(H); change trans.; type ant.; and ant. height 1088 ft. (BPCT-4857). Action July 29.

■ ***KUID-TV** Moscow, Idaho—Broadcast Bureau granted CP to change type ant.; decrease ant. height to 1037 ft. (BPET-528). Action July 29.

AM applications

■ **WGUL** New Port Richey, Fla.—Seeks CP to make changes in ant. input power. Ann. Aug. 15.

■ **WNOS** High Point, N.C.—Seeks CP to make changes in ant. system. Ann. Aug. 15.

AM starts

■ Following stations were authorized program operating authority for changed facilities on July 31: **KPCR** Bowling Green, Mo. (BP-19,786); **WKDC** Elmhurst, Ill. (BP-19,930); **WSRF** Fort Lauderdale, Fla. (BP-19,714).

FM application

■ ***KTXF-FM** Lubbock, Tex.—Seeks CP to change frequency to 88.1 mhz; install new trans. install new ant. change TPO; ERP 18.5 kw and HAAT 341 ft. Ann. Aug. 11.

FM action

■ ***KUT-FM** Austin, Tex.—Application for CP to change frequency to 90.5 mhz and associated facilities changes dismissed (BPED-1446). Ann. Aug. 15.

FM actions

■ ***WBCL** Ft. Wayne, Ind.—Broadcast Bureau granted mod. of CP to change trans. location to 424 Reed Rd., Ft. Wayne; operate by remote control from main studio at 1025 Rudisill Blvd.; change ant.; change TPO; change ant. height to 265 ft. (H&V); ERP 50 kw(H&V); (BMPED-1278). Action July 29.

■ **WOCH-FM** North Vernon, Ind.—Broadcast Bureau granted mod. of CP to change type trans.; change type ant.; make changes in transmission line; change TPO; ERP 50 kw(H&V); ant. height 165 ft. (H&V) (BMPH-14539). Action July 29.

■ **WVLK-FM** Lexington, Ky.—Broadcast Bureau granted mod. of CP to change trans.; make changes in transmission line; change TPO; change ERP 100 kw(H&V); ant. height 850 ft. (H&V); remote control from main studio at Yarnaltown Rd. (BMPH-14418). Action July 29.

■ **KLEB-FM** Golden Meadow, La.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; increase ant. height to 300 ft. (H&V); ERP 3 kw(H&V); remote control from 1842 Henry St., main studio location, Golden Meadow, La. (BPH-9458). Action July 29.

■ **WNIC-FM** Dearborn, Mich.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; change ant. height 400 ft. (H&V); ERP 50 kw (H&V); remote control from trans. site 6320 Monroe Ave., Dearborn (BPH-9505). Action July 29.

■ **KBMO-FM** Benson, Minn.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; change ant. height 165 ft. (H&V); ERP 3 kw(H&V); remote control from main studio at 1209 Pacific Ave., Benson (BPH-9520). Action July 29.

■ **WCNL-FM** Newport, N.H.—Broadcast Bureau granted request to change frequency to 101.7 mhz (in accordance with FCC order released in Doc. 19540); ERP 2 kw(H); ant. height minus 210 ft. (H). Action July 29.

■ **WETD** Alfred, N.Y.—Application to change frequency to 91.9 mhz; change trans.-ant. location dismissed (BPED-2002). Ann. Aug. 14.

■ **WSLU** Canton, N.Y.—Broadcast Bureau granted SCA to conduct educational programing related to

Call letters

Applications

Call	Sought by
New TV's	
KYIN	State Educational Radio & Television Facility Board, Mason City, Iowa
KCOS	El Paso Public Television Foundation, El Paso, Tex.
KPRY-TV	Forum Communications Co., Pierre, S.D.
New FM's	
*WPIO	Florida Public Radio Inc., Titusville, Fla.
WZVS-FM	Carlos J. Colon-Ventura, Vieques, P.R.
KFMG	Alvin L. Korngold, Albuquerque, N.M.
KMCS	McClann Broadcasting Co., Gatesville, Tex.
WEMO	Upper Rock Island County Holding Co., East Moline, Ill.
Existing TV	
KDOG-TV	KVRL Houston
Existing AM's	
KPPR	KWJB Globe, Ariz.
WKNG	WTLG Tallapoosa, Ga.
KIXV	KBUY Fort Worth
WHET	WCRB Waltham, Mass.
WGLD	WNOS High Point, N.C.
WOII	WJIT San Juan, P.R.
WZTQ	WPNS Hurricane, W. Va.
Existing FM's	
WIXX	WBAY-FM Green Bay, Wis.
WKSX	WNCR Cleveland
WGLD-FM	WNOS-FM High Point, N.C.
KSER	KWCK-FM Searcy, Ark.
KFOR-FM	KHKS Lincoln, Neb.
WGCI	WNUS-FM Chicago

Grants

Call	Assigned to
New TV	
KLMN	MCM Broadcasting Co., Fort Smith, Ark.
New AM	
KTWG	Trans World Radio Pacific, Agana, Guam
New FM's	
*WOAB	Alderson-Broadus College Inc., Philippi, W. Va.
WWOC	Avalon Broadcasting Co., Avalon, N.J.
Existing TV	
KTVJ	KUHI-TV Joplin, Mo.
Existing AM	
WYTL	WOSH Oshkosh, Wis.
Existing FM's	
WNNS	WHAS-FM Louisville, Ky.
WNLK-FM	WDRN Norwalk, Conn.
KUPI-FM	KGVM-FM Idaho Falls, Idaho
WOSH	WYTL Oshkosh, Wis.

medical profession on multiplex basis (BSCA-1491). Action July 29.

■ **WKFM** Fulton, N.Y.—Broadcast Bureau granted CP to install new trans.; change TPO; change ERP 50 kw(H&V); change ant. height 310 ft. (H&V) (BPH-9508). Action July 29.

■ ***WEOS-FM** Geneva, N.Y.—Broadcast Bureau granted CP to change TPO; change ERP 1.5 kw(H&V); ant. height minus 8 ft. (H&V); remote control from main studio in Sherrill Hall, Clair St., Geneva (BPED-2051). Action July 29.

■ **WNYC-FM** New York—Broadcast Bureau granted CP to change trans. location to World Trade Center; install new trans.; install new ant.; increase ant. height; change TPO; change ERP 3.6 kw(H&V); ant. height 1440 ft. (H&V); remote control from main studio at 1 Centre St., New York (BPH-9522). Action July 29.

■ **WINH-FM** Georgetown, S.C.—Broadcast Bureau granted mod. of license to operate by remote control from 619 Front St., Georgetown, S.C. (paging and answering service); operating and monitoring function by only properly licensed station employees (BRCH-1263). Action July 29.

■ **KYKK** Longview, Tex.—Broadcast Bureau granted CP to redescribe studio and trans. location as 2930 Sig-

nal Hill Dr., Longview; install new trans.; install new ant.; change TPO; change ERP 100 kw(H&V); change ant. height 260 ft. (H&V) (BPH-9509). Action July 29.

■ ***KOHM** Lubbock, Tex.—Broadcast Bureau granted mod. of CP to install new ant.; change TPO; change ERP 340 w(H); change ant. height 115 ft. (H) (BMPED-1279). Action July 29.

■ **KERI** Bellingham, Wash.—Broadcast Bureau granted CP to decrease ant. height to 2300 ft. (H&V); change TPO; change ERP 51 kw(H&V); remote control from main studio at 2340 E. Sunset Dr., Bellingham (BPH-9519). Action July 29.

■ **WAWA-FM** Milwaukee—Broadcast Bureau granted CP to install new trans.; new ant.; change TPO; change ERP 50 kw(H&V); change ant. height, 360 ft. (H&V) (BPH-9506). Action July 29.

FM starts

■ Following stations were authorized program operating authority for changed facilities on Aug. 1: **WFBQ** Indianapolis (BPH-9249) and **WMSK-FM** Morgantown, Ky. (BPH-9247).

In contest

Case assignments

Acting Chief Administrative Law Judge Chester F. Naumowicz Jr. made following assignments on date shown:

■ **KIKX(AM)** Tucson, Ariz., **renewal proceeding**: Walton Broadcasting, (Doc. 20287)—Designated ALJ Thomas B. Fitzpatrick to preside, in view of earlier order of Aug. 7 whereby assigned presiding judge had recused himself from proceeding. Action Aug. 13.

■ **KMCM(AM)** McMinnville, Ore., **renewal proceeding**: Norjud Broadcasting (Doc. 20543)—Designated ALJ Chester F. Naumowicz Jr. as presiding judge, and scheduled prehearing conference for Sept. 22, 9 a.m., and hearing for Oct. 20, 10 a.m. Action Aug. 11.

Due to retirement of presiding judge, Acting Chief ALJ reassigned following cases as shown:

■ **KAFF-AM-FM** Flagstaff, Ariz. and **KXXL(AM)** Bozeman, Mont., **combined proceedings**: Empire Broadcasting Corp. (Doc. 20424-6)—ALJ Lenore G. Ehrig. Action Aug. 11.

■ **KTXL-TV** Sacramento, Calif., **renewal and facilities change proceeding**: Camellia City Telecasters (Doc. 20125)—ALJ Chester F. Naumowicz Jr. Action Aug. 5.

■ **Steamboat Springs, Colo., AM proceeding**: Big Country Radio and Steamboat Broadcasting Co., competing for 1230 khz (Docs. 20067-8)—ALJ Byron E. Harrison. Action Aug. 5.

■ **Avon Park, Fla., FM proceeding**: Tri-County Stereo and Morison Enterprises of Polk County, competing for 106.3 mhz (Docs. 20179-80)—ALJ Lenore G. Ehrig. Action Aug. 11.

■ **Monroe, Ga., AM proceeding**: Community Broadcasting Co. (WKUN[AM] Monroe, 1580 khz); Monroe Broadcasting; Charles Haasli, James N. Williamson and Raymond Dehier, competing for 1490 khz (Docs. 20060-2)—ALJ John H. Conlin. Action Aug. 5.

■ **Princess Anne and Pocomoke City, Md., FM proceeding**: Maranatha Inc., Leisure Time Communications and Peter and John Radio Fellowship, competing for 102.5 mhz (Docs. 20388-90)—ALJ Lenore G. Ehrig. Action Aug. 11.

■ **Philadelphia, Miss., FM proceeding**: Philadelphia Broadcasting Co. and H & G C Inc., competing for 102.3 mhz (Docs. 20219-20)—ALJ Byron E. Harrison. Action Aug. 5.

