

Down to the wire on cable copyright
Adding up the good news in first quarter revenues

Broadcasting May 17

The newsworthy of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER

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MONTGOMERY AL 36112



The news ratings are in and the news is better than ever. Because Eyewitness News is more dominant than ever. At 10 p.m., for example, Eyewitness News swept all the major demographics against competing news programs—winning 42 out of 45 categories in Arbitron and 41 out of 42 in Nielsen.* Wider margins than ever before. Now 12.3% ahead of the second news station in total persons. So go with No. 1. Choose KSTP-TV. No. 1 more than ever.

EYEWITNESS NEWS
KSTP-TV
MINNEAPOLIS • ST. PAUL 

For complete information contact your local Petry Office, or call KSTP-TV's Jim Blake or Dave Garvin at (612) 645-2724.
*Source: Arbitron, Minneapolis-St. Paul, Jan. 1976; Nielsen, Minneapolis-St. Paul, Jan. 1976. 5-day program audience averages. TSA. Estimates subject to limitations of said reports.

The Fourth TV Network



Serves Spanish USA ... and you may want to join us

Long before the American Revolution ... nearly a hundred years before the Pilgrims landed at Plymouth Rock, the Spanish language and culture were implanted in this country by Fray Marcos de Niza. That was in 1539. With the arrival of the Pilgrims, America became a bilingual nation and remains so today.

Now, 400 years later, there is a Fourth Television Network ... telecasting entirely in the Spanish language to America's second largest minority, **SIN**, the U.S. Spanish Television Network provides a full schedule of news, entertainment and sports to affiliated stations, helping to preserve the

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If you are interested in programming for Spanish speaking Americans in a community where there is no **SIN** affiliate, you can become an **Extended Market Affiliate** of **SIN**. EMA members receive anywhere from one to 50 hours of color Spanish language programming each week.

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For further information contact William D. Stiles, Vice President, Director of Sales.



U.S. SPANISH TELEVISION NETWORK

250 Park Avenue, New York, N.Y. 10017 (212) 697-0585

WXTV New York □ KMEX-TV Los Angeles □ KWEX-TV San Antonio □ WLTW Miami □ KDTV San Francisco □ WCIU-TV Chicago □ KFTV Fresno/Hanford
□ KLOC-TV Sacramento/Modesto □ KMXN-TV Albuquerque □ KDOG-TV Houston □ KORO-TV Corpus Christi □ XEWT-TV San Diego/Tijuana
□ XEJ-TV El Paso/Juarez □ XHBC-TV Yuma-EI Centro/Mexicali □ XEFE-TV Laredo/Nuevo Laredo □ Coming Soon: Phoenix, Denver.

Harris' new TF-100 for highest quality color film reproduction.

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Compare the performance. And the specifications. And the price. See for yourself that the TF-100 is unsurpassed in quality and value. Write Harris Corporation, Broadcast Products Division, 123 Hampshire Street, Quincy, Illinois 62301.



HARRIS

COMMUNICATIONS AND
INFORMATION HANDLING



**Edward R. Murrow
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Arthur Godfrey
Ed Sullivan
Don McNeil
Jack Benny
Lowell Thomas
Johnny Carson
Chet Huntley
Walter Cronkite
Flip Wilson
Norman Lear
Howard Cosell
Barbara Walters**

**And now, Dinah!
Broadcaster of the Year Award**



"I can think of no more appropriate recipient than Dinah. Her absolutely splendid contributions to our industry certainly warrant this recognition."

**— Jerome Feniger, President
International Radio and Television Society**



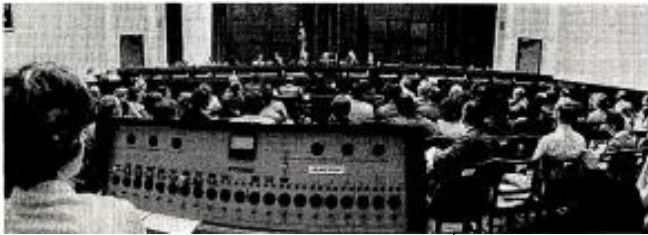
Broadcasting May 17

WALL STREET SEES BOOM □ Record earnings for the first quarter of 1976 reinforce the convictions of leading brokerage firms that there will be a dramatic upswing in broadcast stocks and it will run well into 1977. **PAGE 21.**

NEW COPYRIGHT WRINKLE □ Revised Section III covering cable is produced for markup by Kastenmeier subcommittee. Cable and movie interests are generally favorable to it, broadcasters are disposed to oppose it. **PAGE 24.**

FAMILY VIEWING BARGAIN □ Judge in Hollywood trial offers plan that would ban such meetings of FCC with networks, return *All in the Family* to family time and provide for sessions with the public. **PAGE 25.**

WILEY FACES HIS INQUISITORS □ At oversight hearings on Capitol Hill, FCC chairman defends his actions on



family viewing, equal time and other matters. **PAGE 26.**

CONSIDERING NAB REFORM □ Executive committee begins study of fact-finding recommendations but immediately rejects an overview by an outside consultant. **PAGE 27.**

STILL OBJECTING □ NAB protests stance of Justice Department in broadcast-newspaper crossownership case. **PAGE 32.**

NEW FACES FOR '76 □ NAB appoints four from radio and one from TV to its code boards. **PAGE 33.**

MOVING THROUGH COMMITTEE □ There's Capitol Hill action on three bills sought by FCC. **PAGE 35.**

DUAL PURPOSE □ At silver anniversary convention, AWRT takes a look at itself as well as the industry. **PAGE 38.**

COMPARATIVE ADS □ That issue proves to be the attention-grabber at the AAAA convention in West Virginia. **PAGE 42.**

CABLE ON THE HILL □ House Communications Subcommittee begins 15-17 days of hearings on cable television regulation with the heads of NAB, NCTA, CATA among those set to testify. **PAGE 54.**

INTROSPECTION □ CBS President Arthur Taylor tells press there's room for improvement. He suggests longer TV news as way to give more depth to electronic journalism. **PAGE 57.**

FLORIDA TRAGEDY □ Miami radio news director loses legs as bomb destroys station car. Attack came after station aired number of editorials critical of local terrorist activity in Cuban neighborhoods. FCC asks Justice Dept. to investigate. **PAGE 59.**

PBS UNVEILS FALL FARE □ "Theme" nights are part of its plan to rid schedule of "hodge-podge" programming. National consistency is goal as PBS tries to counterprogram the commercial networks in some cases. **PAGE 62.**

INFLATION □ Program station cooperative, the PBS group that picks shows for national feeds, blames rising production costs for its choice of 28 shows, 10 fewer than last year. **PAGE 62.**

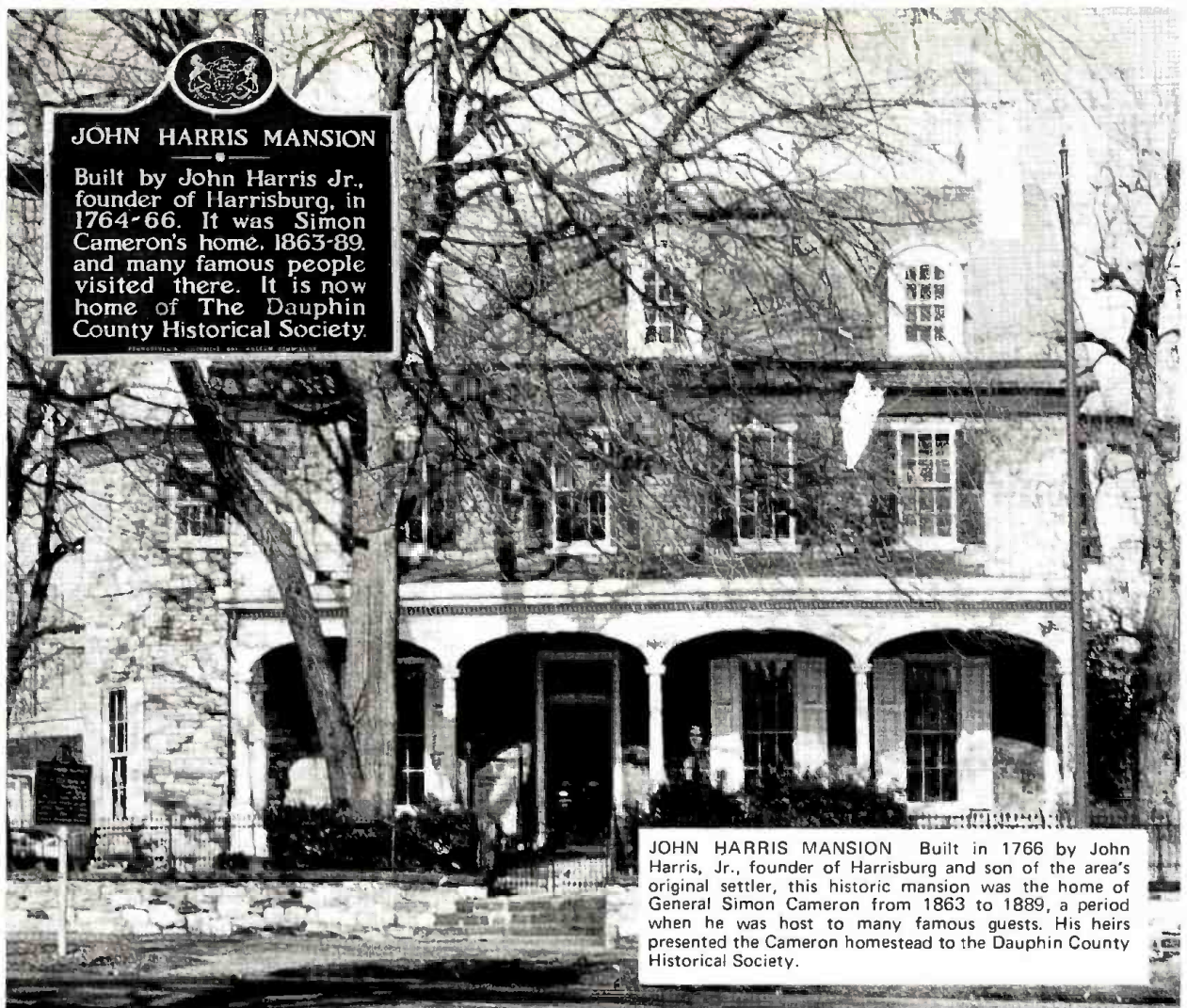
WHITE HOUSE ON FIRST AMENDMENT □ Replying to a request that President Ford take action to reduce violence on TV, OTP Acting Director John Eger says programming is "protected in general" by First Amendment. Self-regulation by industry is better course. **PAGE 63.**

TROPHY TIME □ Emmys were handed out for daytime shows and NBC came away with nine, ABC six and CBS three. Dinah Shore's syndicated series won three. **PAGE 64.**

CLIMBING THE FCC LADDER □ In only four years at the commission, James R. Hobson has shot up from attorney adviser to acting chief of the Cable Television Bureau. **PAGE 89.**

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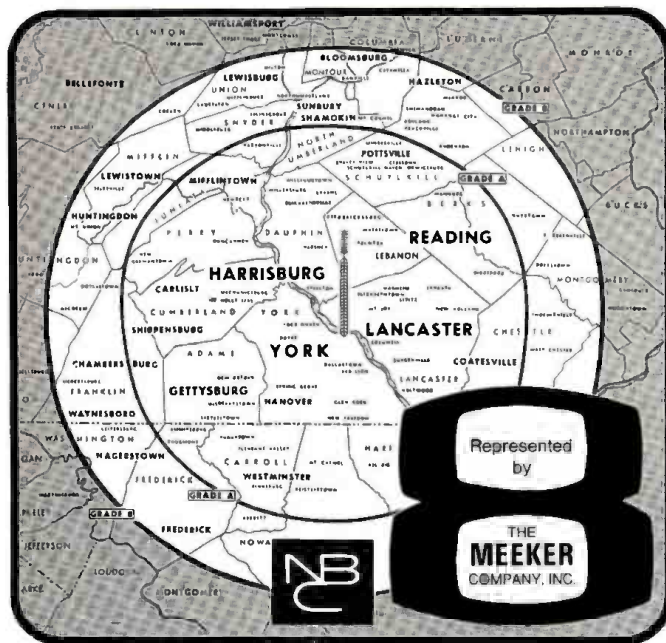
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JOHN HARRIS MANSION

Built by John Harris Jr., founder of Harrisburg, in 1764-66. It was Simon Cameron's home, 1863-89, and many famous people visited there. It is now home of The Dauphin County Historical Society.

JOHN HARRIS MANSION Built in 1766 by John Harris, Jr., founder of Harrisburg and son of the area's original settler, this historic mansion was the home of General Simon Cameron from 1863 to 1889, a period when he was host to many famous guests. His heirs presented the Cameron homestead to the Dauphin County Historical Society.



STEINMAN TELEVISION STATIONS

PENNSYLVANIA

Pioneer and still the Leader

WGAL-TV was the first television station in this historic area. Today, after more than twenty-five years, it is still the dominant station. For example, Channel 8 has more viewers of its newscasts at 6 PM and 11 PM than other programs telecast at the same time by all other stations in the area combined.* The result of this impact is increased sales results for advertisers.

WGAL-TV

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

*Nielsen Station Index, February - March, 1976, Sunday through Saturday, 7:00 AM to 1:00 AM. Audience estimates subject to limitations published by Nielsen.

WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.
WTEV Providence, R. I./New Bedford-Fall River, Mass.

Closed Circuit[®]

Insider report: behind the scene, before the fact

Fairness formula

Anyone wanting to factor time into consideration of whether broadcaster has met fairness obligation will have minitext from FCC. This week commission is considering fairness complaints against 13 California radio stations that carried commercial spots placed by utility company to support nuclear power. Environmentalists opposed to nuclear power raised fairness issue, and question has come down to time devoted to both sides.

In its case-by-case treatment of 13 complaints, FCC is expected to indicate that principal factor to be considered is gross amount of time on each side. If that is out of balance, frequency of exposure of argument and size of audience that hears it might be sufficient to offset disparity. By that formula perhaps half of 13 stations will be told to provide time on other side.

Empty hopper

House Communications Subcommittee will have no draft of legislation before it as it begins hearings today (May 17) on cable television regulation. Subcommittee staff had been working on draft bill modeled on its January cable report, which broadcasters roundly criticized, but has stopped, perhaps for rest of session.

New subcommittee chairman, Lionel Van Deerlin (D-Calif.), isn't anxious to have bill drafted. He doesn't want to be implicated with any cable bill while cable hearings are in progress, and besides he has said there's no chance to pass cable legislation this year.

TVB under guns

Disclosure that CBS-TV had pulled out of Television Bureau of Advertising (BROADCASTING, May 10) set off shock waves for TVB last week. Reports persisted that ABC-TV and NBC-TV were also considering dropping TVB memberships—and that owned TV stations of ABC, CBS and NBC might walk out as well. Loss of all three networks and their station groups would cost TVB well over \$200,000 in annual dues, according to some sources. Though outlook brightened somewhat with report from NBC authorities late in week that they had "no intention of withdrawing at this time," over-all situation was so pressing that TVB President Roger D. Rice, scheduled to attend American Association

of Advertising Agencies convention, deferred departure to remain at New York headquarters to fight fires if needed.

Chief complaint seemed to be, as in case of CBS-TV, that TVB was selling spot TV too hard against networks. Richard A. O'Leary, president of ABC owned TV stations, reportedly appeared before TVB board to protest that TVB was going too far. Officials of CBS and NBC stations also were said to be concerned, taking position that, as CBS source put it, "we sell against the networks every day, but that shouldn't be TVB's role." Controversy was further inflamed by reports that station reps, now major force in TVB affairs, were advocating that TVB urge stations not to clear expanded newscasts that networks are contemplating.

Poor politics

While critics such as FCC Commissioner Benjamin Hooks protest unavailability of television network time for long political messages (see "In Brief"), political candidates are having personal problems with individual stations. In some markets there's little room for political commercials on television stations that are loaded with regular advertising. Condition not only frustrates campaign planners but also convinces candidates that television is too rich to need any help in Washington. Some congressmen are openly grumbling.

Too much ado

Public Broadcasting Service had begun to turn cool to prospects of providing gavel-to-gavel coverage of upcoming political conventions even before commercial networks turned down request for free access to network pool (see page 61). Lawrence K. Grossman, PBS president, called group of prominent Washington journalists together for advice on convention coverage, got unanimous vote against unedited presentation of all convention events. One said it would be as irrelevant as full-text reading of *Congressional Record*.

Still waiting

There apparently has been no decision at White House on successor to FCC Commissioner Glen O. Robinson, whose term expires June 30. Joseph Fogarty, counsel to Senate Communications Subcommittee, is regarded as front runner because of support of Senators John O.

Pastore (D-R.I.), chairman of subcommittee, and Howard Baker (R-Tenn.), ranking minority member; Senator Baker, in fact, told White House Mr. Fogarty would have best chance of confirmation.

However, White House continues to say other candidates remain in running, that no decision has been made and, in reference to published reports, "no deal has been made" with Senator Baker to assure White House that its expected nomination of Thomas Houser to be director of Office of Telecommunications Policy would be cleared if Mr. Fogarty were nominated to FCC.

Partner's choice

Field Enterprises (*Chicago Sun Times*, *Daily News*), owner of 22.5% of Kaiser Broadcasting Co., part of Kaiser Industries, which is being liquidated (BROADCASTING, May 10), is negotiating with Kaiser for remaining 77.5% or at least enough to give it majority interest with possibility broadcasting company will go public later. Price has not yet been set, but estimates put it in \$50-million range for Kaiser's five major-market UHF's and Kaiser Broadcasting Spot Sales rep firm.

Country and crossover

Officials at Viacom Enterprises, New York, say they'll definitely get off ground with new weekly 60-minute syndicated-barter variety series under tentative title, *Nashville Merry-Go-Round*. (Its original title was *Opryland, USA*.) Eighty stations, representing 70% U.S. clearance, have already agreed to take series, among them WPIX-TV New York, KCOP-TV Los Angeles, KYW-TV Philadelphia and KRON-TV San Francisco. Viacom is now seeking advertisers to pick up four national minutes in each hour. Stations, which get show free, will be given six minutes to sell. Program will feature country music, Viacom sources say, although crossover pop performers will turn up. There'll be no permanent host.

Another Viacom show, syndicated revival of half-hour *\$64,000 Question*, runaway hit on CBS in 1950's before shot down by quiz scandals, won't be distributed live, as originally planned. Line charges proved too high and stations rejected Viacom proposal to sell 30-second national spot in each show to pay AT&T. Taped version will be available for scheduling at stations' choosing. Introduction targeted for next September.

REWARDS

To us, awards are rewards.

Return on the investment we make in the communities we serve.
Investment.

In people with the talent to communicate.

In programs that deal constructively with reality.

And in news that reports reality and helps people deal with it.

It makes us feel good when our investment is appreciated...and even better when we accomplish genuine good.

WFSB|TV 3
WJXT|TV 4
WPLG|TV 10
WTOG|TV 9
WTOG|RADIO 15



George Foster Peabody Award
WTOP-TV

DuPont-Columbia Award in
Broadcasting Journalism
WPLG

Bicentennial 1975
Ohio State Award
PNS

Freedoms Foundation.
The Principal Award
PNS

Ohio State Award.
TV Documentaries
WFSB-TV

Ohio State Award. Equal Merit
WPLG

Action for Children's
Television-Achievement in
Children's Television
PNS

Chesapeake AP Broadcasters'
Association Award
WTOP-TV

Neiman Fellowship
Harvard University
Ray White
WTOP-TV

Florida State AP Broadcasters'
Association Award
5 First Place Awards
WPLG

Regional Emmys. D.C. Chapter,
National Academy of
Television Arts & Sciences
WTOP-TV

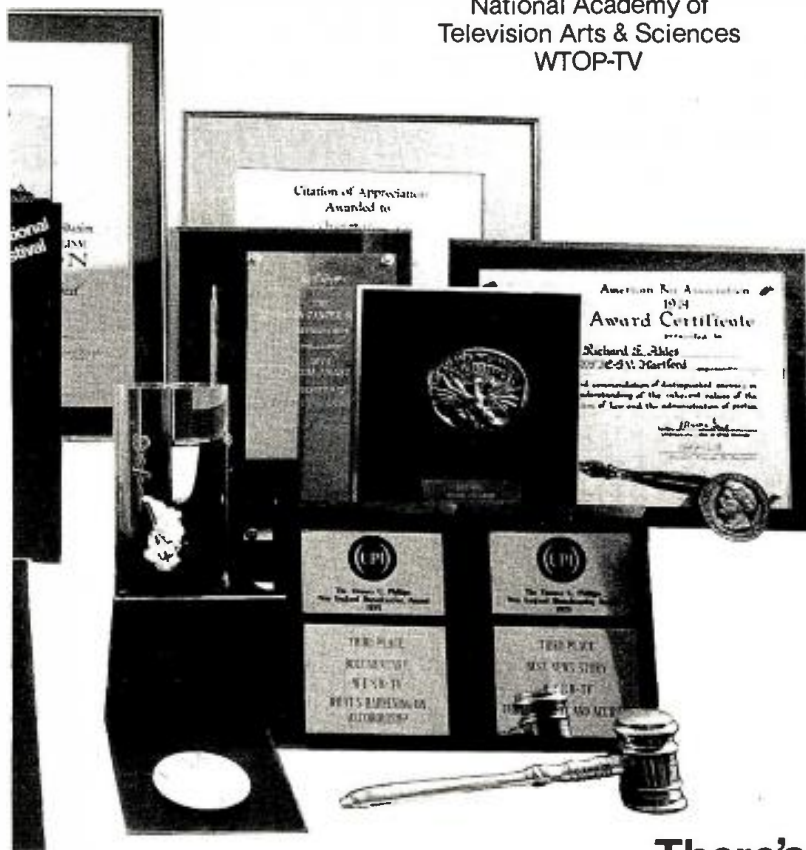
San Francisco International
Film Festival.
Golden Gate Award
PNS

Chicago International Film
Festival. Gold Medal for
Documentaries.
PNS

International Film & TV Festival
of New York. Silver Medal for
Documentaries.
PNS

Virgin Island International Film
Festival. Special Gold Medal
PNS

White House News
Photographers Association.
First Place. Personalities.
Britt Arrington
WTOP-TV



There's a lot going on...

PNS

POST-NEWSWEEK STATIONS, INC.

More than meets the eye.

Business Briefly

Capitol Records □ Capitol is mounting massive TV campaigns in more than 100 markets, covering every state in U.S. for two weeks, starting June 24. Object of attention is rerelease of early Beatles records as part of two-album set (also available in tapes). House agency, Ninth Floor Advertising, Los Angeles, declined to reveal budget but said it was largest for project of this kind. TV advertising will be supported by extensive spot radio blitz and intensive merchandising effort in retail stores. Ninth Floor is aiming commercials toward men and women, 18 and over.

Pathcom □ Pace CB line of citizens band radios will launch \$4 million campaign, primarily in spot TV, said to be prelude to extensive advertising by other CB manufacturers. Spot TV will be concentrated in top 20 markets following test in St. Louis during first quarter of 1976. National roll-out begins this month in few markets, and other markets will be added during June and July. Initial flight will last ten weeks and subsequent flights in same 20 markets will be of shorter duration. Spot radio and print media will supplement spot TV splurge. Pace CB's theme: "When you've got a Pace CB, you've got the world by the ears." BBDO, Los Angeles, created campaign and is placing buys to reach men and women, 18-49.

Allstate Insurance □ Six-week spot TV drive is planned to break in mid-June in approximately 60 markets. Leo Burnett Co., Chicago, is seeking time slots to reach men, 25-49, in prime and fringe periods, including sports programing.

Eastman Kodak □ Kodak Paper will be promoted in 35 markets in daytime and fringe TV 30's in two three-week flights, starting June 21 and July 19. Targets are adults, specifically women, 25-49. Theme is "Kodak Paper. For the good look of the times of your life." J. Walter Thompson, New York, is agency.

Fisher-Price Toys □ Month-long campaign in many markets begins May 24. Prime-time and children's TV 30's are targeted to ages 2-5 and 6-11. Waring & LaRosa, New York, is agency.

General Electric □ Room air conditioners are subject of month-long early summer flight beginning June 7 in 19 markets. Fringe and prime-time TV 30's are targeted at heads of households. Young & Rubicam, New York, is agency.

Xerox □ Month-long campaign begins

May 31 for various Xerox products in limited number of markets. TV news and sports 30's are handled by Needham, Harper & Steers, New York.



Julia Meade on camera for Standard Brands

Standard Brands □ Company, through Ted Bates, spotlights Egg Beaters and Fleischmann's margarine on its new syndicated barter series *Family Health News*. Series is sent out in five-minute packets for use five days each week, mostly within matrix of local newscasts. Distributor is JWT Syndication. Focus is on preventive medicine. Stations get series free and are accorded 30 seconds for local advertisers within each show. Fifteen stations have already agreed to take *Family Health News*, among them WPIX(TV) New York, KTLA(TV) Los Angeles, WGN-TV Chicago and WEWS(TV) Cleveland.

Castle & Cooke □ Bumble Bee tuna will be featured in approximately 25 markets for eight to 13 weeks, depending on market, beginning June 7. New TV 30's will run in daytime and fringe time. Targeted to women, 25-49. Richard K. Manoff, New York, is agency.

Oscar Mayer □ Claussen Pickles will be

focus of two summer flights, beginning May 24 for six weeks and August 16 for five weeks, in 35 markets. Daytime and fringe 30's targeted to women, 25-49 have theme, "You'll love them once you find them." Campaign budget is just under \$1 million. J. Walter Thompson, Chicago, is agency.

Aramis □ Local store promotion for men's toiletries continues with two-week flight beginning June 3 in selected markets. Fringe and prime-time TV 30's are targeted to men, 25-49. AC&R, New York, is agency.

Clorox □ Spot TV campaign for 409 Spray is scheduled for five weeks in long list of markets, starting on May 24. Foote, Cone & Belding/Honig, San Francisco, is focusing on women 18-49, via commercials in daytime and fringe periods.

Faygo Beverages □ In its first advertising campaign for Detroit-based soft drink company, McCaffrey & McCall, New York, will emphasize spot TV and radio. Company's primary marketing area is Midwest and Northeast, totaling more than 25 markets. Two-month shot will begin July 5, with effort slanting toward women 18-49.

Dow Chemical □ Ziploc storage bags receive spot TV coverage in nine markets in two four-week flights, starting May 24 and July 12. Fringe TV 30's are targeted to women, 25-64. Norman, Craig & Kummel, New York, is agency.

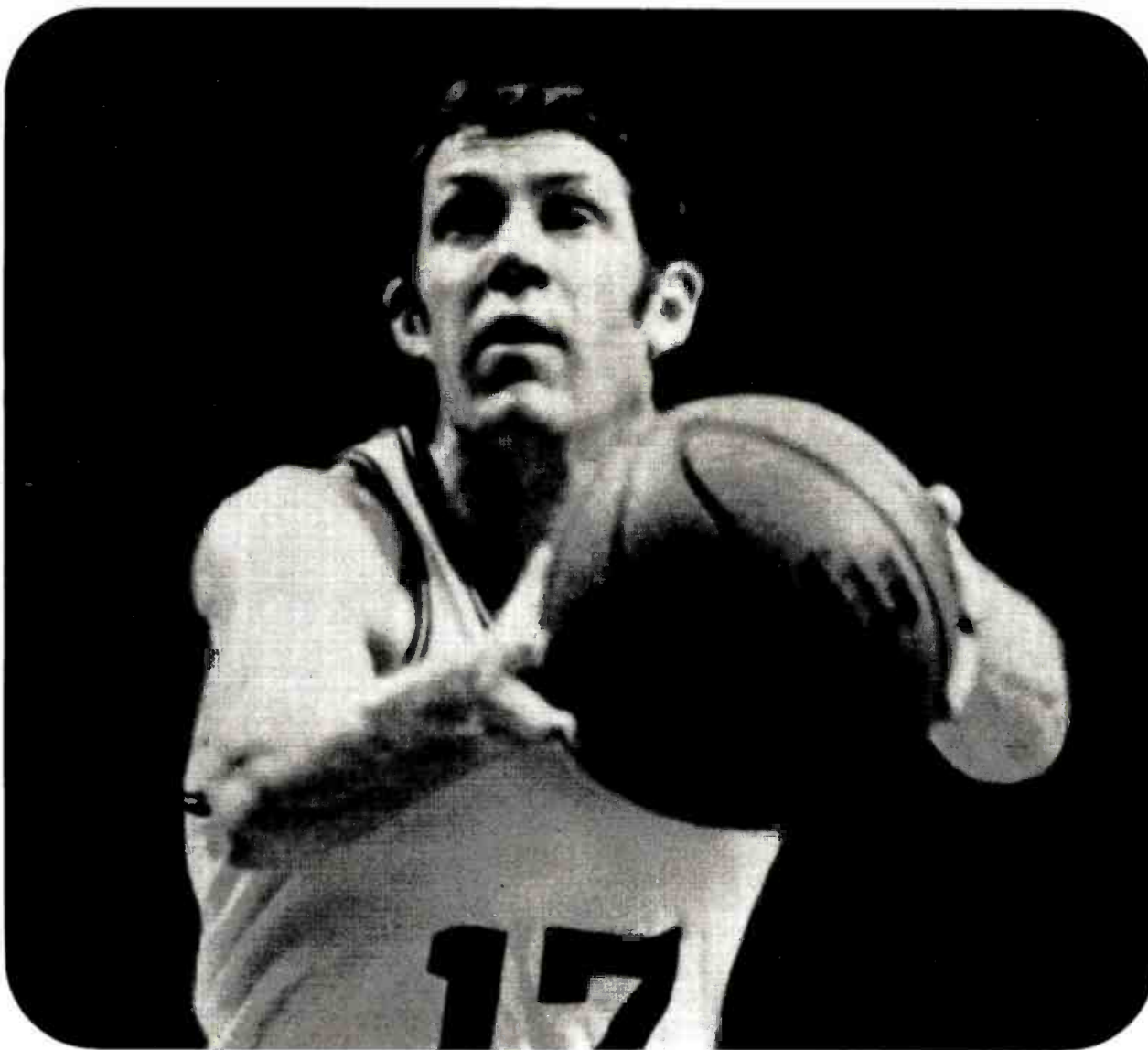
Schenley □ Spot TV drive on behalf of Mateus wines is set for late May in extended number of markets for four weeks. Leo Burnett Co., Chicago, is aiming its spots at men, 18-34.

Block Drug □ BBDO has signed company for 60 seconds each week in new series called *Dolly*, featuring country-music singer Dolly Parton. Syndicator is Show Biz, Nashville. Another 30-second weekly spot will be taken by Lever Bros. (also through BBDO). Stations, which get series free, will be accorded three minutes to sell to local advertisers. Target air date is September, with bulk of stations expected to run it in prime access. Series will include country and crossover pop singers.

Calgon □ Fresh Fruit (food preservative) is poised for eight-week spot TV promotion starting in mid-June. Cunningham & Walsh, New York, is searching for time slots in fringe and

Rep appointments

- WMEX(AM) Boston: Katz Radio, New York.
- WAYE(AM) Baltimore: GCI Sales, New York.
- WLOS-TV Asheville, N.C.: MMT Sales, New York.
- WZAM(AM) Norfolk, Va. and WMYK(FM) Elizabeth City, N.C.: Eastman Radio, New York.
- KBBV(AM)-KTOT-FM Big Bear Lake, Calif.: Bill Dahlsten and Associates, Los Angeles.



**John Havlicek is one of the best at what he does.
So is Katz.**

Pro basketball's winningest team looks to John Havlicek to score points on the front end of its fast break.

In the rep business Katz has the hot hand. In the last 12 months, 14 television stations and 22 radio stations became new clients. They decided Katz has the resources to score in national spot sales.

Katz has more salesmen in more offices than any other rep. An IncentPlan motivates them to sell more. The exclusive "Probe" computer system helps them sell

better with accurate audience data.

Then Katz backs up its salesmen with the biggest research, promotion and audience development operation in the business. By year end all of this selling power will be linked together in a nationwide on-line computerized sales network.

Sure Katz is big. So is the billing Katz builds for stations.

Come to Katz. Be with the best. Call Gordon Hastings, Vice President, New Business Development. (212) 972-2422.



Katz. The best.



WHEN YOU SLIP, IT HURTS . . .

And when you fall, it's a disaster. That's why so many of our clients who are Number One in their markets retain us year after year—they want to keep from slipping. It's so easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it can be rationalized; then suddenly, your station is in trouble. When you finally realize it, the reaction is often panicky, and the changes that are made accelerate the decline.

If a station studies its audience in-depth regularly, you know just what's going on, and we press you to make sure you don't get careless, that the corrective action you take will be productive.

For other clients who are second, third or even fourth in their markets and heading for Number One, their ability to always move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for basic information helps immeasurably to keep decisions out of the personal opinion area.

It also helps that the big leader in town usually sleeps while he slips. If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.



McHUGH AND HOFFMAN, INC.

Communications Consultants

7900 Westpark Drive
McLean, Virginia 22101
Area Code 703
790-5050

weekend periods to reach women, 25 and older.

Sambo's Restaurants □ Nationwide chain of family restaurants will kick off 13-week spot TV campaign in mid-July. Larson/Bateman, Santa Barbara, Calif., is zeroing in on adults, 25-54, and children, 6-11.

Nestle Company □ Confectioners, through Leo Burnett, Chicago, and Kellogg Co. (also Leo Burnett) have added four more stations to their national sponsorship of syndicated barter series *Lassie*. Companies each take one minute in half-hour; stations sell four minutes to local advertisers. Distributor is Syndicast Services. New stations, bringing total to 76, are WTAF-TV Philadelphia, WZTV(TV) Nashville, KTSB(TV) Topeka, Kan., and WENY-TV Elmira, N.Y.

Seligman & Latz □ Beauty salons within various department stores nationally will be featured in staggered flights throughout summer. Six markets will air daytime and fringe TV 30's May 16; some 20 markets pick up campaign in July. Target is women, 18-49. Marschalk, New York, is agency.

J.P. Stevens Co. □ Soft Magic panty hose making spot radio effort in 20 major markets in three-week campaign starting in early June. Commercials will stress price—"under \$1"—for panty hose. C.T. Clyne Co., New York, is beaming messages to women, 18-49.

Noxell Corp. □ Sunburn cream is accentuated in spot TV campaign to begin in late June and continue for six weeks. SSC&B, New York, is targeting commercials toward men and women, 18-34.

United States Tobacco □ Company will have heavy schedule on ABC-

TV's coverage of National Collegiate Athletic Association football and National Football League Monday-night football for sixth year in row. Warwick, Welsh & Miller, New York, has also renewed firm's commitment to ABC-TV's *Wide World of Sports* and previously signed for same network's Summer Olympics coverage from Montreal (July 17 through Aug. 1).

S.C. Johnson □ Company, through Leo Burnett, Chicago, has signed up for four 30-second spots each week on new series, *Steve Allen's Laugh Back*. Miles Labs (direct) has agreed to serve as another sponsor. Ninety-minute series has eight national minutes, and stations, which get series free, are given twelve minutes to sell. Thirty stations have already signed for weekly series. Syndicator is IPS Television and distributor is Hughes Television Network.

Paine, Webber, Jackson & Curtis □ New York-based stock investment firm, which has used TV sparingly in past, is making four-week spot TV plunge in 56 markets, starting on May 31. Marschalk Co., New York, which landed account last fall, is slanting TV effort toward men, 35 and over, with commercials set to appear within or adjacent to news programs.

Cutter Laboratories □ Insect repellent by Cutter, Berkeley, Calif., will be subject of one-week flight to begin June 21 in substantial number of markets. Fringe TV 30's targeted to homeowners, adults, 18-49, are handled by J. Walter Thompson, San Francisco.

Colgate-Palmolive Co. □ Various Colgate products highlight 13-week campaign to begin June 28. Products, some targeted to men, 18-49, some to women, 18-49, will be pushed in fringe TV 30's. D'Arcy-MacManus & Masius, New York, is agency.

BAR reports television-network sales as of April 25

ABC \$281,880,100 (31.2%) □ CBS \$316,677,000 (35.1%) □ NBC \$303,858,900 (33.7%)

Day parts	Total minutes week ended April 25	Total dollars week ended April 25	1976 total minutes	1976 total dollars year to date	1975 total dollars year to date	% change from 1975
Monday-Friday Sign-on 10 a.m.	147	\$ 710,700	2,145	\$ 11,771,600	\$ 10,540,600	+11.7
Monday-Friday 10 a.m.-6 p.m.	1,021	12,440,100	16,522	199,030,400	172,531,200	+15.4
Saturday-Sunday Sign-on-6 p.m.	328	5,810,100	5,284	109,316,800	84,808,700	+28.9
Monday-Saturday 6 p.m.-7:30 p.m.	104	2,915,000	1,677	49,122,500	42,247,300	+16.3
Sunday 6 p.m.-7:30 p.m.	19	743,700	364	15,807,000	7,223,600	+118.8
Monday-Sunday 7:30 p.m.-11 p.m.	416	28,485,200	6,812	456,341,500	416,645,400	+ 9.5
Monday-Sunday 11 p.m.-Sign-off	204	3,589,000	3,270	61,026,200	50,401,700	+12.2
Total	2,239	\$54,693,800	36,074	\$902,416,000	\$784,398,500	+15.0

Source: Broadcast Advertisers Reports

Get creative people involved in copy-testing research

Copy testing takes many forms, has varied reasons for being done and too often is a wasteful exercise. It can be simply testing of concepts, or:

- It can be evaluation of a commercial's communication effectiveness, utilizing storyboards put on film with a synchronized sound track,

- It can be a measurement of selling effectiveness, comparing purchasing incidence among viewers and nonviewers of test commercials,

- It can be a check of recall of finished commercials after on-air exposure in the marketplace,

- It can be any combination or variation of these.

The larger the media budget, the more affordable copy testing becomes. Media budgets of tens of millions of dollars can readily afford multiple copy-testing techniques—from concept, to rough commercial testing to finished commercial on-air testing, etc.

But even the modest media budget advertiser should utilize concept and/or some kind of rough commercial testing of communications and selling effectiveness.

While far too many use research as a crutch, many more neglect to use research prior to finished commercials because they have no doubts that the concept is valid and that the communications devices and appeals will be effective with the prospective customers. We have discovered how disastrous that kind of thinking can be when an untested commercial, but one both the agency and the client love, gets into the marketplace.

It is simple, relatively inexpensive and not very time-consuming to do this prefinished commercial testing.

The priceless ingredient that should go into all copy testing, but which is most often excluded, is the genuine involvement of the creative group from beginning to end.

When you copy test, you are putting the creative man's product under the microscope. His intuitions, his talents, his reputation. His best efforts are being put to the test. Leaving him out of the evolution of the research project and bringing him in only when the results are presented, is asking for trouble. It becomes, in effect, a confrontation and very often results in a hostile, less-than-cooperative attitude by the creative people.

That should be easily understandable, since results very often point out misdirections, weaknesses and ambiguities. And so, some creative people regard



Andrew J. Purcell, senior VP, marketing services director, Tucker, Wayne & Co., Atlanta, began his agency career with Marschalk Co. in New York in 1952, leaving in 1963 as media director of the agency's Miami office. He was associate media director of McCann-Erickson in Chicago before moving to Tucker, Wayne in 1966.

"research" as a threat and a tedium.

What is required to make copy-testing research a productive investment of money and time is a desire by creative people for insight into consumer reaction to the message. They must feel they can learn from copy testing, can find fascination in peoples' reactions and responses. And, they must understand that research is a creative aid, not a creative anathema. More often than not, in fact, whole new horizons of copy opportunities open up for them. This is especially true of focus group studies.

I would like to cite two examples of creative people's heavy involvement in research and copy testing.

The first is a booklet that our creative department put together after years of copy research. The basis of the booklet was from observations on research that show there are behavior patterns that individuals have toward advertising that are relatively predictable. If those patterns could be isolated and written down, then creative people would be freed from having to reinvent the wheel every time they sat down to do an ad.

This booklet looks at advertising copy from three vantage points: (1) Does the message conform to people's images of themselves? (2) Does it give them meaningful information? (3) Does it help position a product or service in people's minds?

It was natural that this booklet was put together by creative people, because it was developed as an aid to writing and designing advertising. (If you would like a

copy of the booklet, "Behavior Watching For Fun And Profit," write to me.)

Here's the second example:

On assignment for one of our clients, Life of Virginia, a creative team was asked to come up with some fresh, relevant approaches to life insurance advertising.

The team went to work with no new information. They developed some ideas they were excited about (naturally). At the same time, a series of focus group sessions were scheduled to delve into consumers understanding of and attitudes toward life insurance. Creative people attended all of these sessions. Out of this experience, the writers and designers went back and reassessed what they had done. They made judgments about which parts of their approaches were misdirected, or meaningless, or exploitable, and which of the approaches were most promising.

The result was that they, not the client or account executives, threw out most of what they had done and started over. They came up with a new campaign that appeared to satisfy what the consumers in the focus groups had expressed.

The material was then put into rough commercial form and tested. It was tested against the best commercial this client had produced up to that time, and tested against the commercial of an industry leader.

The test results indicated that the messages were clear, appealing, believable and memorable. The research also indicated areas that could still be improved.

Some additional fine tuning was made in both copy and visual and when this commercial was presented to the client, the creative people made their final presentation with enthusiasm and convictions, as did everyone from the agency side. They knew with a good degree of certainty that they were now on target.

The presentation was not a dichotomy of what the creative people felt and what the marketing people felt. It was not a presentation of conflicting hunches.

The question that may come to your mind is: Could the new material be regarded as creative? Or was the result a mass of predigested pap?

The agency, including the creative people, concluded that this new campaign for Life of Virginia speaks to today's young people in light of today's concerns, and it does it in a way that is dramatically different from other insurance advertising. The new approach has left everyone associated with it feeling very positive.

You can get this positive kind of attitude by keeping creative people in all research meetings and decisions from beginning to end. By making them a part of the testing procedure, by allowing them to have a voice in what we all want to find out.

■ indicates new or revised listing

This week

May 16-18—*Illinois-Indiana Cable Television Association* 12th annual convention. Forum 30 Plaza hotel, Springfield, Ill.

May 17—*FCC's* deadline for comments on rule amendment to require broadcast stations and cable systems to notify opposing candidates of gifts of time to any other candidate within 72 hours prior to election day (Docket 20764). Replies are due May 27. FCC, Washington.

May 17—Eighth World Telecommunications Day, developed by the *International Telecommunications Union* in co-operation with the *United Nations Educational, Scientific and Cultural Organization*. Theme this year is "Telecommunications and the Mass Media."

May 17—*Emmy Awards* presentation, carried live on ABC-TV (9-11 p.m.). From Century Plaza hotel, Los Angeles.

May 17-18—*Virginia Cable Television Association* spring conference. Holiday Inn, Afton Mountain, Waynesboro. Contact: Ron Roe, 560 Patton Street, Danville, Va. 24541; (804) 797-4131.

May 17-20—*House Communications Subcommittee* hearings on cable television regulation. Washington.

May 18—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn West, Spokane, Wash.

May 18—Idearama, sponsored by *Radio Advertising*

Bureau for salespeople. Holiday Inn, Airport, Buffalo, N.Y.

May 18—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Airport, Birmingham, Ala.

May 19—*National Radio Broadcasters Association* sales seminar. Speakers include Paul Putney, deputy chief for law, FCC Broadcast Bureau; Bob Wollam, management consultant and training specialist, Kalamazoo, Mich. O'Hare Hilton hotel, Chicago.

May 20—*Advertising Research Foundation* second mid-year conference. Hyatt Regency O'Hare, O'Hare International Airport, Chicago.

May 20—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Airport, Salt Lake City.

May 20—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Latham, Albany, N.Y.

May 20—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Downtown-Motor Inn, Pensacola, Fla.

■ **May 20**—*Southern California Broadcasters Association* luncheon. Presentation will be made by Doyle Dane Bernbach, featuring Russ Hand, senior vice president, client services; Jim Spero, vice president, media director, and Dave Butler, vice president, creative department. Michael's restaurant, Hollywood.

May 20-21—*FCC-Federal Trade Commission* joint panel discussions on over-the-counter drug advertising. FCC, Washington.

May 20-21—*Practicing Law Institute* program on

"Legal and Business Problems of Television and Radio." St. Regis Sheraton hotel, New York. Enrollment: PLI, 810 Seventh Avenue, New York 10019; (212) 765-5600.

May 20-22—*Iowa Broadcasters Association* annual management conference. Speakers: Senator Dick Clark (D-Iowa), Representative Lou Frey (R-Fla.), Iowa Governor Robert D. Ray, William B. Ray, chief of FCC Complaints and Compliance Division. Hotel Fort Des Moines, Des Moines.

May 21—*FCC's* new deadline for comments on AM clear channel proceedings to allow 1-A clears to operate with greater than 50 kw (Docket 20642). Replies are now due June 25. FCC, Washington.

May 21-22—*Public Radio in Mid-America (PRIMA)* spring convention. KIOS-FM Omaha, Neb.

May 22—Carl T. Rowan, political-social commentator for Post-Newsweek Stations, will deliver commencement address at University of Massachusetts/Amherst. Mr. Rowan and John W. Haigis, president of WHAI-AM-FM Greenfield, Mass., will be two of six persons to receive honorary degrees. Alumni Stadium, Amherst.

Also in May

■ **May 24-26**—*California Community Television Association* annual spring meeting. Senator hotel, Sacramento.

May 24-27—Annual convention. *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

May 25—U.S. Court of Appeals in Washington hears arguments in cases brought by more than 70 broadcasters seeking refunds of fees paid under 1970 fee schedule that Supreme Court held unlawful

May 25—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Downtown, Jackson, Miss.

May 25—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Country Village Motor Hotel, Phoenix.

May 25-26—Seminar on television and film lighting to be presented by E. Carlton Winckler, Imero Fiorentino Associates, Bradley University, Peoria, Ill. Information: Joel Hartman, Bradley University, Center for Learning Resources, 1501 West Bradley Avenue, Peoria 61625; (309) 676-7611, ext. 209.

May 26—*National Radio Broadcasters Association* sales seminar. Keynote speaker: Stephen P. Labunski, executive vice president, Merv Griffin Radio Group, Essex House, New York.

May 27—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn West, Airport, Shreveport, La.

May 27-28—*Practicing Law Institute* program on "Legal and Business Problems of Television and Radio." Stanford Court hotel, San Francisco. Enrollment: PLI, 810 Seventh Avenue, New York 10019; (212) 765-5600.

May 27-30—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge, Table Rock Lake, Branson.

May 27-June 5—*Prix Jeunesse International*, biannual television competition for children's programs, co-sponsored by European Broadcasting Union and UNESCO. Bayerischer Rundfunk, Munich, West Germany.

■ **May 28**—*FCC's* new deadline for comments on its inquiry into release of American TV programs to Canadian stations before broadcast in U.S. (Docket 20649). Replies are now due June 28. FCC, Washington.

May 28-29—*Alaska Broadcasters Association* meeting. Anchorage Westward hotel, Anchorage.

May 28-29—Regional seminar of the *Radio-Television News Director Association*, sponsored by *Texas A&M's University News Service* and KTRK-TV Houston. Bob Heath, Texas attorney general's office, will be featured speaker. Discussion topics will in-

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NBC— leadership under the sun!

Even when the *time* isn't prime, NBC believes its *programs* should be. Perhaps that explains why, when the Daytime Emmys were announced a few days ago, NBC came away with more awards than any other network. The NBC winners:

Outstanding Drama Series:

Another World

Paul Rauch, Executive Producer
Joe Rothenberger and Mary S.
Bonner, Producers

Outstanding Drama Special:

First Ladies' Diaries: Edith Wilson

Jeff Young, Producer

Outstanding Actor In A Daytime
Drama Special:

Gerald Gordon, James Luisi

First Ladies' Diaries

Outstanding Actress In A Daytime
Drama Special:

Elizabeth Hubbard

First Ladies' Diaries: Edith Wilson

Outstanding Individual Director For
A Special Program:

Nicholas Havinga

First Ladies' Diaries: Edith Wilson

Outstanding Writing For A Drama
Series: (For a single episode of a
series; or for the entire series)

**William J. Bell, Kay Lenard, Pat
Falken Smith, Bill Rega, Margaret
Stewart, Sheri Anderson, Wanda
Coleman**

Days of Our Lives

Outstanding Writing For A Special
Program:

Audrey Davis Levin

First Ladies' Diaries: Edith Wilson

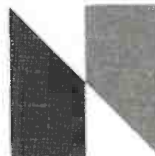
Outstanding Informational
Children's Series:

Go

George A. Heinemann, Executive
Producer
Rift Fournier, J. Philip Miller,
William W. Lewis and Joan Bender,
Producers

To all those who contributed their
talent and energies to these
honored programs, we extend our
most heartfelt congratulations.

The days wouldn't be the same
without you.



NBC

clude news operations, current issues and problems. Rudder Tower, Texas A&M, College Station.

May 30—Tenth World Communications Day, co-ordinated in U.S. by the communications department of the *United States Catholic Conference*, Washington.

June

June 1—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Scranton Downtown, Scranton, Pa.

June 1—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn North, Youngstown, Ohio.

June 1-4—*Canadian Cable Television Association* 19th annual convention and trade show. Four Seasons Sheraton hotel, Toronto.

June 2—FCC's new deadline for comments on proposed relaxation of TV tuning accuracy standard for channels 70-83 (Docket 20719). Replies are now due June 16, FCC, Washington.

June 2-3—*The Washington Journalism Center's* conference on the First Amendment. Leaders from journalism, government and the private sector will be invited to attend. Speakers and discussion leaders will include Eric Sevareid, CBS News; Bill Monroe, NBC's *Meet the Press*; columnist-commentator James J. Kilpatrick; Thomas Winship, editor, *Boston Globe*; John Hughes, editor, *Christian Science Monitor*; Paul A. Freund, Harvard Law School, and Thomas I. Emerson, Yale Law School. Grand Ballroom, Mayflower hotel, Washington. Registration (no fees or charges): WJC, 2401 Virginia Avenue, N.W., Washington 20037; (202) 331-7977.

June 2-4—*Communications Division of the Electronic Industries Association* seminar, "Electronic Communications: Industry Trends and Economic Directions." Dunley's Hyannis Resort Center, Hyannis, Mass.

June 3—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Airport-South, Philadelphia.

June 3—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Riverfront, Cincinnati.

June 3-4—Fifth annual national *Publi-Cable Conference*. Campus, Kutztown State College, Kutztown, Pa. Contact: Dr. Robert P. Fina, executive director of Publi-Cable, Kutztown State College.

June 3-5—*Associated Press Broadcasters* sixth annual convention. William Sheehan, ABC News president, will be keynote speaker. FCC Chairman Richard Wiley; Jack Thayer, NBC Radio president; Vincent Wasilewski, National Association of Broadcasters president; attorney F. Lee Bailey and Senator Hubert Humphrey (D-Minn.) will be featured speakers. Marquette Inn, Minneapolis.

June 3-5—*Alabama Broadcasters Association* 30th annual spring convention. Admiral Semmes hotel, Mobile.

June 3-5—*Oregon Association of Broadcasters* spring conference. Sunriver Lodge, Bend.

June 4-5—*North Dakota Broadcasters Association* spring meeting. Artclaire motel, Devils Lake.

June 5-9—*American Advertising Federation*, 71st annual convention. Scheduled speakers and panelists include FCC Chairman Richard E. Wiley; Donald Kendall, PepsiCo Inc. chairman (keynote); Carl Nichols, Cunningham & Walsh chairman and AAF chairman; Herb Klein, Metromedia Inc. vice president; George Gerbner, dean of Annenberg School of Communications at University of Pennsylvania; Donald Johnston, J. Walter Thompson Co. president; Charles Moss, Wells, Rich & Greene president; Shirley Polykoff, Shirley Polykoff Advertising Inc. Statler Hilton, Washington.

June 6-9—*Mutual Advertising Agency Network* annual meeting. Drake hotel, Chicago.

June 6-10—*North Carolina Association of Broadcasters* spring meeting. Southampton Princess, Bermuda.

June 6-25—Eighth annual *Institute for Religious Communications*. Loyola University, New Orleans. Contact: Dr. James L. Tungate, IRC, Loyola University, Box 201, New Orleans 70118; (505) 866-5471.

Major meetings

May 24-27—Annual convention, *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

June 3-5—*Associated Press Broadcasters* annual meeting. Marquette Inn, Minneapolis. 1977 meeting will be held in St. Louis; site and date to be announced.

June 13-17—*National Association of Broadcasters* board meeting. Washington.

June 16-18—*Broadcasters Promotion Association* 21st annual seminar, Statler-Hilton, Washington. 1977 seminar will be June 12-16, Beverly Hilton, Los Angeles.

June 20-23—NBC's 50th anniversary meeting of TV and radio affiliates. Waldorf-Astoria, New York.

Sept. 12-16—*Institute of Broadcasting Financial Management* annual conference. Sheraton-Boston hotel, Boston. 1977 conference in mid-September in Regency-Chicago hotel, Chicago.

Sept. 19-22—*National Radio Broadcasters Association* 1976 Conference & Exposition. Hyatt Regency Embarcadero, San Francisco. Chicago will be 1977 site.

Oct. 13-16—Annual meeting, *Association of National Advertisers*. Broadmoor hotel, Colorado Springs.

Oct. 24-27—*National Association of Educational Broadcasters* 52d annual convention. Conrad Hilton hotel, Chicago.

Nov. 9-11—*Television Bureau of Advertising* annual meeting. Shoreham Americana hotel, Washington.

Nov. 10-13—*Society of Professional Journalists, Sigma Delta Chi*, national convention. Marriott hotel, Los Angeles.

Dec. 11-16—*Radio Television News Directors Association* international conference. Americana hotel, Miami Beach, Fla. 1977 conference will be Sept. 14-18 at Hyatt Regency hotel, San Francisco; 1978 conference at Atlanta Hilton hotel, Atlanta; 1979 conference at site to be designated in Chicago.

Jan. 23-26, 1977—*National Religious Broadcasters* 34th annual convention. Washington Hilton hotel, Washington.

Feb. 12-16, 1977—*National Association of Television Program Executives* 14th annual conference. Fontainebleu hotel, Miami. 1978 conference is scheduled for Los Angeles; site and date to be announced.

March 27-30, 1977—*National Association of Broadcasters* annual convention. Washington. Future conventions: in 1978, Las Vegas, April 9-12; in 1979, Dallas, March 25-28; in 1980, New Orleans, March 30-April 2.

April 17-20, 1977—*National Cable Television Association* annual convention. Conrad Hilton, Chicago.

April 26-May 1, 1977—*American Women in Radio and Television* 26th annual convention. Radisson Downtown hotel, Minneapolis.

June 7—FCC's deadline for comments on its inquiry to gather information on cable TV subscriber rate regulation process (Docket 20767). Replies are due July 7, FCC, Washington.

June 8—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Jackson, Tenn.

