

Life under the new rules of prime-time TV
Chapter and verse on television's 1974 economics

Broadcasting Sep 8

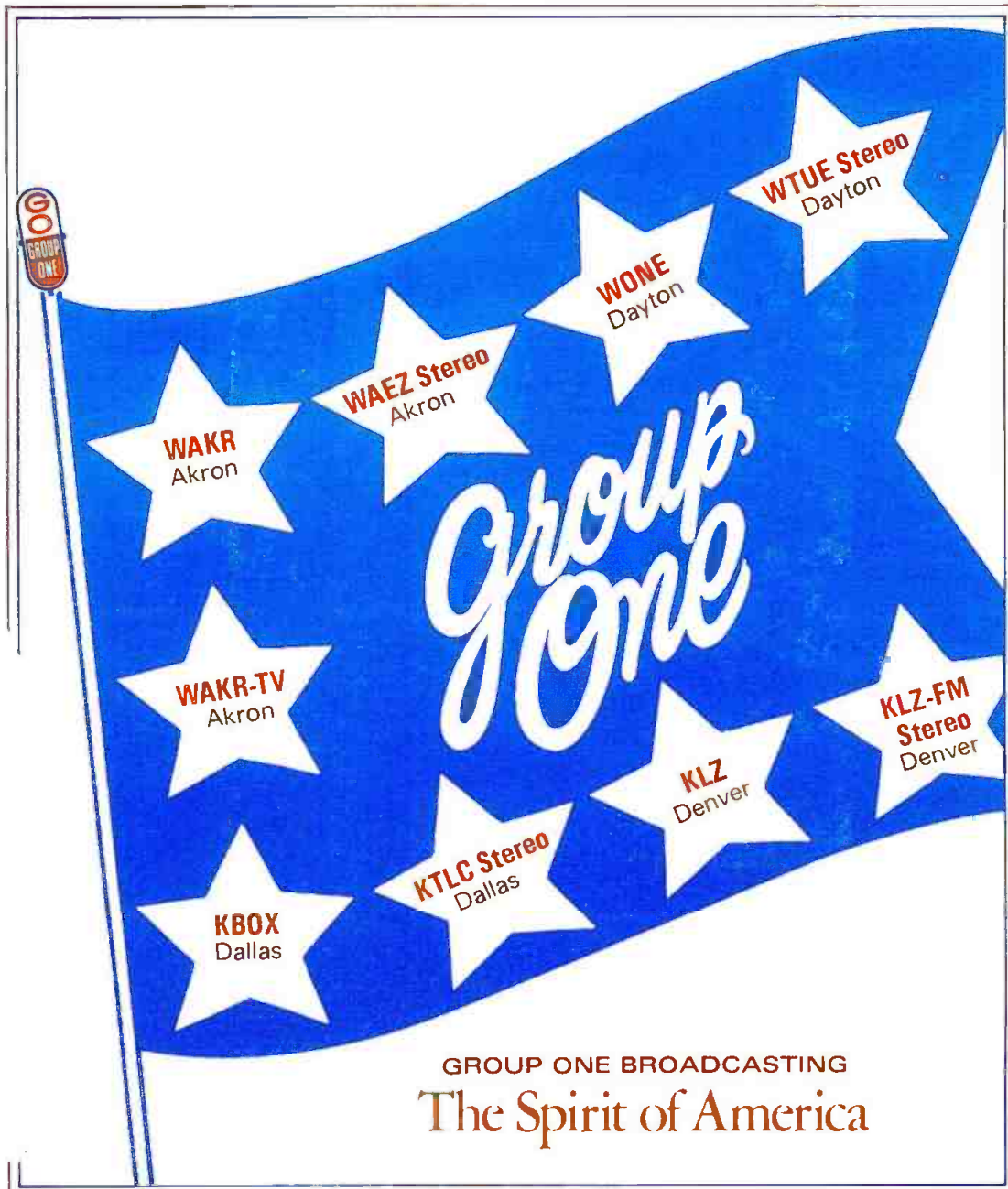
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Our 44th Year 1975

Sep. 8, 1975

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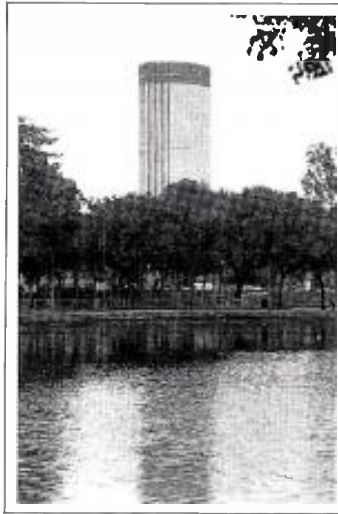
NEWSPAPER



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NIS. IT WORKS.

"The reaction in the Twin Cities to the NIS format has been more than we could have anticipated...We've had many calls from the major agencies congratulating us on the performance of the format...My personal opinion is that your new network will have much success."



That's Lee E. Zanin, General Manager of WWTC in Minneapolis, talking about NIS—the new 24-hour-a-day, all-day 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?

First reactions are in from such hotly-contested key markets as Miami, Chicago, Baltimore and Cleveland. They report the same en-

thusiastic 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 MINNEAPOLIS-ST. PAUL IS THE WAY IT CAN
WORK FOR YOU.**

NIS
NBC NEWS & INFORMATION
SERVICE



Broadcasting
Sept. 8, 1975

2,953 Thanks.

The first thanks to you at the Radio Advertising Bureau. Thank you for awarding your public service CLIO to our Homefront radio campaign for family solidarity.

The second thanks to you Catholic broadcasters of UNDA-USA. Our thanks for honoring the Homefront radio and TV campaigns with two Gabriel Awards.

The third thanks to you at the radio and TV networks for helping

us say "give your children everything—give them your time."

And 2,950 thanks to you local radio and TV programmers who've notified us you're sharing the Homefront spot announcements with your audiences.

Because of you, the Homefront campaign we produced for The Church of Jesus Christ of Latter-day Saints (Mormon) is doing what we hoped it would. The CLIO, two Gabriels, a lot of nice

letters, and some changed lives are convincing us it works.

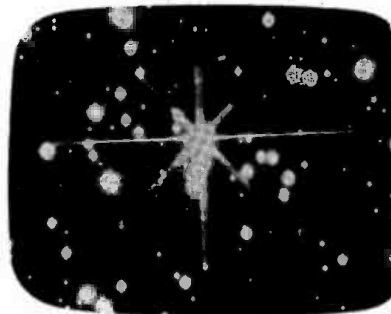
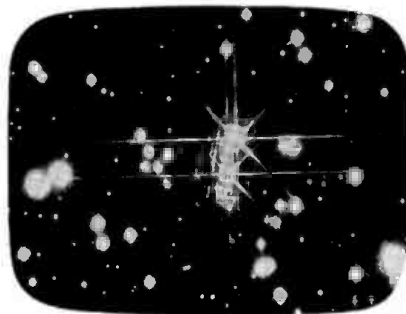
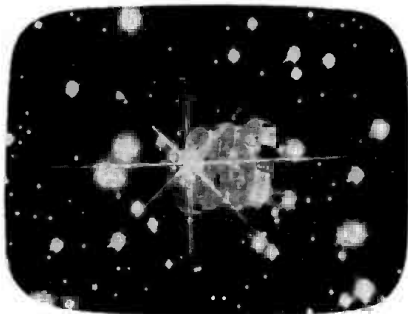
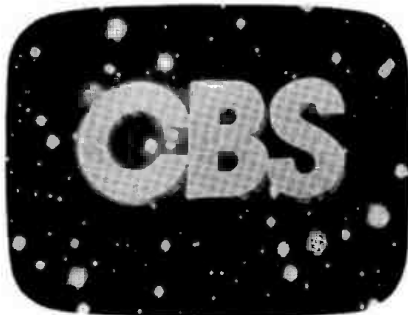
Thanks.

2,953 Thanks.



*Bonneville
International
Corporation*

Suite 2100, 36 South State Street
Salt Lake City, Utah 84111



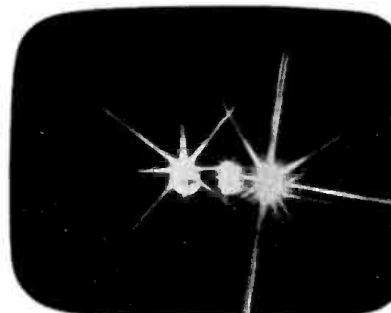
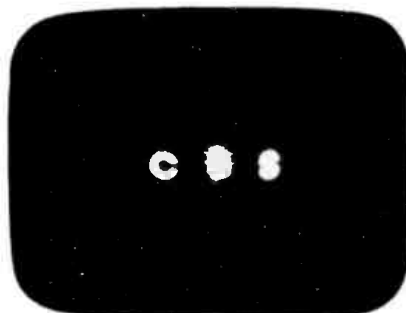
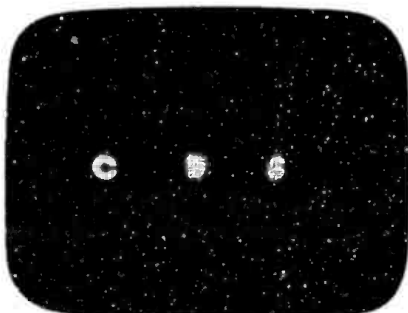
WHERE YOU'LL CATCH THE BRIGHTEST STARS

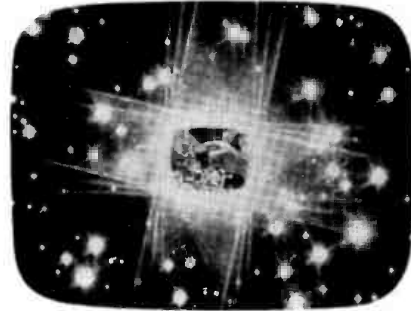
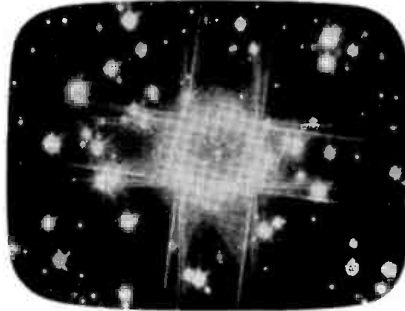
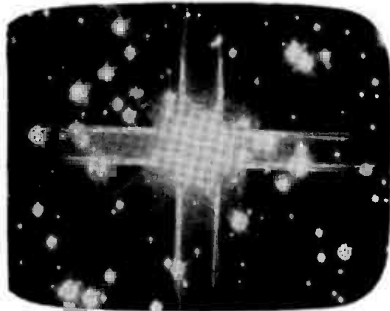
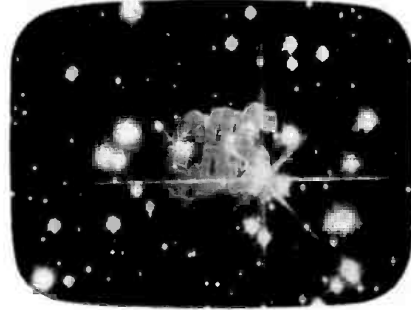
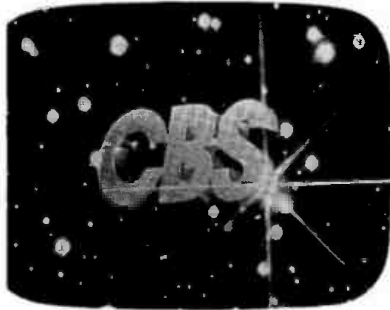
This fall, CBS caps two decades as America's Number 1 Network with one of the most diversified program lineups in its history. America's favorite stars will continue to delight their huge television audiences. In addition, an unprecedented number of new shows hold exceptional promise of pleasures to come.

What's new?

"Beacon Hill," for starters. Here is

drama, intrigue, romance on a grand scale. In a lavish series depicting the not-always-proper carryings-on in a proper Bostonian mansion during the 20's. "Doc" joins our powerhouse Saturday night lineup. Barnard Hughes play a harassed M.D. whose patients are allergic to doctors' bills. "Joe and Sons" takes a humorous look at the problems facing a blue-collar widower





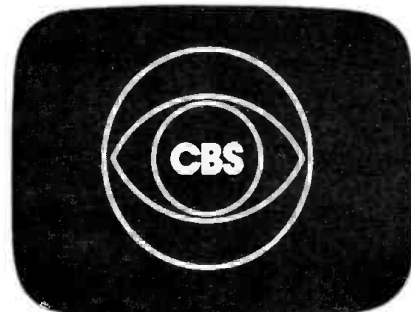
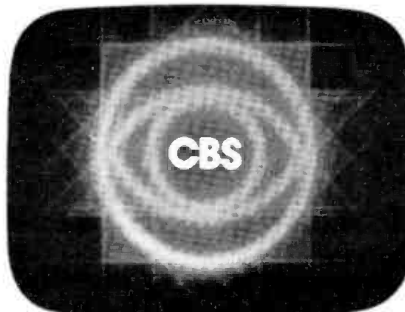
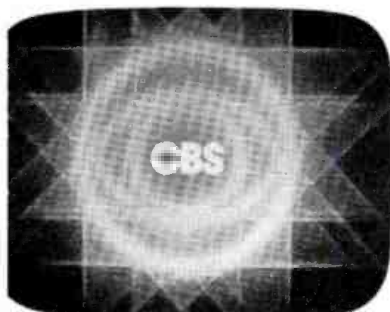
With two obstreperous teenage boys, Richard Castellano stars. Two teenagers are also the focus of "Three for the Road." High adventure results as they travel cross-country with their dad, a free-lance photographer, played by Alex Rocco. "Kate McShane" follows the adventures of a lady who is a tough, unorthodox lawyer. It gives full rein to the gutsy talents of its star,

Anne Meara.

Speaking of stars, Cloris Leachman, a double Emmy winner last year, stars as "Phyllis," that monomaniacal kook who added complications and laughter to Mary Tyler Moore's life. Sheldon Leonard stars as "Big Eddie," playing the kind of fast-talking con man he practically invented. Sheree North co-stars. Robert Wagner and

Eddie Albert cavort as a team of highly unconventional, highly amusing private eyes in "Switch!" While Jack Palance, that master of menace, moves to the right side of the law as "Bronk," a cop on special assignment to the mayor of a big town.

For 20 solid years, audiences have caught television's brightest stars on CBS. This year should prove no exception.



Unmatched TV classics

Can you match them up?



1



★

Created by Earl Derr Biggers in 1925, this oriental master of timely and timeless aphorisms is one of the most famous fictional detectives of all time. Twenty-one of his classic features were honored at the New York Museum of Modern Art in 1968.



2



★

A big network television star continuously since 1960, this world famous consumer of orange-red roots who always wants to know "What's up, doc?" is best known by the company he keeps. Among a host of wacky friends are Porky Pig and the Road Runner.



3



★

In this classic spoof on westerns, a family of delightful young bachelors—Bret, Bart and Beau—prefer to escape tight spots by fast talk rather than resort to the fast draw. Winner of an Emmy Award for "best western series," it features top guests.



4



★

This world-renowned jungle hero, alias Lord Greystoke, has been played by 15 different actors since he was "invented" in 1912 by Edgar Rice Burroughs. Features and series distributed by Warner Bros. Television have been sold in more than 75 countries.



5



★

Sometimes known as Clark Kent, or the "man of steel," this super-hero (who is often mistaken for a bird or a plane) is available in live-action film or in animation. In the animated form, he is joined by other popular heroes, such as Batman and Aquaman.

★ Even if you can match the picture with the description—and insert the right title—you'll find these TV classics are still unmatched, anywhere in television. For availability in your market, please check with your sales executive at ...

WARNER BROS. TELEVISION



A WARNER COMMUNICATIONS COMPANY

Business Briefly

Heavying up in TV □ Television will be big gun in advertising arsenal of Oldsmobile Division of General Motors Corp., Lansing, Mich., this fall as automaker allots increase of 50% in TV spots over last year's announcement period. Starting on Sept. 24, Oldsmobile will set off two flights of two weeks each on prime-time and fringe network TV programs on all three networks. Similar twin two-week flights of spot TV will be used in the top 23 ADI markets during introductory period. Leo Burnett Co., Southfield, Mich., is directing new campaign theme, "Can we build one for you?"

Mazda's million □ Mazda Motors, in windup for 1975, started eight-week TV drive Sept. 4. Eastern states excluded. Campaign, aimed at annual clearance sale of '75 cars prior to introduction of 1976 models, is primarily in fringe time. Agency for estimated \$1 million flight is Foote, Cone & Belding, Los Angeles.

How the cookie crumbles □ Keebler Co., Elmhurst, Ill., is putting together long list of stations for fall campaign on behalf of its cookies and crackers in upwards of 50 markets throughout country. Some flights will begin this month and end in late November and others will run for one month, starting in late October. Leo Burnett, Chicago, is scouting time periods slanted toward women, 25 to 49, and children.

GE sale days □ General Electric, Louisville, Ky., is readying annual "Factory Sale Days" campaign, during which consumers are invited to save "up to \$50." Fringe and prime-time 30's will begin Oct. 13 for two weeks in 75 markets, aiming at women 18-49 and, secondarily, at all adults over 18. Young & Rubicam, New York, is agency.

Kraftco campaign □ Kraftco Corp., Sealtest Foods Division, is planning spot TV spread for about 150 markets for several of its dairy and frozen dessert products, beginning in late September and ending in late October, with flights varying from one to four weeks. N.W. Ayer ABH, New York, is seeking audience of total women and women 18 to 49.

TV stretch □ Maidenform bras will place two TV flights in daytime, fringe 30's, one beginning Sept. 15 for month, one

beginning Oct. 27 for three weeks. Women 18-49 are targeted; Daniel & Charles Advertising, New York, is agency; Media Corp. of America, New York, is placing.

Steel to air □ U.S. Steel Corp., Pittsburgh, plans October-to-March campaign on three TV networks and spots in four markets with general theme, "What makes America work?" Compton Advertising, New York, is creating news 30's, geared to male heads of households. Simultaneous radio campaign with slight variation in theme will run in 14 local markets.

TV no toy for Tonka □ Tonka Corp., Minneapolis, in pre-Christmas splurge, will spend more than million on network and spot television from Oct. 22 through



Dec. 14 to push line of trucks and other children's toys. Spot TV will be concentrated in 20 major markets. Carl Ally Inc., New York, is agency.

Cereal campaign □ General Mills Inc., Minneapolis, will start crackling in late September with nine-week spot TV explosion in more than 50 markets on behalf of its Golden Graham cereal. Campbell-Mithun, Minneapolis, is seeking time periods aimed at total women and women 25 to 54.

Going fishing □ Nine-week TV campaign for Castle & Cooke's Bumble Bee seafoods is set to start Sept. 15 in 27 markets, scheduling 30-second spots and ID's to reach women 25-49. Agency is Richard K. Manoff Inc., New York.

Doorbell tolls for spot TV □ Avon Products Inc., New York, which has been sparse user of spot TV while emphasizing network, is set to start extensive spot effort on more than 50 stations in late September. Length of campaigns will

vary from three to 13 weeks, depending on market. Ogilvy & Mather, New York, is setting sights on total women and women 18 to 49.

Burger's barter □ Burger Chef Systems Inc., Indianapolis, will barter series of seven family oriented TV specials in approximately 160 markets. Under overall title of *Family Fun Theatre*, specials comprise five hours and two 30-minute presentations, will be offered monthly from September 1975 through August 1976, with five of seven to be re-telecast. Ogilvy & Mather Inc., New York, is handling placement for specials and is seeking time periods appealing to all-family audience.

The cutting edge □ Echo chain saws, through Stanford & Taft, Seattle and Portland, Ore., has launched spot TV and radio campaign in Washington, northern Oregon, northern Idaho and western Montana. Effort is set to run through November; aim is to break saws out of professional woodcutter market and into consumer area.

TV for TP □ American Can Co. unrolls new spot TV flight for one month within continuing campaign for its Northern bathroom tissue. Daytime and fringe 30's in number of their 60-70 usual markets are being placed by William Esty, New York.

Test brand □ Test product by Coca-Cola Foods, Hi-C Concentrate, will be introduced in five-week campaigns in limited number of TV markets, some to start today (Sept. 8), others Sept. 22. Fringe, daytime 30's are aimed at women 25-64; The Marschalk Co., New York, is agency.

Comfort story □ Wolverine's Hush Puppies take to the air in about 25 TV markets for month beginning this week, with prime and fringe 30's aimed at adults 18-49. Wells, Rich, Greene, New York, will handle campaign with theme, "You can't be cool if your feet are uptight."

Sweet medium □ Borden Inc., Columbus, Ohio, plans six week TV campaign beginning Sept. 15 aimed at kids and women 18-49 for its ice cream, Melba Meade, Dutch chocolate and homogenized milk products. Fringe and prime-time 30's are being placed by



Recorder/Reproducer \$775
(Reproducer \$550)

So Much For So Little

PD-II SERIES

A machine that records and plays mono tapes in the "A" size cartridge, stops automatically on the 1 kHz cue tone and offers you longer life, less maintenance and better performance than any other cartridge machine at an economy price.

Compare For Yourself

- Quiet air-damped solenoid
- Flat, stable ½ inch solid aluminum deck
- Micro-adjustable head assembly
- Direct-drive capstan motor
- Trim design - 3 units fit side-by-side in a 19 inch equipment rack
- Latest solid state components
- Plug-in circuit cards
- No relays

**CALL US AND WE'LL
PROVE IT TO YOU**

For complete information call us collect at 309/828-1381. You'll be talking to experienced broadcasters who not only know what ITC can do—but know what you want it to do.



P.O. Box 241•2425 South Main Street
Bloomington, IL. 61701
Marked Exclusively In Canada by
McCurdy Radio Industries Ltd.

Tracy-Locke Inc., Dallas.

The name is Mudd □ Chattem Drug & Chemical Co., Chattanooga, is introducing new facial mask product for youths, Mudd for acne and blemishes, backed by heavy spot radio campaign in top 50 markets for nine weeks. Tucker Wayne & Co., Atlanta, is directing commercials to teen-agers, is buying spots on contemporary radio stations.

Christmas treeing □ Houbigant Inc., Ridgefield, N.J., will launch pre-Christmas push for Chantilly perfume and Musk oil in extended list of spot TV markets expected to total about 50. One-month splurge will begin in late November and end in late December, with Hope Martinez Media Corp., New York, handling buying and seeking time periods aimed at men and women, 18 to 49.

Two for A&W □ Two three-week TV spot flights, beginning Sept. 15 and Sept. 22, for A & W Root Beer are scheduled in daytime, fringe and prime time, aimed at women 18-49 and teens to penetrate 40 markets. Agency is Humphrey, Browning & MacDougall, Boston.

Sporting life □ RCA Corp. will institute extensive network and spot radio campaign for new line of battery-operated black-and-white TV sets, which it calls The Sportables. N.W. Ayer has produced 30-second and 60-second radio spots and will place radio-network buys, beginning first week of October. Spot-radio buys for Sportables ads will be placed by individual RCA dealers through co-op arrangement with parent company. These spots will start appearing in late

September. Targer audience, according to sources at Ayer, is "young adults who are innovative and who set the trends."

Dry run □ Continental Hair Products will launch five-week schedule of TV spot 30's for its Conair pistol-grip dryer, beginning Nov. 17 through Christmas buying season. Expected budget is \$700,000 for prime, early and late fringe times in 35 markets. Spots aim at adults 18-49. Agency is Della Femina, Travisano Partners, New York.

Toyota on the move □ Toyota Motor Sales U.S.A., Torrance, Calif., is ending its 13-year association with Clinton E. Frank, Los Angeles, on Nov. 30. Advertiser said "decision to change agencies resulted from consideration of long-range marketing needs of Toyota ... and not from dissatisfaction." Account bills more than \$25 million, of which estimated \$20 million is in broadcast. Among agencies said to be under consideration to replace Frank are Grey Advertising, Ogilvy & Mather and Wells, Rich, Greene.

Rep appointments □ WYSL-AM-FM Buffalo, N.Y., and WFEA(AM) Manchester, N.H., have appointed Jack Masla & Co., New York, as national representative. □ WMNI-AM-FM Columbus, Ohio, has named Regional Reps, Cleveland and Cincinnati, to handle Ohio sales, and WDF-FM Marion, Ind., has appointed Regional Reps for Ohio, Indiana, Kentucky and Michigan area. □ KLOV(AM) Lake Charles, La., has named Avery-Knodel Inc., New York.

Correction □ BROADCASTING'S Sept. 1 issue reported that ABC-owned WNN(FM) New York had appointed Bolton/Churchill International as national rep. Station is NBC owned. Rep is Bolton/Burchill.

BAR reports television-network sales as of Aug. 24

ABC \$430,093,000 (29.8%) □ CBS \$521,874,600 (36.2%) □ NBC \$489,750,300 (34%)

Day parts	Total minutes week ended Aug. 24	Total dollars week ended Aug. 24	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.	118	\$ 617,400	3,723	\$ 21,320,500	\$ 15,093,200	+41.3
Monday-Friday 10 a.m.-6 p.m.	999	8,129,000	32,674	325,941,900	289,738,700	+12.5
Saturday-Sunday Sign-on-6 p.m.	277	3,008,400	9,737	139,669,500	125,055,100	+11.7
Monday-Saturday 6 p.m.-7:30 p.m.	100	1,748,000	3,354	77,117,300	68,787,800	+12.1
Sunday 6 p.m.-7:30 p.m.	11	113,800	518	11,651,300	9,771,200	+19.2
Monday-Sunday 7:30 p.m.-11 p.m.	405	17,077,600	13,386	761,962,900	727,133,200	+4.8
Monday-Sunday 11 p.m.-Sign-off	192	2,953,800	6,313	104,054,500	93,204,100	+11.6
Total	2,102	\$33,648,000	69,705	\$1,441,717,900	\$1,328,862,500	+8.5

Source: Broadcast Advertisers Reports

WHEN WE FOUND PEOPLE FROM MENTAL INSTITUTIONS HELPING ELECT OUR NATION'S LEADERS, WE TOOK IT TO THE CAPITOL.

Election Day 1974. Mrs. John Smith* walked into her local polling place to vote. When her name was checked against the list of registered voters, Mrs. Smith noticed a signature card on file for her daughter.

Impossible. Since her daughter is a mongoloid. A grown woman who cannot read or write and is a full-time patient in a local institution. And according to her mother, "wouldn't know a governor from a street sweeper."

Election fraud? Mrs. Smith wondered enough to contact our Call For Action operator who referred her to the WROW news department.

In a short time we found a story that made headlines all over the state.

It seems that the staff of the institution had helped patients register with absentee registration forms.

To top it off, a local civic group had come in to help these patients vote. Since most of them didn't know their own name much less the name of the person they were voting for, members of the group guided them in filling out their ballots.

Even though many were mental incompetents who couldn't make an "X".

Our disclosures rocked the New York State Board of Elections that election day.



Since mental competence is not a requirement for voting, there had technically been no violation of the law.

So that it won't happen again, lawmakers in the State Capitol are now considering re-

forms suggested by the Board of Elections.

They already have our vote.

WROW

Albany

ONE OF THE STATIONS OF CAPITAL CITIES COMMUNICATIONS. WE TALK TO PEOPLE.

*Actual name withheld on request.

Monday Memo

A broadcast advertising commentary from John McKay, vice president, marketing, CBS Television Stations Division, New York

How aggressive spadework will give spot TV another \$12 million in five markets

While revenues in the spot television industry continue to show increases over previous years, there is no question that ominous changes are taking place in the economics of broadcasting just as they are in other industries. Simply stated, the costs of television station operation have grown 70% faster than sales over the past 10 years. This is coupled with the fact that total advertising as a percent of gross national product has fallen 20% since 1960. And, as if all this weren't enough, television's portion of total advertising has increased a mere 2% since 1965, attributable largely to a passive effort on the part of broadcasters to attract new advertisers to the medium. All these factors add up to a declining profit condition that appears to be worsening. With this in mind, the five CBS-owned television stations realized that they had to create new sources of revenue in a unique way.

Two years ago, the concept of Market Development was proposed to top management. Market Development's sole function would be to bring in new advertisers to spot television—in effect, expand the market revenue base. To gain support for this effort, several major factors were addressed. It was obvious that national spot dollar volume was decreasing. National spot salesmen were not inclined to develop new business on a continuing basis and, with the increase of local business, neither were local salesmen. It appeared that bringing in new dollars to spot television offered the most efficient means of increasing the owned stations' net profit. Management's response was positive and the Market Development unit was set up under the direction of Art Elliot.

We defined Market Development as a sales activity involving national advertisers not using spot television. In a changing national marketplace, it was necessary to re-evaluate some of the ways in which we did business. We had to understand the needs of the new advertiser and how we could best bring him into the medium.

In the first year, success was measured in substantial new revenue to the CBS-owned television stations almost exclusively from companies in the publishing and insurance business.

The increasing importance of the service aspect of Market Development led us to believe that first we must sell advertising, then television, then CBS—the importance of our five markets and, of course, the quality and performance of our stations. We select companies and categories that have not used spot television at all. We then direct our presentation



John McKay, vice president, marketing, CBS Television Stations division, is responsible for, among other things, coordinating all sales and marketing activities of the five CBS-owned TV stations. Before he was named to his present post in March 1974, he was vice president and general manager of CBS Television Stations National Sales for two years. He joined CBS in 1962.

to prospective clients and their agencies. We try to offer assistance to combat reluctance and effectively bridge the gap between the known and the unknown. Early last year we expanded the Market Development unit to include three regional managers, a research director and five account executives—each a specialist in new business development with no duties related to traditional spot sales. Today, the Market Development unit offers market research, commercial testing, consumer research, multimedia analysis, media scheduling, station coordination, commercial production, promotion and merchandising as well as post-buy reviews. With this support we expanded our goals and categories putting added attention against our many prospects. The average new client conversion to television takes seven-and-a-half months between first contact and schedule order. The results of this effort have been tremendously gratifying over the past year. A total of 549 prospective advertisers have been contacted and 48 of them converted to spot television through 112 spot schedules.

This year has been one of expansion and long-range commitment. The developmental thrust will add over \$12 million in new revenue to the CBS-owned television station markets and an undetermined amount to other markets. Only a portion will be placed on the five CBS-owned stations, the remainder with our competitors. In 1976, we estimate \$3 million will be added to our markets alone.

Buoyed by the success of Market Develop-

ment, we are now launching another developmental sales activity—among retail department stores and other major retailers. It's common knowledge that the typical retailer spends approximately 50% of his total advertising dollars in newspapers. A mere 6% is spent in broadcasting. In 1974, retail department stores in the five CBS-owned television station markets placed an estimated \$261 million in newspapers. By 1980, the figure will be at least \$350 million. Considering the current optimism of retailers regarding television, we expect as much as 10%-12% of that total will be allocated to broadcasting over the next few years, if we sit back and wait for it. But, to attract a significantly increased share of revenue from retailers, say 20%-25%, a major commitment in manpower and funding is being made on the part of the CBS television stations. We recently hired Barrett McKee to head up the effort. He has an extensive background in retail sales in print and broadcasting. He will coordinate the five-station thrust with a staff consisting of a marketing and developmental director, a co-op coordinator and a director of creative services. Each of these three functions will interface with similar positions at each station.

The marketing and developmental director will have over-all administrative responsibilities and will supervise all research and special projects activities. The co-op coordinator will sell spot television to suppliers while the director of creative services will assist the retailers in methods of creating effective and efficient television commercials.

The initial concentration of this effort will be in Chicago and Los Angeles. Expanded retail sales teams in each market will be in place over the next few weeks. Our other three markets, New York, Philadelphia and St. Louis, will be fully staffed by early 1976. The retail effort, in general, is two-pronged: the first is activity among national vendors or suppliers, an area relatively untouched by spot television salesmen in the past; the other is aimed at local retailers in each of our markets. The key to success will be to establish a solid relationship based on trust and understanding of the retailers' needs, and to educate them about the effectiveness of our medium. We have achieved modest success on occasion with certain retailers who have seen how television could work for them. But we can't wait and expect retailers to come to television in a significant way without our help.

By creating both the Market Development and Retail Sales units, we think we have the best opportunities available for expanding the spot television market base. We can no longer hope it will expand on its own, we must make it happen. The more broadcasters who join the hunt, the better. We'll all win!

WE MADE SURE THAT ERIE COUNTY FOOD STAMPS WENT TO THE RIGHT MOUTHS.

Imagine a family of seven trying to stay alive on less than \$140 a week. Not knowing they were entitled to an additional \$60 a month in Federal Food Stamps.

This was the situation we found brewing in Erie County, New York. Not with just one family. But with over 50% of the eligible population.

It began with a call to WKBW-TV from a viewer who wanted to know about food stamp eligibility.

Our Eyewitness News "Troubleshooter," Henry Simon, decided to have a chat with the

Social Services Department.

For appetizers, he found that only the names on the welfare roles were getting food stamps.

Thousands of other people who qualified because they were needy, or unemployed, were left with growling stomachs.

Why? Because the agency had no outreach program.

So we decided to do our own reaching out. We did a story on the typical family of seven. It was all people needed to hear. Hundreds of calls poured into the station. And hundreds poured into the Social Services' office, forcing

them to staff up just to handle the inquiries.

And because our listeners were still hungry for information, we did a series of hardhitting reports, feeding them all the facts.

As a result, the Erie County legislators opened an inquiry.

Today there are 50% more people receiving food stamps in Erie County.

Proving that by reaching the right ears you can reach the right mouths.

WKBW-TV
Buffalo

ONE OF THE STATIONS OF CAPITAL CITIES COMMUNICATIONS. WE TALK TO PEOPLE.



Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

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

Broadcasting in Congress. There are measures pending in both houses of Congress to permit one-year experiment of broadcasting chamber proceedings. Main resolution in House is H. Res. 269 by Jack Brooks (D-Tex.). In Senate it's S. Res. 39 by Lee Metcalf (D-Mont.). House Rules Committee, which has alternately discussed and postponed further discussion of Brooks resolution, has formed

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

Cable rebuild deadline. 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 Oct. 3, replies Nov. 6.

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 subcommittee, 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

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WE GAVE A WOMEN'S ACTIVIST MORE THAN LIP SERVICE, AND SHE GAVE US MORE THAN WOMEN'S LIB.

Women's interest programs. What are they? Panels of child psychologists debating the fine points of bed wetting? Soap operas? Household tips on potting plants, polishing silver or baking bread?

Typically, they're all of the above. But women and the topics that are vital to women are changing. Rapidly. Today, women are interested in all the issues.

Pat Yungbluth is a local Buffalo woman, the mother of two small children, who is active in N.O.W. (The National Organization for Women). Because of her community concern we went to Pat to discuss our public affairs programming. Indeed, Pat proved to be an articulate, sensitive person with strong ideas. Fresh ideas. Ideas you can't listen to with half an ear.

After she shared her ideas with us, we didn't just say "thank you and goodbye."

Instead, WKBW offered Pat a show of her own. And the freedom to explore the issues she



felt needed attention and exposure. Especially from the woman's viewpoint. And the results were pleasing.

She helped bring women closer to the issues.

In hard-hitting and refreshingly honest shows, Pat discussed topics like medical malpractice insurance, abortion, mental retardation, equal rights for women. Programs for the young, the elderly, and the handicapped.

Her guests included doctors, lawyers, bankers. Priests and nuns. College professors. And lesbians.

The praise came in. From women. From men.

It seems our program amounted to a significant advance for Public Affairs broadcasting in Buffalo. It captured listeners, regardless of sex. Proving that meaningful broadcasting has no gender.

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rest. He will appear before Commerce Committee Sept. 9-10.

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

Crossownership (television-cable television). FCC has initiated rulemaking (Docket 20423) aimed at easing restrictions it had imposed on common ownership of cable system and television station in same market (BROADCASTING, April 17). Comments 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; replies, Oct. 1.

Fairness doctrine bills. Senate Communications Subcommittee conducted five days of hearings on two bills intended to eliminate fairness doctrine. S.2 by Senator William Proxmire (D-Wis.) would delete Section 315 from Communications Act, section containing equal time

requirement as well as statutory basis for fairness doctrine. Proxmire bill in fact would prohibit FCC from influencing broadcast programming or scheduling in any way. S.1178 by Senator Roman Hruska (R-Neb.) would do that and also address other practices which "discriminate" against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled, on two measures. Proxmire bill has twin in House, H.R.2189 by Robert Drinan (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

FCC's fairness-doctrine report. FCC's new fairness statement exempting product commercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast media, and otherwise modifying fairness doctrine (BROADCASTING, July 1, 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 have been filed in that case (BROADCASTING, Aug. 25). 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). Meanwhile, National Association of FM Broadcasters is mounting drive for radio-only renewal bill (BROADCASTING, Aug. 25).

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 were 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 Anti-trust 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

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The problem: How does the public get involved without getting involved?

We thought it was a question worth answering. So we got together with the Durham Public Safety Department and came up with a solution.

"Crime Stop." Two words that turn an ordinary telephone into a crime fighting machine.

In a five-part, five-day series, we told the people how it works.