■ **Monticello, N.Y., FM proceeding**: Robert M. and Hillary E. Zitter and Dan Communications, competing for 98.3 mhz (Docs. 20243-4)—ALJ David I. Kraushaar. Action Aug. 5.

■ **New York and Minneapolis, PSA and AM proceeding**: City of New York Municipal Broadcasting system (WNYC) and Midwest Radio-Television (WCCO) (Docs. 11227, 17588, 19403)—ALJ Chester F. Naumowicz Jr. Action Aug. 8.

■ **WPMH(AM)** Portsmouth, Va., **license proceeding**: Chesapeake-Portsmouth Broadcasting Corp. (Doc. 19787)—ALJ Thomas B. Fitzpatrick. Action Aug. 5.

Procedural rulings

■ **Alexander City, Ala., AM proceeding:** Alexander City Broadcasting and Kowaliga Broadcasting, competing for 1590 khz (Doc. 20464-5)—Review board denied petition by Kowaliga for addition of issues against Alexander City. Action Aug. 6.

■ **Stamford, Conn., AM proceeding:** Western Connecticut Broadcasting Co. (WSTC[AM] Stamford) and Radio Stamford Inc., competing for 1400 khz (Docs. 19872-3)—ALJ Lenore G. Ehrig granted petition by Stamford to amend its application to report increase in construction expenses and loan to provide necessary funds. Action Aug. 5.

■ **WMAL-AM-FM-TV Washington, WCIV(TV) Charleston, S.C., and WLVA-AM-TV Lynchburg, Va., transfer proceeding:** Washington Star Communications (Doc. 20559)—ALJ John H. Conlin at prehearing conference, scheduled Aug. 15 for exchange of case of transferor; Sept. 2 for exchange of case of transferee on issue 4, and for exchange of rebuttal case of other parties; and Sept. 16 for hearing. Action Aug. 8.

■ **WJXT-TV Jacksonville, Fla., renewal proceeding:** Post-Newsweek Stations, Florida (Docs. 20305-8)—Review board granted a March 21, 1975, petition by Post-Newsweek to enlarge issues against St. Johns. Board added issue to determine whether application filed on behalf of St. Johns Jan. 2, 1973, contained misrepresentations concerning its ascertainment efforts. Action Aug. 11.

■ **Ocala, Fla., FM proceeding:** Harold James Sharp, Greater Ocala Broadcasting Corp. and Hunter-Arnette Broadcasting Co., competing for 92.7 mhz (Docs. 20510-12)—Review Board denied petition by Hunter-Arnette requesting addition of staff adequacy issue against Harold James Sharp. Action Aug. 6.

■ **Fort Valley, Ga., FM proceeding:** Rocket Radio and Apostolic Council of Churches, competing for 106.3 mhz (Docs. 20181-2)—FCC vacated March 3 order postponing hearing scheduled for that date. Action Aug. 1.

■ **WHAM(AM)-WHFM(FM) Rochester, N.Y., renewal proceeding:** Rust Communications Group (Doc. 20477)—ALJ Lenore G. Ehrig granted Action's motion for production of documents and ordered that requested documents be produced by Rust for inspection and copying within fifteen days of release of order. Action Aug. 8.

■ **Soddy-Daisy, Tenn., FM proceeding:** Ra-Ad of Soddy, C. Alfred Dick, Community North Broadcasters and Teeter-Taylor Enterprises, competing for 102.3 mhz (Docs. 20503-6)—ALJ Joseph Stimer granted motion by Community North to adduce comparative coverage evidence under standard comparative issue, and ordered such evidence will be considered under comparative issue. Action Aug. 7.

■ **Suffolk, Va., FM proceeding:** Town and Country Radio, Voice of People and Tidewater Sounds, competing for 106.9 mhz (Docs. 20268-70)—Review board on request of Voice, added issue to determine whether Tidewater complied with rules by keeping FCC in formed of lawsuits and judgments involving Michael T. Hall (president, treasurer, and 50% stockholder of Tidewater), and if not, effect on Tidewater's qualifications to be FCC licensee. Action Aug. 5.

■ **Lakewood, Wash., AM proceeding:** Dale A. Owens and Clay Frank Huntington, competing for 1480 khz (Doc. 20454-5)—ALJ Chester F. Naumowicz Jr. granted request by Owens to appeal order of presiding judge released July 22 which denied him leave to amend to different trans. site. Action Aug. 6.

Review board decisions

■ **WCFL-TV Chicago, extension proceeding:** Chicago Federation of Labor and Industrial Union Council (Doc. 20386)—Review Board gave six-month extension in which to construct WCFL-TV (ch. 38), to commence on date of favorable FCC action on Federation's application for assignment of CP to Christian Communications of Chicagoland. Action July 24.

■ **Carlisle, Pa., FM proceeding:** WIOO Inc., for new FM (Doc. 19468)—Review board in decision adopted July 23 and released Aug. 8 denied application of WIOO Inc. for new FM station in Carlisle. In initial decision March 21, 1974, ALJ David I. Kraushaar concluded that WIOO did not possess required character qualifications to be FCC licensee.

FCC decision

■ **Lebanon, Pa.—Correction to Aug. 11 item:** Lebanon Valley Radio granted 940 khz, 1 kw-D. Prin-

cipals: Arthur K. Greiner, Glenn W. Winter, Robert M. Leshner, J.W. Hewitt (each 25%). Mr. Greiner is stockholder and general manager of WSHP(AM) Shippenburg, Pa., and Mr. Winter is also stockholder and technical director there. Mr. Leshner has interest in truck leasing sales and service firm; Mr. Hewitt is salesman with no other broadcast interests.

Other actions

■ **KLIZ-FM Brainerd, Minn.—Broadcast Bureau ordered KLIZ-FM to show cause why its license should not be modified to specify operation to ch. 298 instead of ch. 239 (Doc. 20316). Action Aug. 6.**

■ **WTVR-AM-FM-TV Richmond, Va.—FCC granted applications of Roy H. Park Broadcasting of Virginia Inc. for renewal of licenses for WTVR-AM-FM-TV, conditioned that licensee file yearly EEO reports in 1976 and 1977. Action Aug. 1.**

Allocations

Actions

FCC took following actions on FM allocations:

■ **Marco, Fla.—FCC assigned ch. 266 (101.1 mhz) as first FM assignment to Marco (proposal by Deltona Corporation) (Doc. 20002). Action July 29.**

■ **Jerome, Idaho—FCC replaced ch. 224A (92.7 mhz) at Jerome with class C ch. 275 (102.9 mhz), based on petition by KART(AM)-KFMA(FM) (now operating on ch. 224A at Jerome) (Doc. 20359). Action Aug. 14.**

■ **Aledo, Galesburg and Morton, Ill.—FCC reassigned FM ch. 272A (102.3 mhz) from Galesburg to both Aledo and Morton, as first local services, and replaced ch. 272A at Galesburg with ch. 244A (92.7 mhz) (Doc. 20315). Action Aug. 14.**

■ **Malden, Mo.—FCC affirmed Feb. 16, 1975, decision to assign FM ch. 224A (92.7 mhz) to Malden, and denied request of Communications Systems Inc. for reconsideration of that decision (Doc. 19842). Action Aug. 7.**

■ **Farmington, Mo.—FCC assigned Farmington community's first FM ch. (98.5 mhz) (Doc. 20292). Action Aug. 1.**

■ **New England—Broadcast Bureau proposed assigning ch. 232A (94.3 mhz) to Franklin, N.H., as first FM assignment, ch. 224A (92.7 mhz) to Keene, N.H., as second ch., and substituting ch. 285A (104.9 mhz) for ch. 224A at Brattleboro, Vt.; action was in response to petitions by WFTN(AM) Franklin and WKBK(AM) Keene (Doc. 20576). Action Aug. 6.**

■ **Attica, N.Y.—FCC assigned FM ch. 269A (101.7 mhz) to Attica, N.Y., as its first FM assignment; action was based on petition by Batavia Broadcasting Corp. licensee of WBTA(AM) Batavia, N.Y., requesting hyphenated Attica-Batavia ch. 269A assignment (Doc. 20184). Action Aug. 7.**

■ **Pittston, Pa.—Broadcast Bureau proposed assigning ch. 272A (102.3 mhz) to Pittston, Pa., as that community's first FM assignment, in response to petition by WTJK Broadcasting Corp. (Doc. 20575). Action Aug. 6.**

■ **Saratoga, Wyo.—Broadcast Bureau proposed assigning class C FM ch. 260 (99.9 mhz) to Saratoga, Wyo., as its first local and aural service, in response to petition by Pioneer Development. (Doc. 20577). Action Aug. 7.**

Rulemaking

Action

■ **Acting Chief, Broadcast Bureau, on request of National Translator Association, extended through Sept. 18, time for filing comments, and Sept. 29 for reply comments, on notice of proposed rulemaking adopted July 2 for use of FM microwave by TV translator relay stations (RM-2446). Action Aug. 11.**

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Aug. 13

(stations listed are TV signals proposed for carriage):

■ **Georgiana Cablevision, One Henderson St., Brewton, Ala. 36426, for Georgiana, Ala. (CAC-05446):** WDIQ Dozier, Ala.; WTVY Dothan Ala.; WKRG-TV, WALA-TV Mobile, Ala.; WSLA Selma, Ala.; WSFA-TV, WCOV-TV, WKAB-TV Montgomery, Ala.; WEAR-TV Pensacola, Fla.

■ **Copper Belt Cablevision, Box 816, Idabel, Okla. 74745, for Kearny, Ariz. (CAC-05453):** KTVK, KPHO-TV, KAET, KOOL-TV, KPAZ-TV Phoenix KTAR-TV Mesa, Ariz.; KVOA-TV, KUAT-TV, KGUN-TV, KOLD-TV Tucson, Ariz.; KZAZ Nogales, Ariz.; KTLA, KTTV Los Angeles.

■ **Florida CATV of Pinellas County, for West Pasco county, Fla. (CAC-05443):** Add WCIX-TV Miami and delete WDBO-TV, WFTV Orlando, Fla.; WESH-TV, Daytona Beach, Fla.

■ **Northeastern Minnesota Cable TV, for Superior (CAC-05455) and Duluth, Minn. (CAC-05456):** Add CBWT Winnipeg, Man. and delete WVTM Milwaukee, Wis.

■ **Warner Cable of Nashua, for Nashua, N.H. (CAC-05447):** Requests certification of existing operations.

■ **Clear Sight Television Cable Co., for Las Vegas, N.M. (CAC-05451):** Add KMXN-TV Albuquerque, N.M.