June 8—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Downtown-Plaza, Wichita, Kan.

June 8-10—*Armed Forces Communications and Electronics Association* 30th annual convention. Sheraton Park hotel, Washington.

June 8-11—Annual convention of *National Broadcast Editorial Association*. Mayflower hotel, Washington.

June 9—*Corporation for Public Broadcasting*, regional meeting open to public participation. Drake hotel, Chicago.

June 9-10—*Vermont Association of Broadcasters* convention. Hotel Jay, Jay Peak Ski Area in Northern Vermont, near Newport.

June 9-10—*National Association of Broadcasters* second digital electronics seminar for broadcast engineers. Cleveland Engineering and Scientific Center, Cleveland.

June 10—Seminar on various management-oriented computerized information programs sponsored by *BIAS (Broadcast Industry Automated Systems) division of Data Communications Corp.* Airport Hilton, Memphis.

June 10—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Coliseum, New York.

June 10—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Hyatt-Regency hotel, Knoxville, Tenn.

June 10—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Hilton Inn West, Oklahoma City.

June 10-11—*Arizona Broadcasters Association* spring convention. Speakers will include James H. Hulbert, National Association of Broadcasters, Washington; Michael Bader, Haley, Bader & Potts, Washington, and Ed Godfrey, KGW-AM-TV Portland, Ore., and Radio Television News Director Association committee member. Little America hotel, Flagstaff.

June 10-12—*Florida Cable Television Association* annual convention. Don-Ce-Sar Hotel, St. Petersburg Beach.

June 10-12—*Montana Broadcasters Association* annual convention. Many Glacier Lodge.

June 10-12—*South Dakota Broadcasters Association* annual meeting. FCC Commissioner Benjamin Hooks will address the June 11 luncheon. Holiday Inn of Northern Black Hills, Spearfish.

June 10-13—*Mississippi Broadcasters Association* 35th annual convention. Phil Brady, WAPF(AM) McComb, is convention chairman. Sheraton hotel, Biloxi.

June 11—FCC's deadline for comments on its proposed rule amendment to permit the use of automatic transmission systems at AM, FM and TV stations (Docket 20403). Replies are due July 12, FCC, Washington.

June 11—*Federal Trade Commission* deadline for comments on proposed rulemaking to determine what warnings, if any, should be required in advertising of antacids. FTC, Washington.

June 12-15—*Television Programing Conference (TVPC)*, Marco Island, Fla. Contact: Tay Voye, secretary for TVPC, WTVJ(TV) Miami.

June 13-16—1976 Summer Consumer Electronics Show, sponsored by *Consumer Electronics Group, Electronic Industries Association*. McCormick Place, Chicago.

June 13-16—*Video Systems Exposition and Conference*, third annual video hardware exhibit, held concurrently with summer Consumer Electronics Show. McCormick Place, Chicago.

June 13-16—*Florida Association of Broadcasters* 41st annual convention. Breakers hotel, Palm Beach.

June 13-17—*National Association of Broadcasters* board meeting. Washington.

June 14-18—Broad/Comm '76, exhibition of broadcasting and communications equipment. Participation is limited to U.S. manufacturers. U.S. Trade Center, Mexico City. Information: Mary R. Wienen, project officer, Office of International Marketing, Domestic and International Business Administration, Dept. of Commerce, Washington 20230.

June 14-18—Cable television seminar for students, sponsored by *Texscan Corp.* and with *Jerrold Electronics Corp.* as co-host. Sheraton Motor Inn, Indianapolis. Information: Raleigh Stelle, Texscan Corp., Indianapolis 46219, (312) 357-8781; or Toni Barnett, Jerrold Electronics Corp., Horsham, Pa. 19044, (215) 674-4800, ext. 335.

June 15—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Paducah, Ky.

June 15—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn-Charleston House No. 2, Charleston, W. Va.

June 15—Idearama, sponsored by *Radio Advertis-*

ing Bureau for salespeople. Holiday Inn N.E., Lincoln, Neb.

June 15—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Airport, Sioux Falls, S.D.

June 15—Deadline for entries *Women in Communications Inc.'s* 1976 Clarion Awards competition for outstanding communication in areas of human rights, resources and the community. Radio and television are two of the seven categories to be judged. Information and entry forms: Clarion Awards, WCI, 8305-A Shoal Creek Boulevard, Austin, Tex. 78758.

June 16-18—*Broadcasters Promotion Association* 21st annual seminar. FCC Chairman Richard Wiley will be luncheon speaker June 16. Statler Hilton, Washington.

June 18-19—*Virginia Association of Broadcasters* spring convention. Mariner's hotel, Virginia Beach. Convention chairman: Larry Saunders, WTAR(AM)-WKEZ(FM) Norfolk, Va.

June 17—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Motor Inn, Indianapolis.

June 17—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn West End, Richmond, Va.

June 17—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Royal Inn, Kansas City, Mo.

June 17—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Inn, Des Moines, Iowa.

June 18-19—*Alabama AP Broadcasters Association* annual meeting and awards presentation. Rode-way Inn, Birmingham.

June 19—Annual election meeting of *Missouri Public Radio Association*. KSOZ(FM) Branson, Mo.

June 20-22—*New Jersey Broadcasters Association* 40th annual convention. Great Gorge hotel, MacAfee.

June 20-23—*NBC's* 50th anniversary meeting of TV and radio affiliates. Waldorf-Astoria, New York.

■ **June 21**—*Southern California Broadcasters Association* annual golf and tennis Wingding and dinner for members and guests. Tennis Tourney at Sunset Hills Country Club in Thousand Oaks, Calif.; Golf Tourney and dinner at Los Robles Country Club, Thousand Oaks.

June 22—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn North, Sacramento, Calif.

June 22—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Airport, San Antonio, Tex.

June 23-25—*Maryland-District of Columbia-Delaware Broadcasters Association* convention. Sheraton-Fontainebleau hotel, Ocean City, Md.

June 24—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Airport, Los Angeles.

June 24—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Beaumont, Tex.

June 24-26—*Pennsylvania Cable Television Association* spring meeting. Seven Springs Mountain Resort.

June 24-27—*Rocky Mountain Broadcasters Association* annual convention. Jackson Lake Lodge, Jackson Hole, Wyo.

June 25-26—*Tennessee AP Broadcasters Association* annual convention. River Terrace hotel, Gatlinburg.

June 26-29—*Georgia Association of Broadcasters* annual convention. Lanier Lake Islands.

June 28-30—*Ohio Association of Broadcasters* "Salute to Congress" and annual congressional dinner. Washington.

June 29—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Airport, Denver.

June 29—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Inn, Portland, Me.

June 29—Idearama, sponsored by *Radio Advertising*

ing Bureau for salespeople. Sheraton Jetport Inn, Orlando, Fla.

June 30-July 1—*Wisconsin Broadcasters Association* summer meeting. Speakers will include Charles Kuralt, CBS News, and Morris Reid, chairman, J.I. Case Co. Scotland Resort, Oconomowoc.

July

July 1—FCC's deadline for comments on its proposed amendment of noncommercial FM broadcast rules (Docket 20735). Replies are due Aug. 16. FCC, Washington.

July 1—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Lincoln Inn, Worcester, Mass.

July 1—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Ramada Inn, Billings, Mont.

July 1—Exhibitors deadline for fall convention of *Society of Broadcast Engineers*. Holiday Inn, Hempstead, N.Y. Contact: Mark Schubert, SBE, P.O. Box 607, Radio City Station, New York. 10019; (212) 765-5100, ext. 317.

July 1—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn of Six Flags, Dallas.

July 1—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Crabtree, Raleigh, N.C.

July 7—*Texas Association of Broadcasters* annual convention. Americana Inn of Six Flags, Arlington.

■ **July 9**—FCC's new deadline for comments on commission's review of rules regulating network radio broadcasting (Docket 20721). Replies are now due Aug. 6. FCC, Washington.

July 11-12—*South Carolina Broadcasters Association* summer convention. Mills-Hyatt House, Charleston.

July 11-13—*New England Cable Television Associ-*

ation summer meeting. Wentworth by the Sea, Portsmouth, N.H. Contact: Bill Kenny, NECTA, Box 321, Tilton, N.H. 03276; (603) 286-4473.

■ **July 11-13**—*New York State Broadcasters Association* 15th executive conference. Lake Placid Club, Lake Placid.

July 12—Opening of *Democratic National Convention*. New York.

July 13—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Rodeway Inn, Eugene, Ore.

July 13—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn I-44, Springfield, Mo.

July 13—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Wade Hampton hotel, Columbia, S.C.

July 14-17—*Colorado Broadcasters Association* summer meeting. Douglas Edwards, CBS correspondent, will be keynote speaker. Wildwood Inn, Snowmass.

July 15—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Hilton Inn Macon, Macon, Ga.

July 15—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Fargo, N.D.

July 15—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Inn, Little Rock, Ark.

July 16-18—*Oklahoma Broadcasters Association* summer meeting. Lake Texoma Lodge, Kingston, Okla.

July 17—*Atlanta chapter of the National Academy of Television Arts and Sciences* second annual Emmy awards dinner. Omni International hotel, Atlanta.

July 17-23—*National Association of Farm Broadcasters* summer convention. Activities planned on three islands of Oahu, Maui and Hawaii with details to be announced later.

July 18-20—*California Broadcasters Association* summer convention. Del Monte Hyatt House, Monterey.

July 18-30—*National Association of Broadcasters* 10th management development seminar. Harvard Uni-

Already sold in markets
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including

- New York
- Washington, D.C.
- Rochester, N.Y.
- Cleveland
- Miami
- Louisville
- Minneapolis
- Phoenix
- Tucson
- Detroit
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- Madison
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YEAR 2

ESCAPE INTO WORLDS BEYOND BELIEF

versity Graduate School of Business Administration, Boston.

July 19-20—*Institute of Broadcasting Financial Management-Broadcast Credit Association* quarterly board of directors meeting. Washington Plaza, Seattle.

July 20—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Expressway, Kalamazoo, Mich.

July 20—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Airport, Seattle.

July 20-22—Broadcast computer services users conference of

July 22—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Hyatt Regency O'Hare, Chicago.

July 23-24—Annual seminar of *Motion Pictures Laboratories, Society of Motion Picture-Television Engineers and Memphis State University*. Memphis State University, Memphis. Information: MPL seminar, Box 1758, Memphis 38101.

August

Aug. 1—Deadline for technical papers for fall convention of the *Society of Broadcast Engineers*. Contact: Mark Schubert, SBE, P.O. Box 607, Radio City Station, New York 10019; (212) 765-5100, ext. 317.

Aug. 12-13—*Arkansas Broadcasters Association* summer convention. Speaker: Saidie Adwon of KTUL-

TV Tulsa, Okla., president-elect of American Women in Radio and Television. Degray State Park lodge and convention center, Arkadelphia.

Aug. 15—Deadline for entries in CINE competition. *Council on International Nontheatrical Events* is non-profit organization to encourage international communications and to select U.S. nontheatrical and short subject films for entry in appropriate international festivals. Details: CINE, 1201 16th Street, N.W., Washington 20036; (202) 785-1136.

Aug. 16—Opening of *Republic National Convention*. Kansas City, Mo.

Aug. 17—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Downtown, Anchorage.

September

Sept. 8-11—*International Musexpo '76*, market place for international record and music industry. Fairmont hotel, New Orleans. Information: 1350 Avenue of the Americas, New York 10019; (212) 489-9245.

Sept. 12-14—*Southern Cable Television Association* convention. Fairmont Colony Square hotel, Atlanta. Contact: Otto Miller, executive secretary, P.O. Box 465, Tuscaloosa, Ala. 35401; (205) 758-2157.

Sept. 12-14—Annual convention of Western chapter of *The National Religious Broadcaster*. Sheraton hotel, Los Angeles airport.

Sept. 15-17—*Tennessee Association of Broad-*

casters annual convention. Glenstone Lodge, Gatlinburg.

Sept. 19-22—*National Radio Broadcasters Association* Conference & Exposition. Hyatt Regency Embarcadero, San Francisco.

Sept. 24-29—*Fifth Vidcom-The International Market for Videocommunications*, including exhibits of equipment for broadcast program production and cable television. Palais des Festivals, Cannes, France. U.S. contact: J. Nathan, suite 1103, 250 West 57th Street, New York 10019.

Sept. 26-28—*Nebraska Broadcasters Association* convention. Lincoln Hilton, Lincoln.

Sept. 29-Oct. 2—*Information Film Procedure of America* film and video communications conference, trade show and Cindy Awards festival. Palm Springs Spa hotel, Palm Springs, Calif. Information: IFPA, 3518 Cahuenga Boulevard West, suite 313, Hollywood 90068; (213) 874-2266.

October

Oct. 1—Deadline for entries in media awards program of *American Cancer Society*. Categories include multiple classifications in local and network radio-television. Information: ACS Mass Media Awards Committee, 801 Second Avenue, New York 10017; (212) 749-8038.

Oct. 1-3—*Massachusetts Broadcasters Association* annual convention. Sheraton-Boxborough Inn, Boxborough.

OpenMike®

Fears called exaggerated

EDITOR: Re your "Air Power" item ("Closed Circuit," May 3): The existing AM channel separation in Europe, Africa and the Mideast has been nine khz since the 1948 Copenhagen plan. All the International Telecommunications Union has done is to introduce this separation in Australasia—[a distant area] representing no interference threat to the U.S. coasts. All European channels will be shifted up one khz, [but] this won't affect expected interference levels in a general session.

Where "superpower" is concerned, let's not forget that countries in the Europe-North Africa area have for years run stations in the 400 kw to 1,200 kw area. As an example, during extensive monitoring last year, the Turkish radio outlet at Istanbul on 1016 khz with 1,200 kw was heard at best some 20 db weaker than WINS(AM) New York (on 1010 khz) at a receiving location some 30 kilometers east of New York (in the main lobe of WINS) only about four or five nights out of the whole year during exceptionally good geomagnetic conditions. It was heard at weaker levels another 15 or so nights.

The proposed European power boosts might degrade interference margins by about 3 db—and only a handful of Europeans will use such high power. I know of nothing in the ITU proposal that would justify claims of potential widespread interference on both coasts.

If the American public could get reasonable [quality] radios, there would be no need for the proposed 750 kw super-

power and we would not get into an unfortunate power race the way the Europeans did. If we get superpower here, watch for the Latin-American countries to make the same moves and the advantages of a I-A clear channel will be lost.—Robert L. Foxworth, GPO Box 211, New York 10001.

ABC's figures protested

EDITOR: Your story in the April 12 issue, "Tidying up the Top 100," has been a source of some embarrassment to us.

We have been quite vocal in our satisfaction over placing number one in the Austin market against our CBS (channel 7) colleagues in ARB prime-time ratings, and your article crediting us with a tie has taken some explanations.

We are claiming the distinction of being the highest rated prime-time UHF station in the U.S. For Monday-Saturday, 8-11 p.m., NYT, and Sunday, 7-11 p.m., NYT, KVUE(TV) averages 44.1 in television households, and KTBC-TV averages 43.1.—Jim Barger, sales manager, KVUE Austin, Tex.

(ABC researchers who compiled the figures in the April 12 story, used network program averages [with all nonnetwork programming excluded] for Monday Saturday 6:30-10 p.m., central [Austin] time.)

Wrong emphasis?

EDITOR: It has been a great disappointment to me that the communications industry has failed to grasp the seriousness

of our dependence upon foreign oil. The media have instead yielded to temptation to disseminate scare stories about nuclear power. Every responsible authority realizes that solar, wind, geothermal and other favorites of the environmentalists can have small effect on our energy picture before the turn of the century and that we must rely upon coal or nuclear.

Nuclear power has an enviable record of safety—not one radiation-related injury to the public in over 1,000 operating years in the world's commercial power reactors, and we have 20 years of nuclear Navy experience without a single injury to one of our sailors from the power plant.—R.M. Campbell, Cohasset, Me.

A newspaper's answer

EDITOR: In reply to the April 12 letter from B.D. Thornton concerning double billing in print media:

Double billing definitely is a deceptive and unlawful practice, but double billing is only the practice of a few weak ad agencies, most of which are here today and gone tomorrow. It is not a practice of the print media in general.

A more deceptive and lower form of bad business is the oversight in billing by radio or TV for spots running (possibly by mistake) longer than the original order, spots that are destroyed by an inexperienced board operator or other technical mistakes, and spots in error for which no makegoods are given.—Nick Parth, advertising manager, The Alliance (Neb.) Times-Herald.

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The language is that plain, the provisions that clear, the coverage that complete. It isn't what you would call great writing, but it sure is understandable.

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1. In any given month or year, it's probably not going to happen to you.
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Real Champions

Western Michigan University of Kalamazoo had a great basketball team this year . . . won the Mid-Am Conference and advanced to the NCAA tournaments. WKZO Radio broadcast all of their games, and at the end of the season, invited the team and coach to be on a live telephone call-in show. Over the next 80 minutes there was a great outpouring of appreciation, admiration and affection from both children and adults. They learned the athletes could do more than just play basketball. The players fielded hard questions, took time to talk to the kids, and served as an inspiration to us all.

Bringing people together 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

Broadcasting May 17

Vol. 90 No. 20

Top of the Week

Wall Street sees big year in broadcast profits, prices

First-quarter rises in earnings revive buyers' interests in stocks; trend is charted well into 1977

Broadcast and broadcast-related companies are showing record earnings for the first quarter of 1976. "It is a boom time for broadcast stocks," said William Scuter of Merrill Lynch Pierce Fenner & Smith, New York. "Earnings are going up all over the street."

Stock prices, not unexpectedly, have followed suit. A year ago ABC was trading at around 19; last week it was close to 31 (see "Stock Index," pages 87 and 88). Metromedia, just over 11 a year ago, traded at around 24 last week. Cox Broadcasting, around 20 a year ago, is up to 32. LIN Broadcasting rose from 7 to 16.

Mr. Scuter said the market is experiencing a "catch-up." Stocks that have been underpriced are moving toward being "fairly priced." The action is based on reports of higher earnings.

ABC, reporting a 38% net income jump for the first quarter, and Metromedia, which showed a 397% income rise, were cited as examples of strong increases. Earnings of broadcast stocks, like ABC, are typically strongest in the second and fourth quarters, added Mr. Scuter, because demand for advertising is strongest in the spring and Christmas season. The strong first quarter of 1976 should guarantee a better over-all year, he said.

CBS is also starting 1976 with a first-quarter 15% net income gain. David J. Londoner of Wertheim and Co., New York, predicted CBS would show \$4.95-per-share earnings for 1976 over-all and ABC \$3.25 per share. ABC reported 99-cents-per-share earnings for 1975, down from \$2.90 per share for 1974.

Next year (1977) should be even better for the two networks, said Mr. Londoner, since they will be able to lock in a substantial part of their sales at a very profitable level, with prices based on solid ratings and advertising positions in demand.

NBC's parent company, RCA, showed a

First Quarter Track Record In 56 Companies

	Revenues			Earnings		
	1976	1975	Change	1976	1975	Change
BROADCASTING						
ABC	\$313,691,000	\$250,893,000	+25.0%	\$ 9,731,000	\$ 7,049,000	+38.0%
Capital Cities	46,207,000	39,580,000	16.7%	6,848,000	5,038,000	35.9%
CBS	515,700,000	442,600,000	16.5%	27,800,000	24,200,000	14.8%
Cox Broadcasting	27,842,000	22,825,000	24.0%	3,224,000	2,192,000	47.0%
LIN Broadcasting	7,500,000	6,778,000	10.7%	801,000	295,000	171.5%
Storey	25,421,000	21,122,000	20.3%	2,261,000	2,114,000	6.9%
BROADCASTING WITH OTHER MAJOR INTERESTS						
John Blair	24,163,000	19,456,000	24.0%	669,000	100,000	569.0%
Combined Communica-						
tions	46,498,000	29,576,000	57.2%	1,519,000	493,000	208.1%
Dun & Bradstreet	145,596,000	133,371,000	9.2%	10,748,000	9,577,000	12.2%
Fuqua	134,145,000	119,041,000	12.6%	2,834,000	(1,585,000)	+
Gannett	91,916,604	79,951,362	15.0%	8,666,681	6,801,832	27.0%
General Tire & Rubber*	389,300,000	354,698,000	9.6%	14,962,000	4,053,000	269.0%
Harte-Hanks	24,372,000	19,559,000	24.6%	1,903,000	1,460,000	30.3%
Knight-Ridder	157,200,000	136,300,000	15.3%	9,100,000	4,400,000	106.8%
Liberty	38,745,000	34,364,000	12.7%	4,294,000	3,058,000	40.4%
Media General	45,243,000	40,403,000	11.9%	3,227,000	2,899,000	11.3%
Meredith***	55,629,000	43,473,000	27.9%	3,325,000	1,827,000	104.3%
Metromedia	59,389,984	50,424,031	17.8%	5,127,832	1,031,138	397.0%
New York Times	106,700,000	95,500,000	11.7%	2,700,000	3,800,000	-28.9%
Rollins***	55,831,142	52,428,648	6.4%	6,181,230	5,286,013	16.9%
Schenck-Plough	220,894,000	199,716,000	10.6%	40,518,000	35,841,000	13.0%
Times Mirror	202,203,000	161,515,000	25.1%	9,928,000	6,175,000	60.7%
Washington Post	79,960,000	70,668,000	13.1%	3,812,000	1,306,000	191.9%
Wometco	42,854,000	36,368,000	17.8%	2,643,000	1,743,000	51.8%
CABLECASTING						
American Television & Communications***	10,670,327	8,673,863	23.0%	1,067,976	644,513	66.0%
Cablecom General Communications Proper-						
ties	5,279,836	4,103,115	28.6%	(110,025)	(312,831)	+
Cox Cable	8,693,166	6,651,076	30.7%	823,680	612,327	34.5%
Teleprompter	28,135,000	23,012,000	13.5%	(1,135,000)	(1,697,000)	33.1%
Time Inc.	228,798,000	199,667,000	14.6%	10,627,000	8,000,000	32.7%
UA-Columbia	4,969,000	3,954,000	25.8%	511,000	348,000	48.8%
United Cable TV***	3,911,000	3,321,000	17.7%	(532,000)	(670,000)	20.6%
Viacom	11,761,000	9,962,000	18.0%	840,000	660,000	27.2%
Vikoa	2,360,000	2,227,000	5.9%	132,000	(151,000)	+
PROGRAMING						
Columbia Pictures	76,511,000	84,123,000	-9.1%	958,000	1,174,000	-18.8%
Disney	139,502,000	120,197,000	16.0%	18,029,000	14,201,000	27.0%
Gulf and Western**	816,373,000	642,873,000	26.9%	46,915,000	32,712,000	52.5%
MCA	217,119,000	175,211,000	23.9%	23,886,000	15,376,000	55.3%
MGM**	1,749,000	2,363,000	-26.0%	688,000	1,102,000	-37.8%
Transamerica	836,813,000	560,020,000	13.7%	25,445,000	16,208,000	56.9%
20th Century	83,515,000	81,509,000	12.4%	(1,585,000)	4,535,000	+
Warner	181,975,000	171,289,000	6.2%	15,537,000	14,254,000	9.0%
SERVICE						
Comsat	37,276,000	36,475,000	2.2%	11,041,000	12,692,000	-13.1%
Marvin Josephson	7,251,200	5,479,000	32.3%	1,010,700	263,700	283.3%
Needham, Harper & Steers	8,140,000	6,585,000	23.6%	258,000	(294,000)	+
A.C. Nielsen	56,428,752	49,291,063	14.5%	4,128,113	3,265,743	26.4%
Ogilvy & Mather	24,178,116	21,082,675	14.7%	1,043,436	845,288	23.4%
J. Walter Thompson	30,757,000	30,080,000	2.2%	(702,000)	(716,000)	+
ELECTRONICS AND MANUFACTURING						
Conrac	27,626,000	21,009,000	31.4%	1,145,000	753,000	52.0%
General Electric	3,267,900,000	2,979,100,000	9.7%	135,400,000	74,400,000	82.0%
Harris ***	130,643,000	123,163,000	6.0%	6,937,000	4,518,000	53.5%
International Video	6,155,000	5,711,000	7.8%	182,000	(1,687,000)	+
3M	827,900,000	743,200,000	11.4%	68,900,000	53,700,000	28.3%
RCA	1,256,500,000	1,090,300,000	15.2%	34,300,000	17,000,000	101.7%
Rockwell International	1,305,900,000	1,199,700,000	8.8%	29,400,000	19,000,000	54.7%
Zenith	223,100,000	191,900,000	14.4%	7,700,000	5,200,000	48.0%

+—Change too great to be meaningful.

*—First quarter takes in months both in calendar year 1975 and 1976.

**—First three months of calendar year 1975 make up company's fiscal second quarter

***—First three months of calendar year 1975 make up company's fiscal third quarter

101.7% increase in 1976 first-quarter income over the first three months in 1975—a year that over-all resulted in a \$3.3-million income drop for RCA (BROADCASTING, May 10).

Robert Beck of State Street Research and Management Co., Boston, predicted that “superb results” in this year’s first quarter for broadcast companies in general will continue into 1977. Retail advertising has been strong, he said, as advertisers have seen the power of TV and the ease of going into it through such innovations as the minicamera.

National spot advertising, which will probably jump 15-17% this year, according to Mr. Beck’s estimates, will not sustain percentage gains of that magnitude in 1977, he said, but will still be significant at 8-10%. Local advertising which should do even better than national spot this year, according to Mr. Beck, should be up again, by as much as 12%, next year, he said.

Mr. Beck predicted all three networks will see revenue increases of 13% or better with income gains even higher. ABC will lead with about 20% net income gains for 1976, he estimated, with CBS a “little less” and NBC probably last.

Mr. Beck also said that “group broadcasting is going through the roof,” pointing to Metromedia as an outstanding recovery from a soft 1975.

Harvey Sandler, with Goldman-Sachs & Co., New York, characterized the station business as “unbelievable and fantastic.” The industry has never seen earnings as they are today, he said. Mr. Sandler estimated a 20-25% increase in revenues for station owners this quarter and a 30-35% earnings jump. And the second quarter will see stations starting out even more strongly, he added. Mr. Sandler predicted revenues in the second quarter would be in excess of 25% over the previous year with earnings 40-60% over last year.

An example of the gains this quarter pointed out by Mr. Sandler, was Metromedia, which has reported earnings per share jumped 61 cents, up from 16 cents, and not including gains from the sale of an outdoor advertising concern. Total net income for the company, including nonbroadcast concerns and the profits made from the sale of the advertising firm, showed a 397% increase from last year’s first quarter.

Other dramatic increases in the station business were pointed out by Mr. Sandler. LIN Broadcasting reported almost triple earnings over last year (earnings per share jumped from 12 to 30 cents). Combined Communications more than doubled its earnings per share, to 26 cents. Capital Cities, one of the “least leveraged” broadcast station stocks, according to Mr. Sandler, experienced a healthy 35.9% increase in net income in the first quarter to \$6,848,000.

A “record year” in 1976 for Cox Broadcasting Corp., Atlanta, was projected last week by Clifford M. Kirtland Jr., president, who also painted a bright picture for the broadcasting in general.

Speaking before the New York Society of Security Analysts, Mr. Kirtland pre-

In Brief

- Internal poll of House members indicates **majority disagreeing** with Rules Committee’s rejection of plan to allow broadcasting of floor proceedings. Telephone canvass was conducted on order of Representative Claude Pepper (D-Fla.). About 350 members responded, two-thirds approving broadcasts.
- President Ford asked Congress last week for **legislation reforming regulation of private businesses** over next four years. Overhaul of communications regulation would come up in 1980. White House work on cable TV de-regulation plan will continue in meantime, however, under direction of Paul MacAvoy, chairman of task force on regulatory reform.
- At American Association of Advertising Agencies convention day after President sent up de-regulation plan, **Representative John E. Moss** (D-Calif.) expressed hope that self-regulation would in time assume some functions now performed by government regulation, but he wasn’t specific. At same AAAA session, Senator Abraham Ribicoff (D-Conn.) said Ford plan was similar to legislation already introduced by Senators Charles Percy (R-Ill.) and Robert C. Byrd (D-W.Va.) and that it stood no chance of action this year. (For other AAAA news, see page 42.)
- FCC Commissioner **Benjamin L. Hooks** continued to criticize networks last week for refusal to sell half hour of prime time to Republican presidential hopeful Ronald Reagan when he wanted national exposure to restore flagging campaign (although NBC eventually did). Commissioner told Washington Press Club that networks’ performance is reason to treat skeptically protestations of network officials that, if freed from regulation, they will be generous in discharging public interest obligations. **He referred to networks as “power brokers”** and said he is “tilting heavily” toward support of National Citizens Committee for Broadcasting’s proposal to FCC requiring networks or stations to air at least **one hour of public affairs in prime time each week**. Commissioner also sought to defend Chairman Richard E. Wiley against charges of abuse of power in calling in network chiefs for talks that led to formulation of family viewing. Mr. Hooks said that, in same place, he might have called them in to say they were not being fair to minorities and women in employment practices. Later, he explained that was hypothetical example of action that would attract support of individuals now criticizing chairman.
- Booth Newspapers, Ann Arbor, Mich., confirms reports it has discussed merger possibilities with several companies, including **Capital Cities Communications**, which has offered more than \$45 per share (about \$220 million).
- President Ford was to run **gantlet of radio and TV interviews** as he campaigned through Michigan over weekend. WWJ-TV Detroit was to interview him in Flint before he boarded train Saturday; then, he was scheduled for 10 minutes each with WJBK-TV Detroit, WJIM-TV Lansing, WKZO-TV Kalamazoo and WILX-TV Onondaga. Sunday, in Grand Rapids, his home town, President was to do 10-minute interviews with WOTV-TV and WZZM-TV and with WGN-TV Chicago. He was also to give interviews to some 60 radio stations in two groups. Before leaving for Michigan, President was interviewed in White House by WXYZ-TV Detroit and, in separate sessions, by three Scripps-Howard stations—WCPO-TV Cincinnati, WEWS-TV Cleveland and WMC-TV Memphis.
- **Emilio Milian** (below), news director of WQBA(AM) Miami, was victim of bomb planted in station vehicle April 30, presumably in reprisal for editorials criticizing terrorism in Cuban community. He lost both legs (story page 59).





Stakes



Ockershausen



Bernhard

- **Richard Stakes**, president of Evening Star Broadcasting Co. (WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WCIV-TV Charleston, S.C.), named president and chief executive officer of co-owned *The Washington Star*. **Andrew Ockershausen**, who's been VP of broadcast company and is former chairman of joint boards of National Association of Broadcasters, becomes executive vice president and chief operating officer of broadcasting. Appointments were announced by Joseph Allbritton, publisher of newspaper and chairman and president of Washington Star Communications Inc., parent corporation. In other changes: **Robert L. Nelson**, senior vice president and treasurer of *Star*, was elected executive vice president of Washington Star Communications Inc., and **Berl Bernhard**, general counsel for *Star*, has been named general counsel for broadcasting company. His firm—Verner, Lipfert, Bernhard, McPherson & Alexander—was named counsel for broadcasting company, succeeding Hogan & Hartson. Actions follow series of corporate rearrangements (see page 33).



- National Cable Television Association and National Association of Broadcasters, both **under pressure to work out affirmative action employment plans**, are hiring blacks to fill key posts. Effective June 7, **Robert L. Johnson** (at left), press aide to District of Columbia's congressional delegate, Walter Fauntroy, will become NCTA's vice president for subscription cablecasting (with budget of around \$100,000). NAB is on verge of hiring **Belva Brissett**, staff assistant on Senate Intelligence Committee, to be lobbyist in government relations department. NAB executive committee has approved affirmative action plan.

- CBS board of directors has authorized purchase by company of up to **250,000 shares of its common stock** in open market for replacement of current treasury shares issued for employee benefit plans or other purposes.
- National Association of Broadcasters radio code board last week reaffirmed provision requiring broadcasters to make "**good faith**" **determination about acceptability of record lyrics**. It also adopted guidelines urging restrained and responsible advertising of beer and wine, agreed that old people are among those to whom broadcasters should extend special sensitivity in depictions. It affirmed code authority staff's rejection of cigarette paper advertising.
- Producers of **Midnight Blue** said Friday New York Civil Liberties Union would seek injunction against Manhattan Cable's suspension of erotic series on leased channel. Cable system, owned by Time Inc., suspended show for "exhibit[ing] a regular pattern of flouting governmental regulations related to obscenity."
- In what was probably his last speech as acting director of Office of Telecommunications Policy, **John Eger** on Friday **lashed out at what he sees as government infringement of broadcasters' First Amendment rights**. He expressed concern about government "overriding" broadcasters' judgment, codifying ascertainment procedures, prohibiting cigarette advertising, attempting to codify program percentage requirements and establishing prime-time access rule. Those actions, as well as FCC's case-by-case application of fairness doctrine, court decisions requiring hearings on program format changes and government's concern with program content, including sex and violence on television, "add up to a warning" that First Amendment is in danger. He spoke before Ohio Association of Broadcasters in Huron. Mr. Eger, who has spent five years at FCC and OTP, conceded he had been part of apparatus of which he is now critical. He is expected to make way for Thomas Houser, former FCC commissioner whose appointment as director is expected in matter of weeks.

dicted a 21% increase in second-quarter revenues over the \$30.3 million of the same period last year. He also said net income would be up 45-50%, at about \$1.15 per share. It was \$4.6 million and 78 cents per share in April-June 1975.

Mr. Kirtland also reported that Cox radio properties have been experiencing the same over-all increases as television.

While noting that broadcast operations accounted for 62% of Cox revenues and 67% of pre-tax profits in 1975, Mr. Kirtland also gave cable its due. He said that the growth rate goal of 15% yearly for Cox Cable Communications, a 56.2%-owned affiliate, has proved realistic.

"Being in both businesses, we are convinced that broadcasting and cable television can be economically viable and complementary," he said. "We intend to keep a high profile in cable television." Over-all, Mr. Kirtland said, Cox shareholders' equity stood at \$104.5 million in 1975 and had risen 87% over the past five years.

Cable television stocks also exhibited high growth rates for the first quarter of 1976, with the difference for some a transition from red ink to black. James Birney of the Wall Street firm of Furman Selz Mager Dietz & Birney characterized cable stocks as showing a "generally fair year-to-year improvement" resulting from higher subscriber numbers, reduced building expenses, effective rate increases and additional saturation. Pay cable is beginning to make a contribution, he said, but so far it has been "minimal."

Dennis Leibowitz, with E.F. Hutton, New York, believes it will take more than one thing to open up the skies for cable TV; he feels the industry has not yet fully recovered. But over-all, he continued, the industry "looks very attractive." Cable stock prices have gone up tremendously over the last year, said Mr. Leibowitz—but, as they were severely depressed, that wasn't too hard to do. Cable stock prices are still reasonable today, he added, compared to the runaway days of 1972. Multiples range from eight to 15, Mr. Leibowitz explained—again, reasonable compared to the selling prices of 1972.

Carole Lewis Anderson of Paine, Webber, Jackson & Curtis, New York, suggested that the cost of going to pay is "substantially greater" than many cable operators projected. It is not the technical costs associated with delivering pay-TV channels that emerged as the hidden factor, she said, but the greater marketing costs associated with finding the right pay package. Nevertheless Ms. Anderson believes pay cable will offer much greater profitability in the long term. "The outcome of the introduction of pay cable can only be positive in contributing to revenues and income over the next two or three years," she said.

Ms. Anderson preferred to characterize the cable industry in groups. The two largest system operators—Teleprompter Corp. and Telecommunications Inc. (which has not yet reported results for

1976)—have managed to cut losses that were mostly due to overexpansion and over utilization of outside financing years earlier, she said.

American Television & Communications and Cox Cable Communications were characterized by Ms. Anderson as "high growth" stocks that have slowed their cost outlays and started to reap the benefits of marginal profitability. She projected a 30-35% income rise for Cox Cable this year and a 75-80% income rise for ATC. The differences come from construction and turn-on schedules, she explained.

Viacom and UA-Columbia Cablevision are examples of what Ms. Anderson terms "more mature stocks in terms of their growth rates."

Vikoa exhibited a turnaround this first quarter as it rose above the red-ink line for the first time since 1972. A first-quarter loss of \$151,000 for 1975 was transformed into a profit of \$132,000 for the first three months of this year. Since its last-year first-quarter report Vikoa sold five systems that accounted for about 10,000 subscribers. Nevertheless Vikoa now counts 85,600 subscribers compared to 88,500 subscribers before the systems were sold.

Warner Cable Corp., a subsidiary of Warner Communications, reported first-quarter pre-tax income of \$1,032,000, a 14-fold increase over the corresponding period for 1975. In all of 1975 its pre-tax income was under \$2 million.

Programing stocks showed mixed results for the first three months of 1976. MCA's income was up 55.3%; Gulf & Western showed a 52.5% income jump (for its second fiscal quarter) and Disney reported a 27% income gain. Columbia Pictures reported an income drop of 18.6% for the first three months and MGM showed a 37.8% income drop for the first three months of this year. (its second fiscal quarter).

Electronics and manufacturing firms showed some large gains for early 1976, but broadcasting's particular role in those gains is more diffused because of multiple product lines. General Electric reported an 82% income gain; Harris Corp. showed a 53.5% income gain (its third fiscal quarter); Rockwell International reported a 54.7% income gain; Zenith reported a 48% income gain.

New wrinkle on cable copyright

Revised Section 111 produced for mark-up by Judiciary subcommittee; cable and movie interests generally favorable, broadcasters disposed to oppose

A new cable copyright proposal surfaced last week before the House Judiciary subcommittee currently marking up the copyright revision bill. Cable interests immediately welcomed it; the National Association of Broadcasters set out to kill it.

The new proposal was written by the subcommittee staff and Register of Copyrights Barbara Ringer at the request of Subcommittee Chairman Robert Kastenmeier (D-Wis.). It clings closely to the proposal put forth jointly by the National Cable Television Association and the Motion Picture Association of America (BROADCASTING, May 10). It incorporates virtually none of NAB's suggestions (BROADCASTING, April 19).

Intended as a substitute for the cable section in the Senate-passed bill, S.22, and as a working draft for the Kastenmeier subcommittee to act on, the new proposal was unfurled at a markup session Thursday, just two days after private copyright negotiations between the broadcasters and NCTA-MPAA collapsed completely. Both sides blamed the other for the breakdown. They will not get together again. "That's through. We tried. That's over," said NAB's executive vice president, Donald Zeifang.

The focus now is on the Kastenmeier subcommittee, which must act as arbiter of conflicting private interests. The panel is proceeding cautiously and is not likely to adopt any provisions that have not already been thoroughly commented on by the interested industries. At the session Thursday it made some tentative decisions, including accepting the NCTA-MPAA formula for figuring copyright royalty rates

for cable TV.

As does the Senate bill, this newest proposal would give cable systems a compulsory license—that is, the right to use dramatic, literary, music and art works without having to negotiate clearance with each author, composer or artist with a copyright claim. Instead, the system operators would pay a single fee every six months to the register of copyrights, whose job it would be to distribute the money to the copyright holders.

But the new plan radically alters the way the royalty fee is computed. Instead of charging systems a flat percentage of their total revenues, as the Senate version does, it would base cable royalty payment on the number of distant signals systems carry. The subcommittee staff reported that the new plan would yield about \$200,000 less in cable royalties than the Senate plan would—about \$8.5 million.

The subcommittee put off the decision on a second critical provision that is designed to limit a cable system's ability to alter broadcast programs and commercials. This is the provision that provoked NAB's pledge to stand and fight. In the new draft language, as in the NCTA-MPAA agreement, a cable system is prohibited from substituting its own commercials before, during and after a broadcast program. Penalty for violating that provision would be loss of its compulsory license for that program.

Such a program-by-program restriction is not good enough for NAB, which wants a flat ban on all commercial substitution by cables. Without it, insists Mr. Zeifang, cable systems will be able to alternate two hats—one for when they want to be cablecasters, retransmitting programs intact, the other when they want to be "quasi-broadcasters," negotiating for programs on their own and selling them independently.

NAB's sole reason for involving itself in copyright legislation is to insure that the door is not opened for cable TV to compete with broadcasters for broadcast product, audience and commercial revenues. In the substitution provision, that concern comes to the fore. NAB is convinced that if enforcement against commercial substitution is on a per-program basis, cable systems will not hesitate to give up their compulsory licenses whenever they can negotiate more lucrative arrangements for isolated programs, particularly sports programs and movies.

Mr. Zeifang said NAB will attempt to have the cable section killed if the current substitution wording is not altered.

NAB is having little luck all around. In its negotiations with NCTA and MPAA, NAB put forth six points it wanted included along with the MPAA-NCTA plan. Only one, the right of broadcasters to sue cable operators for copyright infringement, is reflected in the draft before the subcommittee now, and it was put there months ago by the Senate.

But all is not roses for the other two associations in the newest draft, either. MPAA, particularly, is disturbed by a few of the new provisions. One completely



Representative Torbert Macdonald (D-Mass.), 58, lay in suburban Washington's Bethesda Naval hospital Friday, much improved from earlier in the week, when doctors, family and aides presumed he was dying. Mr. Macdonald, until three weeks ago chairman of the House Communications Subcommittee, entered the hospital May 9 in what was described as a coma-like condition brought on by internal bleeding. Waking briefly on Monday, he asked for the removal of intravenous tubes and a stomach pump that he believed were keeping him alive. That was done. Then, contrary to indications, the congressman improved; on Wednesday his listed condition was changed from very serious to serious. Spokesmen remained pessimistic about Mr. Macdonald's chances for recovery. His wife, Phyllis, and four children were among family members at his side during the week. The illness has never been explained.

new provision—it was never even discussed in the Senate—would extend the compulsory license to cable signals imported from Canada and Mexico. That would mean, for one thing, that some American cable royalties would go to those two countries. But aside from that, MPAА objects because it would rather American cable systems were not encouraged to pick up foreign TV stations.

MPAA dislikes another new proposal that would in effect stretch an exemption from the regular fee schedule for small systems. An amendment added to the Senate bill, the so-called Hathaway amendment, would give a considerable break to systems with annual revenues of less than \$160,000. Under the new draft a somewhat diluted version of the same favor would be extended to stations with above \$160,000 up to \$320,000 annual revenues. The top-25 multiple systems cable operators could not qualify for this extended part of small system exemption.

MPAA opposes the addition to the Hathaway amendment because it would decrease the copyright royalty pool, from which motion picture interests would draw, by from \$250,000 to \$400,000. NAB dislikes the provision, too, because it and the Hathaway amendment would give special treatment to about 83% of all cable systems, by NAB's figures. "Now that's a Christmas tree," Mr. Zeifang said.

But the new addition is welcomed by the Community Antenna TV Association, which complained loudly that the NCTA-MPAA plan would have medium size cable systems paying more in copyright royalties than would the Senate plan.

Among other new provisions in the draft of the cable copyright section is one that recognizes the copyright interests of sports owners. The draft would direct each cable system to report to the register of copyrights all programs it substitutes voluntarily on its signal. The provision was added at the urging of sports interests that wanted to make certain their copyright claims would be recorded when their programs are "cherry-picked" in that manner.

Under the new fee structure, each cable system would pay percentages of gross receipts only on distant signals: 0.6% on the first signal, 0.425% on the second, third and fourth signals, and 0.2% on every additional signal beyond four. Every system would pay 0.6% of its gross receipts for the privilege of carrying distant signals, regardless of whether they actually do so now.

Those copyright rates would be all but cemented in the new draft. The royalty tribunal, a special panel established in the Senate bill to revise royalty fees periodically, would meet every five years under the new plan, but could only tamper with cable fees to make adjustments for inflation and deflation or for radical changes in cable subscriber rates. A special review by the royalty tribunal, regardless of whether five years has passed, would be "triggered" if the FCC changes its syndicated exclusivity rules, and if the FCC rules to permit additional distant signals.

Judge Ferguson offers bargain in family viewing

Whether plaintiffs and defendants will agree to it is not yet known; plan would prohibit meeting of FCC with networks, return 'All in the Family' to family time period, provide for meetings with public and creative community; case could be settled by agreement Tuesday

The platoon of lawyers involved in the family viewing suit will reassemble in the courtroom of U.S. District Judge Warren Ferguson in Los Angeles tomorrow morning (May 18). When the day is out, they, their clients and the judge should have a good idea of whether the trial of the First Amendment phase of the case can be terminated. Late last week, there were no firm predictions.

Actually, the first sign of a break could emerge some time today in Los Angeles, where, it seemed likely, lawyers for both sides would meet to exchange views before going into court. Indications are that both sides are interested in a settlement of the case, which has been in court for five weeks—but that what the FCC perceives to be its obligations and responsibilities may present a major obstacle. There have been a number of surprises already, however.

Judge Ferguson provided one last week when he circulated among the parties a proposed statement of principles—his suggestion for a basis of settlement of the suit that was brought by Hollywood writers, actors and producers and is aimed at lifting the restrictions imposed on programing by the family viewing concept.

The judge startled lawyers and witnesses alike two weeks ago, when he stopped the trial during the cross-examination of CBS President Arthur Taylor and directed the attorneys to attempt to reach an out-of-court settlement. He indicated he had heard all he needed to know.

Neither the lawyers for the Hollywood plaintiffs nor those for the defendants—the three networks, the National Association of Broadcasters, and the FCC—would comment on the judge's proposal, other than to say a settlement would be welcomed. However, the plaintiffs and the defendants were understood to be working on counterproposals of their own; apparently none of the parties is prepared simply to embrace the judge's proposal.

As pieced together from various sources, his statement contains at least one provision that surprised no one—it would bind network executives to refrain from talking to FCC officials about programing matters. Judge Ferguson, before suspending the trial two weeks ago, indicated that if he were to issue an injunction, as requested by the plaintiffs, it probably would not go beyond barring the kind of

talks that network and NAB executives engaged in with FCC Chairman Richard E. Wiley before formulating the family viewing concept. These talks are a major factor in the plaintiffs' contention that family viewing—in which the first two hours of prime time are reserved for programing suitable for the entire family—constitutes a violation of the First Amendment.

But some reported provisions do provide surprises, and one seems almost bizarre. Under it CBS would consider returning *All in the Family* to a time period before 9 p.m. CBS's decision to move the program out of its 8 p.m. Saturday slot last year has been cited by the plaintiffs as a prime example of the kind of improper influence they say family viewing brings to bear on programing decisions. Returning *All in the Family* to what is now family time would, presumably, indicate network freedom. It's understood that the statement calls on the other networks not to oppose the rescheduling of the program.

(Judge Ferguson made no reference to the antitrust suit in which Tandem Productions is seeking \$10 million damages because CBS rescheduled its *All in the Family* out of family viewing time. Trial of that suit is scheduled to follow the present one on the First Amendment issue. However, some lawyers feel that if CBS moved *All in the Family* back into family viewing time, Tandem's ability to collect damages would be weakened.)

Another surprise proposal is said to suggest that the networks and stations hold meetings at which members of the public and the creative community could offer suggestions on programing. This appears to reflect the position of citizen groups that are in the case as friends of the court—the National Citizens Committee for Broadcasting and Action for Children's Television—that the public should have been permitted to participate in the process that led to the family viewing plan.

One provision would make it clear that, regardless of the strictures of the NAB code—which now embodies family viewing as a provision—stations could carry any programing they choose. (They may do so now, if they resign from the code.)

Although the two sides have yet to discuss the judge's proposals—or any counterproposals of their own—some observers feel that the attitude of the plaintiffs toward Judge Ferguson's proposal is critical; the broadcasters' position, the feeling is, is closer to that expressed in the statement. There were signs last week that the plaintiffs were not unhappy with the judge's statement.

Attorneys for the networks, the NAB and the FCC met in New York on Thursday, and did not reach agreement on a common front. And although there are some differences among the networks, the main problem appears to be the FCC.

For on the matter of industry-FCC talks on programing, the commission is known to be reluctant to refrain forever from such talks—and Judge Ferguson, in his discussion of settlement possibilities, recognized that might well be the case.

Little oversight goes long way

In one-day hearing FCC is grilled on family viewing, equal time, and other pets of congressmen

FCC Chairman Richard Wiley's chief regret about his role in the events that resulted in TV's family viewing period is the "abuse" that has since been heaped on him from some public officials and private citizens.

Recalling the meetings he had in his office with network officials that led to the industry's adoption of family viewing, Mr. Wiley said last week: "If any public official tries to act like this in the public interest and takes the abuse I've taken, he'd have to be out of his mind to do something like that again."

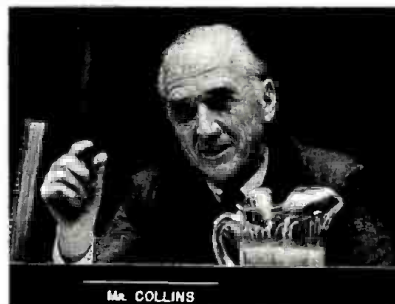
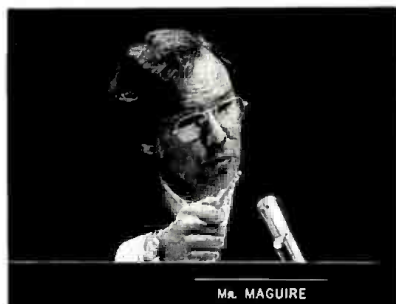
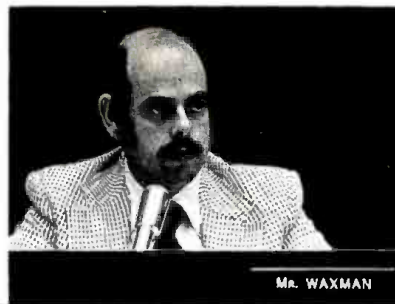
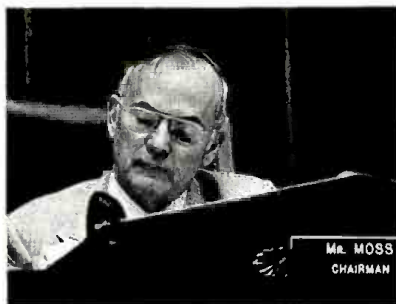
Having said that, however, Mr. Wiley added: "If I had to do it over again, I would do so."

Family viewing was the subject of some intense questioning during FCC oversight hearings last Monday before Representative John Moss's (D-Calif.) Oversight and Investigations Subcommittee, a hearing that ranged across a variety of communications issues. The chief inquisitor on family viewing was Representative Henry Waxman (D-Calif.), an ally of the Hollywood writers, actors and producers whose suit against family viewing may be settled by agreement between the parties (BROADCASTING, May 10; also see "Top of the Week"). Mr. Waxman's district includes part of Hollywood.

The bulk of Mr. Waxman's criticism Monday was that Mr. Wiley's talks with the network heads were shielded from public view and participation, and even apparently from the other members of the commission, none of whom attended the meetings.

None of the six commissioner's present at the hearing (Charlotte Reid was ill) would criticize Mr. Wiley's actions, however. "We all supported the chairman's actions in this case," Commissioner James Quello said. Commissioner Abbott Washburn told Mr. Waxman: "It seemed perfectly proper to me as a new commissioner that the chairman should be doing this." He recalled that Appropriations Committees in both the House and Senate, the committees that control the commission's funds, had threatened the FCC if it didn't take some action against violence on TV. Mr. Moss, however, waved off that argument, saying: "I don't find their threats overly disturbing. I've heard them do that over the years."

In his questioning, Mr. Waxman intimated that Mr. Wiley used the FCC's control over the networks' TV licenses to force the networks to meet with him, a circumstance Mr. Waxman said he found "shocking." But Mr. Wiley denied the charge, citing "sworn testimony" from



FCC on congressional carpet. Representative John Moss's (D-Calif.) Oversight and Investigations Subcommittee of the House Commerce Committee called the FCC up for an overview last Monday and Friday (May 10 and 14). Among the principal inquisitors: Mr. Moss and Henry Waxman (D-Calif.), who faulted the FCC for its role in the family viewing decision; Andrew Maguire (D-N.Y.), who criticized its failure to relocate a New York VHF to his home state, and James Collins (R-Tex.), who disagreed with the ruling that WGN-AM-TV Chicago had to sell 30- and 60-second time units to the Ford campaign. Defending their actions (lower picture) were (l to r) Commissioners Abbott Washburn, James H. Quello, Benjamin Hooks, Richard Wiley (the chairman), Robert E. Lee and Glen O. Robinson.

CBS President Arthur Taylor and others at the family viewing trial in Los Angeles to back his claim that the FCC coerced no one.

Mr. Moss concluded that his subcommittee will have to set aside time later for hearings specifically on family viewing. Mr. Wiley protested that, saying family viewing is strictly an industry problem.

The commissioners were also attacked by the subcommittee members for their most recent rulings affecting political-candidate access to the airwaves. "I think the commission erred, and erred to the disservice of the public," said Mr. Moss about the commission's decision against the Ronald Reagan campaign in an equal-time complaint involving WCKT-TV Miami. The Reagan people argued that a 30-minute television interview by the station with President Ford that was chopped into five

pieces and run on successive evening news shows the week before the Florida primary obligated the station to make like time available to Mr. Reagan. The commission ruled, however, that the segments were exempt from equal time because they were news interviews.

The decision, Mr. Moss said, was an "outrageous abuse of the commission's discretion . . . It says in effect that a station can be as partisan as it wants as long as it presents it in a news program."

Mr. Wiley said he was "not particularly pleased with it myself," but that the commission could have acted no other way under the law.

Representative James Collins (R-Tex.) faulted the commission for another decision in which the FCC ruled that WGN-AM-TV Chicago had to sell President Ford's campaign time in units of 30 or 60 sec-

onds. The stations previously had a policy of refusing to sell time for political messages in less than five-minute periods. Mr. Collins supports that policy. "In five minutes you can't get away with half-truths and innuendo. You have to deal with facts," he said.

Commissioner Quello defended the FCC decision, however, saying it permits candidates to run their campaigns the way they want.

Representative Waxman expressed displeasure with three other commission rulings: one exempting candidate debates from equal time, one exempting press conferences from equal time and the one which said Ronald Reagan's old movies trigger equal time for his opponent. The three "add up to a very strange system, in my mind," he said.

Representative Moss concluded that "in this presidential election year . . . the commission has failed to assume its responsibility in this area [insuring that candidates get "reasonable access" to TV and radio], and several presidential candidates have had difficulty in conveying their message to the American people as a result."

Representative Andrew Maguire (D-N.J.) had another bone to pick with the commission: its pending inquiry into improving VHF service to his home state of New Jersey. Mr. Maguire said he disagreed with the commission's rejection of a proposal to relocate a station in New York to Trenton, N.J. He questioned the commission's assertion that moving the station would be a "risky gamble" commercially and suggested that the commission did not have adequate evidence on which to base that judgment. The commission should have ordered a formal, independent economic study in the case, Mr. Maguire said.

Despite Mr. Wiley's assurances that "we are concerned about getting some good public service in New Jersey," Mr. Maguire is pessimistic about New Jersey's chances of getting good VHF service any time soon. "I'll bet we end up with a couple of mobile crews running around the state. Ten years from now we'll be right back here." Responded Mr. Wiley, "You can denigrate every effort we've made, but this is a sincere effort. I don't think we can say anything to satisfy you."

