ABC first, NBC second, CBS third in May sweeps

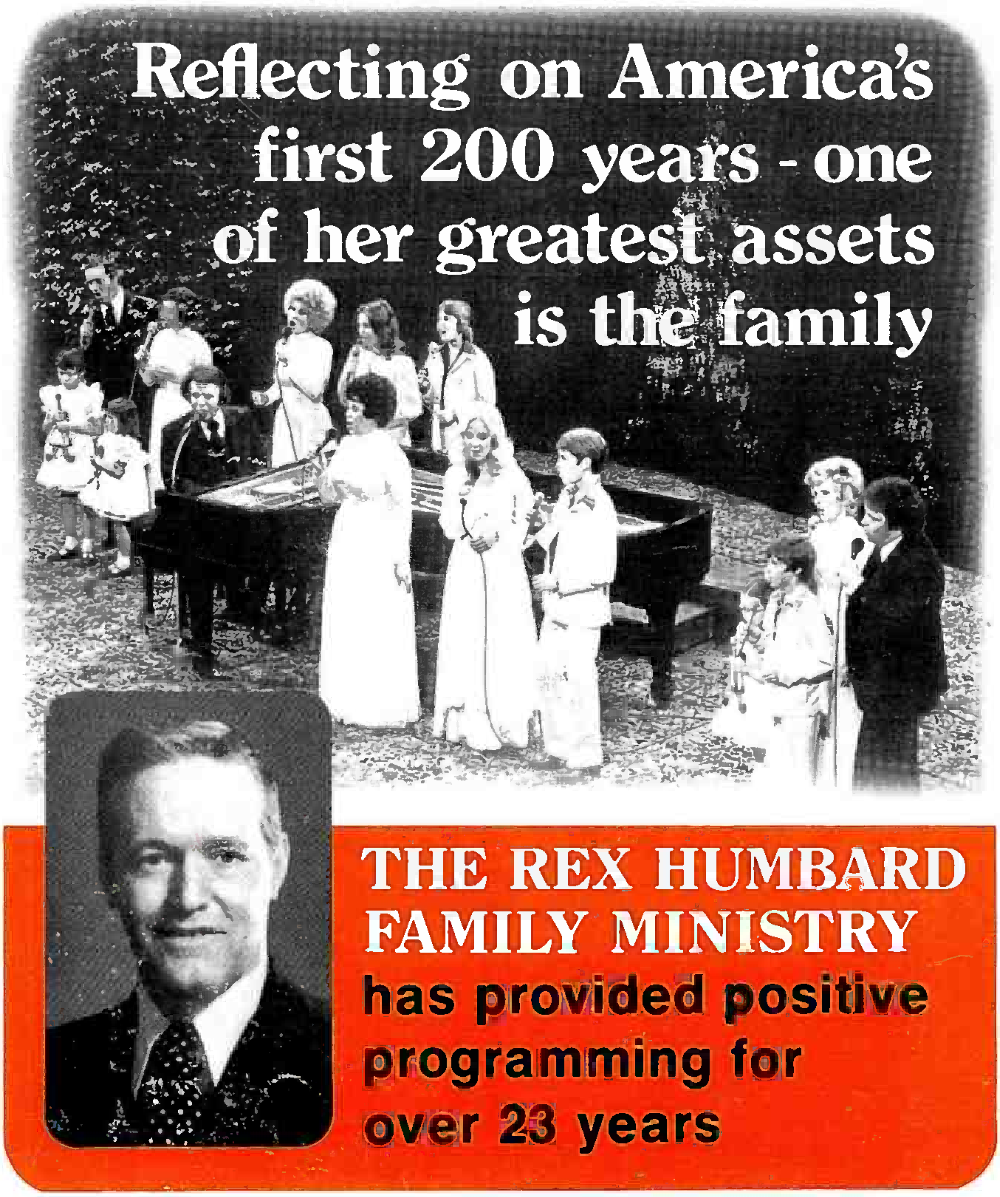
A Supreme Court gag on gag orders

Broadcasting Jul5

The newsweekly of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER



July 4, 1976

Our Declaration of Independence

For more than twenty years we surely have been among the most faithful, productive and creative servants in the land of King Cohn (also known as Columbia Pictures). ✕ *We are starting a new, independent business* TODAY. ✕ *Beginning with* RIN TIN TIN *and* CIRCUS BOY *and with* HANNA-BARBERA, *way back in the days of* RUFF 'N REDDY, *we have toiled with pleasure and for profit on properties like* BEWITCHED, THE MONKEES, *The* PARTRIDGE FAMILY, *and even for Warner Bros. and Walter Lantz in foreign markets. Recently, we were performing not-so-minor-miracles for The* MARVEL COMICS GROUP, *The* LOS ANGELES TIMES SYNDICATE *and The* LITTLE RASCALS ✕ *As Independents, we will be acting as* LICENSING MERCHANDISING REPRESENTATIVES *and as* LITERARY AGENTS, *etc. ~ world wide. We can help the most (and produce the greatest results for your company) if we are consulted as early as possible in the developmental stage of a motion picture, a* TV *Series, a Broadway Musical, or even a musical group. It's* NEVER *too early.* ✕ *Come in and talk with us. Our* modus operandi *will amaze you. (But not during swimming hours, please!)*

The Signers of the Declaration

Myrna Masour Gershon

~~Honest~~ Ed Justin

ANCILLARY ENTERPRISES, Inc.
1350 Sixth Avenue, New York, N.Y. 10019
Telephone (212) 765-4848

"NOT NEEDY—JUST GREEDY"

The Week in Brief

THE MAY SWEEPS □ Returns from the latest local market measurements by Arbitron show that ABC affiliates stay on top, while NBC makes a recovery at the expense of CBS. Here's the scorecard on the top-100 markets. **PAGE 22.**

ULTERIOR MOTIVE CHARGED □ NAB and TV networks file reply briefs in family-viewing suit. They contend Hollywood writers and producers are more interested in gaining greater programing control than in protection of First Amendment rights. **PAGE 25.**

HELP FOR NEW JERSEY □ FCC establishes guidelines to assure additional television service for that state. Among other orders, commission tells New York and Philadelphia network affiliates to assign full-time news crews to New Jersey. Report back to FCC is due in two months. **PAGE 26.**

HOUSER CONFIRMED □ Chicago attorney gets Senate confirmation to be director of the Office of Telecommunications Policy. It happened despite a last-minute hitch that popped up at the hearing over a real estate deal. Swearing-in ceremony is scheduled for July 6. **PAGE 27.**

GAGS LOOSENED □ Supreme Court settles that controversial Nebraska case in favor of the news media. Justices rule that defendents' rights in most instances can be protected by means other than barring coverage. **PAGE 24.**

IT ISN'T SO □ CBS rebuts Westinghouse's claim that network profits have increased at a disproportionate rate. Schneider declares rate of return has been increasing, but pace is still below that of stations. **PAGE 29.**

NAB NEXT MARCH □ Plans for the 1977 convention have been revamped with radio, television and engineering sessions to be split among three Washington hotels. **PAGE 30.**

CORPORATE CONDUCT □ Challengers in WNAC-TV proceedings reiterate that parent company activity reflects on Boston licensee. FCC's Quello says that may be going to extremes. **PAGE 31.**

COMPETITION STIMULATION □ A bill being considered in the Senate proposes a uniform test for regulatory agencies, including the FCC, to guard against hindering competition in the industries they regulate. **PAGE 31.**

SUNNY SIDE UP □ House subcommittee approves a measure, which now goes to full committee, increasing daylight saving time from six months a year to seven. FCC would have power to issue presunrise authority to daytimers. **PAGE 32.**

THUMBS UP □ HBO viewers watch two *Beacon Hill* episodes not shown over the air and 83% said they'd like to see more dramas of this type. **PAGE 34.**

SICK OF VIOLENCE □ AMA's House of Delegates approves resolution to 'actively oppose' shows that contain too much violence and their sponsors. **PAGE 35.**

ALL-TIME FAVORITES □ Pro football heads list of broadcasts on updated Nielsen tally of highest-rated TV shows. *All in the Family* shows up twice—a record for a series. **PAGE 35.**

CB UPROAR □ Proposal for more CB frequencies spurs protests from broadcasters, electronic manufacturers and hobbyists. **PAGE 36.**

ANXIOUS ABOUT ANTENNAS □ CATA asks the FCC to clear the way for construction of earth station dishes smaller than nine meters for receive-only use. **PAGE 36.**

RAVING ABOUT RADIO □ ANA-RAB workshop praises radio's selling power, offers techniques and predicts best year for medium since 1940's. **PAGE 37.**

TOTAL INVOLVEMENT □ Put more into life than you take out—and you'll wind up getting more than you ever put in. That's how Don Thurston, the newly elected chairman of the NAB radio board, feels. It reflects the make-up of a man who refuses to stand on the sidelines in matters of community, government and business. **PAGE 59.**

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Broadcasting is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington. Single issue $1 except yearend issue $2.50. Subscriptions, U.S. and possessions: one year $25, two years $45, three years $60. Canada add $4 per year, all other countries add $6 per year. U.S. and possessions add $52 yearly for special delivery, $65 for first class delivery. Subscriber's occupation required. Annually: Broadcasting Yearbook *$23.* Cable Sourcebook *$10.*

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

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

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

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

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

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

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

She helped bring women closer to the issues.

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

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

The praise came in. From women. From men.

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

WKBW
Buffalo

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

Closed Circuit®

Insider report: behind the scene, before the fact

More commercials?

Despite earlier unofficial protests by some TV network executives that they wouldn't think of such a thing, and by others that they'd thought of it but dismissed it ("Closed Circuit," June 14), there's revived talk that networks may move to create additional prime-time commercial units. Earlier speculation was that they might do it because business is so good they can't meet demand. Now talk centers on creation of new availabilities—say, one minute per half hour, bringing total minutes to four, akin to current practice in network movies—with some to be assigned to stations for their sale as pay-off for carrying longer network evening newscasts.

Some network sources confirm they're considering commercial expansion of some sort but say it's unsettled. They say, however, that it could be done without changing TV code's time standards—which specify maximum nine and one-half minutes of "nonprogram material" per hour—by shortening such elements as promos and credits. At least some affiliates who've heard this talk say it would be "disastrous" for stations because one-third increase in network prime-time availabilities, even with some assigned to stations, would drain off millions in revenues that stations otherwise could expect to get through spot sales—not to mention, some add, resultant escalation in complaints about "clutter."

Kintner clairvoyance

Among early supporters of Jimmy Carter for Democratic presidential nomination was Robert E. Kintner, who has distinction of serving as president of two networks—ABC (1946-1956) and NBC (1956-1966). He contributed legal limit of $1,000 in installments to former Georgia governor's campaign. Lifelong Democrat, Mr. Kintner served stint as adviser to President Lyndon B. Johnson at White House and; since his retirement, has counseled aspiring Democrats. He resides in Georgetown section of Washington but spends considerable time in Haiti where he built vacation retreat two years ago.

Behind scenes

One factor that caused delay in expected nomination of Joseph Fogarty to FCC was quiet but insistent campaign for appointment of Dr. Paul Stevens, president of Radio Television Commission of Southern Baptist Convention, to FCC post. Dr. Stevens has acquired following among broadcasters for his administration of annual Abe Lincoln Awards for accomplishments in radio and television.

Word last week, however, was that nomination was set for Mr. Fogarty, 45-year-old counsel to Senate Communications Subcommittee and protege of its chairman, John O. Pastore (D-R.I.), who is retiring. Mr. Fogarty is to succeed retiring Glen O. Robinson, Democrat. At same time Margita White, assistant White House news secretary, is expected to be named to FCC to serve out two years left in term of Republican Charlotte Reid, who retired last week. Dr. Stevens is shoo-in for appointment to board of Corporation for Public Broadcasting. Also slated to be named director of CPB is Charles W. Crutchfield, president of Jefferson Pilot Broadcasting Co., Charlotte, N.C.

Copyright conundrum

Private meeting of Washington broadcast executives last week saw little unanimity of feeling about progress made so far on copyright bill, now pending in House Judiciary subcommittee. Meeting at National Association of Broadcasters headquarters was attended by NAB staff, representatives of networks, Association of Independent TV Stations and Association of Maximum Service Telecasters. Example of mixed opinions is ABC's insistence that current bill gives too much to cable and should be opposed. NAB is less militant, has not committed itself yet.

It's somewhat odd that industry's position is still fluid so close to wire on this bill, but lobbyists say that's because bill itself is unusual. For one thing, parties to it make constant new demands to House subcommittee. For another, broadcast lobbyists themselves constantly are struggling to understand complex issues. NAB will wait for subcommittee's explanation of intent in report accompanying marked-up bill before committing itself to final action. It figures it can still fight new battle in full Judiciary committee.

Foot dragging?

Bill extending sports antiblackout law permanently, tentatively agreed to in House-Senate conference in May, hasn't moved since. In agreeing to bill, which prohibits blackout on radio or TV of professional games sold out 72 hours in advance, conferees took unusual step of holding it up until FCC sent up its newest study on effects of antiblackout law. House conferees were immediatley persuaded by report's findings of no significant harm (BROADCASTING, June 14) and said so. But official line in Senate is that report is still being studied.

Reasons for delay can only be guessed: National Football League is still lobbying heavily to kill bill. Senator Warren Magnuson (D-Wash.) is known to dislike making law permanent. It could be that neither Mr. Magnuson nor fellow conferee, John Pastore (D-R.I.), has had time to deal with bill. And it could be that someone is slow reader.

Uncle

FCC may give up attempt to develop rule barring regional concentrations of control of broadcast media. Commission issued proposal for comment last year (BROADCASTING, July 21, 1975) to generally unfavorable reviews, and commission staff appears to be seeing some validity in broadcaster criticisms. Principal proposal was to limit owner to four stations of all classes in any state, but staff is ready to concede its inability to develop rule it can defend.

So staff, in document that was crowded off commission's agenda last week, suggests abandoning idea of rule. It would, however, urge commission to continue present policy of reviewing regional concentrations case by case. Staff refers to commission for its consideration cases in which licensee would acquire third station within 100 miles of each of two others: That standard, slightly modified, would be retained under staff proposal.

Price of politics

Cost to all three television networks for coverage of upcoming political conventions is expected by network sources to reach $25 to $30 million, up from approximately $20 million in 1972. Bulk of increase is believed due to inflation, but small part will be capital investment in equipment such as minicams to be sent later to O&O stations.

Going home

FCC General Counsel Ashton Hardy is in final countdown of his tour at FCC. Mr. Hardy, who months ago made known his intention to resign this summer, is scheduled to leave agency on Aug. 6. And indications are he will return to New Orleans law firm—Jones, Walker, Waechter, Portevent, Carrere & Denegre—he left to join commission at request of FCC Chairman Richard E. Wiley. Though plans are not set, Mr. Hardy and firm have talked about his opening new office for it in Jefferson parish, which adjoins New Orleans.

Business Briefly

General Motors □ Corporation has bought half-sponsorship of *ABC Sunday Movie* telecast of Paul Newman and Robert Redford in "Butch Cassidy and the Sundance Kid" on Sept. 26 (9-11 p.m., NYT). GM will use all seven minutes on "Cassidy" to sell its new 1977 models of Buick, Oldsmobile and Pontiac (through D'Arcy-MacManus and Masius Inc.,

Bloomfield, Minn.). In conjunction with this network buy, GM is expected to launch major spot-TV buy, again to show its 1977 models, which will be made available to dealers in latter part of Sept. Some dealer promotion will be set in motion by GM to alert public to watch ABC's "Butch Cassidy" telecast, according to agency sources.

Kinney □ Radio and television campaign, in 30 to 40 markets in each medium, has various Aug. start dates, depending on market and promotion. Spot 60's on radio and 30's on TV use theme, "The great American shoe store," targeted to men and women, 18-34. Sawdon & Bess, New York, is agency.

Colgate □ Ajax scouring powder will be highlighted in spot-radio push to start in mid-July for seven weeks in long list of markets. Norman, Craig & Kummel, New York, is targeting commercials toward women, 18-49.

Johnson & Johnson □ Spot-TV plans for baby shampoo this summer and fall are in preparation, with flights to run in third and fourth quarters. Various other products are slated to run for 10 weeks during fourth quarter. SSC&B Inc., New York, is searching for 30- and 60-second spots in daytime periods to reach children, 2-11 for baby shampoo and to reach women, 18-49, for other products.

S. S. Kresge Co. □ K Mart division is touching off widespread spot-TV drive in mid-Sept. in more than 130 markets, with flights lasting from two to five weeks, depending on market. Ross Roy, Detroit, is beaming commercials toward men and women, 18-49.

Underwood □ Campaign for Underwood meat spreads is set for 36 selected spot markets, in tandem with network TV corporate schedule. Fringe and daytime 30's begin July 19-Aug. 2 and Aug. 30-Sept. 13, targeted to women, 25-49. Radio effort is limited to Miami Spanish-language stations. Theme is, "Something in everybody's icebox tastes great with Underwood spreads." Kenyon & Eckhardt, Boston, is agency.

Quaker □ Ken-L Ration Burger dog food gets TV push in number of spot markets for eight weeks beginning Sept. 27. Fringe 30's are targeted to dog-owning women, 25-49. J. Walter Thompson, New York, is agency.

Dannon □ Yogurt maker, through Marsteller Advertising, New York, is negotiating major, 48-market spot-TV buy of local-station breaks within ABC-TV's coverage of summer Olympic games. Two separate 30-second spots will be used, both related to Dannon's "If you don't always eat right, Dannon's the right thing to eat" campaign. Olympic buys are aimed at adults, 18-49, with high incomes and college educations. Dannon has also engineered regional network TV buy with CBS of September's Forest Hills Open. No spot buys are involved, but Dannon is aiming at same upscale adults, 18-49.

Blue Bell Inc. □ Wrangler clothes will be showcased in spot-radio campaign to run in about 50 major markets, starting in early Aug. and continuing for 11 weeks. Altman, Stoller, Weiss, New York, is seeking time periods to reach children, 12 and up, and men and women, 18-34.

Eastman Kodak □ Paper by Eastman Kodak is subject of three-week campaign beginning Sept. 20 in network and spot TV. Number of markets is not yet certain. Fringe and daytime 30's will be geared to women, 25-49; secondarily to total adults. J. Walter Thompson, New York, is agency.