■ **Canandaigua Video Corp., Box 311, Liberty, N.Y. 12754, for Shortsville, N.Y. (CAC-05445):** WROC-TV, WHEC-TV, WOKR, WXXI Rochester, N.Y.; WSYR-TV, WHEN-TV, WNYT-TV Syracuse, N.Y.; WOR-TV, WPIX New York.

■ **Sidney Newchannels, for Sidney, N.Y. (CAC-05452):** Requests certification of existing operations.

■ **American Cablevision of Carolina, for Gastonia, N.C. (CAC-05457):** Requests certification of existing operations.

■ **Russells Point Cablevision, 116 S. Madriver St., Bellefontaine, Ohio 43311, for Washington (CAC-05449) and Stokes, Ohio (CAC-05450):** WLWC, WTVN-TV, WBNS-TV, WOSU-TV Columbus Ohio; WLWD, WHIO-TV Dayton, Ohio; WLIO, WBGU-TV Lima, Ohio; WOET-TV Kettering, Ohio; WXIX-TV Newport, Ky.

■ **Redfield Cable TV Service, for Redfield, S.D. (CAC-05444):** Requests certification of existing operations.

■ **Divide Cable Corp., for El Dorado, Tex. (CAC-05454):** Requests certification of existing operations.

■ **Russell Cable Corp., for Lebanon, Va. (CAC-05448):** Requests certification of existing operations.

Certification actions

■ **CATV Bureau granted following operators of cable TV systems certificates of compliance:** Bucklin Community TV, Bucklin, Kan. (CAC-01841); Blue Ridge CATV, West Cocalico twp., Pa. (CAC-02597); Telecommunications, Mount Arlington bor. N.J. (CAC-04226); Hallock Cable TV, Hallock, Minn. (CAC-04230); Allegheny Valley Cable Co., Jamestown bor., Pa. (CAC-04720); Badger CATV, Spooner, Wis. (CAC-04909); Lebanon Valley Cable TV Co., Womersdorf bor., Pa. (CAC-05001); American Video Corporation, portions of Broward county, Fla. (CAC-05013); All-Channel Cable TV of Illinois, Chanut Air Force Base, Ill. (CAC-05116); Island Cable Co., Barnegat Light bor., N.J. (CAC-05131); Lebanon Valley Cable TV Co., Richland boro. (CAC-05138); Millcreek twp. (CAC-05139); Robesonia bor. (CAC-05171); Swatara twp. (CAC-05172), all Pennsylvania; Micro-Cable Communications Corp., Little Falls twp. N.J. (CAC-05181); Cablevision of Eldon, Eldon, Mo. (CAC-05260); Santa Barbara Cable TV, Santa Barbara, Calif. (CAC-05267).

■ **Fountain and El Paso county, Colo.—Application by Fountain Valley Cable Co. for certificates of compliance dismissed (CAC-04823-4). Action Aug. 4.**

■ **North Manchester, Ind.—Cable Television Bureau denied Omega of Indiana Cable Co. that portion of application requesting carriage of WMSH-TV South Bend, Ind. (CAC-4960). Action Aug. 1.**

In contest

■ **Hazleton, Wilkes-Barre, Mahanoy City, Allentown, Bethlehem, Mt. Carmel, Ashland, Bloomsburg, Gordon, Ringtown, Union twp., Sunbury, Northumberland, Pa. (Mountain City TV Co., et al) cable proceeding—Due to retirement of presiding judge proceeding was reassigned to ALJ Lenore G. Ehrig (Doc. 20218). Action Aug. 11.**

Professional Cards

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Classified Advertising

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

RADIO

Help Wanted Management

Successful, progressive Black station in major southern market looking for creative, aggressive sales manager who can sell and motivate sales force to sell while assisting General Manager with administration. Excellent chance for advancement and good earnings for producer. Send complete details to Box H-74, BROADCASTING.

Local Sales Manager: Top 25 market, local sales experience necessary at TVB station. Send resume: Box H-153, BROADCASTING.

Top-rated contemporary format station in Arkansas has unusual opportunity for highly motivated executive. \$18,000 salary plus 5% of billing. All replies answered. Send resume to Box H-208, BROADCASTING.

Help Wanted Sales

Successful, progressive Black station in major Southern market looking for experienced man or woman in sales. Must have proven record of creative aggressive selling. Chance for excellent earnings and advancement. Send complete details to Box H-75, BROADCASTING.

Top rated FM progressive needs mature and aggressive sales executive. Top 100 SW market. Box H-222, BROADCASTING.

Sales or Sales/Announcer, good active account list. Immediate opening. Excellent draw. Above average commission. KGEK/KYOT Sterling, CO 80751.

Madison, Wis. Excellent career opportunity for bright young problem-solving salesman (or woman) on the way up. Strong on creativity with ability to build campaigns. Six station group seeks individual with management potential. Our people earn far more; Madison offers superior living; you'll have an opportunity to earn management and equity. WISM, Madison, WI. A Mid-West Family Station. An Equal Opportunity Employer.

Prosperous Alabama station looking for sales person. Experience not necessary women and minorities invited. Training offered. Delightful place to live near big lakes. Send resume Jerdan Bullard, WKUL, Cilan and Airmedia station, Equal Opportunity Employer.

Y-115 is piecing together a team of professionals during the last 45 days we hired Don Garrard formerly of WCFL and WAPE Alex Stone of KOMA. We're also hiring a major market news director. We're young, area's great, metro's 250,000; TSA 460,000. We're looking for 2 professional street fighting salespeople for our sales and management team. Interested? call Howard Johnson at Y-115/WYNE 414-233-6050. Here's your chance to join a legend!

Salesperson with minimum one year's experience for top Contemporary in Florida's ninth market. Established list. Need immediately. Send resume: Sales Manager, Box 2500, Sarasota 33578.

Have you had radio sales experience? Do you like money? Do you want more? If your answers are "yes" you may want to get to know us. We are Public Affairs Radio and we are hiring now. Box 585, Hollywood, CA. 90028.

Help Wanted Announcers

Quality AM-FM Midwest operation has opportunity for top-notch broadcaster to utilize his skills among professionals. Excellent facilities enhance low turnover rate. Need experienced announcer with production, news and sports capabilities. Send resume. E-O-E. Box H-132, BROADCASTING.

Help Wanted Announcers Continued

Conversational personality with something to say about MOR music, feature news, sports, local and current events, etc. If you ad-lib well, like a more flexible format, and are strong on spots, send resume. Great Lakes area, medium market. EOE. Box H-186, BROADCASTING.

Major market NE MOR seeks warm mature performer for mid-days. EOE. Tell all first letter to Box H-212, BROADCASTING.

Top rated; major market West Coast C/W, looking for modern country jock with big voice and experience. First phone required. Send resume to Box H-230, BROADCASTING.

Announcer & all around radio person. Varied duties. Lots of work. Prefer 1-2 yrs. exp. Med. size Northeast station. Send resume Box H-233, BROADCASTING.

Arkansas Ozarks announcer/newsperson opportunity. Good voice, strong production required. Rush resume and tape to KHOZ, Box 670, Harrison, AR 72601.

Louisiana daytimer wants a good CW combination person. Cajun station has good sound and good audience. KJEF, Box 1248, Jennings, LA 70546. 318-824-2934.

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.

Successful 50,000 watt country station seeking announcer with good country music radio background. KYAK, 2800 E. Dowling Road, Anchorage, AK 99507.

Personality with good knowledge of country music wanted by successful 50,000 watt country station in city of 170,000. Send tape, details today to KYAK, 2800 E. Dowling Road, Anchorage, AK 99507.

Immediate opening for announcer with first class license. Must have some technical and production experience. WAMD, Aberdeen, MD 21001.

Sports Director plus ability to do news and commercials for automated stations. Will train bright college graduate. WATS, Sayre, PA.

Announcer, Number one rated contemporary station needs a super sharp pro to replace man we are losing to major market station. Talent, production and great air sound are essential. Send resume and air check to Jim Palmer, WCVS Radio, P.O. Box 2697, Springfield, IL 62708. Equal Opportunity Employer.

No. 1 Soul Rock WJMI, Jackson, Mississippi needs strong drive night personality. Must follow tight format. Good top 40 delivery, no screamers, no rhymer. Carl Haynes, Zane Roden, 601-948-1515.

Personality and/or format jocks, first phones premium, for number one station in market. Tapes and resumes to J.C. Smith, WJPS, Box 3636, Evansville, IN 47735, E.O.E.

WJTO AM/FM 'stereo rock' wants tapes from jocks who can 'produce'. We are an aggressive, well-programmed consistent winner with exceptional radio facilities. Experienced only please! About 8,500/year. No calls. General Manager, WJTO, Bath, ME 04530.

Informative Morning Person with creative production abilities. Four track production studio, full company benefits. Send resume, references and tape to: Larry King, Program Manager, WLTA-FM, P.O. Box 7695, Atlanta, GA 30309. Susquehanna Broadcasting Company is an Equal Opportunity Employer.

Morning person with experience needed for Southern Ky-Top 30 oldie station. Send tape and resume to Program Director, WOVO Radio, P.O. Box 478, Glasgow, KY 42411.

Help Wanted Announcers Continued

Rock'n'Roll 14 needs mid-day personality! Also do production and/or news. Great sound/facility/people here. We're No. 1 and an EOE. Tape and resume to Mike Berlak, PD, WSJM, P.O. Box 107, St. Joseph, MI 49085. A Midwest Family Station.

Need immediately, all-night announcer for small market AM-FM station. Production a must. Must be able to follow orders. Will consider beginners. Mail tape and resume to Program Director, WSNO-WORK, Box 1, Barre, VT 05641.

Top rated adult music station would like to hear from versatile staff announcers interested in filling future vacancies. Continuous music format. No automation. New facilities. Stability. Equal Opportunity Employer. Tape & resume to WSRB, Box 961, West Side Sta., Worcester, MA 01602.

Wanted: bright sounding, knowledgeable staff announcer for contemporary MOR station in growing southeastern market. Good opportunity for experience in all phases of medium market radio. Send tape and resume to WSSC, P.O. Box 1468, Sumter, SC 29150.

Sign-on announcer and news director, or sign-on announcer/salesperson, or news director/salesperson. Must be experienced. Salary depends on your talent and initiative. Write WTWA, P.O. Box 591, Thomson, GA 30824.

Announcer, Contemporary Radio station. 1st phone desired. 3rd phone with broadcast endorsement mandatory. Minimum three years experience. Electronic aptitude with outstanding broadcast skills. AFTRA. Opening immediately. Contact: Robin Mitchell, West Eighth and Matson Place, Cincinnati, OH 45204. Equal Opportunity/Affirmative Action Employer.