The subcommittee touched on a half-dozen other issues, many relating to telephone service and citizens band radio:

■ Chairman Wiley, asked about progress at the commission on a draft of cable TV legislation, said there is no bill yet. He added, "What we want to do [in cable regulation] can be done with our existing authority."

■ Mr. Wiley praised the FCC's regional meetings saying they have succeeded in bringing the commission closer to the average citizen. "Maybe the average screamer," Commissioner Glen Robinson corrected. "I would hate to think the kinds of people who show up at those meetings are the average citizens," Mr. Robinson said.

■ Representative Moss charged that the commission "has refused to move ag-

gressively to develop effective consumer participation in its proceedings." He favors funding public participants in FCC proceedings.

■ Mr. Moss also urged stronger FCC enforcement of equal employment guidelines. "The employment practices of the broadcasting industry in this respect can only be characterized as inadequate," he said. It is a situation he finds particularly insidious because "unfair hiring practices may be subtly reflected in programming decisions and thus affect the attitudes of millions of Americans."

■ Representative James Scheurer (D-N.Y.) urged the commission to find out what TV and radio services are available or being developed for the elderly. He said the telephone, radio and TV are the "lifeline for the elderly."

First step or last in NAB reform?

Fact-Finding Committee puts four long-term recommendations, five short termers before executive committee; overview by outside consultant vetoed immediately; suggestion for new administrator survives, although criticism of Wasilewski is avoided; full board will have chance in June

The executive committee of the National Association of Broadcasters last week accepted for study a set of recommendations to improve NAB's operation. Product of the NAB board's "Fact-Finding and Review Committee," the suggestions include consideration of splitting NAB into separate radio and TV operations and of constructing a "management by objective plan" for the association.

The Fact-Finding Committee led by Donald Jones of KFIZ(AM) Fond du Lac, Wis., met with the executive committee in Washington last Tuesday for roughly two and a half hours. The importance to be attached to the resulting pronouncement was in question. The original chairman, now secretary, of the fact-finding group, George Brooks of KCUE-AM-FM Red Wing, Minn., concluded that Tuesday "was a signal occurrence in the life of NAB." But another member of the committee, Bill Sims of KOJO(AM)-KIOZ(FM) Laramie, Wyo., downplayed the recommendations, calling them "housekeeping" suggestions.

Mr. Jones concurred in Mr. Sims's evaluation. "We have a good foundation" at NAB, he said. "We don't want to tear anything down and rebuild it. We just want to do some interior decorating."

Whatever the characterization, the executive committee treated the recommendations with extreme caution, evidenced by the fact that the news release summarizing them was drafted by the chair-

If they left out the material for tomorrow's big meeting...



you can have it tonight. Tell them to get it on American's Priority Parcel Service.

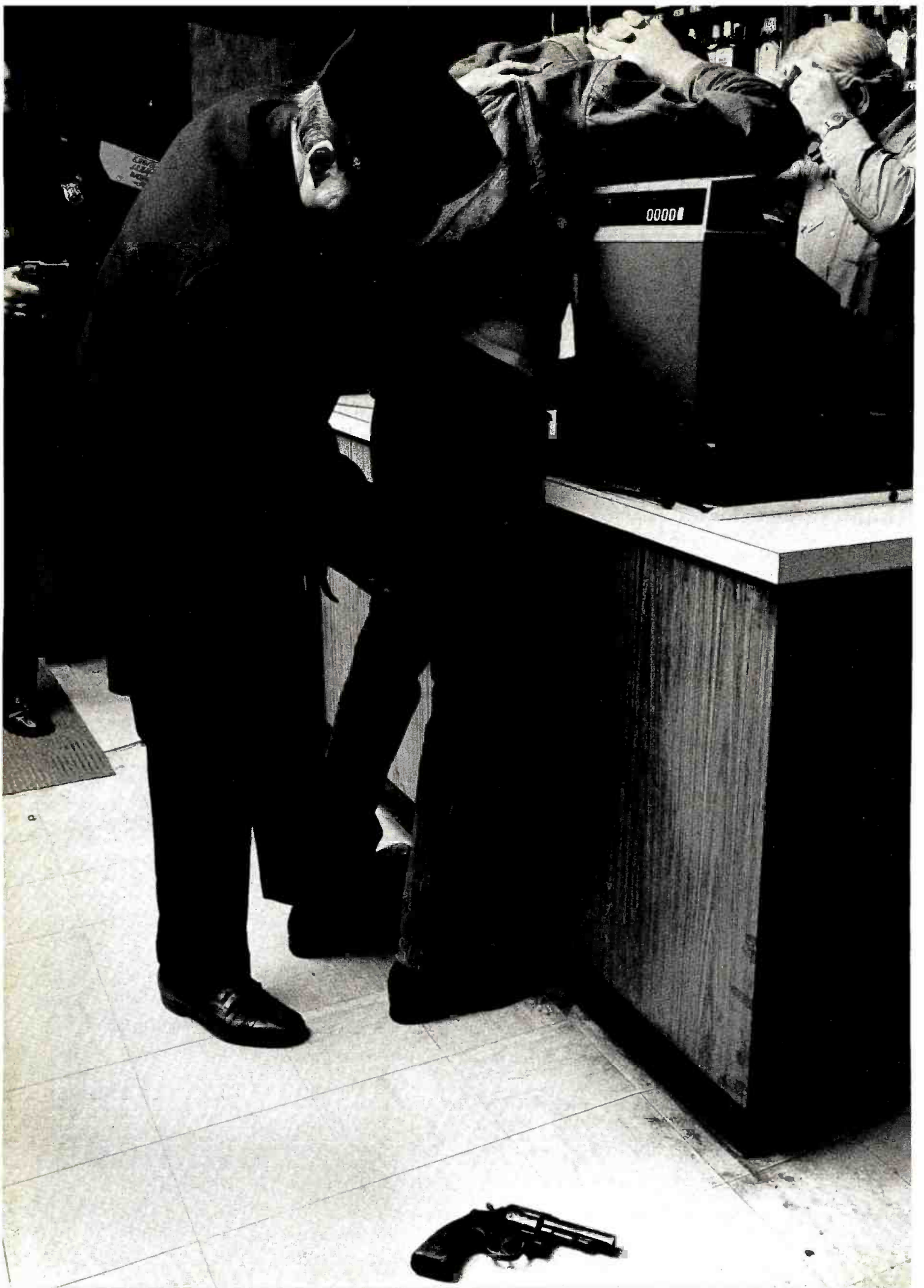


If it weighs 50 pounds or less and measures no more than 90 inches in length, width, and height. American can get it from here to there in hours. Just get it to an American airport ticket counter and it's on its way. Yes...American can arrange to pick up and deliver.

American Airlines Freight System

633 Third Avenue, New York, N.Y. 10017 U.S.A.

Get it on American
AMERICAN'S
PRIORITY PARCEL
SERVICE



ODDS ARE 2 TO 1 HE'LL NEVER SPEND A DAY IN JAIL.

Storer stations are concerned and are doing something about it.

Robbery up 14% . Burglary up
17% . Forcible rape up 9% .
Aggravated assault up 9% .
Murder up 5% .

According to figures released
by the FBI in 1975, crime took the
biggest jump in 45 years. And
every indication is that the trend
is continuing.

Especially frustrating to law
enforcement officials is the number
of handguns and their easy
availability.

Also infuriating is the fact
that 65% of all people convicted
of a felony are placed on proba-
tion. Many never set foot in a jail.
This, in spite of the fact that nearly
two-thirds of all those arrested for
crimes are repeat offenders.

Storer Stations feel that this
frightening rise in crime in
America must be fought at every
turn. So, daily, they lend their

support editorially and in pro-
gramming to crime-fighting efforts.

One case in point was
WJBK-TV, Detroit, this past
January. Legislation was intro-
duced in the Michigan Senate
calling for mandatory two-year
prison terms for anyone convicted
of using a handgun in the com-
mission of a felony.

The bill was overwhelmingly
passed by the State House, but
faced serious roadblocks in the
Senate. An attempt to bury the bill
in committee was barely beaten
down by an 18-13 vote.

Knowing a final decision was
near, WJBK-TV devoted a series
of editorials and guest viewpoints
on 5 consecutive days that urged
viewers to call or write their State
Senator, demanding approval of
House Bill 5073.

Just four days after the series,
the bill was passed 28-7!

Representative Denis Hertel
who introduced the bill credits
WJBK-TV *exclusively* with getting

the measure passed. In a letter to
WJBK-TV, he stated:

*"I want to thank you for the tre-
mendous combined effort you put
forth to insure the passage of
H.B. 5073. Your efforts aroused
the citizens to call and write their
legislators in unprecedented num-
bers. Hopefully, this taste of
success will cause people to in-
crease their efforts to contact their
representatives."*

And this is typical of the deep
involvement in the affairs of their
communities by all Storer Stations.

As we see it, the more effec-
tive 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

man of the association, Wilson Wearn of Multimedia Broadcasting, Greenville, S.C., in cooperation with Mr. Jones. Normally such a dispatch would have been written by the public relations staff. One NAB executive reacted as though a bomb had been defused. "This will take care of it," he said, a reference to some heat NAB has taken in recent months from such outspoken critics as Mr. Brooks.

In its release the executive committee said it accepted for study, "not necessarily ... for adoption," a group of short-term and long-term recommendations. It rejected off the top a suggestion that the NAB should subject itself to an outside management study. It said: "We feel that

NAB officers and directors have ample creativity, imagination and leadership."

The short-term recommendations were primarily two: The radio and TV boards, perhaps separately, should list in order of priorities NAB goals and objectives for the coming year. A long-term corollary would be to list goals for the next five years. The second was that the NAB committee system be examined with an eye at adding or eliminating some panels and at giving directors more involvement in others.

The executive committee adopted two short-term goals on the spot. It agreed first that the executive committee should give a summary report at the beginning of each semiannual board meeting of all the

events that occurred since the last board meetings. Second it agreed that from now on the budget report will be scheduled early in board meetings to insure ample time to discuss it.

There was another recommendation that could be added to the list of short-terms. It is that NAB open its board meetings to the public. That suggestion was not included in the executive committee's release, but it was among the Fact-Finding Committee ideas discussed Tuesday.

Among the recommendations for long-term considerations are these: (No.1) that the executive committee authorize a study of how a "management-by-objective" plan might be incorporated into NAB management; (No.2) that the executive committee "consider whether the NAB staff needs to be augmented in its composition and alignment in order to meet the needs of the 1980's."

Mr. Jones said there is no intention in this to suggest that NAB staff people should be replaced. Specifically he said, "I would say nothing to demean [NAB President] Vincent Wasilewski," whose job he said is "thankless, mean and terrible ... It takes a superhuman effort to try to please all broadcasters." Mr. Jones said that in line with the No.2 long-term recommendation, there was a suggestion Tuesday that the NAB chairman might become a full-time Washington-based chairman, and another that NAB hire an "administrative assistant" to handle the affairs of the association, freeing the president to handle policy and ceremonial matters. The NAB used to have an executive who fit that bill—Grover Cobb, senior executive vice president, who died March 7, 1975.

A third long-term suggestion is that NAB consider creating separate radio and TV divisions with separate, autonomous boards. And (No.4), if No. 3 is adopted, thought should be given to "streamlining" the board.

There was little controversy in the meeting Tuesday, according to Mr. Jones. In fact, "the recommendations were enthusiastically received by people like Wilson Wearn," who, he said, has other things beside "housekeeping" matters to occupy his attention.

For himself, Mr. Wearn said, "It was obviously the objective of the Fact-Finding and Review Committee to be constructive and positive. The executive committee applauds the spirit in which these discussions took place."

The committee was put together after the January NAB board meeting in Key Biscayne, Fla., by Mr. Brooks, and although a resultant shuffle of membership pushed Mr. Jones into the leadership position, most of the suggestions are reflected in the original 16 grievances Mr. Brooks collected and presented at the Florida meeting.

The committee will make a final report at the NAB board meetings in Washington, June 13-17, after which it will disband. A fourth member of the committee, serving with Messrs. Jones, Brooks and Sims is Victor Diehm of WAZL(AM)-WVCD(FM) Hazleton, Pa.

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RKO's parent runs into more difficulty

SEC allegation of payoffs prompts GT&R and O'Neil to consent to desist order, establishment of special review committee

The General Tire & Rubber Co., a conglomerate with holdings that include RKO General Inc. and its 16 radio and television stations, has been caught up in the Securities and Exchange Commission's wide-ranging investigation of illegal corporate payoffs.

The SEC last week filed a complaint in U.S. district court in Washington charging General Tire and its president, Michael Gerald O'Neil, with a long list of violations of federal securities laws, including illegal and improper payments "political contributions in the U.S., to officials of foreign countries, falsification of corporate books, and the maintenance of slush funds.

And General Tire and Mr. O'Neil agreed to a settlement of the charges. Without admitting or denying the allegations they consented to the entry of a court order restraining them from the actions of which they are accused. GT&R

and Mr. O'Neil also agreed to set up a special review committee of General Tire's board of directors to conduct an independent investigation of the charges. The findings are to be reported to the SEC in six months and will be made public.

The SEC is not the first government agency to learn of alleged improprieties on the part of General Tire in its foreign or domestic operations. Two weeks ago, outgoing Federal Trade Commissioner Stephen Nye said that agency was looking into charges that the company had violated the antitrust laws in connection with a payment made to a Moroccan consultant for the purpose of blocking Goodyear Tire & Rubber Co. from establishing a business in Morocco (BROADCASTING, May 3).

And an extensive pleading detailing a number of the same allegations contained in the SEC complaint was filed with the FCC in December by one of two applicants seeking to supplant RKO as licensee of channel 7 Boston, now occupied by WNAC-TV. Community Broadcasting of Boston filed the pleading in support of a petition to reopen the record in the hearing (BROADCASTING, Dec. 15, 1975). The commission has not yet acted on that petition.

The SEC charges concerning corporate political contributions in this country did not identify the alleged recipients. But the complaint described a system, said to have been instituted by Mr. O'Neil in 1968, under which a percentage of salary in-

creases or bonuses paid to top executives were skimmed off for a political slush fund.

The proceeds were either deposited in a bank account labeled the General Tire Good Citizenship Fund or in a wall safe in Mr. O'Neil's office. At least \$65,000 out of a minimum of \$80,000 collected between 1968 and 1972 was said to have been given to candidates selected by Mr. O'Neil or by others acting under his instructions.

The alleged illegal payoffs to foreign officials were said to total "several million dollars of corporate funds," and the SEC said they went to individuals of diverse ideological and political backgrounds—from leftist Chileans and a "consultant" in Communist Romania to government officials and "consultants" in Morocco and Mexico.

The purposes were said to vary—to obtain price increases for General Tire products, to block entry of competition into a country and to win a contract (in Romania) to build a tire plant, among them. The complaint also alleged that General Tire paid \$150,000 to Saudi Arabian financier, Adnan Khashoggi, to get itself, its subsidiaries and its affiliates removed from the Arab boycott list of those companies dealing with Israel.

The SEC complaint also detailed a procedure General Tire is said to have followed between 1960 and 1970 to generate "at least \$3 million" by overbilling "at least four affiliates" in a number of foreign countries. The funds were placed in accounts numbered 611, the complaint said, "and were used for various improper purposes in Chile, Morocco and other countries."

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Justice stance on crossownership again evokes protest from NAB

Association contends government agency should be defending commission action, instead of attacking it in hopes of getting more stringent rule

The National Association of Broadcasters is making another attempt to have the Department of Justice removed from the U.S. Court of Appeals case in which the FCC's broadcast-newspaper crossownership rule is being challenged. The NAB says the department's attack on the rule is inconsistent with its statutory role to defend commission actions.

The NAB is no supporter of the rule, which bars the creation of new broadcast-newspaper combinations in the same market and requires the break-up of 16 such combinations that the commission regards as constituting egregious monopoly situations. NAB and a number of broadcasters, newspapers owners and the American Newspaper Publishers As-

sociation are attacking the rule for what it does.

The Justice Department, through its Antitrust Division, and a number of citizen groups are opposing the rule for what it does not do; the department contends the commission should require the break-up of all television-newspaper crossownership combinations in the same market.

NAB initially sought to remove Justice from the case a year ago after the department's Antitrust Division petitioned the court to review the rule. NAB said then that Justice could not represent both a petitioner and a respondent—the FCC—in the same proceeding (BROADCASTING, June 9, 1975).

The issue was ultimately declared moot by the court after Justice failed to file a petitioner's brief and instead asked that its petition for review be dismissed.

But the department had not withdrawn for good. On Feb. 17, when the commission filed its respondent's brief defending the rule against the appeals taken by its critics, Justice also filed a "respondent's brief"—but it was that in name only. It attacked the rule as vigorously as any appellant's brief, contending that the commission failed in its duty to promote economic competition and that First Amendment objectives required the commission to break up all crossowned television-newspaper combinations in the same market.

The commission, in its response, said the department had erred in its assessment of the diversity and other public interest factors that went into its decision, and placed "an improper emphasis" on the role economic competition plays in the commission's public interest responsibilities. The commission also said that, to the extent Justice is challenging the wisdom of the rule rather than showing it is not in accord with the law, the courts "are not the proper forum" for the department's arguments.

Thus, NAB—as did the FCC in a brief replying to Justice's arguments—contends that the department is participating in the case as a petitioner, not a respondent. And, NAB said, the arguments it made last year for removing Justice from the case still apply—that Justice's "responsibility as counsel for the statutory respondent is to defend and implement the FCC's orders not to undermine them."

NAB also contends that the issue is not academic. Those who seek to test the position in the commission's order "are entitled to a single coherent statement of that position," it said. "In sports parlance, petitioners are entitled to face the FCC in a fair contest without being clipped from behind by the Department."

The crossownership issue is a live one not only in court but at the FCC. The commissioners this week are expected to consider one of a number of petitions Justice has filed to deny renewal applications on the ground of concentration of control of broadcast and newspaper holdings. The stations are WIBW-AM-FM-TV Topeka, Kan., and the commission staff is recommend-

ing rejection of the petition.

The staff bases its commendation on the policy the commission laid down in the order adopting the crossownership rule. The commission then specified the crossownership situations it felt should be broken up, and said that, beyond them, it would consider designating renewal applications for hearing on concentration of control grounds "only on a showing of economic monopolization that might warrant actions under the Sherman Antitrust Act."

Allbritton rearranges his cards to clear way for sale of stations

Perpetual Corp., under new name, assumes broader holdings

The Washington Star Communications Inc., whose acquisition by Joseph Allbritton's Perpetual Corp. was approved by the FCC in January, is being reorganized out of existence. The aim is to simplify the corporate structure and to ease some of the tax bite when Mr. Allbritton sells the WSCI stations he is required to dispose of under the terms of the commission's order.

Before the reorganization, which has been approved by the FCC, Perpetual owned 99.2% of WSCI and it owned all of the stock of Evening Star Broadcasting Co. That company, in turn, was the licensee of WMAL-AM-FM-TV Washington and held all of the stock of WLVA Inc., licensee of WLVA-AM-TV Lynchburg, Va., and of First Charleston Corp., licensee of WCIV(TV) Charleston, S.C.

When the structural changes are completed, the stock of WLVA Inc. and First Charleston, as well as the assets, including licenses, of WMAL-AM-FM and the stock of Evening Star Broadcasting will be held by Perpetual. However, there will be a reminder of the old days in Perpetual's new name—Washington Star Communications Inc., of Delaware.

The Evening Star Broadcasting Co. remains in existence as the owner of WMAL-TV.

The commission order permitting Mr. Allbritton to acquire WSCI, required him to dispose of the stations that would place Perpetual in conflict with the crossownership rules. And the reorganization plan indicates he intends to dispose of WMAL-AM-FM first. By assigning them to what is now WSCI of Delaware, he has increased their book value to a point where the taxes that would be paid on their sale will be decreased.

The application filed with the FCC for the assignments and transfers involved also said the transactions would simplify WSCI of Delaware's task of selling stations. Their assets, the application said, would be placed at the disposal either of "first tier subsidiaries" or of the parent company itself.

New members join NAB code boards

For radio, It's Farber, Fritts, Rubens and CBS Radio's Stuppler; for TV: Conley is in and Rich replaces Kearl as chairman

The National Association of Broadcasters has appointed four radio broadcasters and one TV broadcaster to their respective code boards.

New on the NAB radio code board are Erica Farber of WROR(FM) Boston; Edward Fritts of WNLA-AM-FM Indianola, Miss., and Walter Rubens of KOBE-AM-FM Las Cruces, N.M. They replace Carl Venters of WPTF(AM)-WQDR(FM) Raleigh, N.C.; James Ward of WLAC-AM-FM Nashville, and the late Jack Timmons of KWKH(AM)-KROK(FM) Shreveport, La.

There is a change in network representation on the radio code board. Jack Stuppler of CBS Radio replaces Jack Clements of Mutual Broadcasting System.

On the TV code review board James Conley of Meredith Broadcasting Group, New York, is a new member. Robert Rich, code board member from KBJR-TV Duluth, Minn., moves up to chairman, replacing Wayne Kearl of Harte-Hanks TV, San Antonio, who retired from the board.



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FCC devises new set of percentages for TV renewals

Commission says staff can act on its own authority in approving those applications that promise 5% local, 5% informational and 10% nonentertainment programming

The FCC has touched up some of the procedures the staff follows in processing license renewal applications. Guidelines for determining which television renewal applications must be referred to the commission for review of nonentertainment programming have been adopted. And the commission has indicated the kind of "substantial" variation between promise and performance it would expect the staff to call to its attention.

At present, the staff operates under delegated authority to renew licenses of AM, FM and television stations that propose in the new license period to devote at least 6%, 8% and 10%, respectively, of their total programming to nonentertainment material. Applications proposing less than those minimums are referred to the commission.

Under the new delegation of authority,

the staff will check proposals for programming in two new categories—local and "informational" (that is, news and public affairs)—as well as nonentertainment. Commercial television applications proposing less than 5% local, 5% informational and 10% nonentertainment programming will be referred to the commission. (The programming counted will be between the hours of 6 a.m. and 12 midnight.) The only exceptions are UHF stations not affiliated with a major network.

The commission said it will consider "in the near future" revisions in the delegations of staff authority regarding commercial AM and FM renewal applications.

However, the change dealing with promise versus performance will be implemented immediately for all three services. The change involves a definition of the word "substantial"—as in the authority given the staff to determine whether a "substantial" discrepancy between promised and delivered programming was justified in the public interest. The commission has acknowledged the licensee's discretion to adjust to changing circumstances while insisting that the information in an application be reliable.

The commission said that "a fairly low percentage threshold"—15% in any one category or 20% in all categories—would constitute a substantial variation. When it comes upon that kind of discrepancy, the staff will exercise its discretion in focusing

on the timing and substance of the licensee's explanation.

The commission did not put the number in the rule. It said it wanted to permit flexibility in changing circumstances.

Changing Hands

Announced

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

■ **WYOO(AM)** Richfield, Minn.: Sold by Fairchild Industries Inc. to Radio 980 Corp. for \$625,000 plus \$35,000 noncompetition covenant. Seller, publicly traded aero-space manufacturer, also owns **KLIF(AM)** Dallas and, subject to FCC approval, has sold **WYOO-FM** (BROADCASTING, Feb. 23) and purchased **KDTX(FM)** Dallas (BROADCASTING, Dec. 22, 1975). Buyer is subsidiary of Entertainment Communications Inc. (Joseph M. Field, principal) which also owns **KBRG(FM)** San Francisco, **KLEF(FM)** Houston and **KTAC-AM-FM** Tacoma, Wash. **WYOO** is on 980 khz with 5 kw full time. Broker: La Rue Media Brokers Inc.

■ **WEIR(AM)** Weirton, W.Va.: Sold by 1430 Corp. to Gilcom Corp. of the Tri-State for \$392,000. Seller is owned by Mone Anathan Jr. (who has 25% interest in **KREOLAM** Indio, Calif.), his brother, Robert P., and son, Mone III. Principal in buyer is Edward T. Giller, who also owns **WFBG-AM-FM** Altoona, Pa. **WEIR** is on 1430 khz with 1 kw full time.

■ **KOCA(AM)** and FM construction permit, Kilgore, Tex.: Sold by Radio Kilgore Inc. to Noalmark Broadcasting Corp. for \$234,000. Seller is equally owned by Douglas Humble, William Y. Rice, Ewing Adams and Gillett Sheppard, none of whom has other broadcast interests. Buyer is owned by Edwin B. Alderson Jr. and William C. and Theodosia M. Nolan. Messrs. Alderson and Nolan are El Dorado, Ark., attorneys. Nolans are also principals in **KELD(AM)**-**KEZU(FM)** El Dorado and **KXOW-AM-FM** Hot Springs, Ark. **KOCA** is on 1240 khz with 1 kw day, 250 w night. FM CP is for 95.9 mhz with 3 kw and antenna 150 feet above average terrain.

■ **KGUL(AM)** Port Lavaca, Tex.: Sold by Angelo Broadcasting-Telecasting Inc. to Dan Andrus for \$100,000. Seller is owned by Louis O. Seibert who has no other broadcast interests. Buyer is general manager of **KVPI-AM-FM** Ville Platte, La., and has no other broadcast interests. **KGUL** is 500 w daytimer on 1560 khz. Brokers: Doubleday Media for buyer, Kelley Associates Inc. for seller.

Approved

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

■ **KROC-TV** Rochester, Minn.: Sold by Southern Minnesota Broadcasting Co. to Quincy Newspapers Inc. for \$4,250,000. Seller is owned by G. David Gentling who will retain **KROC-AM-FM** and who owns,



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5-17

with his son, G. David Jr., KTYD-AM-FM Santa Barbara, Calif. Buyer publishes *Quincy* (Ill.) *Herald-Whig* and owns 88% of WGEM-AM-TV Quincy and 100% of WGEM-FM there and WSJV(TV) Elkhart-South Bend, Ind. Ownership is in several family trusts. KROC-TV is NBC affiliate on channel 10 with 315 kw visual, 46.8 kw aural and antenna 1,260 feet above average terrain.

■ WHEN(AM) Syracuse, N.Y.: Sold by Meredith Corp. to Park Broadcasting Inc. for \$2 million. Meredith publishes *Better Homes & Gardens*, *Successful Farming* and California newspapers, and owns KPHO-TV Phoenix; WGST(AM) Atlanta; WNEM-TV Bay City, Mich.; KCMO-AM-TV and KCEZ(FM) Kansas City, Mo.; WOW(AM)-KEZO(FM) Omaha, and WHEN-TV Syracuse. Roy H. Park is sole owner of buyer which also owns WBMG(TV) Birmingham, Ala.; KRIS(AM)-KFMX(FM) St. Louis Park (Minneapolis), Minn.; WUTR(TV) Utica, N.Y.; WNCT-AM-FM-TV Greenville, N.C.; KWJJ(AM)-KJIB(FM) Portland, Ore.; WNAX(AM) Yankton, S.D.; WDEF-AM-FM-TV Chattanooga; WJHL-TV Johnson City, Tenn.; WTVR-AM-FM-TV Richmond and WSLs-TV Roanoke, both Virginia, and KEZX(FM) Seattle. He has sold WBC(AM) Duluth to keep his AM broadcast portfolio within FCC limits (BROADCASTING, May 10). WHEN is on 620 khz with 5 kw day, 1 kw night.

■ WLOB(AM) Portland, Me.: Sold by Adams-Russell Co. to Michael E. Schwartz and Donald L. Wilks for \$600,000. Seller (Gerald J. Adams, president) is publicly traded and owns WYTV(TV) Youngstown, Ohio, and cable systems in Maine, Massachusetts, Arkansas and Missouri. Buyers own WTYM(AM) East Longmeadow-WAQY(FM) Springfield, both Massachusetts; WRQK(FM) Greensboro, N.C.; WRQN(FM) Westbrook, Me., and have interests in WPET(AM) Greensboro. WLOB is on 1310 khz with 5 kw full time.

■ KRMH(FM) San Marcos, Tex.: Sold by Advance Inc. to Pioneer Broadcasting Co. for \$440,000 plus \$86,000 noncompetition covenant. Seller is owned by R. Miller Hicks who also owns KIXL(AM) Austin, Tex., and has interests in KJOW(AM) Shreveport, La., and KIKN(AM) Sinton and KTRM(AM) Beaumont, both Texas. Principal in buyer is Wendell Mayes Jr. who has interests in Texas stations: KCRS(AM) Midland and CP for new FM there; KNOW(AM) Austin; KSNY(AM) Snyder and CP for new FM there, and various Texas cable firms. KRMH is on 103.7 mhz with 97 kw and antenna 530 feet above average terrain.

■ WTUX(AM) Wilmington, Del.: Sold by Port Frere Broadcasting Inc. to Radio Station WJBR for \$500,000. Seller is owned by Gordon K. MacIntosh and Howard R. Robinson who have no other broadcast interests. Buyer is owned by John B. Reynolds Sr. and John B. Reynolds Jr. who also own WJBR(FM) Wilmington. WTUX is 1 kw daytimer on 1290 khz.

■ Other sales approved by the FCC last week include: KSUN(AM) Bisbee, Ariz.;

WVLN(AM)-WSEI(FM) Olney, Ill.; WMTL-AM-FM Leitchfield, Ky.; KCLU-AM-FM Rolla, Mo.; WSCV(AM)-WSLE(FM) Peterborough, N.H.; WKOL(AM) Amsterdam, N.Y.; WRHY(FM) Starview, Pa.; KNIE(AM) Cheyenne, Wyo. (see page 75).

Legislation sought by FCC makes strides on Capitol Hill

Proposals on FCC fines, translator origination and common-carrier rate hikes are passed by Senate Commerce Committee; latter two also meet House Communications Subcommittee approval

Three bills requested, in fact drafted, by the FCC received action from committees in the House and Senate last week.

Topmost among them is one that would give the FCC authority to fine cable systems for violations of FCC rules. It would also double the maximum fine the FCC can levy on broadcasters, common carriers and cable operators to \$2,000 for a single offense and \$20,000 for multiple offenses. For nonbroadcast radio sta-

tions—land mobile and citizens band, for example—the maximum fine for multiple offenses would be raised from \$500 to \$5,000.

The forfeiture bill (S. 2343) was voted out of the Senate Commerce Committee last week. From there it goes to the Senate floor. It has received no action in the House.

Another of the bills is one that would permit broadcast translators to originate a minimal amount of programing and commercials and would allow FM radio translators to be run without licensed operators.

The limit on program origination by translators is not specified in the bill (S. 2847 in the Senate, H.R. 9689 in the House); that would be left to the FCC. But what is envisioned is the kind of programing now permitted on UHF translators: solicitations and acknowledgements of financial support running no more than 20 seconds per hour.

The translator bill passed both the Senate Commerce Committee and the House Communications Subcommittee last week. The House subcommittee, in the first hearing presided over by new Chairman Lionel Van Deerlin, heard testimony in support of the bill from FCC Chairman Richard Wiley and the National Translator Association. The Association of Maximum Service Telecasters Inc.

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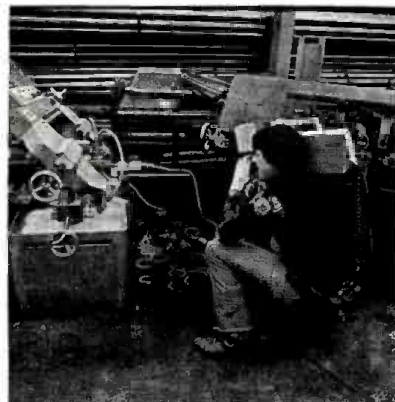
Steel mill to supermarket.

Your RCA Representative has an unusual TV camera tape to show you: the TK-76 portable camera demonstrating its capabilities.

In available light situations as varied as a steel mill and the interior of a supermarket, the TK-76 proved its unusual adaptability. Even when taping the

contrast of brilliant molten metal and the mill's shadowy surroundings, the TK-76's automatic features held color balance while the camera produced excellent color resolution and consistent picture quality.

Good operating characteristics came through in overcast weather, in the bright artificial lighting of a



flower shop—even transmitting faces illuminated only by low light.

Designers surprised.

The TK-76 was created to bring film camera freedom and high quality pictures to electronic journalism. This new camera was planned for secondary uses in sportscasting, documentary and local on-location commercial production.

Now, its performance has surprised even its designers. It is eminently suited to its proposed application, yet it's also a surprisingly good studio camera—as its own demo tape clearly shows.

Among the studio sequences are scenes of a girl's face that show the excellent closeups and detailing the TK-76 can achieve, and a slow panning across recognizable commercial products to demonstrate the clarity with which the TK-76 can show a product.

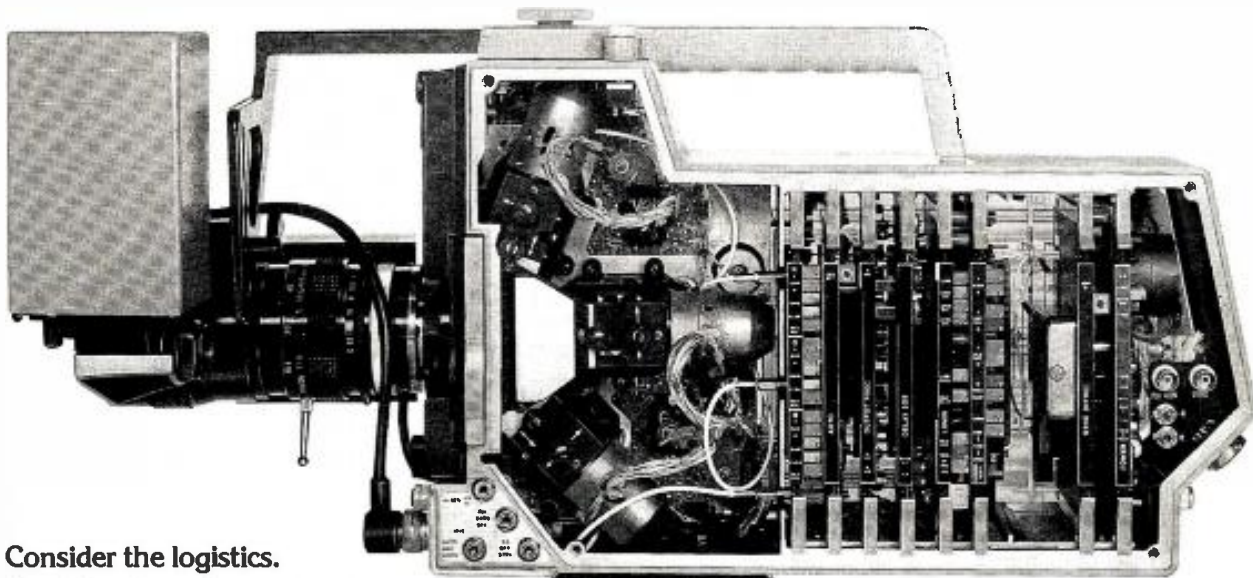


A new camera generation.

The TK-76 is the first camera to pack big-camera electronics into a 20-pound package without a backpack, all at a most attractive price: under \$35,000.

Among the desirable features of the new-generation TK-76 are:

- Self-contained—no backpack or separate CCU
- Exclusive shock-mounted optical system
- Prism optics— $f:1.4$; freedom from reflections
- Picture quality equal to or better than that produced with commonly used news film
- Bias light—less lag in low light
- Three $\frac{3}{8}$ -inch PbO's
- Built-in sync generator—genlocks to external black burst or complete signal
- Vertical and horizontal contour enhancement—with comb filter and coring
- Rugged cast aluminum case
- T-bone construction—holds optical alignment
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- $1\frac{1}{2}$ " (38 mm) diagonal viewfinder
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- Convenient carrying handle
- Shoulder-balanced—minimizes fatigue
- Light weight—only 20 lb.
- Instant "on" from standby
- Fast warmup—5 to 7 seconds from cold start
- High sensitivity—450 LUX @ $f:1.6$
- Full bandwidth encoder
- Operates from -10°F. to $+120^{\circ}\text{F.}$
- Built-in filter wheel
- Flare correction



Consider the logistics.

If you have been planning to enter electronic journalism or improve the portability of your teleproduction facilities, you have probably weighed the cost-versus-quality of portable cameras quite carefully.

The prime purpose of EJ is to build station ratings and reputation with exciting, where-it's-happening reportage. An inflexible, limited-use EJ camera cannot achieve this goal; thus even its reasonable cost is expensive. Nor is a costly EJ camera a good return on investment if its performance can be equalled by a medium-priced camera.

That medium-priced high performer is here: the TK-76. It is

the first camera to combine the picture quality of expensive EJ cameras with the handling ease of a limited-capability portable. As bonuses, the TK-76 offers a high degree of studio capability, plus film camera freedom of movement and picture quality.

The logistics favor the TK-76!

See the TK-76 tape.

Your RCA Representative will gladly screen the TK-76 demonstration tape. We think you'll find it a most rewarding twenty minutes.

Contact him today—and join the scores of TV stations and teleproducers who have already ordered new TK-76 cameras.



RCA

offered its support for a bill that would specify limitations on originations.

The third bill, also passed by both the Senate Commerce Committee and the House Communications Subcommittee last week, would increase from three to five months the amount of time the FCC can suspend a common carrier rate hike before it takes effect. It would also extend from 30 to 90 days the period of notice a common carrier company has to give before making a rate change.

AWRT examines media's roles, women's therein

American Women in Radio and Television held its 25th anniversary convention in Philadelphia May 5-9, dividing its attention between industry topics and the internal affairs and future of AWRT itself.

Several long-range projects were initiated, including presentation of AWRT's Oral History Project (to comprise 50 interviews with women pioneer broadcasters) to the Broadcast Pioneers Library. BPL President Joseph Baudino was applauded for noting the library currently has records on nine women and 197 men and "it's time we got that in balance."

A commendation program was instituted—limited for the time being to network programs, but to be expanded to commercials, films and regional programs in the future—honoring "productions which enhance the image of women, contributions to their education, representation and professionalism." The honors went to Jim Shumaker, director of advertising and operations, CBS/Broadcast Group for *Babe*; Anthony Thomopoulos, vice president-special programs, ABC-TV, for *Eleanor and Franklin*; Marlene Sanders, vice president-documentaries, ABC News for *ABC News Closeup on Women's Health: A Question of Survival and Americans All*; Dr. Jane Wright; John Montgomery, vice president-programing, PBS, for *Jennie, Lady Randolph Churchill* (Thames Television) and *Anything You Want To Be* (produced by AWRT-member Susan Wayne and funded by AT&T); and G.W. Burkhardt, staff advertising and sales promotion manager, 3M Co., for funding "Why Me?"

The ninth annual Silver Satellite award was given to actress Marlo Thomas (*That Girl*) "in recognition of her artistic, educational, cultural and humanitarian contributions to the field of broadcast communications." A special Bicentennial award was given in recognition of Virginia Kassel's work on *The Adams Chronicles* (BROADCASTING, April 19); Edythe J. Meserand, an organizer and first national president of AWRT, currently owner of Meserand Advertising, Esperance, N.Y., was honored on the celebration of her 50th year in broadcasting.

Key note speaker at the silver anniversary banquet, Helen Thomas, UPI White

House bureau chief, gave a personalized review of recent political history, presidential personalities and the "constant wooing of the press." Among other luminaries on the dais were Herbert Schlosser, president of NBC; William Sheehan, president of ABC News, and Sam Cook Digges, president of the CBS Radio Division, whose networks together sponsored the evening reception.

Messages were delivered to the convention from Bella S. Abzug (D-N.Y.), noting the absence, until recently, of a woman on the network evening news and stating that "the struggle continues;" from President Ford, commending AWRT's "distinguished tradition of valuable public service;" and similarly from Philadelphia Mayor Frank Rizzo.

Resolutions passed at closed business meetings will preclude student membership in AWRT, will increase members dues by \$50 per year (with 20% rebate to chapters) and may see the first male members of AWRT's college branches. A recommendation to the board says AWRT's current College Women in Broadcasting chapters should be encouraged to change their bylaws to be nondiscriminatory—a problem currently facing three CWB groups. This move is a concession to Title IX of the Educational Amendments Act which prohibits discrimination on the basis of sex in membership of college-supported groups. An earlier suggestion that the name be changed to "college students in broadcasting" was said to be "a dangerous step indeed, toward eventual male membership in the parent organization," a possibility that has been averted in the new recommendation.

In keeping with AWRT's image, general sessions and workshops were all-business, with less emphasis on women's issues and angles. A key session on political advertising was moderated by political consultant Roger Ailes, who warned that broadcasters are "setting themselves up for a problem" regarding the purchase of time

at the lowest unit rate. Mr. Ailes called for an investigation of the "jacking up" of prices just prior to selling time to politicians, an issue which he said, "could get ugly."

On that panel, FCC Commissioner Abbott Washburn reviewed the lowest unit rate rules ("Closed Circuit," May 10); Daryl Babitz, special projects coordinator, Federal Election Commission, Washington, detailed the history and effects of the Federal Election Campaign Act, saying the current act "could be a boon to broadcasters;" by removing some limits on funding and, therefore, on media expenditures. The FEC will hold seminars around the country beginning May 17-19 on the West Coast, she said. Daniel Payne, vice president-creative director of Marttila, Payne, Kiley & Thorne, Boston, and advertising firm specializing in Democratic candidates, explained the creative-strategic standpoint his company used in developing Morris Udall's TV spots, which he played for the assemblage. Ralph Murphine, self-styled "evangelical consultant" with Matt Reese & Associates, Washington, also specializes in liberal Democrats.

Among other workshops, one on advertising involved Miriam Bender, assistant director, Bureau of Consumer Protection, Federal Trade Commission, who described the differences in approach between government and self-regulation; Howard Bell, president of the American Advertising Federation, Washington, who agreed there is a place for both and Stockton Helffrich, director, NAB Code Authority, who gave an alphabetical rundown of those issues that "won't go away": alcoholic beverages advertising, comparative, contraceptive, dentist and doctors', nutritional and over-the-counter advertising, program content, prime-time family hours and testimonials in advertising.

A panel on cable television dealt with questions on public access and pornography on CATV. Henry Harris, president of Cox Cable Corp., Atlanta, denied that there is "a license to steal," saying the smaller operators are struggling to survive, and Reva Melniker, vice president of Home Box Office, New York, explained the strictures against X-rated films.

A panel on radio programming included a brief history of all-news formats by Diane Blumenthal, NBC News and Information Service station service representative, and an overview of radio drama by Himan Brown of *CBS Radio Mystery Theater*, who said his plans for the fall include one week of O. Henry stories on his series, currently on 217 stations, seven hours weekly.

Goals for AWRT, as formulated by its new president, Saidie Adwon, account executive, KTUL-TV Tulsa, Okla., include increased awareness of problems facing the industry and willingness to act "to counter moves which would destroy certain rights, and to support those changes which are good;" attempts to pick up "a member from every radio station, every television station in the country," and expansion of member services.



Still soaring. AWRT's project for children is now operating in 65 hospitals around the country. The "Soaring Spirits" project was initiated by AWRT's Educational Foundation in 1973 using Marlo Thomas' *Free To Be You and Me*, *Charlie Brown* and *Lassie* packages, ITT's *Big Blue Marble*, the AWRT-produced *Time for Timothy* and a hospital orientation film. Grants have been made by Sears-Roebuck Foundation, 3M Co., Sperry & Hutchinson.

Don't play games with prime access programming. Switch to "In Search of . . ." for 24 first-run half hours of voyages into the unknown. Created by Emmy and Peabody Award winning Alan Landsburg Productions for Bristol-Myers, "In Search of . . ." explores the yet unsolved mysteries of mankind. Currently filming all over the world, this new series will provide prime entertainment, without playing games, for prime access all-family audiences.

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 - Fire Walkers of the Pyrenees
 - Druids of Stonehenge
 - Mystery of the Maya
- and may other adventures
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Media Briefs

Metromedia into basketball. Metromedia has acquired Harlem Globetrotters basketball teams and certain merchandising activities from Globetrotter Communications, Chicago, for cash price of about \$11 million. Agreement in principle was announced last month (BROADCASTING April 5). GCI is retaining ownership of radio stations.

Anti-discrimination grant. Ford Foundation has made \$50,000 grant to Office of Communication of United Church of Christ, New York. Money is for program begun in 1968 to combat discrimination in broadcasting. Directed by Rev. Dr. Everett Parker, agency assesses program content and employment practices of local radio and television stations.

Motive? In follow-up on death of WOL(AM) Washington air personality R. (Soul Papa) Campbell (BROADCASTING, May 10),

WTOP-TV Washington correspondent Mike Buchanan reported police have information that Mr. Campbell was to testify at upcoming New Jersey grand jury investigation into payola. FBI is investigating lead, according to Mr. Buchanan, who said his information came from reliable source in Maryland police department handling case. FBI had no comment; police would not substantiate report, claimed no motive has been established.

Joins ABC-TV. KXLY-TV Spokane, Wash., has become primary affiliate of ABC-TV. Station is owned by Morgan Murphy Co. whose other ABC-TV affiliated stations are: KTHI-TV Fargo, N.D., KAPP(TV) Yakima, Wash. and KVEW(TV) Kennewick, Wash. KXLY-TV had been dropped by CBS-TV for clearance reasons in favor of KREM-TV.

Interconnection gift. John E. Fetzer, group broadcast owner, has provided \$25,000 grant to Nebraska Educational Television Network. Gift will cover one-time investment required for NETN to participate in proposed public television satellite net-

work. Mr. Fetzer originally gave KUON-TV Lincoln, key station of nine-station Nebraska network, to University of Nebraska; Fetzer Foundation later donated equipment valued at \$135,000.

His own boss. H. Roger Gardner, formerly with Hamilton-Landis & Associates, Washington, has formed own media brokerage firm there, H.R. Gardner & Associates. 1725 K Street, N.W., No. 1009; (202) 296-7134.

Montgomery, Savannah stations say it isn't so

Two Montgomery, Ala., stations have asked the FCC to turn down petitions to deny their renewals, saying the complaints lack specificity.

The Montgomery chapter of the National Organization for Women charged WKAB-TV and WHYY(AM) with failing to ascertain and program to the needs of the community and with discriminating against blacks and women (BROADCASTING, March 8). WKAB-TV replied that its programming exceeded its promises for the license period and said NOW never expressed any dissatisfaction with programming during the license period. WHYY argued much the same way, saying its programming was "substantially as proposed" and no question was raised, it said, "which would require explanation at a hearing or even serious concern."

Another station replying to a petition to deny was WVAN-TV Savannah, Ga. The Savannah chapter of the National Association for the Advancement of Colored People had charged the station with not programming to the needs of blacks and the people of Savannah in general, and not controlling its own employment policy since hiring is handled through the merit system of the State of Georgia. The station replied that it had carried a "significant amount of programming designed to serve the needs of the black community," and said the petition failed to identify a single problem or need "the station did not deal with." The criticism of the merit system was unfounded, it said, because the final decision in employment matters is left to the agency involved—in this case, the station. Claims that the station has a poor record of hiring women and blacks are also untrue, the station said, as there have been no vacancies since 1970.

WBAL-TV wins renewal

WBAL-TV Baltimore has been granted license renewal by the FCC, which refused the Urban Advisory Communications Council of Baltimore's petition to deny. It said UACCB's claims of discrimination did not raise any substantial or material questions and that the station's employment profile indicated it was well within the zone of reasonableness and that "there has been no pattern of discriminatory layoffs."



Bandwagon. WTMJ-TV Milwaukee's promotional efforts have hit the road. A fleet of 11 city buses bearing the station's new logo and Bicentennial theme are now on the streets. Standing in front of one bus when it was introduced to the public April 23 are (l to r) Michael McCormick, WTMJ Inc. president; John Doyne, Milwaukee county executive, and Dave Eastman, chief garage foreman of the Milwaukee Transport Co. The promotion—which had to meet the approval of the Milwaukee County Transport Board—also includes interior advertising space. Yearly advertising costs run \$615 per bus.



New home. KCST-TV. Storer Broadcasting Co.'s San Diego UHF station now operates out of a newly-completed 30,000-square-foot broadcast center. At reconstruction and remodeling costs of more than \$850,000, Storer added an additional 8,000 square feet and revamped the entire interior of the building which once had been used as a ballpoint pen factory. KCST-TV is an ABC affiliate.

Here's how WXYZ-TV uses film to keep on top of the news and the ratings.

In the Detroit market WXYZ-TV's early and late news shows are number one.* A lot of credit goes to film teams headed by Joe Doneth of the News Film Department. Says Doneth: "We film



Joe Doneth, head of the Newsfilm Department, shown with one of the teams that originates up to 24 stories a day.

practically everything in single system sound. Most times we use a cameraman, soundman and reporter with CP-16 cameras and wireless mikes; we get a lot of flexibility and mobility this way when covering a story.

"We had been getting excellent results with Kodak Ektachrome EF film 7242 (tungsten) for the last year; now we have been using the new Eastman Ektachrome video news film 7240 (tungsten). We have found that 7240 has superior grain structure and definition. We get excellent results at E.I.250, 500, and even 1,000. At 250, 7240 looks as good as 7242 normal." Dean Erskine, head of the film editing, edits to eliminate lip flutter and other major editing problems. We are



death on talking heads, so we use B rolls on most every story to show what the conversation is all about.

Mike Kalush, another member of the WXYZ-TV team, feels that his staff has been in the forefront of developing 7240.

"I've shot with 7240 when I literally could not see through the viewfinder and the picture showed up just great.

Like the time we were doing a five-part documentary on industrial thefts for our Action News Show. We spent the night on top of a switch tower overlooking a railroad car. We had a CP-16 camera and no illumination but a

red flare. We 'captured' the gang of car thieves on film. Then we force-processed the film one stop, and had a great story for our Channel 7 Action News audience." Joe Doneth and Mike Kalush agree that as their work with Eastman film 7240 progresses they are more and more convinced that film will remain an important factor in news reporting for years to come.

This could be one of the factors which makes WXYZ-TV's News number one.

Film is good news.



*Source NSI Detroit market Jan. 76—DNA ratings. Figures subject to qualifications available on request.



Dean Erskine, head of the Film Editing Department.

Comparative ads in center ring at AAAA meeting

Two agency chairmen take sides in championing, testing concept

Pros and cons of the always sensitive issue of comparative advertising—essentially the question of comparative advertising on TV—were argued by two of advertising's leading figures last week in a climactic session of the American Association of Advertising Agencies convention at the Greenbrier, White Sulphur Springs, W.Va.

The arguments were prepared for delivery Saturday in the wind-up of the three-day meeting, which earlier had explored questions ranging from government regulation to marketing trends, advertiser-agency relationships and methods of agency compensation.

Stanley I. Tannenbaum, chairman of Kenyon & Eckhardt, championed the practice of naming names in making product comparisons in advertising, which he called "the advertising industry's own brand of consumerism" while Andrew G. Kershaw, chairman of Ogilvy & Mather, condemned it as ineffective, damaging to advertising's credibility and over the long haul potentially destructive to the free-enterprise system.

The practice of comparing an advertised product with a named competitor, rather than with "Brand X," was permitted by the networks and by the AAAA under guidelines adopted in the early 1970's at the insistence of the Federal Trade Commission, which felt this would give the public better information on which to base its choices.

The extent to which the practice has grown was pointed up by Mr. Tannenbaum, who cited information compiled by the Gallup & Robinson research firm to show that the number of comparative

commercials in prime time had increased from one out of 30 in the 1973-74 season to one out of 12 last year. NBC-TV, he added, believes the ratio may be "considerably greater" today.

Mr. Tannenbaum, naming names, said users of comparative advertising include most auto manufacturers, many leaders in most other product categories and "certainly the majority of the agencies" in his audience.

"I think you'll agree," he said, "that the conduct of these advertisers and their agencies is generally regarded as ethical. You may also agree that even if they were inadvertently guilty of a slip, that sin would have been purged in the commercial-acceptance wringers of the broadcast industry and publishers' advertising review boards—which are above those of the Archangel Michael."

ABC-TV's standards and practices department told him, Mr. Tannenbaum said, that "the rejection rate for comparative commercials is noticeably higher than for other spot commercials" and that "during the past year we have not received an unusual amount of complaints [about comparative commercials] from either advertisers or viewers and, in fact, the amount of complaints showed a decrease over previous years. The number of viewer complaints (1973 through 1976) has been negligible."

NBC-TV's standards department, he said, "informs me that it requires *more* work, *more* research, *greater* vigilance and *more* negotiation to process comparison commercials. And the end result is a service to *both* advertiser and consumer." NBC also said, he added, that "sensitivity to comparison commercials lies with the 'attacked' rather than with the consumer. There's no more question of good taste with comparison commercials than for those of any other type."

CBS-TV takes a dimmer view, he acknowledged, saying Jack Hinton, CBS-TV director of commercial clearance, advised him "that CBS has always felt that no one names his competitor with any good in mind."

He quoted Mr. Hinton as saying that in



K&E's Tannenbaum:

“On balance, I hail comparative advertising as our industry's own brand of consumerism.”

1975 the CBS-TV commercial clearance department reviewed 490 comparative commercials, of which 252 were approved and 238 were rejected or are still pending. More than that, Mr. Hinton said, "CBS feels that comparative advertising is not always making for a better informed consumer, but is more often creating a confused consumer. We don't like it, most advertisers don't like it and our mail indicates consumers don't like it."

But the CBS view, Mr. Tannenbaum insisted, is "the notable exception" among media and is not subscribed to by most consumer groups, either.

As to the effectiveness of comparative advertising, he said that a Gallup & Robinson study, covering 97 TV comparative ads, found "three out of 10 were clinkers. They boomeranged and produced negative reactions, or were just ineffective. On the other hand, like most commercials, the majority enjoyed varying degrees of effectiveness, some modest, some of outstanding proportion.

"This suggest the obvious: We should recognize that the comparison technique's effectiveness is determined by a combination of product superiority, truth, fairness and presentation skill.

"It is a mistake to condemn comparative advertising as ineffective, confusing and a disaster to our business because some advertisers do not know *how* or *when* to use it. Or who complain when they find themselves with a product *disadvantage* in face of a competitive superiority. Nor can we single out a few commercials to make some firm conclusions that the technique itself is both ineffective and harmful. I just cannot agree that you can look a few sway-backed nags in the mouth and then conclude horse-racing is headed for disaster."

K&E's own use of comparative commercials, Mr. Tannenbaum said, "has been effective simply because when two or more products are designed to do the same thing, the consumer benefits by learning which one does it better. And that is what

4A's pick new slate. Richard C. Christian, chairman of Marsteller Inc., Chicago, was elected chairman of the American Association of Advertising Agencies at the AAAA's 58th annual convention, held Wednesday through Saturday (May 12-15) at the Greenbrier, White Sulphur Springs, W.Va. He succeeds Neal W. O'Connor, chairman and chief executive of N.W. Ayer ABH International, New York.

Edward N. Ney of Young & Rubicam International, New York, was elected vice chairman, and Roger J. Mohr of Arthur Meyerhoff Associates, Chicago, was named secretary-treasurer. John Crichton continues as AAAA president.