Accent □ Accent food flavor enhancer, division of Wm. Underwood Co., Westwood, Mass., will be promoted in three- and four-week flights, depending on market, beginning July 19. Fringe, day and prime-time 30's and 10's are targeted to women, 18-49. Kenyon & Eckhardt, Boston, is agency.

Rep appointments

- □ WAYE(AM) Baltimore: P/W Radio Representatives, New York.
- □ WICC(AM) Bridgeport, Conn.: Kadetsky Broadcast Properties, Boston, appointed New England representative.

Chess III □ Game company has developed two new ideas, chess and checkers for three participants. Company and agency, E.M. Reilly, Clayton, Mo., are considering spot TV for Christmas selling season, on regional basis. National

distribution is scheduled for mid-1977. Pictured are Bob Baldwin (r), inventor of chess game, and two members of advertising agency.

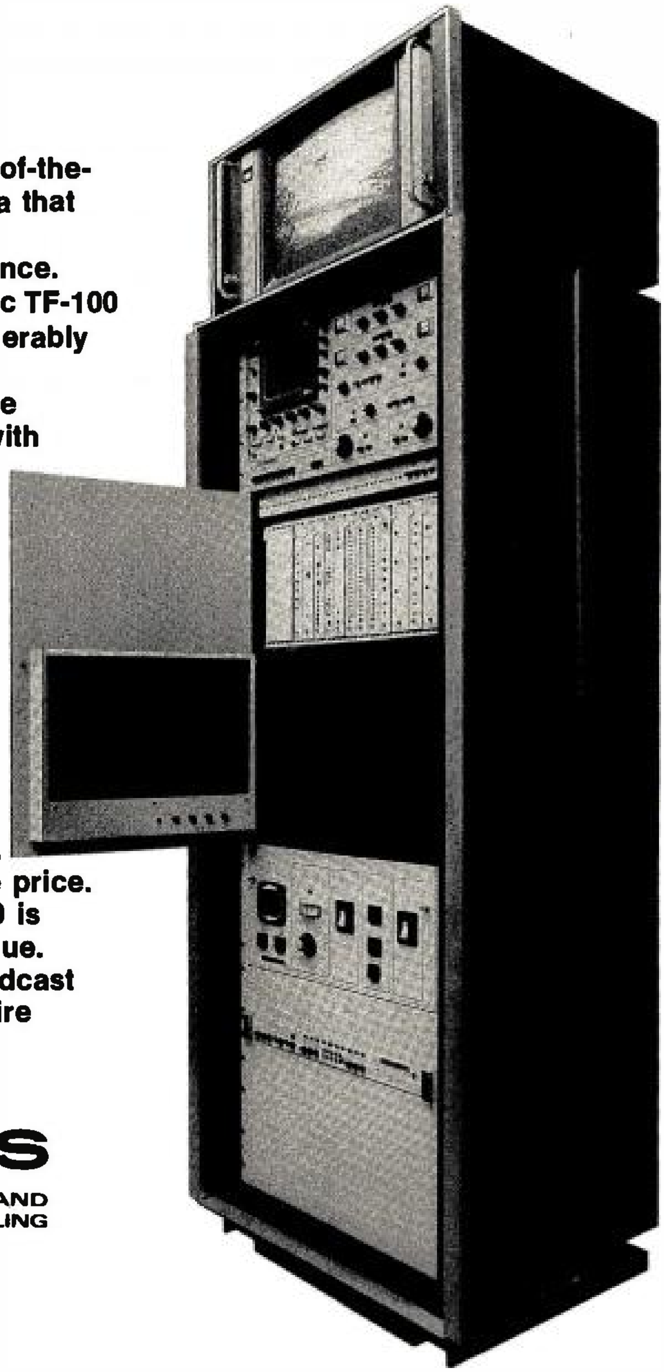
Andrew Jergens □ Five-week campaign for Jurgens's Barbie bubble bath begins Oct. 4 with TV fringe 30's. Spot-TV splash picks up on summer flight in eight major markets. Cunningham & Walsh, New York, is agency, aiming for children, 6-11 and 2-11.

Frito Lay □ Frito's corn chips are pushed in separate two-week flights, beginning today (July 5), August 16 and Sept. 6 in number of major markets. Prime-time 30's are geared to women, 25-49. Foote, Cone & Belding, New York, is agency.

New York Telephone Co. □ Spot-TV and spot-radio drives are being hooked up for late Aug. start for five-week promotion in eight markets on TV and 12 on radio. Commercials stress value of long-distance telephone calling. Young & Rubicam International, New York, is setting its sights on adults, 18 and over, through 30-second spots on daytime, fringe and prime periods.

Dow Chemical □ New product, Prevail, is being introduced by Dow in limited TV test markets. First airing is Aug. 16 for 16 weeks. Daytime 30's are targeted to women, 18-49. Vitt Media, New York, is buying service.

Charms □ Candy manufacturer will emphasize its ice cream pops in summer campaign to run eight weeks beginning July 19. Daytime TV 30's are geared to heads-of-households and children/



teenagers. Popofsky Advertising, New York, is agency.

Pierre Cardin ☐ Cologne for men, "personal fragrance collection," is topic of gift-case TV campaign. Three-week flight, Sept. 13-Oct. 2, is set for New York, Los Angeles and Chicago markets. Sacks, Rosen Advertising, New York, is agency.

Clorox ☐ Buying early for fourth quarter, Clorox, for its HVR salad dressing, is assembling extensive spot-TV effort in more than 80 markets for four weeks, starting Oct. 10. This buttresses other spot-TV forays scheduled for one month each during July and Aug. in 25 markets. Young & Rubicam International, New York, is directing its media strategy to reach women, 25-54.

Blue Nun ☐ Schiefflin & Co.'s wine is subject of three-week spot-radio flight in 30 markets, among them New York, Los Angeles, Chicago, Philadelphia and Detroit. Radio stations programed for adults, 18-34, will be used, with 60-second comedy spots featuring husband-and-wife team of Jerry Stiller and Anne Meara, making double-entendre puns on blue-nun idea.

Airwick ☐ Twins air freshener, through Della Famina, Travisano & Partners, New York, is readying a four-week, six-market TV coverage to kick off July 12. Markets are Boston, Pittsburgh, Buffalo, Providence, R.I., Richmond, Va., and Scranton, Pa. Thirty-second spot emphasizes Airwick's air-freshening qualities, and is aimed at women, 18-49.

Odom Sausage Co. ☐ Madison, Tenn.-based firm is putting together spot-TV promotion for this fall and, though plans are not complete, 11-week effort will be in 20 to 25 markets, mainly in Midwest and South. Culbertson King Condiles & Baker Advertising, Brentwood, Tenn., will seek time periods appealing to women, 21-49.

Del Laboratories ☐ Company's Sally Hanson fingernail product will be highlighted in spot-TV drive to be carried in two flights this summer and winter. First flight is scheduled for one month, starting Aug. 23, and second from Nov. 8 to early Dec. C.T. Clyne Co., New York, is aiming for time periods catering to women, 18-49.

Agway Petroleum ☐ Spot-TV effort is being readied by Agway to break in 18 markets in Northeast in early July and continue for eight weeks. Spot radio will be used in 11 smaller markets during same period. Rumrill-Hoyt, Rochester, N.Y., is taking aim at men, 25-49.

Health & Tennis Corp. of America ☐ Chain of 95 clubs (Vic Tanny, etc.) will be featured in 14 markets in continuation of earlier flight, picking up Aug. 2 for five weeks. Late fringe and some prime-time TV 30's are targeted to women and men, 21-35; radio flight in spot markets is also planned for late summer.. J. Walter Thompson, Dearborn, Mich., is agency.

Brown-Forman Distillers ☐ Bolla Wines will be focus of spot-TV effort during October, November and December in one- and two-week flights in selected major markets. Richard K. Manoff Inc. Advertising, New York, is aiming toward men and women, 25-49, through buys in fringe and news periods.

Pinkerton Tobacco ☐ This division of Liggett & Myers, on behalf of its Red Man and Red Horse chewing tobaccos, is assembling spot-TV push to run in approximately 50 markets for eight weeks, starting in early Oct. Cunningham & Walsh, New York, is focusing on men, 18-49, via buys on weekends and within or near sports programs.

BAR reports television-network sales as of June 13

ABC $395,612,000 (30.9%) ☐ CBS $456,342,800 (35.6%) ☐ NBC $430,137,700 (33.5%)

Day parts	Total minutes week ended June 13	Total dollars week ended June 13	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.	141	$ 687,500	3,151	$ 16,673,700	$ 14,967,700	+11.3
Monday-Friday 10 a.m.-6 p.m.	1,012	11,134,100	23,613	283,694,800	245,234,900	+15.6
Saturday-Sunday Sign-on-6 p.m.	259	3,539,700	7,391	145,606,700	113,562,000	+28.2
Monday-Saturday 6 p.m.-7:30 p.m.	105	2,715,600	2,398	68,731,000	58,458,000	+17.5
Sunday 6 p.m.-7:30 p.m.	18	678,700	518	21,855,700	9,338,400	+134.0
Monday-Sunday 7:30 p.m.-11 p.m.	423	26,463,400	9,808	656,759,500	581,017,800	+13.0
Monday-Sunday 11 p.m.-Sign-off	224	4,430,200	4,746	88,771,100	73,453,500	+20.8
Total	2,182	$49,649,200	51,625	$1,282,092,500	$1,096,032,300	+16.9

Source: Broadcast Advertisers Reports

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Broadcasting
The newsweekly of broadcasting and allied arts
TELEVISION®

Executive and publication headquarters
Broadcasting-Telecasting building
1735 DeSales Street, N.W., Washington, D.C. 20036.
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Broadcasting* magazine was founded in 1931 by Broadcasting Publications Inc., using the title Broadcasting*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933, Telecast* in 1953 and Television in 1961. Broadcasting-Telecasting* was introduced in 1946.

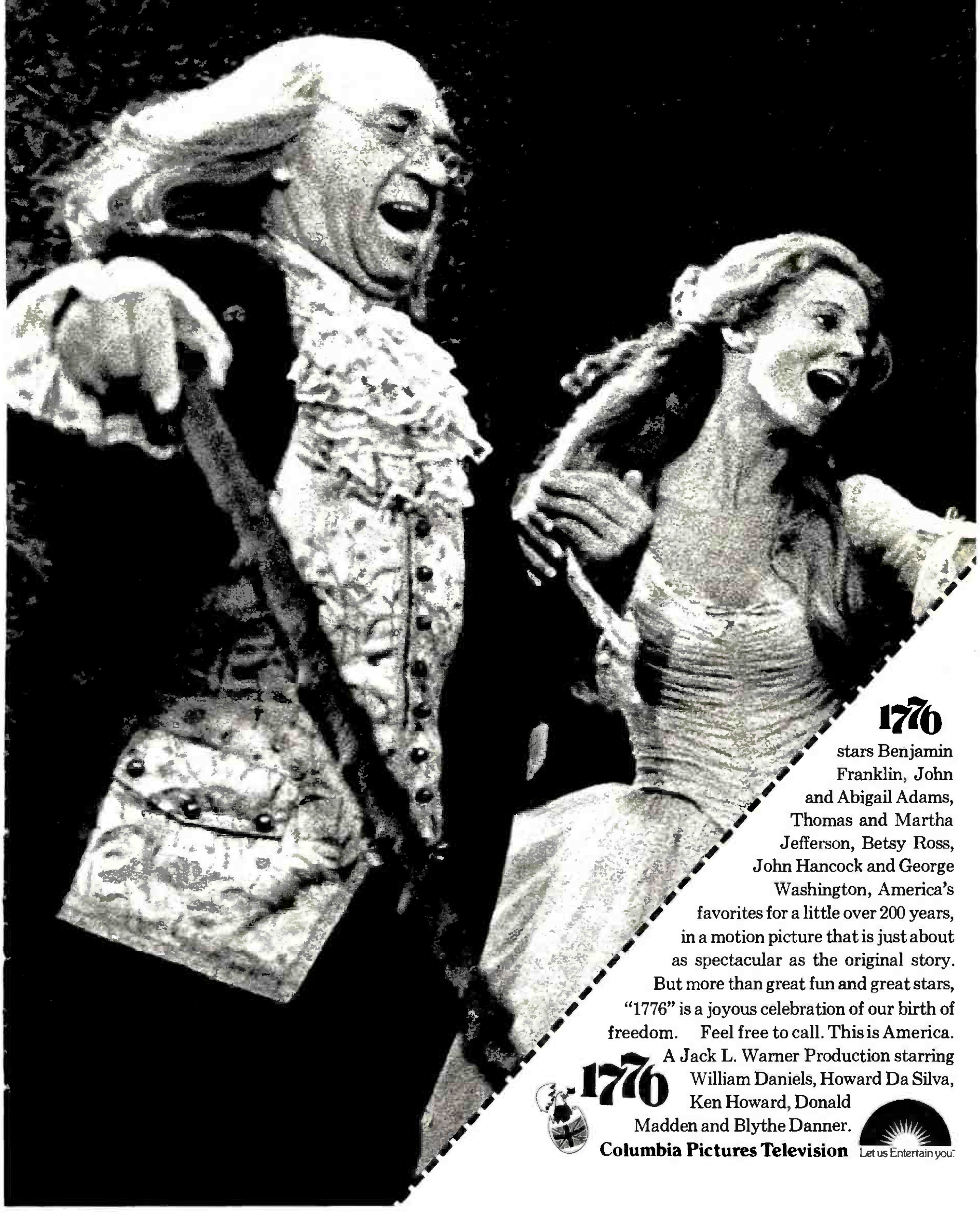
ABC

* Reg. U.S. Patent Office.

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

JULY 5th SPECIAL

"1776"—Columbia Pictures' hit movie of the revolutionary Broadway musical—is available right now, for the first time off-network. And if you play it before the end of the year, we'll make you a special deal.



1776

stars Benjamin Franklin, John and Abigail Adams, Thomas and Martha Jefferson, Betsy Ross, John Hancock and George Washington, America's favorites for a little over 200 years, in a motion picture that is just about as spectacular as the original story. But more than great fun and great stars, "1776" is a joyous celebration of our birth of freedom. Feel free to call. This is America.

A Jack L. Warner Production starring William Daniels, Howard Da Silva, Ken Howard, Donald Madden and Blythe Danner.

1776

Columbia Pictures Television

Let us Entertain you.

Monday Memo®

A broadcast advertising commentary from Harvey Bailey and Lee Smith, Murray & Chaney Advertising, Hudson, Ohio

The unexpected benefits of Firestone's 'spokestire'

Our problem was a fairly typical one. We have, in Firestone, a company that's known primarily for one product: tires. It's a very quality-conscious company with a reputation for making fine tires. But Firestone also has divisions that make many other products beside tires, and it wanted to tell this story in a corporate commercial.

We had an additional problem as well. We were in a transition period as far as a Firestone spokesperson was concerned. In the past in this type of commercial, we had always used a spokesperson to take the viewer on a kind of "walk" through the many products that Firestone subsidiaries are involved in.

Our specific assignment was to talk about all the things that Firestone makes that go into products used in hospitals. The obvious answer was to have a man walking through a hospital, pointing out all the various Firestone involvements—gowns, plastic cups, kidney machines, gloves, hoses, tubes, shoes, hats, beds, almost anything that has at its base some form of latex or man-made fibers, which Firestone is heavily into.

The idea of a spokesperson walking through a hospital pointing these things out was so overdone that we refused to commit that technique to paper. We refused to write that commercial. We were determined to find another way to establish a relationship between Firestone and a hospital.

In a sense, the answer was obvious, but it took days to come to it. And when we did come to it, it happened within minutes: What if our "spokesperson" were a tire?

We even had fun acting out how a tire would respond to different parts of a hospital. How it would peer around doors. Not just roll wildly down a corridor and through the hospital room, but actually respond as if it were a person quietly taking a tour. We wanted to personify "our spokesman," our unifying factor representing this corporation.

It's easy to go very broad with something like this. Like bumping into people in hospital corridors, and people acknowledging the tire and tipping their hats and all types of cutesy little things. We quickly backed off from that because that's not the way you'd think of Firestone in this particular situation.

We did run into some resistance, however. People loved it or hated it. There were very few in between. But the arguments for it were very logical, even though a tire in a hospital is illogical.

We talked to a number of people and finally awarded the job to N. Lee Lacy, Associates. The director that we elected to go with was Henry Trettin. Henry, despite all his experience, said on our first meeting, "I just can't get it straight in my mind yet." Harvey and I had been working on the project for about two months, and in that time, the tire had become a "he" to us—another person. In the middle of our first preproduction meeting, Henry interrupted me and said, "Who is this 'he' we are talking about that is always in your conversation?" I said, " 'He' is the tire," and Henry said, "You're sick, you know." By the end of the second day, when we looked at some of our test footage, Henry said, "You know, I think 'he's' going to be really nice when he comes around the corner." From then on, I knew we had a tremendous commercial.

This wasn't an inexpensive spot to do, but we had confidence in a lot of people that this would come off well. It was something that hadn't been done before. Even the production house said, "I don't know if it is going to work."

The response from the people in the hospital was incredible. We did everything on location. We shot in San Francisco hospitals and the cooperation was phenomenal. When we told people we wanted to go into surgery they said, "Okay, we could get you an operating room, but exactly what is it you want to do there?" And we said, "You're not going to believe what we are going to tell you, but we want to roll a tire through there."

We were surprised. Right off the bat people were saying, "That is a terrific way to communicate your story." And as they began to understand and realize all the things that Firestone has some part in, they were elated that we were doing the spot, highlighting the things that go on in a hospital.

The tire was prepared specially for use in a hospital. We had to put on sterile gowns. When we actually went in with the crew, the equipment and tire had to be washed down with antiseptic.

The music was unusual, too. When we were in San Francisco, scouting locations, we had a classical station on the car radio and some Bach came on. We began visualizing this whole spot with this music in the background and it was a perfect match. There are times, when you have the immediate feeling that something is absolutely right, and that's what happened. So we got the same piece of music that we heard on the radio and used that in a rough mix for the client. Then we had our Firestone theme done in the same type of feeling, a quality feeling.

Not only did the concept work from an execution standpoint, but the thing we are most proud of is the follow-up research. Firestone has everything researched. When it researched this hospital spot it found out that the spot was 80% more effective than the average corporate commercial. Not only that, but the favorable buying attitude about Firestone tires increased by some 39% over the norm. That wasn't even part of the design. We set out to create a very effective corporate commercial and what we ended up with is a fantastic tire-selling commercial as well.