Help Wanted Technical

Chief for DA-D with class-B FM. Includes automation and portable remote gear. Central Indiana. Box F-5, BROADCASTING.

Managing Chief Engineer. Overall charge of technical department. Know and respect FCC rules. Know maintenance and operation of directional antenna system. Know how to provide best sound in town for an AM contemporary. Northern part of southeast. Box H-96, BROADCASTING.

Chief Engineer for AM/FM in beautiful, safe, Ohio River college town. Some board work. Equal Opportunity Employer, male-female. Please send salary requirements Box H-137, BROADCASTING.

Engineer who knows FM Stereo. How to maintain, innovate, problem-solve quickly. Design studios and build equipment for AM/FM Stereo rocker. Want best sound in state-expanding. Box H-149, BROADCASTING.

Chief engineer for AM-FM stereo, Southeast. Must be fully acquainted with directionals and Stereo-FM, maintenance and quality. Construction and knowledge of quad broadcasting helpful. Box H-213, BROADCASTING.

Experienced Chief Engineer wanted for two AM stations in Western Massachusetts. Excellent pay, good fringe benefits and fine opportunity to progress. Contact Mr. Vaughn or Mr. Roberts at W-A-R-E, Ware, MA.

Chief Engineer for AM/FM in beautiful, safe Ohio River College town. Some board work. Equal Opportunity Employer, Male-Female. Call Larry Steinel, 614-373-1490. WMOA, Marietta, OH.

Maintenance Engineer. Washington, D.C. area radio station looking for experienced maintenance engineer. Excellent working conditions and benefits. WMOD, 1680 Wisconsin Ave., N.W., Washington, D.C. 20007. 202-338-8700.

Help Wanted Technical Continued

Engineers needed for spare-time special assignments in top 50 markets. For information write Beverly Communications, Inc., 6817 S.W. 81st St., Miami, FL 33143.

Help Wanted News

Connecticut AM/FM needs News Director. A real digger. Strong writing, adult delivery, stable individual. Morning slot. Box H-170, BROADCASTING.

News reporter, writer wanted for Northeast medium market, CBS affiliate, where news is our bread and butter. Minority applicants welcome. Send resume and writing sample to Box H-217, BROADCASTING.

Major market, West Coast, top ratings, seeks news director with first class license. Send resume to Box H-229, BROADCASTING.

Afternoon newperson for Florida station. This is a first class operation with a top station. No starters-pros only. Must be willing to work with tape, rewrites and use the phones. Air credibility is mandatory. Benefits are outstanding and salary will be determined by your ability and experience. Send a comprehensive resume now; tapes will be requested later. Box H-256, BROADCASTING.

Booming college town, number one rating, "rocker", automated, local ownership-management, exceptional staff, ground-floor opportunity, "streetfighter" actuality oriented. References, salary requirements: Calvin Hunter, KSNN-AM-FM, Pocatello, ID.

News reporter: Gather, write, edit, air, news programs. Third ticket endorsed required. Resume, air samples to: Robert McAllan, VP, WJLK AM-FM, Asbury Park, NJ 07712. Equal Opportunity-Affirmative Action Employer.

Help Wanted Programing, Production, Others

Country Program Director for Midwest AM-FM Stereo. Knowledge of country music, demonstrated leadership ability, good air and production presentation plus proven ratings record required. Five-figure salary, good benefits with this Equal Opportunity Employer. Send resume to Box H-158, BROADCASTING.

Want to move up to Program Director? Mid-West contemporary wants a young person who's eager to prove himself. No experience necessary, but must have learned from the best and be knowledgeable. Group operation, EOE, many benefits. Send resume Box H-223, BROADCASTING.

Part-time or full-time reps for established jingle production company. Send resume to Box H-240, BROADCASTING.

Program/Operations Director for Country Stereo WIRX, St. Joseph-Benton Harbor, MI. Need top person to keep us ahead of top competition. Strong on airshift, production, organization, attitude, and knowledge of sales. Tape, resume to Joseph Mackin, GM, P.O. Box 107, St. Joseph, MI 49085. A Midwest Family Station.

Program Director, for northwest Floridas number one modern country music station, immediate opening for top notch entertainer, experienced programmer, production person show knows country music, send resume, tape and references to John W. Doran, WNVY Radio, 2070 North Palafax, Pensacola, FL 32501.

Program Director. Leading radio operation has immediate opening for PD with good knowledge of contemporary music and ability to perform afternoon drive segment. Bright MOR with strong news. Send tape and resume. WSAV, Savannah, GA.

Radio Station Manager and teacher of broadcasting in secondary school. Requirements: Experience in broadcasting industry, a bachelor degree and certification to teach English. Apply: Dr. Donald Bond, Supt. Hanover Park Regional High School Dist. 161 Whippany Road, Whippany, NJ 07981 or call 201-887-0320.

Situations Wanted Management

Christian couple mid-30's. 18 years experience radio/TV. Prefer Christian station. Management/sales/operations. Box H-90, BROADCASTING.

Experienced GM, presently employed, track record includes bringing station from bottom to top in profit and ratings. 9 station market. Strong on sales, management, programming and engineering. Want challenge in medium market S.E. Midwest. 33 married, civic leader. Box H-185, BROADCASTING.

Billing sagging? You may need my long, successful radio sales experience, desire local and/or national sales management position, major market, strong innovator, quick-minded, creative, great references, don't pass up this opportunity. Write Box H-191, BROADCASTING.

Broadcaster looking to manage small station and make a substantial investment. Has constructed three stations and currently has interest in two. Box H-210, BROADCASTING.

Would like to manage medium market station, years of successful small market management, including ownership. Box H-211, BROADCASTING.

General Manager, 16 years in broadcasting. Strong sales, programming, FCC. Profits and community oriented. Currently employed. Want challenge. Salary negotiable. Box H-220, BROADCASTING.

If you're looking for an honest, reliable, professional manager with twenty years experience who's stable, sober, hard working and creative, I'm your man. Box H-241, BROADCASTING.

G.M. Proven ability, increase sales & listenership. Good track record a detail man. Box H-254, BROADCASTING.

Genl Manager experienced. Available now. East sales oriented, 43, small medium market. Resume: William E. Powley, Box 68, Hinesdale, NY.

Situations Wanted Sales

Two fisted street fighter. Ideas, sell, produce. Background, all phases, large, small markets. Lots of drive. Your station GM/ or SM. At least 13K and my 20 years are yours. Current GM. Can handle any staff, situation, format. Want state of Minnesota. Box H-200, BROADCASTING.

B.S. in radio-TV, Ohio U. 1 1/4 years experience in Chicago and Memphis. Third class. Will relocate. Box H-214, BROADCASTING.

Young, hungry and good; 25, first phone, 3 years experience top 20 market. Desire Top 40 market or suburb of such with bad list. No fun! Sales record to show. Immediately available. Phone 205-586-4151.

Situations Wanted Announcers

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

I want to work overseas, 11 year broadcasters, B.A., employed, references, single, 29. Box H-123, BROADCASTING.

Toprated nite man, uptempo, strong personality, major or excellent medium only. Box H-152, BROADCASTING.

Announcer: college trained, some experience. 3rd endorsed, top 40 preferred. I'm ready now. Box H-159, BROADCASTING.

Good bits, good numbers, good grief. Personality morning man working in Northeast seeks professional operation in good market. 27, BA. Box H-187, BROADCASTING.

Versatile young announcer avail. for anything, anywhere. Tapes & info avail. on request. S. Chessin. Box H-206, BROADCASTING.

3 years experience. MOR, EZ. Prefer Penna. and surrounding states. Box H-215, BROADCASTING.

Situations Wanted Announcers Continued

Experienced, versatile, employed small market adult contemp. announcer. Either small or medium market. All formats considered. Aircheck. etc. Box H-225, BROADCASTING.

Multi-skilled personality D.J. Progressive format. Knows music, 3 years experience. Can do it all including news, sports, writing, remotes, good production, 3rd endorsed, adaptable, salary. Box H-234, BROADCASTING.

Announcer, 1 year experience in all station duties. Rock or MOR preferred. 3rd endorsed. Hard worker, personality, ill, Wisc, Midwest preferred. Box H-237, BROADCASTING.

U.S. or Canada. Over 6 years experience, tight board, production. Smooth news delivery. Extensive knowledge of contemporary music 1955-present, 30, single. Box H-249, BROADCASTING.

Midwest, East. Professional with nineteen years allround experience. Finest of references and background. Solid news airwork, covering beat experience. Veteran with college. Third endorsed. Box H-252, BROADCASTING.

Employed, Looking for northeast Black rock. Let's talk. 803-558-5004. AM till noon anytime.

Twenty year old DJ, no experience, seeks first break. Broadcast school grad, 3rd endorsed, willing to travel, 203-335-2445.

Deejay, Navy vet, 3rd, news, copy, available now. Frank Shineman, 265 Quintard, D37, Chula Vista, CA. 714-426-8060.

1st phone, 28, 2 yrs. experience, good MOR/Rock announcer. Better than average sportscaster. Will move. Immediate availability. 612-646-3633.

Minority employee of major market station seeking smaller market air position. Two years experience. P. Chin, 20000 Lorain, Apt. 1-526, Cleve, OH, 216-333-5076.

Polished professional. Contemporary. Six years experience. Production whiz. Box 5396, Fort Wayne, IN 46805.

Experienced sportscaster. Current SD. Smooth professional with excellent sportscasting. commentary, PBP. Jeff. 815-838-1639.

Experienced announcer. Contemporary MOR or Top 40. Box 71, Park Forest, IL 60466.

5 years mostly part time experience Top-40, AOR, MOR, 3rd, tight, B.A., TV experience. Seek stable position in small/medium market. Prefer Va., N.C., WV. Mike Friend, 804-320-1761 immediate.

L.A. break down and take me in. Looking for fresh blood, with fresh ideas? I've got them! I learn quickly and take instructions well. Diversified in all broadcast operations. Call now! Dave Moritz 213-881-0795.

New 1st phone. Fast learner, contemporary oriented/ other formats. Jason. General Delivery, Williston, ND.

Rocky Mts. only. Looking for something in Rocky Mtns. or close by, 1st phone, 4 1/2 years, any format, news, experience in automation. 710 Senic Hwy. Apt 305. Pensacola. FL 32503.

Young married with pleasant voice needs beginning. Third phone. some experience but on the fringes. Robert Mitchell, 2339 Route 4, Fort Lee, NJ. 201-944-5000.

9 years experience. Third Class. Professional copy & production. Want to settle in MOR, C/W, or progressive station. Will relocate. Call David. 214-592-1357.

Young aggressive, and experience looking for air shift, sports and or production. Will relocate. Gary L. Eaken 313-541-3216 or 313-545-8663.