Elected to three-year terms as directors at large were Eugene H. Kummel of McCann-Erickson, David B. McCall of McCaffrey & McCall and John P. Warwick of Warwick, Welsh & Miller, all New York. Named to one-year director-at-large terms were Paul C. Harper Jr. of Needham, Harper & Steers, New York, and John S. Pingel of Ross Roy Inc., Detroit.

Named to the board as representatives of AAAA regions were John S. Bowen of Benton & Bowles, New York (re-elected), Anthony C. Chevins of Cunningham & Walsh, New York, and Edward F. Chase of Harold Cabot & Co., Boston, representing the eastern region; Arthur E. Earley of Meldrum & Fewsmith, Cleveland, and H.W. Neuwoehner of Batz, Hodgson, Neuwoehner, St. Louis, (both re-elected), and Robert M. Trump of Foote, Cone & Belding Communications, Chicago, representing the central region, and Gordon M. Gumpertz of Gumpertz Bentley Fried Scott, Los Angeles, representing the western region.

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Laughs, Fun, Prizes Galore and...a Pack of Lies!**

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we demonstrate. Not who says it funnier ... or more tenderly ... or with a more likeable spokesman. You don't get the spokesman with the product."

Comparative advertising, he concluded, "has been executed both miserably and adroitly. As with other techniques, a few of its practitioners have abused the cause of advertising while the majority, respecting its power and their responsibility, have advanced it. On balance, I hail comparative advertising as our industry's own brand of consumerism when properly executed. It makes the consumer more conscious of his responsibility to himself to compare before he buys. Moreover, it serves as an incentive for advertisers to produce better products. And isn't that the greatest reward that advertising can offer the consumer?"

Mr. Kershaw was quick to answer—that comparative advertising does not work. His own agency's research involving comparative and noncomparative commercials for six package-good brands, he said, showed that:

"Comparative television advertising does not offer any advantage to the package-goods advertiser. It does not increase brand identification. It makes consumers more aware of competitors. It results in lower belief in claims. It results in increased miscommunication and confusion. It is not more persuasive."

Mr. Kershaw also cited studies by syndicated research services as reinforcing his conclusion that "there is no advantage to be gained by comparative advertising. On the average, that is. Certainly individual cases may pay off in recall, or even in persuasion. But one swallow does not make a summer; the exception proves the rule, and even a blind hen finds an occasional corn."

"I shall be obliged to our competitors and their clients," he added, "if they scoff at these findings. It will give Ogilvy & Mather a welcome competitive advantage."

He acknowledged that comparative advertising may fare better in print: "The print medium lends itself to fair, full and thoughtful comparisons. The 30-second TV commercial does not. Indeed, our troubles stem from FTC's failure to understand that it is almost impossible to make a comparative 30-second TV commercial whose fairness, truthfulness and capacity to mislead is beyond challenge."

Advertisers and agencies, Mr. Kershaw continued, must "resist the temptation to form generalizations from isolated or unique cases where comparative advertising seems to have been justified and successful." Rules and codes, he said, "don't really help." And when offenses occur or are claimed to have occurred, "the immediate problem is that there is no adequate, speedy process for examination of complaints, and no adequate speedy retribution for offenders. Neither the FTC nor self-regulation will solve it. It can only be solved by self-control and self-discipline. We must adopt and practice higher standards of ethics; we the agen-



O&M's Kershaw:

"Widely practiced, comparative advertising could speed up the destruction of what remains of the free enterprise system, for in the end nobody would have any respect for business or advertising."

cies, and our clients."

For the long term, he continued, "the widespread practice of comparative advertising would ... reduce the credibility and effectiveness of advertising and intensify the distrust of business corporations."

"We have already seen that ferocious hostility erupts between corporations that used to be sensible, honorable competitors—all because of some stupidly provocative comparative advertising. It is not in our interest to reduce the advertising arena to the kind of mud-slinging that has hitherto been the special preserve of politics. Widely practiced comparative advertising could speed up the destruction of what remains of the free enterprise system, for in the end nobody would have any respect for business or advertising."

Yet Mr. Kershaw and Mr. Tannenbaum did not seem always quite as far apart as most of their contentions suggested. Mr. Kershaw, for all of his opposition, held that advertisers do and should have an "absolute and unchallenged" right to use comparative advertising but should exercise the right only "in the very rarest of cases." And Mr. Tannenbaum, while upholding the values of comparative advertising, acknowledged that there is too much of it on the air. "Experience tells me," he said, "there are just not that many significant and demonstrable brand differences to warrant the current level of comparative advertising usage."

In the convention-closing address Neal W. O'Connor, chairman and chief executive of N.W. Ayer ABH International, the AAAA's retiring chairman, suggested that "truth in advertising" and "truth in business," catchwords often proposed as the

answers to most if not all of the problems of advertising and business, are "neither likely nor possible," because the conception of "truth" is inevitably subject to change. The best that advertising—and business—can do, he said, is tell the truth "to the best of our knowledge."

"Credibility will come," he said, "when people begin to know that we really do tell the truth, to the best of our knowledge..."

"Do we really think the American economic system is a good one? Do we really think that advertising is a vital part of the system? Do we think business operates in the public interest as well as in its self-interest? If we can answer 'yes' to all of those questions, we won't have to present probabilities as eternal verities ... We should not hide behind vain protestations of absolute truth ... If we show that we're human, and flawed, imperfect as we are, we will be believed ..."

Two radio reps divide Avery-Knodel list

AM and FM representations change in 50 markets

Buckley Radio Sales, New York, and Pro/Meeker Radio, New York, have taken over representation of AM and FM stations in 50 markets that were formerly handled by Avery-Knodel, New York.

The reassignment of stations followed A-K's decision to leave the radio representation business and concentrate on television (BROADCASTING, April 26). In the past three weeks Buckley has signed former A-K stations in 36 markets and Pro/Meeker, in 14 markets. Spokesmen for these companies said some other stations may be added later. Billings involved in the reshuffling are said to be \$2.5 million to \$3 million.

Included in the Buckley fold are WKZO(AM) Kalamazoo, Mich.; WJFM(FM) Grand Rapids, Mich.; WWAM(AM) and WKJF(FM) Cadillac, Mich.; KBUR(AM) and KGRS(FM) Burlington, Iowa; WIKY-AM-FM Evansville, Ind.; WEZK(FM) Knoxville, Tenn.; WZEZ(AM) Nashville; WDBC(AM) Escanaba, Mich.; KCEE-AM-FM Tucson, Ariz.; KMMJ(AM) Grand Island, Neb.; WKTY(AM) and WSPL(FM) La Crosse, Wis.; KLIV(AM) and KARA(FM) San Jose, Calif.; WRFD(AM) Columbus, Ohio; KZFM(FM) Corpus Christi, Tex.; KWFT(AM) Wichita Falls, Tex.; WHIS-AM-FM Bluefield, W.Va.

Also KSWO(AM) Lawton, Okla.; KROC-AM-FM Rochester, Minn.; WJOY(AM) and WQCR(FM) Burlington, Vt.; WFMB(AM) Springfield, Ill.; KBLU(AM) Yuma, Ariz.; WDBQ(AM) and KIWI(FM) Dubuque, Iowa; WEEU(AM) Reading, Pa.; WTHI-AM-FM Terre Haute, Ind.; WWNY(AM) Watertown, N.Y.; WMSA(AM) Massena, N.Y.; WCCR(AM) Champaign, Ill.; WLRW(FM) Urbana, Ill.; WGEM-AM-FM Quincy, Ill.; KWMT(AM) and KKEZ(FM) Fort Dodge, Iowa; WIMA-AM-FM Lima, Ohio; WHBF-AM-FM Rock Island, Ill.; KLIK(AM) and

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“Ara’s Sports World”



These stations have joined “Ara’s Sports World”

WOR-TV New York
KABC-TV Los Angeles
WLS-TV Chicago
KYW-TV Philadelphia
WBZ-TV Boston
KGO-TV San Francisco
WTOP-TV Washington, D.C.
WTAE Pittsburgh, Pa.
WFAA-TV Dallas-Ft. Worth
KSD-TV St. Louis
KMSP-TV Minneapolis-St. Paul
WSB-TV Atlanta
WPLG-TV Miami-Ft. Lauderdale
KOMO-TV Seattle-Tacoma
WTOG-TV Tampa-St. Petersburg
WJZ-TV Baltimore
WFSB-TV Hartford-New Haven
KATU Portland, Ore.
WTMJ-TV Milwaukee
WLWT Cincinnati
WKBW-TV Buffalo
KOVR Sacramento-Stockton
KWGN Denver
WPRI-TV Providence
XETV San Diego
WCCB-TV Charlotte
WTVN-TV Columbus, O.
WSPA-TV Greenville-S.-Asheville
WKZO-TV Kalamazoo-Grand Rapids
WAST Albany-S.-Troy
WLWD Dayton
WBRE-TV Wilkes Barre-Scranton
WSAZ-TV Charleston-Huntington
WHP-TV Lancaster-H.L.—York
WNYS-TV Syracuse-Elmira
KMOL-TV San Antonio
WAVY-TV Norfolk-P.N. News

WFMY-TV Greensboro-H.P. Winston Salem
WEYI-TV Flint-Saginaw-Bay City
WWBT Richmond-Petersburg
WSBD-TV Toledo
WTVD Raleigh-Durham
KETV Omaha
WHEC-TV Rochester
WSLS-TV Roanoke-Lynchburg
KJEO-TV Fresno
WAND Decatur-C.-Springfield, Ill.
KHQ-TV Spokane
WNDU-TV South Bend-Elkhart
WGAN-TV Portland, Me.
KOB-TV Albuquerque
WEHT-TV Evansville
WKJG-TV Ft. Wayne
KMST Monterey-Salinas
WJIM-TV Lansing
KVOA-TV Tucson
WKOW-TV Madison
WJBF Augusta
WCIV Charleston
KOAM-TV Pittsburgh-Joplin
WTVM Columbus, Ga.
KCAU-TV Sioux City
WBJA-TV Binghamton
WAOW-TV Wausau
KMCC Lubbock
WJET-TV Erie
KLAS-TV Las Vegas
KBCI-TV Boise
WABI-TV Bangor
KBAK-TV Bakersfield
KRCR-TV Chico-Redding
WUTR-TV Utica
WXOW-TV LaCrosse

These superstars have joined “Ara’s Sports World”

Pele

World’s greatest soccer player and star of the New York Cosmos.

Johnny Bench

Star catcher of the world champion Cincinnati Reds; twice National League MVP; eight All-Star Game appearances.

Bobby Clarke

Center and captain of the Philadelphia Flyers; National Hockey League’s Western Division MVP three times in four years.

Archie Griffin

Ohio State’s All-American running back and the only two-time winner of the Heisman Trophy; now signed to play for the Cincinnati Bengals.

Sheila Young

America’s amazing speed skater who won gold, silver and bronze medals at the 1976 Winter Olympics.

Steve Garvey

Hard-hitting and great-fielding first baseman for the Los Angeles Dodgers; National League’s 1974 MVP.

Dick Weber

Greatest bowler of all time; winner of more tournaments and prize money than any other bowler; named on nine All-Star teams.

Francie Larrieu

America’s foremost woman track star; holds indoor and outdoor world records for 1000, 1500 and 3000 meters, plus indoor records for mile and 2-mile.

Tim Shaw

Long Beach State swimming star and world record holder in 400, 800 and 1500-meter freestyle; 1976 Amateur Athlete of the Year.

Dwight Stones

Star of Long Beach State track team and world record holder for the high jump at 7 feet 6½ inches.

Bill Koch

America’s leading cross country skier and silver medal winner in the 30-kilometer event at the 1976 Winter Olympics.

...and many more professional and amateur superstars from virtually every popular sport! Each episode features one of these superstars demonstrating and talking about his or her particular sport.

These major youth-sports competitions will be highlighted.

National Boys' & Girls' Karate Championships
(Dallas)

Iowa Girls' Basketball High School Championships
(Des Moines)

Junior National Ski Championships
(Waterville Valley, N.H.)

WIM Competition Figure Skating Championships
(Milwaukee)

World Minicycle Grand Prix Cyclorama
(Indian Dunes, California)

American Youth Soccer National Playoffs
(El Camino, California)

**Sherm Chavoort Invitational Diving
& Swimming Competition**
(Sacramento)

**U.S. Gymnastics Federation Junior Olympics
for Boys & Girls**
(Fort Worth and San Antonio)

**American Canoe Association Junior Canoeing
& Kayak Slalom Championships**
(Kernville, California)

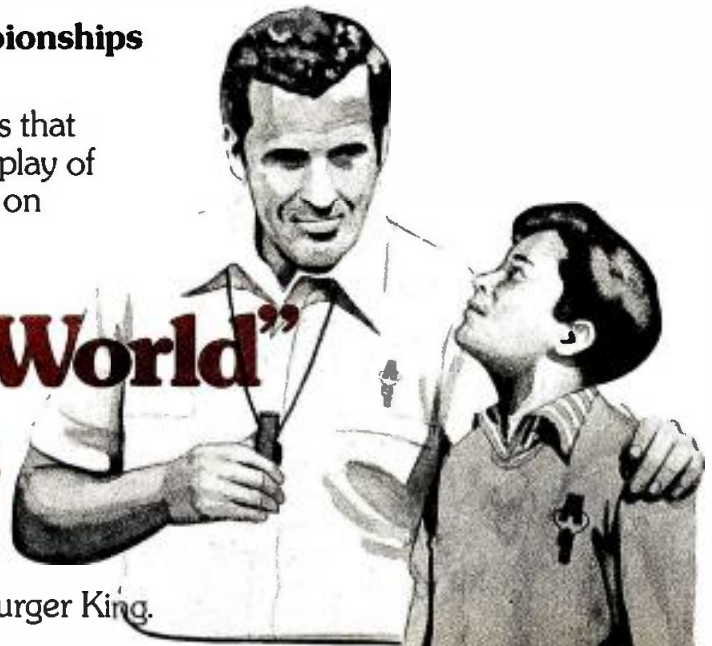
**New York City Junior Boys' & Girls'
Track Championships**
(New York)

**U.S. Trampoline & Tumbling Association's
4th Annual International Age-Group Events**
(Cedar Rapids)

All-American Youth Bowling Championships
(San Francisco)

...plus a wide range of other exciting events that
add up to the most all-encompassing display of
youth-sports competition ever presented on
a single television series.

"Ara's Sports World" from Viacom



National time fully sold to Kellogg and Burger King.

KJFF(FM) Jefferson City, Mo., KATE(AM) and KCPI(FM) Albert Lea, Miami.; KDHO-AM-FM Faribault, Minn., and WNFL(AM) Green Bay, Wis.

Stations acquired by Pro/Meeker Radio are WLBZ(AM) Bangor, Me.; WCFH(AM) Portland, Me.; WNAB(AM) Bridgeport, Conn.; WSDM(FM) Chicago; WNOK-AM-FM Columbia, S.C.; KDN(AM) Denver; KTSM-AM-FM El Paso, Tex.; WXYZ(FM) Waterbury, Conn.; KAYQ(AM) Kansas City, Mo.; WJLY(FM) Moyock, N.C.; WRCP-AM-FM Philadelphia; WBOC-AM-FM Salisbury, Md.; KBIM-AM-FM Roswell, N.M.; KGDN(AM) and KBIQ(FM) Edmonds, Wash.

'75 network-TV billings top '74 by 7.7%

It was a \$2.4 billion year with perennial kingpin P&G spending \$161.3 million

A total of 513 advertisers contributed to network television's record \$2,430,667, 200 in billings in 1975, the Television Bureau of Advertising reported in releasing company-by-company estimates of their network spending. The list included 59 newcomers to network television ranks.

The 1975 billings total represented a 7.7% increase over 1974's \$2,256,519,100 (BROADCASTING, Jan. 19), although the 1975 list had three fewer network advertisers and 11 fewer newcomers than in 1974.

Procter & Gamble again was the biggest network investor, with outlays estimated at \$161.3 million, up 11% over its 1974 spending. P&G was one of seven top-10 members that increased their network budgets in 1975 (see page 50).

Michelin Tire Corp., with outlays totaling \$1,289,800, led the list of newcomers (see page 50).

The 1975 network TV users and their investments as estimated for TVB by Broadcast Advertisers Reports are as follows:

Rank	Advertiser	Investment
84	Abbott Laboratories	\$6,644,500
237	Ace Hardware Corp.	1,130,500
303	Acushnet Co.	610,800
476	Adidas Sport Shoe Co.	51,800
376	Aero Mayflower Transit Co.	296,800
245	Aetna Life & Casualty Co.	1,049,600
*380	AFL-CIO	286,000
446	Aladdin Industries	104,000
72	Alberto Culver Co.	7,643,900
422	Allegheny Ludlum Industries	169,800
*473	Allied American	56,200
508	Allied Van Lines	9,300
357	Aluminum Co. of America	358,200
180	American Bankers Association	1,912,600
98	American Brands	5,558,300
406	American Can Co.	198,300
46	American Cyanamid Co.	12,460,700
85	American Express Co.	6,833,300
219	American Gas Association	1,377,000
4	American Home Products	81,654,000
250	American Luggage Works	969,500

Rank	Advertiser	Investment	Rank	Advertiser	Investment
44	American Motors Corp.	13,273,100	*513	Curtice Burns Inc.	1,400
27	American Telephone & Telegraph	22,031,000	196	Daimler-Benz, A.G.	1,683,900
145	AMF	2,934,900	*263	Dana Perfumes Corp.	804,000
306	Amway Corp.	608,400	115	Dart Industries Inc.	4,267,600
211	Anderson, Clayton & Co.	1,478,900	297	De Biers Consolidated Mines, Ltd.	657,000
60	Anheuser Busch	9,603,400	277	Deering Milliken Inc.	760,200
268	Armstrong Cork Co.	783,700	443	Del Laboratories Inc.	110,700
295	Ashland Oil	667,600	286	Del Monte Corp.	730,500
*315	Associated Mills	559,800	503	Dell Publishing Co. Inc.	11,700
199	Atlas Supply Co.	1,649,200	210	National Democratic Committee	1,494,800
*436	Auto Partners	127,800	*491	Detwiler Corp.	25,800
444	Avco Corp.	107,300	*324	Diamond-Sunsweet Inc.	524,300
86	Avon Products	6,629,100	109	Walt Disney Productions	4,828,200
*394	Azrak-Hamway International	233,000	194	Dr. Pepper Co.	1,714,000
378	D. H. Baldwin Co.	293,100	464	Doubladay & Co. Inc.	72,000
421	Bankers Life of Des Moines	170,100	91	Dow Chemical Co.	6,432,700
*276	Basf Wyandotte Corp.	765,900	431	Dow Jones Co. Inc.	151,100
383	Bassett Furniture Industries	278,800	75	E. I. Du Pont De Nemours & Co.	7,280,400
185	Beatrice Foods Co.	1,806,400	*486	Dunkin Donuts of America	30,000
110	Beecham Group Ltd.	4,816,100	249	Dunlop Tire & Rubber Corp.	970,800
454	Bellone Electronic Corp.	91,400	43	Eastman Kodak Co.	1,750,200
278	Bendix Corp.	756,500	191	Eaton Corp.	770,700
242	Beneficial Corp.	1,085,200	272	Economic Laboratory	204,500
300	Benjamin Moore & Co.	634,900	404	Edison Electric Institute	1,052,700
437	Berkline Corp.	127,400	244	Eli Lilly & Co.	935,000
*290	Berol Corp.	706,300	252	Eltra Corp.	732,000
373	Bethlehem Steel Corp.	300,800	283	Employers Insurance of Wausau	533,800
76	Bic Pen Corp.	7,267,500	322	Equitable Life Assurance Society/U.S.	19,988,100
271	Billy Jack Productions	772,100	30	Esmark	12,307,700
321	Binney & Smith	534,500	48	Exxon Corp.	10,000
132	Black & Decker Mfg. Co.	3,518,800	*506	FDI.	1,855,800
39	Block Drug Co.	16,133,100	183	Faberge	296,100
279	Blue Bell	754,400	377	Farah Mfg. Co.	54,000
187	The Boeing Co.	1,791,900	474	Faultless Starch Co.	194,400
509	Bonanza International	8,500	*408	Fieldcrest Mills	49,800
47	Borden	12,450,600	*478	Finnair	8,013,800
450	Borg-Warner Corp.	98,900	70	Firestone Tire & Rubber Co.	1,088,700
280	Milton Bradley Co.	742,500	241	C. B. Fleet Co.	6,970,800
438	Broschi	126,300	79	Florida Citrus Commission	2,364,900
2	Bristol-Myers Co.	89,712,400	165	Florists Transworld Delivery Association	486,000
105	British Leyland Motors	5,021,600	332	FMC Corp.	45,623,200
232	British-American Tobacco Co. Ltd.	1,207,400	13	Ford Motor Co.	848,800
397	Brockton Footwear	227,700	258	Foster Grant Co.	844,900
331	Brown Foot Inc.	488,100	260	The R. T. French Co.	142,000
511	Brown-Forman Distillers Corp.	8,400	434	Fuji Heavy Industries	342,000
281	Brunswick Corp.	741,300	363	Gabriel Industries	786,800
195	Bulova Watch Co.	1,702,200	267	GAF Corp.	8,500
399	Burlington Industries	222,600	*510	Gallery of Homes	6,130,500
289	Calif. Ore. Wash. Dairyman Association	709,300	93	E. & J. Gallo Winery	245,000
235	California Raisin Advisory Board	1,152,600	*393	Garan	182,400
42	Campbell Soup Co.	14,501,500	*414	General Aluminum Products	4,011,200
266	Canadian Dept. of Trade & Commerce	790,500	119	General Cigar Co.	10,473,300
424	Cannon Mills	163,500	55	General Electric Co.	84,440,500
425	Capitol Industries EMI	161,600	3	General Foods Corp.	30,192,600
33	Carnation Co.	18,298,600	16	General Mills	54,789,600
255	Carrier Corp.	880,200	5	General Motors Corp.	2,915,100
41	Carter-Wallace	15,098,700	146	General Telephone & Electronics Corp.	1,355,600
416	The William Carter Co.	181,200	221	The General Tire & Rubber Co.	1,305,600
501	The Carter's Ink Company	13,600	225	Georgia Pacific Corp.	888,200
320	Castle & Cooke	535,000	254	Gerber Products Co.	46,671,300
490	CBS Inc.	27,000	11	Gillette Co.	1,119,700
432	Certain-Teed Products Inc.	150,000	239	Gold Seal Co.	23,400
265	Champion International Corp.	793,100	494	Golden Grain Macaroni Co.	3,322,600
163	Champion Spark Plug Co.	2,470,500	140	B. F. Goodrich Co.	9,670,700
274	Chanel	769,200	59	Goodyear Tire & Rubber Co.	383,800
429	Charms Co.	158,600	351	Great Atlantic & Pacific Tea Co.	28,900
251	Chattam Drug & Chemical Co.	942,800	488	Great Lakes Mfg. Co.	463,200
37	Chesebrough-Ponds Inc.	17,296,800	336	Great Western United Corp.	2,304,400
*430	Chicago Specialties	151,200	166	Green Giant Co.	19,869,500
433	Chock Full O'Nuts Corp.	145,900	31	Greyhound Corp.	9,750,700
15	Chrysler Corp.	34,931,900	58	Gulf & Western Industries	3,012,800
88	Church & Dwight Co.	6,578,100	144	Gulf Oil Corp.	1,806,900
426	Ciba-Geigy Corp.	160,600	203	Haggar Co.	4,355,400
234	Citicorp	1,165,200	113	Hallmark Cards	12,200,300
398	Clark Arnold	223,600	50	Hanes Corp.	525,000
29	The Clorox Co.	20,106,600	*323	Harlequin Enterprises	57,800
360	Cluett, Peabody & Co.	351,700	*471	Harrha Reno & Lake Tahoe	672,500
298	Coca-Cola Bottling Co. of N.Y.	649,300	294	Hart Schaffner & Marx	1,522,800
40	Coca-Cola Co.	15,314,000	208	The Hartford Life Insurance Group	2,595,300
364	Coit International Inc.	339,800	156	Hartz Mountain Products Corp.	4,020,200
334	The Coleman Co. Inc.	470,000	118	Hasbro Industries	228,500
499	Sidney Colten Enterprises	17,200	*396	L. S. Heath & Sons	9,096,400
12	Colgate Palmolive Co.	46,093,400	64	H. J. Heinz Co.	3,431,400
472	Colorforms, Inc.	56,500	135	Helene Curtis Industries	2,871,700
168	Columbia Pictures Industries Inc.	2,192,700	248	Hershey Foods Corp.	22,334,800
83	Combe Inc.	6,664,800	13	Hickory Farms of Ohio	610,800
420	Connecticut General Insurance Corp.	170,100	224	Hills Brothers Coffee	1,309,700
129	Consolidated Foods Corp.	3,582,500	246	Hobart Mfg. Co.	1,046,700
269	The Continental Corp.	780,000	81	Holiday Inns of America	6,777,900
248	Control Data Corp.	981,600	97	Honda Motor Co. Ltd.	5,735,700
462	Conwood Corp.	74,500	350	Honeywell	397,000
186	Corning Glass Works	1,801,100	253	Hoover Co.	905,800
151	Cosmair Inc.	2,798,700	217	Geo. A. Hormel & Co.	1,379,300
284	Cotter & Co.	731,900	348	Household Finance Corp.	399,300
181	Cotton Producers Association	1,876,300	415	N. K. Hurst Co.	181,800
292	Sarah Coventry Inc.	688,500	329	E. F. Hutton Co.	503,200
68	CPC International Inc.	8,421,300	142	IC Industry Inc.	3,111,800
445	Craig Corp.	105,000	155	Ideal Toy Corp.	2,852,700
330	Credit Union of North America	501,000	247	IFI International	1,008,100
326	Crown Zellerbach Corp.	509,100	209	Imasco Foods Corp.	1,517,200

*New to network television.

Rank	Advertiser	Investment	Rank	Advertiser	Investment	Rank	Advertiser	Investment
467	Insilco Corp.	63,600	188	National Union Electric Corp.	1,786,000	*390	Rollins	280,500
137	Institute of Life Insurance	3,380,300	25	Nestle Co.	22,133,300	206	Roman Meal Co.	1,540,400
134	Inter Bank	3,485,300	201	New York Life Insurance Co.	1,625,800	479	Ronson Corp.	47,600
87	International Business Machines Corp.	6,619,400	67	Nissan Motor Corp., USA	8,580,100	172	Rothmans of Pall Mall Canada Ltd.	2,083,100
288	International Dairy Queen	713,100	465	Norlin Music	71,900	123	Royal Crown Cola Co.	3,806,800
349	International Harvester Co.	399,100	65	North American Philips Corp.	8,988,200	259	Rubbermaid	848,000
304	International Industries	610,800	61	North American Systems	9,337,100	299	Ryder Systems	643,400
*466	International Masonry Institute	70,000	480	Northrup King & Co.	45,600	154	SCM Corp.	2,665,300
*435	International Spikes	128,600	152	Northwest Industries	2,788,000	370	S W Industries	315,000
77	International Telephone & Telegraph Corp.	7,264,500	36	Norton Simon	17,506,300	*496	Sakrete	20,700
385	Interstate Brands Corp.	278,400	69	Noxell Corp.	8,145,500	452	Sandoz-Wander	93,400
352	Iroquois Industries	382,300	355	Ohio Art Co.	382,500	117	Savings & Loan Foundation	4,023,500
*484	Jackson For President Committee	31,600	389	Olin Corp.	269,800	240	The F. & M. Schaefer Corp.	1,105,200
*392	Janar	249,700	365	Olivetti Corp. of America	338,700	20	Schering-Plough Corp.	24,778,500
402	Janex Co.	204,700	204	Olympia Brewing Co.	1,601,500	35	Schultz Brewing Co.	17,690,100
423	The Jet Set Co.	167,700	335	Outboard Marine Corp.	467,700	441	C. Schmidt & Sons	117,800
*388	Jimmy Dean Meat Co.	270,000	374	Owens Illinois	300,400	375	Scholl Mfg. Co.	297,600
485	John Hancock Mutual Life Insurance Co.	30,400	223	Owens-Corning Fiberglas Corp.	1,337,700	264	Schweppes U.S.A., Ltd.	801,600
*497	John Ladell Co.	20,500	*347	Oxford Industries	402,600	457	Schwinn Bicycle Co.	89,800
19	Johnson & Johnson	24,797,700	103	Pabst Brewing Co.	5,386,700	99	Scott Paper Co.	5,502,000
18	S. C. Johnson & Son	26,288,400	353	Papercraft Corp.	373,900	381	Scott's Liquid Gold	285,600
*309	Jovan	592,000	*384	Parrott & Co.	278,700	302	Scovill Mfg. Co.	619,500
*346	Kalco Systemet	403,600	442	Penn Mutual Life Insurance Co.	112,500	215	Sealy	1,425,100
178	Kawasaki Motor Corp.	1,945,600	78	J. C. Penney Co.	7,237,400	6	Sears Roebuck & Co.	51,459,100
130	Keebler Co.	3,559,100	107	Pennwall Corp.	4,882,600	379	Securities Industry Association	290,000
17	Kellogg Co.	30,112,000	229	Pennzoil Co.	1,289,100	205	Sentry Insurance Corp.	1,564,200
293	Kemper Insurance Group	679,400	32	Pepsi Co.	19,570,400	270	Serta Associates	772,200
403	Keyes Fibre Co.	204,600	356	Pet	359,000	170	The Seven-Up Co.	2,143,700
372	Kijoman International	303,100	164	Peter Paul	2,418,100	90	Shell Oil Co.	6,532,500
57	Kimberly-Clark Corp.	9,810,800	*358	Petersen Mfg. Co.	354,300	116	Sherwin-Williams Co.	4,135,800
507	Kiplinger Washington Editors	9,800	53	Pfizer	10,962,700	481	A. & H. Shillman Co.	45,600
312	Kirk Laboratories	577,000	34	Philip Morris	18,234,700	233	Simmons Co.	1,171,800
470	Koss Corp.	60,200	111	Phillips Petroleum Co.	4,783,100	108	Singer Co.	4,882,300
28	Kraftco Corp.	20,666,400	386	Pier 1 Imports	272,100	391	Skil Corp.	256,900
218	Kresge Co.	1,377,800	24	Pillsbury Co.	22,257,800	51	Smith Kline Corp.	12,118,100
512	Kroehler Manufacturing Co.	7,800	124	Pizza Hut	3,806,700	307	J. M. Smucker Co.	603,400
407	La-Z-Boy Chair Co.	198,000	49	Polaroid Corp.	12,298,700	*366	Snelling & Snelling	334,100
*453	Lafayette Radio Electronics Corp.	92,300	417	H. K. Porter Co.	177,500	177	Sony Corp. of America	1,978,200
*310	Lego Systems	578,400	1	Procter & Gamble Co.	161,329,400	460	Southdown Corp.	83,600
468	Leisure Dynamics	62,600	74	Prudential Insurance Co. of America	7,439,900	500	Sperry & Hutchinson Co.	15,600
296	Lennox Industries	666,800	171	Publishers Clearing House	2,112,100	122	Sperry Rand Corp.	3,834,200
411	Lesney Products & Co., Ltd.	192,200	158	Purex Corp. Ltd.	2,526,900	*409	Sports Posters	193,700
8	Lever Brothers Co.	47,648,400	*469	Purolator	62,000	361	Spring Air Co.	348,400
159	Lewis Howe Co.	2,518,700	487	Qantis Airways Ltd.	29,500	62	Squibb Corp.	9,303,300
73	Liggett & Myers Tobacco Co.	7,609,700	45	Quaker Oats Co.	13,114,200	261	St. Regis Paper Co.	842,800
*492	J.B. Lippincott Co.	24,000	120	Quaker State Oil Refining Corp.	3,928,000	150	A. E. Staley Mfg. Co.	2,814,700
207	Litton Industries	1,539,700	273	Questor Corp.	769,500	92	Standard Brands	6,375,900
328	Loews Corp.	504,700	*489	Rainbird	28,800	190	The Stanley Works	1,753,800
325	M. Lowenstein & Sons	517,800	14	Ralston Purina Co.	36,194,200	102	State Farm Mutual Auto Insurance Co.	5,399,600
*455	J. Lyons & Co., Ltd.	90,000	459	Ramada Inns	85,500	10	Sterling Drug	46,873,400
161	MCA	2,474,900	354	Rapid American Corp.	362,600	343	Stihl American	420,600
*502	Magic America Carpet Co.	12,000	131	Rauthen Co.	3,528,300	182	Stokley-Van Camp	1,870,400
162	P. R. Mallory Co.	2,470,600	52	RCA Corp.	11,151,300	95	STP Corp.	8,029,800
214	Maremont Corp.	1,440,400	212	Readers Digest Association	1,465,900	230	Levi Strauss & Co.	1,251,200
412	Marriott Corp.	187,600	*463	Redfern Meats	74,200	316	Stroh Brewery Co.	553,400
80	Mars	6,932,400	387	Redken Labs	270,100	337	Sun Life Assurance Co. of Canada	444,900
359	Mascoe Corp.	352,700	167	Renfield Importers Ltd.	2,208,300	125	Sun Oil Co.	3,754,000
483	Matsushita Electronics Corp. of America	33,500	400	National Republican Committee	217,800	136	Sunbeam Corp.	3,401,200
96	Mattel Inc.	5,966,700	56	Revlon	10,029,200	139	Sunkist Growers	3,355,000
89	Oscar Mayer & Co.	6,550,000	114	Reynolds Metals Co.	4,319,700	*327	Sunmark	507,200
*458	Maynard Small Treasure Tree	87,300	127	R. J. Reynolds Industries	3,723,800	405	Superscope	202,800
198	Maytag Co.	1,663,500	38	Richardson-Merrell	16,225,500	213	Suzuki Motor Co. Ltd.	1,480,700
318	E. J. McAleer Co.	545,100	202	Rio Tinto-Zinc Corp. Ltd.	1,616,300	428	Talley Industries	158,800
22	McDonald's Corp.	23,045,400	311	Rival Mfg. Co.	577,500	106	Tandy Corp.	4,949,900
287	Mead Products Group	714,400	*340	Riviana Foods	432,200	344	Teppan Co.	410,500
275	Mego International Corp.	766,800	169	Rockwell International Corp.	2,180,000	319	Taylor Wine Co.	541,000
282	Melitta	732,500				149	Teledyne	2,855,900
238	Mem Co.	1,123,900				100	Texaco	5,433,900
362	Memorex Corp.	344,100				147	Texas Instruments	2,900,300
94	Mennen Co.	6,091,800				126	Textron	3,739,600
193	Menthofolium Co.	1,715,700				*440	TFI Companies	119,400
63	Merck & Co.	9,219,400				141	3M Co.	3,225,800
197	Merrill Lynch & Co.	1,679,500				82	Timex Corp.	6,684,600
128	Metropolitan Life Insurance Co.	3,598,700				451	Tomy Corp.	95,000
427	The City of Miami Beach	159,900				308	Tonka Corp.	596,500
*228	Michelin Tire Corp.	1,289,800				371	Tootsie Roll Industries	311,700
21	Miles Laboratories	24,271,400				456	Topps Chewing Gum	89,800
498	The Howard Miller Clock Co.	18,000				238	Toro Mfg. Corp.	1,151,900
495	John E. Mitchell Co.	22,600				184	Toyo Kogyo Co. Ltd.	1,809,400
256	Mitsubishi International Corp.	864,800				66	Toyota Motor Distributors	8,983,000
104	Mobil Oil Corp.	5,074,500				220	The Travelers Corp.	1,365,700
338	Monarch Wine Co.	443,100				179	20th Century Fox Film Corp.	1,944,400
231	Monroe Auto Equipment Co.	1,237,100				413	The U.S. Bedding Co.	184,000
192	Montreal '76 Olympics Foundation	1,750,000				*367	U.S. Floor Systems	332,600
200	Mony-Mutual of New York	1,635,500				461	U.S. Shoe Corp.	79,800
447	Moog Industries	103,300				227	ULS Steel Corp.	1,298,100
26	Morton-Norwich Products	22,101,600				112	UAL	4,547,900
419	Motorola	170,600				285	William Underwood Co.	731,300
291	Mrs. Smith's Pie Co.	698,900				301	Unigard Mutual Insurance Co.	622,000
*439	Mulberry Square Productions	125,800				54	Union Carbide Corp.	10,830,100
382	Munsingwear	284,500				133	Uniroyal	3,497,600
262	Mutual Benefit Life Insurance Co.	821,700				341	United Merchants & Mfrs.	425,100
7	Nabisco	48,961,000				157	United States Government	2,586,800
342	National Association of Insurance Agents	421,900				173	United States Tobacco Co.	2,053,100
138	National BankAmericard	3,371,100				121	Upjohn Co.	3,878,000
410	National Bowling Council	193,100				*482	UTA French Airlines	33,600
176	National Can Corp.	1,982,400				*475	Vega Industries	54,000
222	National Federation Coffee Growers of Colombia	1,350,000				216	Vlasic Foods	1,399,500
345	National Presto Industries	407,600						

The top spenders

	1974 Investment	% change '75 vs '74
1. Procter & Gamble	\$161,329,400	+11%
2. Bristol Myers	89,712,400	+17
3. General Foods	84,440,500	+10
4. American Home	81,654,000	+3
5. General Motors	54,789,600	-5
6. Sears Roebuck	51,459,100	+22
7. Nabisco	48,961,000	+52
8. Lever Brothers	47,648,400	+6
9. Warner-Lambert	47,277,500	-3
10. Sterling Drug	46,873,400	-23

Among the newcomers, the 10 largest are:

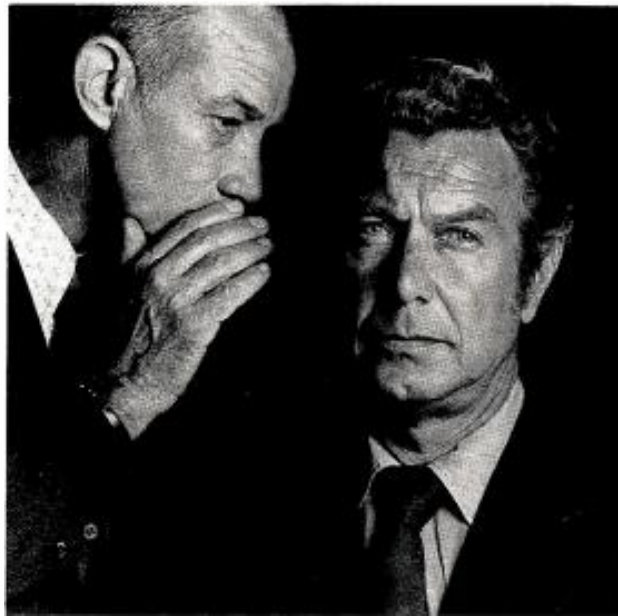
1. Michelin Tire Corp.	\$1,289,800
2. Dana Perumes Corp.	804,000
3. Basf Wyandotte Corp.	765,900
4. Berol Corp.	706,300
5. Hickory Farms of Ohio	610,800
6. Jovan, Inc.	592,000
7. Lego Systems	578,400
8. Associated Mills	559,800
9. Harlequin Enterprises	525,000
10. Diamond-Sunsweet	524,300

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Rank	Advertiser	Investment
71	Volkswagenwerk, A.G.	7,847,100
243	Jim Walter Corp.	1,071,800
317	Ward Foods	546,300
333	Warner Communications	485,100
9	Warner-Lambert Pharmaceutical Co.	47,277,500
*493	Washington State Apple Commission	24,000
257	Weight-Watchers International	854,500
174	Welch Foods	2,029,500
153	Wella Corp.	2,679,800
418	Wembley	174,800
368	Western Motels	331,300
226	Western Union Corp.	1,304,000
448	Weyerhaeuser Co.	100,000
401	Wham-O Mfg. Co.	214,000
160	Whirlpool Corp.	2,483,500
339	Wilco Chemical Co.	440,200
314	Wolverine Worldwide	559,800
449	Woodhill Chemical Co.	99,500
313	F. W. Woolworth Co.	570,500
*505	Worldwide Records	10,800
*504	The E. H. Wright Co., Ltd.	11,700
189	William Wrigley Jr. Co.	1,784,000
101	Xerox Corp.	5,422,300
477	Yamaha International Corp.	51,000
175	W. F. Young	2,022,500
143	Zenith Radio Corp.	3,107,100
369	Ziebart Process Corp.	329,600
*395	Zum Industries	229,800

*New to network television.

Source: BAR

Diary rigging charged in Wichita

KTVH(TV) Wichita-Hutchinson, Kan., has filed a complaint with the FCC, accusing a rival, KARD-TV Wichita, of "willful fraud" in the submission of Arbitron and Nielsen

diaries for November 1975. KARD-TV has refused comment.

(KTVH operates on channel 12 and is licensed to a subsidiary of the Minneapolis Star and Tribune Co.; KARD-TV, on channel 3, is owned by the Kansas State Network Inc.)

The complaint states that M. Dale Larsen, president and general manager of KTVH, reviewed both sets of diaries and deduced that three were sent to Arbitron from the household of J. Lawrence Proffit, KARD-TV national sales manager (and former KTVH employee). These diaries, according to Mr. Larsen, "reported viewing only KARD-TV" with one set said to be tuned to KARD-TV "from sign-on to sign-off."

Two Nielsen diaries, Mr. Larsen said, came from the residence of S.W. Funk Jr., a KARD-TV technician, and a third from that of Charles W. Brown, board chairman of the Kansas State Network. Both viewed KARD-TV "to the exclusion of any other station in the market" with one set reported on the full broadcast day, the complaint says.

Mr. Larsen said all three were filled out with handwriting similar to that on the Arbitron diaries.

The FCC has requested a response from KARD-TV.

ANA cites trend to fees

A new survey by the Association of National Advertisers shows that the 15% media commission is still the basic method of agency compensation but that one out of three advertisers uses some form of fee arrangement. Other highlights of the 126-page report unveiled at the ANA Advertising Financial Management Workshop held in Tarpon Springs, Fla.: departures from the 15% commission system occur most often among smaller advertisers and industrial companies; changes in agency compensation arrangements were made by 53 companies over the past two years, with 19 advertisers shifting from a commission to fee system and 10 from a fee to a commission arrangement; the trend to the use of house agencies by ANA member companies seems to have leveled off, as has the trend toward use of media-buying services.

Advertising Briefs

Togetherness. Prentiss Court Advertising Agency and Shorey & Walter, both of Greenville, S.C., have combined staff and operations. Final result will be Shorey & Walter; Gene Dickson, Prentiss Court president, becomes officer of new firm.

Multimedia jargon. Spot sales, advertising talk once confined to broadcasting, has crossed over into print realm. *Time* magazine now uses phrase in advertising sales brochure which lists primary and supplemental spot markets and offers "Spot Sales Rate Card."

In spring, AAF thoughts turn heavily to media problems in Washington

FCC, FTC officials on agenda that includes JWT presentation on how broadcasters and others help America cope with its challenges

Advertising leaders and government officials, including the chairmen of the FCC and the Federal Trade Commission, are on the agenda for the American Advertising Federation's 71st convention June 5 to 9 at the Statler-Hilton hotel near AAF headquarters in Washington. An attendance of 450 to 500 advertising and media executives and students is anticipated.

According to Jonah Gitlitz, AAF executive vice president, a highlight for broadcasters at the convention should be an audio-video presentation "Desensitization of America" prepared by J. Walter Thompson, N.Y. The presentation states that the media have accelerated public understanding in areas of sex, violence and drugs, and will be followed by a panel discussion moderated by Herb Klein, Metromedia vice president. Panelists will be Don Johnston, JWT president; George Gerbner, dean of the Annenberg School of Communication at the University of Pennsylvania; Arnold Kretchmer, editorial director of *Playboy* magazine, and possibly a television network executive.

The "desensitization" issue is expected to be a major topic of concern at the convention as are the joint FCC-FTC panels on over-the-counter drugs May 20 to 21, and new proposed affirmative disclosure regulations. AAF President Howard Bell and Mr. Gitlitz will deliver a presentation on major issues at the meeting. FTC Chairman Calvin J. Collier will address a luncheon Monday (June 7) and FCC Chairman Richard E. Wiley will speak at the luncheon the following day.

Keynote addresses will be provided Monday by Robert Funkhouser, director of advertising for The Carnation Co., (the convention sponsor); Thomas S. Kleppe, secretary of the Interior; Donald Kendall, chairman, Pepsi-Co. Inc., and G. Warren Nutter, professor of economics, University of Virginia.

Other speakers at the convention will include: Carl W. Nichols, chairman of both Cunningham & Walsh, and the AAF; Barten A. Cummings, chairman of the executive committee, Compton Advertising; Rance Crain, president and editor-in-chief, *Advertising Age*; and Pat Carbine, editor and publisher of *Ms. Magazine*.

A number of awards in professional and student competitions also are to be presented. The convention will conclude with AAF district meetings with legislators and their staffs on Capitol Hill.

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How to regulate cable television: House hearings to get under way

They could go on for weeks as witness list, which broadcasters see slanted toward cable, grows

Amid complaints from broadcasters that the witness list is stacked in favor of cable, the long-awaited hearings on cable television regulation begin today (May 17) before the House Communications Subcommittee. The first witnesses will be former FCC Chairman Dean Burch, former Office of Telecommunications Policy Director Clay T. Whitehead and Don LeDuc, attorney and professor of communications arts at the University of Wisconsin.

The hearings are scheduled every day through Thursday this week. Tuesday's session will feature a panel of economists including David Blank of CBS, Leland Johnson of the Rand Corp., Stanley Besen of Rice University and Rand Corp. and Victor Ferrall of the Washington law firm of Jones, Day, Reavis & Pogue.

Continuing the "theme" day approach—the first to be introduction day, the second cable economics day—the third hearing day will examine noncommercial applications of cable technology. Among the witnesses for that session are Margaret Cleland, a cable consultant to the Connecticut state library; Maxine Rockoff of the National Center for Health Services Research; Mitsuru Kataoka of the Irvine Unified School District, Irvine, Calif.; Mary Sue Smoller, officer for the government access cable channel in Madison, Wis., and a panel discussing the Spartanburg, N.C. project, a federally funded cable TV experiment with different applications of two-way cable.

On Thursday the heads of the three major trade associations in the field will testify, including National Association of Broadcasters President Vincent

Wasilewski and Executive Vice President John Summers; National Cable Television Association President Robert Schmidt and Chairman Burt Harris, and Community Antenna Television Association President Kyle Moore.

From 15 to 17 days are planned for the cable hearings, each day designed to illuminate some facet of the subcommittee staff's cable TV study issued last January (BROADCASTING, Feb. 2). Sessions after those this week will focus on distant signals, copyright, exclusivity, pay TV, federal-state-local regulatory issues, pole attachments, cable industry structure, crossownership, minority employment and rural telecommunications.

The hearings are scheduled to resume Monday, May 24, with congressional witnesses, including Representative John Murphy (D-N.Y.) showing excerpts of Manhattan Cable's *Midnight Blue* which is piped into some homes in his district ("Closed Circuit," May 10). Representatives of the three networks will testify May 25; the only confirmation so far is Everett Erlick of ABC. May 26 will be set aside for testimony from trade associations other than the first three already named.

Preliminary sparring has begun for the hearings. Last week a delegation that included representatives of the National Association of Broadcasters and ABC complained to subcommittee Chairman Lionel Van Deerlin (D-Calif.) that the witness list favors cable. And a cable group had the same complaint. The Cable Antenna Television Association seemed most concerned about an imbalance in favor of the less militant NCTA.

MSO's may come under siege from home towners

FCC's 1977 deadline will give impetus to fights for franchises; FCC Seltzer, Warner's Hauser expect fireworks on the community front

A scramble for cable television franchises may be imminent as more and more franchises come up for renewal locally.

The big push will be the FCC's March 31, 1977, deadline for grandfathered (pre-1972) systems to renegotiate their franchises to comply with the commission's rules.

Some small system operators are concerned that large multiple system operators may seek expired franchises as a less expensive way to expand their operations. Early indications at the FCC, however, do not support that view. "MSO's are the most likely to be raided," according to Roger Seltzer, special relief branch chief at the FCC's Cable Television Bureau, who noted challenges from community groups.

"It's only a handful of systems involved so far," said Mr. Seltzer, "but then there haven't been that many franchises come up for renewal." Since the 1972 rules, only a couple of hundred franchises have been renewed, Mr. Seltzer pointed out.

He added, however, that the handful of cases today could be a forerunner of what will come when the FCC's deadline for franchising hits. There will be a "lot of action" in the next year or two on the franchise renewal front, he predicted. Aside from the impact of the 1977 deadline for grandfathered systems, many of the traditional 20-year franchise deals, once typical in the CATV industry, are due to expire.

So far the attack on expired cable franchises has been directed at MSO's by noncable groups claiming the need for local control and responsiveness. Examples include Cablecom General's system at Hugo, Okla., where the franchise was denied renewal by the local authorities. A nonexclusive franchise was awarded to a group said to be made up of local citizens. A similar contest, not yet settled, involves Cablecom's system at nearby Idabel, Okla. The Hugo case is being fought in the courts and at the FCC.

Warner Cable Corp. is under attack at its franchises in Valparaiso, Fla., and Altoona, Pa. In Valparaiso, the city government refused to renew Warner's franchise and instead awarded it to themselves. Warner has served notice that it will shut down service 90 days after the franchise expires. However, it is still seeking review of the city's decision, claiming the action was taken without a public hearing.

In Altoona, a 10-year franchise granted by the city in February was contested by a local group which is seeking review through a referendum on the issue.

Gustave Hauser, chairman and chief executive of Warner Cable, said that unless the cable operator receives some kind of reasonable stability, he is disinclined to make capital investments at the end of a franchise period. The cable industry lacks the kind of legal framework that gives franchise or license stability such as that which broadcasters and utility operators have, he said. Mr. Hauser expressed his belief that the "pirates" won't win expired franchises, thus forcing cable operators to sell their plant at "distress prices." However, in the interim there will be a "flurry" of attacks against MSO's, especially in small communities, he said.

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NBC, NABET still apart on contract

Union strike continues after six weeks; CBS, ABC pacts next

Members of the National Association of Broadcast Employees and Technicians voted last Wednesday (May 12) to reject by a substantial margin a three-year agreement covering 1,700 NBC engineers, news writers, cameramen and maintenance workers.

A NABET official said rank-and-file members turned down the tentative agreement because the "money package" was unsatisfactory. He said members considered the wage offer inadequate and they objected to provisions reducing jurisdiction by the union in electronic news assignments. He said they felt this latter provision eventually would cut back on employment of NABET members.

The union struck NBC on April 1 (BROADCASTING, April 5) but the network continued on-air operations through use of nonunion personnel. NABET and NBC had been meeting off and on in the intervening period through the offices of the Federal Mediation and Conciliation Services in Washington and, on May 8, union negotiators and the network announced they had reached an agreement in principle.

The result of the balloting was announced by NABET officials at their headquarters in Washington after they had tabulated the voting from members in New York, Cleveland, Chicago, Los Angeles, San Francisco and Washington. Union officials said that picketing would continue but they stood ready to renew negotiations.

The rejected pact was said to represent a compromise between labor and management. In the wage sector, it provided for an 8% boost in the first year of the contract, a 6.2% increase in the second year and a 6.9% jump in the third and final year. In the final year, the weekly salary of most technicians and news writers reaches \$460.

A key issue was NBC's insistence on altering provisions dealing with jurisdiction over electronic newsgathering assignments. The expired contract gave NABET jurisdiction up to 250 miles on such assignments. NBC reportedly insisted on a 50-mile limit and the compromise worked out to a 75-mile jurisdictional border for the union. The union was fearful that rules restricting its jurisdiction would pave the way for increased use of "stringers" and per diem workers and a reduction in union staffers.

NBC and NABET were said to have arrived at compromises on provisions concerning the scheduling of workers and lunch-time periods.

The period since April 1 has been marked by acrimony between NBC and NABET. NBC charged that some NABET

members had participated in "sabotage" of film and video-tape equipment and sued the union. In turn, the union countersued. At one point the union offered to return to work, but NBC turned down the proposal unless NABET could guarantee there would be no further damage to equipment. NABET said NBC's action constituted "a lock-out."

CBS, meanwhile, has been negotiating in Chicago with the International Brotherhood of Electrical Workers, which performs the technical assignments at its television and radio networks. That contract expired last September but has been extended. There were indications last week that a settlement was imminent. ABC's contract with NABET expires next year.

Rage of '76: TK-76

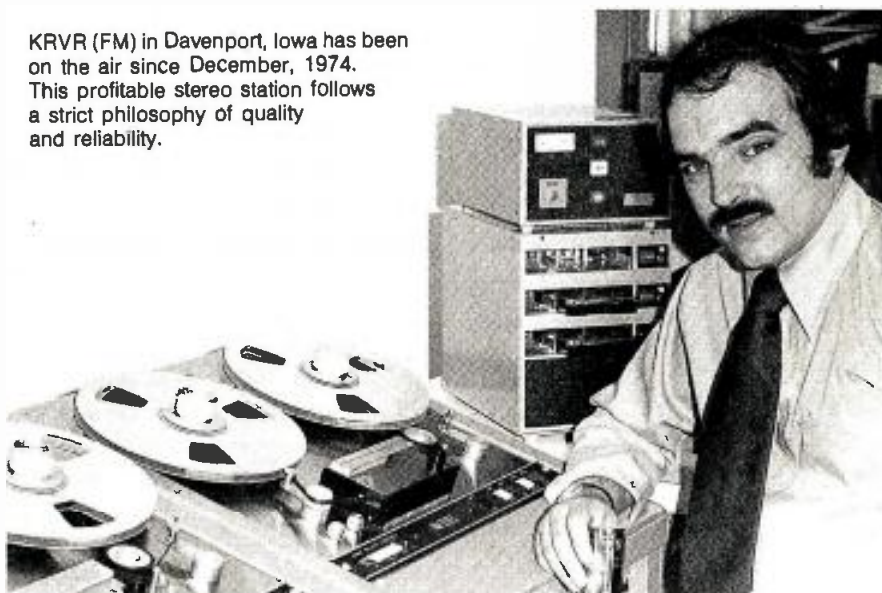
RCA increases output to meet demand

More than 150 RCA TK-76 portable electronic journalism cameras have been ordered by TV stations, according to RCA Broadcasting Systems, Camden, N.J.

The first to install the new camera into its operations, an RCA official said, was KARD-TV Wichita, Kan., which has been using the unit since April 30 for electronic news gathering and for producing documentary and special events programs.

To offset the backlog in orders, RCA has stepped up its production schedule and ex-

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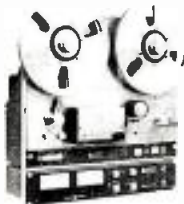
"The decision to use reel-to-reel was dictated by the Stereo Radio Productions (Schulke) format. It was then a matter of narrowing down the available machines to the one that would perform the best in both production and automation uses. We found that ITC's 850 would satisfy all our requirements. Everything went together into a machine that has virtually all the features we could ask for. The Micro-Marker is a classic example. Editing has been made easier and more accurate. It is just one of the things that makes the 850 a superior production machine.