If you see a crime in progress, or even suspect one, you simply dial 911 and say "Crime Stop." Just tell the police what you see, and hang up. No questions asked. No need to leave your name or location. No involvement. The police act in "good faith" and immediately rush to the scene of the crime.

The people got our message.

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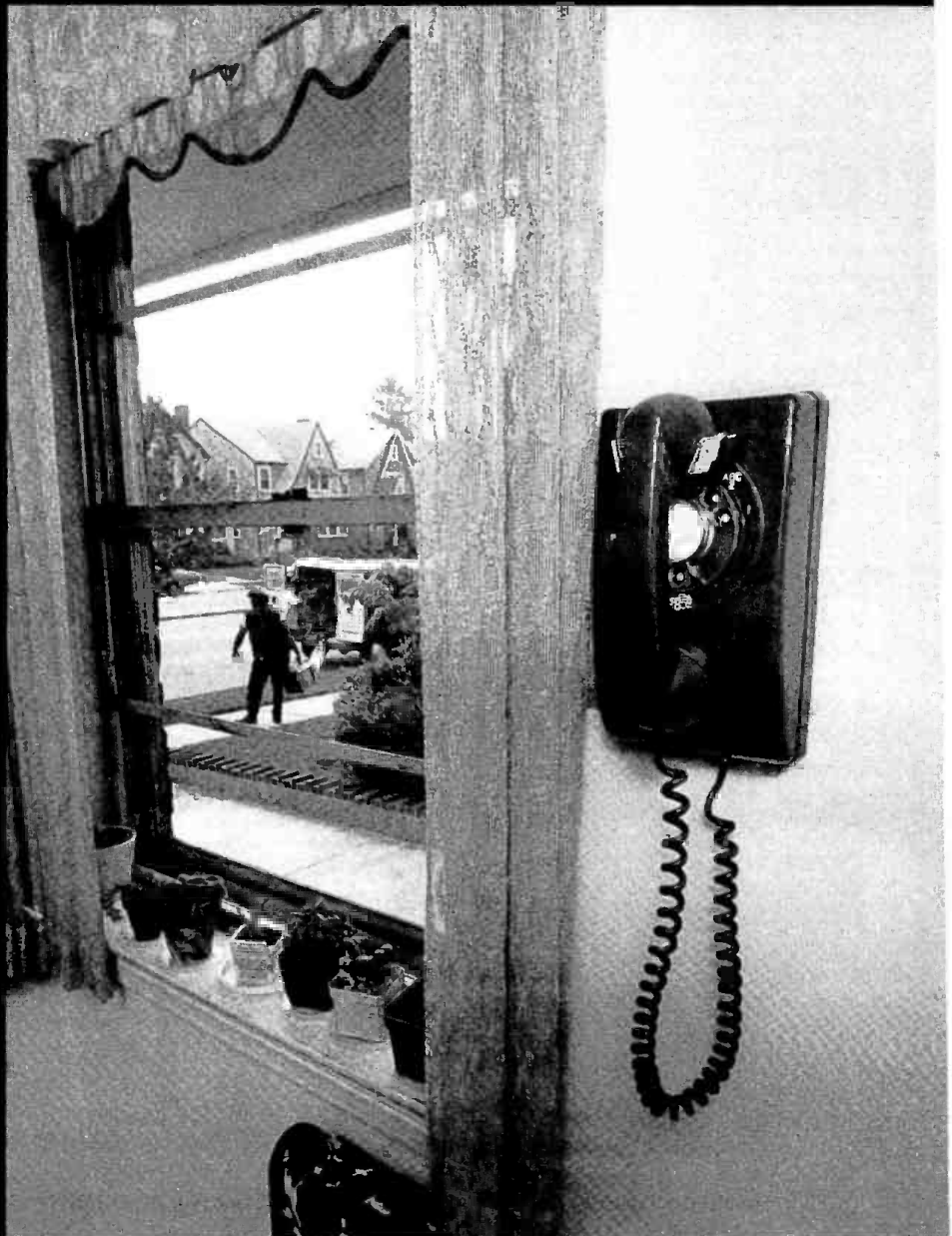
there was a 700% increase in reports to the police. Thirty calls a day. Resulting in eleven arrests.

Since then there's been a continuous rise in arrests and convictions. And a drop in the number of crimes.

Which shows you what can happen when a TV station gets people talking to the police.

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(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 program, 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.

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. Texas banker Joe L. Allbritton and owners of Washington Star Communications Inc. have reached agreement under which Mr. Allbritton would take control of company. Under tender offer that expires Sept. 15, Mr. Allbritton would acquire up to 17,846 shares he does not now own for total of \$28.5 million. Agreement commits Mr. Allbritton to comply with FCC's crossownership rules with minimum of two years, if commission requires that as condition for approving sale. Stations involved are WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WCIV-TV Charleston, S.C.

WQIV(FM) New York. Starr Broadcasting has returned station to classical-music format after 10 months of pop programming. Move is result of agreement among citizen groups, Concert Radio, competing applicant, and GAF Corp., which plans to buy station for \$2.2 million, keep it classical (BROADCASTING, Aug. 25).

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■ indicates new or revised listing

This week

Sept. 8—FCC's new deadline for comments on proposal to institute rules regarding a system for automatic identification of station transmissions (Docket 20351). Deadline previously had been extended to Aug. 18. Deadline for replies was further extended from Sept. 2 to Sept. 22. FCC, Washington.

Sept. 9-10—Hearings on nomination of Joseph Coors to board of Corporation for Public Broadcasting, before *Senate Communications Subcommittee*. Washington.

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

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

Also in September

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 chair-

man 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 Orlentangy Road, Columbus, Ohio 43210.

Sept. 16—*International Radio and Television Society's* FCC Newsmaker Luncheon. Speaker: Commission Chairman Richard E. Wiley. Americana hotel, New York.

Sept. 16-17—Hearings on bill to revise FCC authority to handle common carrier rate increases (S. 2054), before *Senate Communications Subcommittee*. Washington.

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A lot of kids in Southwest Detroit have parents who don't know a Ford from a Cadillac. Or a car from a truck. Because they can't speak English.

If you're in school, it's rough. When you bring in a note from home that no one understands.

Or your teacher tells your parents why you're flunking. In a language they don't understand.

At WJR, the problems of the Latino community became our problems.

When our news department discovered a serious communications breakdown between 40,000 Spanish-speaking Mexicans, Cubans, and Puerto Ricans, and the Board of Education, we went into action.

We brought together representatives from both sides and let them air their differences. On our radio station.

As a result, the School System was compelled to hire the one woman who could fill their needs.

Amy Valbuena. The first Spanish-speaking social worker in a community where 50% of the students and all of their parents speak Spanish.

By bringing together two groups struggling to speak a common language, we were able to help find someone who did.

To translate the greatest need of all. Dignity.

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

■ **Sept. 17**—Leonard Goldenson, chairman and chief executive officer of American Broadcasting Companies, will be luncheon speaker at Hollywood Radio and Television Society. Beverly Wilshire hotel, Beverly Hills, Calif.

Sept. 17-19—*Tennessee Association of Broadcasters* convention. Speakers will include Tennessee Governor Ray Blanton; FCC Commissioner Robert E. Lee, and Frank Shakespeare, president, RKO General. Holiday Inn-Rivermont, Memphis.

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* Mid-East 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. 22-26**—Hearings on sports antiblackout amendment to Communications Act, which passed Congress in 1973 and expires this year, before *House Communications Subcommittee*. Rayburn House Office Building, Washington.

■ **Sept. 23**—Hearings on renomination of Abbott Washburn to be FCC commissioner and on three nominations to board of Comsat, before *Senate Communications Subcommittee*. Washington.

■ **Sept. 23-25**—*Institute of Electrical and Electronics Engineers* annual broadcast symposium. Speakers will include FCC Chairman Richard E. Wiley, FCC Commissioner Robert E. Lee and Washington communications lawyer Louis Schwartz. Washington hotel, Washington.

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

■ **Sept. 24**—Hearing on bill amending Act (S. 1693), before *Senate Communications Subcommittee*. Washington.

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

Major meeting dates

Sept. 18—*International Radio and Television Society's* FCC Newsmaker Luncheon. Speaker: Commission Chairman Richard E. Wiley. Americana hotel, New York.

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

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

Jan. 11-13, 1978—*Association of Independent Television Stations (INTV)* third annual convention. Century Plaza hotel, Los Angeles.

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, 1978—*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.

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.

Sept. 28-30—*Southern Cable TV Association* con-

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Last summer a fire broke out one block south of Fresno's city limits and the local fire department refused to put it out.

They stood by while the fire destroyed a man's barn, thousands of dollars worth of equipment in it, his Volkswagen, and part of his house.

When we learned that the Fresno city fire department stood by and watched while the fire raged, we wanted to know why.

The city fire chief told us his department did not have a legal or moral responsibility to fight the fire. It was out of the city limits. And therefore out of their jurisdiction.

While things were still smoldering, we discovered that there was no "mutual aid" agreement between local fire departments.

So we put the heat on the area fire chiefs. Which brought

them to the conference table, where they agreed to a new "instant aid" agreement. Whereby the fire station closest to a blaze would respond to a fire, regardless of its "legal" jurisdiction.

At KFSN-TV, when an item is hot, we're not afraid to handle it.

KFSN-TV
Fresno

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vention. Scheduled speakers include FCC Chairman Richard E. Wiley and Senator Strom Thurmond (R-S.C.). Royal Coach motor hotel, Atlanta.

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

Sept. 28-Oct. 1—Pacific Northwest Cable TV Association meeting. Ridpatch hotel, Spokane, Wash.

Sept. 28-Oct. 3—Society of Motion Picture and Television Engineers 17th 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—FCC's** new deadline for comments on proposed rulemaking (Docket 20548) regarding multiple ownership of AM, FM and TV broadcast stations. Previous deadline was Aug. 29. Deadline for replies was extended from Sept. 9 to Oct. 9. FCC, Washington.

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

October

■ **Oct. 1—Deadline** for entries for Forum Award, given annual in print and electronic media for significant contributions to public understanding of peaceful uses of nuclear energy. Atomic Industrial Forum Inc., 7101 Wisconsin Avenue, N.W., Washington 20014, attention Jane Brand, media projects manager.

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. 2-4—Combined fall meeting of Missouri Broadcasters Association and Illinois Broadcasters Association. Speakers will include FCC Chairman Richard E. Wiley; Wayne Fickinger, president, J. Walter Thompson Co.; Mike Weinblatt, executive vice president, NBC-TV, and Vincent Wasilewski, president, National Association of Broadcasters. Chase Park Plaza, St. Louis.

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

Oct. 3—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. Dunfee'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—New England Cable Television Association** fall meeting. Highpoint Motor Inn, Chicopee, Mass.

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 Carolina Association of Broadcasters annual convention. Hyatt House hotel, Winston-Salem.

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

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

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

■ **Oct. 13-14—New York State Cable Television Association** fall meeting. Speakers will include New York Lieutenant Governor Mary Anne Krupsak; FCC Commissioner Glen O. Robinson; Robert L. Schmidt, National Cable Television Association president, and Robert R. Kelly, chairman of the New York State Commission on Cable Television. Treadway Inn, Binghamton, N.Y.

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. 16-17—Association of Maximum Service Telecasters** engineering committee meeting. 1735 DeSales Street, N.W., Washington.

■ **Oct. 17—FCC** regional meeting: With licensees, 1:30 p.m., Marriott Hotel Boston; with public, 6:30 p.m., New England Life Insurance Hall, Copley Square, 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



Remember all the nifty stories you've been seeing here about the market-by-market adventures of The Little Rascals? Well, let's see how many you can identify:

✎ In which market does The Little Rascals beat The Mickey Mouse Club?

✎ Where does The Little Rascals score more women 18-49 than Mike Douglas?

✎ Where did Burger King pick up full sponsorship of The Little Rascals for a year, then renew the deal?

✎ Where does The Little Rascals beat the news—on the leading news station?

✎ In what country, about to celebrate its Bicentennial, is The Little Rascals the third most popular children's series in syndication and the most successful children's situation comedy on television?

Prizes, if you really want to send in your answers, are 12" soundtrack albums of The Little Rascals, and 8x10 pictures suitable for framing. We'll also send you a 16mm screening print of a series suitable for family programming.

NOSTALGIA is remembering when you led the time period your competition is leading now.

You can make your day dreams come true. Contact Michael G. King

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

WE GOT THE COWBOYS TO GIVE THE INDIANS MORE THAN EMPTY PROMISES.

There are 19,000 Americans in the Dallas-Fort Worth area whose ancestors date back to Texas before cowboys, oil wells, or even cattle.

And when towns replaced teepees, and square dances replaced sundances, their problems really began.

We checked with experts and learned just how great their needs are today.

There's malnutrition. Disease. 17% of the Indian breadwinners are unemployed. The average breadwinner's educational level is 8th Grade, and yet he receives 50% less pay than

whites with the same education.

WBAP decided to do more than feel sorry.

First we went on the air with a series of announcements meant to shake up our listeners a little. By reporting the shocking truth. And appealing to their consciences.

Then we asked them to participate in an eight-hour live remote from a shopping mall. Midway between Dallas and Fort Worth.

That day, the Great Spirit was with us. And so were thousands of our listeners. They responded with truckloads of food. With truckloads of clothing. With the kind of concern that comes from the soul. And the big heart of Texas.

At WBAP we don't expect to bury the past. But we do intend to make the present something we can all be proud of in the future.

WBAP

Fort Worth/Dallas

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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. 17-18—Third annual Midwest Seminar on Videotape and Film, nonprofit event sponsored by Chicago Film Council, Chicago Television Guild, Chicago chapters of Information Film Producers of America and Society of Motion Picture and Television Engineers. Demonstrations of latest audio-visual equipment and talks by authorities in A-V field are planned. Holiday Inn, Chicago's O'Hare Airport. *Information/reservations: P.O. Box 11376, Chicago 60611.*

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

Oct. 19-20—New York chapter of Society of Broadcast Engineers second annual regional convention. Holiday Inn, Hempstead, Long Island, N.Y. Information and exhibit space: Lyn Snyder, Box 182, Floral Park, N.Y., 11001; (212)347-2940.

■ Oct. 21—Connecticut Broadcasters Association 20th annual meeting and fall convention. Sheraton Park Plaza hotel, New Haven.

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. 23-25—International Radio and Television Society's college conference. Hotel Biltmore, New York.

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.

Oct. 28—FCC's new deadline for comments on proposed rulemakings regarding fraudulent billing (Docket 20499), licensee-conducted contests (Docket 20500) and audience ratings distortions (Docket 20501). Previous deadline was Aug. 29. Deadline for replies was extended from Sept. 29 to Nov. 28. FCC, Washington.

Oct. 30—FCC deadline for reply comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 19554). FCC, Washington.

■ Oct. 31—Kansas Association of Broadcasters fall management seminar. Program includes dedication of Grover Cobb Memorial, honoring late Kansas broadcaster and National Association of Broadcasters executive. Vincent Wasilewski, NAB president, will be among seminar speakers. Kansas State University, Manhattan.

■ Oct. 31—FCC's new deadline for comments on inquiry (Docket 20485) to reevaluate need for television taboos in connection with channel allocations. Previous deadline was Aug. 29. Deadline for replies was extended from Sept. 17 to Dec. 1. FCC, Washington.

November

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

Open Mike®

History repeats

EDITOR: The special report on TV news (BROADCASTING, Aug. 25) was excellent. I would like to reproduce it for my graduate students' use this academic year.

Incidentally, the excitement over ENG is natural, because of its novelty. Reminds me of the mid 50's, when radio was just discovering transceivers. At KDKA, our guys went overboard covering "live happenings." It didn't take too long to realize that the gear represented a time-saver, first, and on-the-scene coverage became limited to hard, breaking news. Wonder how long it will take TV to come to the same conclusions? — *Jack Williams, associate professor, Medill School of Journalism, Northwestern University, Evanston, Ill.*

Pot calling the kettle

EDITOR: A question I would like to ask of any organization that wishes to ban programs of sex and violence from 7 to 9 p.m.

on TV: Why don't they apply the same pressure to the schools and textbook authors that *teach* sex and violence? This sort of thing portrays the proverbial ostrich—its rear end up in the air about sex and violence on TV, and its head in the sand about what is being taught in schools.—*Buddy E. Starcher, general manager, WHAZ(AM-WGNA(FM) Albany-Troy, N.Y.*

Relieved

EDITOR: With my tenure as commander coming to a close, I would like to extend sincere appreciation for the support you have given to our mission of providing contemporary broadcast materials to U. S. forces personnel stationed overseas.

Thanks. I commend you to my successor, Colonel Oliver Willey, U. S. Army, who will assume command by Nov. 1.—*Albert E. Audick, colonel, USAF, commander, American Forces Radio and Television Service, Los Angeles.*

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* 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.

WHEN WE FOUND 225 SCHOOL CAFETERIAS HADN'T BEEN INSPECTED IN 35 YEARS WE DID MORE THAN CALL THE BOARD OF HEALTH DIRTY NAMES.

One day our Action News reporter, Marvin Zindler, received a horrifying letter from a local high school student. It described a school cafeteria that could kill your appetite.

Zindler decided to gather his own dirt. He invited the School Superintendent and a City Health official to join him on a visit to Jefferson Davis High's cafeteria. The student hadn't lied.

Conditions were deplorable. Mouse droppings dotted the store-room floor. Mouse traps were sprung. There were holes in the floor. Open food in the refrigerator. No soap. No towels. And a meat slicer filthy enough to contaminate any meat it touched.

In a five-part series, KTRK-TV devoted itself to cleaning up the cafeterias in Houston's Independent School District. When we discovered that 225 cafeterias hadn't been inspected since 1940, the Health Department promised legal action if the filth wasn't gone in 60 days.

Sixty days later, we took our cameras back to Jefferson Davis High. After an investment of \$18,000 and lots of elbow grease, the cafeteria was spotless, sanitary, and gleaming. With a food cutter so clean the blade could be used for a mirror.

This was only one of 225 schools that got a thorough going over. As a result of our clean sweep, these schools will be inspected on a regular basis.

It seems that a TV station can be a powerful cleansing agent. Truth is stronger than dirt.

KTRK-TV
Houston

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WE TALK TO PEOPLE.**



WHEN A \$32 MILLION DOLLAR COMPUTER BEGAN PUSHING PEOPLE OUT OF THEIR HOMES, WE REPROGRAMMED IT.

We discovered a hundred Mexican-American families living in absolute squalor. On 9½ acres that broke every health law in Los Angeles.

But that was only the beginning.

When we asked our City officials "why?", we got answers we didn't want to hear.

If they enforced health laws, either the tenements would be torn down, or the landlord would raise rents so high that the people would be forced out.

With nowhere to go.

To make matters more deplorable, a major bank decided to rezone the land, clear out the people, and put a 32 million dollar computer and data processing center in their place.

Unfortunately, the bank's computer wasn't programmed to care about the people. And their struggle to survive.

People vs. machines. We decided to fight for the people.

Our newscaster, Mary Helen Barro went on the air with a commentary that forced the city to listen.

Next, she gathered an arsenal of data. By interviewing Latino leaders, terrified tenants, landlord's representatives, bank officials, members of the city planning commission, and the

deputy mayor.

Then she took her findings to the top. To the Mayor.

The result: A precedent setting agreement in which the bank intervened to see that the people were provided with cash and relocation assistance from their landlord.

We like to think that if this situation ever happens again, it won't happen again. Maybe someday, people will get as much respect as machines.

KPOL

Los Angeles



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Closed Circuit.

Insider report: behind the scene, before the fact

Going up

Cost-per-thousand for advertising in prime time on television networks will be at new highs for CBS and NBC this season, about same as last season for ABC. CBS-TV president, Robert Wood, told security analysts last week that average C-P-M on his network is \$5 for new season, up from \$4.66 to \$4.70 last year (see page 29). At NBC, word is that \$5 is standard there too, up from \$4.60 to \$4.70 last season. ABC officials say they're sticking with \$4.65 they averaged last year.

Book values

Psychologically, at least, it may be easier to sell stations if Institute of Broadcasting Financial Management and National Association of Broadcasters succeed in current selling project of their own. Financial Accounting Standards Board is reviewing so-called "Opinion 17" — which requires that, for stations bought since rule went into effect in 1970, values must be placed on FCC licenses and network affiliations and then amortized over no more than 40 years — and IBFM and NAB are preparing arguments that this requirement should be lifted.

Broadcasters generally contend rule is illogical in that station licenses and network affiliations tend to become more valuable over time, or certainly do not lose value. Accounting experts say amortizing these intangibles has no cash effect on earnings or cash flow but does of course make bottom line look smaller and hence may have some detrimental effect in selling station. This issue and others raised in unrelated proposal of American Institute of Certified Public Accountants will be discussed at length at IBFM annual conference Sept. 17-20 at Los Angeles.

Do it themselves

Community Antenna Television Association is going into pole business as a cooperative buying agent for cable operators, to realize bulk savings from eight national pole manufacturers. Prices for 25-foot poles go as low as \$16.20 with installation and shipping extra; for 30-foot pole, \$19.75. Installation costs, depending on whether cable operator does it himself or hires outside contractor, range from \$8 to \$15 per pole. Shipping costs add on another one to eight dollars depending on distance and pole size.

CATA claims self-owned poles are best bet for all cable systems, except those in core cities, compared with leasing pole space from phone and utility companies. Two hangups remain, however. Some cities don't want dual set of poles on their

streets and cable does not always have legal right to use city easements under franchise agreement as public utilities do. CATA is drafting "model legislation" to be introduced in state governments to remedy latter problem.

Back burner

Broadcasters seeking license renewal legislation in this Congress are having hard time getting foot in door. Man who decides when door will open is House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.). He foresees no hearing on various renewal proposals before Christmas.

"There just isn't any time to do anything of that sort," he said (see story, page 48).

What about radio-only renewal bill proposed by National Association of FM Broadcasters (BROADCASTING, Aug. 25)? Since no bill has yet been drafted, Mr. Macdonald wouldn't comment. If, however, subcommittee member wanted to amend renewal legislation, when it eventually comes up, to include separate treatment for radio, chairman said, "I wouldn't see anything there that would make me faint."

Fuss over funding

Office of Telecommunications Policy officials are not concealing their bitterness and anger over form in which Corporation for Public Broadcasting funding bill has emerged from House Appropriations Committee. Instead of providing for five-year funding, as OTP proposed as means of insulating public broadcasting from governmental pressures, committee would require CPB to go before Congress every year to defend advance appropriations (BROADCASTING, July 28). OTP officials say this is not "insulated" funding Congress had in mind when it adopted Public Broadcasting Act of 1967 and that if Congress is not prepared to provide that kind of funding, perhaps it and administration should consider whether any federal money should go to public broadcasting.

However, OTP officials, dismayed over CPB's apparent willingness to accept Appropriations Committee "compromise," are hoping that House members who have championed public broadcasting in past will carry fight for insulated long-range funding to floor.

Buy-out

Century National Sales, subsidiary of FM group owner Century Broadcasting Corp., has been acquired by Gordon Potter,

Century Broadcasting vice president and head of rep firm, and group of associates. Final papers were signed last week, according to Mr. Potter. Associates include Dick Warshaw, sales manager of Century's KWST(FM) Los Angeles and formerly with RKO General in New York, who is due to succeed Peter Greenwald as Eastern sales manager, and Arnold Taylor, West Coast salesman who'll be Western sales manager.

Company represents about 35 AM and FM stations, will continue to handle Century Broadcasting's WLOO(FM) Chicago and KSHE(FM) Crestwood, St. Louis, but not KWST and WABX(FM) Detroit. No change planned in firm name.

Deflation

Network TV ratings in new season won't be worth quite as much as expected. A.C. Nielsen Co. has established national TV homes base as of Sept. 1 at 69.6 million, down from preliminary estimate of 70.1 million (BROADCASTING, May 12). Each network rating point thus will be worth 696,000 homes rather than 701,000. But that's still gain over 1974-75 season's 685,000. Reason for drop: New U.S. Census figures showed annual growth in U.S. homes had been less than expected.

Titlist

Now that Professional Golfers Association has bought full ownership of World Series of Golf (played last weekend at Firestone country club in Akron, Ohio), it's souping up promotion. Winner of latest playing is to reign for year as "world champion" of golf by PGA decree. Bing Crosby Productions, Cox Broadcasting subsidiary, has owned control of feature, which has been played for 14 years, but has sold out to PGA effective next year.

Event, broadcast on NBC-TV, featured Jack Nicklaus, Lou Graham, Tom Watson and Tom Weiskopf, winners of major tournaments. Cliff Kirtland, Cox Broadcasting president, was host at last weekend's play.

Angels?

Latest Washington guessing game concerns identity of that "international consortium" that David Frost has said is underwriting expense of his series of television interviews with former President Nixon. In absence of concrete information, speculation concentrates on such names as Annenberg, Rebozo and Abplanalp, all wealthy cronies of Mr. Nixon.

The Week in Brief

NEW SEASON, RULES AND PLAYERS □ *This is the week the networks go head to head with programming for the 1975-76 season. The family hour, PTAR III and new programing chiefs are added factors in in-fighting for the ratings. PAGE 29.*

WOOD-COLORED GLASSES □ *CBS-TV president tells New York security analysts that network TV's cost per thousand is on the ever up and up, but worth it just the same. He's bullish about both revenue and ratings prospects for the year ahead. PAGE 29.*

NEW KID ON THE BLOCK TELLS HOW □ *Fred Silverman, with one summer under his belt as ABC Television's new program chieftain, goes on closed circuit to tell affiliates what's in prospect for the future. The longest suit: spin-offs from the past. PAGE 30.*

HANDSHAKE ON THE STAR □ *Joe L. Allbritton and the owners of Washington Star Communications agree on sale of company (including six broadcast properties as well as the Washington Star) to the Texas banker. All are confident that new arrangement will pass FCC muster. PAGE 30.*

CHALLENGED □ *Six stations in Maryland, Virginia, the District of Columbia and West Virginia run into petitions to deny. PAGE 32.*

ANOTHER RECORD YEAR FOR TV □ *The FCC last week officially confirmed that television in 1974 set new high marks financially. Revenues were up 9% to nearly \$3.8 billion; pre-tax profits soared to \$737.1 million, and sales gained 8.8% to \$4.35 billion. The detailed report includes a rundown on 139 markets with three or more TV stations. PAGE 36.*

HILL CRANKS UP □ *Broadcast issues command attention as Congress returns after its August recess. The Senate Communications Subcommittee has eight days of hearings this month and the House subcommittee so far has one week of hearings in September. Conspicuously missing: license-renewal legislation. PAGE 48.*

NBMC'S TWO YEARS □ *The National Black Media Coalition reviews its track record at its first national*

conference in Washington. Speakers, including FCC Commissioner Benjamin Hooks, applaud NBMC successes; others stress need for renewed activity. PAGE 52.

MESSAGE FROM GREENWOOD □ *FCC administrative law judge's proposed denial of stations in Greenwood, Miss., heartens citizen groups. They see it as evidence that the Wiley 'new ethic concept' is filtering down to the ALJ's. PAGE 53.*

RACER'S EDGE DULLED □ *STP Corp. accepts a Federal Trade Commission consent order that it cease and desist from making those familiar claims for its oil and gasoline additive products as well as its oil filter. PAGE 55.*

JOURNALISM GOLD STARS □ *The Radio-Television News Directors Association gets ready for its Sept. 17-19 convention in Dallas by announcing 37 awards for outstanding radio-TV accomplishments in spot news reporting, editorializing and documentary presentation. PAGE 58.*

THE PHILADELPHIA STORY □ *The city has issued its study of the five local cable franchises, declaring all are in compliance with municipal and FCC regulations, but the Philadelphia Community Cable Coalition sharply disagrees. Transfer procedure is one particular gripe; trafficking charged. PAGE 59.*

THE KENTUCKY CONNECTION □ *American Cable Television contracts with Microband Corp. for the latter to provide pay-television service via multipoint distribution to apartments, condominiums, hotels and motels in Louisville, Ky. PAGE 59.*

THE DOWN TO EARTH RACE □ *Two more equipment manufacturers announce earth station packages: Andrew Corp., Orland Park, Ill., and Delta-Benco-Cascade, Rexdale, Ont. PAGE 59.*

QUARTERBACK IN THE SKY □ *A little more than three years ago, Time Inc. called on Jerry Levin to apply his business expertise to its cable operation. A whirlwind succession of successes followed, to be capped Sept. 30 when Home Box Office inaugurates its pay-TV program service via satellite. PAGE 73.*

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WE TURNED AN EMPTY HOUSE INTO A PLACE THAT HUNDREDS OF PUERTO RICAN CHILDREN NOW CALL "HOME"

To a Puerto Rican ghetto kid in New Haven, home is a two-room apartment that eight people share. It's a stoop, a parking lot, any spot where there's some space to stretch out.

One of the Hispanic community's most vibrant leaders had other ideas about where these children should be spending their time.

Mrs. Pura Velez saw the need for a community center. So she solicited funds, and raised just enough money to buy a house.

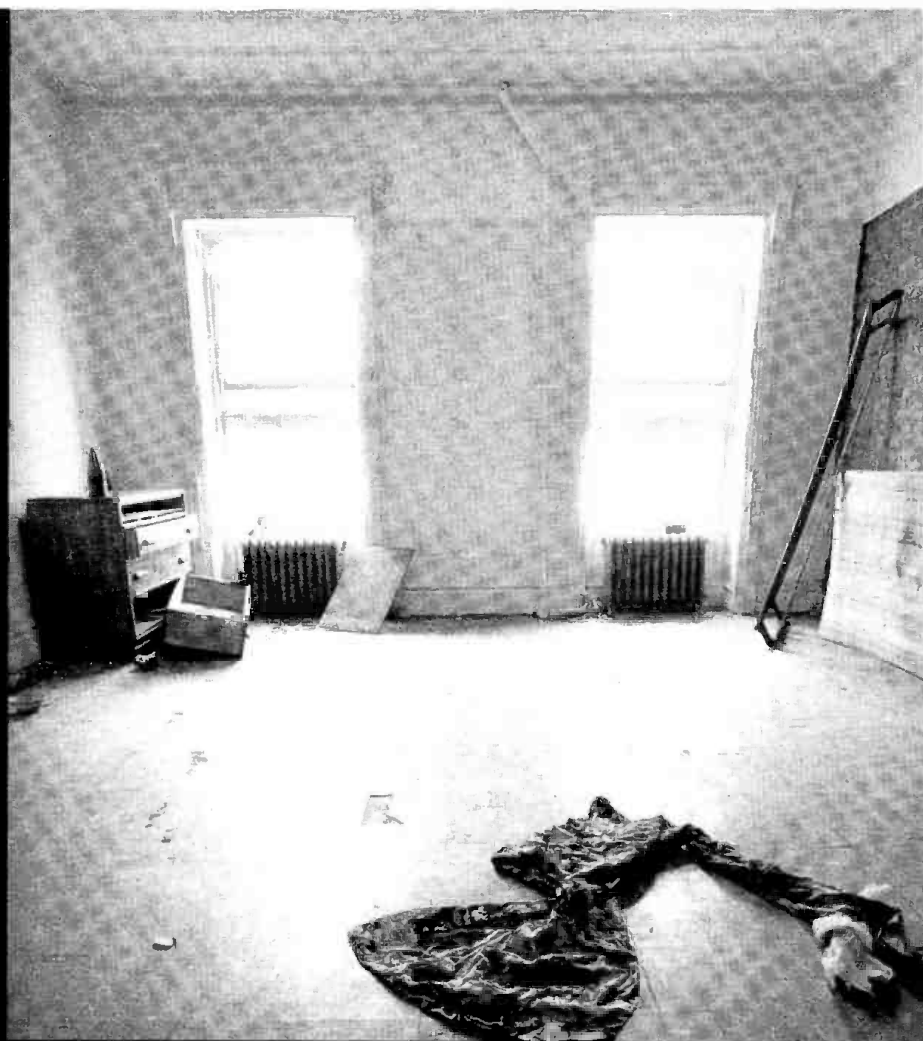
And still rich in dreams, but poor in dollars, Mrs. Velez had no way of turning that empty house into a furnished reality. So she told us about her problem.

And our station got inspired. We decided to reach the people who could help Mrs. Velez fill her house.

Instead of writing a news feature, we had Mrs. Velez do her first TV commercial. Targeting it to reach the right ears.

The fact that our star wasn't an actress, but a humanitarian, only added to the impact of our spot. It worked. As Mrs. Velez walked through the empty house, describing her dreams of a center, it touched people lost in their own dreams.

So that today this house is more than an empty vision. It's home for hundreds of Hispanic young people, their teachers and friends. Today, they lounge in



friendly, furnished rooms. Compose songs on a baby grand piano. Cook in a well-equipped kitchen. And develop their own photographs in their own dark room. All of which they got, just for asking New Haven, WTNH-TV, and our viewers.

Which proves that if wishing can't make your dreams come true, asking enough of the right people often can.

WTNH-TV

New Haven

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LAUGHS AND LESSONS THROUGH THE LOOKING GLASS



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Top of the Week

New rules, new players for TV's new season

Family hour, PTAR III, Silverman, Currlin, Antonowsky are some of the reasons this year won't look just like those that came before; odds makers put CBS first, NBC strong second, ABC third—but they're also hedging bets

This is the week they've been waiting for in prime time television. Despite the early getaways of some series here and there, and trial ballooning of others, the three networks make it official for 1975-76 with the schedules they play today (Sept. 8). It's not only a new season but a new ball game.

Four principal factors distinguish this year from its predecessors. Not necessarily in order of importance, they are:

- The family-hour concept, which was set in motion to scrub sex and violence from the airwaves between 7 and 9 p.m. New York time but which is causing something of a mini-revolt among producers of pre-9 o'clock shows like *M*A*S*H* and *Phyllis*, who are crying censorship.

- The mass bloodletting among programs last season, which swept two dozen series into the dustbin; the 27 new shows to be ushered in this fall on all three networks constitute the biggest overhaul in TV history.

- Each network has a new head of programming and each new chief will be going all-out to make his mark: Fred Silverman, who succumbed to the lure of big money and lucrative fringe benefits from ABC and left CBS after guiding it into first place in prime-time in each of his five years as vice president for programs (his new title is president of ABC Entertainment, succeeding Martin Starger, who resigned to go into independent production); Lee Currlin, an expert in sales and research at CBS and, earlier, at Benton & Bowles, who replaced Mr. Silverman at CBS; and Marvin Antonowsky, who was number-two at NBC last year behind Larry White and then displaced Mr. White when NBC's second-season development fell apart early in 1975.

- The latest version of the prime access rule—PTAR III—returns a full hour of programming to each of the three networks on Sunday nights (for a total of four Sunday hours, compared to the three prime-time hours the networks are allowed Monday-through-Saturday). Judging by the latest clearance rates, ABC's and NBC's affiliates appear ready to swallow the loss of that local hour on Sunday, but the affiliates of CBS are deserting its *Three for the Road* (7-8 p.m.) in droves, to the point where the show may end up with only an 80% clearance, virtually guaranteeing its failure (BROADCASTING, Sept. 1). Many syndicators howled about the loss of that Sunday hour for their programming, but they continue to rack up sales the rest of the week, with syndicated game shows holding their position as by far the most popular format in prime-access time periods.

On the family hour, a consortium of writers, producers and directors is seriously considering slapping a lawsuit on the three networks, on the FCC and on the NAB for violation of their First Amendment rights (BROADCASTING, Aug. 25). In trying to enlist support from the press and from civil libertarians, producers are not being shy about publicizing the cuts they say they're being forced to make by the networks, with Danny Arnold (*Barney Miller*, ABC, Thursday, 8-8:30 p.m., NYT), Gene Reynolds

(*M*A*S*H*, CBS, Friday, 8:30-9 p.m.), Grant Tinker (*Phyllis*, CBS, Monday, 8:30-9 p.m.) and Norman Lear (*The Jeffersons*, CBS, Saturday, 8-8:30 p.m.) among the most vocal.

Mr. Lear summed up the feelings of this group when he said that the family hour has "throttled ideas before they are articulated. All over town writers tell me they're writing bland just to get on."

On the wholesale scheduling changes engineered by all three networks, authoritative predictions are harder to come by this year precisely because of the unprecedented juggling of time slots. (There's a humility factor as well: *Planet of the Apes* and *The Paul Sand Show* were almost unanimously picked, pre-season last year, as the series that would be runaway hits. Both were gone by midseason, victims of poor ratings.)

But various industry sources within the networks and the advertising agencies were forecasting that CBS would end up in first place, NBC would finish a solid second and ABC, with nowhere to move but up after a disastrous 1974-75 prime-time schedule, a stronger third than last year.

The tentative early money gives four nights to CBS (Monday, Tuesday, Thursday and Saturday) and three nights to NBC (Wednesday, Friday and Sunday).