Announcer, Program Director, First phone, ten years experience. Professional voice, top production. 406-452-5732.

Situations Wanted Announcers Continued

PBP Sportscaster available now. Major market football/basketball experience. 215-297-5609. Box 14, Solebury, PA.

Third phone endorsed. 20 year old, 2 years college in elec. technology, no experience, need first chance. Sincere interest, very willing. Jack Haynes, 121 Burnet Dr., Baytown, TX 77520. 713-424-7491.

Situations Wanted Technical

Chief Engineer, mature, wide experience low to high power AM-FM. Desire large AM-FM or multi station position. Dependable management that demands quality sound a must. Box H-205, BROADCASTING.

Engineer for hire who cares about obtaining best possible performance out of equipment. Good background of experience. Good announcer too. Box H-221, BROADCASTING.

Experienced Chief Engineer Radio TV proofs, etc. Box H-258, BROADCASTING.

FCC 1st. Good combo men are born, not made. Box 5342, San Antonio, TX 78201.

1st phone, 5 years experience, tight board, strong production, maintenance, salary open. Evenings 212-444-3573. Marlow Saady.

Experienced CE, excellent anncr. AM & FM. POB 3112, Quartz Hill, CA 93534. 805-943-4743.

Board operator 1st phone. Seeking job in midwest or northern U.S. 2 yrs. exp. radio and television. Call or write for resume. Brian Druley 312-582-2248, 8190 S. Kildare Chicago 60652.

Situations Wanted News

Versatile newsmen with 5 yrs. radio experience, 1 yr. TV including talk shows. College, 1st phone, dependable, references. Prefer East 813-689-9171. Box H-235, BROADCASTING.

Experienced medium market PBP and newsmen desires position in medium-large market. College degree. Box H-242, BROADCASTING.

Available now! 1½ yr. experience 1st phone Anncr. seeks news position anywhere within reason from Maine. 207-882-7395. Box H-245, BROADCASTING.

Bright, young, talented, but going nowhere! Five years Sports Director with Major League news/sports background seeks PBP; news in dynamic medium/major midwest market. Box H-247, BROADCASTING.

14 years experience, last seven in eastern suburban market. Really know the news business. Looking for career opportunity in established professional news department. All locations considered. Box H-257, BROADCASTING.

Read this ad: News editor for major suburban daily wants to bring 12 years experience to radio or TV in top 25 market. Age, 33. Crisp with words, fast to learn, strong on government. 201-742-8374, after 1 p.m.

Experienced black sportscaster. BS. Sportscasting. PBP. Alan. Box 71, Park Forest, IL 60466.

I can still get your audience to sit up and listen. News-sports reporter. 1 year experience. Rod Morrison, 23 Harriet Avenue, Belmont, MA. 617-484-2069.

Situations Wanted Programing, Production, Others

Super production idea man seeks top flight studio in challenging market. Sales specs, commercials and production extraordinaire! Excellent writer, good voice. For resume & tapes, Box H-224, BROADCASTING.

Dependable asst. PD with first looking for top 40 position. Not afraid to work. Box H-239, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

Intelligent, hard-working pro needs to break out of rut, seeks challenging, rewarding PD slot in Florida markets. Experience in most realms of broadcasting. Let's hear from you! Box H-248, BROADCASTING.

TELEVISION

Help Wanted Management

Instructional Television. Assistant Director, Assistant Professor. Michigan State University's large, full-scale color ITV facility seeks experienced manager-producer with doctorate in instructional design/development or related field. Responsible to Director of ITV for coordination of operations, budgets, personnel, planning. Assists faculty in design, development, evaluation of TV instruction. May include teaching. Immediate opening. Salary \$13,750 to \$18,000. Resumes, references to E-ling Jorgensen, Director of ITV, 116 Linton Hall, Michigan State University, East Lansing, MI 48824. An Equal Opportunity Employer.

Help Wanted Technical

Chief Engineer: Installation, operation and maintenance PBS station. Five years intensive television electronics experience. FCC first class license required. Resume and references. Box H-144, BROADCASTING.

Supervisory Maintenance Engineer, in charge of maintenance PTV broadcast station, color TV background and first class FCC license required. Resume and references. Box H-145, BROADCASTING.

Chief Engineer. Southeast non-commercial UHF. Requires technical, managerial, and administrative skills and experience. Excellent benefits. Send resume and salary requirements. Box H-148, BROADCASTING.

Transmitter supervisor, needed immediately for upper Midwest UHF TV station. Must have UHF transmitter experience and be able to take complete charge of transmitter operations. Write Box H-173, BROADCASTING.

Senior Video Engineer in charge studio, remote video quality. Requires extensive camera control and lighting experience. Good salary in Southeast. Equal Opportunity Employer. Box H-188, BROADCASTING.

Senior VTR Engineer in charge quality control all recordings. Requires extensive editing experience. Good salary in Southeast. Equal Opportunity Employer. Box H-189, BROADCASTING.

TV Engineer for control room operation and maintenance. FCC First Class license required. Contact chief engineer, WILX-TV, P.O. Box 380, Jackson, MI or telephone 517-783-2621.

TV Studio Maintenance Engineer. First phone. Experienced in tape and video. WPEC, Fairfield Drive, West Palm Beach, FL 33407. 305-848-7211.

Broadcasting Engineer. University of Michigan has opening for television technician who enjoys working with finest TV/Audio broadcast equipment-Quad tape to Vidifont - plus learning opportunities in computer technology from terminal to CPU. Salary commensurate with experience. Excellent benefits and working conditions. Send resume to Shirley Ware, Employment Services, University of Michigan, 2031 Administrative Services Bldg., Ann Arbor, MI 48104. A non-discriminatory, affirmative action employer.

Video/microwave technician. Microwave Common Carrier has opening in Chicago area. Technical school training and FCC license required. Testing and quality control experience a must. Supervisory responsibilities. Send resume outlining education, experience and salary history to: Ron Renaud, Midwestern Relay, P.O. Box 68, Rubicon, WI 53075.

Help Wanted Technical Continued

Broadcast Television Engineer Class III to operate and maintain broadcast and closed circuit television equipment. FCC First Class license required. At least two years experience in commercial or Public television engineering required. Salary range \$7200 to \$8400 pmo. Deadline for applications Oct. 1, to: J.A. Doiron, Box 3 J, New Mexico State University, Las Cruces, NM. An Equal Opportunity/Affirmative Action Employer.

Help Wanted News

News anchor, sports and weather for medium size midwest market. Strong on-air performance a must. Send resume and availability. Salary open, request for audition tape immediately follows receipt of resume. Looking for more than pretty faces, need involvement. Box G-127, BROADCASTING.

Aggressive field reporter w/anchor experience for Fla. station. Minimum: two years experience. College degree. Send resume. Equal Opportunity Employer. Box H-138, BROADCASTING.

Help wanted Television. A midwest state informational organization seeks aggressive newspaper familiar with all phases of radio and television news. Good salary and fringe benefits available. Contact Box H-162, BROADCASTING.

Florida Market combination sports reporter-photographer minimum 2 years sports experience. Equal Opportunity Employer. Box H-259, BROADCASTING.

Sports Director, experience, strong on-air television performer plus Radio play-by-play ability for medium, midwest market. Challenging VHF TV position. Send full resume to Box H-260, BROADCASTING.

Writer/Producer for PTV station. Daily ½-hr. newscast. Professional journalist w/min. 1 yr. broadcast experience. BA required. \$9,250-9,500. Equal Opportunity Employer. Call Larry Reid, WBGU-TV, 419-372-0121.

News Manager for the Iowa State University TV station. WOI-TV is a commercial ABC affiliate serving the Ames-Des Moines market. Must be capable administrator with demonstrated air ability, possessing a sound journalism background, and with ability to guide a staff of professional and student personnel. BA-level degree required. Send complete resume, including salary requirements, to Robert C. Mulhall, General Manager, WOI AM-FM-TV, Ames, IA 50010. An Equal Opportunity Employer.

Assignment editor. One of the south's most respected news stations is seeking an assignment editor with air ability and reporting experience; and an experienced reporter-anchor person. Send resume and video tape to Charles Caton, News Director, WFAA-TV, P.O. Box 2566, Montgomery, AL 36105. An Equal Opportunity Employer.

News Writers, producers, film and copy editors, reporters, anchorpeople, non-union technicians and camerapeople, if you desire a change and relocation is not a problem we want your resume to help us fill broadcast positions throughout the United States. Please include references and salary requirements. Reply to Executive Resources, Suite 803, 141 East 44th Street, New York, NY 10017, 212-986-4860.

Help Wanted Programing, Production, Others

Producer/Host, with special emphasis on writing and on-air experience, to plan and coordinate public affairs programming. Major market experience desired. Salary open. Southwest PTV station. Resume, references. Box H-142, BROADCASTING.

Program Manager: knowledgeable in audience research, programming and managerial. 3-5 years major market experience. Resume, references. Box H-143, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Major Mideastern Production House needs lighting director experienced in techniques of lighting commercials, industrials and shows. Knowledge of studio operations important. Producer/director, must be creative, knowledgeable and experienced in single camera techniques, film experience valuable, will work with major agencies and corporations. Applicants must have current VTR or film of their work, we will request later. Production Manager, Television Production Center, 445 Melwood Street, Pittsburgh, PA 15213.

Supervisor of Special Services. Set up, operation & scheduling of custom sound systems; audio, video recording & production. Be familiar with & maintain inventory control of media hardware & software. Able to supervise student assistants and maintain positive working relationships with faculty & staff. Qualifications include education equivalent to Bachelor's degree in Audio Visual, Electronics or related area, technical knowledge of variety of media equipment & software, at least 2 years increasingly responsible work of a qualifying nature. \$10,600-\$14,300/12 months. Excellent benefits. Send resume by August 22 to: Sherwood Bridges, Director, Division of Instructional Resources, Central Michigan University, Mt. Pleasant, MI 48859. An Equal Opportunity/Affirmative Action Employer.

Situations Wanted Management

An experienced television manager/sales manager with an outstanding record of success wishes to relocate in similar capacity. I am sales, cost, and profit oriented and will produce results. Write: Box H-182, BROADCASTING.

Superior Network and independent TV sales track record. Seeking management. Presently employed in Top 10 market. Excellent references. Box H-232, BROADCASTING.

RTV Grad with a minor in business management seeks entry level position in television sales. Single, willing to relocate, looking for management opportunity. Rob Dickehuth, 184 Devonwood Dr., Pitts., PA 15241, 412-833-2866.