"Virtually every feature in the edit mode is used at one time or another. The interesting thing is that the features don't interfere with each other. Start Memory and Motion Sensing are assets, especially in

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"As Michael Moore, KRVR's engineer, said, 'The serviceability, the simplicity, the cleanliness of how everything is placed on the 850, has to be one of its best features. You don't have to look through the forest to find the trees.' I'd certainly agree with him."



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pects to fill the orders of more than 150 units well before the end of 1976, a company official stated.

The TK-76 is priced in the neighborhood of \$35,000. It is a self-contained unit, requiring no backpack. Its output is an encoded color signal, ready for recording or for direct on-air use. The power source is a 12-volt battery belt worn by the camera operator.

PBS's caption plan inflexible, costly, contend opponents

EIA, broadcasters urge FCC to do more research

Broadcasters and the Electronic Industries Association urged the FCC to turn down a proposed rulemaking that would allow captioning of TV shows for the deaf and hearing impaired until there is more field testing of the proposed method and consideration of other systems.

The plan was advanced by the Public Broadcasting Service and involves reservation of line 21 of the vertical blanking interval of television broadcast signals for the transmission of encoded captions (BROADCASTING, Dec. 1, 1975). The captions would be visible only on sets equipped with a special decoder.

The main objections, in the comments received at the commission, were that the PBS plan is inflexible, economically prohibitive and can't be used with most of the networks' prime-time programming.

A temporary adoption of the plan for three years was suggested by the Consumer Electronics Group of the EIA. Establishing a permanent system now would be "unreasonably rushing a crucial policy decision," EIA said. PBS felt it was important the rule be a permanent one to stimulate industry development of the hardware and software necessary.

CBS was worried that the plan will waste "valuable, scarce vertical interval space" as was the National Association of Broadcasters which predicted other uses for line 21 in the future that should not "be negated or forever locked out" by reserving line 21 exclusively for aural captioning. This would not be the case, said PBS, "There remains ample capacity ... to accommodate" future services in line 21.

Price estimates by PBS were \$25,000-\$50,000 for equipment and \$1,000 per hour. These figures were disputed by NBC which said \$525,000 and \$7,600 per hour would probably be more accurate. CBS captioned an episode of *The Waltons* and estimated that the total cost for captioning the 511 hours of prime-time programs it broadcast in the 1975-76 season would be about \$1.9 million.

Another objection was that the PBS plan can only be used with video-taped material—there is "no practical way" to caption material on film, said NAB, and most prime-time programming is on film.

Further study should be given to the

captioning systems in use in Europe, said EIA, NAB and CBS, especially the Teletext system used in England. This plan provides the encoded information at a faster rate and allows much more material to be shown. Such a system, said EIA, would not only provide captions, but could offer information of interest to the general public, making the system easier to market and probably less expensive than one solely for the hearing impaired.

Technical Briefs

BIAS seminar. Station operators, managers and sales directors have been invited to session sponsored by Broadcast Industry Automated Systems division of Data Communications Corp. Seminar at Airport Hilton in Memphis will be follow-up of three-day working session held earlier this year. Features are: various management-oriented computerized information programs, including options in automated sales report projections; new BIAS 202 system; backup services and BIAS interface with other automated gear.

One moment, please. AT&T private line rate increases (BROADCASTING, April 5), scheduled to take effect May 19, should be postponed, wire services and American Newspaper Publishers Association told FCC, until those groups can make detailed study. New rates for microwave and telephone lines mean 60% increase, they said, and will hinder dissemination of news to remote areas.

High frequency family. Collins Radio Group, Rockwell International Corp., has introduced family of high frequency communications equipment featuring receivers, 1-kw, 3-kw and 10-kw transmitters and transceivers. System elements are standard 19-inch rack-mounted. Series is designated HF-80 line.

Master recorder. Ampex Corp. has introduced ATR-100 recorder-reproducer for mastering audio tape. System has eliminated use of pinch rollers and all operating controls are contained in matrix-type panel about size of pocket calculator.

Big improvement. TV Itapoan has ordered RCA color TV transmitting equipment costing more than \$580,000 to improve broadcast facilities of its ch. 5 outlet in Salvador, Brazil.

Gauging contours. FCC has suspended use of terrain roughness factors in predicting FM and TV field strength contours until May 1, 1977, while method is developed to calculate deviations caused by unusual terrain. In meantime, field strength charts will be used, but without regard to terrain roughness.

Sold to Rome. Ampex Corp. has received \$1 million contract from Italian broadcasting network (RAI) in Rome for video-tape equipment including nine AVR-2 modular video recorder/reproducers, two TBC-900 digital time base correctors and two RA-4000 automatic video programmers.

Broadcast Journalism®

July 1 changes for NPR news bureau stir some discontent

Frisknecht's plan will enlarge scope of unit beyond news, public affairs

A plan to reorganize the national news bureau within the National Public Radio structure has evoked complaints from news bureau staffers that the scheme will downplay news and public affairs activities in favor of "softer" material.

The reorganization plan, announced by NPR President Lee Frisknecht after a two-month study assessing public radio's growth and development, will involve no staff changes, but will require a renaming and reshuffling of departments. The plan calls for the 11-member news and information bureau (spread out among Washington, New York and San Francisco) to be elevated and become a department of program content resources, serving all three NPR program departments: cultural, informational and specialized audiences. Between four and seven positions are expected to be added to the new department to expand the focus of the unit. Jim Russell, executive producer for *All Things Considered*, has been named acting director of the new department. The programming division, headed by NPR Vice President Presley D. Holmes, will oversee the new department and, at the same time, administrative activities related to programming will be spun off into a new corporate relations division. That division would also comprise the public information, station relations and development departments.

In calling for the reorganization, which should take effect July 1, Mr. Frisknecht said a shift was necessary to broaden the content of materials provided beyond the news aspects of events. Instead, the news and information bureau should provide service to all three NPR program departments, he said.

Bob Zelnick, news bureau chief before he resigned last week, called the reorganization plan a "bogus issue and a hoax." He admitted that the bulk of the bureau's activities has been in the news and public affairs area, especially in providing segments for the nationally known *All Things Considered* program, but he outlined a growing effort in cultural programming with the arrival last January of a reporter especially attuned to that area. Mr. Zelnick claimed that other program units that develop nonnews material have not done as well as the national news bureau has done its job of providing public affairs reporting and interpretation.

Also tied with the reorganization plan are charges of "union-busting" by news bureau staffers who have reportedly taken initial steps toward establishing a union. Basic grievances are over salary levels, which staffers contend are below similar jobs at other organizations. The top

minimum base salary for a reporter at NPR, said Mr. Zelnick, is \$16,250 a year.

The reorganization plan fails to confront the issue raised by many NPR member stations that they are not contributing enough to the national program schedule which is assembled in Washington, according to Mr. Zelnick.

Journalism flawed, says CBS's Taylor

To counter outside threats, it must improve objectivity, he tells press institute

The "great powers and responsibilities" of the press—broadcast and print—were examined by CBS President Arthur R. Taylor before the Assembly of the International Press Institute in Philadelphia last week. He iterated that "television . . . must in my view take further steps to insure that the world it presents is more than a superficial one." And he pointed out that he "recently asked those independent broadcasters affiliated with the CBS Television Network to consider the goal of expanding the *CBS Evening News* as a worthy one for this industry."

As in his original speech to the CBS affiliates (BROADCASTING, May 10), Mr. Taylor did not elaborate on a format or timetable.

Mr. Taylor concentrated on calling on the American press to "use the time gained by this post-Watergate honeymoon to put its house in order. It must act now," he said, "to increase the public's trust and confidence. For the next time, the assault may not be clumsy."

There are still too many lapses in judgment, careless errors, pandering to base instincts, too much trivia and not enough serious examination of issues, he said. Journalists must be "scrupulously objective and fair" and increasingly, the specialist-reporter will be necessary to provide in-depth knowledge and expertise.

Privacy, a fair trial and simple human dignity, Mr. Taylor said, must be allowed to balance press freedom. On the subject of investigatory journalism—"so much in fashion since Watergate"—he said that "the competent and hard-nosed professional" must "not be tempted to transgress the boundaries of fairness and objectivity in his or her hunger for a journalistic coup. For every Woodward or Bernstein," he said, "there are hundreds of reporters spending countless thousands of hours in tedious, unglamorous work."

Mr. Taylor also noted his concern over challenges in the form of prior restraint, judges issuing gag orders, the increasing use of court subpoenas, arrest and search warrants to force disclosure of unpublished information, the bill, S.1, now before the Senate, the equal-time law and "the so-called fairness doctrine," all of which, he said, represent "a tremendous potential threat to the integrity and freedom of broadcast news."

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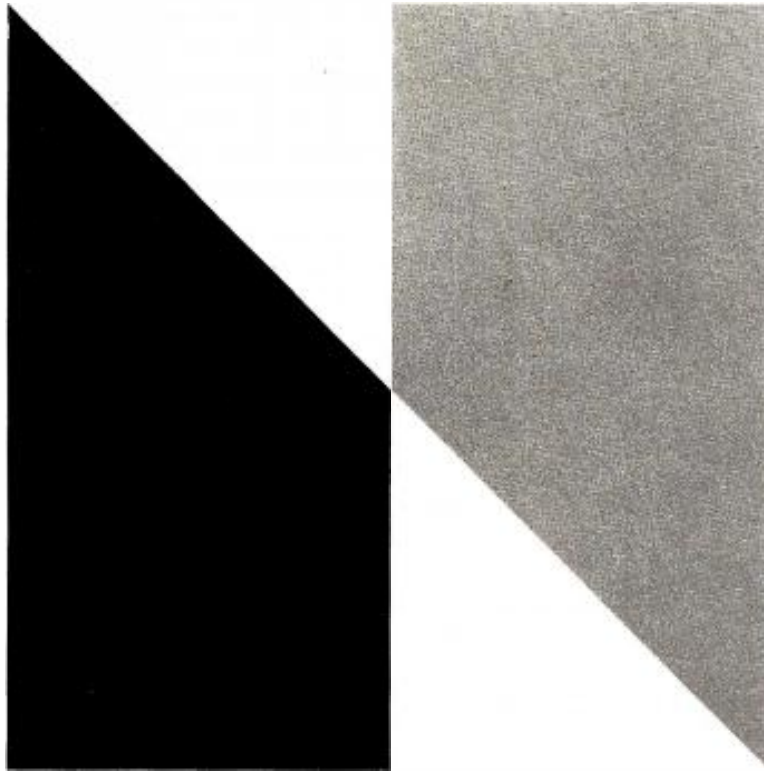
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Future editorialists? Cleveland area schoolchildren may be no more informed than other youngsters, but they're getting an opportunity to speak their minds on Wews(TV) there. As summer vacation approaches, the Scripps-Howard Broadcasting Co. station is wrapping up its first school year of *Classroom Camera*, which sends an ENG camera to elementary schools to capture what's on the minds of 6-to-12 year olds. At least 12 one-to-two minutes spots are aired weekly, mostly in commercial positions when there's a youthful audience. "The kids are so sophisticated that it's beyond imagination," says William F. Baker, Wews program director, who plans to continue

the show into summer school and beyond. Topics of concern have ranged from drugs to black history to gun control. Public reaction has been positive, Mr. Baker says, with the exception of those who think "kids are too young to be commenting on such subjects." At the Nathaniel Hawthorne elementary school, one youngster takes his turn at the clapperboard (left) as taping begins under the supervision of Wews cinematographer Steve Kotton and producer Pat Martin (right). A similar program is airing the views of South Florida youths at another Scripps-Howard station, WPTV(TV) West Palm Beach.

Miami newsman loses legs in car bombing

Victim had been editorializing on air against local terrorists; FCC asks Justice to intervene, says federal government should protect those who speak out; \$50,000 in rewards are offered

Broadcast editorializing may have its first martyr.

Emilio Milian, 44, news director of WQBA(AM) Miami, Fla., was the victim of a bomb planted behind the firewall in his station automobile April 30, minutes after leaving the air on his nightly *Habla El Pueblo* talk show on that all-Spanish radio station. Mr. Milian had broadcast a number of editorials decrying terrorism among Miami's Cuban community. It is thought that he was the victim of that same terrorist element, which had at least twice warned him against continuing the station's editorial campaign.

Mr. Milian lost both his legs in the explosion, which was triggered when he turned the ignition key. He was severely mutilated as well, suffering injury to his left hand and to the left side of his body. He was released from intensive care only last Tuesday (May 11), and is not expected to be able to return to duty for several months. The station, which has continued its editorial attack, anticipates that Mr. Milian will be broadcasting from his hospital room within several weeks.

Herbert Levin, general manager of the

Susquehanna Broadcasting station, said that almost \$50,000 has been put up in rewards for information leading to the apprehension and conviction of Mr. Milian's attackers, including \$25,000 from the parent broadcast group. The Florida Association of Broadcasters put up \$1,000, the Greater Miami Association of Radio Broadcasters \$8,000 and the Miami newspapers more than \$5,000.

Mr. Levin called the attack on Mr. Milian "an obvious assault on the First Amendment." The FCC apparently agrees: It is asking the Justice Department to intervene in the case on the grounds that the nation's communication's policy encourages editorializing, and that the federal government must therefore protect broadcasters when they pursue a vigorous editorial policy.

Chairman Richard E. Wiley on Thursday wrote to Attorney General Edward H. Levi, seeking Justice Department intervention in the case. He noted that the commission's fairness doctrine imposes an affirmative obligation on broadcasters to discuss controversial issues of public importance. Accordingly, he said, the government has an obligation to find and prosecute those responsible for the attack on Mr. Milian. The government's failure in that regard, he said, could have a chilling effect on broadcast journalists across the country.

Mr. Milian is a Cuban American. He has been with WQBA since 1965, and has been news and program director since 1971. He is married and has three children. WQBA has a 17-person news staff. It presents a four-hour news block each morning from 5 to 9 a.m., a 12 noon to 1 p.m. news hour, news again from 5 to 6 p.m., Mr. Milian's

talk show from 6 to 7 (the bombing occurred at 7:17), talk again from 9 to 11 and news from 11 p.m. to 12 midnight.

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Agnew does reprise on sins of media

In 'Today' appearance, he takes particular aim at pro-Zionist influences

Former Vice President Spiro T. Agnew was back before a television camera and microphone last week, and it was almost as though he had never left. He attacked the media.

Mr. Agnew, who resigned two-and-a-half years ago and pleaded no contest to a federal charge of tax evasion, was a guest on the *Today* show on NBC-TV. The purpose was to promote his novel, "The Canfield Decision."

But he also spent time, in answering the questions of *Today's* Barbara Walters, to criticize the media—what he regards as the media's power and lack of fairness.

He said, no, he did not think young people should enter politics. The media have made it "a dangerous game" in which a single statement can be the ruin of a career. "I just think it's impossible for a person in politics to do the job they're elected to do under present conditions," he said.

The former Vice President added a new dimension to his criticism of the media: their alleged pro-Zionism. Asked by Miss

Walters about characters in the Agnew novel who talk about "the Jewish cabal, of the Jewish or Zionist lobby having too much strength, too much influence in Congress," he said:

"I do feel that the Zionist influences in the United States are dragging the U.S. into a rather disorganized approach to the Middle East problem. I feel, for example, that we don't have an even-handed policy in the Middle East."

Later he said, "I think the media are sympathetic to the Zionist cause, put it that way."

Mr. Agnew declined to answer questions about his own resignation—he has maintained he was innocent of the charges contained in a lengthy Justice Department statement on his case—or about former President Nixon. His interest was in talking about the book and the media. Besides, he said, he is saving that material for a "memoir" he hopes to sell.

Vermont gag order opposed

A television station and four newspapers in Caledonia county, Vt. have requested a hearing to fight a proposed gag order in a first-degree murder case. The station, WCAX-TV Burlington, and the papers are protesting a request by the attorney for the defendant, Scott David

Dunkerly, 21, that the public be excluded from pre-trial hearings, that lawyers be prohibited from talking to newsmen and that only court personnel have access to the official files of the case.

Potomac perspectives to be offered NBEA sessions in Washington

The men in and behind the news jam editorialists' agenda

Some 100 to 125 broadcast editorialists are expected in Washington June 8 to 11 to gain first-hand information from national policy-makers at the fourth annual meeting of the National Broadcast Editorial Association.

The conference, based at the Mayflower hotel, will include briefings at both the White House and the State Department. Vice President Nelson Rockefeller will provide a keynote address Wednesday morning (June 9), to be followed by a discussion of a Senate bill (S.1) to reform the U.S. Criminal Code with Senator Edward Kennedy (D-Mass.) and Quinn Tamm, a law enforcement consultant and former assistant director of the FBI.

A luncheon, scheduled that day at the State Department, will feature an address by Winston Lord, director of the Secretary of State Henry Kissinger's policy planning staff. That will precede a White House briefing with Secretary of Defense Donald Rumsfeld and James Lynn, director of the Office of Management and Budget, and possibly, a meeting with President Ford.

Thursday is to be marked by meetings with members of Congress including Representatives Brock Adams (D-Wash.) on the budget and Elizabeth Holtzman (D-N.Y.) on defense, and Senators Hubert Humphrey (D-Minn.) on employment and the economy, and Mike Gravel (D-Alaska) on energy. A discussion on upcoming Senate and House races will feature the chairmen of the congressional campaign committees: Representatives John Anderson (R-Ill.) and Wayne Hays (D-Ohio), and Senators Ted Stevens (R-Alaska) and Wendell Ford (D-Ky.)

The NBEA's James Madison Award for furtherance of freedom of expression is to be presented to Judge Harold Medina, formerly of the U.S. Court of Appeals for the second circuit in New York, at a Thursday night banquet.

William Ray, chief of the FCC's Complaints and Compliance Division will participate in a Friday panel on legal issues that will precede a nuts-and-bolts session on writing editorials and a luncheon address by Representative Ronald Dellums (D-Calif.).

Registration fees for members are \$80 before May 24 and \$94 thereafter. The fee for nonmembers is \$100. Applications should be sent to Ted Powers, NBEA secretary-treasurer, WDBJ-TV Roanoke, Va. NBEA will also assist with hotel reservations.

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Turndown for PTV

ABC sees no reason to give PBS access to convention pool while others pay their way

Public television's request for free access to the commercial networks' pool coverage for this summer's political conventions apparently was turned down last week.

The message was conveyed in a letter to Larry Grossman, president of the Public Broadcasting Service, from George Watson, ABC's vice president of the Washington news bureau. ABC explained that it would be "unfair" to the other pool subscribers to allow PBS free access.

No reply has been received from either NBC or CBS, but Mr. Grossman read the ABC letter as an end to public television's hopes of providing live gavel-to-gavel coverage of the Democratic and Republican national conventions. Convention coverage by PBS will instead be confined to public affairs and news programs that may be expanded as the convention nears. *The Robert MacNeil Report*, *Black Perspective on the News* and *USA: People and Politics* are examples. Other special programs may be added, said Mr. Grossman.

RTNDA picks finalists

WCCO-TV, WBAL-TV, WCBS(AM) are biggest regional winners

The Radio Television News Directors Association has selected the regional winners that will compete for national RTNDA television and radio awards this summer. Those stations still in the running were judged in four categories, with individual competitions for the West, Midwest, Northeast and Southwest.

Both WCCO-TV Minneapolis and WBAL-TV Baltimore led the television winners with two regional awards. WCBS(AM) New York received the most radio honors, with three awards.

Awards were not made in every category for each region. A complete list of categories and regional winners—which will receive certificates primarily at regional RTNDA meetings—follows.

■ Edward R. Murrow documentary award: KING-TV Seattle, WCCO-TV, WBAL-TV, WAVE-TV Louisville, Ky., KNX(AM) Los Angeles, KMOX(AM) St. Louis, WBMC(AM) McMinnville, Tenn., WMAL(AM) Washington and WCBS (tie).

■ Investigative award: KNXT(TV) Los Angeles, WCCO-TV, WCAU-TV Philadelphia, WPLG-TV Miami, WCCO(AM) Minneapolis, WRVA(AM) Richmond, Va., and WBRU(FM) Providence, R.I.

■ Editorial award: KOMO-TV Seattle, WBBM-TV Chicago, WCVB-TV Boston, WCKT(TV) Miami, KGO(AM) San Francisco, WJBC(AM) Bloomington, Ill., and WCBS.

■ Spot news award: KOVR(TV) Stockton,

Calif., WBAL-TV, KTRK-TV Houston, KCBS(AM) San Francisco, WIZM(AM) La Crosse, Wis., WSB(AM) Atlanta, and WCBS.

Earning special mention were WDAF(AM) Kansas City, Mo., for spot news and WBST(FM) Muncie, Ind., for a program on esophageal speech.

Food-stamp reporting, series on food problems win top RFK awards

Broadcast journalists were to be honored with two out of six Robert F. Kennedy Journalism Awards for outstanding coverage of the problems of the disadvantaged. Selected for a plaque and a bust of the late senator in the eighth annual competition were Tom Pettit of the *NBC Nightly News* for his series on food stamps, and Bob Cain and Cathleen Gurley of *WWVA(AM)* Wheeling, W.Va. for their two-part series, *The Care and Feeding of America*. An awards luncheon was scheduled last Friday at the John F. Kennedy Center for the Performing Arts in Washington.

In addition, Dan Rather, John Sharnik and Peter Poor earned honorable mention for "The I.Q. Myth" program on *CBS Reports*. Citations went to Mark Lendner of *WCKT(TV)* Miami for a 15-part series on substandard housing in Miami, and to Sally Fitz of *KMOX(AM)* St. Louis for the program, "Too Far from Help."

Journalism Briefs

Helping the FBI. Senate Intelligence Committee report on Federal Bureau of Investigation says bureau has tried to influence news by planting stories "either anonymously or through 'friendly' news contacts" in media. It says, for example, that FBI planted stories to discredit Martin Luther King Jr. and civil rights movement, and that it took advantage of "close relationship" with board chairman of major magazine to kill story that made FBI look bad. No names are given and there is no evidence in report of manipulation of radio or TV. Report was second part of committee's over-all investigation of U.S. intelligence activities abroad and at home (BROADCASTING, May 3).

Touchdowns and other matters. Networks and rest of national press cover political campaigns "like pro football games," concentrating on campaign progress and strategy rather than issues, writes John Carey, PhD candidate at University of Pennsylvania. In quarterly *Journal of Communication*, just out, he says, "If the press accorded the politicians any celebrity [during 1974 congressional elections], it was that of star athletes." Other articles in journal include one comparing effects of newspaper and network news, one saying constant TV viewers are likely to support Alabama Governor George Wallace.

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ESCAPE INTO WORLDS BEYOND BELIEF

Grossman sets up PBS's fall line-up to counterprogram commercial fare

Key is thematic scheduling for each night, hope that stations will run them whole

The Public Broadcasting Service has proposed a fall programming schedule to turn what its new president calls the past "hodge podge" of programming into a unified network that can offer an alternative to commercial program schedules.

The plan calls for setting aside certain nights for programming built around a single theme, such as drama or public affairs. Many sporadic specials will be packaged as 52-week series and their placement in the PBS national feed is designed to gain maximum impact for public television and in several instances to counterprogram the commercial networks.

The success of PBS's attempt to put "consistency" into its programming schedule, according to President Larry Grossman, rests with the stations—they can choose to take nationally fed programs live or tape them for insertion at other times in their own local schedules. The degree to which public stations follow PBS's national scheduling plans will be witnessed this fall when the stations file carriage reports.

Mr. Grossman explained the programming schedule is an effort to get as much consensus as possible, allowing for more economy in terms of impact and promotion. If most stations carry a national program at the same time, promotional efforts will have a greater effect nationally, he continued. It has been shown, said Mr. Grossman, that the most successful programs have the most consistent carriage.

The "great handicap" in public television, said Mr. Grossman, is that when the viewer finds something he or she likes it is

often not there the next time the person looks for it on the schedule.

The PBS schedule is nevertheless designed to give stations the maximum flexibility for tailoring certain programs to their local audience's time needs, he added.

Sunday night would be set aside primarily for cultural programs to run on a 52-week basis. Included in Sunday's line-up are: *Evening at the (Boston) Pops* to be alternated with *Evening at Symphony*; followed by *Masterpiece Theater* and then *Dance Performances*, which includes *Dance in America*, *Theater in America* and the *Live From Lincoln Center* series.

Monday will be devoted to *Grand Prix Tennis* during the summer and to reruns of the *Adams Chronicles* in the fall. *In Performance at Wolf Trap*, which previously was a series of specials, will follow on a regular basis.

Tuesday night, when the commercial networks have not scheduled any full-length movies, PBS will present the classic *Janus Film* package. Prior to the Janus films, PBS will feed various specials, including the *Hallmark Hall of Fame* programs, the *National Geographic* documentaries and other programs produced by PBS or acquired outside. The format marks a departure from the special-of-the-week concept PBS has used in the past.

Wednesday, PBS will feed the *Nova* science series at 8 p.m. followed by the *Great Performance* series at 9. (The *Great Performance* series will be repeated the following Sunday.)

PBS has set Thursday aside for dramatic programming and will lead off the evening schedule with *Masterpiece Theater*, followed by either *Visions*, *Hollywood Television Theater* or *Classic Theater* (featuring British produced drama shows) on a rotating basis.

Friday would become PBS's public affairs night with back-to-back news and informational programming running from 7:30 p.m. to midnight. Opening the evening will be the *Robert MacNeil Report*, which is stripped in every weeknight at that time, followed by *Washington Week in Review*, *Wall Street Week*, *USA: People and Politics* (which may be expanded as

the political conventions approach) and an hour of documentaries at 10. *World Press* and then *ABC Captioned News* will wind-up the night's schedule.

Saturday evening will begin with PBS's *Children's Film Theater* at 7:30, when the commercial stations are presenting access programming. Reruns of Tuesday specials and Thursday night's drama series will follow.

The children's program *Zoom* will be presented at 6:30 p.m. weekday evenings opposite local news programs on the commercial networks.

Target audience programming such as *Woman*, *Black Perspective on the News* and *Black Journal* will be fed at 7 and 11 p.m. for the stations to insert at their discretion. Mr. Grossman claims that target audience (minority) programming fails to reach its intended viewers when it competes in prime time against the commercial networks.

PBS stations cut program buying

Co-op commits to 28 series, 10 fewer than last year

The Public Broadcasting Service's station program cooperative, which chooses the programs that will be fed nationally for the next season, has picked 28 series representing a collective investment of \$15 million. Last year 38 series were bought for \$16.5 million.

The program selections are expected to fill about 40% of the PBS schedule, with the remainder filled by programs produced by member stations and offered free and by outside acquisitions made by PBS and arranged through underwriters.

The drop in the total number of series purchased during this program cooperative was attributed to escalating program costs. Nevertheless stations contributed a record \$9.5 million, with the Corporation for Public Broadcasting kicking in \$3 million and the Ford Foundation \$2.5 million for the total station program cooperative (SPC) funding effort. At the last SPC, CPB and Ford each contributed \$4.6 million, with the stations providing \$7.3 million.

The series chosen by the 256 member stations represent the production efforts of 17 public TV stations.

From WNET(TV) New York, PBS stations selected *Great Performances*, featuring dance, theater and the *Live from Lincoln Center* series cultural shows; *Opera Theater Presents*, featuring five operatic productions produced in conjunction with the Canadian Broadcasting Corp., and Ingmar Bergman's *Scenes from a Marriage*, six hour-long programs originally shown on Swedish television.

Series produced by WETA(TV) Washington that were purchased by the stations are: *Washington Week in Review*, featuring 52 half-hour programs, and *Special Events*, with coverage of impor-

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Back to the drawing board. The new Votrak Information System at WNEW-TV New York balked last week, not because nobody was paying attention, but because 20,000 incoming calls in one 10-second period jammed the computer. Viewers were asked whether they would vote for President Ford or Jimmy Carter, two phone numbers were listed on the screen, and by dialing either number, viewers' preferences were to be registered. A spokesman for WNEW-TV said the Votrak is able to handle 100,000 calls an hour; the audience at that time on May 10 was obviously much higher. The station expects to have a new call-in method in operation in a few weeks.

tant national events in the capital. WETA's *Evening Edition* with Martin Agronsky was not repurchased.

Sixty-six new episodes of the children's program, *Zoom*, produced by WGBH(TV) Boston, were selected. Also from Boston are: *Crockett's Victory Garden*, a new series featuring horticulturist Jim Crockett; *Evening at the Symphony* with Arthur Fiedler and the Boston Pops featuring 13 concerts, and the science series, *Nova*.

WTTW(TV) Chicago productions that were purchased are: *The Best of Ernie Kovacs*, 10 half-hour programs of early TV performances of the late comedian; *Soundstage*, a contemporary music series, and *Book Beat*.

Wall Street Week with Lou Rukeyser and *Consumer Survival Kit* are productions offered by the Maryland Center for Public Broadcasting and picked up by the stations.

Sesame Street and *The Electric Company*, both produced by the Children's Television Workshop in New York were also purchased.

Other SPC purchases include: *Woman and Mark Russell Specials*, both produced by WNEB(TV) Buffalo, N.Y.; *The Age of Uncertainty* which will present economist John Galbraith's view of industrial society in the last 200 years, produced by KCET(TV) Los Angeles; *Anyone for Tenyson* with the First Poetry Quartet, produced by the Nebraska Educational Television Network; *Black Perspective on the News*, produced by WHYY(TV) Philadelphia-Wilmington; *Parent Effectiveness*, featuring Dr. Thomas Gordon and his method of developing parent-child relationships, produced by KPBS(TV) San Diego; *World Press*, produced by KQED(TV) San Francisco; *Liliast, Yoga and You*, produced by WCET(TV) Cincinnati; *Studio See* which is a series for teen-agers in a magazine format produced by the South Carolina Educational Television Network; *Lowell Thomas II*, produced by the Southern Educational Communications Association; *Austin City Limits*, a country-rock program produced by KLRN(TV) Austin, and *At the Top*, a jazz program produced by WXXI(TV) Rochester, N.Y.

First Amendment applies 'in general' to broadcasting, Eger says for Ford

Acting director of OTP, writing for President, tells mayor that violence on TV is beyond reach of governmental intervention

John Eger, acting director of the Office of Telecommunications Policy, in a letter written in behalf of President Ford, said that broadcasters' programming "is protected in general by the First Amendment" and that "we question whether the federal government in a free society should presume to dictate moral standards for the whole country . . ."

It is the public itself, he said, that should act to bring pressure to bear when they are dissatisfied with programming.

Mr. Eger's letter went to Mayor David D. Shiffman of Santa Barbara, Calif. He had written President Ford to ask him to "take the leadership in starting some meaningful action" aimed at reducing the presentation of violence on television. Mayor Shiffman enclosed a copy of a resolution deploring television violence that was adopted unanimously by the United States Conference of Mayors last year.

Mr. Eger, in responding to the letter for the President, said, "We share your concerns and are deeply distressed at what appears to be an increasingly prevalent problem as measured by the number of complaints received in Washington." But he questioned the wisdom of government-imposed standards of programming "which could stifle creativity and diversity." Mr. Eger said "While we personally deplore the presence of violence in television programming, we believe the First Amendment imposes a limit to governmental intervention in television speech, absent some clear, compelling and imminent danger to society."

Mr. Eger said the primary responsibility for regulating program content rests with the broadcaster. But they also should make their displeasure known when they

feel broadcasters have failed to exercise the proper restraint. And they should communicate their displeasure to the broadcast advertisers involved, to the FCC and to their elected representatives.

Mr. Eger said the resolution adopted by the mayors conference is the kind of public expression likely to impress broadcasters with the seriousness of the public's concern. "Given their dependence on public acceptance and their commitment to public service," he said, broadcasters "will and do respond positively to such public expressions." He said the institution of the family viewing concept last fall is indicative "of broadcasters' sensitivity in these matters."

Programing Briefs

One medium to another. Rankin-Bass Productions, New York, has sold 90-minute cartoon of J.R.R. Tolkien's cult novel about mythical creatures, *The Hobbit*, to Xerox Corp. Sponsor is paying \$1.1 million for two airings of *The Hobbit*, first of which goes on NBC-TV in fall of 1977.

Dylan special. NBC-TV will broadcast special starring singer-composer Bob Dylan, Sept. 14 (10-11 p.m.) in his first TV headliner appearance. Taped show is sponsored by Craig Corp. through Needham, Harper and Steers, New York.

Camera shlepper. Caroline Kennedy, 18-year-old daughter of Jacqueline Kennedy Onassis, has latched on to glamorous summer job: photographer's assistant for ABC-TV in Montreal during its coverage of Olympic games from July 17 through Aug. 1. She'll report to Rick Giacalone, director of photography for ABC Inc. Her duties? As one ABC source put it, "She'll be shlepping cameras for two weeks."

Sale plans made. Agreement has been reached to sell Avco Broadcasting Corp.'s film production unit to Bright Light Productions, both firms Cincinnati-based. Bright Light is newly formed film production house; three of four owners are former Avco employees, fourth is former newsman.

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NBC-TV top winner in daytime Emmys

Syndicators' best effort is triple-honored 'Dinah!'

Although CBS-TV has emerged as a strong number one in the daytime Nielsens, it managed to win awards in only three daytime Emmy categories last week, compared to nine for NBC-TV and six for ABC-TV.

ABC's *The \$20,000 Pyramid* won the "outstanding game or audience-participation show" Emmy and NBC's *Another World* copped the Emmy for "outstanding drama series" during the third annual daytime awards telecast on CBS-TV last Tuesday (May 11).

Six of NBC's nine Emmys were awarded to the *First Ladies' Diaries* series of three specials, with the one on Edith Wilson telecast on Jan. 20, 1976, nailing statuettes in four categories, including an Emmy for "outstanding drama special."

The syndicated *Dinah Shore* show (distributed by 20th Century-Fox Television) picked up Emmys in three categories, including the one for "outstanding talk, service or variety series."

The daytime categories and winners were listed by the Academy of Television Arts and Sciences as follows:

Outstanding drama series: *Another World*, NBC, with Emmys to Paul Rauch, executive producer; Joe Rothenberger, producer, and Mary S. Bonner, producer.

Outstanding drama serial: *First Ladies' Diaries: Edith Wilson*, Jan. 20, 1976, NBC, with Emmy to Jeff Young, producer.

Outstanding game or participation show: *The \$20,000 Pyramid*, ABC, with Emmys to Bob Stewart, executive producer, and Anne Marie Schmitt, producer.

Outstanding talk, service or variety series: *Dinah!* (syndicated) with Emmys to Henry Jaffe, executive producer; Carolyn Raskin, executive producer, and Fred Tatashore, producer.

Outstanding actor in a daytime drama serial: Larry Haines, *Search for Tomorrow*, CBS.

Outstanding actor in a daytime drama special: Gerald Gordon, *First Ladies' Diaries: Rachel Jackson*, April 18, 1975, NBC, and James Luisi, *First Ladies' Diaries: Martha Washington*, Oct. 23, 1975, NBC.

Outstanding actress in a daytime drama serial: Helen Gallagher, *Ryan's Hope*, ABC.

Outstanding actress in a daytime drama special: Elizabeth Hubbard, *First Ladies' Diaries: Edith Wilson*, Jan. 20, 1976, NBC.

Outstanding host or hostess in a daytime game or audience participation show: Allen Ludden, *Password*, ABC.

Outstanding host or hostess in a daytime talk, service or variety series: *Dinah Shore, Dinah!* (syndicated).

Outstanding individual director for a drama series for a single episode: David Pressman, "One Life to Live," Jan. 26,

1976, ABC.

Outstanding individual director for a special program: Nicholas Havinga, *First Ladies' Diaries: Edith Wilson*, Jan. 20, 1976, NBC.

Outstanding individual director for a game or audience participation show for a single episode: Mike Gargiulo, *The \$20,000 Pyramid*, Feb. 18, 1976, ABC.

Outstanding individual director for a variety program for a single episode: Glen Swanson, *Dinah!* "Dinah Salutes Tony

Orlando and Dawn on their 5th Anniversary" (syndicated).

Outstanding writing for a drama series for a single episode of a series; or for the entire series: William J. Bell, Kay Lenard, Pat Falken Smith, Bill Rega, Margaret Stewart, Sheri Anderson and Wanda Coleman, *Days of Our Lives*, NBC.

Outstanding writing for a special program: Audrey Davis Levin, *First Ladies' Diaries: Edith Wilson*, Jan. 20, 1976, NBC.

SYNDICATION



Dinah Shore: three-time winner.

NBC



L-r: Gerald Gordon, Elizabeth Hubbard, Jeff Young: actor, drama series; actress, drama special; outstanding drama special.



Mary S. Bonner-Joe Rothenberger: drama series.



L-r: Rift Fournier, J. Phillip Miller, Joan Bender, George Heinemann: children informational series.



William J. Bell—Pat Falken Smith: writing for drama episode

Outstanding entertainment children's series: *Big Blue Marble*, (syndicated) with Emmy to Henry Fownes, producer.

Outstanding entertainment special: "Danny Kaye's Look-in at the Metropolitan Opera," *The CBS Festival of Lively Arts for Young People*, CBS, April 27, 1975, with Emmys to Sylvia Fine, executive producer; Bernard Rothman, producer; Jack Wohl, producer, and Herbert Bonis, producer.

Outstanding individual achievement in children's programming for a single episode of a series; or for a special program: The Muppets, performers, *Sesame Street*, (PBS), April 25, 1975, Jim Henson, Frank Oz, Jerry Nelson, Carroll Spinney, Richard Hunt and Fran Brill.

Outstanding information children's special* *Happy Anniversary, Charlie Brown*, CBS, Jan. 9, 1976, with Emmys to Lee Mendelson and Warren Lockhart.

Outstanding informational children's series*: *Go*, NBC, with Emmys to George A. Heinemann, executive producer; Rift Fournier, producer; J. Phillip Miller, producer; William W. Lewis, producer, and Joan Bender, producer.

Outstanding instructional children's programming—series and specials*: *Grammar Rack*, ABC, with Emmys to Thomas G. Yohe, executive producer, and Radford Stone, producer.

*Award applies to categories and areas for the period July 1, 1974 through March 15, 1976.

ABC



'One Life to Live': director award to David Pressman



Dick Clark: game-audience part show.



Helen Gallagher: actress-daytime drama



'Grammar Rock': instructional for children



Allen Ludden: host, game/audience part.

CBS



Sylvia Fine—B. Rothman: entertainment special



Larry Haines: actor, daytime drama

Assault on the Media: The Nixon Years by William E. Porter, The University of Michigan Press, Ann Arbor, 1976, 320 pp., \$11.95.

CBS correspondent Dan Schorr—whose admitted funneling of a House Intelligence Committee report to the *Village Voice* has prompted a congressional investigation (BROADCASTING, Feb. 16 et seq.)—apparently was the subject of another investigation four years before. Although the White House claimed that Mr. Schorr was being investigated for a top environmental job, Mr. Porter writes, "the administration's explanation . . . suggested strongly that Schorr was being harassed."

This is among the issues accounted in Mr. Porter's study of the Nixon-media relationship. Mr. Porter, chairman of the journalism department at the University of Michigan, has taken painstaking efforts to research a chronological report of governmental efforts "to intimidate, harass, regulate and in other ways damage the news media."

A possible White House link to the 1970 challenge of Post-Newsweek's license for WPLG(TV) Miami also is the subject of speculation on Mr. Porter's part. To document his various claims, Mr. Porter has provided various key administration speeches, White House memoranda and court decisions.

In the author's view, the confrontation between the government and the media had its positive value. Aside from being "a good time to be a journalist," there "clearly was a rise in confidence, if not arrogance, and a renewed interest in investigative reporting."

Mr. Porter expects that other administrations will not make the mistakes of the Nixon administration but will find use for "gentle corruption." And as the current spirit of "derring-do" fades, that corruption, Mr. Porter writes, "may prove to be the most serious threat of all."

The Media and the Law. Edited by Howard Simons and Joseph A. Califano Jr., Praeger Publishers, New York. 225 pp. \$4.95.

This book is an edited version of the transcripts of a weekend discussion in March 1975 of journalists, lawyers and government officials on the knotty subject of the media and the law. The conference, sponsored by the *Washington Post* and the Ford Foundation, was just that—a conference—not a collection of speeches. Participants dealt with hypothetical cases designed to illuminate the conflicts that arise among journalists, the judiciary and the government. The editors of the account—Mr. Simon, the managing editor of the *Post*, and Mr. Califano, an attorney who often represents the newspaper and other media on matters of the kind discussed in the report—found that journalists were essentially jealous of their rights and insensitive to those of others, such as

those of a defendant in a criminal trial, and that jurists operated out of a sense of "omniscient power that entitled their activities in courtrooms to immunity from public scrutiny not available to any other segment of American society." As for government officials, they were said to be skeptical of the press's fairness, accuracy and First Amendment claims but, for the most part, more sensitive to free press values than the judges.

The Cool Fire: How to Make It in Television by Bob Shanks, W.W. Norton & Co. Inc., New York, 1976, 318 pp., \$9.95.

Bob Shanks writes from the experience of one who joined the television family as a soap opera performer and now is an ABC programming vice president. Through firsthand observations and anecdotes and historical and technological explanations, Mr. Shanks provides the newcomer with a travelogue to the industry. His successes and failures give the how-to's of producing; he describes the "princes" and "attendant players." The Emmy-award winning producer who has worked with everyone from "Bertrand Russell to Miss Nude America" makes the effort to record "as much of what I know as I can."

Freedom of the Press vs. Public Access by Benno C. Schmidt Jr. Published for Aspen Institute Program on Communications and Society and the National News Council, by Praeger Publishers, New York, Washington and London. \$6.96. 296 pp.

Benno C. Schmidt, professor of law at Columbia University, provides an extensive overview of the free-press-access controversy against the background of court cases and developments in journalistic practices and the advances in communications technology. A major element in the study is the Supreme Court's opinion in the *Miami Herald* case, which held unconstitutional a Florida law requiring newspapers to make space available to political candidates to reply to editorial attacks. Professor Schmidt notes that the opinion raises a "basic question" as to whether the constitutional status of radio and television "is ripe for reconsideration," and he believes that future court rulings will establish a greater degree of autonomy for broadcasters from FCC program-by-program review. But, he says, "nothing in [the *Miami Herald* opinion] suggests that the Supreme Court will grant broadcasters the constitutional autonomy enjoyed by publishers." Because the "public trustee concept is virtually inevitable" in a system in which "valuable temporary rights" in the spectrum are allocated, he says, the electronic media will enjoy such autonomy only "if new communications technologies make obsolete the system of spectrum allocation" that has been in effect since the Radio Act of 1927.

The Media Environment: Mass Communications in American Society by Robert H. Stanley and Charles S. Steinberg, Hastings House Publishers, New York, 1976, 281 pp., \$11.50 (cloth), \$6.95 (paper).

From *I Love Lucy's* pregnancy to *Maude's* abortion, from the National Association of Broadcasters television code to the allegedly indecent broadcast of a George Carlin album cut, Messrs. Stanley and Steinberg have pieced together the people, corporations, events and law that shaped the mass media.

There's a plethora of information for trivia-lovers—*I Love Lucy* ran 179 episodes—but the authors, professors of communications at Hunter College in New York, have a higher goal in mind: "to provide an informational frame of reference that will permit the formation of sound critical judgments" regarding the broadcast, print and motion picture industries.

Television in the Corporate Interest by Richard Bunce, Praeger Publishers, New York, 1976, 150 pp., \$15.

Mr. Bunce, a research sociologist at the University of California at Berkeley, introduces his book by asking two questions: "Are the business corporations which at present control American radio and television either willing to present, or capable of representing the diverse and antagonistic interests that are essential. . . ? Are these business corporations responsible trustees of our social communications system?" With chapters on local ownership, crossownership, multinational holdings and conglomerates, Mr. Bunce attempts to find the answers.

Radio and Television (The Professions Series) by Stuart Hood, David & Charles, North Pomfret, Vt., 1976, 144 pp., \$9.95. Mr. Hood came up through the ranks of BBC and now, as a professor of film and television in England, provides a simple overview of both the BBC and commercial broadcasting there. From the anchorman to the obituary department to the camera crew, Mr. Hood details job responsibilities, piecing together the total broadcasting picture. His study even includes an appendix with salary grades.

Radio Power: Propaganda and International Broadcasting by Julian Hale, Temple University Press, Philadelphia, 1975, 196 pp., \$12.50.

The author, a former scriptwriter, producer and organizer of the BBC's Romanian and Italian services, introduces his work by calling radio "the only unstoppable medium of mass communication" and thus "the most powerful weapon of international propaganda."

It was the Nazis, Mr. Hale writes, that first tried radio's propaganda potential. In his book he examines the methods and effectiveness of the Nazi External Service as well as that of the British, the Americans and the Third World.

Radio Programming Profile

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GM -William James
OpM, Assoc. PgD-William Harris
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NSM-James Long
ChE-John Begin
ND - David White
MUL-Gene Elzy
Assoc. PgD-W. Hal Youngblood
FD -Marshall Wells
PrM-Jane Freeman
TrM-Rose Carriere

WJR

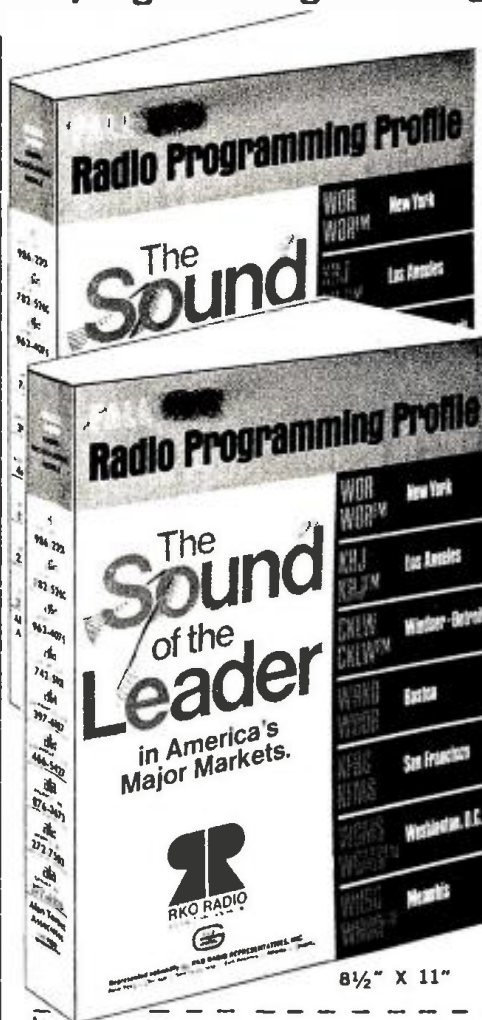
Detroit, Mich. 48202
Fisher Bldg.
313-875-4440
CBS Affil.
760 kc 50,000 w
Capital Cities Stn.
Katz

AM	PROGRAM	TYPE	COMMENTS
5	MARSHALL WELLS	Pop. Stand. Farm	Comprehensive farm news - livestock prices; traffic, weather and recorded music.
6	MUSIC HALL	Pop. Stand.	Bright music, cheerful entertainment. Sports briefs, traffic, road conditions.
7	J.P. McCarthy		WJR News 6, 7, 8, 9am. Dave White delivers WJR News at 8am. Oscar Frenette at 7am. Gene Healy 6 & 9am. J.P. McCarthy is Detroit's favorite entertainer.
9	OPEN HOUSE	Pop. Stand.	Live music on OPEN HOUSE. Jimmy Clark Orch.
10	ADVENTURES IN MUSIC-Karl Hess	Class.	Classical music with a crew cut explains its popularity.
11	KALEIDOSCOPE	Drama Music	Skillful blend of recorded music and dramatic narrative (usually Americana).
N	FOCUS	Talk-Int. Disc.	J.P. talks with all sorts of people on all sorts of subjects-serious-humorous.
1	PAUL WINTER SHOW	Pop.-Stand.	CBS News with Douglas Edwards, WJR News with Rod Hansen. CBS Newsmaker.
3	MUSIC HALL	Pop.-Stand.	news headlines, weather, traffic, lively conversation, but mostly good music. CBS features include Mid-At Large With Mike Wallace. Walter Cronkite.
4	Jimmy Launce		Jim Smidebush with WJR News at 4, Dave Taylor with WJR News at 5.
6	NEWS BLOCK	Talk-News Sports Serv.	Gene Fogel local, regional, nat'l, internat'l news; Bob Reynolds WJR sports; Business Barometer; Auto Reports-Joe Callahan; Journal '72.
8	SPORTS MAGAZINE	Talk	Special 50-min. show by Sports Dept.
9	KALEIDOSCOPE ENCORE	Drama Music	9-9:10 News & Byline Repeat of a previous show.
10	FOCUS ENCORE	Talk	Repeat of daily "Focus" show. 10-10:15 WJR News with Mike Kenny.
11	NEWS - SPORTS	Talk	WJR Final Edition; News, Sports, Gene Fogel.
M	NIGHT FLIGHT	Class. Light Class.	Music and news with Jay Roberts.

Reduced Profile

PLAN	6-10am	10am-3pm 5:30-6am	3-7pm	7-8:30pm	8:30-11:30 5-5:30am	10 sec.	10 sec.
5	205.	120.	205.	120.	65.(15)	80%	70%
10	200.	115.	200.	115.	55.(30)		

Seasonal: Detroit Lions and Michigan State football; Detroit Pistons basketball; Detroit Tiger baseball; Golf tournaments; Port Huron Mackinac boat race; Michigan International Speedway race reports; Economic Club speeches



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Media



Stevens

Gary G. Stevens, VP/general manager, KDWB(AM) Minneapolis-St. Paul, named to additional duties as senior VP, research and development of owner, Doubleday Broadcasting, Dallas. **Bud Knoll**, Doubleday corporate business manager, and **Joe Ryan**, general manager, Doubleday's KHOW(AM)-KXXK(FM)

Denver, named VP's.



Knoll



Ryan

W.W. Warren, president/general manager, Fisher's Blend Station Inc., owner of KOMO-AM-TV Seattle and KATU(AM) Portland, elected president/chief executive officer. **John F. Behnke**, VP/assistant general manager, advanced to executive VP/general manager. **Beth Fortnum**, FBS administrative assistant/personnel director, elected assistant secretary.

David H. Polinger, president, Suburban Broadcasting Corp., licensee of WSNL-TV Patchogue, L.I., named assistant to president of WPIX Inc., New York, which owns and operates WPIX-FM-TV New York and WICC(AM) Bridgeport, Conn.



Polinger



Hanna

Lee Hanna, VP, television news, NBC News, New York, named VP and general manager of NBC-owned WMAQ-TV Chicago, succeeding **Lee Schulman**, who was appointed VP, program development, NBC Television Stations Division (BROADCASTING, May 3).

Richard F. Wolfson, executive VP/general

counsel, Wometco Enterprises, Miami, elected chairman of executive committee. **Arthur H. Hertz**, senior VP, profit planning, named chief financial officer. **Louis Wolfson II**, senior VP, given responsibility for broadcasting and CATV.

Frank J. LaDolce, accounting director, CBS Television Stations Division, New York, appointed assistant controller.

Patricia Bondesen, executive secretary, Golden West Broadcasters, San Francisco, named coordinator of national business development.

John Rohrbeck, sales director, KNBC(TV) Los Angeles, appointed station manager.

Jim Reid, program manager, WDCA-TV Washington, appointed assistant general manager.

Newly elected officers, Greater Richmond (Va.) Broadcasters Association: **J. Phillip Goldman**, WRVQ(FM), president; **Barry Coffman**, WGOE(AM), secretary, and **Clarence Morrison**, WIVE-AM-FM, Ashland, treasurer.

Jeannine Christensen, assistant promotion manager, KTVX(TV) Salt Lake City, advanced to promotion manager.

Todd Thayer, program director, KKOK(AM) Lompoc, Calif., appointed station manager.

Stanley Swan, operations/farm director, WACK(AM) Newark, N.Y., given additional duties as assistant station manager.

Jim Ellis, associate producer/writer of children's program, *Max B. Nimble*, joins WKRC-TV Cincinnati as manager, creative services department, responsible for advertising, promotion and public relations.

William Devline III, general manager, noncommercial KUMR(FM) Rolla, Mo., joins WEBR(AM) Buffalo, N.Y., as manager.

Paul Francis, account executive, H&R Block, Kansas City, Mo., joins noncommercial KCPT(TV) there as public information director.

Candace Greene, general assistant/staff photographer, public relations department, National Association of Broadcasters, Washington, named editor of *NAB Highlights*. She takes over that duty from **Milton Magruder**, former director of publications, now editor/special assignments at NAB.

Broadcast Advertising

John P. Blair, co-founder, member and honorary chairman of board, John Blair & Co., New York, retired May 4. He founded company 43 years ago with late **Humbolt J. Greig** as Greig, Blair & Co. and became national station representative firm several months later after association with late **Lindsay Spight**. Company also owns WHDH(AM)-WCOZ(FM) Boston.

Robert A. Hume, VP, account supervisor, Benton & Bowles, New York, named senior VP, management supervisor, succeeding **Bern**

Kanner, who has been appointed senior VP, group executive and director of international operations, B&B, New York (BROADCASTING, May 10).

Larry A. Olshan, senior VP/media director, J. Walter Thompson, Chicago, promoted to general manager, JWT, Los Angeles. **Robert H. Irvine**, VP, associate media director, JWT, Chicago, replaces Mr. Olshan as media director.

Virginia Dalton, production services supervisor, J. Walter Thompson, Chicago, appointed broadcast business affairs manager and legal coordinator, Needham, Harper & Steers Advertising there.

Michael D. Moore, senior VP/associate director of media management, Benton & Bowles, New York, named director of media management.

John F. Hiltz, senior VP, McCann-Erickson, New York, joins Sawdon and Bess Advertising there as VP, new business development.

Herbert D. Gordon, VP/media director, Ketchum, MacLeod & Grove, Pittsburgh, appointed senior VP.

Richard O'Donnell, VP, director of television sales, Avery-Knodel, New York, appointed VP, Detroit sales, Television Bureau of Advertising, replacing **W. Eldon (Hap) Hazard**, named VP and manager of Detroit office, Radio Advertising Bureau (BROADCASTING, March 22).

Robert M. Wallace, VP, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., appointed management supervisor.

Sandra Kaminsky, broadcast buyer, Kenyon & Eckhardt, New York, named to same post, Clinton E. Frank, Chicago.

Carlos T. Muniz, Philadelphia office manager, H-R/Stone, named to same position, Pro/Meeker Radio there.

Robert J. Fox, account supervisor, **Joseph Lipsky**, creative supervisor, and **Robert M. Rees**, management supervisor, BBDO, New York, named VP's.

Edward H. May, national sales manager, WJXT(TV) Jacksonville, Fla., named manager of Atlanta office of Petry Television, replacing **Rod Sterling** who was appointed manager of Petry's Chicago office (BROADCASTING, March 22).