Harvey Bailey (l) is senior vice president and associate creative director and Lee Smith is director of broadcast production and broadcast art director for Murray & Chaney Advertising, Hudson, Ohio. The two work as a team on all of the company's broadcast accounts, which, in addition to Firestone, include White Trucks, WKYC-TV Cleveland and Union Commerce Bank. Prior to joining the agency in July, 1975, Mr. Bailey was vice president and group creative director at Foote, Cone & Belding, Chicago, and previously held a similar position at Campbell-Ewald, Detroit. Mr. Smith went to the agency two years ago from W.B. Doner & Co. where he served as radio and television producer.

Datebook®

Major meetings

Sept. 12-15—*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. 1977 annual meeting will be Oct. 23-26 at the Homestead, Hot Springs, Va.

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.

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

May 18-21, 1977—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

June 12-16, 1977—*Broadcast Promotion Association* 22d annual seminar. Beverly Hilton hotel, Los Angeles.

■ indicates new or revised listing

This week

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 9—*House Communications Subcommittee* hearing on family viewing and children's TV. Main Post Office, Denver.

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

July 11-13—*New England Cable Television Association* 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.

Also in July

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

July 12-13—*Michigan Cable Television Association* meeting. Pine Mountain Lodge, Iron Mountain.

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—*Maryland-Delaware Cable Television Association* summer meeting. Hilton Inn, Annapolis.

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 15-16—Oral arguments in suit by consortium of Hollywood writers, actors and producers against National Association of Broadcasters, FCC and three networks over family-viewing hour (BROADCASTING, May 24). U.S. District Court, Los Angeles.

■ **July 19**—Start of hearings before *House Committee on Standards of Official Conduct* on leak of House Intelligence Committee's secret CIA report to CBS correspondent Daniel Schorr. Washington.

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.

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 University 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—Hearings on cable television regulation before *House Communications Subcommittee.* Washington.

July 21—Public hearings begin in San Francisco on first phase of *Federal Trade Commission's* proposed trade regulation regarding information and claims in food advertising. FTC regional office, 450 Golden Gate Avenue.

July 21-23—Broadcast Computer Services users conference of *Kaman Sciences.* Antler's Plaza, Colorado Springs.

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

■ **July 23-25**—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.

July 27-29—Hearings on cable television regulation before *House Communications Subcommittee.* Washington.

August

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

Aug. 3-5—Hearings on cable television regulation before *House Communications Subcommittee.* Washington.

■ **Aug. 9-10**—Hearings on public broadcasting's record of minority hiring before *House Communications Subcommittee.* Washington.

Aug. 9-11—*Community Antenna Television Association* seminar. Western Hills Lodge, Wagoner, Okla.

Aug. 10-12—*Canadian Broadcasting League* conference on "Crisis in Canadian Broadcasting." Twenty papers will be presented and discussed on broadcast TV, cable, economics, programing and pay TV. St. Mary's University, Halifax, Nova Scotia.

Aug. 11—*FCC's* new deadline for comments on its proposed rule amendment to permit the use of automatic transmitters at AM, FM and TV stations (Docket 20403). Replies are now due Sept. 13. FCC, Washington.

Aug. 12-13—*Arkansas Broadcasters Association* summer convention. Speaker: Saidie Adwon of KTUL-TV Tulsa, Okla., president 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 nonprofit 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 *Republican National Convention*. Kansas City, Mo.

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

Aug. 17-18—*House Communications Subcommittee* hearings on family viewing. Los Angeles.

Aug. 19-22—*West Virginia Broadcasters Association* fall meeting. The Greenbrier, White Sulphur Springs, W. Va.

■ **Aug. 23**—*FCC's* deadline for comments on proposal to require TV receivers to come equipped with an attached UHF antenna. Reply comments are due Sept. 13. FCC, Washington.

■ **Aug. 24**—*FCC's* new deadline for its proposal to allow circular polarization for TV transmissions (Docket 20802). Replies are now due Sept. 6. FCC, Washington.

September

Sept. 1—*FCC's* deadline for comments on its inquiry into the relevancy of its license requirements for broadcast stations operators (Docket 20817). Replies are due Sept. 15. FCC, Washington.

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. 10-12—Annual conference of *NBC Television and Radio Networks* and *NBC Radio's News and Information Service* news directors. Hotel Drake, Chicago.

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. 12-15**—Sixteenth annual conference of the *Institute of Broadcasting Financial Management*. FCC Chairman Richard Wiley will be Monday luncheon speaker; Cox Broadcasting President Clifford Kirtland will be Tuesday luncheon speaker. Sheraton-Boston hotel, Boston.

Sept. 13—Public hearings begin in Chicago on first phase of *Federal Trade Commission's* proposed trade regulation regarding information and claims in food advertising. FTC regional office, 55 East Monroe Street.

Sept. 14-16—Hearings on license renewal legislation before *House Communications Subcommittee*. Washington.

■ **Sept. 14-16**—*Illinois Broadcasters Association* convention. Holiday Inn East, Springfield.

■ **Sept. 14-17**—*CBS Radio Network* affiliates convention. Williamsburg, Va.

Sept. 15-17—*Tennessee Association of Broadcasters* annual convention. Glenstone Lodge, Gatlinburg.

Sept. 17-19—*American Women in Radio and Television* West Central area conference. Clayton Inn, Clayton, Mo.

Sept. 17-19—*Maine Association of Broadcasters* annual convention. Sebasco Estates.

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

Sept. 20-21—*National Retail Merchants Association* retail advertising workshop and seminar. Biltmore hotel, New York.

Sept. 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 Nov. 22. FCC, Washington.

Sept. 22-24—1976 Biennial International Broadcasting Convention, sponsored by the *Electronic Engineering Association, Institution for Electrical Engineers, Institute of Electrical and Electronics Engineers, Institution of Electronic and Radio Engineers, Royal Television Society* and *Society of Motion Picture and Television Engineers*. New techniques and equipment for the whole spectrum of the industry will be exhibited. More than 60 technical papers will be presented in 14 sessions. Grosvenor House, London. Information: The Secretariat, International Broadcasting Convention, ISS, Savoy Place, London WC2R OBL.

Sept. 23-28—*Videcom, International Market of Videocommunications* software/hardware exhibit. Palais des Festivals, Cannes, France. U.S. contact: John Nathan, Merryl Levow, 30 Rockefeller Plaza, suite 4535, New York 10020.

Sept. 24—*American Women in Radio and Television* Western area conference. Brown Palace hotel, Denver.

Sept. 26-28—*Nebraska Broadcasters Association* convention. Vincent Wasilewski, National Association of Broadcasters president, will speak. Lincoln Hilton, Lincoln.

Sept. 26-28—*Nevada Broadcasters Association* convention. Stockmen's Motor Hotel, Elko Nev.

Sept. 26-29—*Pacific Northwest Cable Communications Association* annual convention. Davenport hotel, Spokane, Wash.

Sept. 29-Oct. 2—*Information Film Producers of America* film and video communicators 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.

Sept. 30—Deadline for entries for 1976 Ondas Awards (eight for radio and four for TV in Spain; five for radio and television in Latin-America; four for radio and four for TV in other countries). Awards are for programs, organizations and individuals for professional achievement between September 1975 and September 1976. Awards will be conferred at Grand Radio Gala in Barcelona, Spain, Nov. 14. Contact: *Premios Ondas*, Calle Caspe 6, Barcelona 10.

Sept. 30—Seminar on advertising law, problems and trends, jointly sponsored by *American Advertising Federation, Federal Bar Association* and *International Library* (publishers of *National Advertising Law Anthology*). Hyatt Regency hotel, Washington.

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—Regional convention and equipment show, *Society of Broadcast Engineers, Chapter 22*. Syracuse-Hilton Inn, Syracuse, N.Y. Information: Paul Barron, WCNY-TV-FM, Syracuse.

Oct. 1-3—*Massachusetts Broadcasters Association* annual convention. Sheraton-Boxborough Inn, Boxborough. Contact: Douglas Rowe, MBA, 16 West Main Street, Marlborough, Mass. 01752.

■ **Oct. 1-3**—*American Women in Radio and Television* Northeast area conference. Gideon-Putnam hotel, Saratoga Springs, N.Y.

Oct. 2—Seminar of *California Trial Lawyers Association* for Southern California news media. Subjects will include libel and slander, reporters' shield law, media gag rule, invasion of privacy and public figure status. Hyatt International, Los Angeles International Airport.

Oct. 6-8—*Indiana Broadcasters Association* annual membership meeting. Executive Inn, Vincennes.

Oct. 7-10—*Women in Communications Inc.* national meeting. Marc Plaza hotel, Milwaukee.

Oct. 8-9—*Intercollegiate Religious Broadcasters* convention. Evangel College, Springfield, Mo.

Oct. 8-10—*American Women in Radio and Television* Southern area conference. Hilton hotel, Chattanooga.

Oct. 9—Seminar of *California Trial Lawyers Association* for Northern California news media. Subjects will include libel and slander, reporters' shield law, media gag rule, invasion of privacy and public figure status. Hilton Inn, San Francisco International Airport.

Oct. 10-12—*American Association of Advertising Agencies* Western region conference. Del Monte Hyatt hotel, Monterey, Calif.

Oct. 12—Public hearings begin in Dallas on first phase of *Federal Trade Commission*'s proposed trade regulation regarding information and claims in food advertising. FTC regional office, 500 South Ervay Street.

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

Oct. 13-16—*Western Educational Society for Telecommunications* conference. Sheraton Anaheim, Anaheim, Calif.

Oct. 14—*Minnesota Cable Television Association* meeting. Bloomington.

Oct. 14-17—*American Women in Radio and Television* East Central conference. Hyatt-Regency, Dearborn, Mich.

Oct. 17-22—*Society of Motion Picture and Television Engineers* 118th technical conference and equipment exhibit. Americana hotel, New York.

Oct. 18—*Mississippi Cable Television Association* meeting. Biloxi.

Oct. 18-19—*Advertising Research Foundation* 22nd annual conference. Waldorf-Astoria hotel, New York.

Oct. 18-19—*National Association of Broadcasters* regional conference. Hyatt Regency hotel, Houston.

Oct. 18-20—*Mid-American Cable Television Association*. Wichita, Kan.

■ **Oct. 19**—*FCC* regional meeting with broadcasters and members of the public from Texas, Oklahoma, Arkansas, Louisiana and Mississippi. Hyatt Regency hotel, Houston.

Oct. 19-20—*Alabama Cable Television Association* fall workshop meeting. Site to be announced. Birmingham.

Oct. 21-22—*National Association of Broadcasters* regional conference. Brown Palace hotel, Denver.

■ **Oct. 22**—Regional convention of *Pittsburgh chapter, Society of Broadcast Engineers*. There will be 50 equipment exhibit booths. Howard Johnson motor inn, Monroeville, Pa.

Oct. 22-24—*American Women in Radio and Television* Southwest area conference. Baton Rouge.

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

Oct. 24-30—First *World Jewish Film and Television Festival*. Jerusalem. Contact: Melville Mark, 52 rue de Moillebeau, 1211 Geneva 28.

Oct. 25-26—*National Association of Broadcasters* regional conference. Thunderbird Motor Inn, Portland, Ore.

Oct. 26-27—*American Association of Advertising Agencies* Eastern annual convention. Hotel Roosevelt, New York.

Oct. 26-29—International Film & TV Festival, sponsored by *International F.T.F. Corp.*, New York. Americana hotel, New York.

Oct. 27-30—*Missouri Broadcasters Association* fall meeting. Crown Center hotel, Kansas City.

■ **Oct. 28**—*FCC* regional meeting with broadcasters and members of the public from Missouri, Kansas, Nebraska, Iowa, North Dakota, South Dakota and Minnesota. Meeting with broadcasters in Crown Center hotel, Kansas City. Meeting with public in Kansas City municipal auditorium.

Oct. 29-31—*American Women in Radio and Television* Mideast area conference. Pittsburgh.

November

Nov. 5-7—Seventh annual *Loyola National College Radio Conference*. Host will be university's two radio stations. Lewis Towers campus, Loyola University, 820 North Michigan, Chicago.

Nov. 7-8—Annual convention of the *Society of Broadcast Engineers*. Holiday Inn, Hempstead, N.Y.

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

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

Nov. 11-12—*National Association of Broadcasters* regional conference. Waldorf Astoria hotel, New York.

Nov. 11-12—*American Association of Advertising Agencies* Central region annual meeting. Ambassador West hotel, Chicago.

■ **Nov. 12-14**—*American Women in Radio and Television* board of directors meeting. Radisson hotel, Downtown, Minneapolis.

■ **Nov. 15**—Public hearings begin in Washington on first phase of *Federal Trade Commission*'s proposed trade regulation regarding information and claims in food advertising. FTC, 6th and Pennsylvania Avenue.

Nov. 15-16—*National Association of Broadcasters* regional conference. Omni International hotel, Atlanta.

■ **Nov. 15-17**—First International Videodisc Programing Conference, co-sponsored by *Visiondisc*

Corp. and *United Business Publications.* Agenda will include discussions about software likely to be distributed on the new videodisk formats. Site to be designated in New York City.

Nov. 18-19—*National Association of Broadcasters* regional conference. Hyatt Regency O'Hare hotel, Chicago.

■ **Nov. 19-22**—*Federal Communications Bar Association* annual seminar. Cerromar Beach hotel, P.R.

Nov. 21-23—Sixth national symposium on children's television, held by *Action for Children's Television* in cooperation with *Harvard Graduate School of Education.* University Law School, Science Center and Gutman Conference Center, Cambridge, Mass.

Nov. 22-23—*National Association of Broadcasters* regional conference. Statler Hilton hotel, Washington.

December

Dec. 1-4—*Western Cable Television* show and convention. House minority leader, John J. Rhodes (R-Ariz.), will be featured luncheon speaker. Disneyland hotel, Anaheim, Calif.

Dec. 11-16—*Radio Television News Directors Association* international conference. Americana hotel, Miami Beach, Fla.

■ **Dec. 13-14**—Annual meeting of cable television presidents. City and site to be announced.

January 1977

■ **Jan. 9-12**—*National Retail Merchants Association* annual convention. New York Hilton hotel.

Open Mike®

The NBC chronicles

EDITOR: If the first 50 years are the hardest, your special report chronicling NBC's first half-century made the easiest kind of reading—and the highly informative kind of journalism our business has come to expect from BROADCASTING.

The account of NBC's history was impressively detailed, and the interview with Herb Schlosser and myself was based on solid reporting. It was an excellent piece of work in every respect and your editors deserve congratulations.—*Julian Goodman, chairman and chief executive officer, NBC, New York.*

EDITOR: BROADCASTING's special report on NBC's first 50 years was truly outstanding. What you produced was a fine reflective look not only at NBC, but at an industry that has shared many of the same growing pains. That broadcasting has come to be so basic a part of American life is one of the great satisfactions for all of us.—*Herbert S. Schlosser, president, NBC, New York.*

Rotten apples and the barrel

EDITOR: In reply to "The Deadly Dial" ("Open Mike," June 28):

I would suggest that Mr. Hanssen take a different route next time. There are some damn good small market radio stations in Kansas, Missouri, Indiana, Kentucky, Georgia, Alabama, Louisiana, Arkansas, Texas and Colorado, as there are in all 50 states. I know many of the operators personally. As in any industry, broadcasters have some stations that because of location, budget, etc. possibly don't program like they should; however, to lump all small market stations in these great states together and say they stink is the most uncalled-for, gross generalization I've heard in a long time.—*William R. Rollins, executive vice president, Suburban Radio Group, Valdese, N.C., and chairman, National Association of Broadcasters small market radio committee.*

Wrong numbers

EDITOR: Your write-up of our earnings in the June 7 issue shows: "Fully diluted earnings per share remained at $.40 for both 1975 and 1976."

If you will refer to our annual report from which these figures were taken, you will find that $.40 represents the cash dividends paid in each year, not the earnings per share. The fully diluted per share net income applicable to the figures quoted by you was $1.14 in 1976 and $.95 in 1975, the prior year figure being after an extraordinary charge of $.30 per share.—*Earl C. Gassenheimer, vice president and treasurer, Rust Craft Greeting Cards, Dedham, Mass.*

New ownership

EDITOR: In the June 21 issue, a "Changing Hands" item states that the Avco Corp. owns Avco Film Productions. This is not true. On April 23, Avco sold its film production unit to a Cincinnati group, Bright Light Productions Inc.—*Dennis Spalazzi, vice president, sales, Bright Light Productions, Cincinnati.*

Who's the amateur?

EDITOR: I must comment on the statement by the Post Office Department as quoted in the May 24 "Open Mike" from Warren Hasse of KPDN(AM) Pampa, Tex.

He noted that some time in the past, the department told Congressman Bob Price that "the department thinks it did enough (by issuing a stamp) back in 1964 when it commemorated amateur radio operations."

I noticed recently that a stamp is out with a picture of a printing press on it, and also noticed that a stamp commemorating some newspaperman is planned.

If the post office links us with amateur radio operations, the "amateur" tag is on the wrong group. It belongs on the post office door.—*B.D. Thornton, owner, KMAM(AM)-KMOE-FM Butler, Mo.*

thing special*
nd September

local TV journalism and (2) radio

Sep27

We're out to take it from the top again. To review the bidding, as it were, on the other half of broadcasting.

From wherever you stand, and wherever you look, the tide is running in radio's favor. Business is hitting levels far beyond expectations. AM is strong. FM is growing. Demand for facilities is outpacing the government's ability to assign them. Rock and roll is everywhere, country's gone to the city, talk is wall to wall and news is all the time.

We're going to report it all. The upside and the flipside. The mainstream and the alternatives. The inside and the out.

Among everything else, we're going to try—again—to define a medium that changes before your ears. And what we can't define we'll at least get a fix on.

Radio. Where it's at. Sep 27.

You belong in Broadcasting Sep27

Broadcasting Jul 5
Vol. 91 No. 1

Top of the Week

May sweeps: ABC hangs on, NBC rallies at CBS expense

Market-by-market details tell the tale of the new ball game in the network ratings race

The returns from the May local-market television sweeps are now in, and they show ABC affiliates still on top, though by a slightly slimmer margin, with considerable shuffling of positions between NBC and CBS affiliates.