On Monday, CBS figures to have an easy time of it with its block of four comedies from 8 to 10 (*Rhoda*, *Phyllis*, *All in*

Future looks rosy. CBS-TV President Robert D. Wood painted a bright picture for network television in general and for CBS in particular in a far-ranging interview last Thursday (Sept. 4) with security analysts that touched on sales prospects, costs, competitive ranking and program strategy. He said that the average cost-per-thousand at CBS has risen for 1975-76 to \$5 in prime time, up from \$4.66 to \$4.70 last year, and ventured that could it grow to \$6, \$7 or even \$8—as other media have already done. And even at those levels, Mr. Wood insisted, network TV still would be providing more advertising value than competing media.

The CBS-TV president acknowledged that prime-time buys this year have come in later, and attributed this delay to the recession, to the tardy announcement of fall schedules and to subsequent revisions in programming. He said the percentage of sales at this date has not been as high as in previous years but dollars being spent are greater because of increased prices, which he said have remained firm. Mr. Wood noted that daytime sales have accelerated in the past few weeks but conceded that sports programming sales have lagged, explaining that advertisers in this category are energy-related and are working their dollars carefully.

Mr. Wood predicted CBS-TV would capture four nights in 1975-76 (Sunday, Monday, Thursday and Saturday; would have "good shots" at Tuesday and Wednesday) and would lose Friday to NBC-TV.

He said programming costs would continue to rise but he did not favor an increased number of re-runs as a means of paring expenses, saying "we would be cutting to the bone." Mr. Wood's programming strategy for a series that is failing: "take it off quickly—in three or four weeks—and save below-the-line costs." Another cost-paring route he favors: reduction in number of special programs.

Great oaks from little acorns? Silverman's seeding new forests at ABC

Transplanted programing chief tells affiliates what he has in mind for the future; much of it will come from the past

Fred Silverman, the president of ABC Entertainment, made his first formal appearance (albeit by closed circuit) before the network's affiliates last Thursday (Sept. 4). Among the harder nuggets of news:

■ ABC will introduce "a new morning show" on Oct. 27 to replace the floundering *AM America*. Mr. Silverman gave no further details, but other industry sources said the new format would stress entertainment rather than news/information. They said Jules Power's resignation as executive producer of *AM America* last Wednesday (Sept. 3), which will take effect Oct. 10, is a harbinger of a wholesale turnover in staff.

■ *General Hospital* (Monday through Friday, 3-3:30 p.m., NYT), ABC's longest-running soap opera, which has declined in the Nielsens in recent months,

will be expanded to a full hour, probably by next March.

■ ABC has a staff of 28 programing people at work on what Mr. Silverman calls "the largest development in the business right now."

The bulk of Mr. Silverman's prepared talk was given over to describing these development plans, and some of the previously unreported projects he outlined include: *The Rowan-Martin Report* (producer: Paul Keyes), a satirical half hour that would be taped the night before airing to preserve a topical flavor; four spinoffs of existing ABC series—the Fish character (played by Abe Vigoda) from Danny Arnold's *Barney Miller*, the Chano character (played by Gregory Sierra) from *Barney Miller*, the Fonzie character (played by Henry Winkler) from Paramount's *Happy Days*, and a new bionic man/robot from Universal's *The Six Million Dollar Man*; a half-hour situation comedy based on the hit movie "Cooley High," which critics described as a black "American Graffiti"; a sitcom developed around the character

of Tabatha, the daughter on Columbia Pictures Television's *Bewitched*, who would become "a grown-up, with-it career gal"; sitcoms built around the comedy personas of Tony Randall, Rita Moreno and Jack Klugman; an untitled action drama starring Robert Culp, and comedy-variety series featuring Paul Lynde, Bill Cosby, Donnie and Marie Osmond, Lola Falana and Lorenzo Music. (Mr. Music is a writer, and the voice of Carlton the doorman on *Rhoda*).

Some of the development projects Mr. Silverman inherited from ABC's previous programing administration include: *Charo* (Aaron Ruben/John Rich Productions), *Heaven Help Us* (Columbia Pictures Television), *Viva Valdez* (Columbia Pictures Television) and *Father O Father* (Rich Eustis/Al Rogers) all sitcoms. The drama projects Mr. Silverman has inherited include: *How the West Was Won* (MGM TV), *The Family* (Spelling-Goldberg), *The Best Years of Our Lives* (Lorimar) and *Melvin Purvis, G-Man* (Dan Curtis Productions).

the Family and *Maude*), followed by the dependable *Medical Center*.

CBS leads off Tuesday with the top-10-rated sitcom, *Good Times*, which, say the experts, shows no sign of slippage, and ends the evening with the most talked-about new show of the season, the drama, *Beacon Hill* (10-11 p.m.). These two series may offset a weak new CBS sitcom at 8:30 (*Joe and Sons*) and a pallid imitation of the movie, "The Sting," at 9 (*Switch*).

On Wednesday, NBC's hit lead-off show, *The Little House on the Prairie* (8-9 p.m.), probably won't slacken off, in the experts' view, and that should be enough to put NBC's new *Doctors Hospital* (9-10 p.m.) into the winning column and insure continued 31-32 shares for *Petrocelli* (10-11 p.m.).

The Waltons is regarded as impregnable as the lead-off show for CBS on Thursday, and with CBS concentrating all of its theatrical-movie and made-for-TV movie guns on that one night, Thursday, 9-11 p.m. (ABC and NBC each program two movie nights), the experts are giving Thursday to CBS.

NBC dominated Friday last year with *Sanford and Son*, *Chico and the Man*, *The Rockford Files* and *Police Woman*, a line-up that stays intact this year, and although CBS has strengthened its Friday schedule—a move that will make it more competitive on that night—NBC is still given the edge.

Even without *All in the Family*, CBS is being awarded Saturday night because of the consistent performance of its wall-to-wall comedies: *The Jeffersons*, *Doc*, *The Mary Tyler Moore Show*, *The Bob Newhart Show* and *The Carol Burnett Show*.

Finally, with *The Wonderful World of*

Disney to kick off the evening at 7 and the reliable *Sunday Mystery Movie* to close it off at 9, NBC figures to take Sunday, although *The Family Holvak* (8-9 p.m.) remains a question mark and could squander some of the Disney lead-in audience.

Star families and Allbritton make new deal

This one promises faster breakup of crossownerships as means of extricating case from hearing

Joe L. Allbritton, the Texas banker who wants to acquire Washington Star Communications Inc., and representatives of the three families who have owned the company for more than a century last week emerged from two weeks of negotiations to announce they had reached a new agreement that satisfies them and that they believe will win speedy FCC approval.

But where once Mr. Allbritton would have acquired de facto control of a company that owns six radio and television properties as well as the *Washington Star* newspaper, he would, under the new arrangement, wind up with at least 80% ownership of a company that had agreed to accept a commission order to dispose of up to four broadcast properties in order to satisfy the commission's crossownership rules.

Mr. Allbritton has insisted that his principal interest in the transaction is the newspaper, despite its losses that are running about \$1 million each month. And

last week he repeated that he and his associates "are totally committed to even greater efforts to make the *Star* second to none in coverage and advertising content." If he had been interested in the newspaper merely "for economics," he said, "I probably could have found a better investment."

Indeed, Mr. Allbritton, who met with reporters in the *Star*'s newsroom to announce the new agreement, said the *Star*'s fortunes had already begun to improve and predicted that the newspaper would reach the "break-even" point by next fall. Mr. Allbritton already controls the newspaper through an irrevocable proxy under an agreement signed last year, when he acquired 10% of WSC for \$5 million and loaned the company another \$5 million.

However, a revised tender offer to WSC stockholders that outlines the new transfer agreement does not limit Mr. Allbritton's options in complying with the FCC rules. If he chose, he could, for instance, sell WSC's WMAL-AM-FM Washington and the newspaper, and retain WMAL-TV.

Under the agreement, Mr. Allbritton's Perpetual Corp. of Delaware would pay \$1,600 for each of the 17,846 shares of WSC stock, or a total of some \$28.5 million. This is the same price Mr. Allbritton proposed in a surprise tender offer that he made last month and that the families rejected (BROADCASTING, Aug. 25). However, what made the new offer acceptable to the nine representatives of the three families who sit on the WSC board of directors was a modification in the conditions Mr. Allbritton had attached to the first offer.

Godfrey W. Kauffmann, president of WSC, said he and the other representatives of the Kauffmann, Noyes and

Adams families—who together own 52.7% of WSC stock—would accept the offer and urged others among the 106 stockholders to do the same. “I am pleased that the agreement we have reached with Allbritton is one that is in the interests of stockholders, the employees and the community,” he said in a news release issued at the Allbritton news conference. “Continued publication of the *Star* has always been a major goal of the board of directors.”

The amended offer extends until Sept. 15 the deadline for tendering shares to Mr. Allbritton, and sets Feb. 13, 1976, as the deadline for concluding the transfer. A copy of the new tender offer was filed with the commission last week, along with a request for a prehearing conference on the original transfer application to be held after Sept. 15, to consider what procedural steps should be taken in light of the offer. On Friday, the conference was scheduled for Sept. 23.

The new offer is another effort to avoid the need for the hearing, which the commission ordered, on July 28, on whether to waive the crossownership rules and approve the transfers. The rules bar the transfer, intact, of newspaper-broadcast crossownerships or of radio-television combinations in the same community. Besides the WMAL stations, WSC owns WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C. And in addition to the commission's concerns about waiving the rules, the transfer application is being opposed by several citizen groups and John McGoff, a Michigan-based publisher who wants to buy *The Star* but not the WSC stations.

At issue in that hearing is an application under which Mr. Allbritton would acquire 38% of WSC, and with it de facto control of the company. A major argument for the waivers was that the financially ailing *Star* needs the revenues generated by the profitable broadcast properties to survive.

Mr. Allbritton and the WSC owners originally considered, as a way of avoiding a lengthy hearing, a proposal under which Mr. Allbritton would acquire the newspaper, one station in Lynchburg, Va., and WCIV(TV), with the families retaining ownership of the other broadcast properties. However, that deal is said to have foundered on a disagreement over what additional assets—such as stock in WSC's portfolio—would be turned over to Mr. Allbritton, and on difficulties involving tax and Securities and Exchange Commission matters.

So last month, Mr. Allbritton, saying he had despaired of settling the matter any other way, made his first tender offer. But the WSC owners felt several of the conditions would simply prolong the uncertainty about the completion of the sale. For instance, as a means of assuring the *Star* of the support of broadcast revenues for at least a period of time, the offer was conditioned on the FCC giving Mr. Allbritton five years to bring WSC into compliance with the crossownership rules.

It was also dependent on FCC issuance of tax certificates that would permit defer-



Mr. Allbritton at last week's conference.

ral of federal taxes on the proceeds from the sales, and on the absence of any court appeal or stay of the commission order approving the transfer.

WSC's attorneys' reading of the FCC was that the five-year period of grace would not be granted. There was also concern about a lack of commitment by Mr. Allbritton to come into compliance with the crossownership rules if he promptly disposed of the newspaper.

Accordingly, under the new tender offer, Mr. Allbritton requires considerably less. He would accept a commission order to comply with the crossownership rules so long as he did not have to dispose of both WMAL(AM) and WMAL-TV before Sept. 30, 1977, if tax certificates were granted, or before Sept. 30, 1978, if they were not.

As it is phrased, the tender offer commits Mr. Allbritton to acceptance of an order requiring divestiture of one of those stations within whatever time frame the commission determines. The new offer also says that Mr. Allbritton would agree to dispose of WMAL-TV or WMAL-AM-FM within one year of the sale or closing of the *Star*. And the new offer is not conditioned on the absence of a court appeal of a commission grant of the transfer, although it is on a court- or commission-ordered stay.

(The tender offer does not explain the lack of a specified time period in which WMAL-FM and one of the Lynchburg stations would be sold to bring WSC into compliance with the rules. But presumably Mr. Allbritton is particularly concerned with the fate of the most valuable properties in the package, WMAL-AM-TV.)

Under the new offer, as under the original, Mr. Allbritton would be obligated to purchase all shares that are offered if at least 13,881, or enough to give him 80% control, are tendered. However, if fewer than 13,881 shares are offered, he may purchase all or none; under the original, if fewer than 13,881 shares were offered, he could have purchased them on a pro-rata basis—another element that disturbed WSC owners.

If the closing does not occur on Feb. 13, not only does Mr. Allbritton's effort to ac-

quire control of WSC end in failure. The irrevocable proxy he holds to vote 67% of the newspaper subsidiary's stock ends too, unless WSC agrees to extend it.

The new tender offer provides for some short-term financing to help the newspaper for the period extending through the closing. WSC will provide up to \$4 million in loans and loan guarantees and will extend to the closing date a \$1.2 million loan the parent company has already made to the newspaper.

Assuming the tender offer is successful, Mr. Allbritton's attorneys will amend the present transfer application to reflect the agreement embodied in the tender offer.

Mr. Allbritton said he expects “no trouble” from the commission. He said the agreement “accommodates the basic guidelines in the rules.” And the initial reaction of some commission officials seemed favorable, although officials there said it was too early to make a judgment. Observers said they expected some opposition to the request for permission to delay divestiture of the stations, but noted that the requested grant would result in greater diversification of control of media than now exists.

However, Mr. McGoff, who issued a statement saying he remained ready to negotiate for the purchase of the *Star*, will continue to oppose Mr. Allbritton's application, conditional or not, according to Mr. McGoff's lawyers. They say that the new proposal still conflicts with the rules.

Opposition from three citizen groups represented by Citizens Communications Center may be withdrawn, however. Charles Firestone, the Citizens lawyer on the case, said the groups were “happy” with the course Mr. Allbritton had chosen and were conferring with his lawyers on “some remaining difficulties we think we can resolve.” Among others, these involve their original proposal that Mr. Allbritton make an affirmative effort to spin off the broadcast properties to minority groups.

Although Mr. Allbritton stressed he was prepared to comply with the FCC's crossownership rules he indicated he had not entirely given up hope of being allowed to retain a broadcast outlet in the

Washington area. Indeed, the agreement with the WSC owners represents the minimum conditions he would accept; he could seek more from the commission. And he said that his lawyers would seek a waiver to permit him to retain one station in Washington. But, he added, as a practical matter, "we don't expect to get it."

(And in fact Mr. Allbritton's comment about requesting a waiver surprised some commission officials. One said some might feel it cast doubt on the sincerity of the request for a conditional grant.)

Seven filed against in D.C.-region renewals

Washington, Md., Va., W.Va. stations mainly charged with EEO violations

The license renewal applications of stations in Washington, Maryland, Virginia and West Virginia came on the line last week. All but seven passed the petitions-to-deny deadline unscathed.

In Washington, three stations were hit—WTTG-TV and WTOP-TV with petitions to deny, and WASH(FM) with an informal objection. In addition, a citizen group requested an extension of time to file against noncommercial WETA-TV, pending the finalization of an agreement that may avoid such a petition. In Maryland, the only target was WBAL-TV Baltimore. In Virginia, petitions to deny were filed against WCMS-AM-FM Norfolk and WANV(AM) Waynesboro. Stations in West Virginia were spared entirely.

Principal grievances cited were the familiar allegations of inequities in minority employment and programing.

The Black United Front, its chairman Absalom Jordan Jr., members, Reginald Booker and Jim Jackson, and a former WTTG employee, Toni Taylor, filed against WTTG. BUF claimed that Metromedia Inc., the licensee, has continually failed to comply with the 1964 Civil Rights Act and FCC equal employment opportunity regulations, and failed to meet the needs of the black community. BUF alleged that blacks have been excluded from high-level station jobs. Citing 1975 annual employment reports submitted to the FCC, BUF claimed that WTTG has lagged behind other area stations in employing blacks in official or management capacities. According to the group, only 5% of officials and managers at the station are black while figures show 20% at WRC-TV, 9% at WMAL-TV and 8% at WTOP-TV.

BUF also said that WTTG has no training program which would foster upward mobility among employees. It said WTTG's affirmative action program centering around the traffic department was "piecemeal policy."

Among the documents filed in support of the petition is an affidavit alleging that Thomas J. Dougherty, Metromedia's Washington attorney, told Toni Taylor, a black ex-employee: "Bitch, I'm going to knock your teeth down your throat." The

incident is alleged to have arisen from an earlier anti-WTTG affidavit filed by Ms. Taylor in connection with a challenge to the station's 1972 license renewal application. The Dougherty remark is cited as evidence of the "continual harassment" that can result from being party to a petition to deny. Mr. Dougherty told BROADCASTING last week that he couldn't recall making such a statement to Ms. Taylor, but said his remarks might have been taken out of context and that he might have told her the 1972 affidavit had caused trouble.

The concerns of Washington's Hispanic community were brought forth in a petition against WTOP-TV by Medardo Sanchez, individually and as president of the local chapter of Image, a Hispanic Americans organization. The group asserted that "the absence of a Hispanic point of view in all programing" results from WTOP-TV's lack of Hispanic employees. Using employment records as evidence, Image claimed that none of the station's 154 employees is Hispanic.

A group in Baltimore expressed its dissatisfaction with employment and programing at WBAL-TV there. The Urban Advisory Communications Council of Baltimore charged that minorities haven't gotten a fair shake because major policy and fiscal decisions are made by the "lily white" licensee (Hearst Corp.), and station management. Specifically the group charged that blacks have borne a disproportionate part of the attrition rate during employment cutbacks from 1974 and 1975. It also asserted that blacks are underrepresented in every employment category with the exception of service workers.

In regard to programing, the group said that blacks play a limited role in local shows and blacks and minorities aren't given sufficient exposure on camera. They also said that programs dealing with issues important to the black community are scarce. All this results from a "deliberate white dominance," the council charged.

The plight of women was taken up by the Washington chapter of the National Organization for Women in its informal objection against WASH(FM). NOW asked the commission to defer renewal until an in-depth study is made of the station's affirmative action program in its renewal application. NOW said it had an unsuccessful meeting with the station last month and tried to suggest ways "to assure continuous and full employment of women at the station." It did, however, mention a fruitful meeting with WASH(FM)'s sister TV station, WTTG, which was said to be a starting point for future discussions.

WETA-TV Washington (Arlington, Va.) apparently will be spared a petition to deny from the D.C. Media Task Force. An extension of time until today (Sept. 8) to file was submitted to the commission on behalf of both the station and the citizen group. It said the time is necessary to finalize a tentative agreement involving employment and programing matters.

According to Curtis T. White of

Citizens Communications Center, counsel for the D.C. Media Task Force, the tentative agreement calls for 25% black employment at all station levels within the next license period. He said that the black employment goal would not work to the exclusion of other minorities and women. Mr. White said it has also been tentatively decided to place blacks in two or three vacant decision-making positions.

Not all the petitions involved employment and programing matters, nor were they all from outsiders. Radio Tidewater Inc., the permittee of WEOO(AM) Smithfield, Va., accused WCMS-AM-FM Norfolk, Va., of using "inaccurate, misleading and unsupported material" which has deprived WEOO of business and potential revenues. According to Radio Tidewater, both WCMS(AM) and WEOO(AM) have similar formats and compete directly for listeners. The petitioner charged that WCMS Norfolk Radio Inc. has claimed on rate cards and promotional materials that its coverage area is greater than shown on commission records. It also said that WCMS hasn't shown that its AM is a daytime and that it implied that the AM-FM combination is licensed to more cities than it actually is.

The other Virginia station hit was WANV(AM) Waynesboro, against which F. W. Meier, filing individually, lodged a charge that the station had made inaccurate statements to both the public and the commission. While alleging violations in such areas as female employment and ascertainment, the thrust of Mr. Meier's charges are in the political sector. He challenged the station's political broadcast rates and political editorial policies.

FCC blocks out its calendar through November

After a month of relative calm, the FCC is bestirring itself again, looking forward to a busy three months in which meetings, congressional testimony and other official business will occupy four days of most weeks. Draft legislation on obscenity on broadcast stations and cable systems, proposed revision of policy on the equal-time law and the establishment of new policy to govern proceedings in which challengers seek to supplant incumbent licensees are among the items.

One new matter involves revival of a practice of en banc meetings with groups interested in calling on the commission—an innovation that faded into the background last year when the commission began holding regional meetings. The commission says it's available for a meeting Sept. 24, and will entertain suggestions.

The schedule of events of general interest to broadcasters and cable systems follows:

Sept. 8, FCC/National Association of broadcasters small market radio tour;
Sept. 15, obscenity legislation and peti-

tions for reconsideration of the commission's report on the fairness doctrine; **Sept. 17**, equal-time law exemptions and television-cable television crossownership; **Sept. 18**, proposed rulemaking dealing with program log requirements and exempting small-market cable systems from syndication-exclusivity rules; **Sept. 22**, congressional testimony on sports blackout law; **Sept. 23**, AM-FM non-duplication rules **Sept. 24**, FCC open meeting (by appointment); **Sept. 25**, equal employment opportunity rules for cable television systems; **Sept. 30**, pole line attachments controversy.

Oct. 1, petitions for reconsideration of rules on AM allocation standards; **Oct. 2**, leapfrogging; **Oct. 7**, prerelease of programs to Canadian stations; **Oct. 9**, cable television legislation and "government in the sunshine" alternatives; **Oct. 14**, petitions for reconsideration of cable TV network exclusivity rules and on use of county-wide data in determining significant viewing in connection with cable television rules; **Oct. 15**, Comsat rate case; **Oct. 17**, FCC regional meeting in Boston; **Oct. 21**, petition-to-deny day; **Oct. 23**, broadcaster-citizen agreements and reimbursement of citizen groups; **Oct. 29**, clear channel radio policy and pay-TV rules governing series.

Nov. 4, rules governing ascertainment of community needs by commercial broadcasters; **Nov. 6**, radio renewal form and program supplier contracts; **Nov. 11**, cable carriage of network news and special stations; **Nov. 12**, adjudicatory reregulation; **Nov. 13**, comparative renewal policy; **Nov. 18-21**, regional meetings in Denver and San Francisco; **Nov. 24**, proposed rule dealing with license misrepresentation; **Nov. 26**, broadcast ownership reporting and proposed experimental program in which five Civil Service offices would be assigned task of administering radio operator examinations.

NAB seeks unity on renewal bill

That's Chairman Wearn's answer to FMers' pitch for radio-only; convention planners write new script for Chicago in '76

The National Association of Broadcasters is trying to avert an intra-industry clash over license renewal legislation. The NAB has refrained from issuing an official condemnation of the National Association of FM Broadcasters' proposed radio-only license renewal bill, but instead released the following statement by NAB Chairman Wilson Wearn (of the Multimedia stations) last Friday: "We welcome support for [the fight for renewal legislation] from all segments of the broadcasting industry. We believe the most constructive contribution those seeking to help the cause of license renewal can make at this time would be to assist in securing hearings. Hearings are the necessary first step

In Brief



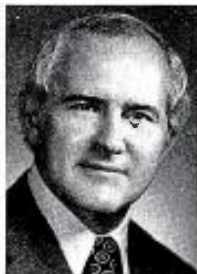
■ CBS News crew captured **attempted assassination of President Ford**—and capture of alleged would-be assassin—at Sacramento, Calif., Friday afternoon (Sept. 5) and CBS-TV had video-taped pictures on special report little more than hour later (2:31-2:36 p.m. NYT). Coverage included shot of 26-year-old Lynn Alice Fromme taken into custody by security agents seconds after attempt. CBS News also pulled out and included in report picture of her made in courtroom during 1970 Charles

Manson murder trial. Crew, using Ikegami electronic camera, was on hand for routine coverage of President when assassination attempt occurred. ■ Hollywood TV and movie studios, threatened by strike that would affect 75% of prime-time programs, seemed on road to settlement late last week after **two majors**, Universal and Paramount, **made independent deals with International Alliance of Theatrical Stage Employees (IATSE)**. They had broken ranks with producers coalition, Association of Motion Picture and Television Producers, on Wednesday. Accord, subject to union ratification, calls for 44% wage increase—14% first year, 12% in each of next two years, 6% in first half of fourth year—plus sweetened benefits package. Union apparently abandoned bid for cost-of-living clause. Current contract expires Jan. 31, 1976. ■ **Negotiations between cable TV industry and AT&T** over pole attachment contracts fell apart—again—last week after meeting at FCC. "The parties have agreed to disagree," said Amos (Bud) Hostetter Jr., heading National Cable Television Association's bargaining team. He and NCTA are seeking to shift ball to FCC's court, asserting agency should assume jurisdiction and force settlement. Attorney Jack Pettit, for AT&T, contended negotiations were still alive, although conceding he was "not wildly enthusiastic about the prospects for a settlement." David Kinley, chief of Cable Bureau and reflecting FCC reluctance to take over issue, also said talks "aren't dead yet," but conceded impasse was worse than last year's, when FCC Chairman Richard Wiley suggested staff mediate matter. ■ **WBBM-TV Chicago** made headlines last week with report of alleged attempted shakedown of garage owner by inspector for city fire department, recorded with hidden camera and microphone. Camera crew, tipped in advance, caught fire inspector telling body shop owner he would not report violations if owner did \$450 repair and paint job on car belonging to inspector's brother. Film was aired Thursday night. Inspector was suspended, ordered to appear before Cook County grand jury.

Headliners



Comte



McCormick

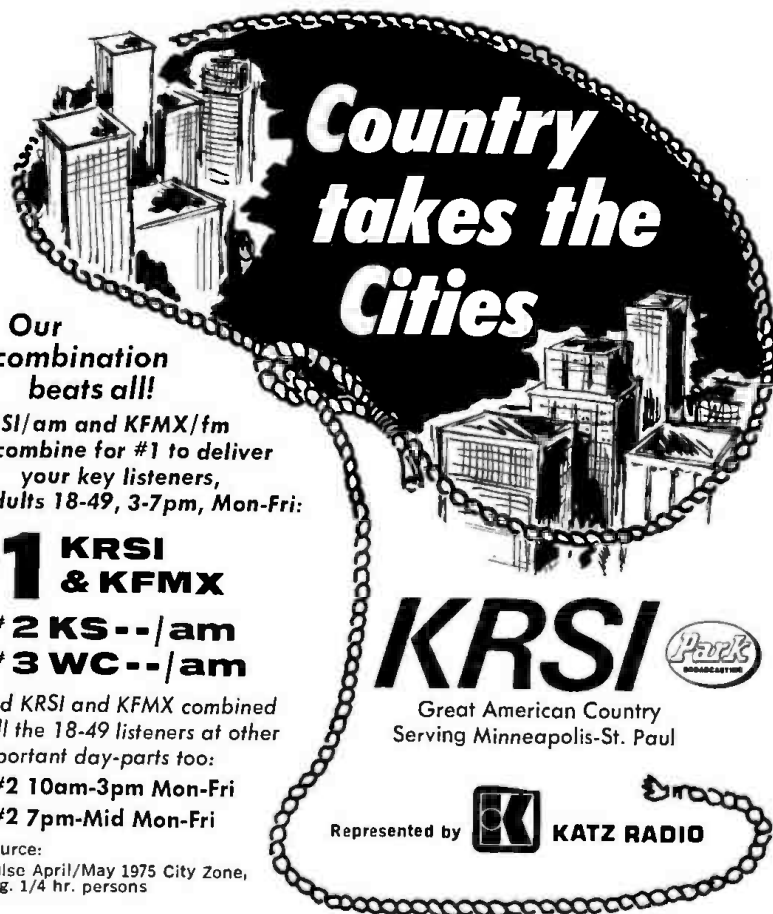


Scherer



Denny

■ **George Comte**, president of WTMJ Inc. (WTMJ-AM-FM-TV) and VP of board of parent Journal Co. in Milwaukee, retired last Tuesday (Sept. 2). Mr. Comte, 62, who joined company in 1935, continues as consultant to Midwestern Relay Co., Journal Co. subsidiary serving TV stations and cable systems. **Michael McCormick**, VP and general manager of broadcast properties, succeeds Mr. Comte in presidency and on board, **Richard Herbst**, WTMJ secretary, elected VP. ■ **Ray Scherer**, longtime NBC News correspondent, elected VP of parent RCA Corp. and named to succeed **Charley Denny**, RCA executive VP, Washington, at end of year. Mr. Scherer has been based in Washington for more than two decades, with exception of four years in London bureau. Mr. Denny has been with RCA for 28 years after leaving service on FCC as attorney, general counsel, commissioner and chairman.



**Country
takes the
Cities**

**Our
combination
beats all!**

**KRSI/am and KFMX/fm
combine for #1 to deliver
your key listeners,
Adults 18-49, 3-7pm, Mon-Fri:**

**#1 KRSI
& KFMX**

#2 KS--/am

#3 WC--/am

And KRSI and KFMX combined
pull the 18-49 listeners at other
important day-parts too:

#2 10am-3pm Mon-Fri

#2 7pm-Mid Mon-Fri

Source:
Pulse April/May 1975 City Zone,
avg. 1/4 hr. persons

KRSI 

Great American Country
Serving Minneapolis-St. Paul

Represented by  **KATZ RADIO**

How did WRAL(FM) become no.1 Adults 18-49 in Raleigh? Drake-Chenault has the answer.

WRAL has now done it again! Two books in a row.
They're doing it with one of our six quality formats
for automation.

Their story could be your story.
Write, call collect, or visit us at the
NAFMB in Atlanta.

We'll be in the
Presidential Suite at the Marriott.

*Drake
Chenault*
you can
hear the difference

8399 Topanga Canyon Boulevard
Canoga Park, California 91304 Call collect (213) 883-7400
Rating estimates average quarter hour as per April/May 1975 ARB, M-S 6am-mid., TSA.

in moving license renewal legislation through Congress."

It is no secret that the NAB's officers are not pleased with the NAFMB's proposal. Several of the NAB board members—from radio as well as television—have said that the industry's push for renewal legislation should be united ("Closed Circuit," Sept. 1). Underlying their remarks is the fear that the introduction of a radio-only renewal bill in Congress would divide the industry into a radio faction and a TV faction and undermine the chance for passage of any renewal bill. There is also the feeling that the basic issue in a renewal bill should be industry stability which affects TV as much as radio.

The statement by Mr. Wearn was issued from Chicago where the NAB executive committee met last Thursday and Friday along with the NAB convention committee.

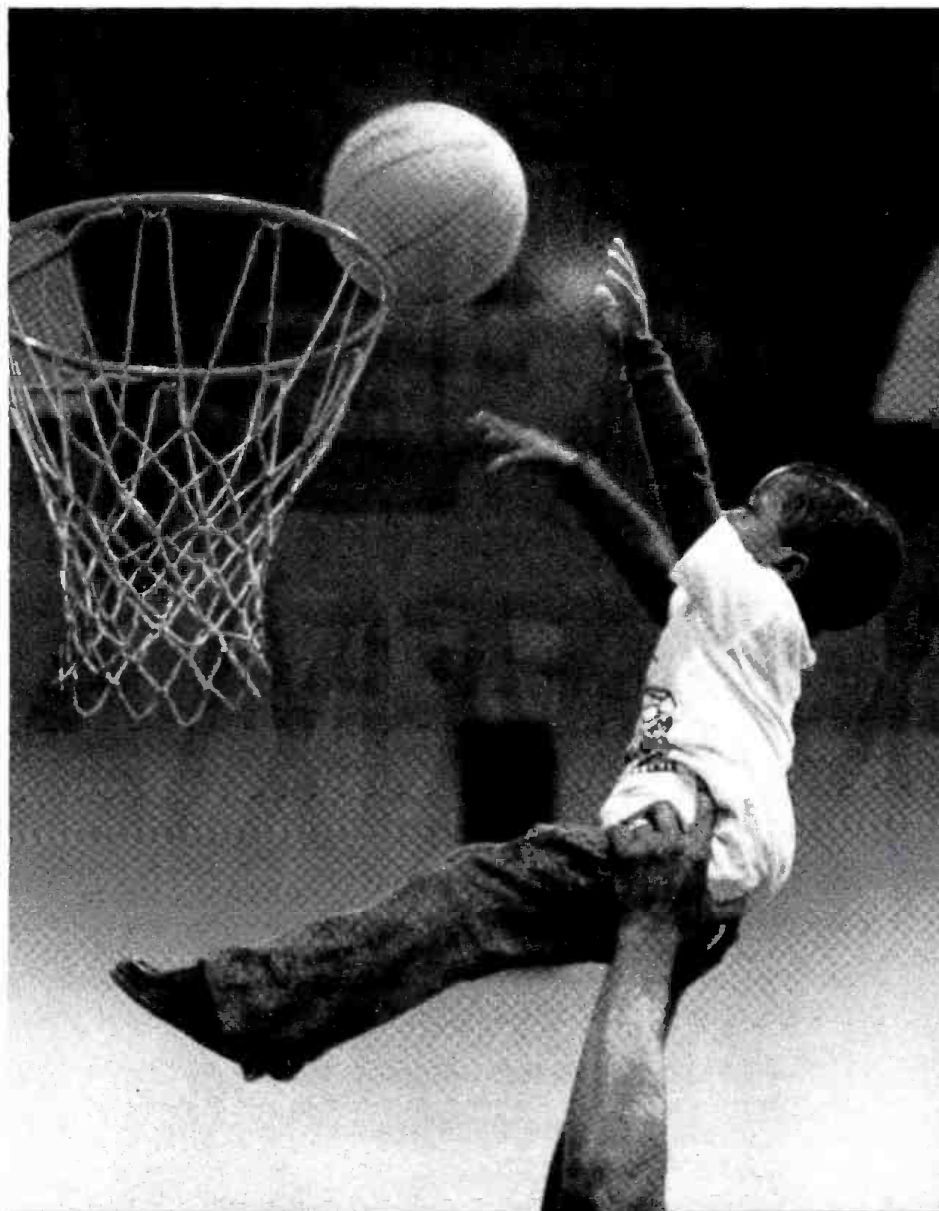
The convention committee voted and the executive committee approved several changes for the 1976 convention to be held March 21-24 in Chicago. Some changes had been anticipated ("Closed Circuit," Sept. 1). There are to be only two noon lunch programs, instead of the three the NAB has staged in previous years. On Monday of the convention there will be three simultaneous luncheons, each with its own speaker, one for radio, another for TV and a third for engineering. Tuesday's luncheon will be industrywide and the speaker, if he accepts, will be the FCC chairman. There will be no luncheon Wednesday.

With the idea of giving the Radio Advertising Bureau a larger slice of the convention program, the convention committee proposed an RAB-sponsored session on sales at 1-4:30 p.m. Sunday. It also recommended that a separate fee be charged for the RAB session, with the proceeds going to RAB.

Program syndicators, radio and television, for the first time will be permitted to lease space on the exhibit floor, where traditionally only hardware manufacturers have exhibited. The committee raised the exhibit fee from \$6 to \$7 a square foot. The committee also voted to change the practice of giving everyone the afternoon off on Tuesday to view the exhibits. Instead, radio broadcasters will have Monday afternoon free in Chicago while TV broadcasters are attending convention sessions, and on Tuesday the reverse will happen.

The convention committee also decided to keep Washington as the site for the 1977 convention. There had been concern at the June board meeting that there might not be enough exhibit space there. It was decided, however, to hold the convention in Washington in three hotels, the Sheraton Park, Shoreham and Washington Hilton, with exhibits in all three and "shuttle buses running like crazy," an NAB staff member reported last week. The possibility of putting the engineers and engineering program at the Hilton is under consideration.

WE GOT THE KIDS OF PATERSON TO SHOOT BASKETS INSTEAD OF DRUGS.



We let Mel Davis of the N.Y. Knicks "do it" for 1400 ghetto kids.

In our two basketball clinics, he taught them how to really score. Not with drugs or booze. But by finding that special someone in themselves. Getting that education. And finding the goals that really count.

Basketball had been Mel's ticket out of the slum. So we thought he was the guy the kids should meet. So they could hang out together! Rap. And play ball.

Soon, everyone in the community had heard news of our basketball clinics.

The kids poured in. Gangs of them. Groups of them. Kids alone. Frightened kids. Angry kids. Curious kids. 1400 kids looking for someone who cared.

We gave them basketballs, T-shirts, and the chance to spend the day with a real live hero who'd made it up from the bottom.

It inspired. One hundred boys decided to join the Paterson Boys Club. That very day. And the rest of the boys learned what it takes to become an outstanding man.

So let's call it a "warm up" for the tricky game called "life."

WPAT
Paterson

ONE OF THE STATIONS OF CAPITAL CITIES COMMUNICATIONS. WE TALK TO PEOPLE.

TV in 1974 shatters records down the line

**FCC releases financial data
that confirms high marks last year
in revenues, profits, sales**

The FCC last week produced the evidence that 1974 was a record-breaking year for television in revenues, profits and sales. With data collected from individual sta-

tions and the networks, the commission showed what made up the 9% increase in broadcast revenues over 1973 to \$3,776,300,000; the 12.9% rise in pre-tax profits to \$737.1 million and the 8.8% gain in sales to \$4.35 billion (BROADCASTING, Aug. 25).

The broadcast revenue increases and, in two cases, decreases were shown in a summary of 139 markets with three or more stations. A comparison of 1974 and 1973 figures shows an 8.2% increase over-all—the Springfield-Decatur-Champaign-Urbana-Danville, Ill., market leading the pack. Broadcast revenues there rose 21.8% from \$8,021,000 to \$9,773,000. Second was Albuquerque, N.M., where revenues were up to \$7,812,000, 20.8% higher than 1973's \$6,464,000. A close third was Fort Wayne, Ind., where revenues rose 20.6%

from \$5,544,000 to \$6,686,000.