Anthony C. Rocco, special projects director, ABC-TV sports sales, New York, and **John Grace**, central division sales manager, Chicago, elected VP's.

Richard H. McCoy, director, advertising planning, Eastman Kodak, Rochester, N.Y., named manager, advertising/customer services, succeeding **Donald M. Lewis Jr.**, who will retire July 1.

Bernard E. Zuckerman, advertising director, Hecht Co. department store chain, Washington/Baltimore area, named marketing development manager, KPXX(TV) San Francisco.

Alfred M. Tauroney, Canadian national sales

manager, WWNY-TV Carthage, N.Y., is retiring after 34 years with owner, Brockway Co., Watertown, N.Y.

Jack C. Clifford, president/general manager, WXIA-TV Atlanta, appointed general sales manager, KXTV(TV) Sacramento, Calif. **Justin Cassidy**, KXTV sales manager, promoted to national sales manager.

James F.L. O'Shields, regional sales manager, WKRC-TV Cincinnati, promoted to general sales manager.

Craig Marshall, national sales manager, WTAE-TV Pittsburgh, promoted to general sales manager, WISN-TV Milwaukee, succeeding **Jim Norton**, who continues as sales manager. Both stations are Hearst-owned.

Mike Jones, local salesman, KVIQ-TV Eureka, Calif., appointed regional sales manager.

John C. Roche, account executive, WPHL-TV Philadelphia, joins WRKT-AM-FM Cocoa Beach, Fla., as regional/national sales manager.

David Forler, national sales manager, CKLW-AM-FM Windsor, Ont. (Detroit), named general sales manager.

Eugene J. Sutorius, TV account executive, Spotmasters, New York, joins WNUJ-TV Linden, N.J. (Newark), as general sales manager.

Programing



Horowitz



Hart

Norman Horowitz, senior VP, international operations, Columbia Pictures Television, New York, appointed senior VP in charge of worldwide distribution, responsible for all syndicated sales. **William Hart**, CPT senior VP, domestic syndication, named senior VP in charge of station programing, heading new department.

Michael Rollens, daytime program development director, NBC-TV, West Coast, appointed variety programs director. **Alvin Cooperman**, independent producer, New York, appointed coordinator of NBC-TV's fall series of weekly specials, *The Big Event* (Sunday, 9:30-11 p.m., NYT).

William Hanna and **Joseph Barbera** have signed new seven-year contract to continue as chief operating officers of Taft Broadcasting's Hanna-Barbera Productions, Hollywood.

Roger Lefkon, director of programing, WNBC-TV New York, appointed program executive, Syndicast Services there.

Michael D. Eisner, VP, program planning and development, ABC Entertainment, Los Angeles, elected to newly created position of senior VP, prime-time production and develop-

ment. **Edwin T. Vane**, VP, national program director, ABC Entertainment, New York, will add daytime-programing activities to his current responsibility for specials, children's programing, early-morning programs, late-night programs, feature-film acquisition and program administration. **Garry C. Kief**, marketing communications manager, Kaiser Aetna, national land-development firm based in Woodland Hills, Calif., appointed general manager, ABC Entertainment Center, Los Angeles. **Thomas Mahony**, program administrator, ABC Entertainment, New York, appointed director, program administration, East Coast.



Eisner



Shay

Robert E. Shay, director of broadcasting, WCBS-TV New York, named head of programing for WPIX(TV) there, and will be nominated for VP at next meeting of board of directors on May 24. Mr. Shay succeeds **Hendrik (Hank) Booraem** who retires this summer.

Edith O'Shea Hills, program coordinator, ABC International Television, New York, named director, program and sales services, that division.

Gareth Wigan, creative affairs VP, feature film division, 20th Century-Fox, Beverly Hills, Calif., appointed production VP.

John Williams, general manager, Editel, Hollywood, named VP in charge of post-production operations, Trans-American Video there.

Michael D. Kirkland, president, Communications Resources Corp., multimedia service specializing in film work, Scottsdale, Ariz., named senior VP, Broadcast Programing International, radio station program producer, Bellingham, Wash.

Consciousness-raiser. As part of the Public Broadcasting System's development of a comprehensive public awareness program to boost viewer and institutional support for its programs, the establishment of a vice presidency for public information has been recommended to the PBS board. Larry Grossman, PBS president, has appointed Charles M. Lichenstein to head the department of public information on an interim basis during the search for the new vice president. Mr. Lichenstein will continue as vice president, national affairs. In addition, Mr. Grossman appointed Lorraine Jahn, a former account executive with the Aigen/Pearlman Advertising Agency in New York, to the newly created position of director of advertising.

Sid Perry, program/production manager, WLCY-TV Tampa-St. Petersburg, Fla., named promotion director of parent, Rahall Communications, succeeded by **Michael B. Schuster**, production manager, WFRV-TV Green Bay, Wis.

Tim McDonald, assistant program director, WDCA-TV Washington, promoted to program director.

Jack Jarvis, director, WFLA-TV Tampa-St. Petersburg, Fla., named production manager.

Malcolm D. Potter, program manager, WVUE(TV) New Orleans, appointed program director, WTAE-TV Pittsburgh.

Charlene Watts, air personality, WAMO-AM-FM Pittsburgh, rejoins co-owned WILD(AM) Boston as program director.

Len Dawson, former quarterback, Kansas City (Mo.) Chiefs of National Football League, signed as analyst for NFL games on NBC-TV beginning this summer.

Art Eckman, sports director, KSFO(AM) San Francisco and announcer for San Francisco Giants baseball team, named to same post at KRON-TV there.

Jim Russell, executive producer of *All Things Considered*, National Public Radio series, Washington, named acting director, Department of Program Content Resources at NPR. **Jack Mitchell**, NPR director of informational programing, named acting executive producer of *All Things Considered*.

Broadcast Journalism

Lester M. Crystal, executive producer, *NBC Nightly News*, NBC News, New York, named producer of NBC News's political convention and election night coverage. **Edward Fouhy**, producer of *NBC Nightly News*, will assume Mr. Crystal's post until his return in November.

Joseph F. Rovitto, assistant news director, Hearst-owned WTAE-TV Pittsburgh, promoted to news director of co-owned WISN-TV Milwaukee, succeeded by **Bill Church**, WTAE-TV assignments manager. **Carolyn Smith**, producer, WTAE-TV's *AM Pittsburgh*, replaces Mr. Church as assignments editor. **Susan McInerney**, WTAE-TV news desk assistant, named associate news producer.

Bruce Johnson, reporter, WCPO-TV Cincinnati, appointed news correspondent, WTOP-TV Washington.

Mike Parker, KFI(AM) Los Angeles, and Rick Wallace, KVEN(AM) Ventura, elected chairman and chairman-elect, respectively, of California AP Television Radio Association. **Dave LaPrad**, WAZY(AM) Lafayette, elected president, Indiana AP Broadcasters. **Mark Watkins**, WIBC(AM) Indianapolis and **Phil Lengyel**, WSVJ(TV) Elkhart, elected VP's for radio and TV, respectively.

David Hazinski, ENG/political/government reporter, WSOC-TV Charlotte, N.C., named ENG reporter, WITC-TV Pittsburgh.

Chuck Blechlin, assistant news director, KGO-TV San Francisco, named news director, KATU(TV) Portland, Ore.

Graham Smith, anchorman, KVUE(TV) Austin, Tex., named to same post, KSAT-TV San An-

tonio, Tex. **Howard Murphy**, from WVUE(TV) New Orleans, joins KSAT-TV as reporter/producer.

Timothy J. Lennox, program director, National Broadcasting Services, New York production firm, named reporter, WERC-AM-FM Birmingham, Ala.

Bill Townsend, reporter/anchor, WLFI-TV Lafayette, Ind., named to same position, WBBH-TV Fort Myers, Fla.

Bob Cashen, anchorman, KOSA-TV Odessa, Tex., appointed news director, KVIQ-TV Eureka, Calif.

Michael Conway, assignment editor, WKYC-TV Cleveland, joins wowk-TV Huntington, W.Va., as news reporter/producer.

Peter Q. Graves, news department, KIUP(AM)-KRSJ(FM) Durango, Colo., named news director.

Robert Pinny, news reporter/air personality, KLOA(AM) Ridgecrest, Calif., named news director.

Frank Coletta, news director, WCAP(AM) Lowell, Mass., named news reporter, WHIM-AM-FM Providence, R.I.

Cable

Lawrence Schneider, executive, Warner Cable Co., Oshkosh, Wis., appointed manager, Northwest Cablevision, Winsted, Conn.

Thomas Olszewski, salesman, Magnavox CATV, Manlius, N.Y., appointed Northeast regional sales manager. **Robert Fisher**, assistant comptroller, Chicago Pneumatic Corp., named comptroller, Magnavox CATV, Manlius, N.Y.



WRTV
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Rex Humbard
reaches 40 share
and is watched
by 45,000
people each week

Why?
See back cover

Source: Arbitron Feb/Mar '76

Equipment & Engineering

Edward O. Lauman, international communications equipment specialist, has joined CCA Electronics Corp. as field manager, Saudi Arabia district. He will be stationed in Riyadh, Saudi Arabia, will supervise installation and maintenance of FM radio station and \$1.6 million, seven-station, countrywide HF and UHF network.

Andrew M. Jackson, chief engineer, WPLG-TV Miami, named engineering director, WIIC-TV Pittsburgh.

John Swanson, chief engineer, KTVU(TV) Oakland, Calif., returns to WTVF(TV) Nashville in same position.

Melvin Cornfield, staff VP, tax affairs, RCA Corp., named VP and treasurer, succeeding **Laurence J. Farley**, who has resigned.

Leon Blesladecki returns to KLOA(AM) Ridgecrest, Calif., as chief engineer after service in Navy.

Mort Golden, sales manager, Precision Film Laboratories, New York, named sales VP.

Allied Fields

James Parton, has resigned as chairman of National Advertising Review Board to become assistant librarian of Congress in Washington in July. He will leave his NARB post at end of May.

Harold P. Fleig, VP/account executive, Nielsen Television Index, Northbrook, Ill., appointed regional manager, central territory, Nielsen Television Index, Northbrook, Ill.

Richard J. Zell, VP, Daniels and Associates, cable TV brokerage/management/consulting firm, Denver, named VP/treasurer, CATV brokerage/consulting division, Harmon and Co. there.

Patty J. Bourne, administrative services supervisor, Cargill, Wilson & Acree, subsidiary of Doyle, Dane, Bernbach, Atlanta, named business manager, Szabo Associates, national broadcast collection agency there.

Gabe Pressman, WNEW-TV New York, named to Deadline Club's Journalism Hall of Fame. Club is New York City chapter of Society of Professional Journalists, Sigma Delta Chi.

Late **Paul A. Porter**, Washington communications lawyer (Arnold & Porter) and former FCC chairman who died last November (BROADCASTING, Dec. 1, 1975), named among six winners of Urban Justice Awards presented by Antioch School of Law.

Marlo Thomas, actress, received Silver Satellite award from American Women in Radio and Television "in recognition of her artistic, educational, cultural and humanitarian contributions" to the field of broadcast communications" at AWRT's 25th annual convention in Philadelphia.

Seymour N. Siegel, university dean for educational technology at City University of New York and 1947-69 director of communications for noncommercial WNYC-AM-FM-TV New York, named to receive honorary doctor of laws degree from Emerson College, Boston, for ser-

vices in educational technology.

Deaths

Frederick L. Allman, 68, engineer, and former station owner, died May 7 at Sibley hospital, Washington, after heart attack. He had owned WWSA-AM-TV Harrisonburg, Va., WSR(AM) Winter Haven, Fla., and WJMA(AM) Orange, Va. He was also co-owner of WKBZ(AM) Muskegon, Mich. He sold his broadcast interests in late 1960's. His wife, Mary, survives.

Jack Farnell, 59, VP/programming director, Foote, Cone & Belding, Chicago, died there May 1 of heart failure after long illness. He was former director of Ralph Edward's *Truth or Consequences*, producer/writer of *Ladies Be Seated*, and VP, director of radio and TV for Wade Advertising, where he produced *Quiz Kids*. Survivors include his wife, Challen, and two daughters.

Louis Allen, 63, chief meteorologist, WTOP-AM-TV Washington, died after heart attack May 9 at Suburban hospital, Bethesda, Md. He began broadcasting weather forecasts on TV in 1948 at WNBW(TV) Washington, predecessor to WRC-TV there. At time of death he was also president of Allen Weather Corp., private weather forecasting firm there. Surviving are his wife, Jeanette, and three daughters.

Geraldeane Cutler Whan, 67, part owner of KWFT(AM) Wichita Falls and KCMY(AM) San Marcos, both Texas, died in her sleep April 30 at her Wichita Falls home. She and her husband, Forest Livings Whan, were former FCC consultants and radio audience researchers. Survivors include her husband; son, Don, president/general manager of KWFT, and daughter, Jerri Martin.

Robert F. Brady, 67, retired electrical engineer whose work with satellites in mid-1950's led to first voice transmission from space, died May 2 of cancer at Fairfax (Va.) hospital. He was member of research and development staff in office of Army chief signal officer from 1941-1961. His wife, Mary, two sons and three daughters survive.

Arnost Horlik, 64, senior director, CBS Television Network business affairs department, died May 2 of cancer in New York. He is survived by his wife, Ditta.

Herman Neuman, 80, retired music director, noncommercial WNYC(AM) New York, died May 4 while attending dinner in his honor at Roosevelt hotel there. He originated *Masterwork Hour*, said to be oldest continuous broadcast series of classical music, in 1928. His wife, Mary, survives.

Shimen Ruskin, 69, radio/TV/film actor, died of cancer April 23 in Los Angeles. He is survived by his wife, Kay, and one son.

James Flavin, 69, character actor, died April 30 in Beverly Hills, Calif., after heart attack. Among TV series in which he appeared were *Burns and Allen*, *Lucille Ball Show* and *Dr. Kildare*. He is survived by his wife, Lucile, and one son.

Max Dollin, 88, musical director for NBC, West Coast, for more than 45 years, died in Los Angeles April 18. He is survived by two sons.

Bryan E. Meilleur, 26, administrative assistant/news director, WTVN(AM) St. Johnsbury, Vt., died April 18 there.

The Broadcasting Playlist May 17

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		Title (length)	Artist-label	Rank by day parts				
Last week	This week			6-10a	10a-3p	3-7p	7-12p	
7	1	Welcome Back, Kotter (2:48)	John Sebastian—Reprise	1	1	1	1	
5	2	Let Your Love Flow (3:16)	Bellamy Bros.—Warner Bros.	4	2	6	2	
3	3	Right Back Where We Started From (3:16)	Maxine Nightingale—United Artists	2	4	5	5	
1	4	Boogie Fever (3:25)	Sylvers—Capitol	3	3	4	7	
9	5	Love Hangover (3:40)	Diana Ross—Motown	7	5	3	3	
2	6	Disco Lady (3:50)	Johnny Taylor—Columbia	8	6	2	4	
6	7	Silly Love Songs (5:54)	Paul McCartney & Wings—Capitol	5	7	8	6	
4	8	Bohemian Rhapsody (5:55)	Queen—Elektra	10	8	7	8	
11	9	Shannon (3:50)	Henry Gross—Lifesong	6	10	9	10	
8	10	Show Me the Way (3:25)	Peter Frampton—A&M	9	9	12	9	
17	11	Theme from "Happy Days" (2:40)	Pratt & McClain	11	11	10	11	
10	12	Foiled Around and Fell in Love (2:58)	Elvin Bishop—Capricorn	12	16	11	12	
15	13	Rhiannon (3:45)	Fleetwood Mac—Reprise	14	12	14	13	
16	14	Get Up and Boogie (4:05)	Silver Convention—Midland Int'l.	13	13	15	15	
18	15	Trying to Get the Feeling Again (3:45)	Barry Manilow—Arista	16	15	13	14	
14	16	December 1963 (3:21)	Four Seasons—Warner Bros.	15	14	17	16	
21	17	Shop Around (3:23)	Captain & Tennille—A&M	17	19	16	19	
20	18	Misty Blue (3:38)	Dorothy Moore—Malaco	18	18	18	18	
13	19	Only 16 (2:44)	Dr. Hook—Capitol	19	17	19	17	
19	20	Sara Smile (3:07)	Hall & Oates—RCA	20	20	20	21	
28	21	Never Gonna Fall in Love Again (3:45)	Eric Carmen—Arista	21	21	21	23	
23	22	Love Really Hurts Without You (2:58)	Billy Ocean—Ariola America	22	23	23	28	
26	23	Love in the Shadows (3:18)	Neil Sedaka—MCA	23	24	25	20	
22	24	A Fool to Cry (3:59)	Rolling Stones—Rolling Stones	26	25	22	24	
12	25	Lonely Night (Angel Face) (3:17)	Captain & Tennille—A&M	25	22	24	22	
25	26	Strange Magic (3:22)	Electric Light Orchestra—United Artists	24	26	26	29	
30	27	Dream On (3:25)	Aerosmith—Columbia	29	29	29	30	
35	28	Takin' It to the Streets (3:20)	Doobie Bros.—Warner Bros.	27	31	28	31	
27	29	Deep Purple (2:47)	Donny & Marie Osmond—MCA	50	27	34	26	
44	30	More, More, More (3:02)	Andrea True Connection—Buddah	28	32	27	36	
33	31	Lorelei (3:21)	Styx—A&M	53	28	36	27	
50	32	Love Is Alive (3:24)	Gary Wright—Warner Bros.	32	33	31	38	
48	33	Rock n' Roll Love Letter (2:52)	Bay City Rollers—Arista	40	40	40	25	
40	34	Union Man (3:20)	Cate Bros.—Asylum	31	36	35	34	
34	35	Hurt (2:05)	Elvis Presley—RCA	34	35	33	33	
24	36	I Do, I Do, I Do, I Do, I Do (3:15)	Abba—Atlantic	36	38	32	35	
31	37	Dream Weaver (3:15)	Gary Wright—Warner Bros.	33	45	30	43	
—	38	Moonlight Feels Right (3:38)	Starbuck—Private Stock	30	39	37	40	

Over-all-rank		Title (length)	Artist-label	Rank by day parts				
Last week	This week			6-10a	10a-3p	3-7p	7-12p	
39	39	Come on Over (3:38)	Olivia Newton-John—MCA	35	37	39	41	
—	40	Love Song (4:40)	Elton John—MCA	38	43	41	39	
46	41	Young Blood (2:37)	Bad Company—Swan Song	41	44	38	42	
45	42	I've Got a Feeling (3:17)	Al Wilson—Playboy	37	46	42	47	
—	43	Making Our Dreams Come True (2:29)	Cyndi Grecco—Private Stock	39	42	44	44	
—	44	It's Over (2:51)	Boyz Scaggs—Columbia	43	41	45	45	
47	45	Love Hurts (3:03)	Nazareth—A&M	*	30	*	32	
—	46	Still Crazy After All These Years (3:25)	Paul Simon—Columbia	46	49	47	48	
—	47	Theme from "Barretta" (3:06)	Rhythm Heritage—ABC	45	48	49	50	
38	48	Shout It Out Loud (2:38)	Kiss—Casablanca	*	*	46	46	
41	49	One Piece at a Time (3:10)	Johnny Cash & Tennessee 3—Columbia	44	47	*	*	
29	50	Theme from "S.W.A.T." (4:07)	Rhythm Heritage—ABC	42	*	43	*	

Country

5	1	I'll Get Over You (3:12)	Crystal Gayle—United Artists	1	1	1	1
4	2	Come on Over (3:38)	Olivia Newton-John—MCA	2	2	3	2
3	3	One Piece at a Time (3:10)	Johnny Cash & Tennessee 3—Columbia	4	4	2	3
1	4	After All the Good Is Gone (2:56)	Conway Twitty—MCA	3	3	5	4
8	5	Together Again (3:56)	Emmylou Harris—Reprise	5	5	4	5
7	6	What I've Got in Mind (2:39)	Billie Jo Spears—United Artists	6	6	7	7
11	7	That's What Made Me Love You (2:48)	Bill Anderson & Mary Lou Turner—MCA	7	7	6	6
16	8	Hurt (2:05)	Elvis Presley—RCA	9	8	10	8
2	9	My Eyes Can Only See as Far as You (2:36)	Charley Pride—RCA	10	9	11	9
13	10	I Couldn't Be Me Without You (2:40)	Johnny Rodriguez—Mercury	12	12	14	10
6	11	What Goes on When the Sun Goes Down (2:51)	Ronnie Milsap—RCA	11	13	12	15
14	12	Don't the Girls All Get Prettier at Closing Time (2:56)	Mickey Gilley—Playboy	18	14	9	12
—	13	Don't Pull Your Love/Then You Can Tell Me Goodbye (3:18)	Glen Campbell—Capitol	8	15	15	17
10	14	You've Got Me to Hold on to (3:04)	Tanya Tucker—MCA	16	10	16	13
12	15	Let Your Love Flow (3:16)	Bellamy Bros.—Warner Bros.	15	19	8	19
23	16	Lone Star Beer & Bob Wills Music (2:06)	Rod Steagall—ABC/Dot	19	18	13	11
—	17	She'll Throw Stones at You (2:58)	Freddie Hart—Capitol	14	16	19	14
—	18	Forever Lovers (3:42)	Mac Davis—Columbia	20	11	20	18
22	19	Walk Softly (3:02)	Billy "Crash" Craddock—ABC/Dot	13	21	22	21
9	20	The Winner (5:11)	Bobby Bare—RCA	17	22	21	22
15	21	Till I Can Make It on My Own (3:00)	Tammy Wynette—Epic	23	17	18	16
17	22	Mental Revenge (2:40)	Mei Tiltis & Statesiders—MGM	21	20	24	*
—	23	Mr. Doodles (2:46)	Donna Fargo—Warner Bros.	22	24	17	25
—	24	Drinkin' My Baby (off My Mind) (2:23)	Eddie Rabbitt—Elektra	25	23	23	20
—	25	If I Had to Do It All Over Again (2:33)	Roy Clark—ABC/Dot	24	*	25	24

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 suits charging networks with illegally monopolizing prime time were 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 (Cases 74-3599 et al.). Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court. Networks made another effort to have suits thrown out by filing motions for summary judgment (BROADCASTING, May 3).

Broadcasting in Congress. Resolution to permit daily live broadcasts of House chamber proceedings failed in crucial vote before House Rules Committee, panel that serves as gatekeeper for legislation ready for consideration of full House (BROADCASTING, March 29). Committee voted 9 to 6 to send H. Res. 875 back to its Ad Hoc Subcommittee on Broadcasting, headed by B.F. Sisk (D-Calif.) for further study. Mr. Sisk plans to call subcommittee meeting before June 1 to decide next action. There is second broadcast resolution pending in House by Representative Jack Brooks (D-Tex.), chairman of Joint Committee on Congressional Operations, committee whose recommendation of broadcast coverage sparked recent activity. Mr. Brooks, opposed to Sisk plan because it provides that networks would administer coverage, designed plan that would have Congress run cameras. Resolution providing for broadcast coverage of Senate, pending in Senate Rules Committee since last year, has received no attention.

Cable rebuild deadline. FCC has relaxed rebuild requirements it would have imposed on systems by 1977 (BROADCASTING, April 5, 12). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed cancellation of 1977 deadline in U.S. Court of Appeals in Washington.

Canadian policies. Canadian policy that cable systems there delete commercials from signals of U.S. stations and proposed law denying Canadian advertisers tax deduction for time purchased on American stations are being fought by U.S. broadcasters assisted by FCC and State Department. Stations involved have met with Canadian Radio Television Commission and advanced plan involving Canadian subsidiaries, but reaction from CRTC was cool (BROADCASTING, March 22) and indications are that government will proceed with with proposal law on tax deduction ("Closed Circuit," April 12).

Children's TV. FCC's policy statement on

children's television programming, adopted in 1974 (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case 74-2006). House Communications Subcommittee 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, 1975).

Consumer agency. Both houses of Congress have passed bills to create new agency for consumer protection (consumer advocacy is Senate's term for agency), but two bills differ in one respect significant to broadcasters: Senate bill (S. 200) has exemption that prohibits agency from becoming involved in FCC license renewal proceedings, but House bill (H.R. 7575) does not. However, committee report that accompanies House bill says agency's "active participation should be discouraged" in renewal proceedings. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. Promised veto by President apparently has stalled conference to resolve differences between two bills.

Copyright legislation. Senate has approved unanimously its version (S. 22) of copyright revision (BROADCASTING, Feb. 23). It provides for a compulsory license for public broadcasters and cable television. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice was at work last week on markup on its copyright bill, H.R. 2223.

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 Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Cases 75-1064 et al.). Number of parties had petitioned commission to reconsider its order, but commission denied them.

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small markets, which have two years to divest. Acquisitions of cable systems by TV stations are still banned within grade B contour of station. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8). National Citizens Committee for Broadcasting is seeking appeals court review as are two of system owners involved (BROADCASTING, April 26).

EEO guidelines. FCC has issued proposed rulemaking on equal employment opportunity guidelines. Comments have been filed (BROAD-

CASTING, Oct. 27, 1975). Commission is also considering EEO policy for cable (BROADCASTING, Feb. 23); matter is scheduled for commission consideration on June 30.

Fairness doctrine bills. Senate action on two bills to eliminate fairness doctrine has gone no further than hearings conducted for five days last year by Communications Subcommittee. Although Senator William Proxmire (D-Wis.) continues to promote his bill, S. 2, on Senate floor, it is not on this year's agenda of Communications Subcommittee. Nor is other bill, S. 1178 by Senator Roman Hruska (R-Neb.). Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.) and Mr. Hruska's is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

■ **Family viewing suit.** Writers Guild of America, West and Tandem Productions have filed suit in U.S. Court for Central District of California (Los Angeles) aimed at blocking implementation of family viewing concept adopted by networks and National Association of Broadcasters (BROADCASTING, Nov. 3, 1975). FCC is defendant along with networks and NAB in both suits, which are based on antitrust and First Amendment grounds. Tandem Productions, besides seeking injunction, wants \$10 million damages. Trial in Writers Guild case was abruptly halted when district judge called for out-of-court settlement (BROADCASTING, May 10; also see story, this issue).

FCC fees. Sixteen parties have appealed (Cases 75-1053 et al.) FCC's order modifying its fee schedule (BROADCASTING, Jan. 20, 1975). Oral arguments have been held (BROADCASTING, Jan. 26). 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 (Cases 75-1087 et al.). Briefs have been filed in that case (BROADCASTING, Sept. 15, 1975). More than 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (BROADCASTING, Nov. 3, 1975). 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, 1975).

■ **Food advertising.** Federal Trade Commission staff attorneys are analyzing comments regarding proposal to regulate claims and information contained in food advertising (BROADCASTING, May 10). Trade regulation rule would involve such areas as nutrition claims and comparisons and energy and calorie claims. Rule was proposed Nov. 7, 1974, with disputed issues of fact and comments submitted in opposition by broadcasters and advertising agencies and generally in favor by consumers (BROADCASTING, Aug. 4, 1975 et seq.). Public hearings on certain aspects of proposal will begin June 7 in Washington and continue in San Francisco, Chicago and Dallas.

Format changes. FCC has instituted inquiry

(Docket 20682) to determine if it can or should be involved in regulating program formats. Comments have been filed (BROADCASTING, April 26).

Indecency. FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17, 1975) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Oral arguments have been held (BROADCASTING, April 5). Ruling involves airing of George Carlin album cut. Commission is considering proposed legislation to include television and cable in federal statute banning obscenity on radio (BROADCASTING, Sept. 15, 1975). Commission also fined WXPB(FM) Philadelphia \$2,000 for obscene and indecent broadcast, has begun hearing on license on ground of licensee abdication of responsibility. FCC is scheduled to discuss proposed bill to bar obscenity on broadcast stations and cable systems on June 2.

KRLA(AM). FCC has affirmed earlier decision awarding Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others) following remand of that decision to commission by U.S. Court of Appeals in Washington for "clarification." Commission reiterated its position that it could award license on basis of engineering efficiency alone (BROADCASTING, Jan. 5). Case now goes back to court.

License renewal legislation. There is no date set, but House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has said there will be hearings this year on bills to revise broadcast license renewal procedures, among which leading measure is H.R. 5578 by subcommittee ranking Republican, Lou Frey (R-Fla.). Radio-only proposal by National Radio Broadcasters Association has no sponsor yet, but it is counted among proposals being considered in preparation for renewal bill hearings. So far more than 150 representatives and 20 senators have sponsored or co-sponsored renewal bills; 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. Senate will take no action until House makes first move.

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 in Washington by CBS, NBC and ABC television affiliates associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Oral arguments have been held (BROADCASTING, April 26). Justice Department has filed on side of cable (BROADCASTING, Feb. 9). Commission has to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 10, 1975). Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable (BROADCASTING, Dec. 15, 1975). Also, cable systems, New York Cable Television Association and National Cable Television Association are taking state of New York to court, challenging its assumption of ju-

risdiction over pay cable rates (BROADCASTING, April 12).

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, 1975). 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. S. 1111 is being considered separately from Senate-passed copyright bill. 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).

Prime-time reruns. FCC's Office of Network Study is considering comments submitted in response to October 1974 notice of inquiry concerning proposal to limit amount of network re-runs shown during prime-time.

Public broadcasting funding. First-ever long-range appropriation for Corporation for Public Broadcasting has been written into legislation by House Appropriations Subcommittee on Labor, Health, Education and Welfare (BROADCASTING, May 10). Bill would fund CPB for next three fiscal years at these levels: \$96,750,000 in 1977, \$107,150,000 in 1978 and \$120,200,000 in 1979. Government money is available under matching plan requiring CPB to raise \$2.50 privately for every federal dollar. CPB appropriation for this year of \$78.5 million has passed both houses. Also, House-passed bill authorizing \$30 million for improvement and construction of educational broadcasting facilities has cleared Senate Commerce Committee.

Ratings. Nielsen prime-time averages season-to-date (35 weeks): CBS, 19.2; ABC, 18.9; NBC 17.5. Thirty-fifth week alone: ABC, 17.9; CBS, 16.3; NBC, 14.8.

Section 315. U.S. Court of Appeals in Washington has upheld FCC's change of its administration of equal-time law. Democratic National Committee has asked for full-court rehearing of decision (BROADCASTING, April 26). Commission said political debates and press conferences by presidential and other candidates will be treated as on-spot coverage of bona fide news events exempt from equal-time requirements (BROADCASTING, Sept. 29, 1975). FCC has also ruled that if station gives candidate time within 72 hours before election day, opponents must be notified by station

promptly (BROADCASTING, April 5). There are also equal-time-revision bills, introduced by Senate Communications Subcommittee Chairman John Pastore (D-R.I.) and his former House counterpart, Torbert Macdonald (D-Mass.). Hearings have been held on Senator Pastore's bill and more are to come; no hearings have been scheduled on the Macdonald measure.

Sports antiblackout. Legislation to renew sports antiblackout law, which expired Dec. 31, 1975, was stalled when House-Senate conferees failed to agree on compromise (BROADCASTING, Dec. 22, 1975) and is likely to stay that way for some time (BROADCASTING, May 3). Experimental law provided that professional baseball, football, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV. Bill passed by House (H.R. 9566) would make law permanent. Senate-passed bill (S. 2554), on other hand, would extend law experimentally another three years. Both bills would reduce 72-hour cutoff to 24 hours for postseason games in baseball, basketball and hockey.

UHF. FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting filed Action Plan for UHF Development and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers and to require indoor UHF antennas to be attached to sets permanently, as with VHF (BROADCASTING, Aug. 18, 1975). Both petitions are under study by chief engineer's office; commission is scheduled to discuss UHF impact statement on May 13.

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Comments have been filed (BROADCASTING, Dec. 15, 22, 1975); matter is scheduled for commission consideration on July 30.

WPIX(TV). FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., a decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975). Case is moving toward oral argument stage.

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As compiled by BROADCASTING, May 3 through May 7 and based on filings, authorizations and other FCC actions.

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

New stations

AM applications

■ Marshalltown, Iowa—MTN Broadcasting Co. seeks 1190 khz, 250 w-D. P.O. address: 5373 Sea Isle Rd., Memphis 38117. Estimated construction cost \$27,400; first-year operating cost \$36,000; revenue \$75,000. Format: Contemporary. Principals: Dean L. (55%), Audrey G. (35%) and Mark K. (10%) Osmundson are parents and son, respectively. Dean is assistant manager of WMC(AM) Memphis; Mark is assistant marketing manager of WMC-TV Memphis. Ann. May 6.

■ Kalkaska, Mich.—Kalttrim Broadcasting Co. seeks 1420 khz, 500 w-D. P.O. address: 309 George Vth Ave., Crosswell, Mich. 48422. Estimated construction cost \$29,423; first-year operating cost \$36,000; revenue \$48,000. Format: C&W. Principals: Robert P. and George E. Benko (50% each) are brothers. Pair own WMIC-AM-FM Sandusky, Mich. together; George owns WJEB(AM) Gladwin, Mich. alone. Ann. May 6.

■ Ripley, Miss.—Country-Politan Broadcasting Co. seeks 1260 khz, 500 w-D. P.O. address: Box B, Ripley, Miss. Estimated construction cost \$30,500; first-year operating cost \$40,225; revenue \$40,000. Format: C&W. Principal: Kerry W. Hill (100%) deals in car products, ice cream, fabrics and real estate. Mr. Hill has application pending for FM in Ripley. Ann. May 5.

■ Banner Elk, N.C.—Tal-Flo Broadcasters seeks 1190 khz, 1 kw-D. P.O. address: 1104 Mississippi Ave., Fort Pierce, Fla. 33450. Estimated construction cost \$47,418; first-year operating cost \$64,400; revenue \$90,000. Format: Modern country, easy listening. Principals: Marion C. Talley (25%) and W.D. Flowers (25%), 20 others. Mr. Flowers has various business interests; Mr. Talley is general manager of WTVX(AM) Ft. Pierce, Fla. Ann. April 21.

■ Paris, Tenn.—J. Star Broadcasting Co. seeks 1000 khz, 500 w-D. P.O. address: Box 1239, Paris 38242. Estimated construction cost \$72,000; first-year operating cost \$65,500; revenue \$85,000. Format: MOR.

Principals: F. Howard and Theodore H. Johnson (49% each) are father and son. F. Howard is in marketing; son is announcer for WSM(AM) Nashville. Ann. May 6.

■ Madison, W.Va.—Boone Broadcasting Co. seeks 1450 khz, 1 kw-D, 250 w-N. P.O. address: 104 Holliday Dr., Beckley, W.Va. 25801. Estimated construction cost \$36,295; first-year operating cost \$42,562; revenue \$72,000. Format: C&W, rock. Principals: Francis L. Blake, Richard C. Callaway and H. Leon Drye Jr. each own one-third. Mr. Blake is executive secretary of W.Va. Educational Broadcasting Authority. Mr. Callaway teaches broadcasting. Mr. Drye is chief engineer at two W.Va. stations, WSWP-TV Grandview and WVPB(FM) Beckley. Ann. May 5.

AM actions

■ Mayfield, Ky.—Purchase Sound. Broadcast Bureau granted 1430 khz, 1 kw-D. P.O. address: Box 13, Mayfield 42066. Estimated construction cost \$75,700; first-year operating cost \$72,000; revenue \$75,000. Format: C&W, standards, MOR. Principals: Five equal owners, no other broadcast interests (BP-19817). Action April 23.

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown: WNLC New London, Conn., to Oct. 1 (BMP-14162); WVCB Coral Gables, Fla., to Sept. 30 (BMP-14168); WBUD Trenton, N.J., to Sept. 1 (BMP-14164); WIXY Cleveland, to Oct. 23 (BMP-14160).

AM starts

■ WACD Alexander City, Ala.—Authorized program operation on 1590 khz, 1 kw-D. Action April 9.

■ KWMB Wabasha, Minn.—Authorized program operation on 1190 khz, 1 kw-D. Action April 22.

■ KVRN Sonora, Tex.—Authorized program operation on 980 khz, 1 kw-D. Action April 9.

FM applications

■ Pocatello, Idaho—KSEI Broadcasters seeks 104.9 mhz, 3 kw, HAAT —582 ft. P.O. address: Box 31, Pocatello 83201. Estimated construction cost \$97,680; first-year operating cost \$22,840; revenue \$40,000. Format: Standard pops. Principal: KSEI Broadcasters is owned by KGVO Broadcasters, whose principal is Dale G. Moore. Mr. Moore's holdings include interests (up to 100%) in: KSEI(AM) Pocatello, KCAP(AM) Helena, Mont., KGVO-AM-TV Missoula, Mont., KCFW-TV Kalispell, Mont. and presidency of other stations without stock holdings. Ann. May 3.

■ Portland, Me.—Sunshine Broadcasting seeks 93.1 mhz, 50 kw, HAAT 220 ft. P.O. address: 4 Pine St., Seabrook, N.H. Estimated construction cost \$71,905; first-year operating cost \$72,400; revenue \$100,000. Format: Popular music. Principal: George Alan Silverman was recently sales manager of WEEI-FM Boston. Ann. May 3.

■ Seminole, Okla.—Seminole Broadcasting Co. seeks 105.5 mhz, 3 kw, HAAT 286 ft. P.O. address: c/o Ron

Ricord, 1806 Melody Lane, Ada, Okla. 74868. Estimated construction cost \$43,663; first-year operating cost \$35,100; revenue \$48,000. Format: Contemporary. Principals: Ron and Karen Ricord (50%) and Frank Lilly (50%). Mr. Lilly is on-air weatherman at KTEW-TV Tulsa, Okla. Mr. Ricord is sales manager for various broadcast operations. Ann. May 4.

■ *Carolina, P.R.—Christian Broadcasting Corp. seeks 90.5 mhz, 25 kw, HAAT 1861 ft. P.O. address: Calle Arzuaga 203, Carolina 00603. Estimated construction cost \$53,525; first-year operating cost \$18,000. Format: Variety. Principal: Applicant is nonprofit institution. Ann. May 6.

■ Gilmer, Tex.—KHYM Broadcasting Co. seeks 95.3 mhz, 1.8 kw, HAAT 400 ft. P.O. address: Route 4, Gilmer 75644. Estimated construction cost \$4,350; first-year operating cost \$12,429; revenue \$24,000. Format: Easy listening. Principal: J.R. McClure is investor and deals in various products. He owns KHYM(AM) Gilmer and is applicant for new FM in Odessa, Tex. Ann. April 28.

■ Yakima, Wash.—Yakima Broadcasting Co. seeks 98.3 mhz, 700 w, HAAT 555 ft. P.O. address: Box 172, Yakima 98907. Estimated construction cost \$23,487; first-year operating cost \$14,000; revenue \$25,000. Format: Beautiful music. Principal: Applicant owns KBBO(AM) Yakima. Ann. May 4.

■ Sheridan, Wyo.—Wycorn Corp. seeks 96.5 mhz, 25 kw, HAAT —13 ft. P.O. address: Box 818, Laramie, Wyo. 82070. Estimated construction cost \$17,500; first-year operating cost \$7,500; revenue \$36,000. Format: Beautiful music. Principal: Applicant owns KWYO(AM) Sheridan. Ann. May 5.

FM actions

■ *Belleville, Ill.—Belleville Area College. Broadcast Bureau granted 89.7 mhz, 10 w. P.O. address: 2500 Carlyle Rd., Belleville 62221. Estimated construction cost \$5,300; first-year operating cost \$1,500. Principal: W.C. Sutton, faculty advisor (BPED-2123). Action May 3.

■ Clarinda, Iowa—Southwest Iowa Stereo. Broadcast Bureau granted 106.3 mhz, 3 kw, HAAT 300 ft. P.O. address: Rte. 3, Red Oak, Iowa 51566. Estimated construction cost \$26,500; first-year operating cost \$27,700; revenue \$72,000. Format: MOR, C&W. Principal: Dwain Munyon (100%) owns KOAK(AM) Red Oak (BPH-9488). Ann. April 23.

■ Escanaba, Mich.—Alpine Broadcasting Co. Broadcast Bureau granted 97.1 mhz, 89.8 kw, HAAT 1066 ft. P.O. address: Box 648, Gaylord, Mich. 49735. Estimated construction cost \$84,905; first-year operating cost \$70,895; revenue \$72,000. Format: variety. Principals: John D. DeGroot (45%) is general manager and 45% stockholder of WWRM(FM) Gaylord. Charles Glenn Catt (11%) owns realty company and 11% of WWRM. Robert K. Catt (11%) owns 11% of WWRM. Lemoine E. Noiro (11%) is manager and majority stockholder of furniture and appliance store, and owns 11% of WWRM. Truman D. McNitt (11%) is manager and stockholder of dairy products distributorship. Jerry P. Fox (11%) is owner of hardware store (BPH-9665). Action April 27.

■ *Grand Rapids, Mich.—Grand Rapids Public Broadcasting Corp. Broadcast Bureau granted 89.9 mhz, 300 w, HAAT 202 ft. P.O. address: 410 Ethel S.E., Grand Rapids 49506. Estimated construction cost \$8,750; first-year operating cost \$6,000. Principals: James A. Kammert, treasurer and Kenneth M. Zapp, program director (BPED-1920). Action April 23.

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown: WKLM Montgomery, Ala., to Sept. 30 (BMPH-14773); KWOD Sacramento, Calif., to Oct. 1 (BMPH-14776); KULA Waipahu, Hawaii, to Sept. 28 (BMPH-14777); *WGLT Normal, Ill., to Aug. 15 (BMPED-1381); WSMJ Greenfield, Ind., to July 15 (BMPH-14780); WKRA-FM Holly Springs, Miss., to July 9 (BMPH-14786); KRVN-FM Lexington, Neb., to July 10 (BMPH-14778); KAEZ Oklahoma City, to July 1 (BMPH-14781); *KPFT Houston, to Oct. 30 (BMPED-1385); *KTEP El Paso, Tex., to Oct. 20 (BMPED-1379); KICN Spokane, Wash., to June 4

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(BMPH-14779): WTCH-FM Shawano, Wis., to Nov. 11 (BMPH-14785); *KCMK Glenwood Springs, Colo., to July 30 (BMPED-1387); *WDCB Glen Ellyn, Ill., to Nov. 1 (BMPED-1386); WNCI Columbus, Ohio, to Sept. 15 (BMPH-14787); WRSQ-FM Geneseo, Ill., to Oct. 11 (BMPH-14774); KDOM-FM Windom, Minn., to Oct. 7 (BMPH-14775); WZOL Luquillo, P.R., to Oct. 26 (BMPH-14788); WKVT-FM Brattleboro, Vt., to Dec. 4 (BMPH-14789).

FM starts

- *KBDG Turlock, Calif.—Authorized program operation on 90.9 mhz, TPO 10 w. Action April 20.
- *WGTE-FM Toledo, Ohio—Authorized program operation on 91.3 mhz, ERP 28.5 kw, HAAT 550 ft. Action April 14.
- *WEVL Memphis—Authorized program operation on 90.3 mhz, TPO 10 w. Action April 13.
- KMCS-FM Gatesville, Tex.—Authorized program operation on 98.3 mhz, ERP 3 kw, HAAT 300 ft. Action April 6.

FM license

Broadcast Bureau granted following license covering new station:

- KFKZ Greeley, Colo. (BLH-6930).

Ownership changes

Applications

- WJTO-AM-FM Bath, Me. (AM: 730 khz, 1 kw-D; FM: 95.3 mhz, 3 kw)—Seeks transfer of control of Porter Broadcasting Services from Catherine Kinder (80% before; 50% after) to Winslow T. Porter (20% before; 50% after). Consideration: none. Principals: Mother made gift of stock to son. Ann. May 3.
- WYOO(AM) Richfield, Minn. (980 khz, 5 kw-U)—Seeks assignment of license from Fairchild Minnesota to Radio 980 Corp. for \$660,000. Seller: Subsidiary of Fairchild Industries (licensee of KLIF(AM) Dallas) also owns WYOO(FM) Richfield. FM is also being sold. Fairchild is seeking purchase of KDTX(FM) Dallas. Radio 980 is owned by Entertainment Communications which owns WYLL(FM) Minneapolis-St. Paul, KBRG(FM) San Francisco, KLEF(FM) Houston, KTAC-AM-FM Tacoma, Wash. and applicants for interest in WEEP-AM-FM Pittsburgh. Ann. April 21.
- WGCL(FM) Cleveland (98.5 mhz, 40 kw)—Seeks transfer of control of GCC Communications of Cleveland from GCC Communications of Philadelphia (100% before; none after) to Olivia-Neuhoff Broadcasting (none before; 100% after). Consideration: \$2.5 million. Principals: Seller (Alexander M. Tanger, 100% common stock, and General Cinema Corp., 100% preferred stock), owns WIFL(FM) Philadelphia, WEFM(FM) Chicago, WGZC(FM) Atlanta and has sold KRBE(FM) Houston (BROADCASTING, Oct. 20, 1975) and WGKA(AM) Atlanta. General Cinema, publicly traded company based in Boston, also has 85% interest in WCIX-TV Miami, along with diversified interests in theater chains and bottling concern. Buyer is owned by Paul F. Neuhoff, vice president and general manager of WERE(AM) Cleveland, and George Oliva Jr. who has interests in WAKA(AM) Gainesville and WIPC(AM) Lake Wales, both Florida, and WPAX(AM) Thomasville and WSIZ(AM) Ocala, both Georgia. Ann. May 3.

Actions

- KSUN(AM) Bisbee, Ariz. (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Bisbee Broadcasters to Sun Broadcasting for \$80,000. Seller: Howard E. Waterhouse has no other broadcast interests. Principal in buyer is Jim McCollum who also has interests in KMLA(FM) Ashdown, Ark., and KOKO(AM) Warrensburg, Mo. (BAL-8625). Action April 30.
- WVLN(AM)-WSEI(FM) Olney, Ill. (AM: 740 khz, 250 w-D; FM: 92.9 mhz, 50 kw)—Broadcast Bureau granted assignment of license from PSB Inc. to Eugene McPherson for \$352,000. Principals in seller are Donald G. Jones, Harold Hoefker, George Ferry and Ken Cordon, PBS is also licensee of WCTW(AM)-WMDH(FM) New Castle, Ind.; WTIM(AM)-WEEE(FM) Taylorville, Ill.; KROS(AM)-KSAT(FM) Clinton, Iowa; KWEB-AM-FM Rochester, Minn., and KFIZ(AM) Fond du Lac, Wis. Mr. McPherson was formerly vice president and general manager of

WLWI(TV) Indianapolis (BAL-8609). Action April 26.

WTAY-AM-FM Robinson, Ill.—Broadcast Bureau granted transfer of control of Ann Broadcasting Corp. from Kathryn A. Duncan to Ernest W. Patton, administrator of estate of Kathryn A. Duncan (BTC-8008). Action April 27.

WXKE(FM) Fort Wayne, Ind.—Broadcast Bureau granted assignment of CP to Templar Broadcasting Corp.; change of name only (BAPH-590). Action April 22.

WMTL-AM-FM Leitchfield, Ky. (AM: 1580 khz, 250 w-D; FM: 104.9 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Rough River Broadcasting from Evelyn Wallace, executrix (60% before; none after) to Kenneth Goff (30% before; 90% after). Consideration: \$130,000. Principals: Mr. Goff is circuit judge, lawyer and owns various real estate holdings (BTC-7977). Action April 27.

WGNO-TV New Orleans—Broadcast Bureau granted transfer of control of Communications Corporation of the South from Cascade Development Corp. to The Vanderbilt Corp. Two companies merged (BTC-8007). Action April 30.

WLOB(AM) Portland, Me. (1310 khz, 5 kw)—Broadcast Bureau granted assignment of license from Adams-Russell Co. to WLOB Inc. Consideration: \$600,000. Buyer: Michael E. Schwartz and Donald L. Wilks own WTYM(AM) East Longmeadow-WAQQ(FM) Springfield, Mass.; WRQK(FM) Greensboro, N.C.; CP for WRQN(FM) Westbrook, Me.; and have interests in WPET(AM) Greensboro (BAL-8578). Action April 28.

WEBC(AM) Duluth, Minn. (560 khz, 5 kw-U)—Broadcast Bureau granted transfer of control of Roy H. Park Broadcasting of Duluth from Roy H. Park Broadcasting (100% before; none after) to Midwest Radio Co. (none before; 100% after). Consideration: \$537,500 and other considerations. Principals: Roy H. Park, 100%, also owns WDEF-AM-FM-TV Chattanooga; WNAX(AM) Yankton, S.D.; WJHL-TV Johnson City, Tenn.; WNCT-AM-FM-TV Greenville, N.C.; WSLN-TV Roanoke, and WTVR-AM-FM-TV Richmond, all Virginia; KWJH(AM)-KJIB(FM) Portland, Ore.; WUTR(TV) Utica, N.Y.; WBMG(TV) Birmingham, Ala.; KRSL(AM)-KFMX(FM) St. Louis Park (Minneapolis-St. Paul); television translator stations in Tennessee, Georgia, North Carolina, Virginia and New York; Ithaca, N.Y., billboard advertising firm and publishes newspapers in five states. Park is selling WEBC to accommodate purchase of WHEN(AM) Syracuse, N.Y. (BROADCASTING, Nov. 24, 1975) under FCC's multiple-ownership rules. Principal in buyer is Larry Lakoduk, who also owns KQWB(AM) Fargo, N.D., and KWIM(FM) Moorhead, Minn. (BTC-7984). Action April 30.

KCLU-AM-FM Rolla, Mo. (AM: 1590 khz, 1 kw-D; FM: 94.3 mhz, 2.8 kw)—Broadcast Bureau granted assignment of license from Rolla Broadcasters to Progressive Broadcasting Co. of Missouri for \$225,000. Seller: Roy D. Stanley wishes to devote time to other interests (no other broadcast ownerships). Principals in buyer are Edward W. Moynahan (75%) and Ray L. Hicks Jr. (20%). Mr. Moynahan is general manager of KWRE(AM) Warrenton, Mo.; Mr. Hicks is sales manager of same (BAL-8621, BALH-2255, BALRE-2983). Action April 28.

KLAV(AM) Las Vegas—Broadcast Bureau granted transfer of control of Frontier Broadcasters from Seven Star Media Corp., debtor in possession, to Robert N. Broadbent, receiver of estate of Seven Star Media

Corp., debtor in possession (BTC-8001). Action April 22.

WSCV(AM)-WSLE(FM) Peterborough, N.H. (AM: 1050 khz, 1 kw-D; FM: 92.1 mhz, 140 w)—Broadcast Bureau granted assignment of license from Contoocook Valley Broadcasting Corp. to Shannon Communications Corp. for \$225,000. Sellers are Francis H. Harms and John E. Leary who own WSOQ(AM)-WEZG(FM) North Syracuse, N.Y. Mr. Leary is also principal in cable company. Buyer is Francis X. Dealy, former senior VP in advertising firm (BAL-8641, BALH-2266). Action April 22.

WKOL(AM) Amsterdam, N.Y. (1570 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of WKOL Inc. from G. Robert Johnson, John A. Arikian, Howard Cogan, Norman Rubin (80% before; none after) to Manuel N. Panosian, Joseph and Joan B. Sabatino, Samuel L. and Carmen J. Sumner, and Pat J. and Karen Anne Aragona (20% before; 100% after). Consideration: \$40,000. Buyer: Mr. Panosian (40%) owns 51% of WQXT(AM)-WQIX(FM) Horseheads, N.Y. Mr. Sabatino (40%) is general manager of WKOL, Mr. Aragona (10%) is station manager, and Mr. Sumner (10%) is sales manager (BTC-7897). Action April 29.

WLBR(AM)-WUFM(FM) Lebanon, Pa. (AM: 1270 khz, 5 kw-D, 1 kw-N; FM: 100.1 mhz, 3 kw)—Broadcast Bureau granted transfer of negative control of Lebanon Broadcasting Co. from Rachel L. Stadiem, Lester P. Etter, Lebanon County Trust Co., executors (100% before; none after) to same, as common trustees (none before; 100% after). Consideration: none. Principals: Ms. Stadiem is wife of H. Raymond Stadiem, now deceased, who, with Mr. Etter was licensee. Application is for authority to transfer shares from executors to trusts specified in will (BTC-7985). Action April 30.

WRHY(FM) Starview, Pa. (92.7 mhz 820 w)—Broadcast Bureau granted assignment of license from Capital Media to Harrea Broadcasters for \$214,250. Buyers: Michael M. Rea (85%) and J. Albert Dame (15%). Mr. Rea has real estate interests; Messrs. Rea and Dame own WKBO(AM) Harrisburg, Pa. (BALH-2250). Action April 26.

WKRI(AM) West Warwick, R.I.—Broadcast Bureau granted assignment of license to Consolidated Communications, debtor in possession (BAL-8644). Action April 27.

WBNT-AM-FM Oneida, Tenn.—Broadcast Bureau granted relinquishment of negative control of Oneida Broadcasters by James F. Stair (50% before; 42.5% after) through purchase of stock from corporation by Hillard Mattie (none before; 15% after). Mr. Mattie is employed by station (BTC-8004-5). Action April 26.

KGY(AM) Olympia, Wash.—Broadcast Bureau granted transfer of control of KGY Inc. from Tom Olsen to Theresa K. Olsen and Rainier National Bank, co-personal representatives of estate of Tom Olsen (BTC-8006). Action April 22.

KNIE(AM) Cheyenne, Wyo. (1590 khz, 10 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from Rumberger Enterprises to Dencolo Broadcasting for \$300,000. Seller is William J. Rumberger who has no other broadcast interests and is requesting waiver of FCC's "three-year rule." Buyer is principally owned by Robert N. Kindred, William C. Pratt and R.N. Yarbro. Mr. Kindred owns Denver advertising agency and is general manager of KGNC-AM-FM Amarillo, Tex. Mr. Pratt owns Amarillo feed and chemical manufacturing firm and Mr. Yarbro owns cattle feed, sales and fertilizer companies in Hereford, Tex. (BAL-8616). Action April 27.

Summary of broadcasting

FCC tabulations as of March 31, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,439	3	23	4,465	54	4,519
Commercial FM	2,735	0	58	2,793	130	2,923
Educational FM	788	0	35	823	67	890
Total Radio	7,962	3	116	8,801	251	8,332
Commercial TV	700	1	9	710	55	765
VHF	508	1	4	513	10	523
UHF	192	0	5	197	45	242
Educational TV	231	0	12	252	16	268
VHF	90	3	4	97	8	105
UHF	141	6	8	155	8	163
Total TV	931	10	21	962	71	1,033

*Special temporary authorization

**Includes off-air licenses

Facilities changes

TV application

■ **KSTW** Tacoma, Wash.—Seeks CP to change ERP to 240 kw vis., 36 kw aur.; change trans. location; change type trans. and ant.; HAAT 2424 ft. Ann. May 6.

TV action

■ ***KMTF** Fresno, Calif.—Broadcast Bureau granted modification of CP for changes; ERP 562 kw vis., 112 kw aur.; ant. height 2220 ft.; change type trans. and ant. (BMPET-862). Action April 30.