In the top-100 markets, the Arbitron measurements put ABC stations in first place in 49, NBC stations first in 32, CBS stations first in 26—with ties counted as first place for both networks involved.

These scores reflect a slight slippage by ABC since the February-March measurements but a substantial slide by CBS and a bigger gain by NBC. In the February-March books, ABC had 51 firsts to 37 for CBS and 13 for NBC.

In audience shares the race also has tightened since February-March, though ABC remains a clear first while NBC and CBS fight over second place, with NBC holding a fractional advantage. In prime-time households, totals for the top-100 markets were calculated by ABC researchers as follows:

	Feb.-March Hsehlds (000)	Feb.-March Share %	May Hsehlds (000)	May Share %
ABC	13,895	36.8	10,863	34.9
CBS	12,719	33.7	10,124	32.5
NBC	11,172	29.6	10,168	32.6

The more dramatic differences are in comparisons with the May 1975 sweep—before ABC-TV's ratings surge started last January. The 49 markets in which ABC affiliates placed first this May contrast with just two ABC first-place markets a year ago, while CBS is down from 53 to 26 and NBC from 48 to 32.

In the May sweeps this year, ABC picked up first place in the one top-10 market where it failed to reach first in February-March—New York. It also moved from second to first in Miami (tied with CBS) and in Syracuse-Elmira, N.Y., among others.

But it also lost its grasp on first place in some markets—among them Minneapolis-St. Paul, Houston and Indianapolis, in all three of which it slipped to second place, and in San Diego, where it dropped to third.

NBC meanwhile moved up to first place in Houston, Atlanta and Indianapolis, while CBS's new first-place acquisitions included Minneapolis-St. Paul.

Over-all, it was ABC's finest May performance in memory, and CBS's worst in nearly a dozen years. But both those performances had been forecast, along with NBC's relative rise from its February-March downfall, when the national overnight Nielsens were computed for the period covered by the sweeps (BROADCASTING, May 31). These market-by-market household numbers (add 000) make it official (winner in boldface):

	May 1975			February 1976			May 1976		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
1. New York	881	981	**1017**	1302	**1335**	1034	**1141**	988	915
2. Los Angeles	507	542	**581**	**825**	573	564	**661**	492	555
3. Chicago	387	**471**	445	**683**	562	463	**526**	449	405
4. Philadelphia	373	**432**	352	**648**	461	354	**440**	324	310
5. Boston	267	283	**294**	**440**	326	273	**317**	257	251
6. San Francisco	216	**273**	252	**363**	274	243	**247**	215	227
7. Detroit	261	297	**299**	**393**	348	298	**317**	264	278
8. Washington	191	**214**	169	**308**	253	196	**227**	193	163
9. Cleveland	227	**250**	243	**364**	245	234	**249**	216	224
10. Pittsburgh	198	**268**	150	**323**	290	151	**264**	227	152
11. Dallas-Fort Worth	147	**196**	170	**259**	207	188	**216**	167	166
12. St. Louis	121	**194**	166	189	**221**	175	155	**173**	160
13. Minneapolis-St. Paul	103	**165**	143	**201**	174	156	143	**154**	135
14. Houston	133	147	**162**	**204**	169	166	162	131	**167**
15. Miami	128	**187**	141	179	**221**	143	**165**	**165**	125
16. Atlanta	95	145	**157**	167	**177**	174	137	141	**161**
17. Tampa-St. Petersburg, Fla.	71	**169**	153	111	**199**	151	81	**171**	137
18. Seattle-Tacoma	115	109	**144**	**224**	105	142	**163**	89	127
19. Baltimore	126	**166**	129	**210**	186	138	**159**	145	131
20. Indianapolis	97	**130**	**130**	**154**	143	148	134	121	**146**
21. Hartford-New Haven, Conn.	108	**192**	62	191	**210**	63	140	**172**	62
22. Milwaukee	93	106	**122**	**166**	127	134	**137**	102	118
23. Kansas City, Mo.	85	**118**	100	**153**	147	125	**118**	114	105
24. Portland, Ore.	88	**119**	101	**134**	119	104	**104**	97	94
25. Sacramento-Stockton, Calif.	90	96	**120**	**151**	104	117	**119**	97	118
26. Cincinnati	96	**131**	119	**162**	137	115	**121**	115	104
27. Buffalo, N.Y.	106	**112**	94	**155**	126	120	**120**	113	100
28. Denver	87	101	**104**	**167**	106	112	**119**	89	98
29. Providence, R.I.	75	114	**117**	122	**129**	112	79	98	**108**
30. Nashville	65	**131**	106	93	**132**	124	87	**114**	112
31. San Diego	51	81	**93**	**100**	93	87	75	78	**88**
32. Columbus, Ohio	81	**122**	89	127	**146**	102	111	**112**	90
33. Charlotte, N.C.	38	**124**	83	59	**133**	94	47	**113**	79

	May 1975			February 1976			May 1976		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
34. Memphis	67	**124**	102	104	**134**	102	89	**98**	91
35. New Orleans	80	**120**	98	99	**140**	100	96	**115**	97
36. Greenville-Asheville-Spartanburg, S.C.	63	86	**104**	102	95	**109**	85	82	**104**
37. Phoenix	62	**90**	71	**113**	92	75	**81**	76	71
38. Louisville, Ky.	51	91	**94**	94	**106**	97	68	79	**96**
39. Grand Rapids-Kalamazoo, Mich.	50	**95**	87	88	**89**	82	61	71	**84**
40. Dayton, Ohio	40	**111**	81	79	**117**	88	58	**97**	79
41. Oklahoma City	63	87	**96**	95	84	**107**	86	69	**96**
42. Charleston-Huntington, W.Va.	48	78	**106**	74	97	**130**	67	72	**121**
43. Albany-Schenectady-Troy, N.Y.	58	89	**99**	106	**107**	95	78	84	**95**
44. Orlando-Daytona Beach, Fla.	60	79	**90**	**103**	86	92	**86**	69	82
45. San Antonio, Tex.	67	**64**	79	**98**	86	73	**65**	67	80
46. Harrisburg-York-Lancaster-Lebanon, Pa.	46	65	**92**	76	76	**96**	58	58	**64**
47. Wilkes Barre-Scranton, Pa.	67	78	**90**	**114**	82	95	**91**	63	82
48. Nflk-Ptsmth-Nprt News-Hmptn, Va.	60	**96**	61	93	**107**	51	**82**	77	59
49. Syracuse-Elmira, N.Y.	44	72	**76**	83	**84**	73	64	70	**77**
50. Salt Lake City	64	73	**76**	**119**	80	77	**64**	64	67
51. Birmingham, Ala.	**105**	38	82	**125**	46	95	**119**	31	85
52. Flint-Bay City-Saginaw, Mich.	67	34	**63**	**119**	42	103	**99**	31	83
53. Raleigh-Durham, N.C.	70	**86**	13	92	**97**	12	**67**	77	12
54. Wichita-Hutchinson, Kan.	42	**69**	63	**81**	75	73	64	**66**	65
55. Grnsbro-Wnstn Slm-High Pnt, N.C.	60	**65**	68	89	**96**	74	**83**	79	61
56. Richmond, Va.	42	**74**	54	74	**88**	59	51	**71**	44
57. Little Rock, Ark.	65	66	**80**	83	66	**90**	72	54	**82**
58. Knoxville, Tenn.	19	70	**71**	34	82	**92**	22	64	**80**
59. Des Moines, Iowa	41	**62**	55	**76**	75	71	58	**59**	57
60. Toledo, Ohio	42	84	**85**	80	92	**94**	66	**83**	79
61. Shreveport, La.-Texarkana, Tex.	58	**60**	60	80	**86**	64	**74**	68	57
62. Tulsa, Okla.	56	**67**	58	**98**	65	53	**77**	62	53
63. Omaha	49	64	**70**	**106**	75	75	**78**	57	64
64. Rochester, N.Y.	50	61	**62**	**91**	70	51	**61**	58	54
65. Mobile, Ala.-Pensacola, Fla.	46	**73**	60	71	**72**	62	**63**	**63**	51
66. Green Bay, Wis.	45	**62**	59	**61**	74	67	62	64	**67**
67. Dvnprt, Iowa-Rock Island-Moline, Ill.	37	**54**	**54**	**74**	62	60	**54**	49	**54**
68. Pdcah, Ky.-Cape Grdeau. Mo.-Hrsbrg, Ill.	24	**63**	56	36	**76**	72	32	62	**66**
69. Jacksonville, Fla.	31	**71**	61	47	**76**	62	40	**70**	59
70. Roanoke-Lynchburg, Va.	25	**76**	51	47	**61**	62	35	**65**	51
71. Cedar Rapids-Waterloo, Iowa	41	**56**	45	**72**	57	56	**57**	52	52
72. Springfield-Decatur-Champaign, Ill.	32	**56**	52	64	**67**	62	48	**55**	**55**
73. Johnstown-Altoona, Pa.	—	59	**60**	6	78	**87**	7	56	**62**
74. Fresno, Calif.	35	**50**	**50**	**54**	49	50	40	46	**49**
75. South Bend-Elkhart, Ind.	36	**50**	45	**65**	53	49	**49**	**49**	43
76. Chattanooga	34	44	**48**	**56**	**56**	52	48	43	**52**
77. Youngstown, Ohio	38	**52**	51	**64**	54	47	**47**	44	41
78. Portland-Poland Spring, Me.	44	38	**53**	**78**	42	53	**49**	33	48
79. Spokane, Wash.	40	45	**50**	**66**	49	49	**46**	39	**46**
80. Albuquerque, N.M.	**46**	42	47	**73**	43	48	**52**	35	45
81. Lincoln-Kearney-Hastings, Neb.	24	**46**	15	38	**65**	16	28	**52**	15
82. Springfield, Mass.	48	—	**52**	**79**	—	49	**62**	—	50
83. West Palm Beach, Fla.	25	—	**36**	43	—	**45**	34	—	**45**
84. Springfield, Mo.	13	39	**45**	23	49	**61**	19	41	**56**
85. Jackson, Miss.	17	50	**55**	28	47	**58**	26	35	**59**
86. Bristol-Kingsport-Johnson City, Tenn.	14	37	**58**	23	46	**69**	24	40	**50**
87. Evansville, Ind.	41	**36**	28	**59**	40	30	**54**	32	30
88. Sioux Falls-Mitchell, S.D.	6	**61**	15	9	**75**	40	6	**58**	34
89. Fort Wayne, Ind.	31	38	**41**	**61**	44	36	**46**	37	40
90. Peoria, Ill.	33	32	**35**	**60**	38	40	**42**	32	37
91. Greenville-New Bern-Washington, N.C.	19	**46**	46	27	**51**	49	23	44	**47**
92. Fargo, N.D.	16	36	**37**	33	**45**	42	22	33	**35**
93. Lexington, Ky.	20	37	**39**	34	**51**	44	31	**40**	**40**
94. Salinas-San Jose-Monterey, Calif.	32	17	**37**	**75**	20	44	**46**	19	43
95. Tucson, Ariz.	28	33	**37**	**43**	34	33	**35**	26	34
96. Lansing, Mich.	—	**54**	32	—	**58**	39	—	**51**	36
97. Columbia, S.C.	17	22	**54**	27	24	**59**	22	20	**54**
98. Baton Rouge	21	49	**52**	29	49	**56**	25	47	**55**
99. Huntsville-Decatur, Ala.	19	**44**	30	35	**47**	43	22	**40**	25
100. Burlington, Vt.-Plattsburgh, N.Y.	7	**45**	23	17	**56**	28	12	**44**	25

Highest court loosens gags on trial news

Defendants' rights in most cases can be protected by means other than barring coverage, say justices in First Amendment affirmation; ruling includes electronic media as organs of the protected press

The nine justices of the Supreme Court ruled last week that the constitutional guarantee of fair trial does not—at least not in every case—loom so large as to overshadow the constitutional guarantee of a free press.

At issue was the order of a Nebraska judge presiding at a sensational murder trial. But the five separate opinions issued by the high court appeared to constitute a warning to lower court judges everywhere who increasingly have been resorting to press-gag orders as a means of protecting defendants' Sixth Amendment right to a fair trial. There have been 50 such orders since 1968, 11 of them already this year.

The Nebraska case involved a man accused (and subsequently convicted) of murdering six members of a family in Sutherland, Neb. The order, later modified by the state supreme court, reflected Judge Hugh Stuart's concern about assuring the defendant, Erwin C. Simants, an unemployed farm hand, that an impartial jury could be selected in the face of extraordinary news media interest. The modified order forbade newspapers and broadcasters to report information on confessions even if disclosed in an open proceeding, or other facts "strongly implicative" of the accused.

The members of the high court did not question the reasonableness of Judge Stuart's concern. But they agreed that the order violated the First Amendment—that it was a clear case of prior restraint and could not be sustained. Judges, they said, should seek other means of protecting a defendant's right to a fair trial before resorting to prior restraint on speech and publication, which the majority termed "the most serious and least tolerable infringement on First Amendment rights."

The case was the first in which such a gag order had been subjected to a Supreme Court review. And the resulting opinions appeared to give the news organizations that appealed the order, including Nebraska broadcasters individually and collectively through the Nebraska Broadcasters Association, much of what they had sought.

That, at least was the assessment of E. Barrett Prettyman Jr., one of the attorneys who had argued the case before the Supreme Court for the media, and who was "feeling great" after reading the opinions. Lower courts, he said, have been put on notice that, in the reporting of judicial proceedings, "there cannot be prior restraint on the press."

Julian Goodman, chairman of NBC, which filed a friend of the court brief in the case, said the opinion is "welcome news for those who cherish freedom of the press and value the public's right to know." He said he finds it "particularly fitting that [the opinion] comes on the eve of our nation's 200th birthday—truly an appropriate occasion to reaffirm the spirit of the First Amendment."

The news was welcome at the other networks, too. Richard Salant, president of CBS News, said he had not had a chance to analyze the ruling yet, "but the portents are very good, and we are further ahead now than we were before." And a spokesman for William Sheehan, president of ABC News, said Mr. Sheehan applauded the court's decision and was glad it was unanimous.

To the Reporters Committee for the Freedom of the Press, as to news organizations generally, the decision was "a major victory for the First Amendment."

Actually, the court opinion, written by Chief Justice Warren E. Burger, stopped short of declaring gag orders such as the one Judge Stuart issued unconstitutional in all cases. Indeed, the opinion, in which Justices Byron R. White, Harry A. Blackmun, Lewis F. Powell Jr., and William H. Rehnquist joined, said it is "unnecessary" to decide whether the First Amendment right of free press is more important than the defendant's right to a fair trial free of prejudicial publicity. The men who wrote the Constitution and the Bill of Rights, Chief Justice Burger said, were lawyers who were aware of the possible conflict between the First and Sixth Amendments, and yet did not see fit to attempt to resolve them.

But he said "the barriers to prior restraint remain high," and, he added, they were not overcome in the Nebraska case. Among other things, he said that to the extent the order barred the reporting of events at an open proceeding—and it did—it "plainly violated settled principles." And the ban on "implicative" information, he said, is too broad and vague to survive court scrutiny of restraints imposed on First Amendment rights.

Justice Powell filed a concurring opinion to spell out the conditions that must be met to justify a prior-restraint order. He said the court must show that there is no other way to eliminate a threat to the fairness of a trial that is posed by the publicity to be restrained—and that the ban would not be rendered futile by publicity already given the case.

But at least three of the justices went further than the chief justice. Justice William A. Brennan Jr., in a concurring opinion in which Justices Potter Stewart and Thurgood Marshall joined, said that the imposition by courts of prior restraint on the freedom of the press "is a constitutionally impermissible method" of enforcing the right to a fair trial. Judges, he added, have at their disposal a broad spectrum of devices—change of venue, postponement of a trial until emotions cool, among them—to insure that fundamental fairness is accorded the accused. They need not ignore "the equally fundamental and salutary constitutional mandate that discussion of public affairs in a free society cannot depend on the preliminary grace of judicial censors."

What's more, Justice White and Justice John Paul Stevens, in separate opinions, indicated that, but for a more cautious approach to the issue, they would have supported the position of Justice Brennan.

Justice White, for instance, even though he joined in the Burger opinion, expressed "grave doubt" whether prior restraint orders of the Judge Stuart variety "would ever be justifiable." But he also said it might be wiser "not to announce such a rule in the first case in which the issue has been squarely presented" to the court.

And Justice Stevens said he agrees with Justice Brennan that the judiciary is capable of protecting the defendant's right to a fair trial without prohibiting the press from publishing information "in the public domain, and that it may not do so." But he also said he could not answer "without further argument" whether the same kind of protection would apply "no matter how shabby or illegal the means by which the

Not all the way. On the same day that the U.S. Supreme Court ruled that a Nebraska judge's order barring news coverage of preliminary proceedings in the trial of a mass murderer was unconstitutional, it refused to review lower court decisions ordering newsmen to jail for refusing to disclose news sources.

One case involved William T. Farr, who faces a five-day sentence and payment of a $500 fine fo refusing to reveal the source of a story on the Manson "family" in 1971. The other involves four reporters and editors for the *Fresno* (Calif.) *Bee*, who face indeterminate sentences. In both cases, the newsmen were convicted of contempt of court.

Mr. Farr, who as a reporter for the *Los Angeles Herald-Examiner* covered the Manson murder trials, obtained a copy of a statement by a cellmate of one of the Manson defendants, Susan Atkins, which contained a list of prominent show-business people marked for death. Mr. Farr later was directed by the Manson trial judge to divulge the source, and he refused. Mr. Farr, now a reporter for the *Los Angeles Times*, still refuses: "I gave some sources a promise, and I regard it—as do all reporters—as a sacred trust."

The *Fresno Bee* newsmen—reporters Joe Rosato and William K. Patterson, managing editor George F. Gruner and city editor Jim Bort—declined to reveal the source of a series of articles on a grand jury investigation of bribery and conspiracy. The judge in the case had ordered the transcript of the testimony sealed. The newsmen, who say they did not obtain the material from anyone subject to the judge's order, face indeterminate jail sentences for refusing to say who the source was.

information is obtained, no matter how serious an intrusion on privacy might be involved, no matter how prejudicial it might be to the interests of innocent persons and no matter how perverse the motivation for publishing it."