Situations Wanted Announcers

Versatile weathercaster/announcer. A.M.S. Polished. Mature. Radio third. Box H-160, BROADCASTING.

Sportscaster with 6 years experience looking for TV in Minnesota or Wisconsin. Will travel for interview and have tapes. Call 612-574-0043.

Situations Wanted Technical

B.S.E.E. 10 yrs TV/Radio engineering seeking management position in broadcasting or related field. Box H-250, BROADCASTING.

Situations Wanted News

Meteorologist, young dynamic professional weathercaster with 8 years on-air experience including Top 20 market desires position with professional news oriented station. B.S. degree, Meteorology. TV seal of approval. American Meteorological Society. Box H-146, BROADCASTING.

Creative, thinking radio newsman seeks TV reporting job. I take pride in developing my own stories. For VTR and resume, write Box H-147, BROADCASTING.

We're together! Husband/wife news team, creative, hard-working, experienced. Radio-TV/Journalism degrees, middle/major market. Box H-201, BROADCASTING.

Reporter/photographer on the hunt for courageous news department, medium/major markets. Experienced, degree, award-winning documentaries, married. Box H-202, BROADCASTING.

Anchorman, sportsman, reporter, PBP, pilot, 1st phone, B.S. 8 yr. experience/3 TV. Lost job due to company finances. Box H-218, BROADCASTING.

Situations Wanted News Continued

Sports reporter/photographer. Experienced, young, aggressive. J-degree. Will relocate. Box H-238, BROADCASTING.

News Operation Manager/Assignment Editor, seeks number one spot or strong second position in TV news operation. Eight years experience in 3 top ten markets. College graduate. Thomas Petner, 1-215-379-2570.

Top pro. Host-emcee. 17 years major market talent. Versatile, creative, responsible. Available now. 602-993-0256.

Situations Wanted Programing, Production, Others

Multi-faceted producer/director with 3 years TV/film producing/directing experience, plus 4 years script-writing, film editing and crew work, seeks open-end creative job with unlimited potential for one with top ability. Replies Box H-161, BROADCASTING.

Experienced Director-Producer in all phases of TV. Over 12 years in medium and major markets. Heavy in news and PA. Seeking similar position. College and graduate degrees in TV. Two Emmys. Relocation no problem. Box H-176, BROADCASTING.

Writer/producer or associate producer for medium-to-small TV operation. Commercials, promos, documentaries, whatever. Freelance 16mm (sound) & still photography, four years radio. Degree. Box H-246, BROADCASTING.

We grew up with Eng. 6 years experience as tape production team: Remotes, community documentaries, Skilled, self-sufficient, creative crew seeking new challenges. Large market or small, network or non-broadcast, documentaries, dramas, or special assignments. Your ideas or ours. Own some equipment. Will travel. Unit C: POB 94, Fairborn, OH 45324. 513-878-9171.

CABLE

Help Wanted Management

General Manager. Large, expanding cable television system in the Middle-Atlantic region is looking for an experienced General Manager. Must have strong administrative, organizational, and public contact skills. Salary commensurate with experience and credentials. All replies will be kept in strict confidence. Please reply to Box H-216, BROADCASTING.

BUY—SELL—TRADE

Donations needed by non-profit organization. Ampex VR-7800-01, but any version O.K., any condition. Take a tax deduction? Call 212-499-9705, ask for Bruce Sherman.

WANTED TO BUY EQUIPMENT

Wanted-FM transmitter, 25, 20 or two 10KW. STL system, stereo. Remote control. Belar SCA monitor. FM RF Amplifier. Antenna for 98.5. Glenn Barnett, KWCY, Palm Springs, CA 92262. 714-328-1104.

Need transmitter, Antenna and all other related equipment for class C FM. Call collect Gary Acker, 405-946-2073 or Box 75075, Oklahoma City, OK 73107.

FOR SALE EQUIPMENT

G.R. 916 AL RF bridge, like new, calib'd \$525. Box H-231, BROADCASTING.

Two Ampex 2000B videotape recorders. All comps. EECO editing. Excellent condition. Box H-255, BROADCASTING.

Gates SP-10 Automation System, 420 hours MOR music. On air. Top condition. \$10,000. KBUR-FM, P.O. Box 70, Burlington, IA 52601.

For Sale Equipment Continued

TP-66: excellent condition. Sell or trade. Wanting remote van production switcher, character generator and/or cash. Art Hafer, WGTE-TV Toledo. 419-255-3330.

200' guide radio tower for sale, complete with lights, as is, where is, in good condition, for \$1,000.00. Hudson C. Millar, Jr., WIRA, Fort Pierce, FL.

For Sale Good used 5 KW AM transmitter traded in on Continental 315F, Call Dick Floyd or Vernon Collins, 214-381-7161.

25% off-Demonstrator Console and Cart deck. Brand new-full warranty. One each. Broadcast Services Co., Box 85, Selma, NC 27516. 919-284-2102.

Machlett ML-7007 High power tetrode never out of carton. Make offer. Ken Cameron 305-566-9621.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Production Directors, free catalog display material for those doing own TV spots. Displays, Box 223, Westfield, IL.

Limited Offer! Send name and \$10; receive 3 custom logos, plus our A Capella Demo. 3 station I.D.'s \$15. Demo only, \$2. MHL Production, No. 61BR Thunderbird Estates, Maryville, MO 64468.

Announcers, engineers: Make more money. Information free. Johnny Bowles, 322 E. Maxwell, No. 11, Lexington, KY 40508.

PLACEMENT SERVICE

Announcers with first phone qualified for air shifts including news and production. Placement director, Brown Institute, Fort Lauderdale, FL, 305-772-0280.

INSTRUCTION

Radiotelephone third class FCC exam instruction. Elements 1, 2 and 9. Twelve year tested method, very latest material. Multiple choice questions, keyed answers, explanations, FCC summary of Rules and Regulations. \$9.50, first class postage prepaid U.S.A. Cash with order, Posi-Check, Dept. B, P.O. Box 3564, Des Moines, IA 50322.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Sept 29, Nov. 10, 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. Call collect for details, 213-462-3281, or write: Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!

Omega State Institute, your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students welcome. Free booklet. Call or write today. 312-649-0927. 333 East Ontario, Chicago, IL 60611.

Kiis Radio's Broadcasting Workshop for Professional DJ & News training. Both in studio and on-air training. Write: Kiis 8560 Sunset Blvd., Los Angeles.

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Instruction Continued

Job opportunities and announcer-d.j.-1st class F.C.C. license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.— plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

1st Class FCC, 6 wks., \$400.00 money back guarantee. VA appvd. Nat'l Inst. Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

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.

Cassette recorded first phone preparation at home plus one week personal instruction in Boston, Atlanta, Philadelphia, Detroit, Kansas City, Seattle, Los Angeles. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone 213-379-4461.

No FCC license? Tried every way but the right way? It's time for Genn Tech. Home study. Free catalog. 5540 Hollywood Bv., Hollywood, CA 90028.

RADIO

Help Wanted Announcers

MORNING PERSONALITY

Major Group station is looking for a communicating morning personality. Ability to entertain within a music, news and information format.

Box H-219, BROADCASTING

MAJOR MARKET AM

Needs strong personality. Must be glib, knowledgeable and experienced, with a good sense of flow. Send tape and resume to: Frank N. Magid Assoc., One Research Center, Marion, Iowa 52302.

Help Wanted Programing, Production, Others

NATIONAL PROGRAM DIRECTOR

Must be knowledgeable in varied formats. Prefer aggressive, well-educated person with some large market experience. Send resume to:

Box H-25, BROADCASTING.

PROGRAM DIRECTOR

Tyrant desired to run personality MOR format in major market. Real challenge. 20K.

Box H-198, BROADCASTING.

PLACEMENT SERVICE

ATTENTION: SMALL AND MEDIUM MARKET RADIO OWNERS

The wrong hiring decision in your management or sales positions can be very costly. That's why we specialize in recruiting for markets your size.

Call Jim Mishler at (312) 693-6171 for a discussion of our services.

Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631

Situations Wanted Management

GENERAL MANAGER/PROGRAM & NEWS DIRECTOR SEEKING NEW POSITION. HAVE OUTSTANDING SALES RECORD, CREDENTIALS & REFERENCES. 33 YEARS OLD, EDUCATED, EXPERIENCED & "BOTTOM-LINE" ORIENTED. FOR A CONFIDENTIAL DETAILED RESUME PLEASE WRITE: BOX H-80, BROADCASTING.

YOUNG, AGGRESSIVE, GENERAL MANAGER, READY TO ASSUME NEW DUTIES. SEPTEMBER 1st. 1st PHONE, DEGREE. EXCELLENT TRACK RECORD. MR. TAYLOR... 414-782-9452.

Situations Wanted Announcers

MOR-ANNOUNCER. Two years experience—All phases, board, news, sports. Stayed with present position over two years, turning down offer to move to get maximum experience and show stability to make a good move, which I am ready for. Interested in Midwest city—75,000 or over. Top references, tape and resume on request. Box H-226, BROADCASTING.

Placement Service

IMMEDIATE OPENINGS
Let us analyze your resume now!
**WILLIAM J. ELLIOTT, JR.
& COMPANY, INC.**
50 S.W. 3rd Avenue
Suite 110F
Boca Raton, Florida 33432
305-392-4210
Not An Employment Agency

Situations Wanted News

CONSIDER THIS...

14 yrs. Experience—6 yrs. All-News Radio: From Anchorman to Editor to News Director. I've changed a format and built a winner. I want a chance to do more, and a change for the better. I know News and I know people. I'm a Newsman—Radio or TV.

BOX H-236, BROADCASTING

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

TELEVISION

Help Wanted Management

PROGRAM/OPERATIONS MANAGER

Midwest VHF Network affiliate. Must be familiar with all phases including license renewal. Will be member of executive team. An excellent opportunity to join an aggressive station with new facilities. An equal opportunity employer. Send resume to Box H-65, BROADCASTING.

RESEARCH SALES PROMOTION DIRECTOR

West Coast Station in search of aggressive, sales-oriented/promotion person. Must have absolute knowledge of all aspects of rating books, excellent sales promotion writer, thorough understanding of promotional aids needed for sales staff, familiar with TVB material and how it can be used to produce direct sales, as well as the ability to produce creative on-air promotion campaigns. Successful applicant will have these attributes and be able to have many projects in the developing stage at any one time without mass confusion. Will be one-person department with assistance from the management level. You will start at \$12,000 per year with better than average fringe benefits including Profit Sharing. Position open immediately. If interested, forward complete employment history and sample of work to Lloyd Chappel, Director of Personnel, KSBW-TV, P.O. Box 1651, Salinas, CA. 93901.