Other markets at least doubling the 9% over-all increase were Denver (up 19.9% to \$28,963,000); Youngstown, Ohio (up 19.8% to \$5,087,000); Springfield, Mo. (up 19.2% to \$4,675,000); Kansas City, Mo. (up 19% to \$23,387,000); Davenport, Iowa-Rock Island-Moline, Ill. (up 18.8% to \$6,822,000); Greenville-Spartanburg, S.C.-Asheville, N.C. (up 18.6% to \$10,767,000); Evansville, Ind. (up 18.4% to \$5,111,000), and Huntsville, Ala.-Dacatur, Ala. (up 18.2% to \$3,636,000).

At the other end were the two markets that showed losses: San Juan-Caguas, P.R. where revenues were down by more than a fifth—21.5%—dropping from \$14,410,000 to \$11,312,000, and Flint-Saginaw-Bay City, Mich., which lost 2.6%, falling from \$9,519,000 to \$9,280,000.

Broadcast financial data of three national television networks and 694 stations, 1974 (in millions of dollars).

	Networks	% change over previous year	15 owned- and- operated TV stations	% change over previous year	679 other TV stations ¹	% change over previous year	Total three networks and 694 stations ¹	% change over previous year
Broadcast revenues, expenses and income								
Sales to advertisers for time, programs talent, facilities and services.								
Network sales	\$2,000.7	9.0						
Deduct: payments to owned-and-operated stations	37.4	5.9						
Deduct: payments to other affiliated stations	206.2	5.7						
Retained from network sales	1,757.1	9.4	\$ 37.5 ²	5.9	\$ 210.7 ²	6.6	\$2,005.3 ³	9.0
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	8.8	4,353.8	8.8
Sales to other than advertisers	90.2	20.4	5.7	(1.8)	28.9	17.5	124.8	18.6
Total sales	1,847.3	9.8	454.9	6.3	2,176.5	9.0	4,478.7	9.0
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	9.0
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 Includes sales of programs, materials, facilities and service made in connection with sales of time. Excludes sales made by five commercial stations that obtained most of their revenues from contributions: national and regional, \$96,464, and local, \$2,241,381. Because stations are not consistent in the way they classify national/regional versus local sales, year-to-year comparisons should be made with caution.

Note: Last digits may not add because of rounding. () Indicates decline.

Revenue and expense items of three national television networks, 1974 (in thousands of dollars)

Broadcast revenues of networks		engaged in following categories:	
NETWORK REVENUES:		(a) Technical	1
(a) Revenues from sale of time when program is supplied by advertiser	\$ 45,651	(b) Program	180,094
(b) All other advertising revenues	1,955,030	(c) Selling	15,201
(c) Revenues from stations for cooperative programs	4,745	(d) General and administrative	55,498
(d) All other broadcast revenues	85,421	(e) Total (All officers and employees)	250,794
TOTAL GROSS BROADCAST REVENUES	2,090,847	Depreciation of tangible property	16,846
Value of trade-out and barter transactions included in "all other broadcast revenues"	9,887	Amortization expense on programs obtained from others (total)	676,186
DEDUCT:		(a) Feature film shown or expected to be shown in U.S. theaters	126,723
(a) Payments to stations	243,598	(b) All other feature film	16,647
(b) Commissions to advertising agencies, representatives, brokers and others, and cash discounts	301,348	(c) All other programs	532,816
TOTAL DEDUCTIONS	544,946	Records and transcriptions	3,526
NET BROADCAST REVENUES	1,545,901	Music license fees	7,914
		Other performance or program rights	86,094
		Cost of intercity and intracity program relay circuits	43,638
		Total expense for news and public affairs²	149,880
Network broadcast expenses		Broadcast income	
GENERAL CATEGORIES OF EXPENSES:		Broadcast revenues	\$ 1,545,901
Technical expenses	\$ 1	Broadcast expenses	1,320,841
Program expenses	1,148,176	Broadcast operating income	225,060
Selling expenses	48,600		
General and administrative expenses	124,065		
Total broadcast expenses	1,320,841		
SELECTED EXPENSE ITEMS			
Salaries, wages and bonuses of officers and employees			

¹ Because methods of treating technical and program expense differ among the networks, the two figures have been combined.

² This figure contains costs already shown above. Costs of sports programs are not included.
Note: Last digits may not add to totals because of rounding.

WE SHOWED EDUCATORS THAT A LOT OF KIDS CAN LEARN TO READ BETTER IN THE STREET THAN IN THE CLASSROOM.



The shocking fact is that 33% of 12th Grade level students in Philadelphia schools are almost illiterate.

They can't read comic books. Follow simple written instructions. Or fill out job applications.

Traditional remedial reading methods do not help these kids whose home is the street, and whose language is the action of the street.

Many become dropouts, misfits, or hardcore gang members. Are they hopeless? We don't think so.

Because we found a man who knows how to help these kids. And get them reading anywhere. In the street. Or in a classroom. His name is Ted

Marshall, and he understands that action is the language of the street. It's a language he can also speak.

Our program on this remarkable man and his radical Action Reading methods at Philadelphia's Germantown Settlement House taught the community a new lesson.

It showed how some kids can learn more from jumping rope than from agonizing over readers. How rhymes and rhythm teach words. That by clapping your hands and tapping your toes to sounds, you can learn to spell. That putting words into live action is not only fun, it's educational. And that for some kids, the learning experience can be outside instead of inside.

As a result of our show, Ted Marshall suddenly became one of the hottest TV and radio talk show guests in town. He was asked to speak in colleges, high schools, and to visit parents of illiterate children.

The president of the Philadelphia School Board decided to visit Marshall, and see what all the talk was about. He was so impressed with what he saw that Action Reading is now being considered as a Pilot program for all Philadelphia schools.

We found that to help educate thousands of kids, we had to begin by re-educating thousands of adults.

WPVI-TV

Philadelphia

ONE OF THE STATIONS OF CAPITAL CITIES COMMUNICATIONS. WE TALK TO PEOPLE.

How television fared in 1974, market by market

Market (number of stations ³ reporting in parentheses)	Time sales ¹				Local ²		Barter and Trade-outs		Total broadcast revenues ⁴		%	Total broadcast expenses ⁵		Total broadcast income ⁵ (000)
	1974	1973	1974	Spot ²	1974	1973	1974	1973	1974	1973		1974	1973	
Network	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	change	(000)	(000)	(000)
Albany-Schenectady-Troy, N.Y. (3)	\$2,139	\$1,891	\$6,901	2,515	\$5,706	\$5,317	\$270	\$296	\$12,711	\$11,788	7.8	\$10,588	\$12,124	\$1,536
Albuquerque, N.M. (3)	924	874	2,993	1,404	5,222	4,233	196	143	7,812	6,464	20.8	6,378	1,434	6,378
Amarillo, Tex. (3)	644	594	1,320	1,225	2,317	2,023	86	114	3,956	3,542	11.7	4,053	86	3,967
Anchorage (3)	272	221	435	441	1,432	1,260	130	153	2,158	1,843	17.1	1,871	287	1,584
Atlanta (4)	2,179	2,136	22,880	20,277	15,040	14,167	530	574	34,022	31,174	9.1	22,231	11,791	10,440
Augusta, Ga. (2)	631	538	2,731	2,515	2,867	2,914	83	107	5,539	5,264	5.2	4,345	1,195	3,144
Austin, Tex. (3)	621	539	1,616	1,404	1,622	1,501	98	106	3,336	2,977	12.1	3,114	222	2,892
Bakersfield, Calif. (3)	2,489	2,314	16,646	16,646	11,809	11,092	1,287	1,165	26,303	25,279	4.1	18,578	7,726	10,852
Baltimore (4)	575	539	718	711	1,179	1,110	97	40	2,341	2,210	5.9	2,347	-5	2,352
Baton Rouge (3)	888	821	1,579	1,303	3,797	3,468	164	179	5,678	5,110	11.1	5,696	-18	5,714
Beaumont-Port Arthur, Tex. (3)	696	646	1,065	1,121	2,584	2,088	41	45	3,994	3,568	11.9	3,521	473	3,994
Birmingham, N.Y. (3)	944	923	1,881	1,892	1,714	1,599	158	179	4,025	3,929	2.4	3,881	144	4,025
Birmingham, Ala. (3)	2,966	2,678	6,649	6,240	5,704	4,910	276	265	13,399	12,354	8.5	6,811	6,588	2,817
Boise-Nampa, Idaho (3)	878	—	1,227	1,682	1,682	—	46	—	3,506	—	—	3,682	-176	3,858
Boston (5)	4,641	4,363	47,388	44,053	21,598	20,755	2,499	2,438	62,228	58,167	7.0	45,951	16,277	25,951
Buffalo, N.Y. (4)	2,621	2,721	23,597	22,877	7,739	6,799	944	1,011	28,391	27,072	4.9	18,981	9,410	18,981
Burlington, Vt.-Plattsburg, N.Y. (3)	1,018	931	2,163	1,824	1,380	1,120	281	63	4,143	3,568	16.1	3,278	865	3,278
Cedar Rapids-Waterloo, Iowa (3)	1,151	1,101	2,795	2,595	3,612	3,164	180	103	6,760	6,122	10.4	5,830	930	5,830
Charleston, S.C. (3)	723	682	1,796	1,458	2,196	1,879	134	91	4,118	3,564	15.5	3,908	210	3,908
Charleston-Huntington, W. Va.-														
Ashland, Ky. (3)	1,932	1,810	3,976	4,090	3,495	3,107	138	161	8,548	8,022	6.6	5,609	2,939	5,609
Charlotte, N.C. (4)	2,510	1,965	8,899	7,776	6,257	5,461	618	762	15,358	13,247	15.9	11,107	4,250	11,107
Chattanooga (4)	828	814	2,396	1,937	3,565	2,972	145	156	5,999	5,202	13.3	4,001	1,998	4,001
Chicago (7)	7,113	6,845	85,185	76,302	36,829	34,669	1,895	2,649	110,972	102,483	8.3	80,501	30,471	80,501
Cincinnati (4)	2,617	2,483	10,947	10,251	9,729	8,969	599	687	20,344	19,062	6.87	15,350	4,995	15,350
Cleveland (5)	4,513	4,439	27,071	26,673	17,662	15,101	1,647	1,607	42,147	39,348	7.1	32,864	9,283	32,864
Colorado Springs-Pueblo (3)	619	565	2,526	1,974	2,369	2,251	51	50	4,698	4,160	12.9	3,551	1,148	3,551
Columbia, S.C. (3)	853	761	2,125	1,955	2,810	2,366	104	81	5,447	4,813	13.2	3,833	1,615	3,833
Columbia-Jefferson City, Mo. (3)	562	497	1,017	962	1,367	1,186	144	141	2,734	2,502	9.3	2,483	251	2,483
Columbus, Ga. (3)	1,170	1,104	1,509	1,270	2,503	2,522	128	128	4,704	4,476	5.1	3,643	1,061	3,643
Columbus, Ohio (3)	1,949	1,879	9,676	8,499	9,296	8,943	685	736	18,212	16,844	8.1	12,057	6,155	12,057
Corpus Christi, Tex. (3)	558	524	1,069	1,036	2,286	2,286	42	103	3,521	3,459	1.8	3,290	231	3,290
Dallas-Fort Worth (4)	2,774	2,581	23,635	21,528	16,229	14,767	372	621	37,466	35,274	6.2	21,739	15,727	15,727
Davenport, Iowa-Rock Island-Moline, Ill. (3)	1,458	1,357	3,138	2,845	2,724	1,895	187	192	56,822	57,444	18.8	5,330	1,491	5,330
*Dayton, Ohio (3)	2,175	2,059	7,572	6,827	6,547	5,924	506	330	14,258	12,947	10.1	10,034	4,224	10,034
Denver (4)	1,606	1,325	17,022	14,216	15,832	12,918	319	284	28,963	24,156	19.9	17,658	11,305	17,658
Des Moines-Ames, Iowa (3)	1,119	1,074	4,928	4,198	2,968	2,734	292	269	7,773	6,905	12.6	6,638	1,136	6,638
Detroit (5)	5,374	4,873	40,056	37,069	19,946	20,042	935	967	54,878	52,071	5.6	35,404	19,574	19,574
Duluth, Minn.-Superior, Wis. (3)	1,037	949	1,448	1,401	1,680	1,420	79	84	4,020	3,610	11.4	3,765	255	3,765
El Paso (3)	532	526	1,443	1,172	3,444	3,444	241	334	5,211	4,838	7.7	4,883	328	4,883
El Paso (3)	831	776	1,249	1,108	2,027	2,035	172	83	3,738	3,608	3.6	3,517	221	3,517
Evansville, Ind. (3)	893	835	1,673	1,219	3,105	3,105	74	75	5,111	4,318	18.4	4,138	973	4,138
Fargo-Valley City, N.D. (3)	790	767	1,235	1,196	2,244	2,023	42	43	4,084	3,815	7.1	3,852	232	3,852
Flint-Saginaw-Bay City, Mich. (3)	1,403	1,345	4,669	4,693	4,636	4,927	242	317	9,280	9,519	-2.6	8,631	649	8,631
*Fort Myers, Fla. (3)	296	—	755	469	1,918	—	44	—	2,862	—	—	2,913	-51	2,913
Fort Smith, Ark. (2)	—	345	—	407	1,178	1,178	—	55	—	1,783	—	—	—	—
Fort Wayne, Ind. (3)	869	724	3,164	2,332	3,633	3,093	319	270	6,886	5,544	20.6	5,277	1,609	5,277
Fresno-Hanford-Tulare, Calif. (5)	992	940	3,971	4,023	4,479	3,864	414	414	8,346	7,760	7.6	8,567	-241	8,567
Grand Rapids-Kalamazoo, Mich. (4)	2,205	2,152	7,236	7,123	5,263	5,068	365	365	12,613	12,338	2.2	9,399	3,214	9,399
Green Bay, Wis. (3)	1,180	1,147	3,119	2,589	3,931	3,452	92	84	7,435	6,625	12.2	6,580	855	6,580
Greensboro-High Point-														
Winston-Salem, N.C. (3)	1,446	1,424	5,072	4,643	5,234	4,446	287	170	10,331	9,125	13.2	7,072	3,259	7,072
Greenville-Spartanburg-Asheville, S.C. (4)	1,408	1,249	7,173	6,064	3,792	3,129	396	344	10,767	9,073	18.8	6,816	3,951	6,816
Greenville-Washington-New Bern, N.C. (3)	865	828	2,729	2,499	2,139	1,949	67	75	5,239	4,827	8.5	4,140	1,099	4,140
Harrisburg-Lancaster-York-Lebanon, Pa. (5)	1,733	1,634	5,717	5,664	3,477	3,312	197	154	9,272	9,020	2.8	7,226	2,047	7,226
Hartford-New Haven-New Britain-Waterbury, Conn. (5)	3,021	2,780	15,870	16,337	7,111	6,257	309	355	21,988	21,320	3.1	16,861	5,128	16,861
Honolulu (4)	930	865	2,168	2,029	9,147	8,050	145	145	11,787	10,202	15.5	10,780	1,007	10,780
Houston-Galveston (5)	2,286	2,198	22,344	19,026	17,576	16,158	571	654	36,531	32,688	11.8	21,212	15,319	15,319
Huntsville, Ala.-Decatur, Ill. (3)	662	589	1,394	1,221	1,901	1,462	114	103	3,636	3,076	18.2	3,227	409	3,227
Idaho Falls-Pocatello, Idaho (3)	481	—	833	—	638	—	484	—	1,773	—	—	2,135	-62	2,135

WHEN WE FOUND THAT RHODE ISLAND RANKED FOURTH IN HEART DISEASE, WE DECIDED TO LOWER ITS PRESSURE.

The Mayor of Providence decided to hold a city Celebration. And, as with all celebrations, it brought hundreds of people into a small area. To eat hot dogs. Throw baseballs at bottles in hopes of winning stuffed pandas. To ride the ferris wheel. Be light-hearted. And live it up.

Which is why we thought it was the perfect opportunity to

get deadly serious. The celebration was a chance to reach the very people who contributed to Rhode Island's rating as the fourth highest state in deaths from heart disease. And since many of these deaths can be traced to heart attacks, and since many heart attacks are caused by undetected high blood pressure, WPRO decided to hold a High

Blood Pressure Clinic as our part of the City Celebration.

To reach the overworked. The overweight. The overimbibing. The elderly. The people who avoided regular checkups for fear of what they would find.

So from May 12th until May 16th we did live broadcasts from downtown Providence, inviting people to have their blood pressure taken. Free of charge.

Volunteers from the Rhode Island Heart Association helped us take 1,872 blood pressure readings.

And out of this number, we found 301 people with abnormally high blood pressure who were totally unaware of their condition. Our discovery forced these people to help themselves. To see their doctors. Change their diets. Lose weight. Meditate. Find immediate ways of reducing the stress and strain in their lives.

We feel that if our High Blood Pressure Clinic saved just one of these people's lives, it's something for WPRO, the Mayor, and the city of Providence to celebrate.

WPRO

Providence

ONE OF THE STATIONS OF
CAPITAL CITIES COMMUNICATIONS.
WE TALK TO PEOPLE.



Market (number of stations ³ reporting in parentheses)	Time sales ¹				Local ²		Barter and Trade-outs		Total broadcast revenues ⁴		/	Total broadcast expenses ⁵ 1974 (000)	Total broadcast income ⁵ 1974 (000)
	1974 (000)	1973 (000)	1974 (000)	1973 (000)	1974 (000)	1973 (000)	1974 (000)	1973 (000)	1974 (000)	1973 (000)			
Indianapolis (5)	2,010	1,960	14,937	13,151	13,739	12,885	698	310	26,355	23,941	10.0	16,930	9,425
Jackson, Miss. (3)	907	849	1,893	1,693	3,346	3,083	197	90	5,592	5,212	7.2	4,962	630
Jacksonville, Fla. (3)	1,335	1,234	7,597	6,418	4,456	3,958	220	189	11,429	10,046	13.8	8,776	2,654
Johnson City-Kingsport-Bristol, Tenn.-Va. (3)	775	653	1,787	1,601	2,875	1,788	150	152	4,181	3,675	13.8	3,487	694
Johnstown-Altoona, Pa. (3)	1,546	1,497	1,942	1,996	1,853	1,734	135	144	5,048	4,944	2.1	4,492	555
Joplin, Mo.-Pittsburg, Kan. (3)	992	930	1,149	1,149	1,751	1,616	58	61	3,740	3,519	6.3	3,065	675
Kansas City, Mo. (4)	2,120	1,955	13,836	12,038	11,433	9,049	389	318	23,387	19,650	19.0	14,656	8,732
Knoxville, Tenn. (3)	1,262	1,184	2,749	2,611	4,877	3,487	281	257	7,386	6,544	12.9	5,031	2,355
Lafayette, La. (2)	445	445	864	864	2,235	2,235	35	35	3,362	3,362	—	—	—
Las Vegas-Henderson, Nev. (4)	482	466	2,165	1,813	4,459	4,348	197	232	6,466	6,023	7.4	6,104	362
Lexington, Ky. (3)	575	555	2,548	2,465	2,088	1,804	116	119	4,442	4,740	6.7	4,318	422
Lincoln-Hastings-Kearney, Neb. (5)	834	822	1,988	1,962	2,531	2,090	99	115	4,943	4,495	10.0	4,487	455
Little Rock, Ark. (3)	987	924	2,844	2,780	5,964	5,121	289	329	8,034	8,810	9.7	6,845	1,964
Los Angeles (11)	7,562	7,141	98,343	94,794	60,123	54,932	4,859	5,148	142,484	134,100	6.3	14,879	27,604
Louisville, Ky. (4)	1,966	1,900	7,130	6,866	7,033	5,951	346	319	14,417	13,087	10.2	12,471	1,945
*Lubbock, Tex. (3)	924	868	1,144	978	2,930	2,575	151	171	4,771	4,129	15.5	4,536	236
Madison, Wis. (3)	817	772	2,830	2,348	7,919	7,366	294	200	4,882	4,308	13.3	4,474	407
Memphis (3)	1,857	1,769	7,227	6,826	7,988	6,295	231	258	14,282	12,866	10.1	8,787	5,494
Miami (6)	2,187	2,044	24,473	20,990	17,593	14,981	1,413	1,010	37,500	32,319	16.0	26,036	11,465
Milwaukee (4)	2,294	2,167	13,413	12,539	9,562	9,150	382	324	21,823	20,869	5.6	16,467	5,356
Minneapolis-St. Paul (4)	2,711	2,479	20,144	17,277	14,251	12,836	822	674	32,256	28,540	13.0	23,176	9,080
Mobile, Ala.-Pensacola, Fla. (3)	1,086	987	2,697	2,781	3,848	3,263	16	45	6,717	6,180	8.7	4,777	1,941
Monroe, La.-El Dorado, Ark. (3)	979	891	1,583	1,529	1,593	1,357	179	149	3,644	3,306	10.2	3,208	436
Montgomery, Ala. (3)	719	667	1,757	1,679	2,461	2,140	96	90	4,583	4,125	11.1	3,199	1,384
Nashville (3)	1,590	1,504	5,936	5,359	7,502	6,000	327	294	13,695	12,076	13.4	11,667	2,028
New Orleans (4)	1,771	1,554	7,674	7,461	9,506	9,711	587	602	17,239	17,063	1.2	15,558	1,681
*New York (10)	14,490	13,992	143,007	138,865	49,518	46,834	5,058	4,938	176,779	173,359	1.9	41,657	35,123
Norfolk-Portsmouth-													
Newport News-Hampton, Va. (3)	1,518	1,397	3,949	3,896	6,207	5,941	205	89	10,359	9,987	4.7	7,787	2,572
Odesa-Midland-Monahans, Tex. (4)	592	523	916	598	1,611	1,795	60	73	2,929	2,791	4.9	3,351	422
Oklahoma City-Enid (3)	1,653	1,554	6,658	5,775	7,936	7,000	169	238	14,475	12,771	13.3	10,341	4,134
Omaha (3)	1,532	1,365	4,576	4,292	5,262	4,641	187	192	10,125	9,115	11.0	7,348	2,777
Orlando-Daytona Beach, Fla. (3)	1,168	1,076	6,545	5,078	6,328	5,801	241	236	12,079	10,482	15.2	8,421	3,658
Paducah, Ky.-Cape Girardeau-Harrisburg, Mo. (4)	1,042	953	2,726	2,278	1,622	1,614	39	53	4,925	4,474	10.0	3,540	1,385
Pasco, Wash. (2)	917	880	2,375	2,120	3,326	3,058	283	171	6,008	5,531	8.6	5,442	565
Peoria, Ill. (3)	6,757	6,249	47,452	46,427	26,733	26,228	2,609	2,322	67,717	66,054	2.5	50,931	16,786
Philadelphia (6)	1,300	1,213	13,279	11,281	9,665	9,479	303	298	21,148	19,278	9.7	15,535	5,613
Phoenix-Mesa (5)	3,587	3,361	23,196	21,731	12,563	10,818	1,306	1,273	33,077	30,270	9.2	22,291	10,787
Pittsburgh (3)	1,838	1,728	11,178	10,105	7,263	6,538	202	514	17,789	16,091	11.1	14,881	2,998
Portland, Ore. (4)	1,026	995	2,830	2,053	2,061	2,531	71	69	5,458	5,147	6.0	4,482	976
Portland-Poland Springs, Me. (3)	2,123	2,018	7,547	7,327	5,794	5,515	647	517	13,208	12,666	4.2	10,277	2,930
Providence, R.I.-New Bedford, Mass. (3)	2,154	2,080	4,211	3,617	4,284	3,926	192	179	9,542	8,703	9.6	6,870	2,673
Raleigh-Durham, N.C. (3)	453	426	958	817	2,070	2,138	93	83	3,132	3,035	3.1	2,930	202
Reno (3)	1,276	1,198	4,315	4,081	4,318	4,201	354	349	8,763	8,226	6.5	6,866	1,897
Richmond-Petersburg, Va. (3)	1,181	1,050	3,264	3,004	3,020	2,901	175	202	6,519	6,256	4.2	5,716	803
Roanoke-Lynchburg, Va. (4)	1,448	1,364	5,495	4,661	4,903	4,109	154	149	10,187	8,779	16.0	7,325	2,862
Rochester, N.Y. (3)	707	695	1,183	1,029	1,625	1,494	52	56	3,320	3,076	7.9	2,555	766
Rochester-Austin, Minn.-Mason City, Iowa (3)	1,177	1,170	1,901	1,558	3,541	3,252	63	70	5,952	5,455	9.2	5,040	911
Rockford-Freepoint, Ill. (3)	2,012	1,819	10,967	10,435	9,615	9,009	622	478	19,597	18,354	6.8	15,276	4,321
*Sacramento-Stockton, Calif. (5)	865	815	2,544	2,227	4,172	4,132	321	473	6,827	6,620	3.1	5,862	965
Salinas-Monterey-San Jose, Calif. (4)	1,310	1,173	6,378	5,421	6,386	5,507	715	423	12,854	11,012	14.9	10,209	2,446
Salt Lake City-Ogden-Provo (3)	1,702	1,624	4,799	4,263	6,926	6,216	570	417	12,802	11,345	12.8	8,533	4,269
San Antonio, Tex. (4)	2,122	1,749	10,936	8,751	8,582	8,201	481	487	18,764	16,314	15.0	14,771	3,992
San Diego (3)	3,903	3,870	11,308	9,841	32,426	30,116	2,387	3,496	67,455	62,337	8.2	49,077	18,378
San Francisco-Oakland (6)	—	—	41,067	39,825	2,010	3,529	326	281	11,312	14,410	-21.5	12,848	1,536
San Juan-Caguas, Puerto Rico (3)	534	483	1,176	1,005	1,596	1,501	23	54	3,129	2,885	8.5	2,702	427
Savannah, Ga. (3)	2,200	2,062	15,519	14,650	10,232	8,946	635	614	23,907	22,049	8.4	20,007	3,899
Seattle-Tacoma, Wash. (5)	1,228	1,090	2,636	2,463	3,983	2,574	138	113	6,281	5,571	12.7	5,011	1,270
Shreveport, La.-Texarkana, Tex. (3)	1,087	1,012	1,298	1,225	1,790	1,446	214	181	3,827	3,428	11.6	3,752	75
Sioux City, Iowa (3)	963	898	2,287	2,197	1,220	1,057	71	95	4,064	3,786	7.1	4,030	23,691
Sioux Falls-Mitchell, S.D. (3)	759	697	2,119	1,647	3,343	3,281	236	225	5,473	5,008	9.3	4,683	790
South Bend-Elkhart, Ind. (3)	1,368	1,294	3,631	2,935	4,293	4,184	172	173	9,773	8,021	21.8	7,051	2,722
*Spill-DeCatur-Champaign-Urbana-Danville, Ill. (4)	1,031	942	3,395	2,972	2,322	2,001	118	123	5,900	5,192	13.6	4,585	1,314
Spokane, Wash. (3)													

TONY, CLORIS, JONATHAN. THEY CAN MAKE PEOPLE LAUGH, CRY, AND LISTEN.



What would you say about someone who eats 125 pounds of sugar a year, is overweight, undernourished, and has lost most of his teeth by the time he's forty-five?

You could say he's the average American. His condition: the malnutrition of affluence. Malady of a society whose diet consists of junk food, fatty meats, and high calories.

Few Americans know anything of nutrition and health. The way we eat proves it. *Let's Eat Food* is an entertaining, informative, and provocative one hour TV Special on nutrition and health.

We learn from nutrition experts, doctors, and professors, shocking truths about the way we eat, and how to change it.

Let's Eat Food. A serious subject, hosted and narrated by Tony Randall. So that like your favorite food, it goes down easy.

What is a learning disability?

Is it stupidity, mental retardation, or obstinacy? Unfortunately those are the misnomers that most people apply. Actually, a child with a learning disability may be brilliant; but for some reason even experts do not understand, doesn't perceive spoken or written language the way most people do. And repeated failures destroy these sensitive children's sense of self.

Why Can't I Learn is a one hour TV special that tells how a learning disabled child can grow to be a doctor, lawyer, or teacher. It utilizes a combination of dramatization, documentary, and nationwide interviews to explore this complex subject.

Cloris Leachman is the program's hostess and narrator. Her warmth and sensitivity capture the parents who can save the children.

Spend 30 minutes with Jonathan Winters and you can save almost \$900 a year! That's an investment anyone would be happy to make.

No matter who's to blame for the energy crisis, the fact is that the American consumer has been victimized by the constantly rising price of all forms of energy. And about the only way the consumer can defend himself is to use energy efficiently.

The National Saveenergy Quiz is an entertaining survival guide. Questions are asked and answered by fascinating and often funny film sequences that show the viewer how to save hundreds of dollars a year.

And of course there's Jonathan Winters. The host with enough voltage to turn on every TV in America.

CAPITAL CITIES TELEVISION PRODUCTIONS

We talk to people.



DISCRIMINATION IS HIS BIGGEST HANDICAP

Storer stations are concerned and are doing something about it.

Over 11,000,000 Americans ages 16 to 64 are physically or mentally handicapped. Some are paralyzed. Some physically deformed, retarded, deaf or blind.

320,000 are disabled veterans of the Vietnam War.

Employer trepidation, plus ignorance of their capabilities, frequently keep these handicapped people from being hired for jobs. So some 21 % live below the poverty level compared with 14 % for the U.S. population as a whole.

Yet experience shows the handicapped make top-notch workers in many fields. For example, the U.S. Postal Service employs deaf workers as distribution clerks where the noise level is high. And in a large chemical concern, a study of 1400 handicapped employees revealed that 91 % rated average-or-better in job perfor-

mance compared with other employees.

Storer feels that these people, too, deserve full, productive lives. That's why in programming and editorials, Storer stations regularly devote air time to their problems.

KGBS-Radio, Los Angeles, for instance brought together the chairman of Volunteers with the Committee for the Employment of the Handicapped, a state senator, an employment counselor with Goodwill Industries and a special assistant to a U.S. Senator. Focus of the show: the dual issues of training and employment of the handicapped.

Another KGBS program gathered a pediatrician, the mother of a handicapped child and the heads of two institutions. This special dealt with the problems of handicapped children and the importance of early diagnosis and training so the child can better cope with his problems.

In Atlanta, the General Man-

ager of WAGA-TV recently spent a day in a wheelchair so he could bring to Atlanta viewers an understanding of what it means to be handicapped. To quote from his editorial, "A curb becomes a mountain, a flight of stairs approximates outer space, a narrow door becomes a forbidding wall."

In a recent 4-month period, WGBS-Radio, Miami aired 143 announcements on the handicapped and their employment. And this is typical of Storer stations across the nation.

The way we see it, the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

WAGA-TV Atlanta/WSBK-TV Boston/WJW-TV Cleveland/WJBK-TV Detroit/WITI-TV Milwaukee/KCST-TV San Diego/WSPD-TV Toledo
WJW Cleveland/KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo

Market (number of stations ³ reporting in parentheses)	Time sales ¹				Barter and Trade-outs		Total broadcast revenues ⁴		Total broadcast expenses ⁵	Total broadcast income ⁵
	1974 (000)	1973 (000)	1974 (000)	1973 (000)	1974 (000)	1973 (000)	1974 (000)	1973 (000)		
	Network	Spot ²	Local ²							
	1974 (000)	1973 (000)	1974 (000)	1973 (000)	1974 (000)	1973 (000)	1974 (000)	1973 (000)	1974 (000)	1973 (000)
Springfield, Mo. (3)	720	1,889	2,147	43	83	3,923	4,875	3,923	3,897	779
St. Louis (5)	2,905	22,351	10,404	1,548	1,485	27,996	30,877	27,996	24,107	6,770
Syracuse, N.Y. (3)	1,740	6,806	3,979	396	388	10,332	11,152	10,332	9,936	2,180
Tampa-St. Petersburg, Fla. (4)	2,088	13,040	9,236	314	188	18,935	21,937	18,935	13,336	8,602
Terre Haute, Ind. (3)	809	1,074	1,616	110	64	3,095	3,565	3,095	3,227	338
Toledo, Ohio (3)	2,372	4,839	4,838	357	371	10,412	10,734	10,412	7,457	3,277
Traverse City-Cadillac, Mich. (3)	546	1,144	1,288	77	64	2,761	2,936	2,761	2,639	297
Tucson, Ariz. (4)	527	3,872	3,735	170	130	9,347	6,532	9,347	6,108	426
Tulsa, Okla. (3)	1,364	3,796	5,491	177	130	9,347	6,532	9,347	6,108	426
Wailuku, Hawaii (1)	—	—	—	—	—	—	—	—	—	—
*Washington, D.C. (5)	2,725	32,345	16,929	1,127	1,111	41,878	45,844	41,878	40,382	5,462
Wichita Falls, Tex.-Lawton, Okla. (3)	605	582	2,544	133	142	3,989	3,989	3,989	3,683	305
Wichita-Hutchinson, Kan. (3)	1,100	1,055	3,222	139	164	7,794	7,794	7,794	5,624	2,170
Wilkes-Barre-Scranton, Pa. (3)	1,255	1,204	3,063	205	183	6,885	6,885	6,885	5,985	899
Yakima, Wash. (3)	488	786	1,163	112	138	2,208	2,208	2,208	2,209	1
Youngstown, Ohio (3)	751	3,033	1,668	159	80	4,246	5,087	4,246	4,288	799
Totals:	222,075	207,034	1,166,303	58,285	58,367	1,918,483	2,078,606	1,918,483	1,582,403	496,203
Markets of three or more stations (490)	26,179	25,975	70,041	3,459	3,071	151,691	151,691	141,451	136,024	15,667
Markets of less than three stations (179)	248,254	1,329,016	895,663	61,744	61,438	2,059,934	2,230,297	2,059,934	1,718,427	511,871
All markets (669)										

1 National and regional spot and local spot sales are for time only. Excluded are revenues from programs, talent, materials, facilities and services sold in connection with the sale of time.

2 Before commissions to agencies, representatives and brokers. Because stations are not consistent in the way they classify national/regional versus local sales, year to year comparisons in these categories should be made with caution.

3 Does not include 25 satellites that filed combined reports with their parent stations.

4 Total time sales less commissions to advertising agencies, representatives and brokers, plus sales of programs, materials, facilities and services, plus other broadcast revenue.

5 Before federal income tax. Minus sign indicates loss.

**One or more stations did not report data for the full year.

**Data withheld to maintain confidentiality of individual station figures.

Revenue and expense items for all TV stations reporting, 1974 (in thousands of dollars)

	Individual items	Totals
Broadcast revenues		
A REVENUES FROM THE SALE OF STATION TIME:		
(1) Network		
Sale of station time to networks:		
Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges)	\$ 245,024	
Sale of station time to other networks (before line or service charges)	3,229	
Total		\$ 248,254
(2) Nonnetwork (after trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers).		
Sale of station time to national and regional advertisers or sponsors	1,329,216	
Sale of station time to local advertisers or sponsors	979,357	
Total		2,308,573
Total sale of station time		2,556,827
B. BROADCAST REVENUES OTHER THAN FROM SALE OF STATION TIME		
(after deduction for trade discounts but before cash discounts and before commissions):		
(1) Revenues from separate charges made for programs, materials, facilities, and services supplied to advertisers or sponsors in connection with sale of station time:		
(a) to national and regional advertisers or sponsors	6,947	
(b) to local advertisers or sponsors	32,915	
(2) Other broadcast revenues	34,580	
Total broadcast revenues, other than from time sales		74,441
C. TOTAL BROADCAST REVENUES		
		2,631,268
(1) Less commissions to agencies, representatives, and brokers (but not to staff salesmen or employees and less cash discounts)	401,020	
D. NET BROADCAST REVENUES¹		2,230,249 ¹
Broadcast expenses		
TECHNICAL EXPENSES:		
Technical payroll	\$155,204	
All other technical expenses	75,327	
Total technical expenses		230,531
PROGRAM EXPENSES:		
Payroll for employees considered "talent"	2	
Payroll for all other program employees	276,237	
Rental and amortization of film and tape	228,928	
Records and transcriptions	1,567	
Cost of outside news services	17,167	
Payments to other talent	11,872	
Music license fees	43,365	
Other performance and program rights	23,874	
All other program expenses	133,218	
Total program expenses		736,228
SELLING EXPENSES:		
Selling payroll	108,129	
All other selling expenses	109,234	
Total selling expenses		217,364
GENERAL AND ADMINISTRATIVE EXPENSES:		
General and administrative payroll	91,244	
Depreciation and amortization	111,605	
Interest	39,736	
Allocated costs of management from home office or affiliate(s)	57,359	
Other general and administrative expenses	233,522	
Total general and administrative expenses		533,466
Total Payroll		\$ 630,815
TOTAL BROADCAST EXPENSES		1,717,589
Broadcast income		
Broadcast revenues	\$2,230,297 ³	
Broadcast expenses	1,718,426 ³	
Broadcast operating income		511,871
Total of any amounts included in above which represent payments (salaries, commissions, management fees, rents, etc.) for services or materials supplied by the owners or stockholders, or any close relative of such persons or any affiliated company under common control		
		52,131

1 Includes \$61,744,260 from barter and trade-out transactions.

2 Included in "Payroll for all other employees."

3 Stations reporting less than \$25,000 in total revenues are not required to report items under revenues and expenses but are required to report total income. Therefore, totals under revenues and expenses are somewhat lower than totals under income.