Relatively restrained though it was, even the Burger opinion cheered Mr. Prettyman. For although the chief justice cast the opinion in terms of the facts of the Nebraska case, he indicated its application was wider. "The practical problems of managing and enforcing restrictive orders will always be present," he said. "In this sense, the record now before us is illustrative rather than exceptional."

Both Chief Justice Burger and Justice Brennan touched on an issue that is always present in discussions of the free press-fair trial issue—the responsibility of the media. Chief Justice Burger said that "the extraordinary protections afforded by the First Amendment carry with them something in the nature of a fiduciary duty to exercise the protected rights responsibly—a duty widely acknowledged but not always observed by editors and publishers. It is not asking too much," he added, "to suggest that those who exercise First Amendment rights in newspapers or broadcasting enterprises direct some effort to protect the rights of an accused to a fair trial by unbiased jurors."

Justice Brennan noted with approval efforts by news organizations and bar groups to develop mutually acceptable guidelines for press coverage of judicial proceedings. "However," he said, "the press may be arrogant, tyrannical, abusive and sensationalist, just as it may be incisive, probing and informative. But at least in the context of prior restraints on publication, the decision of what, when and how to publish is for editors, not judges."

■ Meanwhile, another case involving the news media's protest of a judge's secrecy order has begun moving through the courts. The order was issued by U.S. District Judge John H. Pratt, and provides for the sealing of future pretrial motions in the corruption trial of Maryland Governor Marvin Mandel and five co-defendants.

Three petitions asking that the order be rescinded were filed with the U.S. Court of Appeals in Richmond, Va. One, in which the Radio Television News Directors Association has joined, says the order "silences the press as effectively as the act of any royal governor."

And in response to Judge Pratt's contention that the order is necessary to avoid "any unnecessary publicity," it says: Neither Judge Pratt nor any other district judge has "the constitutional right, much less the wisdom, to determine the difference between 'necessary' and 'unnecessary' publicity about a major criminal trial."

Besides RTNDA, the briefs were filed in behalf of The Washington Post Co. and its WTOP-AM-FM Washington, the Society of Professional Journalists, Sigma Delta Chi, and the Reporters Committee for Freedom of the Press.

A second petition was filed in behalf of the A.S. Abell Co., which owns the *Baltimore Sun*, WMAR-FM-TV Baltimore and WBOC-TV Salisbury, Md. The third petitioner was the Hearst Corp., which owns the *Baltimore News American* and WBAL-AM-FM-TV Baltimore.

■ And in Ohio, the state supreme court last month upheld WHIO-TV Dayton in its suit opposing a gag order issued by a Dayton judge in a kidnapping-murder trial there.

Producers, writers charged with ulterior motives in family viewing suit

Government and networks say in briefs that plaintiffs in suit are more concerned with gaining greater programing control than with First Amendment rights

To the National Association of Broadcasters, ABC, CBS and NBC—defendants in the family viewing suit—the Hollywood writers and producers seeking to outlaw that plan are not really interested in the First Amendment, as they suggest. Rather, the defendants claim, the plaintiffs are interested in obtaining the right "to determine program content and scheduling."

The defendants, in a reply brief filed in the U.S. District Court in Los Angeles, said the plaintiffs' request for a judgment that would grant broadcasters "a declaration of independence for private broadcasting" (BROADCASTING, June 21) is an empty one; the court, they say, is being asked to grant broadcasters rights "they already have, know they have and freely exercise."

The NAB and networks contend that the writers and producers have long complained about network editing decisions. So, they added, following the institution of the plan designed to reserve the hours between 7 and 9 p.m. for programing suitable for the entire family, "the plaintiffs seized upon what they apparently viewed as a chance to prove government 'coercion' and thus gain the legal handle they have always sought in order to enable them to emasculate the editing prerogatives of their primary customers, the television networks."

The plaintiffs' argument that family viewing is a product of government—that is, FCC—action is challenged at length in not only the brief filed by the NAB and the networks but in the brief filed by the Justice Department, which is representing the FCC in the case.

Both contend that the evidence presented in five weeks of trial establishes that the plan was incorporated into the NAB code and adopted by the networks as the result of industry concern about the amount of sex and violence being shown on television at times when large numbers of children were in the audience. The meetings that FCC Chairman Richard E. Wiley held with network and NAB officials on the subject, both briefs insist, were not decisive. His role, the Justice Department says, was simply to "focus attention upon a problem which had become a subject of vigorous public debate."

The briefs also say there are no grounds for granting the plaintiffs' requested injunction against NAB and FCC enforcement of the family viewing plan. The Justice Department notes that Chairman Wiley has said repeatedly that the FCC lacks the authority and interest to enforce the plan. And enjoining Chairman Wiley from speaking out on such matters in the future, Justice adds, would threaten his free speech rights.

NAB and the networks contend that the record establishes that the NAB code provisions represent simply "a general statement of principles whose interpretation and application are left to the judgment of the broadcaster-subscriber acting in his best perceptions." Even more significantly, the brief adds, since NAB membership is voluntary and no harm results from nonmembership, "the code cannot in any constitutional sense be viewed as a restraint imposed on broadcasters' rights of expression."

The NAB and the networks also took aim in a separate brief at Tandem Productions' request for a court order directing CBS to move Tandem's *All in the Family* back into family viewing time. The defendants said such an order would constitute a "drastic" and "unlawful intrusion on the freedom of the press."

Close call for Cowles—WESH-TV license renewed; KORK-TV denied

Wiley and Robinson, voting to deny Daytona Beach station's license, deplore present system, say it's time for a new 'rationality'; no such luck for Don Reynolds, who loses license in Las Vegas

Cowles Communications Inc. has survived—by a 4-2 vote—a challenge to its license for channel 2 Daytona Beach, Fla., on which it operates WESH-TV. The FCC renewed the station's license and denied the competing application of Central Florida Enterprises Inc.

Western Communications Inc. was not as fortunate. The commission, on a 6-0 vote, denied that licensee's renewal for KORK-TV Las Vegas, saying it was guilty of fraudulent billing and misrepresentations to the commission. But Western's contest with competing applicant Las Vegas Valley Broadcasting Co. had no winner; Valley's application for a new station was denied on the ground that it was not financially qualified.

The vote in the Cowles case reflects the sharpness of the division among the commissioners known to have existed in December. Unable then to agree on instructions to be given the staff as to how a final decision should be written, they asked for two versions, one granting renewal, the other granting the competing application (BROADCASTING, Dec. 8, 1975).

The majority in the case—Commissioners Robert E. Lee, Charlotte Reid, James H. Quello and Abbott Washburn—based their decision principally on a finding that WESH-TV's past performance had been superior. This was an apparent upgrading of the "thoroughly acceptable" score the administrative law judge in the case, Chester Naumowicz Jr., had given WESH-TV in proposing renewal.

Whatever case law grows out of the majority decision, at least two of the dissenting statements—by Chairman Richard E. Wiley and Commissioner Glen O. Robinson—may stimulate renewed debate on the rationality of the commission's renewal process.

Chairman Wiley said he agrees with the majority that it would be inequitable to deny Cowles renewal. But he said that existing law leaves him no option but to vote to deny renewal. He said the "thoroughly acceptable" characterization of WESH-TV's service does not connote the kind of superiority that would overcome deficiencies in integration of management and ownership and diversification of ownership of media a multiple owner always suffers.

Accordingly, he said, the commission and Congress should attempt "to bring rationality out of the existing chaos." "The comparative evaluation of a renewal applicant and a challenger should be eliminated," he said, and "all incumbents who do a good and faithful job of serving their communities should be renewed."

Commissioner Robinson said the majority opinion cannot be justified by the policy it says it follows—and called for radical change that would require congressional approval: an auction among applicants. An auction, he said, combines the simplicity of a lottery and two additional virtues—it allows the public to recoup the economic benefits conferred on private licensees, and "it measures the intensity of individual preferences, in accordance with the prevalent standard for allocating resources in our economic system."

KORK-TV's problems involved findings that the station clipped commercials of its network, NBC-TV, in order to run local commercials, and then billed NBC-TV for the commercials that were not carried. The FCC said that Donald W. Reynolds Sr., the sole owner of the station's parent corporations, failed to exercise the necessary control, and that his son, Donald W. Reynolds Jr., had the responsibility for and tacit knowledge of the station's practice of clipping. The commission also said the misrepresentations made by the station regarding the practice were in themselves sufficient basis for denial of the renewal application.

Because its action in denying both competing applications would leave channel 3 unoccupied, the commission said it would initiate a separate proceeding to invite applications for the facility.

The commission said that if Valley could remove the single ground for its disqualification—the financial issue—it could file a new application for channel 3. Valley could not satisfy the commission that a bank loan would be available.

The lone commissioner not voting was Mr. Quello, who had been reported in a press account as having been mentioned in an FCC investigation of a leak of the commission's instructions to the staff ("Closed Circuit," June 14).

In Brief

☐ **Thomas J. Swafford** resigned as CBS-TV vice president in charge of program practices Friday (July 2). He said departure is amicable and denied reports of falling out with CBS President Arthur Taylor over family viewing.

☐ **WFMY-TV Greensboro, N.C.,** has been sold by Landmark Communications to Harte-Hanks Newspapers for about **$19 million cash,** subject to FCC approval. Landmark also owns *Greensboro Daily News* and *Record* and WTAR-AM-TV and WKEZ(FM) Norfolk, Va., two Norfolk newspapers and two Roanoke, Va., papers. Buyer also owns WTLV(TV) Jacksonville, Fla. and KENS-TV San Antonio, Tex., and operates 25 daily newspapers and 39 weekly publications in 27 markets. WFMY-TV is CBS affiliate on channel 2 with 100 kw visual, 20 kw aural and antenna 720 feet above average terrain.

☐ **FCC has abandoned proposal** of Hollywood craft unions **that it limit number of network reruns** stations may air in prime time. It terminated without action notice of inquiry initiated in October 1974 (BROADCASTING. Oct. 7, 1974), while indicating it was sympathetic to employment problems that reruns cause. But FCC said it did not feel it appropriate to deal with that problem, that it is better left to market-place resolution. Vote was 7-0. Commissioner Benjamin L. Hooks said he would not rule out commission action in event use of reruns increased to point where actual waste of spectrum space was threatened. Inquiry resulted from petition filed in May 1972 by **Richard Balmuth,** Hollywood film editor.

☐ **Cable industry suffered setback** when FCC declared it lacked jurisdiction over systems' leasing of space on electric and power company poles. But commission directed staff to study whether agency has jurisdiction over telephone poles. Jurisdiction question, simmering for years, became critical last month when South Carolina telephone company disconnected two systems for refusing to pay increased rates (BROADCASTING, June 14).

☐ Minority public interest groups and individuals have filed **petitions to deny license renewals** of over 25 radio and TV stations in Tennessee and Indiana. Several groups singled out Scripps-Howard Broadcasting Co., licensee of **WMC-AM-FM-TV Memphis,** and owner of two Memphis dailies, for "incontrovertible monopoly" of area's local mass media and failure to provide diversity of opinion in crucial issues facing community. Nashville chapter of NAACP complained NLT Corp.'s **WSM-AM-FM-TV** Nashville slants reporting of black crime in "distorted," sensationalistic manner and gives low profile to non-crime related black news.

☐ **FCC was flooded with 572 applications** in advance of June 30 deadline for beating six-month "closed season" on applications **for new AM and FM stations** and for major changes in existing facilities. Total breaks down this way: new AM 86, major AM changes 167, new commercial FM 112, major FM changes 99; new educational FM 76, and major changes 32. They joined some 800 on file. "Closed season" is attempt to catch up on backlog.

☐ Representative Robert Kastenmeier's (D-Wis.) Judiciary subcommittee, **marking up copyright legislation,** revised so-called Railsback amendment last week with result that broadcasters—who asked for it in first place—now find it meaningless. Initially, it said proposed copyright commission should consider impact on broadcasting of any FCC decision to grant cable systems more distant signals. Now it says commission should assess impact on "copyright

'Special service,' 'physical presence' are FCC solutions to N.J. problems

Commission tells New York and Philadelphia network affiliates to assign full-time news crews to state, report back to agency in two months on their efforts

The FCC has concluded its search for means to assure New Jersey additional television service with an order imposing owners and users," although suggested language for accompanying report says commission can consider effect of added distant signals "on local broadcaster's ability to serve the public." But it also says copyright commission shouldn't be used by parties to appeal FCC's decision. **That satisfies** House Communications Subcommittee Chairman **Lionel Van Deerlin** (D-Calif.), who protested original Railsback amendment as going beyond copyright onto communications turf. **But broadcasters think second instruction neutralizes first. They'll fight it.** When subcommittee reconvenes after two-week July 4 recess it will reconsider earlier decision against giving radio right to sue cable for copyright infringement, as well as decision to extend compulsory license to Canadian and Mexican broadcast signals.

☐ Members of **International Brotherhood of Electrical Workers** have ratified agreement reached earlier with CBS (BROADCASTING, June 21), calling for weekly pay increases of more than $100 for most technicians over three years of new contract. Current scale of $358.15 was raised to $375, retroactive to last October, when old pact expired. Figure jumped to $405 as of last April 1, will rise to $432 on Oct. 1 and to $460 on Oct. 1, 1977. Contract covers some 1,300 technicians employed by CBS in seven cities.

☐ Fans of **Mary Hartman, Mary Hartman** will have to wait until Oct. 4 to find out how their heroine copes with nervous breakdown. Last episode of initial 26-week cycle concluded Friday (July 2) in major markets, and T.A.T. Communications, Norman Lear's company, has re-edited and condensed those 130 half-hours into 65 half-hours so that entire story will be reprised over next 13 weeks. T.A.T.'s Robin French (who reports to Jerry Perenchio) is working on renewals of existing stations and lining up new stations for next season's batch of 195 originals (BROADCASTING, June 21). Series now runs in "about 70 markets," Mr. French says, adding that he expects at least 90% to renew at "greatly expanded" prices more in line with show's solid Nielsens and national publicity bonanza.

☐ **Arbitron Radio has recalled April-May rating book for Chicago.** Officials say computer failed to catch "aberrated call letters"—diary keepers' mistakes such as, in some cases, identifying WLOO(FM) as WFMF, its former call—with result that Arbitron's normal call-back policy in such cases wasn't followed. They say they're correcting numbers and taking steps to guard against future mishap, hope to issue revised book late this week. Some Chicago stations say foul-up was much worse: that in some cases WFMF listings weren't credited to WLOO but to Baton Rouge, La., where WFMF is now assigned; WDAF listings, not to WDHF(FM) Chicago but to WDAF(AM) Kansas City; WMAG to WMAG(AM) Forest, Miss., rather than WMAO(AM) Chicago.

☐ **Hartford N. Gunn Jr.**, vice chairman of Public Broadcasting Service, entered Massachusetts General Hospital in Boston last week for treatment of enlargement of thymus gland. PBS President Lawrence K. Grossman issued statement remarking on his "extraordinary courage and fortitude" and saying all at PBS are "pulling for him at this difficult time."

☐ **John Sturm,** legal assistant to former Cor .nissioner Charlotte Reid, appointed legal assistant to FCC Chairman Richard E. Wiley, succeeding **Michael Senkowski.** Latter moves up to administrative assistant when **Lawrence Secrest** leaves that job to become deputy general counsel. **Roderick Porter,** now in hearing division, has been named to replace **Donald Wear,** who is resigning as Mr. Wiley's special assistant. He'll be first black professional in chairman's office.

"special obligations" on all stations serving the state and by establishing "physical presence" guidelines for stations outside the state to follow.

The decision was adopted by a 5-to-2 vote, with Commissioners Charlotte Reid and Abbott Washburn concurring and Commissioners Benjamin L. Hooks and Glen O. Robinson dissenting with a statement asserting the commission has not done "justice to the serious problem of underservice" in the state.

Sharper criticism came from Representative Andrew Maguire (D-N.J.), who has long been active in efforts to secure VHF service in a state that has none of its own. "Relying on the goodwill of broadcasters in this two-year-old case," he said, "is ludicrous."

The commission's guidelines require network-affiliated stations in New York and Philadelphia to commit themselves to the full-time dedication of one or more news crews and the assignment of at least one full-time correspondent to the state.

The commission also said the stations should consider facilitating direct contact with the state. It suggested establishing toll-free New Jersey telephone lines, New Jersey offices and the use of microwave relay systems to expand their news coverage capabilities.

Some lesser commitment would be accepted from an independent station if it were supported by adequate justification. Noncommercial stations, especially those assigned to New Jersey, would also be expected to demonstrate their commitment to New Jersey service.

But it is the "physical presence" of the out-of-state network affiliates that appears to interest the commission the most, for it hung over three stations the possibility of requiring them to maintain studios in New Jersey—an option it had been considering.

The commission ordered the out-of-state stations to report within 60 days on the physical presence they plan to establish. When it reviews those plans it will decide whether to require the stations to maintain New Jersey studios.

Houser confirmed as head of OTP

Despite last minute hitch that popped up at hearing over a real estate deal, Senate approves his nomination and he'll be sworn in this week

The White House Office of Telecommunications Policy, which has been without a permanent director for 21 months, is close to getting one. Chicago attorney Thomas Houser, who has served in Washington before as deputy director of the Peace Corps and as an FCC commissioner is to be sworn in as OTP head on Tuesday.

The swearing-in ceremony—with Supreme Court Justice John Paul Stevens administering the oath of office—was arranged last Thursday, after President Ford's nomination of Mr. Houser was hurriedly approved by the Senate Commerce Committee and sent on to the Senate, where it received confirmation.

For a few hours on Wednesday, it appeared that things might not move so swiftly, that the nomination might have to wait until the week of July 19, when Congress returns from the July 4 and Democratic national convention break. Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, who presided at the full Commerce Committee hearing on the nomination, on Tuesday, wanted committee approval by vote at a meeting, not by a poll of the members, and it appeared that a meeting could not be held before the recess began on Friday.

Senator Pastore's concern was generated by a letter from a woman alleging that Mr. Houser had been guilty of a "misrepresentation" in a real-estate deal in New Mexico three years ago. The senator read the letter into the record at the hearing, and it was the only discordant note struck. But it did not seem to represent a serious threat to the nomination.

The woman making the charge, Rita Skelton, who Mr. Houser said had been an old friend and who now lives in Arlington, Va., declined an invitation to appear at the hearing. And Mr. Houser, with strong backing from Senator Charles H. Percy (R-

Ill.), who accompanied him to the hearing, and the White House, denied any impropriety on his part.