AM applications

■ **WPGC** Morningside, Md.—Seeks CP to increase power to 50 kw; make changes in ant. system. Ann. May 5.

■ **WAGL** Lancaster, S.C.—Seeks CP to increase power to 50 kw; install DA; change ant.-trans. location; change type trans. Ann. April 30.

■ **KBSN** Crane, Tex.—Seeks CP to change frequency to 810 khz; make changes in ant. system. Ann. May 5.

■ **KVIL** Highland Park, Tex.—Seeks CP to add nighttime power with 1 kw; install DA-2; change hours of operation to unlimited. Ann. April 30.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KCLA** Pine Bluff, Ark. (BP-19,990), April 22; **KGRT** Las Cruces, N.M. (BP-20,099), April 26; **WANB** Waynesburg, Pa. (BP-20,023), April 26; **WHOW** Clinton, Ill. (BP-19,897), April 22; **WIKC** Bogalusa, La. (BP-20,232), April 26; **WKBC** Garner, N.C. (BMP-14,027), April 23; **WYRD** East Syracuse, N.Y. (BP-19,968), April 22.

FM applications

■ **WBBQ**-FM Augusta, Ga.—Seeks CP to change trans. location; install new ant.; increase height of ant. system; change TPO; ERP 82 kw; HAAT 1516 ft. Ann. May 4.

■ **KEYN**-FM Wichita, Kansas—Seeks CP to change trans. location; install new trans.; increase height of ant. system; change TPO; ERP 100 kw; HAAT 930 ft. Ann. May 5.

■ **WUTS** Sewanee, Tenn.—Seeks CP to change frequency to 91.5 mhz (ch. 218). Ann. May 3.

■ **KNTU** Denton, Tex.—Seeks CP to change frequency to 88.1 mhz (ch. 201); change TPO; ERP 16.9 kw; HAAT 149.9 ft.; install new trans. and ant. Ann. May 3.

FM actions

■ **WRSQ**-FM Geneseo, Ill.—Broadcast Bureau granted modification of CP to change trans. location; make change in ant. system; ERP 3 kw (H&V); height 300 ft. (H&V); remote control permitted (BMPH-14699). Action May 3.

■ **WECL** Elkhorn City, Ky.—Broadcast Bureau granted modification of CP to change trans.-ant. location; redesign studio and remote control location as 302 Main Street, Elkhorn City; change ant.; make change in ant. system; ERP 100 w. (H&V); ant. height 1380 ft. (H&V) (BMPH-14658). Action May 3.

■ **KJNA** Jena, La.—Broadcast Bureau granted modification of CP to change trans. location; change studio and remote control location to Jena Times Newspaper Bldg., on 2nd St., Jena; change ant.; make change in ant. system; ERP 3 kw (H&V); ant. height 300 ft. (H&V); remote control permitted (BMPH-14602). Action April 29.

■ ***WCRH** Williamsport, Md.—Broadcast Bureau granted modification of CP to change trans. and ant.; ERP 7.5 kw (BMPED-1388). Action April 29.

■ ***KBFL** Buffalo, Mo.—Broadcast Bureau granted CP to install new trans.; ERP 3.9 kw (H&V) (BPED-2064). Action April 23.

■ ***KGLT** Bozeman, Mont.—Broadcast Bureau granted CP to change frequency to 91.9 mhz (ch. 220); change trans. location; install new trans. and ant.; make change in ant. system; ERP 2 kw (H&V); ant. height 185 ft. (H&V); condition (BPED-2127). Action April 28.

■ ***WSMH**-FM Lancaster, N.Y.—Broadcast Bureau granted CP to change frequency to 89.9 mhz (ch. 210);

condition (BPED-2099). Action May 3.

■ **WDIX**-FM Orangeburg, S.C.—Broadcast Bureau granted CP to change ant.; make changes in ant. system; ERP 47 kw (H&V); ant. height 280 ft. (H&V); remote control permitted (BMPH-14791). Action April 30.

■ **KFMN** Abilene, Tex.—Broadcast Bureau granted CP to change frequency to 107.9 mhz (ch. 300); change trans. location; change studio location and operate by remote control from 102 Pine St., Abilene; install new trans. and ant.; make change in ant. system; ERP 100 kw (H&V); ant. height 285 ft. (BPH-9303). Action April 23.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KGRD**-FM Las Cruces, N.M. (BPH-9641), April 23; **WAYV** Atlantic City, N.J. (BPH-9696), April 23; **WHHY**-FM Montgomery, Miss. (BPH-8364), April 23; ***WFSU**-FM Tallahassee, Fla. (BPED-1746), April 26.

In contest

Designated for hearing

■ **WSAY**(AM) Rochester, N.Y. and **WNIA**(AM) Cheektowaga, N.Y., **renewal proceeding**: Federal Broadcasting System and Niagara Broadcasting System (Docs. 20791-2)—Commission designated for hearing applications for renewal. Stations were designated for hearing in combined order because both licensees are owned by same individual, Gordon Brown, and some complaints against stations are interrelated. Issues were specified against both stations to determine efforts to ascertain community problems and manner in which applicants proposed to meet those problems. Both stations also were included in issue to determine whether their nonentertainment programming was reasonably responsive to community's problems, needs and interests during 1969-1975 period, as well as issue to determine whether they had met rules requiring maintenance of file for public inspection. Action April 28.

Joint agreement

■ **Ocala, Fla., FM proceeding**: Harold James Sharp, Greater Ocala Broadcasting Corp. and Hunter-Arnette Broadcasting Co., competing for 92.7 mhz (Docs. 20510-12)—**ALJ** Byron E. Harrison granted joint request by Greater Ocala Broadcasting Corp. (GOBC) and Sharp and joint petition by GOBC and Hunter-Arnette Broadcasting Co., subject to condition that GOBC reimbursement to Sharp may not exceed \$1,876.35; approved agreements between parties subject to reimbursement limitations; dismissed Sharp and Hunter-Arnette applications with prejudice; granted application of GOBC; and terminated proceeding. Action April 23.

Fines

■ **KMMT**(FM) Mammoth Lakes, Calif.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$100 for failing to employ at least one first-class radiotelephone operator readily available at all times. Licensee has 30 days to pay or contest forfeiture. Action April 28.

■ **KCOG**-AM-FM Centerville, Iowa—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$750 for operating with excessive power. Licensee has 30 days to pay or contest forfeiture. Action April 27.

■ **WEKY**(AM) Richmond, Ky.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$1,200 for failing to transmit weekly off-the-air monitor test of Emergency Broadcast System as set forth in EBS checklist furnished to all broadcast stations. Licensee has 30 days to pay or contest forfeiture. Action April 26.

■ **WKGO**(FM) Cumberland, Md.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$25 for filing renewal application after date due. Licensee has 30 days to pay or contest forfeiture. Action April 20.

■ **WTBO**(AM) Cumberland, Md.—Broadcast Bureau notified licensee of apparent liability for forfeiture of

\$25 for filing renewal application after date due. Licensee has 30 days to pay or contest forfeiture. Action April 20.

■ **WAIR**(AM) Winston-Salem, N.C.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$500 for operating with excessive power. Licensee has 30 days to pay or contest forfeiture. Action April 28.

■ **KBYP**(AM) Shamrock, Tex.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$500 for having logs signed by unqualified person. Licensee has 30 days to pay or contest forfeiture. Action April 28.

■ **WDIC**(AM) Clintwood, Va.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$200 for filing renewal application after date due. Licensee has 30 days to pay or contest forfeiture. Action April 20.

■ **WMTD**(AM) Hinton, W.Va.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$50 for filing renewal application after date due. Licensee has 30 days to pay or contest forfeiture. Action April 20.

■ **WSCW**(AM) S. Charleston, W.Va.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$25 for filing renewal application after date due. Licensee has 30 days to pay or contest forfeiture. Action April 20.

■ **KWEB**-AM-FM Fond Du Lac, Wis.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$1,000 for reading base currents weekly instead of every other day. Licensee has 30 days to pay or contest forfeiture. Action April 28.

Other actions

■ **WDXR**(AM) Paducah and **WCBL**(AM) Benton, both Kentucky—Commission granted waiver of multiple ownership rules to extent that in event of marriage of Lady Sarah McKinney-Smith and J. Shelby McCallum, divestiture of their respective radio stations, **WDXR** and **WCBL** would not be required. Action April 27.

■ **WROV**(AM) Roanoke, Va. and **WHFS**(FM) Bethesda, Md.—Broadcast Bureau granted renewal of licenses to **WROV** Broadcasters and High Fidelity Broadcasters, respectively, subject to stations submitting certain employment data to FCC. Action April 30.

■ **WTIK**(AM) and **WRDU**-TV, both Durham, N.C.—Broadcast Bureau granted license renewals to **W&W** Broadcasting Co. and Triangle Telecasters, respectively, subject to licensees submitting certain employment data to FCC. Action April 30.

■ **WHIS**-AM-FM-TV Bluefield, W.Va.—Commission renewed licenses for stations licensed to Daily Telegraph Printing Co. It denied petition by Citizens for Better Broadcasting in Southern West Virginia (CBB) to deny renewals. Action April 28.

Rulemaking

Action

■ Commission amended rules to further limit amount of programming that may be duplicated by commonly owned AM and FM stations in same local area. Effective May 1, 1977, if either AM or FM station is licensed to community of over 100,000 population, FM station shall not devote more than 25 percent of average week to duplicated programming. If either AM or FM station is licensed to community over 25,000 but not over 100,000 population, FM station shall not devote more than 50 percent of average program week to duplicated programming. Effective May 1, 1979, 25 percent limit on duplication will be extended to stations in 25,000-100,000 category. Action April 30.

Translators

Applications

■ **Midnight Sun Broadcasters**, Sourdough Pipeline Camp, Alaska—Seeks CP for ch. 7 rebroadcasting **KFAR**-TV and **KTVF** Fairbanks, Alaska. Ann. May 7.

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Washington, D. C. 20036
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Service Directory

**COMMERCIAL RADIO
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PRECISION FREQUENCY
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103 S. Market St.
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Phone (816) 524-3777

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readers per copy.

■ Catopaxi Community TV Club, Catopaxi and Texas Creek, Colo.—Seeks CP for ch. 3 rebroadcasting KKTU Colorado Springs, Colo. and ch. 7 rebroadcasting KRDO-TV Colorado Springs. Ann. May 7.

■ XYZ Television, Mancos and rural areas, Colo.—Seeks CP for ch. 66 rebroadcasting KREZ-TV Durango, Colo. Ann. May 7.

■ Honolulu, city and county, island of Oahu—Seeks CPs for following stations: ch. 56 rebroadcasting KHON-TV Honolulu; ch. 58 rebroadcasting KITV Honolulu; ch. 60 rebroadcasting KHET Honolulu; ch. 60 rebroadcasting KHET Honolulu; ch. 66 rebroadcasting KIKU-TV Honolulu and ch. 68 rebroadcasting KGMB-TV Honolulu. Ann. April 30.

■ K7IBL Norfolk, Neb.—Seeks CP to change frequency from ch. 71 to ch. 61; change type trans.; make changes in ant. system. Ann. May 3.

■ Smith Valley Rotary Club, Smith and Smith Valley, Nev.—Seeks CP for ch. 5 rebroadcasting KOLO-TV Reno. Ann. April 30.

■ Lake Wenatchee TV, Plain and Lake Wenatchee area, Wash.—Seeks CP to change frequency from ch. 8 (180-186 mhz) to ch. 10 (192-198 mhz); change primary station to KXLY-TV Spokane, Wash. Ann. April 30.

Action

■ K07GA Soldotna, Kasilof and Kenai, Alaska—Broadcast Bureau canceled authorization for ch. 7 rebroadcasting KTVa Anchorage; deleted call letters. Ann. May 7.

Cable

Applications

■ Greater Humboldt-Dakota City Cable TV, Box 55, Humboldt, Iowa 50548 for Laurens, Iowa (CAC-06535); KGLO-TV Mason City, Iowa; KTVI, KCAU-TV, KMEG, Sioux City, Iowa; WOI-TV Ames, Iowa; KAAL Austin, Minn.; KCCI-TV, KDIN-TV, WHO-TV, Des Moines, Iowa; KEYC-TV Mankato, Minn.; KVFD-TV Ft. Dodge, Iowa.

■ Lakeland Cablevision, 223 W. Front St., Box 559, Detroit Lakes, Minn. 56501 for Mahanomen, Minn. (CAC-06537); KXJB-TV Valley City, N.D.; WDAY-TV, KTHI-TV, KFME, Fargo, N.D.; KCMT Alexandria, Minn.; WTCN-TV Minneapolis.

■ Warner-CCC, 75 Rockefeller Plaza, New York 10019 for Valleyview and Gahanna, Ohio (CAC-06538-9); WLWC, WTVN-TV, WBNS-TV, WOSU-TV, Columbus, Ohio; WXIX-TV Newport, Ky.; WUAB Lorain, Ohio; WTTV Bloomington, Ind.; WOUB-TV Athens, Ohio.

■ Hawkeye Cablevision, for Des Moines, Ankeny and Clive, all Iowa (CAC-06540-2); WGN-TV, WTTW, Chicago.

■ Mid-Florida Cablevision, for (portions of) Valusia county, (CAC-06531); WCIX-TV Miami; WEDU, WUSF-TV, Tampa, Fla.

■ Lawton Cablevision, for Lawton, Okla. (CAC-06532); KXTX-TV Dallas.

■ Van Buren TV Cable Co., for Van Buren, Me. (CAC-06533); Requests certification of existing operations.

■ Vista Cable, 107 N. Main, Monticello, Ind. 47960 for (town of) Chalmers, Ind. (CAC-06534); WTTV Bloomington, Ind.; WRTV, WISH-TV, WTHR, WFYI, Indianapolis; WLFI-TV, Lafayette, Ind.; WGN-TV, WTTW, Chicago.

■ Home Cable Co., for Mountain Home, Ark. (CAC-06535); KATV Little Rock, Ark.

■ Valley County Cable Television, for Simi Valley, Calif. (CAC-06527); Requests certification of existing operations.

■ Warner Cable of Albia, for Albia, Iowa (CAC-06528); WGN-TV Chicago.

■ Warner Cable of Merrill, for Merrill, Wis. (CAC-06529); WGN-TV Chicago; and delete WVTW Milwaukee.

■ Warner Cable of Marshfield, for Marshfield, Wis. (CAC-06530); WGN-TV Chicago; and delete WVTW Milwaukee.

Call letters

Applications

Call	Sought by
	New TV's
WGTO	Northern Entertainment, Sault Ste. Marie, Mich.
WYLC-TV	South Carolina Educational Television Commission, Rock Hill, S.C.
	New AM
KCMP	Pettit Broadcasting Co., Brush, Colo.
	New FM's
*WIIT	Illinois Institute of Technology, Chicago
*WVCU	Western Carolina University, Cullowhee, N.C.
*WTSU	Troy State University, Troy, Ala.
KCOZ	KOKA Broadcasting Co., Shreveport, La.
KSRD	Tricounty Broadcasting Co., Seward, Neb.
*KRER	Billings Career Education Center of School District No. 2, Billings, Mont.
WRJB	Ray Smith, Camden, Tenn.
KVRN-FM	Sonora Broadcasting Co., Sonora, Tex.
WTTX-FM	WTTX Radio, Appomattox, Va.
	Existing TV
*WVPW	WVWC Buckhannon, W.Va.
	Existing AM's
WHYM	WVIX Pensacola, Fla.
WHNE	WHND Monroe, Mich.
KXOR	KGPD Clovis, Calif.
WOBS	WHEL New Albany, Ind.
	Existing FM's
WHOM	WMTD MI Washington, N.H.
WRED-FM	WUPR-FM Utuado, PR
WRIA	WKBV-FM Richmond, Ind.
KOIT	KRON-FM San Francisco
KALF	KKTU Ukiah, Calif.
KALO-FM	KGIW-FM Alamosa, Colo.

Grants

Call	Assigned to
	New TV
WCPT-TV	Cumberland Television Co., Crossville, Tenn.
	New AM's
KKAP	Progressive Broadcasting Co., Aptos, Calif.
KMTX	Capital Investments, Helena, Mont.
	New FM's
*WVYC	York College of Pennsylvania, York, Pa.
KEZJ	Inland Radio, Twin Falls, Idaho
*KPGR	Alpine School District, Pleasant Grove, Utah
*WKNS	Lenoir Community College, Kinston, N.C.
KKDJ	Pacific Quadracasting, Fresno, Calif.
KMRS-FM	Western Minnesota Broadcasting Co., Morris, Minn.
WZOW	Kosciusko Broadcasting Corp., Goshen, Ind.
*WBHR	Board of Educ. of Bellaire City School District, Bellaire, Ohio
WOGL	Butler Broadcasting Corp., Butler, Ala.
*WCCH	Holyoke Community College, Holyoke, Mass.
	Existing TV
KRON	KRON-TV San Francisco
	Existing AM's
WEXI	WIVY Jacksonville, Fla.
KKYR	KDOX Marshall, Tex.
	Existing FM's
KBRU	KFTM-FM Fort Morgan, Colo.
KOEZ	KJRG-FM Newton, Kansas
KCFO	KBJH Tulsa, Okla.
WHWL	WDMJ-FM Marquette, Mich.

Hampfield township, Southwest Greensburg, South Greensburg, all Pa. (CAC-06517-26); WOR-TV New York.

■ Princeton Cable TV, for Princeton, Ind. (CAC-06264 amended); WKMA Madisonville, Ky.

■ All Channel Cablevision, for Mt. Vernon and Boonville, Ind. (CAC-06265-6 amended); WKMA Madisonville, Ky. and WVUT Vincennes, Ind.

■ Covenant Cable TV, for Greensburg, Penn. township, Manor borough, Youngwood borough, and North Irwin borough, all Pa. (CAC-06512-6); WOR-TV New York.

■ Hawaiian Cable Vision Corp., Lahaina district, Hawaii—Seeks special temporary authority to commence carriage of KHON-TV, KITV and KHET Honolulu pending action on its CAC application. Ann. May 6.

■ National Cable Co., East Lansing, Mich.—Seeks special relief to refrain from providing non-duplication protection to WJIM-TV and WILX-TV Lansing, Mich. Ann. May 6.

Actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Ken-Ton Cablevision, for Tonawanda (town of), and Kenmore (village of), New York (CAC-05366-7); Northeast Minnesota Cable TV, for Superior and Duluth, Minn. (CAC-05455-6); EBH Corp., for Naples (village of), N.Y. (CAC-05835); Huntingdon TV Cable Company, for Penn. township and Petersburg (borough of), Pa. (CAC-06083 and 06086); Covenant Cable TV, Port Huron, Port Huron township, Port Gratiot township, Marysville, Burtchville township, East China township, St. Clair, and St. Clair township, all Mich. (CAC-06094-101); Meyer Broadcasting Co., for Bismarck, N.D. (CAC-06103); Mandan Cable TV, for Mandan, N.D. (CAC-06104); Rantoul CATV, for Rantoul (village of), and unincorporated areas surrounding Rantoul, Ill. (CAC-06108-9); TV Cable of Tennessee, for Manchester, Tenn. (CAC-06134); Noble Cable TV, for Ligonier, Ind. (CAC-06180); Muncy TV Corp., for Hughesville, Pa. (CAC-06182); Community Telecommunications, for Lakewood, Colo. (CAC-06186); Sayre TV Cable System for Sayre, Okla. (CAC-06198); Marion Cablevision, for Marion, Ill. (CAC-06203); Southern Video Corp., for Carbondale, Ill. (CAC-06204); Wyoming Televents, for Gillette, and unincorporated areas of Campbell county, and Reno Junction, all Wyo. (CAC-06205-7); Big Horn Televents, for Basin, and unincorporated areas of Big Horn county, Wyo. (CAC-06208-9); Downs Cable, for Downs, Kan. (CAC-06218); Fort Cablevision, for Fort Scott, Kan. (CAC-05389); Wabash Cablevision, for Mount Carmel and Wabash county, Ill. (CAC-05885-6); Warner-CCC, for Grove City, Ohio (CAC-05923); Blue Devil Cable TV, for Avella, Pa. (CAC-05947); Armstrong Utilities, for Butler, Butler township, Center township and Bethel Park, all Pa. (CAC-06122-25); Dynamic Cablevision, for Homestead borough, West Homestead borough, Whitaker borough, Munhall borough, Pleasant Hills and West Mifflin borough, all Pa. (CAC-06126-31); Community Cable Television, for Decatur (village of), Mich. (CAC-06162).

■ Lebanon, Hanover and Enfield, N.H.; Hartford and Norwich, Vt.—CATV Bureau waived signal carriage rules and granted certificates of compliance to Twin State Cable TV for existing five systems to continue carrying WCAX-TV, WEZF-TV, Burlington; *WVTA Windsor, Vt.; WPTZ Plattsburgh, N.Y.; WBZ-TV, WCVB-TV, Boston; WMTW-TV Poland Spring, Me.; WMUR-TV Manchester and *WENH Durham, N.H., and to add signals of WCDC Adams, WRLP Greenfield and WSBK-TV Boston (CAC-5577-5581). Action April 29.

■ Tele-Media Co. of Van Wert, Paulding and Jackson township, Ohio—CATV Bureau granted certificates of compliance. WANE-TV Fort Wayne had opposed application. Action April 21.

Other actions

■ WAPA-TV San Juan, P.R.—Commission denied petition by WAPA-TV Broadcasting Corp. requesting syndicated program exclusivity protection for dual-language programming of its station. Action April 28.

■ Watertown, S.D.—CATV Bureau granted Midland Cable TV Co.'s request for special relief to carry on temporary basis KMSP-TV Minneapolis-St. Paul until such time as facilities of KXON-TV Mitchell-Sioux Falls, S.D., are repaired and operating at full strength (CSR-919T). Action April 30.

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

Top-rated, medium market Midwest beautiful music FM seeks sales manager who can sell and lead sales staff. Send complete resume, earning expectations and goals to Box Q-220, BROADCASTING.

One of the leading radio groups in America is looking for two persons who can perform as sales managers today and general managers tomorrow. If you think you qualify, send complete resume and salary history today. An excellent opportunity, an Equal Opportunity Employer. Write Box S-30, BROADCASTING.

Experienced radio manager wanted by Top 50 market multiple owner. You must have proven record of administration, sales, programming and promotion. Full details and salary requirements first letter. Box S-51, BROADCASTING.

Bus. Mgr./Bkpr. Fine AM/FM, attractive S.F. area. Exceptional growth opportunity. EOE. Box S-93, BROADCASTING.

Small to medium Midwest AM-FM station. All-around experience. Send resume to Box S-153, BROADCASTING.

Northeast medium market. Seeks strong self starting salesperson who would like to move to the position of general manager. Excellent opportunity. Send resume and sales track record to Box S-168, BROADCASTING.

Southeastern suburban FM rocker in Top 50 market needs street-fighting sales manager to start with low billings and become a star. No guarantees, no draw, but big commissions and percentage of gross, and later, part ownership, and the GM slot. Box S-186, BROADCASTING.

Manager wanted, sales manager, move up, 2 station market, 3 station group owner. 1,000 day. 250 night. Eastern Pennsylvania. Salary commission. Run your own ship. Box S-187, BROADCASTING.

Unique opportunity for creative, hard working person looking to move up to sales manager. EOE. Resume to WSPK, PO Box 1703, Poughkeepsie, NY 12601.

Sales Manager, Twin Falls, Idaho. 5 KW full-time MOR with outstanding community profile has opportunity for experienced sales person with successful local sales record. Must be creative sales person and have ability to motivate other people in competitive market. Attractive, growing, Rocky Mountain city with excellent four-season climate. Only 90 miles from Sun Valley. Call Dick Ryall, 208-733-3381 after 5 pm, or call 208-733-1570 after 7 pm MDT, or write Box 65, Twin Falls, ID. EOE M/F.

Wanted: General Manager, Radio, must speak fluent Italian. Call collect 301-652-5129.

2 Residence sales managers (Midwest and West Coast). Full-time travel (Monday through Friday). Salary, commission, incentives provide opportunity unlimited earnings. Availability, background, references, first letter. No phone calls. Community Club Awards. Box 151, Westport, CT 06880.

Director of Marketing. Super salesperson with radio background wanted. Must have solid track record. Please send resume today. Bill Moyes, Frank N. Magid Associates. One Research Center, Marion, IA 52302.

HELP WANTED SALES

Midwest major market suburban daytimer grossing very little at present needs take charge sales manager who has good background at planning and selling promotional ideas, contests, gimmicks, etc. and motivating sales staff to do same. Big percentage of station gross offered to right person. Must have successful track record. Box S-24, BROADCASTING.

Southwest Penna. FM seeking experienced sales pro. Ability to develop creative sales packages and sell direct accounts a must. Opportunity for management. Resume to Box S-134, BROADCASTING.

Sales Manager, Carolinas, experienced pro only. 12 to 18,000. Reply to Box S-175, BROADCASTING.

If you can consistently write and produce action-packed people-oriented radio news, know tape and street techniques, and feel you're ready to join the South's largest and best radio news team, rush tape and resume to Bob Rowe, News Director, WERG AM/FM, Birmingham, AL 35202. EOE M/F.

Progressive Rock, WFMF, Baton Rouge, looking for aggressive sales person, excellent opportunity. Contact Don Grady, Box 496, Baton Rouge, LA. EOE.

Coastal Georgia contemporary/Top 40 AM and stereo beautiful music FM needs an aggressive sales person, male or female. You'll get a great account list and professional support in a growing and healthy business/resort community. We're on the ocean between Jacksonville Florida and Savannah. Rush your resume to A.R. Bishop, GM, WGTG/WSBT FM, 801 Mansfield Street, Brunswick, GA 31520.

Wanted: Sharp, aggressive radio sales person. Must have experience. Good draw against commissions, expense account, and excellent major company benefits. Major market income with small market convenience. If this sounds good to you, send your resume to Fred Gardini, Sales Manager, WWVA Radio, 1015 Main Street, Wheeling, WV 26003. You start to work on July 1, 1976. An Equal Opportunity Employer.

Experienced heavy hitter, \$20K + list available plus potential untouched \$10K additional revenue. 504-822-1945.

\$10,000 to \$15,000 1st year and central California beach too! Unlimited opportunity for experienced sales person who wants to join fast growing team. 805-773-1895; 805-481-0754.

Opening for top position on sales staff WBNR, Beacon-Newburgh, N.Y. Good account list. Good draw. Excellent opportunity for experienced person. EOE. Send resume to PO Box 511, Beacon, NY 12508.

Sales Manager. Sales person with proven radio sales ability required for WOTK Parsippany, N.J. Person must be ready to move to position of Sales Manager demonstrating high personal sales ability and leadership qualities. Send complete resume and track record to Sound of America Inc., 2711 Magnolia Road, Vineland, NJ 08360.

Radio help wanted, sales experienced, radio sales person wanted for Bonneville programmed WJBO Radio station in Baton Rouge. Proven track record a must. Send resume to Don Grady, Box 496, Baton Rouge, LA. EOE.

Good money can be yours. Over 100 stations have put out our radio guides, like: WLS, KFRC, WDEE etc. If you can sell, we should talk. Contact: Art Vuolo, Logos Unlimited, Box 219, Ypsilanti, MI 48197. 313-434-2712.

HELP WANTED SALES CONTINUED

Radio, salespeople wanted. Every one of our sales managers was once a top account executive with one of our stations. If you are an experienced executive with a goal of sales or station management, send your resume to Community Service Broadcasting, Inc., Box 1209, Mt. Vernon, IL 62864. No phone calls, please.

Opportunity for hard working sales person. If you like the sunshine, can sell and write, send resume with sample copy to: Fred Greenbaum, PO Box 4457, Yuma, AZ 85364.

HELP WANTED ANNOUNCERS

Wanted experienced salesperson-announcer heavy on small market sales for assistant manager possibilities. Box S-135, BROADCASTING.

Help wanted: Radio announcer-sales person for Carolina area. Large market. Box S-176, BROADCASTING.

Central California, ARB, TSA No. 1 rated, medium market, 5 KW, Modern country station needs 1st phone, experienced, stable DJ, with excellent production, music director, news & sports copy reading capabilities, for afternoon drive. Only applicants submitting complete resume and references will be considered. Reply to Box S-197, BROADCASTING.

Morning person Michigan AM/FM seeking communicator. MOR, top rated. Looking for experience, community involvement, ability to relate one-to-one. Beautiful area. Resume Box S-206, BROADCASTING.

Immediate opening for country music announcer 3rd must. 1st better. Small market 18,000 in prosperous southern West Virginia. Send tape, resume to: Henry Beam, WAEY Radio, PO Box 1011, Princeton, WV.

Announcer with first ticket. Phone 301-272-4400. Evenings call 301-676-6040. WAMD, Aberdeen, MD 21001.

Easy listening format may need another big voice plus summer fill. Send resume, tape, salary requirements to Al Makkay, WEZE, Boston, MA 02116. Equal Opportunity Employer.

Contemporary country station needs bright announcer for air shift and production. Send tape and resume to Program Director, WFIG, Box 38, Sumter, SC 29150. EOE.

MOR Announcer: Mature voice, for growing, small market station. Send resume to Jim Hepler, WQIN, Box 149, Lykens, PA 17048.

Full and part time. Experienced preferred; stability, ambition, dependability and a third endorsed a must. First even better. Send tape, resume and letter to WRNJ, Box 1000, Hackettstown, NJ 07840.

New station near Chicago seeks ambitious announcer to join a winning team. Endorsed third, college. 815-939-4541.

Adult entertainer for a successful country station in the 300,000 metro market of Huntington, West Va. It's an all new physical facility, with a relaxed professional atmosphere and a desire to win. Part of a 14 station group. EOE. Call Dan for details 304-453-4600.

Experienced contemporary jock with interest in sales for highly-rated midwest FM rocker. Contact Steve West at 217-522-4441.

HELP WANTED TECHNICAL

Chief Engineer. Central Indiana, AM/FM Stereo. Heavy in automation. Must be experienced. Excellent working conditions. New equipment. An Equal Opportunity Employer. Box R-186, BROADCASTING.

HELP WANTED TECHNICAL CONTINUED

Immediate opening for Chief Engineer, 3 tower, night directional, 5,000 W. Midwest contemporary AM station. New transmitter and equipment. Good pay and hours. EOE. Reply to Box S-81, BROADCASTING.

Maintenance Chief with superior technical qualifications needed by Texas VHF. Box S-105, BROADCASTING.

Excellent opportunity for qualified assistant chief engineer in South Texas station. Box S-112, BROADCASTING.

Broadcaster with stations in 5 markets has opening in SW Ohio major market for chief engineer; must be experienced and knowledgeable with directional, nondirectional antenna systems; 1st class radio-telephone operators license; management experience, good math background. Desire diligent, take-charge individual. Send resume to Box S-140, BROADCASTING.

A regional 5,000 watt needs an experienced engineer who can be chief and also do some competent air work. Engineers hate air work, but read on. This is a solid station in the west, the pay is \$10,000 for the right person, and FM is pending. Which means a competent engineer and be C.E. at a good AM-er, get in on the ground floor of an FM operation, and even may become too busy to have to do air work. With perhaps a raise to boot. How about that! EOE. Box S-205, BROADCASTING.

Chief Engineer for North Carolina AM-FM. Some air work and engineering above average. Excellent salary and living conditions. Contact Tom Joyner, Beasley Broadcast Group, Post Office Box 1355, Goldsboro, NC. 919-734-8003.

First phone for 200,000 watt FM/5 kw directional AM. Must be experienced in all phases, emphasis on studio and automation equipment. Send resume and salary requirements. Director of Engineering, PO Box 6002, Roanoke, VA 24017.

Chief Engineer/Announcer for central Virginia non-directional daytime country music station. Salary commensurate ability. Send resume, air tape, requirements to Box 5085, Charlottesville, VA 22902.

HELP WANTED NEWS

Local newperson minimum 3 years experience. Mature voice. Must be able to dig out, write and air three major local newscasts daily. Network affiliate. Mobile equipment. Michigan. 3rd class endorsed. Write Box S-72, BROADCASTING.

Elusive news director wanted. Our standards are rough, a hundred rejects prove it. What makes you stand out in your market? We need a seasoned, unique, dynamic, creative, witty, adult, one to one motivating communicator that will be heard and talked about. Midwest location with good staff. Resume. Box S-152, BROADCASTING.

Experienced News Director for MOR/Contemporary formatted leading station in Central Florida. Send complete resume, references and tape to Manager, WDBO, PO Box 158, Orlando, FL 32802.

News Director, Southeast market of 145,000. Two manners: staff expanding to 3 within a year. Must have good voice, write well and be a hustler. Two years experience required. EOE. Box S-208, BROADCASTING.

News personality wanted by leading station in market. Experienced only. Send tape and complete resume to Jim Martin, News Director, WDBO Radio, Orlando, FL 32802.

America's top MOR station needs on-air news reporter. Must be thinker, digger, writer. Send tape and resume to: John O'Day, News Director, 1220/WGAR, Cleveland 44147, an EEO Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Northern California gospel station. Take charge program director Experienced in gospel music, program logs, FCC R&R's, air shift. Salary plus commission, opportunity for advancement, owner buying other stations. Box S-178, BROADCASTING.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

We're looking for an experienced continuity, production person. Must be creative, organized, familiar with all facets of production, and able to handle AM/FM operation. Two great stations with excellent facilities. Resume and salary requirements to Box S-188, BROADCASTING.

Program Director (No air shift) for disco soul station in the Midwest. Must be executive type and know how to handle people. Also must know how to get numbers. No floaters or drinkers. Send complete resume and salary requirements. Box S-201, BROADCASTING.

Radio producer for 50,000 watt stereo public station, university located in southeast. Public radio experience and third class endorsed license required. Masters degree or near preferred. Salary open and dependent upon qualifications. Send resume and audition tape to Tom Donoho, WEKU-FM, Eastern Kentucky University, Richmond, KY 40475. Position available July 1. An Affirmative Action/Equal Opportunity Employer.

Sports announcers. For Olympics from Montreal. Sports Corporation of America, 305-582-2474. Opportunity for future work in sports programming.

Fall 1976 opening in Midwest state university Communication and Media Services Department is seeking two individuals: 1. To teach Basic and Advanced Television Production classes, advise student cable TV station and do production. 2. To teach Basic and Advanced Audio and Radio classes, advise student radio station and do production. Both must hold a Masters Degree and be willing and able to teach General Communication classes and advise students. Deadline for applications is June 30, 1976. Contact Dr. Fulton Gallagher, Division of Fine Arts, Bemidji State University, Bemidji, MN 56601. An Equal Opportunity/Affirmative Action Employer.

Program Director/Morning Announcer for central Virginia daytime country music station. Salary commensurate ability. Send resume, air tape, requirements to Box 5085, Charlottesville, VA 22902.

SITUATIONS WANTED MANAGEMENT

Sales oriented GM looking for medium, small market station management. Currently GM major group fulltime 5000 watt AM midwest top 75 market. Strong, documentable sales background. Programming, engineering expertise. RAB. CRMC. First ticket. University graduate. 33, married, family. Box R-222, BROADCASTING.

Controller/Business Manager, Mature. Experience with small/medium market AM/FM radio group. Seeking a larger challenge. FCC and SEC regulations. Credit and collection manager. Insurance administrator. Profit oriented. Financial problem solver. Cash flow professional. Heavy experience in EDP. Excellent references. BA Accounting. Box S-123, BROADCASTING.

Gen. mgr. super sales personality announcer production. Real world business experience. Degreed, hard work and long hours are no stranger to me. Box S-165, BROADCASTING.

Public radio GM seeking similar FM or PD position at station committed to program diversity and strong PR in the community. 4 yrs. noncommercial experience and M.A. Brain Prows, 1895 Ocean Dr., No. 2, McKinleyville, CA 95521.

Manager, salesman, engineer, automation consultant. 17 years experience available to station or group that believes a manager is an investment not an expense. New owner will probably take over June 1st so my plane is fueled and ready for a documented interview. Gary Ingram 919-637-4450 or 638-6667.

SITUATIONS WANTED SALES

Sales or Sales-Announcing Combo. I'm experienced and strong in sports packages and sales promotions. Also write copy and produce spots. Now employed in Midwest. Box S-70, BROADCASTING.

Manage/Sales Manager/sell. Ten years radio. Degree. Heavy promotion. Presently selling with nation's best rocker. Small markets. Box S-182, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

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

Heavy, unpredictable morning personality with creative production and PBP for major or medium contemp/Top 40. Young family man. Box S-207, BROADCASTING.

Broadcast school grad looking for first job. 3rd phone endorsed, Northeast preferred. Box R-218, BROADCASTING.

Part time weekends, Westchester, NY, Fairfield, Conn. 6 yr. radio professional seeks meaningful responsibilities. MOR, C&W, Top 40, Classical. Experienced writer-journalist. Degree. Box S-76, BROADCASTING.

Thirteen years experienced MOR talent. Strong production, big quality voice. Best references. 305-922-3749 or Box S-89, BROADCASTING.

Experienced announcer, wants to return, settle in Northeast. Looking for announcing, sales position, excellent references. Ready in August. Box S-90, BROADCASTING.

1st phone 5 second rock'n'roll personality, wants nights. All nights at together Top 50 rocker. Tape, resume available. Box S-106, BROADCASTING.

Modest? I'm not, mad morning man, clever production, sales leader. College graduate, wife, children. Job only in S.C., N.C., Ga. Box S-133, BROADCASTING.

The exorcist. I'll drive that tormenting need of a jock out the window. Write soon. Box S-143, BROADCASTING.

Personality please. Want someone who does more than read PSA's over record intro's? Number 1 air personality at number 1 eastern medium market. Creative, entertaining, good bits, no ego problems. Adult contemporary or Top 40. B.A., 27, equal opportunity employee. Box S-163, BROADCASTING.

Announcer: enjoy broadcasting immensely!! Warm, friendly style. Strong production. Can write spots and news well. 3rd phone endorsed. Want to locate in western mountain state. Box S-172, BROADCASTING.

Progressive DJ, third, college radio grad, 4 years experience in announcing/management. English major. Copy writing, knowledge of my music and FCC law. Willing to work, learn, and locate anywhere. Box S-184, BROADCASTING.

Hard working college grad, B.A. Communications, 3rd endorsed. Seeks first break anywhere. Box S-185, BROADCASTING.

PD-Jock looking for position as announcer in medium market. Over 2 years experience contemp-MOR. Box S-196, BROADCASTING.

Warm mature voice, 13 years experience 1st phone. Fully experienced beautiful music, MOR formats. Also interested light news. Box S-199, BROADCASTING.

12 year pro, seek opportunity to entertain. Can handle PD duties with experience in all formats. Your chance to add a solid air man who will stick. Box S-200, BROADCASTING.

Radio broadcaster, 8 yrs experience, some small market P.D. Versatile, creative aware. Prefer Michigan, Ohio, Indiana, Illinois. Box S-202, BROADCASTING.

Small market Top 40, rock, contemporary announcer. 3 yrs. experience. Hard worker, tight board. 3rd endorsed. Ready now. 919-346-9009 Paul Nicoletta.

Northeastern Ohio what ails you? I want to return to my native state. Operations manager at my current station with autonomy. If you want a hard worker on your staff call 302-337-7011 or 629-6636 and ask for Allan Frazier.

Top 40 personality who pulls numbers! Four years experience, first phone, and college. Medium and up. 301-653-1711 or 358-2257.

Versatile announcer. Medium major market capabilities. 3 years experience. Call Michael Ward after four. 912-228-0537.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Attention Florida! 15 years experience in medium and large markets. MOR jock, production, music director. Will consider any market. Any shift. Call Norm 1-813-842-3187.

Creative personality hard worker, B.A. experience contemporary, Top 40, strong production, tight board, great references. 3rd. Mike Clapper 1-419-372-4455.

Originality is better! Personality for 12 years. With wit that's all my own, seeking air shift at adult contemporary or Top 40. No screamer. Now located in North-west. Consider any area. Top 100 markets only. Call 907-344-1215.

Attention broadcasters! We have qualified, trained personnel to fill any entry level position in either radio or television. Save your time, call me immediately! David Privitera, Placement Director, Advanced Training Center, Tonawanda, NY 14150. 716-835-4410.

Experienced announcer 3rd endorsed wants full time work in MOR, good music or C and W format. Pleasant voice personality. Tight board, good news, production. Single, 26. Will relocate. Call F. Cordell, 805-746-2145, Shafter, CA between 8:00 AM and 1:00 PM.

Central Florida high school student seeks summer relief position. 3rd endorsed, noncommercial experience. Herb, 305-671-4829.

Use my talent. 1 year experience 3rd phone, great board, production, copy. Prefer West or Southwest will accept any. Excellent FM voice. Roy Munse, 3757 West 78th Place, Chicago, IL 60652. 312-767-1662.

Versatile announcer. Experienced. 3rd phone endorsed, will relocate preferably northeast. Rich 215-K14-8292.

SITUATIONS WANTED TECHNICAL

1st phone engineer. Some studio maintenance, boardwork, excellent references. Box S-125, BROADCASTING.

Canada! Extremely aggressive engineer looking for a Canadian challenge. AM-directional, regional, high power FM, stereo, quad, automation. Digital experience. Studio construction, transmitter installation, super modulation. Ex. field engineer-chain. Tower nut, not expensive. References. Currently chief for growing chain. Will reply all by telephone immediately upon receipt. Box S-151, BROADCASTING.

Vacationing engineer, July, August. Proofs, maintenance, short-term relief board, copy, production. 20 years experience. POB 9, Wallace, CA 95254.

Former chief engineer and program director (seven years experience, including DA's and high power transmitters) now building and installing equipment for major broadcast manufacturer, desires chief engineer with some air work. Philadelphia vicinity, but all areas considered. 609-589-0303 evenings.

Strong on maintenance, good technical background, mgmt. exp. First phone. Prefer small station. Tom Padwa 212-283-5389.

SITUATIONS WANTED NEWS

Female N.D. seeks reporter position in medium or large market. B.A. 3 years experience. Box S-111, BROADCASTING.

Experienced journalist. 7 years major markets. Seeking news directorship in major/medium market station dedicated to local news. Reply Box S-128, BROADCASTING.

Newsman, a digger, M.A., award winning, major market experience, PR background. Box S-170, BROADCASTING.

Female news director who gathers/writes/delivers hard local news at No. 1 medium AM/FM. Under contract. Prefer East or Colorado. Box S-180, BROADCASTING.

News-female. Medium-major market only. Experience news, operations, traffic, continuity. Presently in midwest. Ready to move. Third endorsed, Box S-190, BROADCASTING.

SITUATIONS WANTED NEWS CONTINUED

Michigan or Ohio. 4 years experience. Douglas Nagy 313-534-0251.

Stop! Look no further! I'm your man for news and/or production. Pa., N.J., Del. preferred, but will relocate. 3rd endorsed. 3 years experience. Call Paul Scott 215-355-8786.

Mature, well educated sports and news announcer over 4 years experience. Twelve years general sales. Seeking opportunity. Mel Schwab, 146 East 35th Street, NY 10016.

SITUATIONS WANTED PROGRAMING, PRODUCTION. OTHERS

Looking for small market Texas operation needing PD. Seven years experience, sales included. Box S-64, BROADCASTING.

Community minded/ involved country air personality. Background includes controversial telephone talk, public affairs, interviewing, news; also, sales and programing. Under contract. Box S-179, BROADCASTING.

Operations Manager/News Director. 20 years experience in major-medium market programing, news, production. 1st phone. Consider television or telephone talk show. Box S-204, BROADCASTING.

12 years, PD, MD, jock. No. 1 ratings in all size markets. AOR, Progressive, & jazz. Want major market, West or SW. Jay Thomas, 501-751-4940.

Accomplished "Do it all" broadcaster. Management, sales, P.D. background. First phone. 408-255-2010, before 1 PM P.D.T. Leave message.

TELEVISION

HELP WANTED MANAGEMENT

Interdisciplinary education and research institute seeking Assistant Director for Community Education to develop and administer media delivery of programs in community education and manpower development in criminal justice. 12-month salary \$20,000-\$30,000 DOE. Appointments during June/July. Send vita to: Dr. John Havelock, Director, Criminal Justice Center, University of Alaska, 3211 Providence Avenue, Anchorage, AK 99504. Further information on request. We are an Affirmative Action Employer.

HELP WANTED SALES

Sales Management-TV. Station in top 100 Southeastern market seeks sales manager who can motivate, sell and plan a solid course. Salary plus incentive for producing growth. Resume and financial requirements to Box R-228, BROADCASTING.

Sales. Leading transportation company seeking aggressive New York representative to sell transportation services to video industry. Salary & fringes. Send resume to Box S-181, BROADCASTING.

Florida network TV station is seeking a sales account executive with a good retail background. Must know both retailing and television sales. A thorough knowledge of TVB sales materials and their proper use is also important. Excellent salary potential in a very nice place to live. Applications from women and members of minority groups encouraged. Reply to Box S-136, BROADCASTING.

Opportunity to sell TV in a small but competitive Northeastern market. ABC affiliate, new owners, new image. Come sell us and we'll all grow. Call Robb Gray, 207-945-6459. Equal Opportunity Employer.

HELP WANTED TECHNICAL

Chief Engineer for American Samoa ETV. Experienced in transmitter, studio and VTR maintenance. Two year contract. Transportation paid. Send resume to Box S-84, BROADCASTING.

Ass't. Chief with potential to be chief in 2 to 4 years. BSEE preferred but not required. Heavy maintenance experience in studio operations and strong management ability. AM-FM-TV. Beautiful West Coast city. Box S-97, BROADCASTING.

SITUATIONS WANTED TECHNICAL CONTINUED

Video engineer for New York metropolitan area university; maintenance and other specified duties. Two years technical school training. Experience desirable. Salary negotiable from \$9,000. Start June 1, 1976. An Equal Opportunity/Affirmative Action Employer. Resume and salary history to Box S-98, BROADCASTING.

Assistant Chief Engineer. Need five years experience in TV engineering including all studio, microwave and transmitter equipment. Some supervision helpful. Group owned, stable company in a western state. Prefer person living in west now. Send resume and salary requirements to: Box S-150, BROADCASTING.

Chief Engineer for growing UHF network affiliate. Studio and transmitter maintenance. Contact John Conte, General Manager, KMR-TV, Box 1506, Palm Springs, CA 92262. Phone 714-325-7121.

Television studio maintenance/operator. First phone and three years experience preferred. Contact E.C. Allen, KOTV, PO Box 6, Tulsa, OK 74101 or phone 918-582-9233. Equal Opportunity Employer.

Chief Engineer wanted with UHF transmitter experience. Prefer experience with RCA equipment. Equal Opportunity Employer. Send resume to: E.F. Bigbie, Vice President of Engineering, WJCL, PO Box 13646, Savannah, GA 31406.

Broadcast engineer, 1st phone experienced in remote, studio and xmr operations and maintenance. Send resume to Director of Engineering, WNED-TV, PO Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Chief Engineer. Must have first class FCC license and prior management experience in television. Total responsibility for operation studio technical equipment, remote units operation. Day-to-day supervision personnel. Forward resume and salary requirements to Mrs. Lois Cole, Personnel Mgr., WPLG/TV 10, 3900 Biscayne Blvd., Miami, FL 33137. An Equal Opportunity Employer M/F.

Chief Engineer. WROC-TV, Group owned network VHF in Rochester, New York, looking for strong management, strong technical, experience with organized labor facility. Send resume and salary requirements to Thomas B. Sheally, Rust Craft Broadcasting Company, 320 Market Street, Steubenville, OH 43952.

Operating engineer, with 1st class FCC license to work television control room. Phone operations manager 315-782-3142. Excellent benefits. An Equal Opportunity Employer.

Supertec. Heavy VTR maintenance background. Superstrong on theory/logic. Proven record of self motivation. Heftel Broadcasting, Box 581, Honolulu, HI 96809.

HELP WANTED NEWS

Fifties market Deep South wants action news assignment editor. Must be a self-starter, a task master who is a fine writer, editor, producer who knows what a good film story is and can upgrade his or her staff. Management is your track. Equal Opportunity Employer. You start at \$9,000. Box S-49, BROADCASTING.

Weekly newsmagazine producer/host and public affairs editor needed for top rated station in mid-50's market. Salary depends on your experience and ability. Box S-66, BROADCASTING.

Top rated station wants experienced feature/on the road reporter. Have air samples ready. Box S-154, BROADCASTING.

Television reporter with a minimum of 1 year experience in gathering, writing and covering news events. Must be familiar with 16mm film camera operation and film editing. We want a person that will do what is necessary to get the story, we don't want stars. Box S-171, BROADCASTING.

HELP WANTED NEWS CONTINUED

Sports personality for medium market network UHF in northeast. On-air at 6 and 11. But must have enough news sense to help produce 6 o'clock news. Emphasis on writing ability. Send resume and pix. We're looking for someone now! An Equal Opportunity Employer Box S-177. BROADCASTING.

Professional experienced news director wanted to dig, write and air news. Minimum of 5 years experience. Handle CATV, interview programs also. Play-by-play helpful but not necessary. Established Ohio station, network station, mobile equipment. Send resume and availability in first letter to Box S-209. BROADCASTING.

Anchor. Television news anchor person Los Angeles. Send resume and tape to Pete Schlesinger. Program Director. KCOP-TV, 915 North La Brea, Los Angeles, CA 90038.

Help wanted: Co-anchor person. Minimum one year experience as a news television reporter or anchor person. No phone calls. Write John A. Tallenco, News Director, WILX-TV, PO Box 380, Jackson, MI 49204. Equal Opportunity Employer.

Help wanted: News reporter/photographer. Minimum six months experience as a news television reporter/photographer. No phone calls. Write: John A. Tallenco, News Director, WILX-TV, PO Box 380, Jackson, MI 49204.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/director/editor for small format video tape for outside productions. Must have knowledge of commercial production. Major market independent. Equal Opportunity Employer. Box S-60. BROADCASTING.

Artist. Major market, southwest, needs experienced TV artists with solid print and on-air background to assume responsibilities of station art department. Equal Opportunity Employer. Send resume, samples to Box S-137. BROADCASTING.

Promotion manager, Midwest top fifteen market, independent. Must be experienced, hard worker, creative, strong on air and writing. Great opportunity! Box S-166. BROADCASTING.

Producer, special projects. Film and videotape background. Strong writing skills. Minimum three years commercial experience. Top ten major market net affiliate. An Equal Opportunity Employer. Box S-195. BROADCASTING.

TV promotional director. background in creative writing, advertising, and sales promotion. Write WILX-TV, PO Box 380, Jackson, MI 49204. Attn: Stuart S. Hazard, Program Director. An Equal Opportunity Employer. No phone calls please.

SITUATIONS WANTED MANAGEMENT

General Manager. Also sales manager, programming, etc. Thoroughly experienced and successful all phases, including station ownership; group administration. Special expertise in: Management, sales management, sales (local, regional, national), programming, film-buying, production, news, promotion, community involvement. Outstanding credentials! Television, 21 years. Radio, 8. Total broadcasting experience, 29 years. Age, 46. Degreed. Aggressive, innovative, quality competitor. Accustomed to formidable challenges and much responsibility. Specialist in programming and sales! Can increase, substantially, your profits and prestige. Box S-147. BROADCASTING.

TV Broadcast Management in East, all phases of station management with strength in administration, accounting, and personnel. 10 years experience, last 3 as AGM. Self starting pro looking to grow again. Reply Box S-169. BROADCASTING.

SITUATIONS WANTED SALES

Sales position sought. June BA, 12 years production-talent background. Mike Shrigley, 2301 Mountain, Flint, MI 48503. 313-238-5163.

SITUATIONS WANTED TECHNICAL

Chief Engineer, experienced with network productions. Desire technical challenge and good community to raise children. Box S-62. BROADCASTING.

First phone. 2 years experience major market. Heavy operations experience, light maintenance experience. Will relocate prefer western. Box S-132. BROADCASTING.

SITUATIONS WANTED NEWS

Anchorman. Excellent voice, appearance. Early thirties. Presently morning news anchorman with top rated radio station in large southwestern market. Some TV experience. Will reply to all offers. Box S-27. BROADCASTING.

Bright female reporter/cameraperson/editor in mid-sized market looking for a change. Box S-73. BROADCASTING.

Fifteen years experience last five Top Ten TV market. Play by play/color hockey, football, basketball; street, six-eleven strip. Strong investigative, opinion pieces, light scripts. Personable, no nonsense package. 313-352-6672 or Box S-74. BROADCASTING.

Award-winning investigative reporter with leading national chain, seeking solid position with major market station committed to market dominance. Innovative, hard-hitting film style. Impeccable personal and professional reputation. Married, children, mid-30's. Box S-78. BROADCASTING.

Reporter, 3 years currently employed, college degree, simplifies the complicated in warm manner. Top 125 only! Box S-86. BROADCASTING.

Do dedication, motivation, initiative and loyalty still count? Young journalist with solid experience in radio news with 3 major broadcasting organizations wants a chance to break into television news. Give me an opportunity and I'll prove I belong on your news team. Box S-94. BROADCASTING.

Extremely knowledgeable young sports director in top 40 market desires move up. Excellent production. Major college PBP. Tape and resume on request. Box S-100. BROADCASTING.

Net, quality news/doc. photographer in top 50 mkt. desires move up. 5 yrs. experience. Strong on editing. Dependable results. Box S-119. BROADCASTING.

No fancy slogans! I am looking for a break in a smaller market as TV weatherman. B.S. Biology, worked one year in radio. Give me a chance. I will show you some creativity. Respond Box S-124. BROADCASTING.

Med. Mkt. radio N.D. seeks medium major mkt. TV, possibly with radio. Anywhere. Married, 24, 3 years exp., capable, dependable, healthy. B.A. Broadcasting-Journalism. PBP sports also. Audio tape, photo, resume, references upon written request. Box S-158. BROADCASTING.

TV news producer. Does your news department have talent, equipment, and news consciousness? Do you lack the professional show quality look? You need a producer-motivator-teacher. That's me. Box S-160. BROADCASTING.

Sports Director: Late twenties, pro football and basketball pbp experience. I emphasize local sports and participate in many of my features. Box S-161. BROADCASTING.

Employed, but in a rut. Looking for anchor or weekend anchor/reporter opening. Medium or small market. Degree. Box S-173. BROADCASTING.

Producer/Director graduate leading television school. B.S., Education. Seeks entry in news, production and programming. Contact Kimbrough 212-JU6-3700.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Programing Public TV network goal of successful commercial TV production manager. Offer proven administrative & creative skills. M.A. Excellent references. Box R-88. BROADCASTING.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Creative, mature young man seeking directing position in a small or medium market. School training with experience in news and public affairs programs. Familiar with vtr production techniques and studio operations. Will relocate, eager and dependable. Write for resume. Box S-92. BROADCASTING.

Producer-Director, newscast No. 1 for 6 years. Network sports. Commercials. Award winning newscasts. Box S-141. BROADCASTING.

TV Director wants to move up to medium market. Currently directing news blocks, commercials, public affairs. BA, R/TV, excellent references, will relocate. Box S-148. BROADCASTING.