Note: Last digits may not add to totals because of rounding.



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Broadcast expenses of three networks and TV stations 1974¹ (in thousands of dollars)

Item	Technical	Program	Technical plus program	Selling	General and administrative	Total Broadcast expenses
3 networks			\$ 1,148,177	\$ 48,600	\$ 124,065	\$1,320,841
15 network owned-and-operated stations	\$ 45,080	\$ 140,030	185,110	33,269	51,095	269,474
407 Other VHF network-affiliated stations	125,842	406,215	532,057	126,877	347,153	1,006,088
111 UHF network-affiliated stations	18,533	39,679	58,212	17,261	45,945	121,418
Total 533 network-affiliated stations	144,375	445,894	590,269	144,138	393,098	1,127,506
42 VHF independent stations	23,436	104,982	128,418	21,592	51,030	201,040
53 UHF independent stations	15,416	42,813	58,229	16,682	33,806	108,718
Total 95 independent stations	38,852	147,795	186,647	38,275	84,836	309,758
Total 628 stations	228,307	733,719	962,026	215,682	529,029	1,706,738
Total 3 networks and 628 stations	—	—	2,110,203	264,282	653,094	3,027,579

¹Excludes part-year stations, satellite stations and those with less than \$25,000 of time sales.

²Because methods of treating technical and program expenses differ among the networks, the two figures have been combined. Note: Last digits may not add to totals because of rounding.

Broadcast revenues, expenses and income of television networks and stations, 1973-1974 (in millions of dollars)

	1974	1973	% increase 1973-1974
Broadcast revenues¹			
3 networks	\$ 1,545.9	\$ 1,404.9	10.0
15 network owned-and-operated stations (all VHF)	375.2	353.1	6.2
All other stations			
479 VHF ²	1,626.9	1,497.4	8.6
175 UHF ³	228.2	209.4	9.0
Subtotal	1,855.2	1,706.8	8.7
INDUSTRY TOTAL	3,776.3	3,464.8	9.0
Broadcast expenses			
3 networks	\$ 1,320.8	\$ 1,220.0	8.3
15 network owned-and-operated stations (all VHF)	269.5	250.3	7.7
All other stations			
479 VHF ²	1,215.9	1,124.3	8.1
175 UHF ³	233.1	217.0	7.4
Subtotal	1,448.9	1,341.4	8.0
INDUSTRY TOTAL	3,039.2	2,811.7	8.1
Broadcast income (before federal income tax)			
3 networks	\$ 225.1	\$ 184.8	21.8
15 network owned-and-operated stations (all VHF)	105.7	102.8	2.8
All other stations			
479 VHF ²	411.1	373.1	10.2
175 UHF ³	(4.9)	(7.7)	—
Subtotal	406.3	365.4	11.2
INDUSTRY TOTAL	737.1	653.1	12.9

¹Net, after commissions to agencies, representatives and brokers, after cash discounts.

²The 479 VHF stations represent 500 operations including 21 satellite stations that filed a combined report with their parent stations. The 1973 data reflects 474 VHF stations representing 496 operations including 22 satellites that filed a combined report with their parent stations.

³The 175 UHF stations represent 179 operations including four satellites that filed a combined report with their parent stations. The 1973 data reflect 177 UHF stations representing 181 operations including four satellites that filed a combined report with their parent stations.

Notes: Last digits may not add to totals because of rounding. () denotes loss.

Investment in tangible broadcast property of television networks and 669 TV stations as of Dec. 31, 1974 (in thousands of dollars)

	Number of stations ¹	Original cost ²	Original cost minus depreciation
3 national networks	—	\$ 255,265	\$101,048
Network owned-and-operated stations	15	107,101	38,897
Other TV stations			
VHF	479	1,236,032	523,402
UHF	175	233,209	114,285
TOTAL	669	1,831,607	777,632

¹Six of these stations did not report investment in tangible property: some of these may be operating under lease arrangements. The count of 669 stations represents 694 operations including 25 satellites whose figures were reported in the parent stations' reports.

²In case of stations which have been sold, represents that portion of price assigned by licensee to property. Note: Last digits may not add to totals because of rounding.

Total employment for networks and 669 TV stations as of Dec. 31, 1974

	Fulltime	Parttime	Total
3 networks	11,223	1,935	13,158
15 network owned-and-operated stations	4,854	217	5,071
All other stations:			
VHF stations (479)	32,943	3,534	36,477
UHF stations (175)	6,333	867	7,200
Total 3 networks and 669 TV stations ¹	55,353	6,553	61,906

¹The count of 669 stations represents 694 operations including 25 satellites whose figures were reported in the parent stations' reports.

Number of television stations reporting profit or loss by amount of profit or loss, 1974*

	Total VHF	UHF	Network affiliated VHF	UHF	Independent VHF	UHF
Total number of stations reporting	464	166	422	112	42	54
Number of stations reporting profits	395	80	369	64	26	16
Profitable stations as percent of total	85.1	48.2	87.4	57.1	61.9	29.6
Number of stations reporting profits of:						
\$5,000,000 or over	23		23			
3,000,000-5,000,000	24		24			
1,500,000-3,000,000	62	1	56		6	1
1,000,000-1,500,000	36	1	34	1	2	
600,000-1,000,000	50	7	45	4	5	3
400,000-600,000	39	5	38	3	1	2
200,000-400,000	68	19	62	17	6	2
100,000-200,000	48	13	45	12	3	1
50,000-100,000	22	13	20	10	2	3
25,000-50,000	7	8	7	6		2
Less than 25,000	16	13	15	11	1	2
Number of stations reporting losses	69	86	53	48	16	38
Unprofitable stations as percent of total	14.9	51.8	12.6	42.9	38.1	70.4
Number of stations reporting losses of						
Less than \$10,000	4	3	4	3		
10,000-25,000	4	5	3	2	1	3
25,000-50,000	13	11	12	10	1	1
50,000-100,000	9	14	6	7	3	7
100,000-200,000	13	22	8	11	5	11
200,000-400,000	15	16	15	12		4
400,000 and over	11	15	5	3	6	12

*Stations operating full year only excluding satellite stations. Profits are before federal income tax.

NAB accelerates fall pace

The National Association of Broadcasters has dished itself a full plate of meetings for the fall. In addition to the six fall radio conventions and TV conferences (BROADCASTING, Aug. 25, Sept. 2) being held in cities across the country during October and November, it has scheduled the following committee meetings: small market radio committee tour with FCC staff members of radio stations near Washington, Sept. 8; small market radio committee meeting, Sept. 9, Washington; CATV radio committee, Sept. 10, Washington; engineering subcommittee, Sept. 12 and 17, Washington; pay TV committee, Sept. 18, Washington; TV code review board, Oct. 6-8, Washington; radio re-regulation committee, Nov. 19, Denver; radio code board, Nov. 19, San Francisco.

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Broadcast issues to get attention now that Congress returns to work

One conspicuously missing item: license renewal legislation

The Communications Subcommittees in both Senate and House are fairly bursting out of the gates with broadcast-related activity following Congress's month-long August recess, which ended last Wednesday. The Senate subcommittee has scheduled eight days of hearings during September, a lot for a subcommittee whose chairman—John Pastore (D-R.I.)—heads three other subcommittees and committees in the Senate. The House subcommittee has so far scheduled one week of hearings in September with the promise of a good deal more to follow.

The Senate Communications Subcommittee begins with two days of hearings Tuesday and Wednesday (Sept. 9-10) on the controversial nomination of Joseph Coors to the board of the Corporation for Public Broadcasting. Fourteen witnesses are slated to appear both for and against the nomination. Those against include citizen groups that have already publicized their strong objections to the nomination,

such as the National Congress of Hispanic American Citizens, the National Citizens Communications Lobby, the Network Project (out of Columbia University in New York), the National Black Media Coalition, the Citizens Communications Center and the National Organization for Women. Other witnesses include the Institute for American Democracy, Washington, the American Council for Better Broadcasts, Sun Prairie, Wis.; the Denver Chamber of Commerce; the Colorado Association of Commerce and Industry; Leon N. Bradley of Bradley, Campbell & Carney, Golden, Colo. (home of the Coors brewery), Wayne Aspinall, former Democratic congressman from Colorado; John Love, president of Ideal Basic Industries, and Guy T. McBride Jr., president of the Colorado School of Mines.

Although there is opposition to the Coors nomination, there is also doubt among Washington observers that the nomination will be rejected by the Senate. The subcommittee hopes to complete the proceeding within a week of the hearing.

The Senate Communications Subcommittee also plans hearings Sept. 16 and 17 on a bill to give the FCC more time to review common-carrier rate increases. On Sept. 23, it will hold a hearing on the renomination of Abbott Washburn as an FCC commissioner and on the nominations of Edward E. David Jr., Frederic G. Donner and George Meany to the board of the Communications Satellite Corp. On Sept. 24, the subcommittee will hold a

hearing on a bill making some technical changes in the organization of Comsat, removing some of the ties that bind it to the government, such as the one requiring three of its directors be appointed by the President.

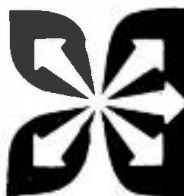
The subcommittee has nothing scheduled beyond the September hearings, and it is unclear what its next step might be. Among possibilities being considered by the subcommittee staff for hearings the remainder of the year are children's TV advertising ("Closed Circuit," Aug. 4), continued hearings on Senator William Proxmire's (D-Wis.) bill to abolish the fairness doctrine (S. 2), problems of UHF TV, further action on funding for the Corporation for Public Broadcasting, and the sports antiblackout amendment.

The House Communications Subcommittee has made a definite commitment to revisit the sports antiblackout amendment to the Communications Act.

The law, which prohibits the blackout of major sports games if advance tickets are sold out 72 hours beforehand, was voted by Congress in Sept. 1973 and expires next Dec. 31. The subcommittee has scheduled hearings on the law every day of the week of Sept. 22-26. The tentative list of witnesses includes David DeBuschere, commissioner of the American Basketball Association; Lawrence O'Brien, commissioner of the National Basketball Association; Elton Rule, ABC president; Pete Rozelle, commissioner of the National Football League; Julian Goodman, chairman of NBC; Don Ruck, vice president of the National Hockey League; FCC Chairman Richard Wiley; John Schneider, president of the CBS broadcast Group; Vincent Wasilewski, president of the National Association of Broadcasters, and Bowie Kuhn, commissioner of baseball.

The House Communications Subcommittee plans a markup, perhaps this week, of a bill authorizing the expenditure of \$7 million a year in government funds for the next five years on the development of educational broadcast facilities. In addition, the House Commerce Committee has requested a hearing before the House Rules Committee on the five-year funding bill for the Corporation for Public Broadcasting. The bill (H.R. 6461) was reported adversely by the House Appropriations Committee after the Commerce Committee had acted favorably and it will be amended when it reaches the House floor to delete the five-year appropriation provision. It will stand then as a five-year authorization with a promise from the Appropriations Committee to appropriate funds for three years. CPB would be required to come before the Appropriations Committee annually. The House Commerce Committee plans no resistance to the proposed alteration.

The House Communications Subcommittee also plans to hold hearings this fall on the bill giving the FCC more time to review on common-carrier rate increases, on bills to eliminate the equal-time re-



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75-33

quirement for presidential and vice presidential candidates, and on Chairman Torbert Macdonald's (D-Mass.) FCC reorganization bill (BROADCASTING, June 23). In mid-November the subcommittee will open hearings on TV violence and examine the effect of the industry's family-viewing period.

In addition the subcommittee staff and two consultants have begun work on a study of cable regulation, to be completed in six months.

Noticeably absent from the year's agenda of the Communications Subcommittee in either house is license renewal legislation, a hot issue in the last Congress and still the number-one priority of the National Association of Broadcasters. Representative Macdonald continues to classify the pending legislation—the most prominent of several bills in the House is the Frey-Byron bill (H.R. 5578)—as a backburner issue. There are indications, however, that the subcommittee's interest may pick up if the National Association of FM Broadcasters' proposed radio-only license renewal bill, which has not been drafted yet, is introduced. The Senate Communications Subcommittee will not act on any license renewal legislation until the House acts.

Broadcast-related legislation is pending before other bodies in the House and Senate. The House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice plans a final day of hearings Sept. 18 on the omnibus copyright revision bill (H.R. 2223), during which it will consider an amendment dealing with taping of broadcast programs for delayed cable play in noncontiguous U.S. states and territories. Jack Valenti, president of the Motion Picture Association of America, is scheduled to testify. And there may be time set aside at the same hearing for testimony by the Association of Public Radio Stations on the proposed compulsory license scheme for public stations.

Other possible hearings include one on FCC oversight by Representative Bella Abzug's (D-N.Y.) Subcommittee on Government Information and Individual Rights and another on FCC oversight by the House Investigations Subcommittee as part of its regulatory reform investigation.

Changing Hands

Announced

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

■ **WLAC-TV Nashville:** Sold by American General Insurance Co. (50%), Thomas B. Baker Jr. and A.G. Beaman (25% each) to Channel Two Television Co. (Hobby family of Houston) for \$15,750,000 plus \$3 million for real estate associated with station. Agreement to sell station had been reported earlier ("Closed Circuit," June 2) with price said to be about \$18 million. American General, traded on New York Stock Exchange, will retain 100% ownership of WLAC-AM-FM

Nashville. Other sellers, Messrs. Baker, president of WLAC-TV Inc., and Beaman, have no other broadcast interests. Principals in buyer are Oveta Culp Hobby (39.6%) and her children, William P. Hobby Jr. and Jessica Hobby Catto (28% each). Remaining stock is held in trust for Mr. Hobby's and Mrs. Catto's children. Mrs. Hobby votes all stock of Channel Two Television, which is licensee of KPRC-TV Houston. Hobby family also owns KPRC(AM) Houston as well as *Houston Post*. Mrs. Hobby is director of General Foods Corp. and of Mutual of New York insurance company, was head of WACS in World War II and later secretary of health, education and welfare. Her son is lieutenant governor of Texas, also has interest in Los Angeles freight container service and, with his sister, Mrs. Catto, has interest in Houston land development firm. WLAC-TV is CBS affiliate on channel 5 with 100 kw visual, 10 kw aural and antenna 1,370 above average terrain.

■ **WEIC-AM-FM Charleston, Ill.:** Sold by Community Communications Associates Inc. to Withers Broadcasting of Eastern Illinois Inc. for \$325,000. Principals in seller are John F. and Emmy Lou Hurlbut who have interests in WGLC-AM-FM Mendota and WVMC(AM)-WSAB(FM) Mount Carmel, both Illinois, and Dr. Ernest Lowenstein who has no other broadcast interests. Buyer is owned by James K. Withers who has interest in KGMO-AM-FM Cape Girar-

deau, Mo., of which his brother, W. Russell Withers is principal owner (see approved sale of KAHU(AM)-KULA(FM) Waipahu, Hawaii, page 50). WWIC is on 1270 khz with 1 kw day and 500 w night. WEIC-FM is on 92.1 mhz with 2.2 kw and antenna 140 feet above average terrain.

■ **KGWA(AM) Enid, Okla.:** Control of Public Broadcasting Service Inc. sold by R.H. Drewry (64½%), Jack and James Warkentin and Judith Warkentin Bryan (5 1/6% each) to Allan P. Page for \$250,000. Mr. Page, president, general manager and 20% owner of KGWA, also owns one-third of KRPT(AM) Anadarko, Okla. Mr. Drewry is principal stockholder in KSWO-AM-TV Lawton and KRHD(AM) and KRHD-FM construction permits, Duncan, both Oklahoma, and has interest in KMID-TV Midland, Tex. Warkentin brothers and sister are minority stockholders in those stations. Jack Warkentin also is principal in KGLN(AM) Glenwood Springs, Colo. KGWA is full time on 960 khz with 1 kw.

■ **WHEL(AM) New Albany, Ind. (Louisville, Ky.):** Sold by WHEL Inc. to SSS Inc. for \$200,000. Principals in seller are James J. Nathan and Richard L. Hitchcock who have no other broadcast interests. Principals in buyer are Carmen (Jim) Macri who has interest in WBIX(AM) Jacksonville Beach, Fla., and Lawrence R. Picus who has interest in WPDQ(AM) Jacksonville, Fla., and in WAPX(AM)

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Meet Competition Head

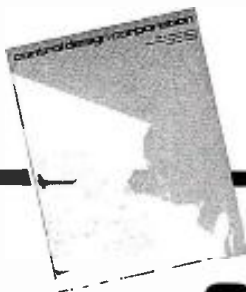
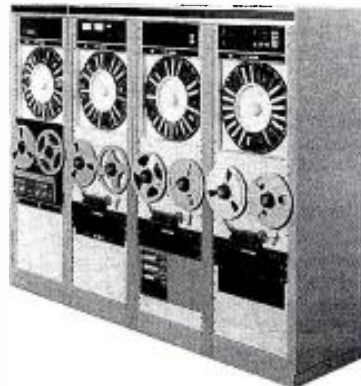
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Montgomery, Ala., which was sold to Brothers Broadcasting Corp. (Kenneth A. Goodman, Decatur Ward Wilson, John Pembroke and Arnold S. Goodstein) for \$300,000, subject to FCC approval (BROADCASTING, June 23). WHEL is daytimer on 1570 khz with 1 kw. Brokers: Chapman Associates and Richard A. Shaheen Inc.

■ KOUL(FM) Sinton, Tex.: Sold by Broadcasting Corp. of the Southwest to J.W. Brauer for \$150,000. Principal in seller is D.W. York who controls KCTA(AM) Corpus Christi, Tex. Buyer is Dallas investor with no other broadcast interests. KOUL is on 103.3 mhz with 100 kw and antenna 310 feet above average terrain. Broker: Hamilton-Landis and Associates Inc.

■ Other sales reported at the FCC last week include: KCOB-AM-FM Newton, Iowa, and WSNY(AM) Schenectady, N.Y. (see page 64).

Approved

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

■ KAYQ(AM) Kansas City, Mo.: Sold by Broadcasting Inc. to Coleman American Broadcasting Co. for \$550,000 plus 20,000 shares (expected value: \$200,000) out of 1,739,000 outstanding in Coleman parent, Coleman American Companies. Seller is subsidiary of Lakewood Broadcasting Service, licensee of KLAK-AM-FM Lakewood, Colo. Edward S. Scott is president and 97.5% owner of Lakewood. James F. Coleman is president of buyer and chairman and 26.7% stockholder of parent Coleman company, which is publicly traded and engaged in moving, storage and educational businesses. KAYQ is on 1190 khz with 1 kw day and 250 w night.

■ KAHU(AM)-KULA(FM) Waipahu, Hawaii: Sold by George M. Mardikian, B. Floyd Farr and George D. Snell to W. Russell Withers Jr. for \$500,000. Sellers jointly own KEEN(AM)-KBAY(FM) San Jose; KFIG(FM) Fresno, and KCVR(AM)-KWIN(FM) Lodi, all Calif. Mr. Withers owns KAUS-AM-FM Austin, Minn., and WMIX-AM-FM Mount Vernon, Ill., and controls WDTV(TV) Weston, W. Va., and KGMO-AM-FM Cape Girardeau, Mo. KAHU is on 940 khz with 10 kw full time. KULA has a construction permit for 92.3 mhz with 60 kw and antenna 265 feet above average terrain.

■ KBMN(AM) Bozeman, Mont.: Sold by KBMN Inc. to Western Media Inc. for \$400,000 plus \$50,000 for noncompetition covenant and \$50,000 for consultancy. Seller is owned by William A. Merrick family which has no other broadcast interests. Buyer is owned equally by Kermit G. Kath, Donald E. Jones, Dr. Gerald W. Rounsberg and Tony A. Kehl and Leonard V. Kehl, brothers. Mr. Kath owns KGOS(AM) Torrington, and 47% of KWOR(AM) Worland, both Wyoming. Mr. Jones is Torrington attorney. Dr. Rounsberg is Torrington general practitioner. Tony A. Kehl owns KVOW(AM) Riverton, Wyo., and 47% of KWOR. Leonard Kehl is sales representative for KDEN(AM) Denver. Messrs. Kath, Jones,

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Rounsberg and Tony Kehl equally own KCSR(AM) Chadron and KVSH(AM) Valentine, both Neb. KBMN is on 1230 khz with 1 kw day and 250 w night.

■ Other sales approved by the FCC last week include: WCEM-AM-FM Cambridge, Md. (see page 64).

NBMC reviews its progress, defines further goals

Hooks tells appreciative audience that coalition's growth has helped him to do his job; Wright urges blacks to pursue new avenues to media ownership; Marshall elected new chairman

Two years ago, the National Black Media Coalition was being organized as a vehicle for helping blacks around the country deal with local stations they felt were not serving them adequately, and with the FCC. And one of its first actions, on Nov. 12, 1973, was to descend on Washington, 100 strong, to parlay head to head with the FCC commissioners. Over the Labor Day weekend, NBMC held its first national conference, at the Howard University Law School in Washington. And this time, the

FCC came to the NBMC.

Commissioner Benjamin L. Hooks, the agency's first black commissioner, addressed the banquet, on Saturday night. Commission staff members, William Ray, chief of the Complaints and Compliance Division, and Richard Shiben, chief of the Renewal and Transfer Division, participated in a series of workshops. And Chairman Richard E. Wiley dropped by for a visit that was unexpected but, NBMC officials indicated, was appreciated.

All told, some 100 NBMC members from 22 media reform groups around the country attended most of the activities over the three days; about 125 were at the banquet. And their attendance moved Chairman Wiley to make a point seconded by many at the conference—that the black presence in communications is not transitory; it is not going to go away.

James McCuller, of Rochester, N.Y., NBMC's first and now outgoing chairman, ticked off some of the accomplishments: From an organization with 20 affiliates, it has grown to one with 71 in 59 cities in 29 states. It has lobbied at the commission (where it has participated in 35 proceedings) and on Capitol Hill in connection with matters of concern to blacks. (He says NBMC is "especially proud" of its work in helping to oppose legislation providing for five-year license periods.) And it has produced a number of booklets designed to aid groups interested in challenging license-renewal applications.

Such strength as blacks demonstrate

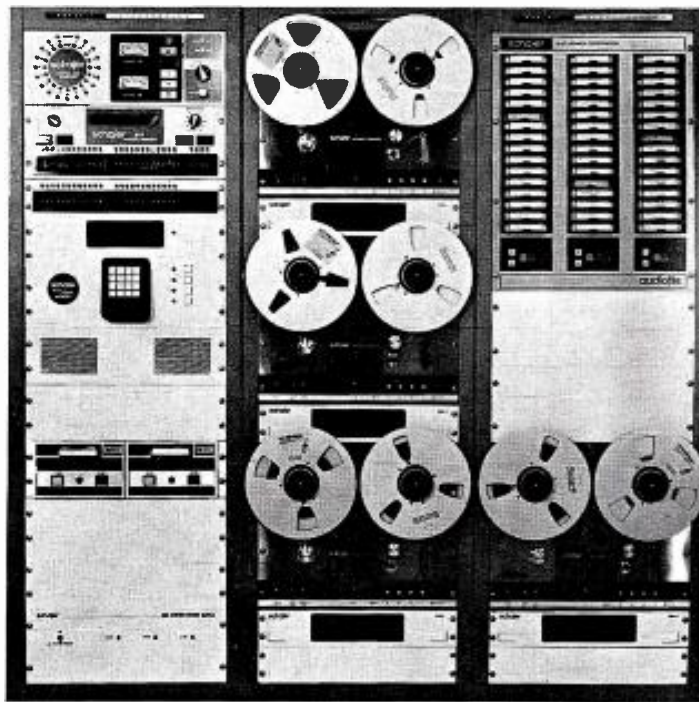
was cited by Commissioner Hooks as a source of his own strength. "I've never been happier to be anywhere than to be here before this group," he said in his address, which was interrupted by applause 11 times. "You make it possible for me to be effective . . . when you're strong, I'm strong."

The NBMC members also heard from William Wright, one of the founders of Black Efforts for Soul in Television, the group that preceded NBMC as the principal representative of and adviser to blacks concerned about the broadcast service they were receiving. As he has before, Mr. Wright urged blacks to look to the developing media if they want to participate in communications as owners. Multipoint Distribution Service, fiberoptics, and satellites—these constitute the new wave, he said. And black communicators would do well to enter those fields, and avoid the "catch-up mentality" that now exists with regard to black broadcast ownership.

But for those blacks interested in getting jobs in broadcasting, the word from Nolan Bowie of the Citizens Communications Center was that they should not expect the FCC's proposed equal-employment opportunity guidelines to do much about wiping out discrimination in broadcast employment.

"The guidelines do very little to define or explain what actions the commission will take against licensee that discriminates, or what the criteria will be to judge

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whether an employment program is satisfactory," he said. "In fact, the commission's supposed 'guide' lines are intentionally geared to mislead, obscure and confuse effective EEO."

Earlier, the deputy chief of the FCC's EEO unit, Clarence McKee, addressed the conference. His message was that those guilty of failing to adhere to EEO standards include Washington's communications law firms and the staffs of the Senate and House subcommittees on communications (BROADCASTING, Sept. 1).

The NBMC members went home from the Washington conference after electing new officers. Pluria Marshall, formerly of Houston's Black Citizens for Media Access, succeeds Mr. McCuller as chairman. Other officers elected are Jim Alexander, of New Haven, Conn., executive vice chairman; Kujaatele Kweli, of New York, secretary, and Leanne Keys, of Philadelphia, treasurer.

Regional vice chairpersons elected: Janet Whittaker, Philadelphia, for the Northeast; L.R. Byrd, of Greenville, S.C., for the Southeast; Harold Lee, of Chicago, for the Midwest; Alvin Chambliss, of Oxford, Miss., for the Southwest; Marcus Garvey Wilcher, of Berkeley, Calif., for the West, and Gloria Cade, of Cleveland, for an at-large position.

Regional board members elected are Mr. McCuller; Renee Matthews, Rochester, N.Y.; Joe Becton, Durham, N.C.; John Evans, Atlanta; Father McNight, Lafayette, La.; Jan West, Houston; Ron Scott, Detroit; Deloras Ennis, Chicago; Beryl Hawkins, San Diego, Calif.; and Harriet Williams, Tacoma, Wash.

Citizen groups see message in Greenwood denial

Lloyd lauds law judge's action, says Wiley's 'new ethic concept' is finding wider acceptance

To Frank Lloyd, director of the Citizens Communications Center, and others in the citizen movement in broadcasting, the FCC administrative law judge's decision denying renewal of WSWG-AM-FM Greenwood, Miss. (BROADCASTING, Sept. 1) was particularly meaningful. Not only was it a rare victory for a citizen group—petitions to deny renewal had been filed by Citizens and the Southern Media Coalition—but it indicated, Mr. Lloyd said, that FCC Chairman Richard E. Wiley's "new ethic concept is filtering down to the administrative law judges."

But it was more than that, too. The same administrative law judge—Reuben Lozner—took a new-ethic line in a second initial decision handed down on Aug. 29, one in which he denied renewal of WKYZ(AM) Madisonville, Tenn. In that case, Judge Lozner concluded that the sta-

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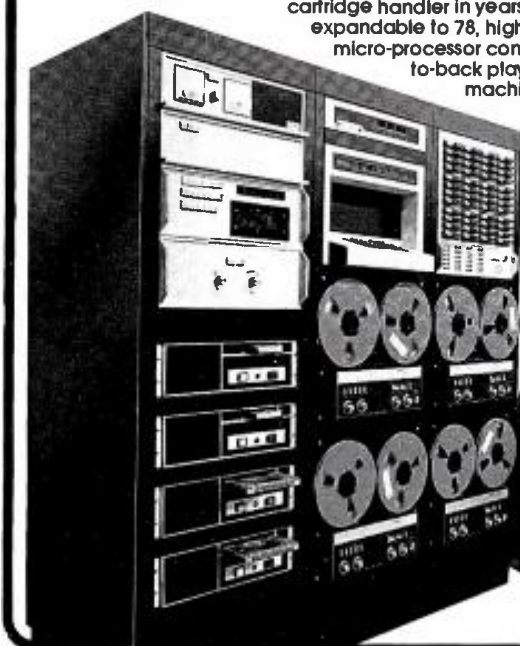
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tion had "knowingly engaged in fraudulent billing practices" in violation of commission rules. And that decision did not stir Mr. Lloyd particularly.

But in the Greenwood case, Judge Lozner concluded that the commonly owned licensees involved—Leflore Broadcasting Co. (WSWG(AM)) and Dixie Broadcasting Co. (WSWG-FM)—had failed to abide by commission rules and policies that citizen groups frequently seek to invoke in the petitions to deny they file. Essentially, Judge Lozner held that the stations failed the blacks in the community, both in terms of their programming and employment practices.

He said that WSWG had not kept promises to present nonentertainment programs proposed to meet the needs of blacks in the community. And he said the licensee's "patent lack of candor" was epitomized by a statement that the station would be the "only" one in the community programed to meet the needs of the blacks; for later, he noted, the licensee said the needs of blacks and whites were "virtually impossible to separate." The judge held that testimony in the hearing demonstrated that, in many areas of community services, the needs of Greenwood's blacks were in fact unique.

Judge Lozner also faulted WSWG in connection with its switch in format, from rhythm and blues to country and western, in 1971. Leflore contended that the change was necessary because of resistance from the white business community which allegedly resulted in heavy financial losses. Judge Lozner said that not only did the hearing record not support such an assertion but that the claim of impending "bankruptcy" lacked credibility "in the face of the manner [the station] had operated from the time of its acquisition" in 1969.

Judge Lozner also said Leflore had not fulfilled a promise, made in the application it filed in 1969 to acquire the AM, to recruit and train black high-school students for jobs at the station. But what struck the judge as a clear violation of the commission's antidiscrimination rules was the station's discharge of three black disk jockeys when the station changed format.

The licensees claimed the firing was not racially motivated but was based on "lack of talent and expertise." But the judge, noting that the station had made no effort to test or train the blacks in the new format, said the station appeared to contend that "a black disk jockey who has been announcing rhythm-and-blues music programs presumptively, cannot announce any other type of format," and added:

"This flies in the face of the spirit and the letter of the law and regulations. To uphold Leflore's contention would amount to holding that a man's capability is a function of the color of his skin. To so hold would mark a step backward in the equal opportunity in employment movement, and whatever gains in this direction have been achieved would then be lost."

Judge Lozner also added this language, which citizen groups with discrimination

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complaints against stations may be expected to quote in the future: "The licensees may have met the letter of some of the requirements of the commission's equal opportunity regulations relating to such matters as developing a program on paper ... [But] meeting such requirements, while at the same time engaging in discriminatory practices, makes an equal opportunity in employment program, of which affirmative action is an integral component, completely meaningless."

It was in the penultimate paragraph of Judge Lozner's initial decision that Mr. Lloyd saw the clearest expression of the "new ethic" philosophy as applied to issues of particular concern to citizen groups. It talks of the "importance of representations" that licensees make to the commission in various application forms, financial reports and equal-opportunity-in-employment programs, and adds, "If misrepresentations by licensee applicants are condoned, the basic integrity of the regulatory process is undermined."

Accordingly, the paragraph says, when a licensee has been found to have made misrepresentations to the commission in its nonentertainment programing, its financial reports, and the implementation of an equal-opportunity program, "the conclusion is inescapable" that the licensee is not qualified.

Judge Lozner's initial decision is subject to review by the commission. But, Mr. Lloyd said it is easier to urge the commission to accept an initial decision than to persuade it to overturn one.

Hunter adult courses offer input from top broadcast, agency, programing chiefs

A number of television executives will take to the halls of academia for a special series this fall at the Center for Lifelong Learning, a noncredit adult education division of the School of General Studies at Hunter College, New York.

The course, "Television Looks at Itself: The View from 25 Years," will feature practitioners speaking informally about the state of the medium. Lecturers are: Arnold Becker, vice president, audience research, CBS; Lin Bolen, VP, daytime programs, NBC; Lawrence Fraiberg, VP-general manager, WNEW-TV New York; John Iselin, president, noncommercial WNET(TV) New York; Agnes Nixon, head writer, daytime serials, ABC; Richard Pinkham, chairman of the executive committee, Ted Bates & Co., New York; Frank Price, president, Universal Television, New York; Herbert Schlosser, president and chief operating officer, NBC; Alfred Schneider, VP, ABC; John Schneider, president, CBS Broadcast Group; Julius Barnathan, VP, broadcast operations and engineering, ABC; Fred Silverman, president, ABC Entertainment. Les Brown, TV-radio correspondent for *The New York Times*, coordinated the course, to be offered weekly from Sept. 11 through Dec. 18.

FTC consent order restricts ad claims for STP products

STP Corp., maker of STP motor oil additives, has accepted a Federal Trade Commission consent order preventing it from making certain claims in its advertising. Two of the five FTC commissioners dissented from the cease and desist order, because, in the words of Chairman Lewis Engman, "This order is too weak."

The order prohibits STP from representing, directly or indirectly, that STP Oil Treatment eliminates or is necessary to prevent friction or wear, performs like antifreeze or will enable cars to start more easily in cold weather, prevents cars from having mechanical breakdowns or requiring repairs, is more slippery than motor oil alone.

The order also prevents STP from making claims unless it can prove them and prohibits the use of demonstrations in advertisements unless they actually demonstrate the claim being made. Furthermore, it prohibits certain claims from being made about STP Gas Treatment and about STP Dual Oil Filter.

Mr. Engman, joined in his dissent by Commissioner M. Elizabeth Hanford, wrote that he had reason to believe that STP Oil Treatment is of no significant value to most car owners who regularly use the recommended weight and grade motor oil in their cars. He said he would prefer an order that explicitly requires STP to qualify future claims.

The consent order was accepted by STP and its advertising agency, Stern, Walters & Simmons Inc. of Chicago.

Cottone fires twice at FCC's Nash

Communications attorney Benedict P. Cottone has filed two petitions at the FCC seeking the removal of Administrative Law Judge Ernest Nash from the KAYE(AM—now KUPY(AM)—Puyallup, Wash., renewal case. The new attack came two weeks after the FCC denied Mr. Cottone's motion to dismiss a disciplinary proceeding against him for his actions at the 1972 renewal hearing involving KAYE (BROADCASTING, Aug. 18).

Filing as counsel for KAYE Broadcasters Inc., Mr. Cottone asked the FCC to set aside all actions taken thus far in the renewal hearing and disqualify Judge Nash as the presiding officer in the case. The second and stronger attack was filed on his own behalf and asked the FCC to institute proceedings, or request the Civil Service Commission to do so, looking towards the removal and discharge of Judge Nash as a hearing officer. Mr. Cottone claimed "severe financial damage and injury to his reputation" because of the actions of Judge Nash which led to Mr. Cottone's ouster from the KAYE hearing.