Nevertheless, Senator Pastore felt the matter should be discussed at a committee meeting since he and Senator Howard Baker (R-Tenn.) were the only members present at the hearing. And the committee is developing a reputation as one Senate panel that does not rubber-stamp White House appointments.

However, when it became apparent that Senate action on the nomination would be put off for at least three weeks. Senator Baker began urging Senator Pastore to call a special executive session on the Houser nomination. And Senator Pastore did.

Mr. Houser will be succeeding Clay T. Whitehead, OTP's first director, who resigned in September 1974, after four years in the job. John Eger, the deputy director, has served as acting director while the White House made what seemed a casual search for a Whitehead successor. One earlier choice met opposition from citizen groups and cable interests and was withdrawn: It was another former FCC commissioner, Robert Wells, who, as an executive with Harris Enterprises, is a broadcaster.

Mr. Houser, in filling an unexpired term at the FCC, from January to October 1971, developed a reputation among some broadcasters as being sympathetic to cable interests and to the pleas of land-mobile interests for additional spectrum space. But this confirmation hearing failed to elicit any dramatic testimony from him regarding telecommunications matters.

In answers to questions from Senator Pastore and in written responses to questions from the committee staff, Mr. Houser did nothing to roil the waters. For instance, regarding OTP's proposals to deregulate cable television, he said: "Any change in cable regulation has to be carefully weighed in its impact on the economy and free broadcasting including UHF considerations." He added that congressional action on the pending copyright bill might help relieve the strains between over-the-air broadcasting and cable television.

And he said the limited amount of spectrum space available imposes an obligation on government to assess spectrum needs that are based on factual data. But he said he has no position on OTP's proposal to stretch the spectrum by adding 88 short-spaced VHF channels to the table of allocations. He would say only that the future of UHF "is a major consideration" in that connection.

Nor did he see an inevitable conflict between OTP and the FCC. The commission, he said, is the statutory arm of Congress assigned the task of dealing with regulatory issues on a day-to-day basis, while OTP's function is "to get out front, to try to look into the future" on policy issues and to report to the President, Congress and the commission on the problems it sees developing. But, Senator Pastore asked, is it within the function of OTP, which is the President's adviser on telecommunications matters, to tell the

Houser

FCC it has erred in an administrative decision and to direct it to change that decision? When Mr. Houser replied in the negative, Senator Pastore said, "I want that on the record."

The hearing, however, provided a forum for Senator Pastore and Senator Baker, ranking minority member on the subcommittee, to express their interest in preserving OTP as an effective instrument for formulating telecommunications policy. Senator Pastore said that, as a "strong supporter" of OTP, he hoped that Mr. Houser would escape the fate of a director of the agency that had preceded OTP, the Office of Telecommunications Management. That person, General James D. O'Connell, was an "expert" on telecommunications, Senator Pastore said. But from the time he was appointed until the time he left office, he "never talked with the President." And Senator Baker recalled that he had been among those members of Congress who late in 1974 "resisted efforts" by the White House to dismantle OTP and divide its functions among various agencies. "Do you have any doubt the White House sees OTP as performing a useful function and should be retained?" he asked Mr. Houser.

"None," was the reply. Indeed, in his written answers, Mr. Houser said White House officials have indicated to him a "genuine interest in, and support for, OTP." He also disclosed the existence of "an OTP study group" with which he will be associated and which, he said, "seeks to secure an optimal role for OTP." The group was set up under the Domestic Council following the aborted effort to strip OTP of its separate identity and was given the task of studying options available for restructuring the office. The group has been inactive in recent months.

But it was the letter from Miss Skelton that occupied the most time at the one-hour hearing and seemed to trouble Senator Pastore the most. He said the letter was "unusual" but thought it best to air the matter publicly.

Miss Skelton, who works for Action, the federal agency that includes what had been the Peace Corps and several other social services agencies, had written Senator Pastore on May 12 after reading a news account of White House plans to nominate Mr. Houser. She said her experience indicates Mr. Houser is not the type who should be in a policy-making position.

Miss Skelton related that he had sold her 10 acres of an 80-acre plot he owned near Taos, N.M., for "a price 10 times its worth," had "misrepresented the land as having accessible water, trees and vegetation" and had failed to provide her with a title commitment for an owner's title insurance policy and an affidavit of title. After she brought the matter to the attention of the executive committee of the Chicago law firm in which he was a partner, Sidley & Austin, she said, the firm "negotiated" the return of her money—$5,000, "plus interest," Mr. Houser said.

Mr. Houser, who said he had known Miss Skelton since 1964, when they both worked in Senator Percy's campaign for governor of Illinois, insisted she had not been "coerced, pressured or seduced" into buying the land. He said he agreed to sell the land after she expressed an interest in it. But he said the price—$500 an acre, five years after he had bought it for $125 an acre—was in line with real estate values in the area. He said the land does have the water, timber and vegetation he had described. And he said title would not pass until the closing, and that wouldn't occur until the debt was paid off.

"Why pay her interest?" Senator Pastore asked. "The law was on your side."

Mr. Houser painted a picture of a woman not to be denied. "She's an emotional person," he said. "Talking to my partners and me, she was irrational and very unhappy. There was no point in pushing her. So we paid her the money and interest."

Both the White House and Senator Percy investigated Miss Skelton's charges and both, according to letters read into the record by Senator Pastore, concluded Mr. Houser had not been guilty of any wrongdoing. Senator Percy, in introducing Mr. Houser at the hearing, said he was "everlastingly grateful to him" for helping him get started in politics. But he also said he would have been "the first to ask the White House to withdraw the nomination" if there had been any basis for Miss Skelton's charges. Mr. Houser, he said, "had gone the extra mile" to be fair; he's done "absolutely nothing wrong."

Mr. Houser, apparently, had not been worried about the affect of Miss Skelton's charges on his nomination. Even before the hearing, he had begun making staffing plans. Sidney Goldman, the FCC Common Carrier Bureau's assistant chief for international matters, is expected to move over to OTP as head of its Office of Planning. And Joseph Ryan, of the FCC's Broadcast Bureau, who had served as Mr. Houser's legal assistant when Mr. Houser was an FCC commissioner, will join him at OTP as his special assistant.

He has also moved his boat east—a 25-foot sailboat he trailered in from Chicago.

Media

Westinghouse profit claims for networks rebutted in CBS analysis

Broadcast group president Schneider says study shows rate of return increasing but still below that of stations

Table I

	Revenue and income					
	Network			Five Group W markets		
	Revenue	Income ($million)	Return	Revenue	Income ($million)	Return
1964	1,044.8	60.2	5.8%	128.5	60.4	47.0%
1965	1,141.7	59.4	5.2	142.3	69.0	48.5
1966	1,302.4	78.7	6.0	160.3	73.9	46.1
1967	1,359.1	55.8	4.1	162.0	62.8	38.8
1968	1,424.3	56.4	4.0	183.8	68.5	37.3
1969	1,569.6	92.7	5.9	202.2	72.1	35.7
1970	1,551.1	50.1	3.2	202.7	63.9	31.5
1971	1,490.4	53.7	3.6	200.3	53.7	26.8
Average	1,360.4	63.4	4.7	173.8	65.5	37.7
1972	1,687.5	110.9	6.6	228.7	66.0	28.9
1973	1,839.7	184.8	10.0	242.1	66.2	27.3
1974	2,005.3	225.1	11.2	256.8	70.0	27.3
Average	1,844.2	173.6	9.4	242.5	67.4	27.8

CBS has told Westinghouse Broadcasting Co. that while it is true, as Westinghouse claims, that the three TV networks' profits have increased substantially, the bulk of the increase has come in the last four years and their rate of return is still well below that of stations in the five markets where Westinghouse operates.

"In 1964, the base year selected [by Westinghouse] for the purpose of comparison, the three networks retained income of $60.2 million [which] represented a return of 5.8% on sales," according to an analysis that John A. Schneider, president of the CBS Broadcast Group, sent to Donald H. McGannon, president and chairman of Westinghouse Broadcasting. "It is noteworthy that, in the same year, those markets in which Westinghouse operates television stations collectively generated station profits of $60.4 million—more profit than was generated by all three networks—and a return of 47% on sales."

Mr. Schneider sent the analysis to Mr. McGannon—with copies to CBS-TV affiliates—in response to a presentation Mr. McGannon had made earlier this year to all three networks and later circulated to their affiliates protesting what he called inequities in network compensation to affiliates and network encroachment on station time. In circulating the Westinghouse studies to affiliates Mr. McGannon had cited his findings as good reason to oppose any attempt to expand network newscasts (BROADCASTING, May 24, et seq.).

Mr. Schneider's analysis, which he said was prepared by CBS-TV network authorities, contended that Westinghouse's comparison of network profits in 1974 with those in 1964 "masks rather than reveals what actually took place during this 10-year period." For the eight years from 1964 through 1971, income of the three networks was "almost static," and ABC-TV was reputed to be losing money, the analysis said, whereas ABC apparently experienced a turn-around in 1972 and the FCC's figures for that year showed "a dramatic change" in three-network profits which has continued in the years since, "with all three now on the profit side."

"We do not believe that comparative growth based on 1964 station or network profits is meaningful or fair," the CBS report said. "The same statement applied to many subsequent years. Indeed, we believe such figures distort the facts in favor of the stations. In any event, whatever their value in terms of the past, the essential question remains whether the changed relationship between network and station profitability represents an equitable balance in terms of the present."

The study included a table (Table I) to show "the return on sales for the networks and the five Group W markets prior to and after the turnaround at ABC. Since that time, the network profitability has finally approached a 10% pre-tax return on sales, which translates into approximately a 5% post-tax return on sales.

"The broadcasting industry median from *'Fortune's* 500, 1974,' was 6.5%, so that the networks, which invest most of the risk capital (especially in program development), are not even now fully sharing in the returns of the industry. Based upon the 7.4% reduction in network profits in 1975, this imbalance, in our opinion, not only will continue but will become more marked."

The CBS report said that "to the outside observer, the fact that stations are paid to carry network shows, instead of the other way around, is a matter of surprise." In fact, the report asserted, CBS-TV "has received many offers—including one current—to carry network programing with *no* station payment. Furthermore, even in major markets where a high level of national spot and local revenue is available, we have been approached by independent stations with offers to affiliate at a lower level of payment than currently paid in the market."

As for increases in the number of network commercials, particularly with the change-over from 60-second to 30-second units as the standard length—another point Mr. McGannon had cited—the CBS answer said the Westinghouse presentation distorted the increase by giving equal weight to 30's and 60's "regardless of the time of day in which they are aired." CBS offered a daypart analysis and added: "More meaningful is the fact that total commercial time increased 3% between 1969 and 1974 (from 108.3 thousand minutes to 112.0 thousand minutes)" (see Table II).

But the "primary question," the CBS report continued, is "whether the current structure represents a fair arrangement between stations and networks today." And it offered a table comparing network and station commercial minutes by daypart, along with the amount of programing supplied by network as compared with the amount supplied by a station in the same periods. The bottom line: The network had 126

Table II

Thousands of minutes in commercials on networks

	1969	1974	Increase %	Increase No.
Evening	23.8	19.7	(4.1)	(17.2)
Daytime	49.7	52.0	2.3	4.6
Sports	5.3	8.1	2.8	52.8
Saturday/ Sunday morning	12.9	10.0	(2.9)	(22.5)
Early news	4.7	5.3	.6	12.8
Early morning	6.9	7.2	.3	4.3
Late night	5.0	9.7	4.7	94.8
Total	108.3	112.0	3.3	3.0

minutes to the station's 112.4 per day, but supplied 13 hours of programing to the station's five hours (see Table III).

"The network pays for programing 72% of the broadcast day and uses slightly more than half (53%) of the commercial minutes," the report said. "Not all dayparts are equally saleable, however.

"The average number of homes using television (HUT level) in the afternoon is approximately double the morning. The HUT level during early fringe hours is about three times the morning block. And prime time HUT level is about four times the morning span. The late fringe time span on average is slightly lower than the afternoon, but the audience drops so rapidly that the last half-hour has less than half the audience of the first half-hour.

"If the commercial minutes are weighted by the potential audience, the station units have a greater potential audience than the network units, despite the fact that the bulk of the viewers are attracted by the programing developed and financed by the networks."

As for Mr. McGannon's charge of network "encroachment" on station time, the CBS analysis said CBS-TV's regularly scheduled programing between 7 a.m. and 2 a.m., Monday through Sunday, had ranged from 152.5 half-hours a week in March 1960 to a high of 178.5 half-hours weekly in 1972, with a drop to 177.5 in 1975. But between the hours of 8 a.m. and 11:15 p.m.—which were the hours CBS was programing in 1960—the network's weekly half-hours have dropped to 147.5 in 1975, the report asserted.

"During this time span (8 a.m. to 11:15 p.m.), the network offering has decreased and that decrease has been in prime time and five half-hours from 4:30-5 p.m., Monday through Friday, when sets-in-use are very high with correspondingly high revenue potential.

"The so-called encroachment of the network into station time, therefore, is specifically the programing of the *CBS Morning News* and the *CBS Late Movie*. The early-morning time period, because of low sets in use, is largely unprofitable for either the networks or the local stations. Certainly the time period has represented a substantial loss to [CBS-TV]. The *CBS Late Movie* is a profitable vehicle for [CBS-TV]; but the network provides stations with half of all commercial minutes, pays for the programing and in addition pays station compensation. It should be noted that a majority of affiliates expressed a desire to have [CBS-TV] program this late-night time period before network service was introduced. (Also significant is the fact that since the programing previously scheduled in this time period by both of the Group W stations that are affiliated with CBS-TV was feature film, no public service programing was displaced)."

In short, the CBS analysis concluded, "we can understand the emotional appeal the Westinghouse complaints would create among stations [but] they cannot be supported by the economics of the industry today."

CBS was the second network to respond publicly to the Westinghouse presentation. NBC released its replies two weeks ago and, like CBS, distributed copies to its TV affiliates (BROADCASTING, June 21). Westinghouse spokesmen said they had not yet heard from ABC, but that Mr. McGannon was preparing a reply to the CBS analysis.

Mr. McGannon, reached Thursday (July 1), said he hoped to have his reply ready this week, but that in the meantime he could offer two or three reactions.

He cited specifically the CBS report's assertion—and a similar one in NBC's earlier reply—that an outsider would consider it surprising that networks pay stations to carry network programing, instead of the stations paying for the privilege.

If networks discontinue station compensation, he said, they "will control all of the profit in television except 27% that is generated in local markets."

"The effect of this would be that 25% of the stations in the top 100 markets would go into the red," Mr. McGannon asserted. "And beyond the top 100, the bulk if not all of the stations, would be in the red."

Discontinuance of station payments, he continued, would also mean that "65% of the top-100 markets would lose 50% or more of their profitability."

Mr. McGannon also noted that the CBS analysis had reported that network profits last year declined 7.4% below 1974 levels. Be that as it may, he said, current indications—including indications from network sources themselves—"are that the three television networks in 1976 will reach or exceed a quarter of a billion dollars in profitability." That would represent a gain of approximately 11% from the networks' $225.1 million profits in 1974—latest year for which FCC figures are available—and about 20% from the $208.4 million indicated for 1975 by CBS's estimate that 1975 profits dropped 7.4% below 1974's.

Table III

Commercial minutes in a day—first quarter, 1976

	Commercial Minutes Network	Commercial Minutes Station	Hours of programing Network	Hours of programing Station
7-11 p.m.	18	24.2	3	1
11 p.m.-1 a.m.	11	18.2	1.5	0.5
4:30-7 p.m.	5	28.3	0.5	2
12-4:30 p.m.	48	15.0	4	0.5
7 a.m.-12 p.m.	44	26.7	4	1
	126	112.4	13	5

NAB alters convention to fit Washington

Radio, TV and engineers will be split among three hotels, as will equipment exhibitors; meetings may start on Sunday

As the site for next year's convention of the National Association of Broadcasters, Washington is proving somewhat inhospitable, but the NAB staff is bent on making the best of the March 27-30 meeting.

Although the convention is still a long way off, some tentative plans have been made, including some changes from the typical NAB annual gathering. One such alteration is to have three separate convention headquarters, one each for radio, television and engineering ("Closed Circuit," June 28). This is to compensate for the lack of a central convention center in the capital.

And tentative hotel assignments have been made for each of the industry components. Radio will have its headquarters at the Sheraton Park, the largest of the three convention hotels. Television will be at the Washington Hilton; the engineers at the Shoreham Americana.

As with the broadcasters, the equipment exhibitors will also be spread over three hotels. NAB wants to segregate radio equipment from television equipment, but will not force the issue. Manufacturers of both radio and TV equipment will not have to split their wares between two hotels. NAB also wants each of the three exhibit areas to be equally well traveled, and to do that it is considering separating the largest manufacturers, so there will be at least some in each hotel.

Another major change contemplated is to begin the convention on Sunday afternoon at 4 p.m., instead of on Monday morning. That idea was considered but not implemented at the Chicago convention this year. There is special incentive for it in Washington, however. With free afternoons during the week, conventioners will have more time to see their congressmen, which is the main reason for holding the industry gathering in Washington the year following an election. And, as always, NAB will try to book the newly elected President for an address.

Do the sins of the parent fall on the licensee?

Two groups vying for facilities of WNAC-TV Boston claim charges of corporate misconduct against General Tire are reason enough to lift RKO's license; Quello indicates he thinks otherwise as oral arguments are held

Toward the end of the three-hour oral argument the FCC held last week in the comparative hearing in which RKO General Inc.'s license for WNAC-TV (ch. 7) Boston is at stake, Commissioner James H. Quello indicated the problem facing applicants seeking to take a license away from an incumbent. At issue was the charge that RKO General and its parent, General Tire & Rubber Co., had engaged in reciprocal trade practices, which are violations of the antitrust law.

"All we have here are allegations, but no criminal or civil indictment," Mr. Quello said to Charles Fabrikant, counsel for one of RKO's two challengers, Community Broadcasting of Boston. "You're asking me to impose a $30 million fine on a company that has been renewed for over 25 years, and basing the decision on only a public interest finding." That, he said, "is a terrible punishment."

Mr. Fabrikant agreed the punishment would be "harsh." But, he said, licensees are obliged to observe high standards of conduct.

RKO and General Tire in 1971 entered into a consent decree under which they agreed not to engage in reciprocal trade practices.