An Equal Opportunity Employer. MIF.

Help Wanted News

WEATHERCASTER MAJOR NORTHEAST MARKET

Must be able to deliver weathercast clearly, precisely and with personality. Prefer experienced television personality, but will consider all applicants. An Equal Opportunity Employer.

Write Box H-209, BROADCASTING.

NEWS REPORTER

A reporter who goes for the center of the news, then watches and listens. A reporter who asks tough questions and gets answers. A reporter who feels all of life is the news. Write: Box H-227, BROADCASTING.

ACTION REPORTER

A reporter who feels people have the right to be treated fairly. We tackle the tough ones with management backing. An action staff set up and waiting.

Write: Box H-228, BROADCASTING

Network Affiliate in major western market needs lead anchor for early/late evening news. Must have solid background in writing/reporting. Major market experience preferred. Send resume (no tapes now) to:

Box H-261, BROADCASTING.

Situations Wanted News

Highly personalized style ANCHORMAN

Good-looking individualist seeks key anchor job. Help stamp out dull anchormen. No Magid stations please!

Box H-71, BROADCASTING

NEWS PRODUCER: I'm a professional ... trained by the best with experience to boot. Sound news judgement and sharp production—a true broadcast journalist. Excellent with film, tape and the latest in mini-cam. Currently employed. Major market only. Box H-243, BROADCASTING.

NEWS—PUBLIC AFFAIRS—SPORTS Radio-TV/All Markets

"Outstanding Ability"—Young-Experienced NBC o&o Public Affairs Writer-Producer ABC Radio Net Sports Reporter D.C. Reporter-White House/Congress/State M.A. Broadcast Journalism

Box H-253 BROADCASTING

Miscellaneous

EQUIPMENT WANTED

Interested in a tax-deductible donation? Major independent university needs sound-sync camera. Gift of this equipment would be totally tax-deductible. To inquire, reply

Box H-203, BROADCASTING.

You belong in

Broadcasting

The newsworld of broadcasting and allied arts

CABLE Help Wanted Management

Is your goal to become a sales manager early in your career? We have clients in all areas of the country seeking ambitious account executives with a burning desire for management. Openings in radio, TV and cable TV ... in all size markets. We want to hear from both recent college graduates and candidates with up to five years selling experience. Submit detailed resume in confidence to Mike Walker, Vice President, Ron Curtis & Company, 5725 East River Road, Chicago, Illinois 60631.

Employment Service

JOBS! JOBS! JOBS! IF YOU HAVE THE TALENT—WE HAVE THE JOBS!!! Subscribe to:



Box 61, Lincolnville, N.Y. 10540
Number "One" in Weekly, Nationwide Employment Listings for Radio, TV, DJ's, PD's, Announcers, News, Sales and Engineers

- ☐ \$12.00 3 months (12 issues)
☐ \$25.00 12 months (50 issues)
(Check Appropriate Box).

NAME _____

ADDRESS _____

Enclose Check or Money Order

Miscellaneous Continued

RADIO AUDIENCE SURVEYS from \$269

- INCREASE SALES REVENUE
- ACHIEVE GREATER RESPECT AT THE AGENCY LEVEL
- INCREASE STATION PRESTIGE AMONG EMPLOYEES

Professional Research Services



8806 S. TERRACE RD. TEMPE, ARIZ. 85283 (602) 939-4003 Collect

Public Notice

THE CITY OF BORGER, TEXAS IS READY FOR CABLE TV

It is the desire of the City of Borger to receive proposals for a community area television system. Section 50 of the City Charter provides the City with the authority to grant franchises for such ventures. It is the intent of the City of Borger to obtain for its citizens a high standard in service and quality. It is also the City's desire to give each interested party an opportunity to submit a proposal. For that reason, we are asking interested parties to contact the City Managers Office, 111 East Sixth, P.O. Drawer M, Borger, Texas, 79007, or telephone 806-273-2881 prior to October 15, 1975.

BORGER CABLE COMMUNICATIONS COMMISSION

John Lehr, Chairman

For Sale Equipment

AM TRANSMITTER RCA BTF-5A

With spare modulation transformer and tubes. EXCELLENT CONDITION

WRITE: CHIEF ENGINEER
WTVN-AM-FM-TV
P.O. Box 718
COLUMBUS, OHIO 43216

Miscellaneous Continued

FOR SALE STATION CONSTRUCTION PERMIT

50,000 watt AM CONSTRUCTION PERMIT—DAY TIMER. Big southern metro area. Cost plus 10% brokerage fee. About \$60,000.000 to handle for C.P., land, and brokerage fee complete. **BUSINESS BROKER ASSOCIATES.** Ask for "AI"

Days call 800-354-9591
In Kentucky call 800-432-9532
Nights call 606-278-5049

For Sale Stations

TOP MARKET OFFERING

AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price: 2 1/2 million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

Northeast regional fulltime 5,000 watt AM property serving medium sized metro. Excellent chance for individual with sufficient capital to enter business as owner. Station is priced at \$625,000 and had revenues of over \$400,000 two years ago. Excellent opportunity for sales oriented company or person. Please outline financial qualifications in request letter. Box H-91, BROADCASTING.

First Time Offering TV—East

Priced at 8 times cash flow
\$1,900,000 cash

Good growth market
Principals only—Write:

Box H-197, BROADCASTING.

Rare opportunity for dedicated, ambitious Radio people who always wanted to own a part of a Radio Station (AM) in a good medium growth market (So. W.), but never had the right opportunity. A once in a lifetime break for a limited number of professionals. Minimum investment equal to first years salary. Non working investors also invited. Contact owner direct in confidence: Box H-204, BROADCASTING.

INVESTORS WANTED

to share in the benefits of owning a Pennsylvania radio station. Excellent growth opportunity. \$5M from 5 investors required. This is the only time ad will run.

BOX H-251, BROADCASTING

50,000 WATT AM FULL TIMER

1000 watts night. Assets only. Not the Corporation. Best facility within 100 miles or more. Metro market of about 300,000. Will sell for one million dollars (\$1,000,000.00) gross. No extras. \$290,000.00 down payment. 8 year payout. Interest only payable annually first 3 years. Last 5 years pay principal and interest annually.

**BUSINESS BROKER
ASSOCIATES** Ask for "AI"

Days call 800-354-9591
In Kentucky call 800-432-9532
Nights call 606-278-5049

Books for Broadcasters

403. **AM-FM BROADCAST STATION PLANNING GUIDE** by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2 x 11", illustrated. \$12.95
404. **THE ANATOMY OF LOCAL RADIO-TV COPY** by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 104 pages. \$5.95
405. **BROADCAST STATION OPERATING GUIDE** by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. \$12.95
406. **THE BUSINESS OF RADIO BROADCASTING** by Edd Routt. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages, illustrated. \$12.95
411. **COMMERCIAL FCC LICENSE HANDBOOK** by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations. \$9.95
419. **HOW TO BECOME A RADIO DISC JOCKEY** by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. \$7.95

BROADCASTING Book Division
1735 DeSales St., NW
Washington, D.C. 20036

Please send me book(s) numbered _____. Payment for the full amount is enclosed.

Name _____

Address _____

City _____ State _____ Zip _____

For Sale Stations

South	medium	profitable	\$175K	terms
Gulf	medium	profitable	135K	40K
South	metro	profitable	365K	terms
NE	metro	profitable	325K	95K
SE	Suburban	profitable	600K	cash



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Atlanta, Georgia 30341

For Sale Stations Continued

AT YOUR SERVICE WITH
20 YEARS EXPERIENCE.

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Media Brokers
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312/467-0040

SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-8545

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington
Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

For Sale Stations Continued

Salt Water Special!

It's a beauty! So's the coastal area. High profit AM-FM priced at less than 2x current gross. Excellent physical plant including attractive, valuable real estate. Asking \$480M. Owner wants cash sale but strong cash flow and assets can assist financing. Contact associate Bob Kimel at (802) 524-5963.

New York State

Priced right! Collegetown daytime AM can be combo. Profitable now but potential is best reason to buy. Asking \$225M with terms. Contact Mr. Horton.



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

- Help Wanted. 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted. 40c per word—\$5.00 weekly minimum.
- All other classifications, 60c per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

Sherlee Barish and the match game in television journalism

"I deal exclusively in news because that's where the action is in this industry."

For Sherlee Barish, the action is jobs—finding a local station a new anchorman to help boost sagging ratings, or placing a consumer reporter with a news staff anxious to broaden its feature coverage.

Her Madison Avenue-based Broadcast Personnel Agency has, since 1961, provided a unique service to the industry, starting out by filling all sorts of jobs for local stations nationwide, and increasingly in the last 10 years quenching their thirsts for fresh news talent.

Her work has given her a special perspective on the changes the news business has undergone in the last two decades. "When I started out, local news was just something you did to satisfy the FCC. Now, it's the most competitive part of a station."

In an average market below the top 25, an anchorman who 10 years ago was making \$15,000 to \$18,000 can now command from \$25,000 to \$50,000, she says. A news director who pulled in \$10,000 or so back then is now worth \$25,000 to \$35,000. Reporters have become "a tremendous business in themselves," according to Miss Barish. A reporter who might have made \$8,000 in 1965 now makes an average of \$25,000, she figures.

Weather and sports people have profited accordingly. A weatherman in that average market has likely improved his salary from \$10,000 to \$25,000 or \$40,000 in a decade, but his station's demands upon him have increased as well. "You've got to be a meteorologist, or a personality, to make it," Miss Barish says.

"Sports people are very hard to come by. Now everybody wants a 'sports character,' like Bill Curry or Jim Bouton," she says. Such "characters" have gone up in price from about \$12,000 to the \$25,000 to \$50,000 level—as costly as anchorpeople, in some cases.

She is quick to point out that the key factor in this salary spiral is mobility. "Relocation is nothing in this business. I know an anchorman who has been married six years, and in that time they've lived in eight cities."

And the higher one gets, the more dizzying does the salary scale become. For anchorpeople, "\$200,000 is the norm in the major markets," according to Miss Barish. She doubts that, in a few years, any eyebrows will be raised at a salary like that paid to Tom Snyder of WNBC-TV New York, reported at over \$400,000. "Do you



Sherlee Barish—president, Broadcast Personnel Inc., New York; b. May 31, 1926, Asheville, N.C.; BA, Florida State University, 1947; high school tutor, real estate saleswoman, 1947-1952; series of jobs from receptionist to program director with WIRK(AM) and WIRK-TV West Palm Beach, Fla., 1952-55; saleswoman, Official Films, New York, 1955; named VP-sales, 1959; founded Broadcast Personnel Agency, May 1961; single.

know what two or three rating points can mean to a station in New York? Two or three million dollars—and they don't care if they give the anchorman 10% or 20% of that."