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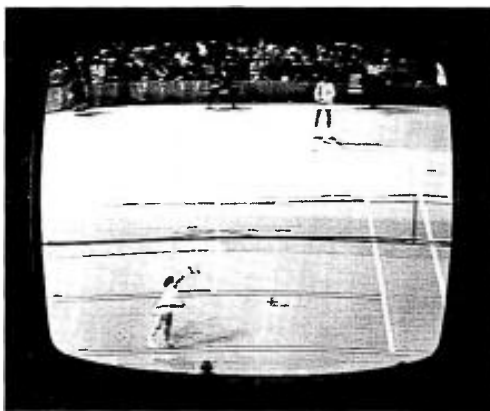


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The Broadcasting Playlist™ Sep 8

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	
2	1	Someone Saved My Life Tonight (6:45)	1	1	1	2
		Elton John—MCA				
1	2	Jive Talkin' (3:43)	2	4	2	1
		Bee Gees—RSO				
5	3	Fallin' in Love (3:13)	3	2	3	3
		Hamilton, Joe Frank & Reynolds—Playboy				
8	4	Get Down Tonite (3:06)	6	5	4	4
		K.C. & Sunshine Band—TK Records				
7	5	Rhinestone Cowboy (3:18)	4	3	6	6
		Glen Campbell—Capitol				
3	6	Love Will Keep Us Together (3:15)	5	6	5	5
		Captain & Tennille—A&M				
12	7	Could It Be Magic (3:37)	7	7	9	7
		Barry Manilow—Arista				
13	8	At Seventeen (3:56)	9	12	7	10
		Janis Ian—Columbia				
9	9	Why Can't We Be Friends (3:45)	11	11	8	9
		War—United Artists				
18	10	How Sweet It Is (To Be Loved By You) (3:33)	8	10	12	8
		James Taylor—Warner Bros.				
4	11	One of These Nights (3:29)	10	9	10	11
		Eagles—Asylum				
19	12	Run Joey, Run (3:52)	12	8	11	12
		David Geddes—Big Tree				
15	13	Fame (3:30)	18	13	14	13
		David Bowie—RCA				
6	14	Listen to What the Man Said (3:53)	16	14	16	14
		Paul McCartney—Apple				
10	15	I'm Not in Love (3:40)	13	15	15	15
		10 C.C.—Mercury				
11	16	Midnight Blue (3:25)	15	16	13	21
		Melissa Manchester—Arista				
16	17	Rockford Files (3:06)	23	17	19	16
		Mike Post—MGM				
20	18	Fight the Power (5:05)	14	18	17	23
		Isley Bros.—T-Neck				
34	19	I'm Sorry (3:29)	17	19	23	20
		John Denver—RCA				
25	20	Tush (2:14)	27	25	18	17
		Z. Z. Top—London				
14	21	The Hustle (3:27)	22	20	21	18
		Van McCoy—Avco				
22	22	Black Superman/Muhammad Ali (3:32)	29	26	20	19
		Johnnie Wakelin—Pye				
—	23	Feelings (3:27)	19	21	26	22
		Morris Alpert—RCA				
26	24	Do It Any Way You Wanna (3:15)	24	24	27	30
		Peoples Choice—TSOP				
35	25	That's the Way of the World (3:08)	21	28	24	39
		Earth, Wind & Fire—Columbia				
17	26	Please Mr. Please (3:24)	20	22	31	34
		Olivia Newton-John—MCA				
21	27	Magic (3:30)	25	32	22	32
		Pilot—EMI				
37	28	Dance with Me (2:59)	30	23	25	36
		Orleans—Asylum				
32	29	Ballroom Blitz (3:17)	33	29	30	24
		Sweet—Capitol				
39	30	Rocky (3:34)	31	37	34	25
		Austin Roberts—Private Stock				
23	31	Feel Like Making Love (3:03)	32	36	28	40
		Bad Co.—Swan Song				
28	32	There's Nothing Stronger Than Our Love (2:52)	26	30	33	43
		Paul Anka—United Artists				
38	33	Solitaire (4:40)	35	34	38	28
		Carpenters—A&M				
41	34	How Long (Bet You Got a Chick on the Side) (3:30)	41	27	35	42
		Pointer Sisters—ABC				
27	35	Aln't No Way to Treat a Lady (3:26)	38	38	37	29
		Helen Reddy—Capitol				
36	36	Third Rate Romance (3:22)	36	31	32	44
		Amazing Rhythm Aces—ABC				

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts				
		6-10a	10a-3p	3-7p	7-12p	
24	37	Wasted Days & Wasted Nights (2:41)	28	35	36	45
		Freddy Fender—ABC				
30	38	Dynomite (3:30)	*	*	29	26
		Tony Camillo's Bazuka—A&M				
33	39	Rendezvous (3:30)	42	44	43	35
		Hudson Bros.—MCA				
45	40	Swearing to God (3:58)	50	39	47	27
		Frankie Valli—Private Stock				
31	41	Rockin' Chair (3:15)	*	43	41	31
		Gwen McCrae—Capitol				
50	42	It Only Takes a Minute (3:13)	44	47	44	33
		Tavares—Capitol				
29	43	Holding On to Yesterday (3:18)	37	40	39	48
		Ambrosia—20th Century				
44	44	Games People Play (3:29)	43	33	42	47
		Spinners—Atlantic				
—	45	I Believe I'm Going to Love You (2:47)	34	*	*	38
		Frank Sinatra—Reprise				
—	46	Gone at Last (3:58)	39	41	49	46
		Paul Simon & Phoebe Snow—Columbia				
46	47	Mr. Jaws (2:03)	46	46	40	41
		Dickie Goodman—Private Stock				
—	48	Bad Blood (3:12)	48	49	50	37
		Neil Sedaka—Rocket				
42	49	Daisy Jane (3:07)	40	42	46	50
		America—Warner Bros.				
—	50	The Proud One (3:02)	47	*	48	*
		Osmonds—MGM				

Country

2	1	Blue Eyes Crying in the Rain (2:17)	2	5	1	2
		Willie Nelson—Columbia				
1	2	Daydreams about Night Things (2:21)	1	3	2	3
		Ronnie Milsap—RCA				
25	3	San Antonio Stroll (2:45)	3	1	5	4
		Tanya Tucker—MCA				
13	4	I'll Go to My Grave (Loving You) (2:45)	6	2	3	1
		Statler Bros.—Mercury				
7	5	Rhinestone Cowboy (3:18)	4	6	4	8
		Glen Campbell—Capitol				
8	6	I Hope You're Feelin' Me (2:59)	5	4	6	7
		Charlie Pride—RCA				
3	7	Home (2:10)	7	7	7	6
		Loretta Lynn—MCA				
9	8	Feelins' (3:00)	10	9	9	15
		Conway Twitty & Loretta Lynn—MCA				
6	9	Bandy the Rodeo Clown (2:54)	11	8	8	14
		Moe Bandy—GRT				
—	10	Another Woman (3:07)	9	11	10	13
		T. G. Shepard—Melodyland				
20	11	What in the World's Come Over You (2:30)	8	12	11	17
		Sonny James—Columbia				
15	12	Heart to Heart (2:45)	13	10	13	18
		Roy Clark—ABC/Dot				
23	13	This Is My Year for Mexico (2:45)	12	14	14	19
		Crystal Gayle—United Artists				
5	14	Don't Cry Joni (3:05)	16	13	12	22
		Conway Twitty—MCA				
14	15	Memories of Us (3:11)	15	15	15	24
		George Jones—Epic				
10	16	Woman in the Back of My Mind (2:48)	18	16	16	23
		Mel Telli—MGM				
—	17	A Poor Man's Woman (3:32)	17	17	18	*
		Jeannie Pruitt—MCA				
17	18	Same Old Story (2:46)	19	18	17	*
		Hank Williams Jr.—MGM				
—	19	(Turn Out the Light and) Love Me Tonight (2:18)	21	19	19	*
		Don Williams—Dot				
—	20	What's Happened to Blue Eyes (2:17)	25	20	20	*
		Jessi Colter—Capitol				
—	21	I'm Sorry (3:29)	14	21	21	5
		John Denver—RCA				
4	22	The First Time (3:04)	23	22	22	11
		Freddie Hart—Capitol				
—	23	Funny How Time Slips Away (3:02)	22	25	23	20
		Narvel Felts—ABC/Dot				
11	24	Stay Away from the Apple Tree (2:46)	24	24	24	21
		Billy Jo Spears—United Artists				
12	25	Say Forever You'll Be Mine (2:45)	*	23	25	16
		Dolly Parton & Porter Wagoner—RCA				

37 awards planned at RTNDA sessions

Dallas spotlight will be on best in reporting, editorializing, documentaries

The Radio-Television News Directors Association will present 20 TV and 17 radio awards at its convention in Dallas Sept. 17-19. The winners by award category are:

Edward R. Murrow Documentary award for national TV, KUTV Salt Lake City (for an investigation of corruption involving the state liquor commission); for national radio, KOJM(AM) Havre, Mont. (for coverage of a scandal involving the state workmen's compensation fund); for regional radio-East, WCB(AM) New York; for regional radio-West, KOJM; for regional radio-Midwest, WJR(AM) Detroit; no station will receive the award for regional radio-Southeast; for regional TV-Northeast, WKYC-TV Cleveland; for regional TV-Southeast, WTVJ Miami; for regional TV-West, KNBC Los Angeles, and for regional TV-Midwest, WCCO-TV Minneapolis.

Spot news award for national TV, WLWD Dayton, Ohio (for coverage of a shooting and the capture of the gunman in a holdup); for national radio, KNX(AM) Los

Angeles (for coverage of the shootout with the Symbionese Liberation Army); for regional radio-East, WMAL(AM) Washington; for regional radio-West, KNX(AM) Los Angeles; for regional radio-Southeast, WVCN(FM) Carrollton, Ky.; for regional radio-Midwest, WMAQ(AM) Chicago; for regional TV-Northeast, WLWD; for regional TV-Southeast, KTRK-TV Houston; for regional TV-West, KGTV San Diego, and for regional TV-Midwest, KELO-TV Sioux Falls, S.D.

Investigative reporting award for national TV, WFMY-TV Greensboro, N.C. (for a High Point, N.C., police investigation); for national radio, WNEW(AM) New York (for a report on the shipment of dangerous materials by airplane); for regional radio-East, WNEW; for regional radio-Midwest, KMOX(AM) St. Louis; there are no awards for regional radio West and Southeast; for regional TV-Northeast, WCAU-TV Philadelphia; for regional TV-Southeast, WFMY-TV; for regional TV-West, KUTV and for regional TV-Midwest, WBBM-TV Chicago.

Editorializing award for national TV, WRTV Indianapolis (for general editorial performance); for national radio, KFWB(AM) Los Angeles (for editorials on state tax laws, fire fighting equipment and city sample ballot language); for regional radio-East, WCB(AM) New York; for regional radio-West, KFWB; for regional radio-Southeast, KXYZ(AM) Houston; for regional radio-Midwest, WBBM(AM) Chicago; for regional TV-Northeast, WCVB-TV Boston; for

regional TV-Southeast, WSFA-TV Montgomery, Ala.; for regional TV-West KIRO-TV Seattle, and for regional TV-Midwest, WRTV.

An evening of foreign policy

NBC-TV will pre-empt all of its regularly scheduled prime-time programming next Jan. 6 for an NBC News three-hour special report on American foreign policy (8-11 p.m. NYT), Richard C. Wald, president of NBC News, announced last week. The report will be in three main sections: One will trace the U.S. role in world affairs since 1960; another will examine the world and its problems as developed over the past five years and the third part will look at the domestic debate over what the U.S. response to these problems should be. Daniel P. O'Connor, director of news documentaries for NBC News, will be executive producer of the special, and Tom Tomizawa, Joan Konner and Robert Rogers will be producers.

NIS in Milwaukee

WRIT(AM) Milwaukee will drop its contemporary music format, which it has followed for 20 years, and switch to all-news by joining NBC Radio's News and Information Service (NIS) on Sept. 29, the station and network announced last week. NBC said the addition brings the number of current NIS subscribers to 44.

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Philadelphia cable square with FCC and city but citizens still have gripe

Latest study of area systems finds all five in compliance but PCCC complains that transfer of original franchises violates provisions

The City of Philadelphia has released its study of cable television concluding that the city's five franchised systems—one operating and the other four still unbuilt—have been in compliance with both municipal and FCC regulations. Despite the clean bill of health, citizen groups that have brought the cable franchise holders into court on repeated occasions are continuing to raise their basic gripe: that the original franchises have since been transferred to other companies in violation of the franchise provisions and without a public hearing.

The Philadelphia Community Cable Coalition has argued, both in appeals directed at the FCC's grant of certificates of compliance and in response to this latest study, that Communications Properties Inc. has designs to take over all of the franchises in the city. The Austin, Tex. based multiple system operator, did not

even hold one franchise when they were granted back in 1966, yet now has control of three, claimed PCCC.

The study, which was conducted by Malarkey, Taylor and Associates—a Washington cable consulting firm—claims the “alterations” in several of the ownership configurations of Philadelphia franchise holders have not been “officially deemed violations.” The study notes that the FCC has issued no standards on the matter of cable non-transferability, although most recent franchises do specify that local approval is required. Furthermore, the study said there was no “evidence” of any company (that has not built its franchise in Philadelphia) constructing systems in areas of equal prospective viability where they received franchises subsequent to Philadelphia. Charges had been made that the transfers were a result of companies trafficking in franchises simply to sell them at higher prices.

According to a city spokesman, the study was undertaken as part of a review looking towards December 1976 when the franchises—originally awarded in 1966—will be up for renewal.

While all five systems were judged to be in compliance with municipal regulations, the study acknowledged “very little is required under the 1966 ordinance.” Four of the five systems have been granted their certificates of compliance from the FCC, with the fifth application still pending.

Although only one of the five systems is presently built and operational, the study suggested that present court litigation (initiated by PCCC) and the FCC cable “freeze” which lasted until 1972 have been largely responsible. In outlining each system’s construction plans, most claim to be operational in their entire franchise area within a five year period.

The Malarkey, Taylor report is expected to be followed up by a second study dealing with interconnection, easements, public awareness and regulatory development programs for Philadelphia.

However, Lois Brown, chairperson of PCCC, has already condemned the first half of the study for not dealing with the transfer issue. “There is no indication that the second report will deal with the problems regarding illegal transfers,” she remarked in a letter addressed to the mayor’s office.

Cable briefs

Loaned. American Television & Communications Corp. has reached agreement in principle with eight private lenders, including major insurance companies, for \$25-million loan repayable over 15 year period. Anticipated closing is mid-October. Private transaction was arranged by Paine, Webber, Jackson & Curtis Inc.

Reconsideration opposed. National Cable Television Association has petitioned FCC to reject broadcast and sports groups’ requests for reconsideration of commission’s sports carriage rules (BROADCASTING, Sept. 1). Antisiphoning argument is

based on “empty claims of harm,” NCTA contended, saying that evidence suggests advertising revenues from televised sports events have not declined. Greater profits are being made on baseball programming this year and available football statistics show no revenue drop, said NCTA. The “sports cartels” through procedural and technical changes have sought to establish the broad CATV blackout that has already been rejected by FCC, concluded NCTA.

American Cable and Microband make Kentucky connection

Contract between firms will bring private channel pay TV to hotels and apartments in Louisville

American Cable Television Inc., Phoenix-based multiple system operator, has contracted with Microband Corp. for delivery of pay-television service via multipoint distribution to apartments, condominiums and hotels and motels in Louisville, Ky., as well as cable systems serving nearby communities.

American Cable’s “private channel club” pay service is scheduled to begin in the Louisville area next spring and will provide 64 hours of weekly programming, consisting mostly of movies with special live events shown periodically.

Cable systems that will receive the MDS transmitted pay feed in the Louisville area account for approximately 10,000 subscribers. Bruce Merrill, president of American Cable, would not speculate on how many additional customers in apartments and hotels might be picked up. In Phoenix, where American Cable will offer the same service via MDS (scheduled to go into operation this November) Mr. Merrill anticipates between 50,000-60,000 pay subscribers over the next three or four years.

Terms of the deal between Microband and American Cable were not disclosed, but the cable company will pay a percentage against a fixed fee per month. Basic reception equipment to be installed on apartment and hotel rooftops will be paid for by American Cable. Costs vary depending on the distance a particular site is located from the MDS transmitter and therefore the size of antenna needed. Average cost is about \$1,500 per building plus the costs of internal wiring to convert the signal and bring it into individual TV households. The figures vary widely depending on the number of units and what type of master antennal system has already been installed.

The contract with American Cable brings to 20 the number of cities with which Microband has arrangements to deliver pay programming. Other multiple system operators that have signed with Microband include: Cox Cable Communications, Sammons Communications (BROADCASTING, Aug. 4) and Theta Cable of California (BROADCASTING, July 7).

Equipment & Engineering

Two more venture into earth stations

Construction of satellite pickups for cable TV is expanding field

As cable TV companies continue to file applications for satellite earth stations at the FCC, two new manufacturing firms have come on the scene.

Andrew Corp., an antenna manufacturer based in Orland Park, Ill., has put together an earth station package featuring the standard 10-meter dish, a low-noise amplifier, TV receiver (with outputs of 70 mhz IF or baseband video) along with necessary cabling and automatic pressurizing equipment for \$65,000. Transportation and installation of the earth station cost an additional \$10,000, according to Carl (Buzz) VanHecke, microwave products manager.

While Andrew does not manufacture the low-noise amplifier or the 4 ghz receiver and down converter, it is offering a complete turnkey system. The package is being put together with amplifiers supplied by Aventek (Santa Clara, Calif.) and the receivers assembled by either Microdine (Rockville, Md.) or TerraCom (San Diego).

Cable operators may also elect to buy the 10-meter dish alone at \$50,500, if they choose to build an earth station on a component basis with their own preference for RF equipment.

Andrew said it had contracts for eight earth stations, including four purchased by an unnamed multiple system operator and four by single systems. The first station is scheduled for shipment Sept. 15.

Delta-Benco-Cascade, a Canadian cable hardware manufacturer based in Rexdale, Ont., has also entered the earth station field, although with a different primary market in mind. Pay television—cable or otherwise—is not yet permitted in Canada. The primary interest of DBC in getting into the earth station field, said Peter Claydon, manager of the satellite department, was to tie together satellites with translators to bring regular Canadian broadcast coverage to the isolated Northwest Territories and Arctic region. DBC is also interested in industrial applications such as mining operations and their need for satellite communication systems.

Nevertheless, that hasn’t stopped DBC from approaching U.S. cable operators—some 12 to 15 so far—for business. No contracts have been signed, according to Mr. Claydon, but the 10-meter antenna along with low-noise 3.5 db amplifier and receiver are available at \$65,000 including delivery and installation. (Construction of a mounting pad is extra.)

Other manufacturers engaged in earth station construction for cable systems include Scientific-Atlanta, Collins Radio, Comtech Labs and General Electric (BROADCASTING, July 7).

Wiley and Lee to address annual IEEE symposium

The Institute of Electrical and Electronics Engineers' annual broadcast symposium to be held Sept. 25-26 at the Washington hotel, Washington, will feature FCC Chairman Richard Wiley and Commissioner Robert E. Lee as guest speakers. Both will address the symposium on the opening day and Mr. Lee will be honored as the dean of all federal regulatory commissioners for his 22-year tenure on the FCC.

Several papers covering circular polarization for TV and trade-off characteristics for multiple antenna arrays will be presented during business sessions. Other topics to be taken up include satellites and multi-network developments, dedicated bidirectional cable networks and the ap-

plication of digital technology to TV broadcasting.

Technical briefs

Refurbishing in Savannah. WSAV-TV Savannah, Ga., has ordered \$330,000 worth of broadcast equipment from RCA Broadcast Systems, Camden, N.J. including RCA's new low-band superturnstile antenna. Station is first to install Turnstile II antenna, designed to reduce voltage standing wave ratio across channel band, producing clearer pictures minus ghosting. Antenna is to be mounted on new 1549-foot tower and is expected to increase station's coverage area by 50%.

Translator options. FCC has proposed rulemaking to allow UHF television translator stations to use multiple output amplifiers if translators operate with 100 w or less and are not on channels listed in

commission's television table of assignments. Multiple output amplifier enables single translator station to serve more than one community or area with directional antennas. Commission also proposed new rules to state power limitations of 1 w for VHF translator serving communities east of Mississippi River and 10 w west of Mississippi or in Alaska or Hawaii. Comments are due Sept. 29 and replies Oct. 9.

At new power level. Sparta division, Cetec Corp., Sacramento, Calif., has made available model 703B 2.5 kw AM transmitter. Unit, in production for foreign markets since 1967, will be furnished with option for power reduction to 1 kw or 500 w at night. FCC ruling creating new AM power classification has opened door for domestic sales. Unit also features tally light fault locator system.

Broadcasting's index of 134 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Sept. 3	Closing Wed. Aug. 27	Net change in week	% change in week	1974-75 High	Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ARC	N	19 3/8	19 1/4	+	1/8	+	28 3/8	12 3/8	7	17,187
CAPITAL CITIES	CCN	36 1/4	36 1/2	-	1/4	-	43 1/2	19 1/2	12	7,208
CBS	N	44 1/4	43 7/8	+	3/8	+	53 1/8	20 1/8	11	28,313
CONCERT NETWORK*	D	1/4	1/4				7/8	1/8		2,200
COX	CDX	20 1/4	20	+	1/4	+	26 1/2	9 3/8	10	5,812
GROSS TELECASTING	GGG	9 3/8	9 1/2	-	1/8	-	13 5/8	6 3/8	6	800
LIN	LINR	7 1/4	7 1/8	+	1/8	+	9 1/8	2	8	2,373
MOONEY	MODN	2	2 1/8	-	1/8	-	3 5/8	1	5	385
RAHALL	RAHL	5 5/8	5 1/4	+	3/8	+	6 1/4	1 3/4	12	1,297
SCRIPPS-HOWARD	SCRH	18 1/2	18	+	1/2	+	22	13 1/2	7	2,589
STARR	SAG	3 3/4	3 1/8	+	5/8	+	9	3 1/4	4	1,091
STDRER	SAK	16	15 3/8	+	5/8	+	20 5/8	10 7/8	8	4,571
TFT	TFR	19 1/2	19 1/2				27 1/4	10 3/4	7	4,045
WOODS COMM.*	D	1/2	1/2				1 1/4	1/4	4	292
TOTAL									78,163	2,202,296
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A	2				2 1/2	3/4	12	1,248
AVCO	AV	N	5 3/8	5	+	3/8	8 7/8	2 1/8	1	11,481
BARTLE MEDIA	BMC	A	1 1/8	1	+	1/8	2 3/8	5/8	2	2,257
JOHN BLAIR	RJ	N	5	4 7/8	+	1/8	7 1/2	3 1/2	24	2,403
CAMPDOWN IND.*	O	1/8	1/8				7/8	1/8	2	1,138
CHRIS-CRAFT	CCN	N	5	4 7/8	+	1/8	5 7/8	1 1/2	19	4,164
COMBINED COMM.	CCA	N	9 7/8	10 1/2	-	5/8	16 1/8	5 1/8	6	4,673
COWLES	CWL	N	7 1/4	7 1/8	+	1/8	8 7/8	3 7/8	6	3,969
DUN & BRADSTREET	DNR	N	27	25 1/8	+	1 7/8	36	14 5/8	18	26,514
FAIRCHILD IND.	FEN	N	7	6 5/8	+	3/8	8 3/4	3 3/4	6	4,550
FUQUA	FQA	N	5 1/4	5	+	1/4	10 3/4	3 1/8	9	8,086
GANNETT CO.	GCI	N	34	33 3/4	+	1/4	38 1/2	20 1/2	21	21,108
GENERAL TIRE	GY	N	15 3/8	14 3/8	+	1	18 1/4	10 1/4	5	21,523
GLOBETROTTER	GLATA	O	1 5/8	1 5/8			4 3/4	7/8	8	2,783
GRAY COMMUN.	O	7	7				8 1/2	5	5	475
HARTE-HANKS	HHN	N	18 1/2	17 3/8	+	1 1/8	19 3/8	6	12	4,369
JEFFERSON-PILOT	JP	N	28	28			38 1/4	20 1/2	12	24,066
KAISER INDUSTRIES	KI	A	8 5/8	8 3/8	+	1/4	11 3/8	4 1/4	5	27,575
KANSAS STATE NET.	KSN	O	3 1/2	3 3/8	+	1/8	4 1/8	2 3/4	6	1,815
KINGSTIP	KTP	A	5 1/2	5 1/2			6 3/4	1 1/2	10	1,154
KNIGHT-RIDDER	KRN	N	25 5/8	25 1/4	+	3/8	32 3/4	9 1/4	17	8,305
LAMB COMMUN.*	P	1 1/4	1 1/4				1 1/4	1 1/8	25	475
LEE ENTERPRISES	LNT	A	18	18			19 3/8	10 3/4	10	3,352
LIRERTY	LC	N	9 7/8	9 7/8			15 5/8	7 1/8	5	6,762
MCGRAW-HILL	MHP	N	10 1/2	10 3/4	-	1/4	13 1/2	5 1/2	9	24,569
MEDIA GENERAL	MEG	A	27 1/4	27 3/8	-	1/8	32 3/4	15 1/2	10	3,604
MEREDITH	MDP	N	9 5/8	9 3/8	+	1/4	13 3/8	8	4	3,003
METROMEDIA	MET	N	13 1/4	12 3/8	+	7/8	15	4 1/2	10	6,553
MULTIMEDIA	MMED	O	13 1/4	13	+	1/4	14 1/4	8 3/4	9	4,389
NEW YORK TIMES CO.	NYKA	A	13	12 1/4	+	3/4	14 1/2	6 3/4	8	10,938
OUTLET CO.	DTI	N	12 7/8	12	+	7/8	62	7	5	1,381
POST CORP.	POST	O	7	6 3/4	+	1/4	3 7/10	4 3/4	28	870
PSA	PSA	N	4	4 1/8	-	1/8	3.03	1 1/2	8	3,181
REEVES TELECOM	RBT	A	1 5/8	1 5/8			3	5/8	7	2,376
ROLLINS	ROL	N	17 7/8	17 5/8	+	1/4	22	6 1/2	13	13,404
RUST CRAFT	RIIS	A	6 3/4	6 1/2	+	1/4	10 1/4	5 1/8	5	2,328
SAN JUAN RACING	SJR	N	8 5/8	8 1/2	+	1/8	13 3/8	5 1/2	6	2,509

	Stock symbol	Exch.	Closing Wed. Sept. 3	Closing Wed. Aug. 27	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
							High	Low					
SCHERING-PLOUGH	SGP	N	49	49 3/4	-	3/4	-	1.50	74 3/8	44 3/4	21	53,938	2,642,962
SONDERLING	SDR	A	6	6 1/8	-	1/8	-	2.04	10	3 1/2	4	727	4,362
TECHNICAL OPERATIONS	TD	A	3 7/8	3 3/4	+	1/8	+	3.33	5 3/4	2 3/8	4	1,344	5,208
TIMES MIRROR CO.	TMC	N	16	16 3/8	-	3/8	-	2.29	19 1/2	9 1/4	10	33,814	541,024
WASHINGTON POST CO.	WPD	A	25 3/4	25 1/4	+	1/2	+	1.98	28 3/4	14 3/4	9	4,751	122,338
WOMETCO	WDM	N	14	14 1/8	-	1/8	-	.88	16 7/8	6 1/4	9	5,775	80,850
TOTAL										373,699	7,753,391		
Cablecasting													
AMECO** *	ACD	O	3/8	3/8			.00	1 7/8	1/8		1,200	450	
AMER. ELECT. LABS.	AELRA	O	1 1/2	1 1/2			.00	2 1/8	1/2	12	1,672	2,508	
AMERICAN TV & COMM.	AMTV	O	12 1/4	11	+	1 1/4	+	11.36	19 1/4	5 1/2	22	3,304	40,474
ATHENA COMM.** *		O	1/4	1/4			.00	3 1/2	1/8		2,125	531	
BURNUP & SIMS	BSIM	O	5 1/8	5	+	1/8	+	2.50	24 1/8	2 1/2	10	8,390	42,998
CABLECOM-GENERAL	CCG	A	6 1/8	5	+	1 1/8	+	22.50	7 1/4	1 1/2	11	2,560	15,680
CABLE FUNDING	CFUN	O	5 1/4	5 1/2	-	1/4	-	4.54	7 3/8	3 7/8	131	1,121	5,885
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 1/8			.00	3 1/2	1	13	4,761	10,117	
COX CABLE	CXC	A	13	10 1/4	+	2 3/4	+	26.82	15 7/8	3 3/4	21	3,560	46,280
ENTRON*	ENT	O	1	1			.00	1 1/2	3/8	7	1,358	1,358	
GENERAL INSTRUMENT	GRL	N	10 1/2	9 1/2	+	1	+	10.52	17 1/8	5/8	7	7,201	75,610
GENERAL TV*		O	5/8	5/8			.00	1 1/2	1/4	31	1,000	625	
SCIENTIFIC-ATLANTA	SFA	A	15 5/8	15 1/8	+	1/2	+	3.30	17 3/8	4	13	966	15,093
TELE-COMMUNICATION	TCOM	O	3 1/2	3 1/2			.00	5 3/8	7/8	2	5,181	18,133	
TELEPROMPTER	TP	N	6 1/8	5 5/8	+	1/2	+	8.88	9	1 3/8	13	16,604	101,699
TIME INC.	TL	N	57 3/4	54 1/4	+	3 1/2	+	6.45	59 1/4	24 7/8	12	9,960	575,190
TOCOM	TOCM	O	2 1/4	1 3/4	+	1/2	+	28.57	4 7/8	1 3/4	5	634	1,426
UA-COLUMBIA CABLE	UACC	O	9 1/4	8	+	1 1/4	+	15.62	12 3/4	3 3/4	13	1,714	15,854
UNITED CABLE TV	UCTV	O	2 7/8	2 5/8	+	1/4	+	9.52	4 5/8	1/4	6	1,879	5,402
VIACOM	VIA	N	8 1/4	7	+	1 1/4	+	17.85	9 1/4	2 5/8	11	3,665	30,236
VIKOA**	VIK	A	1 3/8	1 3/8			.00	4	1/2	1	2,534	3,484	
TOTAL										83,760	1,014,061		
Programming													
COLUMBIA PICTURES	CPS	N	7	6 5/8	+	3/8	+	5.66	9 1/2	1 5/8	27	6,748	47,236
DISNEY	DIS	N	44 1/4	41 1/2	+	2 3/4	+	6.62	54 3/4	18 3/4	24	29,755	1,316,658
FILMWAYS	FWY	A	5 1/2	4 3/8	+	1 1/8	+	25.71	6	2 1/8	7	1,792	9,856
FOUR STAR*			3/8	3/8			.00	1 3/8	1/8	1	666	249	
GULF + WESTERN	GW	N	20 3/8	36 7/8	-	16 1/2	-	44.74	42 1/2	18 3/8	3	14,470	294,826
MCA	MCA	N	75 1/2	69 1/4	+	6 1/4	+	9.02	81	19 1/4	10	8,478	640,089
MGM	MGM	N	15 7/8	15 1/8	+	3/4	+	4.95	32 1/2	9 1/4	7	12,180	193,357
TELE-TAPE** *		O	1/4	1/4			.00	3/4	1/8		2,190	547	
TELETRONICS INTL.		O	3 7/8	4	-	1/8	-	3.12	5	1 1/4	8	943	3,654
TRANSAMERICA	TA	N	8	7 7/8	+	1/8	+	1.58	10 3/8	5 1/2	12	64,945	519,560
20TH CENTURY-FOX	TF	N	14	13 1/2	+	1/2	+	3.70	14 7/8	4 1/2	14	7,547	105,658
WALTER READE** *	WALT	O	3/8	3/8			.00	1/2	1/8		4,296	1,611	
WARNER	WCI	N	18 1/4	17 1/4	+	1	+	5.79	20 7/8	6 7/8	7	16,718	305,103
WRATHER	WCO	A	4	3 1/4	+	3/4	+	23.07	8 1/8	1 1/4	7	2,229	8,916
TOTAL										172,957	3,447,320		
Service													
ARDD INC.	ARDD	O	16 3/4	16	+	3/4	+	4.68	17 1/2	9 7/8	7	2,513	42,092
COMSAT	CO	N	39 5/8	37 1/2	+	2 1/8	+	5.66	46	23 3/4	8	10,000	396,250
DOYLE DANE BERNBACH	DDNYL	O	10 1/4	10 1/8	+	1/8	+	1.23	11 7/8	5 5/8	6	1,816	18,614
ELKINS INSTITUTE** *	ELKN	O	1/8	1/8			.00	5/8	1/8		1,897	237	
FOOTE CONE & REIDING	FCR	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	6 3/4	+	1/8	+	1.85	8 3/8	1	4	1,213	8,339
INTERPIAL GROUP	IPG	N	15 3/8	15 1/4	+	1/8	+	.81	19	8 1/8	5	2,249	34,578
MARVIN JOSEPHSON	MRVN	O	6 5/8	6 5/8			.00	9 3/4	3 1/4	5	1,800	11,925	
MCI COMMUNICATIONS	MCIC	O	2 3/8	2 1/2	-	1/8	-	5.00	5 1/2	1		13,339	31,680
MOVIELAR	MOV	A	1 3/8	1 3/8			.00	1 3/4	1/2	7	1,407	1,934	
MPO VIDEOTRONICS	MPO	A	4	3 1/4	+	3/4	+	23.07	4	1	22	537	2,148
NEENHAM, HARPER	NHMA	O	5	5			.00	7 1/2	3 5/8	7	853	4,265	
A. C. NIELSEN	NIELR	O	18	17 1/2	+	1/2	+	2.85	28	7 3/8	17	10,598	190,764
OGILVY & MATHER	OGIL	O	18 1/4	16 1/4	+	2	+	12.30	23 1/2	10	6	1,805	32,941
J. WALTER THOMPSON	JWT	N	7	6 5/8	+	3/8	+	5.66	12	4 1/4	9	2,649	18,543
UNIVERSAL COMM.*		O	1/4	1/4			.00	3/4	1/8		715	178	
TOTAL										55,512	812,781		
Electronics/Manufacturing													
AMPEX	APX	N	5 1/2	5 3/8	+	1/8	+	2.32	8 3/8	2 1/4	6	10,885	59,867
CCA ELECTRONICS*	CCAE	O	1/8	1/8			.00	1 1/8	1/8		881	110	
CETEC	CEC	A	1 5/8	1 3/4	-	1/8	-	7.14	2 1/8	1	8	2,310	3,768
COMU, INC.	COM	A	2 5/8	2 3/8	+	1/4	+	10.52	3 7/8	1 1/4	29	1,617	4,244
CONRAC	CAX	N	17 3/4	15 1/8	+	2 5/8	+	17.35	21 3/4	10	8	1,271	22,560
EASTMAN KODAK	EASKD	N	92	90 3/8	+	1 5/8	+	1.79	108 3/4	63	24	161,347	14,843,924
GENERAL ELECTRIC	GE	N	45 1/4	43 5/8	+	1 5/8	+	3.72	65	30	15	182,885	8,275,546
HARRIS CORP.	HRS	N	24	23	+	1	+	4.34	33 1/2	13 1/2	343	6,160	147,840
HARVEL INDUSTRIES*	HARV	O	3	3			.00	9	2 1/2	19	480	1,440	
INTERNATIONAL VIDEO	IYCP	O	2 5/8	2 3/8	+	1/4	+	10.52	7 1/2	1 1/4	5	2,730	7,166
MICROWAVE ASSOC. INC	MAI	N	16 1/2	14 3/4	+	2 1/8	+	14.79	26 7/8	9 3/4	8	1,320	21,780
3M	MMM	N	54 5/8	53 5/8	+	1	+	1.96	80 1/2	7 5/8	27	114,240	6,240,360
MOTOROLA	MOT	N	46 3/8	44 5/8	+	1 3/4	+	3.92	61 7/8	34 1/8	21	28,198	1,307,682
OAK INDUSTRIES	OEN	N	8 1/2	8	+	1/2	+	6.25	12 7/8	5 1/4	3	1,639	13,931
RCA	RCA	N	17 3/4	17	+	3/4	+	4.41	21 1/2	9 7/8	14	74,547	1,323,209
ROCKWELL INTL.	ROK	N	22 1/4	22 1/4			.00	28 3/8	18 3/8	7	30,913	687,814	
RSC INDUSTRIES	RSC	A	1 3/4	1 5/8	+	1/8	+	7.64	2 1/4	1/2	6	3,440	6,020
SONY CORP.	SNE	N	10 3/8	10 1/8	+	1/4	+	2.46	29 7/8	4 3/4	27	172,500	1,789,687

	Stock symbol	Exch.	Closing Wed. Sept. 3	Closing Wed. Aug. 27	Net change in week	1 change in week	1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
TEKTRONIX	TEK	N	34 3/4	32	+ 2 3/4	+ 8.59	47 3/4	19 1/2	12	8,671	301,317
TELEVISION	TMT	O	1 1/2	1 1/2		.00	2 3/4	1	9	1,050	1,575
VARIAN ASSOCIATES	VAR	N	14 3/8	13 1/4	+ 1 1/8	+ 8.49	17 3/4	6	13	6,838	98,206
WESTINGHOUSE	WX	N	15 3/4	15 7/8	- 1/8	- .78	24	9 1/2	44	86,989	1,370,076
ZENITH	ZE	N	23 7/8	23 1/4	+ 5/8	+ 2.68	31 5/8	10	99	18,797	448,778
TOTAL										919,717	36,976,990
GRAND TOTAL										1,683,808	52,206,839

Standard & Poor's Industrial Average 96.3 94.8 +1.4

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

Over-the counter bid prices supplied by
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Washington.
Yearly high-lows are drawn from trading
days reported by *Broadcasting*. Actual
figures may vary slightly.

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

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

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

Company	Period/Ended	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
MCI.....	3 mo. 6/30	4,193,000	+404%	(7,341)	*	(.50)	832,000	(7,481)	(.58)
Needham, Harper & Steers.....	6 mo. 6/30	14,653,000	-3.2%	167,000	-57.2%	.20	15,148,000	391,000	.43
Rollins Inc.....	year 6/30	213,343,126	+10.3%	19,089,620	+14.6%	1.42	193,297,147	16,650,394	1.20
RSC Industries Inc.....	6 mo. 6/30	6,178,000	-9.5%	405,000	-20.5%	.12	6,832,000	510,000	.15

*Change too great to be meaningful.

Fates & Fortunes®

Media

Harold E. Protter, KPLR-TV St. Louis, elected to board of directors of Association of Independent Television Stations. Following board members were re-elected: **Don B. Curran**, Kaiser Broadcasting, San Francisco; **Robert L. Glaser**, RKO General Television, New York; **Albert P. Krivin**, Metromedia Television, New York; and **R.E. Turner**, Turner Communications, Atlanta. Terms of six other board mem-

bers, including Chairman **James R. Terrell**, KTVT(TV) Fort Worth and President **Herman W. Land**, New York, expire later.