However, the administrative law judge in the WNAC-TV case, Forrest L. McClenning, said the practices—under which a company chooses its suppliers from among customers of its products—were not grounds for disqualification; he noted that many other corporations had engaged in the same practice without being questioned. And he proposed renewing RKO's license—he said the station had compiled a "superior" performance record it could be expected to maintain—and denying the competing applications of Community and Dudley Station Corp.

The reciprocal trade practices are not the only allegedly illegal practice involving General Tire and causing RKO problems in the hearing. Community has charged General Tire with engaging in a pattern of corrupt activity that included payoffs to foreign officials to induce them to favor General Tire and its products, illegal corporate gifts to U.S. political candidates, and violations of tax and security laws. Community says that if the commission cannot conclude from the record that Community's application should be granted, it should reopen the record to investigate the charges against General Tire.

"You can't divorce the parent from the child," Mr. Fabrikant said. But Harold Cohen, counsel for RKO, thought the commission could. The allegations have nothing to do with the company's broadcast operations, he said.

Nor was Mr. Cohen agreeable to a suggestion of the FCC's Broadcast Bureau counsel, Bruce Eisen who noted that General Tire had agreed to a settlement with the Securities and Exchange Commission under which the company pledged an in-house investigation of charges SEC had filed against the company, many of which were substantially the same as those Community had filed (BROADCASTING, May 17). Perhaps the commission should wait until the evidence compiled in that investigation is available, Mr. Eisen said.

"These proceedings must end some time," Mr. Cohen said, noting they began in 1969. He suggested that the commission leave the General Tire case to Congress and to other agencies of government concerned with it. "There is no need for the FCC to involve itself," he said.

As for the record of WNAC-TV, he said the superiority the administrative law judge cited had been attested to in the hearing by 86 prominent members of the Boston area. The record is "solid, substantial [and] outstanding," he said.

Dudley's attorney, Joseph Hennessey, focused principally on the administrative law judge's conclusion that Dudley was not financially qualified to be a licensee. Mr. Hennessey said the money needed—$5.3 million—was available. But he said the financial institutions involved are in Europe and their business practices do not include providing the written commitments the commission usually requires.

If successful in its application, Dudley would become the first major-market VHF television station licensee that was substantially black-owned. Some 85% of the applicant company is black-owned.

Agency actions to spur competition required in bill

Measure emerging in Senate would put Justice, FTC on top of FCC broadcast regulation

The Competition Improvements Act, a bill to promote stronger antitrust enforcement at regulatory agencies such as the FCC, has passed the Senate Judiciary Committee.

The bill would force agencies to apply a uniform test to their actions to guard against doing anything injurious to competition in the industries they regulate. The test is three-fold, requiring that the agency state the purpose of the proposed

Reid "at home" in Illinois, Fogarty and White still waiting at the alter. The FCC is now down to six members. Commissioner Charlotte Reid left the commission on Wednesday to assume a new full-time role, that of wife of H. Ashley Barber, of her home town of Aurora, Ill., whom she married on May 26 (BROADCASTING, May 31). The final day was marked not only by an agenda containing items the commission wanted to complete while she was still on the commission but by a farewell luncheon the commissioners gave for her and for Commissioner Glen O. Robinson, who is to leave the commission by the end of July. Commissioner Robinson, whose term expired on Wednesday but who may remain in office until a successor is confirmed, will join the law faculty of the University of Virginia in the fall.

The White House's replacements for Commissioner Robinson, a Democrat, and Commissioner Reid, a Republican, are expected to be Joseph Fogarty, counsel to the Senate Communications Subcommittee, and Margita White, assistant White House news secretary and White House director of communications. It had been understood that Mr. Fogarty, a Democrat, would be named to the full seven-year term that has become available, while Mrs. White, a Republican, would be appointed to fill the remaining two years of the Reid term. However, White House sources last week said it was not clear whether Mr. Fogarty or Mrs. White would be nominated for the seven-year term. The White House is expected to announce the appointments this week.

action, determine the anticompetitive impacts and public benefits of it and then search for a better, less anticompetitive solution.

A competitive impact statement would not have to be drafted, but the agency's findings from the test would have to be included in any written opinion accompanying a ruling.

The specific effects the bill would have on the FCC's regulation of broadcasting have not been stated by either the Judiciary Committee or the Antitrust Subcommittee where the bill began in the Senate.

"This bill doesn't admit to concrete examples," a committee aide said last week. He said it is possible it would cause the FCC to change some of its rules, but he said that would be up to the FCC. In its hearings on the bill the Antitrust Subcommittee held up the FCC's pay cable television rules as bad examples of agency regulation. But several staffers close to the legislation have also said that among regulatory agencies, the FCC is one of the most diligent in protecting competition.

What the bill provides, said one, is a "flexible kind of guidance that can grow and can meld itself to the needs of the marketplace."

Among its other provisions the bill gives the Justice Department and the Federal Trade Commission, both with authority to enforce antitrust law, the right to participate in agency actions as if they were regular parties.

In addition, the Justice Department would be empowered to call hearings at agencies if it were not satisfied that the Competition Act's procedures had been followed. It is intended, the aide said, that Justice and the FTC would divide their antitrust oversight activities rather than duplicate efforts.

The bill now goes to the Senate floor, but there is some doubt it will get action this year.

Senate-like DST bill moving through House

Subcommittee reports out measure for seven-month daylight saving; FCC would be given power to grant presunrise authority to daytimers

A bill to increase daylight saving time from the present six months a year to seven was approved last Tuesday by the House Subcommittee on Transportation and Commerce. It differs only slightly from a bill that passed the full Senate in February.

Sponsored by the House subcommittee chairman, Fred Rooney (D-Pa.), the bill would make daylight time begin the third Sunday in March and end the third Sunday in October. Currently, DST begins the last Sunday in April and ends the last Sunday in October.

As in the Senate bill, the FCC would be given authority to grant presunrise operating authority to some daytime radio stations that might lose valuable early morning time at the fringes of the lengthened DST. The commission would also have the authority to forge agreements with the governments of Canada, Mexico and the Bahama Islands for relief of American daytimers occupying clear channels licensed to those countries.

At the urging of the Daytime Broadcasters Association, which opposed lengthened DST in hearings last month (BROADCASTING, June 14), the House subcommittee made its bill more specific on that point than the Senate's, authorizing the FCC to make rules permitting daytimers to operate "at the greatest of power and during such extended hours of operation as may be practicable and consistent with the public interest, including the public's interest in receiving interference-free service . . ."

The subcommittee bill, H.R. 13090, now goes to the full House Commerce Committee.

Changing Hands

Announced

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

■ KCFO(FM) Tulsa, Okla.: Sold by American Christian College Inc. to Inspiration Media Inc. for $450,000 cash plus five-year contract for 15 minutes of air time per week, valued at total of $27,000. Seller, small college, is requesting waiver of FCC's three-year rule to sell station to meet mortgage payments on its college properties. It has no other broadcast interests. Principals in buyer are Stuart W. Epperson (55%) and wife Nancy (45%). Mr. Epperson also owns WKBA(AM) Vinton, Va., WRBX(AM) Chapel Hill, N.C., has 50% interest in KBIS(AM) Bakersfield, Calif., and sold WKBX(AM) Winston-Salem, N.C., for $585,000 (BROADCASTING, May 24). KCFO is on 98.5 mhz with 100 kw and antenna 660 feet above average terrain.

■ KLEI(AM) Kailua, Hawaii: Sold by Hawaiian Business News Ltd. to K-LEI Corp. for $235,000. Seller, Chicago-based publishing firm, is wholly owned by Frederick B. Livingston who has no other broadcast interests. Buyer is owned by Jack C. Woods (26%), Joseph Rateau, also known as Joseph Kelly (24%0, William W. Fisher III (24%), Cary J. Norman (21%) and Charles Fuller Hunt II (5%). Mr. Woods owns Cincinnati construction and development firms. Mr. Rateau is radio personality for WLW(AM) Cincinnati. Mr. Fisher is manager of Dayton-based insurance company. Mr. Norman, president of K-LEI Corp., is head accountant for metal manufacturing firm. Mr. Hunt is owner of Charles Fuller Services, broadcast advertising company in Cincinnati. KLEI is on 1130 khz full time with 10 kw.

■ KWIP(AM) Merced, Calif.: Sold by KWIP Broadcasting Inc. to Jack O. Koonce for $185,000. Principal in seller is Glenn H. Hilmer who has no other broadcast interests. Buyer also owns KXEM(AM)

McFarland, Calif. KWIP is 1 kw daytimer on 1580 khz. Broker: John Grandy/ Western Business Brokers.

■ Others sales reported at the FCC last week include: KASO(AM) Minden, La.; KBJM(AM) Lemmon, S.D.; KGFX(AM) Pierre, S.D.; KKLS-AM-FM Rapid City, S.D. and KDUX-FM Ocean Shores, Wash. (see page 46).

Approved

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

■ KEZR(FM) San Jose, Calif.: Sold by PSA Broadcasting to Alta Broadcasting for $600,000. KEZR is last station in portfolio of seller, subsidiary of PSA (airline and other interests), which at one time owned FM group. Buyer is owned by Joe and Jane Levitt who also own KXRX(AM) San Jose. KEZR is on 106.5 mhz with 50 kw and antenna 430 feet above average terrain.

■ KTUC(AM)-KFMM(FM) Tucson, Ariz.; KYVA(AM)-KGLP(FM) Gallup, N.M.; KHSJ-AM-FM Hemet Calif.; KHOT(AM)-KUUL(FM) Madera, Calif.: 50% of 2588 Newport Corp., Santa Ana, Calif., sold by John J. Cote (30.1%) and Carolyn C. Avirett (19.9%) to Raymond I. Kandel for $575,000. Sellers, brother and sister, have no other broadcast interests. Mr. Kandel currently owns other 50% of 2588 Newport Corp., parent company of stations, and has no other broadcast interests. KTUC(AM) is on 1400 khz with 1 kw day, and 250 w night. KFMM(FM) is on 99.5 mhz with 30 kw and antenna 73 feet below average terrain. KYVA(AM) is on 1230 khz with 1 kw day and 250 w night. KGLP(FM) is on 94.5 mhz with 25 kw and antenna 70 feet above average terrain. KHSJ(AM) is daytimer on 1320 khz with 500 w. KHSI-FM is on 105.5 mhz with 700 w and antenna 265 feet below average terrain. KHOT(AM) is daytimer on 1250 khz with 500 w. KUUL(FM) is on 92.1 mhz with 3 kw and antenna 185 feet above average terrain.

■ Other sales approved by the FCC last week include: KOCA(AM)-KNCW(FM) Kilgore, Tex.; KIDO(AM) Bosie, Idaho; KVMT(FM) Vail, Colo.; WROM-AM-FM Rome, Ga. and WVFV(FM) Dundee, Ill. (see page 46).

First things first

Staff members of the General Accounting Office and the FCC have agreed to postpone a planned meeting on the commission's new license renewal forms for radio and television pending commission review of petitions for reconsideration of the forms. Broadcasters, in petitions to the commission and the GAO, which has the function of reviewing government forms, complained about a question in both forms requesting information on litigation involving anyone who is a party to the renewal. They say that answering the question would be unduly burdensome.

GAO officials were persuaded that the complaints have some substance, and asked the commission for a meeting (BROADCASTING, June 28). However, a commission official last week said the two agencies agreed that if the commission resolved the matter "to the satisfaction of the petitioners, GAO has no problem."

FCC rejects protest by KDUB-TV against competitor stations

Commission says there is no proof that coverage of television outlet's problems was 'sensational'

After Gerald Green, president of Dubuque Communications Corp., then permittee of KDUB-TV Dubuque, Iowa, became involved in an FCC investigation of an alleged bribery conspiracy, he felt the coverage given the case by KDUB-TV's competitor was less than objective. He contended, in fact, that The Telegraph Herald's KDTH(AM)-KFMD(FM) and *The Telegraph-Herald*, the only newspaper in Dubuque, were used in an effort to "damage KDUB-TV and destroy its ability" to compete in the market. So DCC petitioned the commission to deny THI's renewal applications for the radio stations.

But the commission has rejected the petition and renewed the stations' licenses. It says it could not find "a scintilla of extrinsic evidence that THI 'sensationalized' its coverage of the KDUB-TV heading specifically to 'damage the goodwill' of the station."

KDUB-TV was one of several stations involved in the commission's investigation of alleged bribery on the part of small-market stations said to have been attempting to obtain favorable affiliation contracts with ABC. The commission in December 1973 found that a former ABC official was guilty of extortion but exonerated Mr. Green and granted an application for a license to cover the construction permit for KDUB-TV.

Throughout the investigation, DCC complained to the commission *The Telegraph-Herald* covered the story "in a highly sensational manner, giving each step of the proceeding—and other problems encountered by KDUB-TV—coverage wholly disproportionate to the importance of the stories."

KORK-TV would give thumb for disclosures to press

Charging leaks of confidential information to the trade press, Western Communications Inc., licensee of KORK-TV Las Vegas, has petitioned the FCC to conduct hearings on whether certain FCC personnel should be disqualified from involvement in KORK-TV's license renewal.

Western, a subsidiary of Donrey Media Group, cited several articles from the trade press which it said proved that FCC legal aides, assistants and possibly an FCC commissioner had leaked restricted information from oral arguments at the commission that implied that KORK-TV's license renewal would be denied (BROADCASTING, March 15, 22).

Western said an FCC security investigation it requested in March had revealed that "ex parte communications" probably did take place, although perhaps inadvertently. Western said the leaks prejudiced its license renewal and showed that some commission decision-making personnel gave the appearance of '"prejudgment, unfairness or bias on various aspects of the case."

Western said the hearing should also establish sanctions against future leaks. The hearing should be conducted by an official outside the FCC, Western added, and the KORK-TV renewal proceeding should be suspended until after this hearing.

Media Briefs

Two more years. FCC has renewed for additional two-year period National Industry Advisory Committee, group of broadcasters established in 1958 to develop various broadcasting emergency warning systems. During next two years, NIAC, developer of Emergency Broadcast Systems in early 1960's, plans increased development of EBS at state and local levels and integration of cable TV systems into EBS. Also warranting further investigation is possible incorporation of Citizens' Band radio into emergency broadcasting, development of plans to improve effectiveness of amateur radio during emergencies and plans for use of public radio as link in emergency communications network.

Appointed. Philip J. Lombardo, president of Corinthian Broadcasting Corp., New York, has been appointed to Television Information Committee, which sets policy for National Association of Broadcasters' Television Information Office.

NPR announcers affiliate with AFTRA

National Public Radio's on-air staff last week voted to join the American Federation of Television and Radio Artists. While AFTRA represents employes at certain public stations, this is the first time employes at a national public broadcasting organization have joined the union, NPR said.

The vote was organized by NPR employes whose major grievance with management is said to involve salary levels (BROADCASTING, May 17). The vote count showed 20 staffers favoring AFTRA representation, nine opposing membership and one abstaining.

NPR President Lee Frischknecht, in a statement to employes, said, "This vote is obviously not one I had desired, and it will obviously have an impact on NPR operations." He did, however, promise that when NPR "shortly" begins bargaining with AFTRA, management will act in "good faith" to meet the needs of NPR and all its employes.

Cablecasting®

'Beacon Hill' draws round of applause from pay-cable audience

83% of calls from HBO viewers vote 'yes' for similar dramas

Beacon Hill's resuscitation on Home Box Office last month ("Closed Circuit," April 26) has so far prompted an overwhelmingly favorable viewer response for more programing of this type on pay cable.

Following a 100-minute cablecast of the two episodes CBS-TV did not choose to air last winter (the series was canceled eight weeks after it made its debut because its share total dropped below 20 and stayed there), HBO asked viewers to dial a toll-free number and register a simple yes or no as to whether they would support future dramatic material that veered away somewhat from HBO's steady diet of theatrical movies and sports events.

As of last week, HBO sources reported that, based on eight different showings of the *Beacon Hill* special, 40,650 calls were received, of which 33,600 (or 83%) registered a yes and 7,050 a no.

However, a separate HBO-commissioned Trendex telephone survey covering four cable systems that offer the HBO pay-cable channel indicated, at least in a preliminary way, that only 10% to 15% of the potential audience tuned in to *Beacon Hill* whereas from 57% to 75% of that potential audience watched "Gone With the Wind" and from 54% to 69% looked in on a two-hour Bette Midler special.

Cable Briefs

Cracking down. Arizona has joined ranks of states enacting laws to prevent illegal hook-ups to cable systems. New law makes it misdemeanor to have unauthorized connection, to sell or advertise devices for illegal hook-up and to cause malicious damage to system or interrupt services. According to Arizona Cable Television Association (ACTA), unauthorized tapping and damages cost state's cable system 4% of their gross revenues in 1975, with one to 10% of all connections illegal. Other state with new stiff laws is Florida where illegal hook-up will bring first-degree misdemeanor as of Oct. 1 (BROADCASTING, June 28).

Uniting for cable. Minnesota Cable Communications Board (MCCB), state agency which oversees cable operations, has confirmed grant of "first joint powers franchise" in state to Cable Communications Systems, based in Hector. Franchisers are northern Minnesota municipalities of Aurora, Hoyt Lakes and Biwabik and town of White—all of which have populations of less than 4,000. MCCB said joint franchise will be more attractive to private investors; noted that groups in other parts of state, including suburbs of Minneapolis-St. Paul, are considering similar route.

Sold in S.C. Ray Miller, owner of Clear Cable Co., which operates 4,200-subscriber system in Surfside Beach, S.C., has purchased another system in state, Carolina Beach Cable TV, from John McGuire. Carolina Beach system passes 2,000 homes, has 400 subscribers. Mr. Miller plans system expansion so 4,000 homes will be passed. Daniels and Associates, Denver, acted as broker.

New from FBC. Federal Broadcasting Co., Canton, Ohio, is offering musical-variety series, *Al Alberts Show,* to cable systems on barter basis. Series, 13 one-hour programs with six minutes of local advertising time per show, is produced by Alstel Productions.

Continued fire on system requirements

The FCC order modifying the channel-capacity, access-channel and other physical requirements the commission has imposed on cable television systems continues to run into opposition, both in court and at the commission.

The American Civil Liberties Union has filed a petition for review in the U.S. Court of Appeals in Washington. However, since an earlier appeal was filed, by Midwest Video Corp., with the appeals court in St. Louis (BROADCASTING, June 28), the cases will probably be consolidated there.