Cinematographer. Degree, experience in both single and double system. ENG experience. Seeks PES position. Resume and reel on request. Box S-155. BROADCASTING.

TV & Film production man. Five years experience, 1½ as director. BA Broadcast Journalism WSU. Call 509-327-2664 or business 509-838-4102. Michael Wagner, W. 2815 Queen, Spokane, WA 99205.

Energetic young male background CATV program origination, film scheduling, teaching, desires position TV, CATV, or pay cable. Available immediately. Stephen Kops, 125 Spring Glen Ter., Hamden, CT 06517.

BUY-SELL-TRADE

WANTED TO BUY EQUIPMENT

TV camera boom dolly. Interested in any type model. Box S-58. BROADCASTING.

Need used Hi Band TV transmitter. Prefer RCA type TT-11AH but would consider any 5-15 kilowatt units. Write stating make, model, location, condition and price. Box S-146. BROADCASTING.

We need used 250, 500 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

Wanted to buy: Complete equipment for a new AM radio station, 250 watts on 1190. Contact R.A. Rieck, Vice President Engineering, Box 377, Preston, MN 55965. 505-765-3856.

Want to buy, dropout compensator accessory for RCA TR 3122/50 series VTR. Will also consider DOC other than RCA. Contact Charles Harper, WTVQ-TV, Box 5590, Lexington, KY 40505. 606-299-6262.

Public school CATV studio needs tax deductible studio and control room equipment donations. Dave Mooney, Fremont Schools, 500 Woodrow, Fremont, MI 49412.

FOR SALE EQUIPMENT

Gates FM-5H FM transmitter, Gates FMA-10A FM antenna, Andrew FH-7 Coax line 260'. Excellent station package \$12,000. Box S-50. BROADCASTING.

10 KW FM Transmitter (REL) \$2500, or 1 KW FM Transmitter \$1250. RCA 8 Bay Antenna, \$575. 185 ft. 1 5/8 in. Cable with end fittings, \$450. Directional Coupler and station guardian, \$100. All in good condition, in use now. Available June. Call Larry before noon. KVMV, 512-787-5947.

Harris two turntable portable four channel console for remotes. Like new. Best offer. KVOZ, Laredo, TX.

Schafer automation, model 800, 5 Ampex AG 440, network joiner, 3 carousels, (2 R.S.), logger, SMC card reader for programming carousels, was running Hit-parade format. \$12,500.00. 803-279-2330. WZZW, PO Box 1584, Augusta, GA 30903.

For Sale, CBS Stereo Audimax No. 4450A, Serial No. 5277 and Volumax No. 4110, Serial No. 3322. Asking \$1800, call McGraw 517-774-3118.

RCA, TR-4 VTR, highband, in good condition. Can be seen in operation. Call Al Petzke, 815-963-5413.

FOR SALE EQUIPMENT CONTINUED

Beau Tape heads for popular audio cartridge tape machines. All Mono 2 track heads \$19.00; all stereo 3 track heads \$69.50. Replace your Nortronics heads. UMC Electronics Co., Box 307, North Haven, CT 06473. 203-288-7731.

CCA Automation equipment, 1969 AR-1000 2 desks, 2 reels, plus all accessories; excellent condition, almost never used. WPUL, PO Box 1433, Bartow, FL 33830. 813-533-9093.

McMartin TR-66 SCA receivers new in cartons at reduced prices. Antennas, Permadyn and McMartin TRE-4 receivers at sacrifice prices. Call KSTT 319-326-2541.

Akai-CVC-150 color camera modified to include self contained NTSC sync generator and external drives, plus 100 ft. camera cable. \$2,950.00. Panasonic 3130 1/2 inch. \$1500.00. Box S-192, BROADCASTING.

Gates SP-10 automation programmer, logging system, time selector, associated equipment and Criterion 55. Call KSTT 319-326-2541.

340' guyed Dura galvanized (1969) painted 6/75. Complete \$6,500. Garron STE-100 phase enhancer \$450. Sansui quad encoder \$350. WFMK 517-349-4000.

Complete mobile unit. CEI 290 hand held portable camera (air pack). CEI 280 studio camera 1400-12 grass valley switcher. SR-101 shure audio mixer. 6.5 Onan generator. Tektronix monitors. TR-5 hi band 2" quad VTR. Misc. light and audio. Custom 75 Ford and control room, plus much more. Fantastic steal. \$159,000. Contact R.L. Pohle, 213-788-5152.

RCA BTA-250 AM transmitter, spare RF line meter, complete set used spare tubes, \$1,100.00, with Rust 108E remote control \$1,200.00; Gates M4990 frequency monitor \$150.00; Gates M5693 AM modulation monitor \$300.00; CBS Audimax 400 \$400.00; Gates solidstate limiter \$700.00. Gene Healy 203-758-2468.

Hellax-styrolflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

One stop for all your professional audio requirements. Bottom line oriented. F.T.C. Brewer Company, Box 8057, Pensacola, FL 32505.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

365 days of laughs, page a day. \$5 per month. Box 183, Prospect Heights, IL 60070.

Contemporary comedy! Most usable deejay service available! Hundreds have renewed! Freebie! 5804-B Twining, Dallas, TX 75227.

Cheap radio thrills! The mind-blowing LP produced by & for radio people: Custom music trax, sound effects, outrageous jingle singers, soap organ, tympani, synthesizer logos, gobs more! \$12.00 postpaid, or write for free sampler: L-A Air Force, 2445 East Third St., Long Beach, CA 90814.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programming. 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.

If you do Author interviews, talk shows, etc., keep up to date on the latest books! More than 200 of them are reviewed in each issue of The West Coast Review of Books. 6311 Yucca Street, Hollywood, CA 90028. Sample copy: \$1.25.

45 RPM reformed record shuck. Choose from a variety of colors. Write for free samples and price too. Pic-A-Disc Products, 2717 Gibson St., Flint, MI 48503.

PLACEMENT SERVICE

Many Top 40, MOR and country and western openings available now! Rush tapes and resumes to: Air Talent Placement, 1516 Hinman, Suite 505, Evanston, IL 60201.

PERSONNEL AVAILABLE

TV production personnel available. Camera, audio, floor, switch, direct. Booth/on-camera announcer experience also. Unique vocational curriculum combines on-air experience through PTV station with broadcast media training. Ginny Holder, AAVTI, Austin, MN 55912. 507-437-6681. Fully-trained radio personnel also available.

PROGRAMING

Nationally known management consultant is now available to pump up ratings and billings for under developed radio stations. Protect your investment. Bill Elliott & Associates. 305-967-8838.

Star Trek's Gene Roddenberry talks about his career and Star Trek, in this new fifteen minute radio program. Write L.E. Wallace, Jr. Productions, Box 15233, Baton Rouge, LA 70895.

INSTRUCTION

Job opportunities and announcer-dj-1st class FCC license training at Announcer Training studios, 152 W. 42nd St., 3rd floor, NYC. Licensed and V.A. benefits.

Institute of Broadcast Arts. 75 East Wacker Drive, Chicago. 4730 West Fond du Lac, Milwaukee. Current FCC license updates. Approved for Veterans benefits, financing available. Lowest prices in the Midwest. 312-236-8105 or 414-445-3090. Results guaranteed.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

FCC License study guide, 377 pages. Covers third, second, first radiotelegraph examinations. \$9.95 postpaid. Grantham, 2002 Stoner, Los Angeles, CA 90025.

No: tuition, rent! Memorize, study—Command's "Test-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. \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications. 11488 Oxnard St., N. Hollywood, CA 91606.

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin June 21 and August 2.

REI. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

REI. 2402 Tidewater Trail. Fredericksburg, VA 22401. 703-373-1441.

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. 312-321-9400. 235 East Grand Avenue, Chicago, IL 60611.

Get your first to get there first! Don Martin School of Communications! Since 1937, training broadcasters for Broadcasting! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. Call 213-462-3281 or 213-657-5886.

1st Class FCC, 6 wks. \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications. 11488 Oxnard St., N. Hollywood, CA 91606.

Cassette recorded first phone preparation at home plus one week personal instruction in Boston, Atlanta, Detroit, Philadelphia, Chicago, Seattle, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone 213-379-4461.

INSTRUCTION CONTINUED

No FCC license? Tried every way but the right way? It's time for Genn Tech. Free catalog. Home study. 5540 Hollywood Blvd., Hollywood, CA 90028.

Zero to FCC 1st class in 8 weeks or less. Approved for veterans. Accredited by N.A.T.T.S. Academy of Radio and Television, 1304 State St., Bettendorf, IA 52722. 1-319-359-7571.

Breakthrough! Leading FCC License school offering broadcast endorsement study guide and exams that really work. \$12.95 complete. Academy of Radio and Television, 1304 State St., Bettendorf, IA 52722.

RADIO

Help Wanted Management

Major Denver religious station is looking for an aggressive sales-oriented manager with experience in religious radio. Send qualifications and salary requirements to

Box S-123, BROADCASTING.

Sales Manager

The largest regional rep firm is looking for a well qualified person to be responsible for 3 offices. Expansion planned. Company benefits are great.

State your full past experience and earnings. We will tell you about our salary bonus arrangements, and plans.

Len Auerbach, President.
Regional Reps Corp.
5340 Central Avenue
St. Petersburg, Florida 33707

Help Wanted Sales

The nation's largest syndicator of Fine Arts programming is looking for a bright, articulate person to represent us. Applicants must possess a thorough knowledge of both commercial and non-commercial broadcasting, including budgeting, sales and programming, and be willing to travel extensively. For the right person this will be a most rewarding career opportunity.

PARKWAY PRODUCTION, INC.
7979 Old Georgetown Road
Washington, D.C. 20014
301-657-9808

Help Wanted Announcers

WANTED MORNING PERSONALITY. Our highly rated morning man is being promoted within group. Upper midwest beautifully equipped contemporary station requires strong personality to replace him. Must be bright, creative, strong on telephone and a real personality able to do the unusual that causes talk. Work for young program oriented group, and earn big dollars in medium size market. Reply with resume to Box S-157, BROADCASTING. An Equal Opportunity Employer.

MORNING PERSONALITY

Major group station is looking for a morning personality who can communicate! Ability to entertain without offending, in music, news and information format. Send only resume.
Box S-191, BROADCASTING.

Help Wanted Announcers Continued

Detroit's bright FM-100 needs Announcers for Pop Adult M.O.R. format. No calls, just send tape and resume to: Paul Christy/PD, WNIC-FM, Box 1310, Dearborn, Mich. 48126.
Equal Opportunity Employer

Help Wanted Technical

WANTED CHIEF ENGINEER. Expanding broadcaster requires chief for recently purchased full-time directional operation. Must have knowledge of audio chains and an ear for sound. Creative studio design ability a must. Experience in FCC rules and regulations, maintenance and directional phasing. Opportunity to grow quickly with young organization. \$12,000+ annually in medium size upper midwest market. Reply to Box S-158 BROADCASTING with resume. An Equal Opportunity Employer.

Help Wanted News

NEW GROUP openings for several key positions in 3 of the 7 markets served by this group. PERSONALITY for just east (or if you're left handed) just west of the beautiful Rockies. ALL TALK SPORTS HOST—Arizona, Utah Rockies area must know sports and be able to talk about it with John Fan. Program Directors in AOR or MOR will want to settle down with this prestige group. STRONG PERSONALITY who knows men in the mornings also sought. If there is a team out there, we'd like to hear from them, too. 1 ALL TALK NEWSPERSON in major market (or News Director). 2 Album Oriented jocks for key stations. All information confidential. Mail complete resumes and all material to this Equal Opportunity Employer but fast. These are great jobs. Box S-159 BROADCASTING.

Situations Wanted Management

Major market radio general manager seeking new opportunity. Presently responsible for two station company. Excellent record of achievement, all size markets. Experienced all phases of management, sales, programming. Available June 15th. Please reply Box S-126, BROADCASTING.

PROGRAM/OPERATIONS MANAGER

Current PD of contemp powerhouse seeks bigger challenges, better bucks. Nine years major market experience. Super track/references. young, stable, married, college grad. I specialize in creative hard work and straight talk. Let's get to work on your upcoming book NOW. Write Box S-193, BROADCASTING.

Situations Wanted Announcers

DIFFERENT, CONTROVERSIAL

New York sports director who tells it like it is. I'll give you much more than scores. Telephone/talk, play-by-play, drive time sportscasts. Available now.

Box R-226, BROADCASTING.

WHO ME?

I'm not your basic sweet talkin' nice guy on the air. Call me provocative, sarcastic, a humorous entertainer. How about a poor mans' Imus that's being replaced by a reel to reel. Good numbers with women, 7 years exp. references. WOW! Mature individual who follows direction and has fun with his audience. Write. Box S-183 BROADCASTING.

Situations Wanted Announcers Continued

HELP! BEING HELD CAPTIVE IN . . .

Total Concept - AM Drive. No. 1 All Demos. Sincere, warm personality. Characters, humor, phones, interviews, community involvement. Believability. Proven track record. Larger and major markets only. Race to your phone. Call for Ray Tings. 314-727-8721.

Situations Wanted Technical

BROADCAST ENGINEER—First class. Twelve years experience in radio construction, operation and maintenance. Six years with current employer, a full power AM-FM in-top ten. Resume and references available. Desire right spot in western states. Rodger A. Tighe, KRDL Radio, 7901 Carpenter Fy. Dallas, Texas 75247.

Situations Wanted News

PLAY BY PLAY Radio and TV Sports Director with minor league baseball, college and high school football, basketball & baseball experience. Seeking major college or pro level. Excellent references.

Box S-194 BROADCASTING.

Attention S.E. College Football Radio Nets

Experienced PBP Sportcaster looking for Free Lance this fall. Strong Credits. Excellent References.

Box S-203 BROADCASTING.

News Oriented Stations: Policy and philosophy news format designer available. NEWS/ OPERATIONS pro with NIS exp. will build salable product with staff morale. Call Dick Lambert 419-893-5123.

Situations Wanted Programing, Production, Others Continued

One of America's best known radio personalities is available. Former Program Director with sales experience will be an asset to your station. Excellent career history includes WABC, WIFE AND WAKY. Call 201-445-9772 or write 262 Gateway Road, Ridgewood, N.J. 07450.

JAY REYNOLDS

For Sale Equipment

GREAT SAVINGS

Possibly the largest package of TV. equipment ever offered.

8 Norelco PC-100A's	Electrodine Mixer
2 Canon 34x1 Lenses	Vinten Heads
1 Ang. 15x1 Lense	Conrac Mons.
5 Ang. 10x1 Lenses	Tektronix WFMS.
Ampex HS-100B	ITE Tri-Pods
Ampex VR-1200B	40 ft. Trailer
CDL Switcher	Meck Tractor
Chiron Ch. Gen.	4000 ft. Tri-Ax.

Much much more audio, video, and terminal gear. Over 150 items.

For complete details and prices, call or write
H. Leon McGee, Aetna Business Credit, Inc.
600 North Hamilton Street
High Point, North Carolina 27261
Area 919-886-4811

Placement Service

**RADIO-TELEVISION CATV
Looking For A Job?**
Mail Us Your Resume Now!
William J. Elliott, Jr.
& Company, Inc.
6196 Forest Hill Blvd.
Suite 104
West Palm Beach, Florida 33406
305-967-6638

YOU BELONG IN BROADCASTING!

1735 DeSales Street, N.W.
Washington, D.C. 20036

Audience Research

INCREASE SALES

with a customized PRS audience survey
... from \$29.00

Professional Research Services



6806 S. Terrace Rd. Tempe, Az. 85283 (602) 839-4003

Miscellaneous

BUILD A BETTER STUDIO

Call Aderhold Construction Company. A complete construction management team of architects, builders, engineers and designers. No problem too large or too small. 404/233-5413.

**Aderhold Construction
Company**

3384 Peachtree Rd. NE / Atlanta, Georgia 30326



THE DECLARATION OF INDEPENDENCE should be broadcast several times on SUNDAY—JULY 4, 1976—during our bi-centennial. Hayden Huddleston's 11 minute narration is yours for only \$15.00 outright buy. Easy to sell. Send check for your tape today. HAYDEN HUDDLESTON PRODUCTIONS, INC. 305 Shenandoah Building, Roanoke, Virginia 24011.

Business Opportunity

FOR SALE International radio syndication service. Long established, outstanding acceptance. Long range billing already assured. Opportunity for couple with ideas and flair for commercial writing to be independent and make significant impact on the industry. Can take annual income of \$25,000 plus, depending on your desire to expand. Terms negotiable. Asking \$60,000. Box S-144, BROADCASTING.

BROADCASTING'S CLASSIFIED.

offers an extensive variety of opportunities and services.

"I've found your classified ads section quite effective in rounding up new announcer possibilities. As program consultant for a group operation, I've decided to use advertising in BROADCASTING fairly regularly to keep our active files current. Keep up the good work."

TELEVISION

Help Wanted Management

NEWS MANAGEMENT

Dynamic, creative person with solid TV news experience who wants to move to top management. Broad knowledge of TV news operations, ability to work with people, make decisions, think and work hard a must. Management oriented reporters, producers and executives are preferred. Resume and photograph to Box S-96, BROADCASTING.

Help Wanted Technical

SALES/TRAFFIC OPERATIONS

Person with Broadcasting background in Sales/Traffic area to convert data and train TV personnel in the operation of new in-house computer system. Broadcasting experience required. Experience on any broadcast computer system a plus. Heavy travel. To be considered resume must include salary information. Send to David A. Young, Conversion/Training Manager, Cox Data Services, Suite 100/Prado North, 5600 Roswell Road, N.E., Atlanta, Georgia 30342.

COX DATA SERVICES INC.

A business in service of
Cox Broadcasting Corporation
An Equal Opportunity Employer

Broadcasting
The newsworld of broadcasting and allied arts

Help Wanted Technical Continued

Leading video switching company needs design and maintenance engineers. Experience in color video preferred.

Contact: Mr. Buzan Vital Industries, Inc.
3700 N.E. 53rd Avenue
Gainesville, Florida 32601
Phone: 904-378-1581

TV NEWS EXECUTIVE

New York based national organization needs experienced news director and executive news producer. Production and newsroom leadership required. Analytical, articulate, take charge people only. Send resume and salary requirements. Box S-139, BROADCASTING.

ANCHOR TALENT

Large TV Market is seeking on-air talent in three categories: News, Sports and Weather. Experience necessary. Please send resume to Box S-189 BROADCASTING.
An Equal Opportunity Employer

If you need help, the right job . . . or for any needs related to Broadcasting:

YOU BELONG IN BROADCASTING!

1735 DeSales Street, N.W.
Washington, D.C. 20036

Wanted To Buy Stations

MIDWEST. If you own a station and no longer desire to personally operate it, but don't want out completely . . . Consider merging with a seasoned, aggressive organization which has a track record of industry success. You will own part of our parent company in addition to receiving a payout. Potential for public ownership; tax advantages. Reply in confidence with details of your situation. Box S-162, BROADCASTING.

Radio Station

Prefer west of Mississippi River
Up to \$100,000 cash available
Box S-164, BROADCASTING.

EXPERIENCED BROADCASTER HAS

\$20,000. CASH DOWN PAYMENT FOR SMALL MARKET STATION IN OHIO, ILL. IND. KY OR MO.

Box S-198, BROADCASTING.

For Sale Stations

Profitable single station market opportunity. Attractive New England community. Inexpensive non-directional AM operation priced at less than 2-1/2 times gross at \$900,000. Annual cash flow in six figures.

Box S-129, BROADCASTING.

Help Wanted News

ALL NEWS

Exciting challenge with public radio's first all news station. Top 30 Market 5KW AM is now accepting applications for the following positions:

Assistant News Director. Morning editing and anchor. Some supervision of editors and production duties. Two years reporting, third endorsed. Salary to \$11,000.

Sports Director. Produce and deliver sports news, features plus Play-by-play. Two years including PBP, knowledge hockey, basketball, football. Salary to \$11,000.

Editor/talent. Write, edit, deliver news as part of three person team. Additional reporting and production. Two years reporting/writing, third endorsed. Salary to \$9,000.

Reporter. Gather, write, deliver news. Research, write, produce investigative and documentary reports. One year reporting, third endorsed. Salary to \$7,500.

Sports Reporter. Gather, write, deliver sports news and features plus play-by-play. One year, including PBP, knowledge hockey, basketball, football, third endorsed. Salary to \$7,500.

Production Assistant. Tape editing, production, copy editing and writing. Some reporting anticipated. One year writing/production, third endorsed. Salary to \$7,500.

Announcer/Operator. Nights and weekends plus production. One year announcing, third endorsed, good jazz background. Salary to \$7,000.

Full credentials, including tape, in first letter. Tapes returned on request only.

**Radio Manager
WNED**

**P.O. Box 1263
Buffalo, New York 14240**
An Equal Opportunity Employer M/F

Full time AM with FM affiliate in medium Florida market. Excellent growth potential for right operator. Cash buyers only. No brokers please.

Box S-130, BROADCASTING.

Top Ten market full time AM. Outstanding facility in competitive comparison. MOR format. Current profit picture break even. Valuable real estate included. \$2,850,000 cash.

Box S-131, BROADCASTING.

PACIFIC NORTHWEST. Highly profitable daytime operation. '75 gross exceeded \$210,000. Price \$400,000. Terms.

Box S-142, BROADCASTING.

West	Small	AM	135	35
S.E.	Metro	AM/FM	800	29%
M.W.	Metro	AM/FM	550	180
Texas	West	AM	275	70
M.W.	Major	AM/FM	2K	Nego

Atlanta - Boston - Chicago - Dallas
New York - San Francisco



CHAPMAN ASSOCIATES®

nationwide service

1835 Savoy Drive,

Atlanta, Georgia 30341

**For Sale Stations
Continued**

5 kw daytime, South. Ethnic money-maker. \$275,000 cash is less than 1.5 X gross. This one will go fast. No Brokers.

Box S-145, BROADCASTING.

NORTH CAROLINA AM-FM-LOW DIAL POSITION. GROWTH AREA-VALUABLE REAL ESTATE. ABSENTEE OWNED. CONTACT.

Box S-167, BROADCASTING.

STATION FOR SALE
Top 20 market
Full AM-FM combination
\$1,000,000.

Box S-174, BROADCASTING.

FLORIDA

2 Metro market coastal daytimers with nitetime pending—profitable—excellent frequencies—both under 3 times gross. Favorable terms to qualified buyers

REGGIE MARTIN

Media Broker (305) 361-2181

Mountain State
Profitable - Full Time - AM
\$600,000 Terms

W.R. Twining

68 Post Street, Suite 515
San Francisco, Ca. 94104
(415) 981-5510 (408) 624-7710

**5000 Watt Full time AM
& Class A FM Stereo**
*Large central Florida City

*Buy one or both

\$470,000 cash for AM
\$420,000 cash for FM
BUSINESS BROKER ASSOCIATES
615-894-7511

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

WHY NOT????

Reserve this space

for your ad

and find out how

well BROADCASTING

can work for you!!!

**For Sales Stations
Continued**



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC

1705 Lake Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

appraisals

PAUL KAGAN
ASSOCIATES, INC.
100 MERRICK ROAD ROCKVILLE CENTRE N.Y. 11570 (516) 764-5516

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

Contact:
William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

**For Sale Stations
Continued**

MIDWEST

Class A FM
Single Station Market
\$225,000 on terms

AM-FM Combination
Competitive Market
\$450,000 on terms

AM-FM Combination
Competitive Market
\$565,000 on terms

**MEDIA BROKERS
APPRAISERS**

RICHARD A.
SHAHEN INC
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



**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

BROADCASTING does not forward tapes of any kind. PLEASE do not send them to us. they will be returned to you.

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.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

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 abbreviation, initials, 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: _____

Stock Index

	Stock symbol	Exch.	Closing Wed. May 12	Closing Wed. May 5	Net change in week	% change in week	High	1976	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting												
ABC	ABC	N	30 3/4	29 1/4	+ 1 1/2	+ 5.12	30 3/4	19 7/8	31	17,289	531,636	
CAPITAL CITIES	CCB	N	46 3/4	47 7/8	- 1 1/8	- 2.34	52 5/8	42 1/4	14	7,716	360,723	
CBS	CBS	N	53 5/8	51 3/4	+ 1 7/8	+ 3.62	58	46 3/4	12	28,313	1,518,284	
COX	COX	N	32 1/4	31 1/2	+ 3/4	+ 2.38	36 1/2	28 3/4	13	5,861	189,017	
GROSS TELECASTING	GGG	A	10 1/4	10 1/4		.00	12 3/8	10	7	800	8,200	
LIN	LINB	O	15 5/8	15 7/8	- 1/4	- 1.57	17 1/4	9 5/8	9	2,382	37,218	
MOONEY	MOON	O	2 7/8	3	- 1/8	- 4.16	3 7/8	2 3/8	5	425	1,221	
RAHALL	RAHL	O	5 1/8	5 1/8		.00	5 1/4	4 1/2	14	1,297	6,647	
SCRIPPS-HOWARD	SCRIP	O	27 1/2	28 1/2	- 1	- 3.50	28 1/2	20 1/2	9	2,589	71,197	
STARR** *	SBG	M	3 3/8	3 3/8		.00	5	3 3/8		1,091	3,682	
STORER	SBK	N	25 7/8	24 1/8	+ 1 3/4	+ 7.25	25 7/8	15 7/8	9	4,548	117,679	
TAFT	TFB	N	29	29		.00	29 3/8	23 1/4	11	4,042	117,218	
TOTAL											76,353	2,962,722

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	3 3/4	4 1/4	-	1/2	-	11.76	4 3/4	2	10	1,258	4,717
AVCO	AV	N	12 3/8	10	+	2 3/8	+	23.75	12 3/8	4 1/2	4	11,481	142,077
BARTLELL MEDIA**	BMC	A	1	1				.00	1 1/4	1/2		2,257	2,257
JOHN BLAIR	BJ	N	9 7/8	10	-	1/8	-	1.25	10 5/8	5	9	2,403	23,729
CHRIS-CRAFT**	CCN	N	5 1/2	5 1/2				.00	6 3/8	5		4,162	22,891
COMBINED COMM.	CCA	N	17 1/8	17	+	1/8	+	.73	17 3/8	12 5/8	11	5,807	99,444
COWLES	CWL	N	8 3/8	8 1/2	-	1/8	-	1.47	10	6 1/8	12	3,969	33,240
DUN & BRADSTREET	DNB	N	28	27 5/8	+	3/8	+	1.35	33 3/4	27 1/4	18	26,581	744,268
FAIRCHILD IND.	FEN	N	10 1/2	9 1/2	+	1	+	10.52	10 1/2	6 1/8	15	5,708	59,934
FUQUA **	FQA	N	8	7 3/4	+	1/4	+	3.22	8 7/8	4 1/2		8,551	68,408
GANNETT CO.	GCI	N	36 1/4	36 1/2	-	1/4	-	.68	40	32 7/8	20	21,108	765,165
GENERAL TIRE	GY	N	20 1/4	21 1/4	-	1	-	4.70	23	17 5/8	6	21,914	443,758
GLOBETROTTER**	GLBTA	O	2 3/4	2 3/4				.00	2 7/8	1 1/2		2,783	7,653
GRAY COMMUN.	O		6	6				.00	6 1/2	6	4	475	2,850
HARTE-HANKS	HHN	N	24 3/4	24	+	3/4	+	3.12	25	17 1/8	13	4,381	108,429
JEFFERSON-PILOT	JP	N	28 1/8	26 1/2	+	1 5/8	+	6.13	31 1/4	26	12	24,074	677,081
KAISER INDUSTRIES	KI	A	13 1/2	11 1/2	+	2	+	17.39	13 1/2	8	5	27,598	372,573
KANSAS STATE NET.	KSN	O	3 5/8	3 5/8				.00	4 7/8	3	5	1,815	6,579
KINGSTIP	KTP	A	7 1/8	6 3/4	+	3/8	+	5.55	8 5/8	4 7/8	5	1,154	8,222
KNIGHT-RIDDER	KRN	N	34 1/4	34 5/8	-	3/8	-	1.08	36 5/8	28 7/8	17	8,305	284,446
LEE ENTERPRISES	LNT	A	15 3/4	15 5/8	+	1/8	+	.80	25 1/2	15 3/8	11	3,352	52,794
LIBERTY	LC	N	15 1/2	15 5/8	-	1/8	-	.80	17	9 1/2	7	6,762	104,811
MCGRAW-HILL	MHP	N	13 1/2	13 3/4	-	1/4	-	1.81	17	12 3/4	10	24,601	332,113
MEDIA GENERAL	MEG	A	17	17 7/8	-	7/8	-	4.89	19 1/2	14 1/4	9	7,272	123,624
MEREDITH	MDP	N	16 3/4	17	-	1/4	-	1.47	17 5/8	10 1/4	7	3,041	50,936
METROMEDIA	MET	N	24	23 3/8	+	5/8	+	2.67	24 7/8	15	11	6,553	157,272
MULTIMEDIA	MMED	O	18 3/4	18 3/4				.00	19 1/2	14 1/4	12	4,390	82,312
NEW YORK TIMES CO.	NYKA	A	13 1/8	13 3/8	-	1/4	-	1.86	17 3/8	11 1/2	11	10,931	143,469
OUTLET CO.	OTU	N	18 3/4	19	-	1/4	-	1.31	19	12 7/8	7	1,391	26,081
POST CORP.**	POST	O	10 1/4	10 1/4				.00	10 1/4	8		871	8,927
REEVES TELECOM**	RBT	A	1 5/8	1 5/8				.00	2 1/4	1 1/8		2,376	3,861
ROLLINS	ROL	N	23 3/4	22 3/4	+	1	+	4.39	27 3/8	20 3/4	16	13,404	318,345
RUST CRAFT	RUS	A	7 3/4	8 1/8	-	3/8	-	4.61	9 7/8	5 5/8	6	2,291	17,755
SAN JUAN RACING	SJR	N	8 1/4	7 7/8	+	3/8	+	4.76	9 1/4	7 1/4	6	2,509	20,699
SCHERING-PLOUGH	SGP	N	57 1/2	55 1/2	+	2	+	3.60	59 3/4	47 1/2	22	53,995	3,104,712
SONDERLING	SDB	A	11 1/2	10 3/4	+	3/4	+	6.97	13	6 3/4	5	727	8,360
TECH OPERATIONS**	TO	A	3 1/8	3 1/8				.00	4 3/4	2 7/8		1,344	4,200
TIMES MIRROR CO.	TMC	N	20 5/8	20	+	5/8	+	3.12	23	18 1/4	15	33,881	698,795
WASHINGTON POST CO.	WPD	A	32 7/8	32 1/4	+	5/8	+	1.93	32 7/8	21 3/4	13	4,546	149,449
WOMETCO	WOM	N	18 5/8	17 7/8	+	3/4	+	4.19	19 1/2	13	9	6,292	117,188
TOTAL												376,313	9,403,424

Cablecasting

AMECO**	ACO	O	1/2	1/2			.00	1/2	3/8		1,200	600	
AMER. ELECT. LABS**	AELBA	O	1 3/8	1 3/8			.00	2 1/8	3/4		1,672	2,299	
AMERICAN TV & COMM.	AMTV	O	18 1/2	18 3/4	-	1/4	-	1.33	21 3/4	13 1/2	23	3,322	61,457
ATHENA COMM.** *		O	3/8	3/8			.00	1/2	1/8			2,125	796
BURNUP & SIMS**	BSIM	O	4 3/4	4 3/4			.00	6 1/2	4 5/8			8,351	39,667
CABLECOM-GENERAL	CCG	A	7	6 7/8	+	1/8	+	1.81	8 1/8	5 1/2	6	2,560	17,920
CABLE INFO.		O	1/2	1/2			.00	1/2	1/4		3	663	331
COMCAST		O	3	3			.00	3 1/8	1 7/8		8	1,708	5,124
COMMUN. PROPERTIES	COMU	O	3 3/4	3 5/8	+	1/8	+	3.44	3 3/4	1 7/8		4,761	17,853
COX CABLE	CXC	A	15 3/8	15	+	3/8	+	2.50	17 3/4	13	19	3,560	54,735
ENTRON	ENT	O	1 3/4	1 3/4			.00	1 3/4	1 5/8		2	1,358	2,376
GENERAL INSTRUMENT	GRL	N	13 3/8	11 5/8	+	1 3/4	+	15.05	13 5/8	8 1/4	33	7,201	96,313
GENEVE CORP.	GENV	O	9 3/4	8 1/4	+	1 1/2	+	18.18	9 3/4	6 1/2	65	1,121	10,929
TELE-COMMUNICATION**	TCOM	O	3 1/2	3 1/2			.00	5 1/4	3 3/8			5,181	18,133
TELEPROMPTER**	TP	N	8 1/4	8	+	1/4	+	3.12	9 3/8	5 3/4		16,604	136,983
TIME INC.	TL	N	66 1/8	63 1/4	+	2 7/8	+	4.54	69 1/2	59 3/4	15	10,036	663,630
TOCOM	TOCM	O	2 7/8	2 7/8			.00	3 1/4	1 5/8		10	617	1,773
UA-COLUMBIA CABLE	UACC	O	12 3/4	13	-	1/4	-	1.92	13	9	14	1,700	21,675
UNITED CABLE TV**	UCTV	O	2 5/8	2 1/4	+	3/8	+	16.66	3	1 5/8		1,879	4,932
VIACOM	VIA	N	8 7/8	8 3/8	+	1/2	+	5.97	11 3/4	7 7/8	10	3,654	32,429
VIKOA	VIK	A	3 3/4	3 1/2	+	1/4	+	7.14	3 3/4	1 1/8	188	2,529	9,483
TOTAL											81,802	1,199,438	

	Stock symbol	Exch.	Closing Wed. May 12	Closing Wed. May 5	Net change in week	% change in week	High	1976	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Progaming												
COLUMBIA PICTURES	CPS	N	5 3/4	5 3/4		.00	7 7/8	5 1/4	6	6,748		38,801
DISNEY	DIS	N	55	53 7/8	+ 1 1/8	+ 2.08	63	50 1/8	26	31,005		1,705,275
FILMWAYS	FWY	A	7 3/8	7 3/8		.00	10 1/4	5 1/4	7	1,792		13,216
FOUR STAR			1/2	5/8	- 1/8	- 20.00	5/8	3/8	5	666		333
GULF + WESTERN	GW	N	23 7/8	22 3/8	+ 1 1/2	+ 6.70	26 7/8	19 5/8	5	30,058		717,634
MCA	MCA	N	66 1/8	69 1/8	- 3	- 4.33	79 1/8	65	6	8,672		573,436
MGM	MGM	N	14 1/2	13 3/4	+ 3/4	+ 5.45	15 3/4	12 7/8	7	13,091		189,819
TELETRONICS INTL.		O	6 1/4	6 1/2	- 1/4	- 3.84	9 5/8	3 3/4	10	887		5,543
TRANSAMERICA	TA	N	11 1/8	11 1/8		.00	11 5/8	8 1/4	10	64,947		722,535
20TH CENTURY-FOX	TF	N	12 1/4	12 1/4		.00	15	9 5/8	5	7,558		92,585
WALTER READE	WALT	O	1/4	3/8	- 1/8	- 33.33	3/8	1/4	13	4,296		1,074
WARNER	WCI	N	20 7/8	22 1/4	- 1 3/8	- 6.17	24	17 1/2	39	17,728		370,072
WRATHER	WCO	A	4 3/8	4 3/8		.00	5 1/8	3 1/8	14	2,229		9,751
TOTAL											189,677	4,440,074

Service

88DO INC.	8800	O	20 1/4	20 1/4		.00	21	16 3/4	8	2,513		50,888
COMSAT	CO	N	27 3/4	26 1/2	+ 1 1/4	+ 4.71	31 3/4	23 7/8	6	10,000		277,500
DOYLE DANE BERNBACH	DOYL	O	13	12 3/4	+ 1/4	+ 1.96	13	8 7/8	8	1,816		23,608
FOOTE CONE & BELDING	FCB	N	12 7/8	12 7/8		.00	14	10 1/4	8	2,130		27,423
GREY ADVERTISING	GREY	O	8 5/8	8 5/8		.00	9 3/4	6 7/8	7	1,213		10,462
INTERPUBLIC GROUP	IPG	N	23 7/8	24	- 1/8	- .52	26 5/8	16 3/8	7	2,290		54,673
MARVIN JOSEPHSON	MRVN	O	7 3/4	8 1/8	- 3/8	- 4.61	10 3/8	7	13	1,952		15,128
MCI COMMUNICATIONS**	MCIC	O	1 7/8	1 7/8		.00	3 3/8	1 3/8		15,826		29,673
MOVIELAB	MOV	A	1 1/2	1 5/8	- 1/8	- 7.69	2 5/8	1	7	1,407		2,110
MPO VIDEOTRONICS**	MPO	A	3 1/8	3 1/8		.00	3 3/8	2 3/8		537		1,678
NEEDHAM, HARPER	NOHMA	O	6 1/4	6	+ 1/4	+ 4.16	6 7/8	5 5/8	7	816		5,100
A. C. NIELSEN	NIEL8	O	19 3/4	20 7/8	- 1 1/8	- 5.38	24 5/8	19 3/4	13	10,598		209,310
OGILVY & MATHER	OGIL	O	27 1/4	26	+ 1 1/4	+ 4.80	27 1/4	17	9	1,805		49,186
J. WALTER THOMPSON	JWT	N	10 7/8	11 3/8	- 1/2	- 4.39	13 7/8	7 7/8	10	2,649		28,807
TOTAL											55,552	785,546

Electronics/Manufacturing

AMPEX	APX	N	7 3/4	7 1/8	+ 5/8	+ 8.77	8 1/8	4 3/4	78	10,885		84,358
CETEC	CEC	A	2	2		.00	2 3/4	1 1/4	13	2,319		4,638
COHU, INC.	COH	A	2 7/8	2 5/8	+ 1/4	+ 9.52	3 5/8	2	14	1,617		4,648
CONRAC	CAX	N	23 3/8	23 1/2	- 1/8	- .53	24	20	9	1,282		29,966
EASTMAN KODAK	EASKD	N	103 7/8	103 5/8	+ 1/4	+ .24	116 3/4	103 5/8	27	161,347		16,759,919
FARNON ELECTRIC	FARN	O	10 1/2	10 1/4	+ 1/4	+ 2.43	11 1/2	7	20	3,937		41,338
GENERAL ELECTRIC	GE	N	51 7/8	51 7/8		.00	56 3/4	46	16	184,427		9,567,150
HARRIS CORP.	HRS	N	44 3/4	44 1/8	+ 5/8	+ 1.41	46 3/8	33 3/4	13	6,066		271,453
HARVEL INDUSTRIES *	HARV	O	6	6		.00	6	6	16	480		2,880
INTL. VIDEO CORP.**	IVCP	O	2 5/8	2 3/4	- 1/8	- 4.54	3 1/8	1 1/8		2,711		7,116
MICROWAVE ASSOC. INC	MAI	N	18 1/4	17 5/8	+ 5/8	+ 3.54	20	13 3/4	12	1,320		24,090
3M	MM	N	59	59		.00	63 1/2	54 1/2	26	114,240		6,740,160
MOTOROLA	MOT	N	55	51 3/8	+ 3 5/8	+ 7.05	55	41 1/4	38	28,198		1,550,890
N. AMERICAN PHILIPS	NPH	N	26 1/2	26 1/2		.00	33	19 7/8	10	12,033		318,874
OAK INDUSTRIES	OEN	N	11 1/2	9 1/2	+ 2	+ 21.05	11 1/2	7 1/4	28	1,639		18,848
RCA	RCA	N	27 1/2	25 3/8	+ 2 1/8	+ 8.37	27 3/4	18 7/8	20	74,627		2,052,242
ROCKWELL INTL.	ROK	N	32 1/2	30 1/2	+ 2	+ 6.55	32 1/2	23 3/8	11	31,200		1,014,000
RSC INDUSTRIES	RSC	A	1 1/2	1 5/8	- 1/8	- 7.69	2 1/2	1 3/8	8	3,440		5,160
SCIENTIFIC-ATLANTA	SFA	A	14 1/2	14 3/4	- 1/4	- 1.69	18 5/8	10 1/4	13	1,387		20,111
SONY CORP.	SNE	N	9 3/8	9	+ 3/8	+ 4.16	9 3/8	7 1/4	35	172,500		1,617,187
TEKTRONIX	TEK	N	60	57	+ 3	+ 5.26	60 1/2	44 1/4	19	8,671		520,260
TELEMATION	TMT	O	3/4	3/4		.00	1	1/2	1	1,050		787
VARIAN ASSOCIATES	VAR	N	15 1/4	14 1/4	+ 1	+ 7.01	17 1/4	12	13	6,838		104,279
WESTINGHOUSE	WX	N	15 3/8	15 5/8	- 1/4	- 1.60	17 3/4	13	8	87,091		1,339,024
ZENITH	ZE	N	33 7/8	33 1/4	+ 5/8	+ 1.87	38 1/4	23 5/8	25	18,799		636,816
TOTAL											938,104	42,736,194

GRAND TOTAL 1,717,801 61,527,398

Standard & Poor's Industrial Average 115.5 113.4 +2.4

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

*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.

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

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

Less active stocks. Trading in the following issues is too infrequent for weekly
reporting. This listing reports the amount and date of the last known sale:

Camptown Industries	1/8	10/2/74
CCA Electronics	1/8	11/20/74
Concert Network	1/4	6/4/75
Elkins Institute	1/8	11/20/74
Heritage Communications	2 7/8	3/8/76
Lamb Communications	1 1/4	3/6/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75

The Cable Bureau's James R. Hobson: a study in upward mobility at the FCC

There are in several of the key jobs at the FCC men who share a number of common characteristics: young (on the sunny side of 40), clean-cut and given to the dress code of the 1960's and earlier—three-button suit, striped tie and button-down collar. Among them is James Hobson, who in four years has shot up through the ranks from attorney adviser to acting chief of the Cable Television Bureau (the acting will be dropped when the Civil Service Commission completes the necessary paperwork), an upward mobility just short of breathtaking in that bureaucratic orbit.

Like the others, Mr. Hobson is a Wiley man. It was FCC Chairman Richard E. Wiley who saw to it that Mr. Hobson was moved along. And he resembles the other Wiley men in more than appearance. He is like them in style, in an understated approach to things, a characteristic that seems to carry over to a preference for restraint in the use of government power. And he's like them, too, in ability.

(Mr. Hobson is like some of the other Wiley men—and Mr. Wiley, too, for that matter—in another respect: He earned his Republican stripes in the heat and smoke of a Republican presidential campaign, Senator Barry Goldwater's [R-Ariz.] losing effort in 1964. Among his fellow workers in that one, incidentally, was Margita White, now White House director of communications.)

But there is a difference in Mr. Hobson's background, one that may put a new light on the swiftness of his progress. Although he appears relaxed and pressure-free, Mr. Hobson is a man with time to make up. It took him, as they say, a while to find himself.

At first it seemed that journalism would be Mr. Hobson's career. After graduating from Cornell with a B.A. in English in 1959, he worked on a weekly in Fairfax, Va., the *Sun-Echo*; on a national weekly, the now defunct *Washington* (D.C.) *World*, and on the *Charlotte* (N.C.) *Observer*. It was Carl Hess, who had been editor of the *World* but who in 1964 was Senator Goldwater's chief speechwriter, who recruited him for the campaign as writer and researcher. After that experience at losing, Mr. Hobson returned to journalism as Washington editor of *Medical Economics*. Even so, his system had begun to be cleansed of printer's ink.

In 1966, Mr. Hobson became public information officer with the Hoover Institution at Stanford University, a research center for the study of international relations and world history, and in 1967,



James Richmond Hobson—acting chief, FCC Cable Television Bureau; b. Sept. 13, 1937, Atlanta; BA English, Cornell University, 1959; reporter, Fairfax, Va., *Sun-Echo*, 1960-1961; writer and editor, *Washington World*, 1961-1962; reporter, *Charlotte* (N.C.) *Observer*, 1963; MA, international relations, Georgetown University, 1963; writer and researcher, Goldwater presidential campaign, 1964; Washington editor, *Medical Economics*, 1965; public relations, Hoover Institution, Stanford University, 1966-1972; J.D., University of San Francisco, 1971; general counsel's office, FCC, 1972-1974; chairman's office, 1974; chief, renewal branch, January 1975-April 1976; present post May 1; m. Nancy Saussy, Nov. 29, 1963; children—Kathleen, 10; Caroline, 8, and Susan, 7.

hedging his bets, began attending the University of San Francisco law school at night. Four years later he won his degree—the second advanced degree he had earned by attending classes at night; the first was an MA in international relations at Washington's Georgetown University.

Mr. Hobson finally connected with the FCC and his first law job in 1972. A year earlier, he had traveled East and was interviewed by the commission's then general counsel, Richard E. Wiley. By the time he joined the staff—at 35, along with a crop of law school graduates in their mid-20's—Mr. Wiley was a commissioner. When he became chairman, in March 1974, he pre-empted Mr. Hobson for his own staff.

Which raises a question. Why, when the FCC was looking for a new chief of the renewal branch, one who could help reduce a staggering backlog of petitions to deny renewal applications, did Chairman Wiley turn to his special assistant, who had never managed anything more complex than a one-man office as Washington

editor of *Medical Economics*?

"Just a hunch based on observation," Mr. Wiley said the other day. "He was older, more mature. He was an excellent writer, and seemed to have leadership potential. I thought he could move things along as chief of the renewal branch."

And he did. The backlog was whittled down from over 200 petitions to deny in January 1975 to some 60 early this year.

Of course, he had help, in a strengthened staff provided by the commission and in a reduction in the number of incoming petitions. Mr. Hobson's contribution, colleagues say, was an ability to "motivate" his staff, to inspire a feeling of elan.

(Not everyone regards the reduction of the backlog as a cause of celebration. The citizen's groups that filed the petitions are more concerned with the nature of the branch's work product—with what Frank Lloyd, director of the Citizens Communications Center, calls the "disingenuous denial" of scores of petitions to deny. Yet even he speaks favorably of Mr. Hobson in connection with the one matter on which they had direct, personal contact: the FCC's proposed rulemaking dealing with citizen-broadcaster agreements. He listened, Mr. Lloyd said, and many of Citizens' positions are reflected in the commission's final document.)

Given his record at the renewal branch, Mr. Hobson's appointment last month to replace the outgoing David Kinley as chief of the cable bureau—a substantial promotion—is more easily understood. "He met the challenge, and was looking for a new one," Mr. Wiley said. "The job gives him an opportunity to prove what he can do. And I need him."

The chairman also feels comfortable with Mr. Hobson. For although it may be too early to predict the kind of leadership Mr. Hobson will give the bureau, he does not seem the kind who would be an ideologue; he does not see himself as an "advocate" of the cable industry. He sees his job as focusing on the commission's need to be aware of all sides of cable issues and on applying the rules—not on serving the industry as such.

Whether he can avoid the fate of his predecessors of being labeled by broadcasters as a cable advocate remains to be seen. But like Mr. Kinley, he believes broadcasters as well as cable industry leaders (of whom, by the way, he knows virtually none) should drop by to present their views (BROADCASTING, April 26). And those who know him believe that if anyone can overcome what Mr. Kinley says is broadcasters' suspicion that the bureau is "the lion's den," it is Mr. Hobson. He has risen as rapidly as he has, after all, by the quiet and efficient application of intelligence and training. He does not roar.

About time

Two reports in this publication's May 10 issue promised trouble for cable television operators. One was about the introduction of another sexual feature on Manhattan Cable in New York, this one *Blue Night at the Movies*. The other was about the intention of Representative John Murphy (D-N.Y.) to show samples of *Midnight Blue*, Manhattan Cable's long-established sex show, at forthcoming hearings of the House Communications Subcommittee.

At least some of the trouble may have been headed off by the decision of Manhattan Cable last week to cancel both programs. Perhaps Mr. Murphy will see no need now to show *Midnight Blue* in broad daylight on Capitol Hill where it would look even sleazier than it has looked in the middle of the night in New York. Absent Manhattan Cable's change of mind, Mr. Murphy could have produced a gamey double feature by adding selections from the blue movies which contained, in the promoter's words, "a lot of nudity, much simulation, no actual penetration."

There are, however, other troubles that Manhattan Cable has risked in canceling these shows. FCC rules forbid cable systems to interfere with access-channel content except to prevent the distribution of material that is indecent or obscene. Sticky First Amendment questions could be raised by promoters with a thirst for publicity. Still Manhattan had no other choice, as its embarrassed parent, Time Inc., presumably agreed.

And at those rates

In recent letters to this magazine, readers have complained that radios, formerly a standard appliance, are disappearing from hotel rooms that are equipped with television sets.

Norman Wain, president of Penton Broadcasting, Cleveland, deplored the condition in a communication that also complained of the disappearance of radio schedules, call letters and frequencies from daily newspaper listings (BROADCASTING, April 12). Sanford Wolff, national executive secretary of the American Federation of Television and Radio Artists, added the suggestion of unified action by the industry and unions to persuade hotel owners to restore radios to rooms (BROADCASTING, May 10).

It won't be easy to reverse the trend. Few television sets manufactured for hotels contain AM or FM tuners. Small radio sets, unless welded to the wall, would be stolen faster than replacements could be mustered. But for radio broadcasters it's worth an old-school try.

Injustice taught here

Broadcast stations in many communities in Illinois have been subjected to meticulous investigations by law students from the University of Illinois. The students are working under detailed instructions contained in four and a half pages of single-spaced typescript from which selections follow:

Out of their work, the students are advised, "could come some license renewal challenges or other legal actions; and, if warranted, the preparation of a petition to deny, fairness complaint, or other legal document would be a logical part of your project. . . Some of you may want to follow up on your station and personally participate in legal actions. It may even be possible to get academic credit, or possibly an internship with some public-interest law firm for this purpose."

Elsewhere: "One purpose of this undertaking is to see if you

can discover a new legal theory/approach for making broadcasters more 'responsive' in some way." And, at the close: "The record of your experience can be of future use to you, me and others as we all explore the frustrations of broadcast reform together."

Those familiar with his record as the FCC's house radical, failed political candidate and feeder at foundation troughs will be unsurprised to learn that the author of those instructions is Nicholas Johnson, who is now commuting from his Washington base to teach a course in what is misnamed broadcast law at the University of Illinois. The course would be more aptly called Advanced Witch Hunting.

There is only one interpretation that students can take from Mr. Johnson's assignment: to find any excuse for legal action against the stations under scrutiny. Is it possible that this absolute perversion of the principle of assumed innocence has been approved by the academic committee of the University of Illinois School of Law?

Hold your hats

Whatever candidates win or lose, the media—mainly television—will be the culprit in the elections. The candidates and the commentators are establishing this in the pre-convention campaigning. They say that the "press" and television are the direct routes to the electorate, but they really mean television.

This may explain, for the nonce, why the front runners—Democrat Jimmy Carter of Georgia and Republican Ronald Reagan of California—are the outstanding TV performers. Mr. Reagan, the professional actor, knows all the nuances, and has the bearing. Mr. Carter may be an amateur, but he is an actor and he seems to have mastered the John F. Kennedy technique of the low-key, youthful, clean-cut, smiling and well-dressed TV appearance, interlaced with TV commercials depicting his rural, religious background as a peanut farmer.

Whatever the nominating conventions' outcome, there are certain verities that seem self-apparent. If Gerald Ford wins the nomination, there probably will be no great debates. The Presidency affords the incumbent a platform he will not be disposed to share with a contender who has only recently come to national attention.

Messrs. Reagan and Carter would be another story. The hottest attraction on television would be Messrs. Reagan and Carter in a series of debates a la Kennedy-Nixon in 1960.

It just might appeal to their theatrical instincts.



Drawn for BROADCASTING by Jack Schmidt

"Where did you get the new set designer?"



WHIO RADIO RESCUES

On December 2, 1975, Dayton, Ohio, nearly lost a loved one—its only downtown theatre and one of the city's most treasured architectural landmarks.

Many were doubting whether sufficient funds could

be available in time to save the Victory Theatre from demolition. At 3:00 that afternoon, WHIO Radio launched a radiothon that raised nearly \$2,000 an hour for four hours.

Thanks in part to WHIO's quick action, the Victory

Theatre has a new lease on life and still is keeping Dayton entertained. WHIO Radio: an integral part of the community.

WHIO RADIO
1290

WSB TV-AM-FM, Atlanta: WHIO TV-AM-FM, Dayton: WSOE TV-AM-FM, Charlotte: WJIC-TV, Pittsburgh: KTVU-TV, San Francisco-Oakland: WIOD, WAIA-FM, Miami: KFI, Los Angeles.

COX
Broadcasting

The Rex Humbard Ministry is...

more than a television show, on over 435 stations around the world.

These TV programs air on major stations in Africa, Australia, Japan, South America, the Philippine Islands, and all North America.

more than special appearances in North America and abroad

where Rex Humbard and the Humbard Family Singers minister in person. Individuals who respond in the rallies are referred to local churches for continued spiritual help.

more than literature, including a monthly magazine, devotionals, books for family living, and other special publications.

more than radio broadcasts beamed to areas unreached by television.

more than a 24-hour prayer group

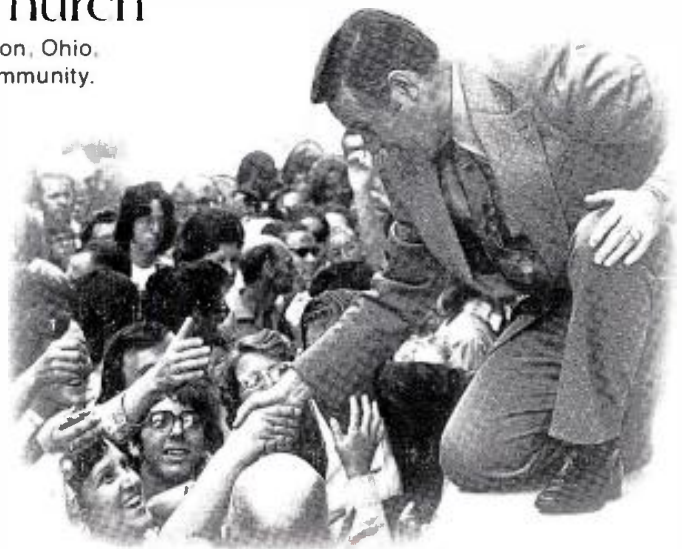
consisting of dedicated men and women who pray with individuals who call for help.

more than a local church

the Cathedral of Tomorrow, in Akron, Ohio, ministering to the needs of the community.

more than a staff

answering correspondence from people of all walks of life who write about their joys, sorrows, and needs. The staff works with national civic and religious organizations to meet people's needs whether mental, physical, or spiritual.



The
Rex Humbard
Ministry is ...

a message of hope to individuals

IN NEED. THE REX HUMBARDE MINISTRY USES EVERY AVAILABLE MEANS TO MEET THE NEEDS OF PEOPLE BY PRESENTING POSITIVE FAMILY PROGRAMMING THROUGH THE GOOD NEWS OF THE GOSPEL OF JESUS CHRIST.

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