Lane A. Saunders, local sales manager KOOK(AM) Billings, Mont., named general manager.

John A. Price, public affairs director, Corporation for Public Broadcasting, Washington, resigning to pursue private business venture. He will remain at CPB until successor is found.



Cohn

Martin Cohn, general sales manager, WCOX-AM-FM Boston, named general manager succeeding **John F. Crohan**, resigned.

Jean T. Ensign, VP/station manager, WVOX-AM-FM New Rochelle, N.Y., named executive VP.

John D. Langlois, general manager, WRXL-FM Richmond, Va., named to additional post, general manager of WRNL(AM) also Richmond. Both are Rust Communications Group stations.

Alice Marshall, supervisor, television promotion media services, named supervisor, television traffic, KIRO-TV Seattle.

Richard D. Beach, broadcast standards administrator, WSBK-TV Boston, named operations manager.

Robert P. Dempsey, marketing director, 'Susquehanna Productions, named VP-general manager, WKIS(AM) Orlando, Fla. Both are owned by Susquehanna Broadcasting Co., York, Pa.

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Christie Moseley, promotion manager, Mintz & Hoke, Avon, Conn., agency, named on-air promotion director, WFSB-TV Hartford, Conn.

Judy Young, "TV Daily" editor at *Chicago Tribune*, named publicity director, WNSN(TV) Chicago.

James G. Croll, general manager, noncommercial KYUK-AM-TV Bethel, Alaska, named executive director, Alaska Educational Broadcasting Commission. He succeeds **Marvin R. Weatherly**, appointed commissioner, Alaska Public Utilities Commission.

Broadcast Advertising

Janis Say, timebuyer, Erwin Wasey, Los Angeles, named media buyer, Foote, Cone & Belding Honig, same city.

Valerie G. Tuttle, senior media buyer, Ross Roy Inc., Detroit, named division manager, ABC-FM Spot Sales, Detroit.

Robert Barnett, sales manager, KALO(AM) Little Rock, Ark., named general sales manager, WYLD-AM-FM New Orleans.

Mark B. Bollman Jr., corporate VP for advertising, public relations, consumer affairs, Magnavox Co., Fort Wayne, Ind., named president/chief operating officer, McDonald & Little Inc., Atlanta.

Irwin S. Davis, VP/media director, SSC&B Inc., named executive VP, S. J. Reiner Co., Carle Place, Long Island, N.Y., coincident with Reiner's expansion of its media buying operations into network TV buying and media planning, as well as continuing TV and radio spot placement.

Will Howard, account representative, J. Walter Thompson, Indianapolis, named account supervisor, Chicago. **Derek Norman**, group head, J. Walter Thompson, Chicago, named associate creative director. **David Murphy**, associate media director, Doyle Dane Bernbach Inc., New York, named associate media supervisor, J. Walter Thompson Co., New York.

James T. Rice Jr., media buyer, named media director, Richardson, Myers & Donofrio, Baltimore-based agency. **Ellen Beck**, media planner/buyer at W.B. Doner Co., Baltimore, joins RM&D in similar capacity.

Richard P. Gallagher, **Lee Oakes**, media group heads, McCann-Erickson, New York, named VPs. **Joan Abramson**, account executive, Needham, Harper & Steers, Chicago, and **Ronald W. Bess**, account executive, Foote, Cone & Belding, named account supervisor at NH&S, Chicago.

Jerry Harwood, associate research director, Benton & Bowles, New York, named VP.

Albert J. Weinrich, VP, director of marketing and research for BBDO Detroit, retires after 35 years with agency.

Dennis F. Chiapetta, inter-office computer support manager, Young & Rubicam, New York, named VP/financial systems, computer applications manager.

Peggy Green, spot group manager; **Richard F. Weigand**, associate media director, Dancer-Fitzgerald-Sample, New York, named VP's.

Natalie Antonoff, media research assistant, Ketchum, MacLeod & Grove, Pittsburgh, named research analyst. **Art Hyams**, senior

marketing analyst, *Family Weekly* magazine, New York, named KM&G media planner, also in Pittsburgh.

Peter Fox, president/founder, Bodnarfoxgorton, Farmington, Conn., ad agency, named commercial producer, WFSB-TV Hartford, Conn.

Mary Loncharich, senior merchandising coordinator, *Seventeen* magazine, New York, named creative services, retail sales manager, CBS Television Stations division, New York.

Bruce Blevins, manager, San Francisco office, Christal Co., named West Coast manager.

Programing

Al Casey, program director, WXLO(FM) New York, named to same position, KCMO(AM) Kansas City, Mo.

Clark Smidt, station coordinator, WBZ-FM Boston, named program director, WCOZ(FM) Boston.

Benjamin Kagan, in legal department, 20th Century-Fox, Los Angeles, named associate director of business affairs, MGM Television, Culver City, Calif.

Skip Caray, Atlanta Hawks play-by-play announcer, **Jiggs McDonald**, Atlanta Flames play-by-play announcer, named sports directors, WRNG(AM) North Atlanta.

Donald J. Backus, production director, WSJM(AM)-WIRX(FM) St. Joseph, Mich., named to additional position, program director, WIRX.

Steve Lewis, air personality, KRNA(FM) Iowa City, Iowa, named program director.

Stan Reynolds, production manager, WDXB(AM) Chattanooga, named program director.

Reid Loudon, director, WCAX-TV Burlington, Vt., named film manager, succeeding **Sherman A. Rutter**, retired.

John Jay Whalen, art director, WTTG(TV) Washington, named to same position, noncommercial KPBS-FM-TV San Diego.

Broadcast Journalism

Glen Ford, moderator, Mutual Black Network, Washington, named bureau chief.

Dave Burkett, newscaster, WIOD(AM) Miami; **Frank Settiani**, newscaster, WGBB(AM) Freeport, N.Y., named newscasters, WNEW(AM) New York. **Jackie Ring**, newscaster, WLNA(AM)-WHUD(FM) Peekskill, N.Y., named

weekend reporter at WNEW.

Ellen Burstein, reporter, WFAA-TV Dallas, named to same position, KGT(TV) San Diego.

Mike Silverstein, freelance Washington correspondent, named reporter/editor, WERE(AM) Cleveland.

Mark Thomas, reporter, WIFE(AM) Indianapolis, named reporter/anchor WHAS-AM-FM Louisville, Ky. **Jeff Marks**, reporter, WLAP(AM) Lexington, Ky., named reporter/weekend anchor.

Jeff Rouse, U.S. Air Force Recruiting Service, Seattle, named director, KMVT(TV) Twin Falls, Idaho. **D. Tome Freedman**, University of Michigan graduate; **Gary Leavitt**, KGVO-TV Missoula, Mont., named to KMVT news staff.

New officers, Association of News Broadcasters of Kansas: **Joe Montgomery** KFDI(AM) Wichita, president; **Ray Griffin**, KUDL(AM) Fairway, VP; **Bob Fiedler**, Kansas State University, secretary; **Fred Lee**, KGGF(AM) Coffeyville, treasurer.

Cable

Brenda Brunk, assistant manager, Summit Cable Services, Winston-Salem, N.C., named manager, Summit's system serving Thomasville, Lexington, Davidson county, all North Carolina.

Equipment & Engineering

Lawrence Solow, technical supervisor for CBS Radio's private line news exchange, named project engineer, CBS Radio Division, New York.

Bob vander Leeden, deputy technical director, Dutch Television Service, named manager, systems for Europe, Africa, Middle East, Ampex Corp., Reading, England.

Allied Fields

Dave Smith, program manager, WISH-TV Indianapolis, named associate professor of radio, television, Ball State University, Muncie, Ind.

Richard Averson, assistant professor, City University of New York, Brooklyn, named assistant professor of TV criticism and writing, S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, N.Y. Other appointments at school: **Lionel McLean**, reporter and magazine writer, *Boston Globe*, named assistant professor; **Roosevelt Wright Jr.**, account executive, WKYS(FM) Washington and Lecturer in school of communications, Howard University there named assistant professor in instructional technology and radio manage-

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legislative correspondent, Herald Co., Syracuse, named instructor of news writing and print/broadcast production, all at S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, N.Y.

Deaths

Mort Bassett, 57, founder-president of Mort Bassett & Co., New York, radio station representation firm, died Aug. 27 of cancer. He had made arrangements to retire as of Aug. 30, and his son, Kenneth, who was associated with him

in rep firm, said stations on its list were released as of that date. Mr. Bassett, in broadcast advertising for 36 years, started with Vlek Chemical Co., later worked with NBC and John Blair & Co., and briefly owned and operated Florida radio station before selling it and opening own rep company in 1961. Surviving are his wife, Dorothy, and son.

Charles Rogers Kierulff, 82, founder of KHJ(AM) Los Angeles in March 1922, died at his Newport Beach, Calif., home Sept. 1. He later sold station to *Los Angeles Times* which in

turn sold it to Don Lee; it is now owned by RKO General.

Jack Dennett, 59, CFRB(AM) Toronto newscaster, died of cancer Aug. 27 in Toronto. Mr. Dennett started in broadcasting at age 16 and joined CFRB in 1943. He is survived by his wife, Norma, three daughters and one son.

Charles E. Honce, 79, former AP assistant general manager, died Aug. 29 in New York. He is survived by his wife, Emanuela.

For the Record®

As compiled by BROADCASTING, Aug. 25 through Aug. 29 and based on findings, authorizations and other FCC actions.

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

New stations

AM applications

■ **Atlanta**—Rambcom seeks 1150 khz, 2.5 kw-D. P.O. address: 438 Deering Rd., N.W., Atlanta 30309. Estimated construction cost \$99,067; first-year operating cost \$3,243; revenue \$137,000. Format: MOR. Principals: Ronald R. and Ann Marie Baker (45% each) and Kenneth L. Wilson (10%). Mr. Baker and Mr. Wilson are on the sales staff of WIGO(AM) Atlanta. Mrs. Baker is advertising buyer for ad agency. Ann. Aug. 28.

■ **Cicero, Ill.**—WFMT Inc. requests interim operating authority of WVON(AM); 1450 khz, formerly licensed to Globetrotters Communications Inc. P.O. address: 500 N. Michigan Ave., Chicago 60611. Chicago Educational Television Association, parent company, operates WTTW(TV) Chicago and *WFMT(FM) Chicago. Applicant proposes to duplicate classical programming of WFMT on 1450 khz. Ann. Aug. 28.

■ **Fairview, Tenn.**—B.L.P. Inc. seeks 1170 khz, 500 w-D. P.O. address: Box 102, Fairview 37062. Estimated construction cost \$18,750; first-year operating cost \$27,900; revenue \$40,000. Format: MOR, country. Principals: James C. Parker, John A. Lampley, Samuel E. Warden Jr. and James T. Williams (each 25%) are high school principal, minister and farmer, dairy supply company owner and CPA, respectively. Ann. Aug. 18.

AM action

■ **Penuelas, Puerto Rico**—Penuelas Broadcasting Corp. Broadcast Bureau granted 1570 khz, 1 kw-D. P.O. address: T 56 Las Delicias, Ponce, Puerto Rico 00731. Estimated construction cost \$24,625; first-year operating cost \$19,450; revenue \$27,500. Format: diversified. Principals: Gilbert Santiago, engineering consultant; Vicente Pierantoni, circulation director of newspaper; and Lucas Valdivieso, president of corporate farm (33 1/3% each) (BP-19777). Action Aug. 20.

FM applications

■ **Starke, Fla.**—Sanders Enterprises seeks 106.3 mhz, 3 kw., HAAT 310 ft. P.O. address: Drawer 520, Starke 32091. Estimated construction cost \$17,773; first-year operating cost \$1,810; revenue not given. Format: country. Principals: John (49 1/3%) and Lee Jenkins

Sanders (50 2/3%) own WPXE(AM) Starke. Ann. Aug. 26.

■ **Dayton, Ohio**—Wright State University seeks 88.5 mhz, 10 w., P.O. address: 3640 Colonel Glenn Hwy., Dayton 45431. Estimated construction cost \$6,000; first year operating cost \$2,500. Principal: Jay Kuca, chief broadcast engineer. Ann. Aug. 28.

■ **San Antonio, Tex.**—Trinity University seeks 91.7 mhz, 18 kw., P.O. address: 715 Stadium Dr. San Antonio 78284. Estimated construction cost \$21,364; first-year operating cost \$15,000. Principal: Bill Hays, chairman, department of journalism, broadcasting and film. Ann. Aug. 20.

FM actions

■ **San Juan Bautista and Hollister, Calif.**—FCC granted joint petition for approval of agreement by Mount Wilson FM Broadcasters and Milo Communications Corp., mutually exclusive applicants for new FM on 93.5 mhz at San Juan Bautista and Hollister, Calif., respectively. Under terms of agreement, Mount Wilson application would be dismissed in return for payment of \$4,918 in expenses incurred in preparation and prosecution of its application. FCC said that Milo application would be retained in processing line since competing application for Hollister had been filed by Vernon Wilson necessitating hearing between applicants. Action Aug. 14.

■ **Parkersburg, W. Va., FM proceeding:** Electrocom (Doc. 20295)—Initial decision granting application of Electrocom became effective Aug. 13. Electrocom granted 95.1 mhz, 50 kw., HAAT 500 ft. P.O. address: 1009 1/2 Fourth Ave., Parkersburg 26006. Estimated construction cost \$58,344; first-year operating cost \$74,500; revenue \$176,300. Format: top 40, MOR rock. Principals: David A. Strock (26%) et al are all residents of Parkersburg.

FM starts

■ ***KC9S Turlock, Calif.**—Authorized program operation on 91.9 mhz, TPO 10 w. Action Aug. 13.

■ **KISH Pocatello, Idaho**—Authorized program operation on 94.9 mhz, ERP 100 kw, HAAT 990 ft. Action Aug. 18.

■ **KADQ-FM Rexburg, Idaho**—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 190 ft. Action Aug. 13.

■ **KQNM Gallup, N.M.**—Authorized program operation on 93.7 mhz, ERP 30 kw, HAAT 160 ft. Action Aug. 13.

Ownership changes

Applications

■ **KEZR(FM) San Jose, Calif.** (106.5 mhz, 50 kw)—Seeks assignment of license from PSA Broadcasting to Radio Uno Corp. for \$750,000. Seller: PSA Broadcasting, George M. Shortley, assistant treasurer, is licensee of KEZL(FM) San Diego, KEZS(FM) Sacramento and KLVE(FM) Los Angeles, all California. Buyers: Olen Hayes and Ines Castillo (each 45%) own KAZA(AM) Gilroy, Calif. Haroutune Avanesian (10%) owns dance studio in San Jose. Ann. Aug. 26.

■ **WFUN(AM) South Miami**, (790 khz, 5 kw-DA-2)—Seeks assignment of license from Roundsville of Miami Beach to Sudbrink Broadcasting Inc. of Florida for \$1,300,000. Seller: Robert W. Roundsville (100%) has extensive broadcast interests including WDAE(AM)-WAVV(FM) Tampa, WNBE(AM) Winter Park and WBJW(FM) Orlando, all Florida and WCIN(AM) Cincinnati. Buyer: Robert W. Sudbrink (93%) et al. Mr. Sudbrink has majority interest in WLYF(FM) Miami, WLIF(FM) Baltimore, WLAK(FM) Chicago and WAVO(AM) Decatur, Ga. Ann. Aug. 26.

■ **KCOB-AM-FM Newton, Iowa** (AM: 1280 khz, 1 kw-D; FM: 95.9 mhz, 3 kw)—Seeks transfer of control of KCOB Communications from Richard C. Brandt (85% before; 36% after) to John E. Carl (15% before; 64% after). Consideration: \$105,000. Principals: Mr. Brandt is president and Mr. Carl is general manager of KCOB-AM-FM. Ann. Aug. 26.

■ **WNWY-FM Norway, Me.** (92.7 mhz, 2 kw)—Seeks assignment of license from Oxford Hills Radio Communications to Richard D. Gleason for \$120,000. Sellers: Arlene and Raymond C. Knight have no other broadcast interests. Buyer: Mr. Gleason is general manager of WSKW(AM)-WTOS(FM) Skowhegan, Me. Ann. Aug. 26.

■ **WSNY(AM) Schenectady, N.Y.** (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Radio WSNY/1240 Inc. to Wavlon Communications for \$169,000. Sellers: Enrico Frank Bove and Frank A. Bove have interest in WGOM(AM)-WMRI(FM) Marion, Ind. Enrico Bove also has interest in applicant for FM in Brownsville, Tex. along with Henry Valentino. Buyers: James D. Walsh (23%), Glen Von Calio (23%), Bruce Jackson (20%) et al are manager of semi-pro basketball team, announcer for WPTR(AM) Albany, N.Y. and student, respectively. Ann. Aug. 20.

■ **KWGA(AM) Enid, Okla.** (960 khz, 1 kw-DA-1)—Seeks transfer of control of Public Broadcasting Service from R.H. Drewry et al. (80% before; none after) to Allan P. Page (20% before; 100% after). Consideration: \$250,000. Principals: R.H. Drewry, James T. Warkentin, Jack E. Warkentin and Judith Warkentin Bryan wish to acquire money for other investments. Mr. Page is general manager of KWGA and has 1/3 interest in KRPT(AM) Anadarko, Okla. Ann. Aug. 20.

■ **KLEC(AM) Oklahoma City** (800 khz, 250 w-D)—Seeks assignment of license from Carroll Boyington & Son Electric to IGWT Inc. for \$225,000 plus assumption of mortgage and lease. Seller: Mr. Boyington has no other broadcast interests. Buyers: Richard P. and Sherley E. Bott (100% jointly) own KCCV(AM) Independence, Mo. Ann. Aug. 26.

Actions

■ **KAHU(AM)-KULA(FM) Waipahu, Hawaii** (AM: 940 khz, 10 kw; FM: 92.3 mhz, 60 kw)—Broadcast Bureau granted transfer of control of Royal Hawaiian Radio Co. from George M. Mardikian, B. Floyd Farr and George D. Snell (100% before; none after) to W. Russell Withers Jr. (none before; 100% after). Consideration: \$500,000. Principals: Mr. Mardikian, Mr. Farr and Mr. Snell are all over retirement age. W. Russell Withers Jr. (100%) has interest in WDTV(TV) Weston, W.Va.; WMIX-AM-FM Mt. Vernon, Ill.; KGMO-AM-FM Cape Girardeau, Mo. and KAUS-AM-FM Austin, Minn. (BTC-7738). Ac-

tion Aug. 22.

■ **WCLR(FM)** Skokie, Ill. (101.9 mhz, 6 kw)—Broadcast Bureau granted assignment of license from Radio Skokie Valley to Bonneville International Corp.: No consideration. Radio Skokie Valley, 100% owned subsidiary, will merge into Bonneville International (BALH-2161). Action Aug. 11.

■ **WCEN-AM-FM** Cambridge, Md. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 106.3 mhz, 3 kw)—Broadcast Bureau granted transfer of control of WCEN Inc. from Samuel M. Cannon et al. (100% before; none after) to Joseph I. Goldstein and Paul Curtis Stokes Jr. (none before; 100% after). Consideration: \$489,640. Principals: Mr. Cannon (12%) and eight other stockholders have no other broadcast interests. Mr. Goldstein owns Wilson Line, Washington boat line. Mr. Stokes has interest in real estate, marina and newspapers in Rehoboth Beach, Del. (BTC-7767). Action Aug. 21.

■ **WBCK(AM)** Battle Creek, Mich.—Broadcast Bureau granted involuntary relinquishment of positive control of Michigan Broadcasting Co., by David N. Holmes through transfer of stock to Security National Bank of Battle Creek (BTC-7819). Action Aug. 21.

■ **KRWC(AM)** Buffalo, Minn. (1360 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Wright County Radio to Donnell Inc. for \$200,000. Seller: T.C. Appleby, president and general manager, has no other broadcast interests. Buyers: Donald L. and Janel F. Wohlenhaus. Mr. Wohlenhaus is former general manager of KVBR(AM) Brainerd, Minn., and is presently sales manager for medical products firm. Mrs. Wohlenhaus is secretary and housewife. (BAPL-461). Action Aug. 21.

■ **KGRT(AM)-KGRD-FM** Las Cruces, N.M.—Broadcast Bureau granted assignment of license from Chaparral Broadcasting Services to KGRD Inc. No consideration. KGRD Inc. is parent of Chaparral Broadcasting (BAL-8450, BALH-2159). Action Aug. 11.

Facilities changes

TV actions

■ ***KAKM** Anchorage—Broadcast Bureau granted request for authority to operate trans. by remote control from Consortium Library, 3211 Providence Drive, Anchorage (BRCETV-81). Action Aug. 25.

■ **WSMW-TV** Worcester, Mass.—Broadcast Bureau granted request for authority to operate trans. by remote control from 127 Beverly Road, Worcester (BRCTV-258). Action Aug. 25.

■ **WCBS-TV** New York—Broadcast Bureau granted CP to install alt. main trans. at main trans. location (BPCT-4874). Action Aug. 25.

AM applications

■ **WKEN** Dover Del.—Seeks CP to increase daytime power to 5 kw; install DA-2. Ann. Aug. 26.

■ **WITY** Danville, Ill.—Seeks CP to reduce number of monitoring points. Ann. Aug. 28.

■ **WUNN** Mason, Mich.—Seeks CP to increase daytime power to 1 kw; change to DA-D. Ann. Aug. 25.

■ **KEXS** Excelsior Springs, Mo.—Seeks CP to make changes in ant. system, change to non-DA. Ann. Aug. 28.

■ **KUVR** Holdrege, Neb.—Seeks CP to make changes in ant. system. Ann. Aug. 28.

■ **WANB** Waynesburg, Pa.—Seeks CP to increase daytime power to 500 w; install 250 w CH operation. Ann. Aug. 25.

■ **KSDN** Aberdeen, S.C.—Seeks CP to increase daytime power to 5 kw; install DA-2; make change in ant. system. Ann. Aug. 25.

AM action

■ **WJIT** San Juan, Puerto Rico—Broadcast Bureau granted mod. of CP and license covering change of main studio location to Aqueduct Hill Rd., Guaynabo, P.R. (BMP-14035, BML-2553). Action Aug. 25.

FM applications

■ **WSLY** York, Ala.—Seeks mod. of permit to change trans.; change ant.; make changes in ant. system (increase height); change TPO and HAAT: 300 ft. (H&V). Ann. Aug. 25.

Call letters

Applications

Call	Sought by
New TV's	
*KAFT	Arkansas Educational Television Commission, Fayetteville, Ark.
*KMTF	Fresno County Board of Education, Fresno, Calif.
New AM	
WDAX	John Davidson, McRae, Ga.
New FM's	
WMRO	21st Century Broadcasters, Brookhaven, Miss.
WLST	Near-North Broadcasting, Marinette, Wis.
KRLT	Entertainment Enterprises, South Lake Tahoe, Calif.
*KAYE-FM	Northern Oklahoma College, Tonkawa, Okla.
*WLTR	South Carolina Educational Television Commission, Columbia, S.C.
KIOF	Ken Stephens, Orange, Tex.
KVGB-FM	Forward of Kansas, Great Bend, Kan.
WXIL	Electrocom Inc., Parkersburg, W. Va.
*WLRH	The Library Board, Huntsville Public Library, Huntsville, Ala.
Existing TV's	
KWJY	WKY-TV Oklahoma City
KTVX	KCPX-TV Salt Lake City
Existing AM's	
KEZM	KIKS Sulphur, La.
WLVL	WUSJ Lockport, N.Y.
Existing FM's	
WLTV	WCNW-FM Fairfield, Ohio
KALF	KMIO Sinton, Tex.
WFRD	WDCR-FM Hanover, N.H.
WRYO	WXTR Crystal River, Fla.
KIIS-FM	KKDJ Los Angeles

Grants

Call	Assigned to
New AM's	
WKYR	Cumberland County Broadcasting Co., Burkesville, Ky.
WPPI	Radio Carrollton, Carrollton, Ga.
New FM's	
*KRPS-FM	Maricopa County Community College District, Phoenix
KGRA	D J of Lake Charles, Lake Charles, La.
*WBKT	Brockport Central School District, Brockport, N.Y.
*WZLY	Wellesley College, Wellesley, Mass.
*WONY	State University of New York, Oneonta, N.Y.
Existing AM	
WCGI	WOBS Jacksonville, Fla.
Existing FM's	
WIOG	WSBM Saginaw, Mich.
WMGK	WPEN-FM Philadelphia
WFLC	WCGR-FM Canandaigua, N.Y.
KTRI	KVEG-FM Las Vegas
KODY	KBMR-FM Bismarck, N.D.

■ **KCHI-FM** Chillicothe, Mo.—Seeks mod. of permit to change trans. location to 2.5 miles northwest of center of Chillicothe on Hwy. 170, Chillicothe; change trans.; change ant.; make change in ant. system (increase height); change TPO; ERP: 1.55 kw (H&V) and HAAT: 400 ft. (H&V). Ann. Aug. 26.

■ **WNHV-FM** White River Junction, Vt.—Seeks CP to change trans. location to Craft's Hill, West Lebanon, N.H.; make change in ant. system (decrease height); change TPO and HAAT: 245 ft. (H&V). Ann. Aug. 25.

FM actions

■ **KCTB-FM** Flagstaff, Ariz.—Broadcast Bureau granted mod. of CP to specify studio location and remote control as 3027 North Alta Vista, Flagstaff; change trans. and ant.; make changes in ant. system; ERP 100 kw (H), 90 kw (V); ant. height 1,510 ft. (H&V) (BMPH-14576). Action Aug. 21.

■ **KTOT-FM** Big Bear Lake, Calif.—Broadcast Bureau

granted mod. of CP to make change in ant. system; ERP 90 w (H&V); ant. height 1,500 ft. (H&V); remote control permitted (BMPH-14574). Action Aug. 21.

■ ***KIGC** Oskaloosa, Iowa—Broadcast Bureau granted mod. of CP to change trans. and ant.; make change in ant. system; remote control permitted (BMPED-1293). Action Aug. 21.

■ **WOCB-FM** West Yarmouth, Mass.—Broadcast Bureau granted mod. of CP to change trans.; delete remote control; make changes in transmitting equipment; ERP 50 kw (H&V); ant. height 245 ft. (H&V); condition (BMPH-14578). Action Aug. 21.

■ **KINT-FM** El Paso, Tex.—Broadcast Bureau granted CP to change trans. location to approximately 100 ft. from current location; make changes in transmitting equipment; ERP 59 kw (H&V); ant. height 1,080 ft. (H&V); remote control permitted (BPH-9565). Action Aug. 21.

■ **WYVA-FM** Yorktown, Va.—Broadcast Bureau granted mod. of CP to operate trans. by remote control from main studio at 2513 George Washington Memorial Hwy., Yorktown (BMPH-14573). Action Aug. 19.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KEZQ Little Rock, Ark. (BPH-9305), Aug. 19; KILR-FM Estherville, Iowa (BPH-9423), Aug. 13; KQDY Bismarck, N.D. (BPH-9312), Aug. 19 and WWKS Beaver Falls, Pa. (BPH-9097), Aug. 14.

In contest

Designated for hearing

■ **WHHL(AM)** Pine Castle-Sky Lake, Fla., **extension proceeding:** Hymen Lake (Doc. 20565)—Broadcast Bureau reinstated and designated for oral argument application of Hymen Lake for extension of time in which to complete construction of WHHL. Review board scheduled oral argument before panel for September 23. Actions Aug. 11 and 22.

Case assignments

Acting Chief Administrative Law Judge Chester F. Naumowicz made following assignments on date shown:

■ **Media, Pa., FM proceeding:** Alexander S. Klein Jr., Greater Media Radio Co., Roberts Broadcasting Corp., competing for 100.3 mhz (Docs. 20567-9)—Designated ALJ David I. Kraushaar to serve as presiding judge and scheduled hearing for November 3. Action Aug. 19.

■ **WPMN(AM)** Portsmouth, Va., **license proceeding:** Chesapeake-Portsmouth Broadcasting Corp. (Doc. 19787)—Designated ALJ Reuben Lozner to preside over proceeding. Action Aug. 19.

Procedural rulings

■ **WJAM(AM)** Marion, Ala., **renewal proceeding:** Radio Marion (Doc. 20383)—ALJ Reuben Lozner denied joint request for grant of application without hearing filed by Radio Marion, without prejudice to filing of motion for summary decision. Action Aug. 21.

■ **KIKX(AM)** Tucson, Ariz., **renewal proceeding:** Walton Broadcasting, (Doc. 20287)—ALJ Joseph Stirmer notified commission of his withdrawal from proceeding. Action Aug. 7.

Fines

■ **KTVA(TV)** Anchorage—Broadcast Bureau notified Northern Television Inc. that it incurred apparent liability for forfeiture of \$250 for willful or repeated violation of rules by failing to maintain operating power of vis. and aur. trans. between 80 and 110% of authorized power. Action Aug. 27.

■ **KIBS(AM)** Bishop, Calif.—Broadcast Bureau ordered Bishop Broadcasting Corp. to forfeit \$2,000 for repeated violation of rules by failing to operate within 20 hertz of assigned frequency; failing to adhere to hours of operation specified in station license, and failing to require responsible operator to make required entries in operating log. Action Aug. 27.

■ **WLOR(AM)** Thomasville, Ga.—Broadcast Bureau

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	4,445	40	4,485
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	9,903	282	10,185
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

ordered Mills-Bellamy Enterprises to forfeit \$1,000 for repeated violation of rules by failing to have any record of equipment performance measurements for 1973, by failing to properly calibrate remote ant. ammeter with ant. ammeter or by operating with excessive power, by permitting unlicensed operator to be in charge of transmitting apparatus and permitting him to make entries in operating logs. Action Aug. 21.

■ WYAE(AM) Baltimore, Md.—Broadcast Bureau ordered Adler Broadcasting Corp. to forfeit \$500 for repeated violation of rules by failing to have operators holding proper operator permits on duty and in actual charge of transmitting equipment. Action Aug. 21.

■ WJOR(AM) South Haven, Mich.—Broadcast Bureau notified Van Buren County Broadcasting Co. that it incurred apparent liability for forfeiture of \$2,000 for willful or repeated violation of rules by operating with excessive power and by failing to operate at times specified in basic instrument of authorization. Action Aug. 21.

■ WSYE-TV Syracuse, N.Y.—Broadcast Bureau notified Newhouse Broadcasting Corp. that it incurred apparent liability for forfeiture of \$1,000 for willful or repeated violation of Communications Act and rules by failing to charge political candidates lowest unit rate of station. Action Aug. 26.

■ WHLF(AM) South Boston, Va.—Broadcast Bureau ordered Halifax Broadcasting Co. to forfeit \$1,000 for repeated violation of rules by continuing regular program operations without obtaining authority from commission to conduct program tests. Action Aug. 21.

Other actions

■ Chief of Field Operations Bureau has suspended licenses of three commercial operators, Wesley L. Origiesen, Dixon, Ill., Donald Gilman and Richard Alarie, Putnam, Conn. First class license of Origiesen was suspended for 30 days because he interfered with scheduled programming of WIXN-AM-FM Dixon. Licenses of Gilman and Alarie were suspended for destroying and falsifying operating logs of WINY(AM) Putnam. Action Aug. 8.

■ Crawfordsville, Ind.—FCC ruled that proposed time brokerage contract between WCVL Inc., licensee of WCVL(AM)-WFLQ(FM) and Wabash College Radio, licensee of WNDY(FM) Crawfordsville, would violate FCC's cross-interest policy and would be contrary to public interest. Action Aug. 14.

■ WROC-AM-TV-WPXY(FM) Rochester, N.Y.—FCC granted renewal applications of Rust Craft Broadcasting of New York for WROC(AM) and WROC-TV for full term to expire June 1, 1978, on condition that licensee take adequate steps to recruit, employ and promote qualified women for jobs at all levels. Commission also granted renewal of WPXY(FM) for short term until June 1, 1976, subject to same condition. Action Aug. 14.

■ WLSW(FM) Scottsdale, Pa.—Broadcast Bureau rescinded grant of renewal of license.

Allocations

Petitions

FCC received following petitions to amend FM table of assignments (ann. Aug. 25).

■ The University of Alaska, KUAC-FM College, Alaska—Seeks to reassign ch. 284 from College to Fairbanks, Alaska and then grant BNPED-1206 (RM-2581).

■ Duquoin Broadcasting Co., WDQN-AM-FM Duquoin, Ill.—Seeks to delete ch. 280A from Pinckneyville, Ill. (RM-2580).

■ Minnesota Christian Broadcasters, Nisswa, Minn.—Seeks to assign ch. 261A to Nisswa (RM-2582).

Actions

■ FCC denied motion of National Black Media Coalition for stay of Aug. 22, 1975, effective date of recently adopted changes in allocation rules for standard broadcast stations. FCC adopted new AM rules that relax criteria for existing AM stations seeking increased power and for new stations proposing daytime or unlimited time operation. They also revise suburban policy to apply only in situations involving competing applications in hearing. Action Aug. 19.

Rulemaking

Petition

■ Smith-Mattingly Productions, Alexandria, Va.; Video Tape Network, New York; Sherman Films, New York; Ralph Lopatin Productions; Counselor Films, Inc.—Request amendment of part 73, section 73.621 by adding following subsection: "In the event the licensee engages directly or indirectly in commercial nonbroadcast program distribution activities, then all announcements soliciting or giving credits for financial support shall disclose the total annual cost and total revenues derived from such nonbroadcast activities. For the purpose of this sub-section 'total cost' and 'total revenues' for commercial non-broadcast program distribution activities shall be computed in accordance with the provisions of Section 511 et seq. of the Internal Revenue Code of 1954 as amended (26 USC 511 et seq) for 'unrelated business taxable income.'" (RM-2583). Ann. Aug. 26.

Actions

■ FCC adopted changes in its rules which implemented Freedom of Information Act by specifying procedures for requesting records and acting on such requests. Principal change was in procedure for dealing with requests for records relevant to hearing proceeding. Action Aug. 18.

■ FCC proposed amending rules to allow UHF television translator stations to use multiple output amplifiers. Only UHF translators with 100 w or less power that are not operating on channels listed in FCC's television table of assignments would be eligible to use these amplifiers. Comments are due Sept. 29, with replies due Oct. 9. Action Aug. 14.

■ General Counsel extended from Aug. 18 to Oct. 17, time for filing comments, and from Sept. 5 to Nov. 18 for reply comments on rulemaking to provide for use of 530, 1606, and 1612 khz for transmission of information to traveling public (Docket 20509). Action Aug. 15.

■ Broadcast Bureau, on request of Central Arkansas Broadcasting Co., extended from Aug. 12 to Sept. 15 date for filing reply comments in matter of amendment of FM table of assignments for Arkansas and Missouri (Doc. 19879). Action Aug. 7.

Translators

Applications

■ Boise Valley Broadcasters, Jerome, Idaho—Application amended to change frequency from ch. 55 to ch. 59 (BPTT-2853). Ann. Aug. 27.

■ Duchesne county, Hanna and Tabiona, Utah—Seeks ch. 7, rebroadcasting KCPX-TV Salt Lake City via K75AY Myton, Utah; ch. 9, rebroadcasting KUTV Salt Lake City via K78BG Myton and ch. 11, rebroadcasting KSL-TV Salt Lake City via K70CN Myton (BPTTV-5372-4). Ann. Aug. 28.

■ Blue Ridge ETV Association, Bastian, Va.—Application amended to change frequency from ch. 69 to ch. 55 (BPTT-2794). Ann. Aug. 27.

Cable

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Northern Lights Cable Corp. Conover, Wis. (CAC-03889); Western Cable TV, Sunnyside, Wash. (CAC-04789); Cable TV Puget Sound, Gig Harbor, Wash. (CAC-04792-05198); Sawtooth Cable-Vision, Bellevue, Idaho (CAC-04869); Cablevision Ltd., Dighton, Kan. (CAC-04933); Liberty TV Cable, Sandersville (CAC-05078) and Tennille (CAC-05079), both Georgia; Vista Cable, Monon, Ind. (CAC-05089); Betterview Cablevision of Arizona, Kearny, Ariz. (CAC-05094); Southern Monterey County CATV, King City, Calif. (CAC-05310); Eastern Shore CATV, Fenwick Island, Del. (CAC-05313); Athena Cablevision Corp. of Knoxville, Knoxville, Tenn. (CAC-05317); Sammons Communications, Oil City, Pa. (CAC-02903); Telcor Cable TV, Bethany, W. Va. (CAC-04136); Peninsula Cablevision Corp., Redington Beach (CAC-04934) and North Redington Beach (CAC-04935), both Florida; Cass Community Antenna TV, Sanford, N.C. (CAC-05169); Clear Vision Cable Co. of Huntington, Bruceton (CAC-05174) and Hollow Rock (CAC-05175), both Tennessee; Canadaigua Video Corp., Manchester, N.Y. (CAC-05183); Triangle Cable Co., Oakdale, Calif. (CAC-05263); American Cablevision, Buffalo, Tex. (CAC-05331); Warner Cable of Columbus, Upper Arlington, Ohio (CAC-05333); Reception Cable TV Co., French Lick (CAC-05339) and West Baden (CAC-05340), both Indiana; Clear Vision TV Co., Milan, Tenn. (CAC-05341); Diversified Communications, Jay (CAC-05349); Livermore (CAC-05350) and Livermore Falls (CAC-05351), all Maine; Warner Cable of Columbus, Columbus (CAC-05357) and Franklin county (CAC-05358), both Ohio; Continental Cablevision of Ohio, Willard (CAC-05321), New Haven township (CAC-05322), Plymouth (CAC-05323) and Plymouth township (CAC-05324), all Ohio.