What is a local station looking for when it invests that kind of money? "Warmth—that's the new word they're asking for. He has to be a 'communicator'—he has to make good eye contact." There is also a growing demand for female co-anchors in many markets, and since there have been relatively few women who have been trained for such jobs, those who are qualified are earning more and more.

Miss Barish's business has been given a large boost by the rise of news consultants. "They've made the business more competitive," she believes, and says that consultants are largely responsible for the "youth syndrome" in television news—hiring younger talent to bring in the 18-49-year-old audience.

What about "happy news," a trend for which consultants have been blamed? "It has peaked, I think. There's going to be a more relaxed news atmosphere compared to what we had 20 years ago, but there won't be so much happy talk."

Sherlee Barish arrived at her career in a rather roundabout way, tutoring high school students and selling real estate before joining WIRK(AM) West Palm Beach, Fla., as a receptionist in 1952. She worked up to program director of then-fledgling WIRK-TV, but left for New York in 1955 to become a saleswoman for Official Films, where she sold syndicated programs to stations. Travelling 50 weeks a year, she came to know station people and jobs nationwide, and it wasn't long before she was telling stations in major markets of talented newspeople, in smaller cities, with an itch to move up.

The mechanics of the Broadcast Personnel Agency are fairly basic, if only because Sherlee Barish does the bulk of the work herself. Her business comes from two directions: from newspeople, who call her long distance, send her their video tapes, and almost always tell her their troubles; and from stations, which call with long-term openings to be filled or with near-term emergencies.

If she can place a newsperson with a station—and she is successful an average of 50 times a year—she receives a commission, from the station, of 20% of a year's salary over \$20,000, or 15% below \$20,000. In recent years, she has made around \$100,000 for herself annually, although, she notes, 1975 has been a lean year for her as well as for others.

She doesn't handle beginners, and gives three years' experience at small-market reporting as almost a necessity before she can place a prospect. A likely first job for her clients is a weekend anchor—weekday reporting position in a secondary market, with a move to an anchor job in a similar city or a reporting job in a major market to follow three years after that.

She finds some cities to be "steppingstone markets"—ones with good news stations and a reputation for developing good talent. Oklahoma City (which has produced Frank McGee and Jim Hartz, among others); Minneapolis; Buffalo, N.Y.; Miami; Tulsa, Okla, and Houston are chief among such news hotbeds.

For the most part, she finds the work pleasing and jokes that she enjoys "messing in other people's lives." Any annoyance she feels has to do with the high-powered and often brittle personalities with whom she deals. "All anchormen have very healthy egos," she says. "They call me up and just say 'Hi,' and expect me to know who it is."

Her projections for the long-term future of local news? "I think you'll see everything live. We'll see all-news TV stations. And Tom Snyder will be all grey by then."

But as local news grows, Sherlee Barish's list of clients is likely to grow as well.

Editorials

More muscle

The image and character of the Television Bureau of Advertising will be significantly changed by the expanded role that station sales representatives have been given in the organization. In recent years the attitude of reps toward TVB has ranged from indifference to hostility. Now, suddenly, every rep on the national scene has joined up.

Well, all right, television needs all the selling help it can get, and, as everyone knows, the rep field contains some of television's most agile and aggressive salesmen. The trick will be to orient TVB toward selling all kinds of television, local, spot and network, against other media, not toward selling one kind of television against another.

Television's long-range health depends upon the expansion of its total revenues, not only through diversion from other media but also through the creation of new advertising sources. The medium's prospects look to be improved by the infusion of rep knowledge into TVB.

Pen pal

Nicholas Johnson has notified television broadcasters in Ohio and Michigan that their performance will be rated by him and his associated busybodies at the National Citizens Committee for Broadcasting. He apparently has in mind something like the ratings he occasionally put out at government expense when he was a member of the FCC.

It is a friendly little letter that Mr. Johnson has dispatched, making no demands, but it will disarm no broadcaster who has paid any attention to Mr. Johnson's slanders of the past. The only inference to be drawn from this first venture is that Mr. Johnson hopes to institutionalize the National Citizens Committee, which is neither national nor representative of many citizens, as an ongoing factor in license renewal procedures at the FCC.

The only ratings that mean anything are those that come from a station's audience. Mr. Johnson and the elitists at his side have neither reason nor authority to apply their private standards to what is put on the air for consumption in Ohio or Michigan.

This is make-work that cannot be justified unless the foundations that support the committee now think of it as a charity or welfare project.

In a family way

Three weeks ago FCC Chairman Richard E. Wiley summoned the president of the Association of Independent Television Stations to Washington to inquire into the membership's programming plans for the 7-9 p.m. family-viewing period. It is an indication of the docility with which broadcasters have come to accept government intrusion into their private affairs that not one cry of outrage has been heard.

The response to Mr. Wiley, as reported here last week, was a recommendation from the association's directors that members abide by the National Association of Broadcasters television code which, since last April, has marked 7-9 p.m. off limits to sex and violence. That is unlikely to give Mr. Wiley what he was after. The code provides that independents—and network affiliates too, for that matter—may continue to broadcast violent or sexy programs until Sept. 1, 1977, if the shows were under contract last

April 8, the date of the family-time adoption by the NAB's television board.

It will be interesting to see how Mr. Wiley reacts to the enigmatic answer of the INTV board. He had time last week, while motoring in New England, to consider his next move. If he follows his own precedents, he will give the INTV another and somewhat harder nudge. The technique was perfected in his negotiations with the networks—which devised the family-time provision at his bidding. It had been pioneered earlier when he persuaded the NAB, also with network encouragement, to tighten its commercial time limits in children's programming.

It is difficult to suppress the suspicion that Mr. Wiley may have been reminded about the independents and family time just before the new season gets under way, with sexless and peaceful network programming at 8-9 p.m. The code, and the government's manipulation of it, can be made to work in wondrous ways to make everybody toe the same line.

In Hollywood, largely at the instigation of the Writers Guild, there is talk of suing somebody for restraint of artistic freedom or even of trade in the application of the family-viewing restrictions. If there is to be a suit, as sensible people must hope there is not, the government ought to be the principal defendant.

A resource

The journalistic service that television stations provide is turning into one of the most important ingredients in station profitability. Strong news programming builds audiences which attract advertising and elevate advertising rates. News is a valuable commodity.

It may also be the most valuable asset stations can possess if direct satellite-to-home telecasting becomes economically feasible. If stations are to argue for a national policy that prevents networks from discarding all their affiliates and broadcasting nationwide from a single station in the sky, they must give local service as their principal reason for existence.

The prospects of satellite-to-home service are already under formal discussion at the FCC (BROADCASTING, Aug. 11). The station news director's job looks more important than ever.



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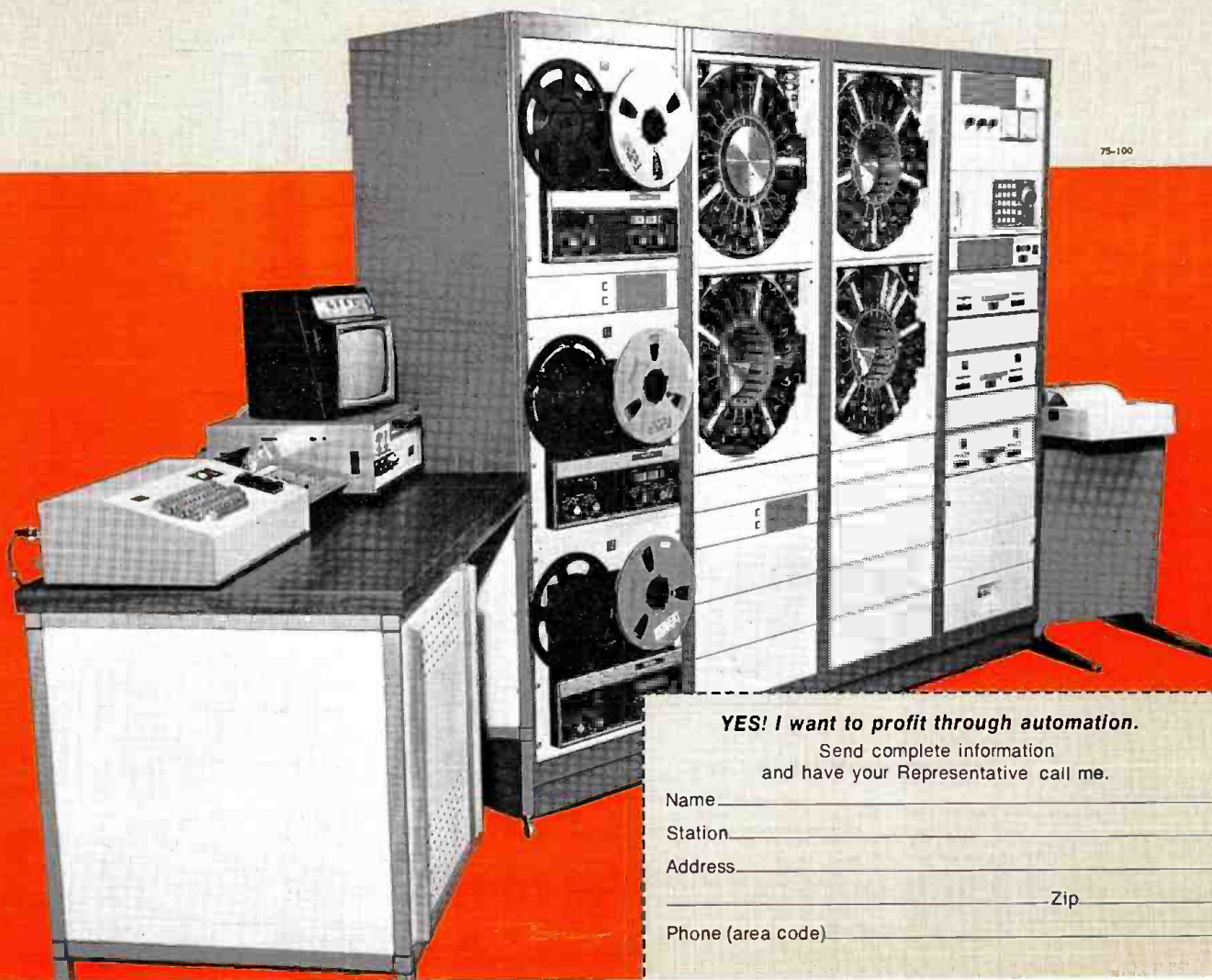
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