■ Marion county, Ind.—Cable Bureau dismissed application by Metropolitan Cablevision Corp. for certificate of compliance without prejudice to Metropolitan's refile applications and denied objections by Corporation Counsel for City of Indianapolis, WRTV(TV) Indianapolis, WISH-TV Indianapolis and WTTV(TV) Bloomington, Ind. (CAC-2554). Action Aug. 12.

■ Union township, N.J.—Application by Cable Haven T.V. for certificate of compliance dismissed (CAC-1838). Action Aug. 25.

■ Southold (town and village), East Marion, Orient, Peconic, Cutchogue, Mattituck, Laurel and Greenport, N.Y.—Cable Bureau granted application by Long Island Cablevision Corp. for certificates of compliance to add WSNL-TV Patchogue, N.Y., to systems, to extent that Southold (town and village), East Marion, Orient and Greenport systems may carry WSNL-TV only as distant independent signal (CAC-2894-2900, 2978, 2976). Action Aug. 25.

■ Mont Alto, Pa.—Application by Telecable Communications Corp. for certificate of compliance dismissed at request of applicant (CAC-4822). Action Aug. 22.

■ Spokane, Wash.—Cable Bureau granted application by Cox Cable TV of Spokane for certificate of compliance to carry KHQ-TV, KREM-TV, KXLY-TV, *KSPS-TV Spokane, *KWSU-TV Pullman, KSTW Tacoma, all Washington, and CBUAT Trail, B.C. (CAC-4939). Action Aug. 25.

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Experienced MOR evening announcer-newsperson. WPHM, Port Huron, MI E.O.E.

Historic College town AM-FM, small market, located in beautiful TVA lake area, needs C&W/MOR announcer with production and news ability. Call Jack Pullin, 615-775-2331, Dayton, TN.

New 50KW Stereo FM Top 40 rocker in an eight station market seeks you if you're sharp, quick-witted, verbal, up-tempo, happy, conceited and an experienced jock with proven pulling power with the money spenders. Incentive for performance. Must be heavy on promotion and production and a good team worker. No novices, please. Send resume and tape now to P.O. Box 1228, Parkersburg, WV 26101.

Help Wanted Technical

Chief for DA-D with class-B FM. Includes Automation and portable remote gear. Central Indiana. Box F-5, BROADCASTING.

Chief Engineer for high power directional daytimer. Religious format. Security, low-pressure for real pro. Resume to Box J-61, BROADCASTING.

Wanted: First class chief engineer for AM and FM automation. Some announcing required. Will consider beginner. Bob Miller, KLSS and KSMN, Mason City, IA.

Seeking combo chief with 1st. Must be experienced maintenance, automation, also good voice and news. Salary open. Apply WDBI-FM, Tawas City, MI. No floaters, problems. Credentials checked. EOE.

Help Wanted News

Sports Director. Some news. Strong PBP a must, especially hockey. No. 1 rated 5KW competitive Upper Midwest market. Resume, salary requirements to Box J-50, BROADCASTING.

Full charge newsperson needed immediately. Send resume and tape to Jim Johnson, KUDE, Box K1320, Oceanside, CA 92054.

Need strong on-air newsperson for top-rated major market 50KW. Send tape and resume to Mark Neeley, WCKY, Cincinnati, OH 45202.

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.

Help Wanted Programing, Production, Others Continued

Chief announcer/program director. Must have commercial air experience, ability to supervise and develop staff to provide top-quality, large-market sound on small-market budget. Tape, resume to KONP, PO Box 831, Port Angeles, WA 98362.

Program Music Director. New, live 50KW Stereo FM Top 40 rocker in Mid-Ohio Valley needs you. Excellent pay for proven track record. Must be polished, positive, articulate, imaginative and a good team leader. Heavy on promotion and production. This is an eight station market. Experienced only, please. Send tape and resume to P.O. Box 1228, Parkersburg, WV 26101.

Situations Wanted Management

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.

Our religious format change makes outstanding general manager available. Highly recommended. Contact Box J-45, BROADCASTING.

Situations Wanted Sales

Salesman-announcer. First phone. Seeks MOR station to move into management. Prefer mid or large market. Mature middle age adult in the five figure income. Box J-54, BROADCASTING.

Young, hungry and good; 25, first phone. 3 years experience top 20 market. Desire Top 40 market or suburb. Presently 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.

Reliable, creative personality seeking medium/large market position in prog. MOR or rock. Experience includes some major market air work, solid track record, excellent references. Box J-13, BROADCASTING.

Morning talent wants out of small market. 3rd, humor; personality rocker in medium-large medium market, please. Box J-22, BROADCASTING.

PD, MD, Jock. Seven years experience looking. Desire to get back to N.E., preferably Penna., but all considered. Good worker, third, college, family. Box J-40, BROADCASTING.

Female broadcaster, 23, inexperienced, but will work hard to prove ability. Excellent music/news. Secretarial skills. Have car. Single. Box J-67, BROADCASTING.

15 years experience. All phases of radio in markets from 3,000 to 200,000. Seek position as air personality/PD with West or Northwest stable Top 40 or contemporary operation. Currently small market GM. Chuck Wolfe, KRFS, Superior, NE 68978.

Announcer-writer, TV-Radio. Commercials, programs, news. Good worker, reliable. Refs. 1-216-755-2659.

Small market. Are you losing an announcer because of college starting or other reasons? Give me a chance at that open shift. I have 1 1/2 yrs. experience with Top 40 and am a broadcast school grad, with my 3rd endorsed. 919-346-9009. Paul Nicoletta.

Situations Wanted News

Available now! 1 1/2 yr. experience 1st phone Anncr. seeks news position anywhere within reason from Maine. 207-882-7395. Box H-245, BROADCASTING.

Situations Wanted News Continued

News woman, 3 yrs. major-medium, good on the air, in the field, on the phone. Creative writer, gather and edit tape. Box J-41, BROADCASTING.

Versatile, dynamic, innovative, 4 years experience desires to move to medium/major market with heavy news emphasis. If you want lifeless air sound, look elsewhere. Box J-44, BROADCASTING.

Situations Wanted Programing, Production, Others

Dependable asst. PD with first looking for top 40 position. Not afraid to work. Box H-239, BROADCASTING.

Veritable gold mine of creativity, ambition and ideas. BA Eng. MA Telecommunications. Ltd. experience and unlt. enthusiasm! Will relocate for dues paying opportunity. Box J-43, BROADCASTING.

Dynamite! Creative! Sales oriented! Country or MOR Program Director. 717-326-5470.

John Downey (Roland Stone) interested in programming/jocking/news. prefer Texas. Currently 3 1/2 years with KILT, Houston. Experienced here in all mentioned fields. 713-433-5547.

TELEVISION

Help Wanted Management

Promotion Manager. Top Fifty market. Needs experience as TV Promotion Manager for 5 years in medium or small market, or 3 years as Assistant Promotion Manager in major market. Marketing degree desirable. Salary open. Equal Opportunity Employer. M/F. Box J-19, BROADCASTING.

Business Manager for Midwest TV station. Major broadcaster has immediate need for an experienced TV business manager. We are a network affiliate located in one of the top markets in the country. You will be an important part of a fast moving, innovative and management team! Salary is open. Box J-68, BROADCASTING.

The Louisiana Educational Television Authority is currently accepting applications for the position of Executive Director. Forward all resumes to Harold M. Block, P.O. Box 108, Thibodaux, LA 70301. All applications must be postmarked or received no later than October 8, 1975.

Help Wanted Sales

Over 100 Florida progressive NBC affiliate television station has an opening for a creative, hard working, account executive. Must have previous experience calling on clients face to face; no agency only persons. Salary open. An Equal Opportunity Employer. Write Box J-64, BROADCASTING.

Help Wanted Technical

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 VTR Engineer in charge quality control all recordings. Requires extensive editing experience. Good salary in Southeast. Equal Opportunity Employer. Contact Robert Gay, Director of Engineering, WAAY TV, Huntsville, AL, phone 539-1783 (area code 205).

TV Engineer wanted to work in all color, remote-controlled UHF public television station in Western Michigan. Must have first class license and television experience. Send resume to: Paul Bock, Chief Engineer, WGVC-TV, Grand Valley State Colleges, Allendale, MI 49401. An Equal Opportunity Employer.

Help Wanted Technical Continued

TV Engineer: Technical quality control and VTR operator/editor for progressive production unit. Qualified on Ampex Quads for color camera setup, lighting and production switching. Send resume to Operations Director, 2600 S. Mooney, Visalia, CA 93277. An Equal Opportunity Employer.

Chief Engineer. Tired of the rat race or ready to move up from Assistant Chief? Midwest group owned station needs Chief with strong administrative and technical skills. Excellent location and benefits, salary commensurate with ability. Call or write Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631. 312-693-6171.

Help Wanted News

Help wanted Television. A midwest state informational organization seeks aggressive newperson familiar with all phases of radio and television news. Good salary and fringe benefits available. Contact Box H-162, BROADCASTING.

Sport 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.

Reporter/Producer Mid West Radio-TV Net affiliate seeks News Person. Min. 2 yrs. full time professional experience. Equal Opportunity Employer. Box J-18, BROADCASTING.

Assignment Editor/Producer. Midwest top 30 market. E.O.E. Send resume to Box J-31, BROADCASTING.

Experienced Reporter. Midwest market, E.O.E. Send resume to Box J-32, BROADCASTING.

Ass't. News Director-Anchperson, medium Midwest market. Must be strong on-air, production, writing. Group operation. Resume to Box J-33, BROADCASTING.

Anchor person for news. Southern, on coast, reaching 77,000 homes at 6 PM. Experience and charisma a must. Box J-47, BROADCASTING.

Good reporter to do some anchor. Will consider experienced radio newperson looking for TV. Must see VT. Resume. WSAU-TV, Box 1088, Wausau, WI 54401.

News Bureau Coordinator. Central Michigan University. Competent, experienced, newperson to assign, edit and generally coordinate media efforts of 4-person news bureau. Must be good writer, editor, human being. Knowledge of radio-TV news and production desirable. Bachelor's degree, media experience necessary. Open Sept. 1. Salary in \$12,200-12,700 range. Send resume, samples to Russ Herron, Director, Information Services, Central Michigan University, Mt. Pleasant, MI 48859.

Help Wanted Programing, Production, Others

Traffic assistant. Independent commercial Top Ten. Must be experienced in all phases of sales service/traffic. Box J-72, BROADCASTING.

Staff artist for community PTV. 1 1/2 person department. Workload is 45% on-air, 40% print, 15% scenic. Pay range \$8800-\$11,000. Contact WXXI-TV, Box 21, Rochester, NY 14601.

Public Affairs: Experienced TV/Radio person needed as producer/director for university Radio/TV Information Service. Will serve as broadcast news media liaison and develop, produce and direct programs for radio and television. Seek experience in writing, film, VTR, radio, media contact; bachelor's degree. Send resume, references and salary requirements to: Director of Communications, 107 Wills, Kent State University, Kent, OH 44242. Equal Opportunity/Affirmative Action Employer.

Help Wanted Programing, Production, Others Continued

Producer/Director for Community College CCTV. Experienced production know-how for color studio. Creative, strong writing and ability to understand and implement instructional design, develop programs. Master's degree required. Salary based on qualifications and experience. Apply: E.F. Seminara, Director, Library Learning Center, Niagara County Community College, Sanborn, NY 14132.

Production Supervisor: Experienced in all phases of TV production, as well as on camera, and coordination and scheduling personnel. Strong in client relationships, self-motivation and ability to get things done. Excellent opportunity with dynamic station. Send resume, and references to Operations Director, 2600 S. Mooney, Visalia, CA 93277. An Equal Opportunity Employer.

Position open: TV Producer/Director for University Division of Public Information Office, Mississippi State University. Multiple duties involving planning, scripting, directing, and editing of information programs. Possible work with teaching program. Professional experience and/or academic background desired. Contact: H.T. DeKay, Division of Public Information, Drawer 5328, MSU, Mississippi State, MS 39762. 601-325-5872.

Situations Wanted Management

Formerly ZIV Television sales! ZIV-TV! ZIV-TV! ZIV-TV! Box J-66, BROADCASTING.

Situations Wanted Announcers

Versatile weathercaster/announcer. A.M.S. Polished. Mature. Radio third. Box H-160, BROADCASTING.

Situations Wanted Technical

VTR/Video: Competent engineer with first phone and over 8 years experience in all phases of color television is seeking a creative position in tv productions or management. Experienced on vtr timer code computer editing, studio cameras, remote, maintenance. Box J-39, BROADCASTING.

Situations Wanted News

TV Sportscaster bumped by major league jock wants to relocate. Strong with film and commentary. 401-944-1281.

Weekend anchor, reporter, mini doc producer, news-talk show host and more. Looking for challenge in solid news operation. 813-939-0291 Monday or evenings.

Wanted: One daring news director willing to invest time and money in an inexperienced reporter with unlimited potential but limited prospects. Contact Andy Armstrong, 34 Susquehanna Avenue, Coopers-town, NY 13326.

Situations Wanted Programing, Production, Others

Production Manager, 10 years net, 8th market. Budgets, studio, remotes, film all my bag. Looking relocate Midwest or West Coast. Box J-21, BROADCASTING.

Creative producer/hostess with 5 years award winning experience on nationally syndicated talk shows seeks position in major market. Strong at public affairs and getting guest to talk openly and candidly. Resume and tape (as available) on request. Box J-42, BROADCASTING.

Experienced in TV-film production. Presently instructor, black M.A., married, seeking producer-director position. Box J-53, BROADCASTING.

First Phone. VTR-camera operation production and station operation experience. No maintenance. Single, will relocate, resume available. Leonard Johnson, 3733 Calif. Long Beach, CA 90807.

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

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.

Equipment Wanted: Looking to buy two 55 or 60 kilowatt UHF transmitters, RCA or Harris. Immediate availability needed. Call Craig Gosden 213-553-3600.

Equipment Wanted: Looking to buy self-supporting tower, 200- 250- 300- 350- foot. Immediate availability needed. Call Craig Gosden 213-553-3600.

Wanted: Used telemation (DMI) Data-Disc 1000 or Ampex HS-100. E. Stewart, 388 Reed Road, Broomall, PA 19008. 215-543-7600.

Nema-Clarke or RCA Field Intensity Meter. Jim Rew, 804-787-2750.

FOR SALE EQUIPMENT

Radio remote van: Chevrolet van, completely restyled for remotes, excellent broadcast quality, money maker. Sharp, attention getting, carpeted throughout, large windows, air conditioned, bottled gas heater. Equipped with: 1-Sony tuner amp, 2 ORK turntables, 1-Russo 505 Mixer, 1-EV 635 mike, 1-Marti 45C MHZ transmitter and receiver with antennas. Picture on request. Price reduced for immediate sale. 616-458-3793.

4 years old in excellent condition. Gates 12 Bay Circular FM Antenna or 2 - 6 Bay Circular FM Antennas. Call Sam Sherwood 612-633-9667.

One stop for all your professional audio requirements. Bottom line oriented. F.T.C. Brewer Company, Box 8057, Pensacola, FL 32505.

Transmitters: Each 12.5KW. UHF, RCA TTU-1B and RCA TTU-12A, one complete with all RCA suggested modifications and fully colorized, the other nearly complete with low time, for both \$9,000. All the following also offered super cheap: Beacon and Obstruction lights, Microwave reflector with mounting hardware; RCA: TV-1 Sync Generator, TX-1 Color-plexer, WA-1D Color Bar Generator, Burst Flag Generator, Color Standard, TM-6 Master Monitor with Audio-Video Switcher; Projectall Multiplexer, GE 16mm Film Projector. Mr. Levine GM, KNCO-TV, 1212 Kirkwood Drive, Fort Collins, CO 80521. 303-493-6458.

300 reels used recording tape, 2500' polyester, 10 1/2" reel, boxed. \$1.75 each FOB WMDR, Box 461, Moline, IL 61265.

Schafer Automation, Model 800, 5 Ampex AG 440, network joiner, 3 carousels, (2 R.S.), logger, SMC Card reader for programming carousels, presently running hit parade format, \$14,500.00 803-279-2330. WZZW, P.O. Box 1584, Augusta, GA 30903.

Electro-voice 667A microphone, limited personal use for 8 months. \$200. Randolph Price, 17 Brooks Ave., No. 1, Venice, CA 90291.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Comedy Continued

Naked girls! Free booze! do not come with Dave Spector Comedy! (envelopes too small) but you do get the only sophisticated kornless, completely original comedy material available. Chicago columnists say, "his material tops even Johnny Carson," "Spector, 23, is taking on Hollywood." Jocks: "It's great," "fell flat on my --...fits my morning drive," "revolting garbage!" Sent to over 200 stations in 4 countries. 12 monthly issues \$15.00. Long useable sample \$3.00 applied toward subscription or subscribe now and get sample too. Dave Spector, W I B A, Suite 2801, 75 E. Wacker, Chicago 60601.

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.

Air checks of the top personalities in the nation! Current and collectors tapes available! Send for free catalogue! Air Checks, 1516 Hinman, Suite 505, Evanston, IL 60201.

PLACEMENT SERVICE

Announcers with first phone qualified for air shifts including news and production. Placement director, Brown Institute, Fort Lauderdale, FL, 305-772-0280.

Many Top-40, Middle of road, and C&W openings available! Rush tapes and resume to: Air Talent Placement, 1516 Hinman, Suite 505, Evanston, IL 60201.

PERSONALS

Attention Alumni of Columbia College, Chicago. Urgent that we hear from you at your earliest convenience. Write or phone Thaine Lyman, Chairman, Broadcast Communications, Columbia College, 540 Lake Shore Drive, Chicago, IL 60611. AC 312-644-0390.

David (Vacan) Wilmott formerly of Michigan; California. Help us locate him. Call collect Mr. Spruce 202-785-2677.

INSTRUCTION

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.

No FCC license? Tried every way but the right way? It's time for Genn Tech. Home study. Free catalog. 5540 Hollywood Blvd., Hollywood, CA 90028.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Sept 29, Nov. 10, Jan. 5, 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.

Job opportunities and announcer-d.j.-1st class F.C.C. license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

Instruction Continued

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.

RADIO

Help Wanted Technical

CHIEF ENGINEER

TOP RATED AM ROCKER, FM 50 KW. NEW YORK. MAJOR GROUP OWNED. MUST BE KNOWLEDGEABLE IN AUDIO, R.F. DIRECTIONALS, F.C.C. R&R. IF YOU'VE GOT YOUR STUFF TOGETHER, MAIL IT TO RON GRAIFF, LIN BROADCASTING, 1370 AVE. OF THE AMERICAS, N.Y.C. 10019.

Situations Wanted Management

MAJOR MARKET MANAGER

Young, aggressive, successful, experienced leader seeking new challenge with FM or FM/AM combo. Presently Ops. Mgr. & Asst. GM; ready to move up. Fifteen years experience in two Top Ten markets. Administration, Automation, Engineering, Design, Music, News, Operations, Production, Programming, Promotion, Public Affairs, Rule & Regs, Sales. Proven ability to mobilize projects and motivate people for higher profit, ratings and morale. All replies answered. Box J-46, BROADCASTING.

Situations Wanted Announcers

TIRED OF THE HAPPY IDIOT?

Give your nighttime MOR listeners a friend—one who is funny and original, yet serious and knowledgeable. I have five years experience in all size markets, plus a first phone. Now employed in NE.

Box J-60, BROADCASTING

As a veteran of WNBC, WBZ, and WEZE, TIME Magazine has yet to call me "The most exciting, creative personality we've heard." Claude Hall has not yet said "He's refreshing and innovative." John Lund has yet to declare: "You start work Monday." If you're looking for a (preferably morning) personality who does have these attributes, let's talk.

Box J-63, BROADCASTING

Situations Wanted Programing, Production, Others

CREATIVE, IMAGINATIVE ON AIR PROGRAMMER IN MEDIUM MARKET OUTSIDE OF WASH DC IS LOOKING FOR A SIMILAR POSITION IN MAJOR MARKET ON MOR OR LAID BACK TOP 40 STATION. THIS JOB IS GREAT, THE MONEY ISN'T. REPLIES CONFIDENTIAL. WRITE

Box J-51, BROADCASTING

Top Flight Professional Programmer experienced in Top 40, Adult Contemporary, Progressive M.O.R., and Talk Shows is seeking a new position with medium to major market class station. 19 year veteran, presently employed, no drifter, current job 10 years. Wide knowledge in all aspects of Broadcasting. Last 10 years with 50,000 watt facility. Box J-65, BROADCASTING.

TELEVISION

Help Wanted Management

ASSISTANT SALES MANAGER WANE-TV, Ft. Wayne

If you can document a solid record of accomplishment in sales, you could be the right No. 2 manager for this aggressive, successful sales department. Your primary responsibility will be in national sales, but you must be comfortable handling regional and local business, too. WANE-TV is a Corinthian Station and a CBS Affiliate.

Resume and salary history, please, to:

Mr. Fran Conway
General Sales Manager
WANE-TV
P.O. Box 1515
Ft. Wayne, Indiana 46801

An Equal Opportunity Employer

Help Wanted Technical

Wanted: Experienced television studio engineer with first class license for program and production in a leading VHF station using the most modern color equipment available. Excellent working conditions with full benefits. An equal opportunity employer. Contact Chief Engineer, Jack Jopling, WJBF-TV, Augusta, Georgia.

Help Wanted News

WEEKEND ANCHOR

Immediate opening in major Florida market. Prefer someone with anchor and producing a newscast experience. Send resume and references as well as videotape. All replies confidential. Reply to:

Gert Schmidt, President
WTLV
P.O. Box 1212
Jacksonville, Fla. 32201

Help Wanted News Continued

Executive News Producer wanted: Experienced, aggressive person to produce early and late evening newscasts for California VHF in Top 28 market. CBS affiliate. Group owner. Equal opportunity employer. Call Jim Drennan at (916) 441-4041. Written resume also required.

Miscellaneous

122 Radio Stations across the country are now making extra money every day with our "Let's Go To Church"—Non-denominational sermonettes. You can too. Dial 703-342-2170—hear a 60 second demo. You'll be convinced. Cost? A few pennies a day.

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100% ID TRADE

Gwindsound of Dallas IDs free for major market radio in return for broadcasting Top quality, 30 minute, Church program on Sunday. Send coverage map, 52 time 30 minute rate, and musical format... No obligation. De-Munck Simmelin & Co., 914 Center Avenue, Oostburg, Wisconsin 53070.

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Legal Notice

CABLE-TV

The Town of Conway, Mass. hereby solicits applications for a Cable-TV License. Filing deadline is December 1, 1975.

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George S. Lawrence
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Selectmen of Conway

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For Sale Stations

Single Station Market—Southeast:

Day AM, FM combination—Engineers say AM can go fulltime at increased power. Positive cash flow in excess of \$50,000/yr. Price \$325,000, terms.

Box J-48, BROADCASTING

VHF-TV—Net Affiliation—Small market priced at 10 X cash flow—\$4,000,000, on terms to qualified buyer. Good real estate.

Box J-49, BROADCASTING

24 hour AM station in southern market metro area population over 400,000. Principals only. Price \$290,000. Assumption of bank note constitutes down payment. Reasonable terms for balance over period of years.

Box J-69, BROADCASTING

PARTNER(S) Wanted, active or inactive. We wish to acquire fulltime AM in New England. At least \$10,000 req. If active, please send resume. Small, Class IV, single market. Box J-71, BROADCASTING.

CALIFORNIA: Cash flow will service debt on regional 1kw daytimer (with PSA) and Class C FM. Beautifully equipped with excellent real estate. \$600,000 with 29% down.
NORTHWEST: New FM station needs experienced sales person with modest capital to invest, \$15,000 to \$45,000. Experience more important than money. Could have control ultimately.

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Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1533

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

A young Philadelphian puts a big circle around Sept. 30 on HBO's calendar

In a little over three years, Jerry Levin has built Home Box Office from a gleam in someone else's eye to a pay-cable network that, barring misadventure, will shortly become the first to go nationwide by satellite.

It's been a busy three years. Mr. Levin joined HBO in April 1972, when, in his words, "Home Box Office was essentially a memorandum." It wasn't even called Home Box Office in those days. It was called the Sterling Cable Network, but basically it was just a concept of Sterling Manhattan Cable Television, then principally owned by Time Inc. and now a wholly owned Time subsidiary but with the "Sterling" dropped from the name.

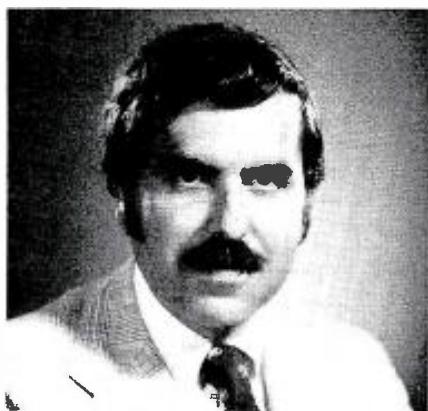
"Sterling Manhattan couldn't support all the programming it needed," Mr. Levin recalls. "It needed central buying and distribution to a lot of systems to amortize the cost. That, very briefly, was the genesis for the first memorandum."

Mr. Levin was hired to work on that concept by Charles Dolan, founder and at that time president of Sterling. His title was director of finance, administration and transmission, Sterling Cable Network, and his job, specifically, was to see whether the concept could be turned into a business. In the process of finding out, he was deeply involved in the development of the blueprint for HBO and, also in the process, he added the job of vice president and director of programming to his already cumbersome title. In the meantime, Home Box Office emerged from a brainstorming session to replace Sterling Cable Network as the venture's name.

Within months after he undertook to see whether the concept would work, it was beginning to work: HBO had its turn-on on the night of Nov. 8, 1972. Approximately 385 homes on a Wilkes Barre, Pa., cable system could watch a New York Rangers hockey game and a movie microwaved from New York to launch the service.

In the less than three years since then, HBO has added approximately 60 cable systems to its list of affiliates and, with them, about 165,000 subscriber homes. With the introduction of satellite distribution—scheduled to start Sept. 30 to serve UA-Columbia Cablevision's system at Fort Pierce and Vero Beach, Fla., and to expand in ensuing months to systems throughout the U.S.—HBO's actual and potential viewership will rise dramatically.

Jerry Levin, now 36 years of age, brought to this job a lifelong interest in



Gerald Manuel Levin—president and chief executive, Home Box Office, New York; b. May 6, 1939, Philadelphia; BA, Haverford (Pa.) College, 1960; LLB, University of Pennsylvania Law School, 1963; attorney, Simpson Thacher & Bartlett, New York, 1963-67; successively staff counsel (1967), assistant to president (1968) and general manager/chief operating officer (1969-70), Development & Resources Corp., New York, and also chairman of Floramerica, cut-flower production and marketing subsidiary in Bogota, Colombia; D&R Corp. VP and International Basic Economy Corp. regional representative in Tehran, 1971; to Time Inc. as director of finance, administration and transmission, Sterling Cable Network, 1972; VP and director of programming, Home Box Office, also 1972, and in present post since 1973; m. Barbara Riley, 1970; children—Michael, 3, and three by previous marriage: Laura, 14; Leon, 11, and Jonathan, 9.

movies and sports, but otherwise his background contains little that would cause one reading it to immediately and inevitably link him with either programming or cable. Yet he can make a persuasive case for the view that, given his inclinations, this job is a natural extension of what he had done before.

Associates grasp for superlatives in describing him. J. Richard Munro, the Time Inc. vice president to whom he reports, calls him a rare one indeed—"a man of really substantial business skills, a marvelous negotiator, astute, a good legal mind," and in addition "a great human being." Or, summing up, "an incredible commodity."

A native of Philadelphia, he majored in Biblical literature, philosophy and English and also made Phi Beta Kappa at Haverford College, where he graduated in 1960. Three years later he graduated, with honors, fifth in class, from the University of Pennsylvania Law School, and went to work as an attorney for the Wall Street law firm of Simpson Thacher & Bartlett. There, over the next four years, he ab-

sorbed experience in such areas as anti-trust and trade regulation, international and constitutional law, general corporate law and contracts.

In 1967 young Mr. Levin left the law firm to join Development and Resources Corp., a New York-based international consulting firm headed by David Lilienthal, who had risen to fame as head of the Tennessee Valley Authority during Franklin Roosevelt's New Deal.

Mr. Levin says he gained much from his year with D&R and especially with David Lilienthal. "From him I learned a concept of management as a humanist art... and technical skills—and not to be afraid of technically oriented subjects."

By this time he had legal, financial and management experience under his belt, and through former associates at the Simpson Thacher law firm he had "some awareness of cable." Indeed, cable's combination of technical and management requirements "seemed like something I'd like," on top of which "I'd always had a fascination with entertainment interests." Upshot: When the Sterling opportunity came along, he took it. And after he'd helped to get HBO in operation and Time Inc. acquired control of Sterling, he was promoted to president and chief executive of HBO.

Mr. Levin and HBO are currently in the process of beefing up their program development and acquisition operation, in preparation for their projected increase from 70 to 84 hours of programming per week when satellite distribution commences. He's excited about the prospects with satellite, but also emphasizes that in its basic function—that is, getting programming from one point to another—the satellite "is no different from what we do now."

Jerry Levin is not given to extravagant talk. His announcement of HBO's satellite plans—its willingness to commit \$7.5 million to domestic satellite time over a five-year span—helped restore excitement last spring in an industry whose excitement had dwindled. Much has happened since then: The idea has caught on and produced more activity than even Jerry Levin expected. Thus far, half a dozen cable organizations have announced plans to build a total of 35 or more satellite earth stations (and to take the HBO program service). That in itself is enough to form a national cable network, but in Mr. Levin's view the real growth is yet to come—after satellite operations commence. And the first of those, he reminds, is set for Sept. 30. He remembers the date for the additional reason that it's when the doctors say his wife will present him with another child.

Editorials

Smoke screen

Every year when the Federal Trade Commission issues its annual report on cigarette advertising and consumption, as required by the law that in 1971 banned cigarette advertising on the air, it provides another demonstration of the utter hypocrisy of the law and its originators. The FTC final report for 1974 is in, as reported here a week ago, and it reads like all its predecessors: Once again cigarette sales have increased.

Now how can that be when we still remember the unctuous oratory on the Hill, assuring us that only the seductiveness of broadcast commercials taught the young to smoke and kept adults addicted? We also remember, though few legislators seemed to hear it at the time, the more reasonable advice that the principal purpose of cigarette advertising was to persuade smokers to switch brands and that the cessation of broadcast advertising would only divert funds to other media at no discernible deterrent to cigarette use.

The advocates of reason turned out to be right. In 1974, the FTC reports, 594.5 billion cigarettes were sold, 50 billion more than were sold in 1970, the last year of cigarette advertising on the air. Cigarette advertising expenditures in 1974 were \$306.8 million, almost back to the \$314.7 million of 1970. The \$205 million spent on television in 1970 and the \$12.4 million spent on radio have now been all but entirely diverted to other media, including those publications that were the shrillest in their editorial advocacy of the cigarette ban on the air.

It is probably unrealistic for broadcasters to hope for a rectification of this discriminatory act that has cost them dearly while benefitting other media at no effect whatever on the public health. It is relevant to remember the cigarette legislation, however, when other threats arise to make broadcasters the fall guys in high-minded but fruitless exercises.

The cigarette example must surely come to mind when witnesses start accusing television as the cause of drug abuse or crime or tooth decay—and are given serious attention by members of the Congress and the FCC. Come on, Washington, get off broadcasting and on the real issues.

All by herself

Senator Hugh Scott (R-Pa.) was no doubt disappointed to hear that the White House has taken no position on his favorite bill, which would establish broadcast royalties for performers and manufacturers of recorded music (BROADCASTING, Sept. 1). For a while it looked as though Mr. Scott, the majority leader, had cashed a political chit.

It would have gone right on looking that way if another senator, Quentin Burdick (R-N.D.), had let the record rest without challenge. It all came about this way.

In testimony before the Senate Copyright Subcommittee, Nancy Hanks, chairman of the National Endowment for the Arts, enthusiastically endorsed the Scott bill and said she was speaking for the Ford administration. No one questioned that at the hearing although a BROADCASTING reporter was later told by the Office of Management and Budget that Miss Hanks's testimony had received no clearance there ("Closed Circuit," July 28), as it would have to receive if she were indeed representing the administration.

At the suggestion of the National Association of Broadcasters, Senator Burdick then put the question to James T. Lynn, director of

the OMB. The OMB has now replied that the administration is studying Senator Scott's favorite charity but has come to no decision.

Miss Hanks now goes into the record as having been speaking only for herself. If the White House really looks at the Scott bill, that's the way her testimony will stand.

Spirit of '76

Tucked away in the more obscure pages of at least one metropolitan daily last Tuesday were short stories announcing three presidential nominees and their running mates in next year's national elections.

The names of the nominees, at the moment, do not matter. For the record, however, the parties that held their mini-conventions over the Labor Day weekend were People's, Libertarian and Socialist. Indubitably they will be joined by others long before the national polls close next year. And we have no doubt their lawyers somehow will strive to make each slate eligible for the windfall contributions from the federal treasury, meaning all you taxpayers, as provided in the new and highly complex election law, which already is in dispute.

Such considerations aside, these exercises in futility again underscore the absurdities of Section 315, the equal-time provision of the Communications Act. As the law stands, every qualified candidate for public office is entitled to as much time—network by network, station by station—as the candidates of the Republican and Democratic parties. The incumbent President, having already announced his candidacy, sets the pace.

Congress, of course, may move to exempt the presidential and vice presidential nominees from the equal-time requirements, repeating the process initiated some 15 years ago. But Section 315, along with its fairness-doctrine clause, will still be applicable for all other qualified candidates.

One day Congress will face up to the facts and recognize Section 315 for what it is—censorship in its most blatant form in gross contravention of the First Amendment. A number of enlightened legislators, some influential newspapers, many lawyers, the House of Delegates of the American Bar Association and most broadcasters now favor repeal.

The 1976 elections—the Bicentennial elections—present a most timely year for action.



Drawn for BROADCASTING by Jack Schmidt
"He's known as the critics' critic."



Career Days

Special "Career Days" are set aside by the Kalamazoo schools to assist students with their choice of careers.

The local Fetzer radio station participates each year by sending its studio-on-wheels so students can look, touch and learn about the facilities. They talk with announcers, engineers, public affairs people and salesmen about careers in broadcasting.

Helping young people with career decisions is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

	WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

TVM enterprises

PRESENTS

THE LAST FRONTIER



Filmed entirely on location in Kenya

EXECUTIVE PRODUCER
ROGER E. AILES

Producer/Writer—Tom Shachtman

Director—Roger E. Ailes

WITH

ROBERT F. KENNEDY JR.

This action-adventure TV special with Robert F. Kennedy Jr. shows how an American urban youth learns to cope with life in the wilds of East Africa. Young Kennedy's lifelong interest in ecology and his frequent visits and knowledge of the tribes and wildlife made him the logical choice for hosting, narrating and serving as a consultant on this one-hour program. This is Africa as seen through the eyes of Bobby Kennedy, sharing his personal experiences with the viewer in "THE LAST FRONTIER."

Already scheduled on:

New York	WABC
Los Angeles	KABC
Chicago	WLS
Philadelphia	KYW
Boston	WBZ
San Francisco	KGO
Detroit	WXYZ
Washington, D.C.	WTOP
Pittsburgh	KDKA
St. Louis	KSD
Houston	KTRK
Miami	WPLG
Atlanta	WXIA
Tampa	WTOG
Baltimore	WJZ
Indianapolis	WLWI
Hartford-New Haven	WFSB
Cincinnati	WKRC
Kansas City	KBMA
Milwaukee	WTV
Portland, Ore.	KGW
Sacramento-Stockton	KTXL
Denver	KBTU
Buffalo	WBEN
San Diego	KCST
Louisville	WAVE
Dayton	WLWD
Albany	WAST
Providence	WJAR
Fort Wayne	WPTA

(partial list)



... "Many people think of Africa in terms of its wild animals and pay little or no attention to the millions of people who live here. For those who think in simple terms, conservation means only saving animals but in Africa the wildlife and people like the Masai both have a need for the land. They co-exist here or don't survive at all."

... from narration by Robert F. Kennedy Jr

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