Meanwhile, the commission has received a number of petitions for reconsideration. The National Cable Television Association and California Cable Television, in one, and a group of nine cable companies, in another, complained about various provisions, including one requiring systems to permit access-channel users to pass costs along to those who wish to view the service; such a rule, they say, would make systems something close to common carriers. A third petition for reconsideration, by Community Communications Project of New Paltz Inc., of New Paltz, N.Y., criticizes the order for its failure to specify that cable system operators make adequate equipment—cameras, lighting, and the like—available for access-channel users.

Teleprompter quits Gary

Gary, Ind., became a one-cable-system town last month as Teleprompter Corp. closed down its Lake County Cable TV operation. According to Teleprompter—which began operating there in 1973 and had less than 1,000 subscribers—not enough interest in Teleprompter's service could be generated. The remaining system is Gary Communications Group, which is the nation's first black-owned system. It began operating in 1973 (BROADCASTING, Sept. 10, 1973).

Programing

Strong stand on TV violence voted by AMA

Doctors support resolution calling for 'active opposition' to shows containing violent acts; more activity in this area is planned

"TV's massive daily diet of symbolic violence and crime [is] an environmental hazard" and should be declared "a risk factor threatening the health and welfare of young Americans," according to a resolution adopted by the American Medical Association's governing body which met last week in Dallas. The AMA's house of delegates consists of 256 members representing state bodies who act on policy decisions for next year.

The resolution, now official policy of the 217,000 member organization, was toned down a bit from the version first presented to the AMA by the California delegation. The original document called on physicians and their patients to "boycott" shows containing violence "as well as products and services sponsoring such programs." In the form finally adopted, the word boycott was changed to "actively oppose."

To implement this opposition the AMA's board of trustees authorized: 1) the establishment of an ad hoc committee to study new research in the area; 2) publication of a booklet to be distributed by doctors to parents that "emphasizes parental awareness and responsibility" toward the shows their children watch. No specific shows will be listed as violent or acceptable, but general guidelines for suitable viewing will be given; 3) exploration of the possibility of joint meetings with the National Association of Broadcasters to study violence, and 4) to ask the networks to air a warning to parents that a show contains "episodes of violence that may have an adverse effect on some children." It will also request networks and individual stations to set up and follow some guidelines as to the scheduling of violent shows.

More specific action will be developed later this month when the AMA staff and the ad hoc committee meet.

The AMA's action was precipitated by the publication of an article last year in the association's *Journal* by Dr. Michael B. Rothenberg of the University of Washington. Dr. Rothenberg said that the rate of violence during childrens' programs (especially cartoons) was six times greater than during adult shows and that the average American child will have witnessed 18,000 TV murders by the time he finishes high school. The result, he said, is an increase in aggressive behavior among children.

Dr. Thomas Elmendorf of the California delegation added that "there's increasing evidence that there is a relationship" between crime shows and the rising number of violent deaths of young people.

Programing Briefs

NBC buys future. NBC-TV has bought "2001: A Space Odyssey," one of most successful cult sci-fi movies ever made, as part of five-picture MGM package. Included also is last year's Neil Simon hit, "The Sunshine Boys," with Walter Matthau and George Burns. Other three titles are "The Wind and the Lion" (Sean Connery and Candice Bergen), "Ricco" (Dean Martin) and "Hearts of the West" (Jeff Bridges).

Family fare. McDonald's Local Restaurants Association has made $2 million commitment to WQED(TV) Pittsburgh for new series described by Public Broadcasting Service as "junior *Masterpiece Theatre.*" Series, yet unnamed, will be distributed by PBS and will include anthology of classics such as "David Copperfield," "The Prince and the Pauper" and "Robin Hood" coproduced by BBC and Time-Life Films; eight hour-long adventure films from London's Children's Film Foundation, and original drama produced by WQED. PBS plans to distribute series four times per week, beginning in early October. Series will have half-hour format, with occasional 60-minute specials. McDonald's last PBS underwriting venture ended last year when it canceled its affiliation with children's series, *Zoom*.

Most seen. Super Bowl games dominate Nielsen's updated list of the 25 highest-rated TV shows of all time. Five of the top seven on the list are pro football championship games. "Airport" clocks in as the highest-rated movie of all time, with "Love Story" and the second half of "The Godfather" as runners-up. Four separate episodes of *All in the Family* are lodged in the top 25, making it by far the highest-rated series ever telecast. This ranking does not include programs that Nielsen classifies as "special news events," such as coverage of the first manned lunar landing.

Program	Date	Network	TV households (000)
1. Super Bowl X (Pittsburgh-Dallas)	1/18/76	CBS	29,440
2. Super Bowl IX (Pittsburgh-Minnesota)	1/12/75	NBC	29,040
3. Airport	12/11/73	ABC	28,000
4. Super Bowl VII (Washington-Miami)	1/14/73	NBC	27,670
5. World Series Cincinnati-Boston, game seven)	11/22/76	NBC	27,560
6. Super Bowl VIII (Miami-Minnesota)	1/13/74	CBS	27,540
7. Super Bowl VI (Miami-Dallas)	1/16/72	CBS	27,450
8. Love Story	10/1/72	ABC	27,410
9. All in the Family	1/5/76	CBS	27,350
10. Bob Hope Christmas Show	1/15/70	NBC	27,260
11. Bob Hope Christmas Show	1/14/71	NBC	27,060
12. Godfather, part two	11/18/74	NBC	26,890
13. Poseidon Adventure	10/27/74	ABC	26,720
14. Jeremiah Johnson	1/16/76	ABC	26,100
14. Helter Skelter, Part Two	4/2/76	CBS	26,100
16. The Fugitive	8/29/67	ABC	25,700
17. All in the Family	9/15/75	CBS	25,540
18. Academy Awards	4/7/70	ABC	25,390
19. Godfather, part one	11/16/74	NBC	25,350
20. All in the Family	1/8/72	CBS	25,270
21. True Grit	11/12/72	ABC	25,210
22. Maude	1/5/76	CBS	25,130
23. Patton	11/19/72	ABC	24,960
24. All in the Family	1/15/72	CBS	24,840
25. Academy Awards	3/29/76	ABC	24,710

Anti-CB forces flood FCC with protests against expanding band

TV, manufacturers, hobbyists complain of interference

Protests from the major networks independent broadcasters, electronics manufacturers, and, especially, model aircraft enthusiasts, have swamped the FCC since it proposed to provide additional frequencies for thé burgeoning citizen-band radio service.

The National Association of Broadcasters said in comments filed last week that the commission proposal to increase CB channels from the present 23 to a possible 100 (with the addition of sideband and other frequency-boosting equipment) is not only "at this time premature," but would exacerbate existing CB interference to television and create new problems for AM radio.

CB currently operates between 26.965 mhz and 27.255 mhz. The FCC proposal would have CB operators share another five channels in the 27 mhz range currently used by such diverse radio interests as manufacturers of radio-controlled burglar alarms, garage-door openers and radio-controlled model aircraft hobbyists.

The Association of Maximum Service Telecasters Inc. agreed with the NAB that CB radio, with its ever increasing popularity and high degree of mobility causes "severe and destructive interference to television reception." CB'ers also have a reputation, AMST said, of not abiding by FCC regulations. Many use illegal power mikes to boost their transmissions, AMST said, and television can look to a future of increasing interference not only from "lawful citizens' radio operation, but from widespread illegal citizens' radio use as well."

CBS spoke for its WCBS-TV New York, KNXT(TV) Los Angeles and WBBM-TV Chicago when it said it "has received numerous complaints" from viewers of those stations about CB interference. The stations are on channel 2, one VHF channel especially susceptible to CB interference, according to an FCC report issued last week.

Boston Broadcasters Inc., licensee of WCVB-TV Boston, supported the comments of its network, ABC, when it complained that it "suffered extensive interference" on channel 5, the other channel indicated as highly susceptible to CB interference by the FCC report.

WKRG-TV Mobile, Ala., also on channel 5, complained that if "the present pattern of mounting interference continues unchecked" there will be damage to the station's "competitive position within a relatively short term." It said there was also the potential for major interference to its co-owned AM radio station if the CB channels were expanded further into the 27 mhz band. The station agreed with AMST and ABC that filtering and other techniques proposed by the FCC and CB equipment manufacturers to reduce interference would be inadequate.

Complaints were also received from electronics manufacturers, industrial communications firms and others who currently use the five 27 mhz channels the commission proposes to have them now share with CB operators. Manufacturers of industrial and private alarm systems complained that CB interference literally could ruin their operations. A firm that produces automatic garage door openers said CB expansion into its radio frequency would cause predictable chaos.

Perhaps the most disenchanted protesters, certainly the most numerously represented, were the model aircraft, boat and car hobbyists. Thousands of letters from clubs, hobby associations and private radio-controlled model enthusiasts who operate their craft from the 27 mhz band have poured into the FCC in recent months. They complain that CB radio interference would effectively eliminate them from operating in the 27 mhz band, and a switch to the 72 mhz band they also operate would make their sport impractical because of costly equipment transition and overcrowded airwaves.

AMST spoke for many petitioners when it suggested that CB be removed from its present overcrowded frequency and put into the 900 mhz band. CB'ers are traditionally opposed to that move, however, because, they say, transmission range would be greatly reduced and equipment costs increased.

CB operators would be happiest with a move to the 220 mhz band, according to comments filed recently by the Electronics Industry Association and various manufacturers of CB radio equipment. AMST rejects this switch, however, as one which "would also cause severe interference . . ."

Technical Briefs

Twice its power. Noncommercial WETA-TV Washington plans new transmitter and antenna to double strength of its ch. 26 signal. Total cost of project is $1,170,000, with Department of Health, Education and Welfare's Office of Education contributing $500,000, Corporation for Public Broadcasting, about $100,000 and WETA-TV, balance. Station anticipates its power will jump from 1,100 to 2,300 kw. Licensee, Greater Washington Educational Telecommunications Association, was turned down by FCC last year in its request for VHF drop-in on channel 12 (BROADCASTING, June 16, 1975).

Nigerian order. Ampex International, division of Ampex Corp., Redwood City, Calif., has signed $700,000 equipment deal with Broadcasting Company of Northern Nigeria. Contract calls for late 1976 delivery of three Ampex BCC-1 color cameras and one Ampex-designed mobile production unit to TV station in city of Kaduna.

Microwave. GTE Lenkurt Inc., San Carlos, Calif., is manufacturing new family of 2100-channel microwave radio transmission systems. New transceivers—called 775A3 and 775B3 heterodyne microwave radio assemblies—provide transmission of up to 2100 toll-quality multiplex channels, or single video channel and up to four FM program channels. They operate in 6 ghz frequency band and are suited for long-range microwave radio networks.

Name change. Dictaphone Corp.'s Scully/Metrotech Division, Mountain View, Calif., is now going under name of Audio/Electronics Division, said to more fully define scope of manufacturing and research operations. Scully trademark, however, will be continued with line of broadcast and studio recording instruments, Metrotech trademark with broadcast recorders and reproducers.

Charge it. Frezzolini Electronics, Hawthorne, N.J., has developed battery charger for its HL-33/35 battery packs used in ENG portable video cameras. New product will charge up to five battery packs at one time, requiring ten hours for full-charge capacity.

Smaller dishes urged

CATA tells FCC that rural areas could be better served by less-expensive earth stations

The Community Antenna Television Association has petitioned the FCC for rulemaking or a declaratory ruling to allow construction of receive-only earth stations smaller than nine meters (approximately 30 feet).

The current standard which requires that dishes be the equivalent of nine meters or larger serves "to take business judgments away from entrepreneurs, and deprive rural America of satellite service," CATA said. It claimed that experimental smaller terminals have been built for $25,000 while average 10-meter dishes cost $100,000.

CATA said that the commission imposes the standard for "administrative convenience," to prevent pressure from small earth station users in the event that changes in orbital spacing policy degrade the signals. CATA, however, suggested that such a situation could be remedied if the commission "put all parties on notice that it will not accept or consider, in any future decisions on satellite orbital spacing, the argument of those using small dish antennas that undue interference will be created." Presently, CATA said, smaller earth stations can receive an adequate signal.

Although it has not yet approached the FCC, another group assembled by Home Box Office also has plans to seek a change in earth station policy (BROADCASTING, June 28).

Broadcast Advertising®

Testimonials rain on radio at ad workshop in New York

More than 900 participants hear success stories, tips on technique; record growth predicted for 1976

Bullishness about radio, its selling power and its growth dominated last week's ninth annual radio workshop conducted by the Association of National Advertisers and the Radio Advertising Bureau.

Some 900 advertiser, agency, media and production company executives heard speaker after speaker detail successes they've had with radio advertising, coupled with advice on making it better and new tools to increase its use.

The workshop, held Tuesday (June 29) at the Waldorf-Astoria in New York, also was given the word that the currently booming radio business may turn 1976 into radio's biggest growth year since the mid-1940's. That word came from Miles David, RAB president, who said 1976 billings are running more than 20% ahead of last year's rate and that this pace, if maintained, will out-do anything radio has enjoyed in 32 years.

He predicted this year's radio billings would reach $2.3 billion.

A rundown of some of radio's basic strengths and the opportunities it offers for creative commercial values were provided by two executives of Young & Rubicam—which invested more than $30 million in radio last year—in a keynote presentation on "How Y&R Uses Radio as a Mainstream Medium."

Joseph W. Ostrow, Y&R senior vice president and director of communications services, cited radio's cost efficiency, audience dimensions, frequency and selectivity, while Alex S. Kroll, executive vice president and managing director of Y&R USA, stressed its ability to create moods to fit the message and the target audience.

At Y&R, Mr. Kroll said, "sometimes we use radio, frankly, to complement television. When the television sound is unique enough, we use radio to rerun, build and extend the television image. But more often we use radio to go where television cannot—beyond prefabricated pictures into a totally individualized world that only you and I can paint in our imaginations."

Radio, he said, "is as unique and fertile and diverse as your imagination—and misunderstood, because radio is capable of being stretched in more directions than you think, and packed with more information than you think."

It is also "better than you think it is," he said, and added:

"Unfortunately, radio may become important enough to be dull. With the rising cost of television, unfortunately, radio has

Kroll

become a significant enough factor for advertisers that it may become as boring, banal and repetitive as much of television.

"Television, because of its extreme cost, long ago caused advertisers to pull their punches and, with notable exceptions, build safe, sure, methodical commercials—relying heavily on past models. ... I dread that radio will end up as the same dead-end street."

Radio's relatively low costs did not escape Mr. Ostrow's attention, either.

"Radio does provide cost efficiency benefits in reaching prospects for, and the users of, many goods and services," he said. "This is a most pertinent value, especially in light of the enormity of rate increases that seem to be stalking us, as we turn each page in a media recommendation. It is especially relevant to the double-headed monster of higher costs and increased clutter that is looming ever larger each time we confront the television advertising marketplace."

But Mr. Ostrow also pointed out other radio values:

"Radio also provides audience dimensions of great significance in terms of scope, identity and the ability to complement and supplement other media as part of an advertiser's media mix. The ARMS II [All Radio Marketing Study] research produced by RAB allows us greatly expanded insight into how radio can impart a synergistic value to media plans. It also gives us added insights into the ways in which radio achieves its frequency of audience exposure ...

"One of radio's greatest advantages—frequency—a basic media planning principle that should make sense to most advertisers, is that reaching consumers with a message is quite inadequate unless that reach has been effective ... Commercial creativity, no matter how imaginative and persuasive, can rarely do the job with only one exposure ...

"Frequency is what makes radio effective, and that is what radio is all about."

The workshop's chairman, A.G. Atwater Jr. of Wm. Wrigley Jr. Co., who is also chairman of the ANA radio committee, also had the costs of other media in mind when he said: "This 1976 radio workshop may well be the most timely ever conducted. It relates well to a current goal of many of us in advertising to find alternatives to the skyrocketing costs of some of the media." Of TV specifically he quoted estimates that network costs are up 25% to 35% from last fall and that spot costs have risen 25% to 75%, depending on the market.

A vast gain in the use of radio by retailers was reported by Robert H. Alter, RAB executive vice president, who also promised that RAB would deliver a major new tool for use in selling retail advertising this fall—a radio co-op directory containing the radio cooperative advertising plans of some 750 manufacturers.

"With the growth in newspaper rates," he said, "newspaper cost-per-thousand is up 65% since 1968 while radio's is up 14%. Radio co-op will be a 'hot button' for thousands of retailers."

Mr. Alter cited a new National Retail Merchants Association survey which he said shows that 91% of retailers now use radio advertising. Ten years ago the figure would have been 50%, he said, and added: "Radio is now the solid number two medium for retailers. The problem is no longer to convince them to use radio but to give them ideas and tools so they can get the most impact for their radio investment."

RAB President David had another new tool to offer—a layman's guide to the use of ARMS II data to improve media strategy. The guide, being distributed by RAB to advertisers and agencies, explains how buyers can get a custon study of audience delivery for media strategy tailored to their own needs. It also contains examples drawn from some 50 custom studies already done.

An example cited by Lee Morgenlander, RAB research vice president, involved a cosmetic advertiser who wanted to reach working women in the 18-49 age group and had $10,400 a week to spend in the New York market.

In this example the computer-based analysis showed that the $10,400 when spent in spot TV in early and late fringe and prime time reached 36% of the target audience an average of 1.4 times per week and delivered 933,000 impressions; if half the budget were diverted to radio, the TV-radio campaign would increase net reach to 47% of the target audience, improve average frequency to 1.8 times and boost total impressions to 1,580,000. If the entire budget were put into radio, the analysis showed that net reach would go up to 54%, average frequency to 2.6 and total impressions to 2,506,000.

Most of the day's speakers dealt with real-life radio success stories.

John R. Morrison, senior vice president on the A&P account at McCann-Erickson, said that radio represented about one-third of the broadcast budget in the chain's "Price and Pride" campaign, which in its first 10 months has used spot announcements on more than 600 radio stations. Not only has recall of A&P advertising gone up, he said, but A&P has gained new customers, increased the number of its

Word painters. RAB's annual voice imagery award for outstanding radio commercial spokesman went to Bert Berdis and Dick Orkin, the voices of the current *Time* magazine campaign. L-r are RAB President Miles David; Messrs. Berdis and Orkin, and Robert L. Alter, RAB executive vice president.

loyal customers and seen a 57% increase, since last September, in people who say they do all their shopping at A&P.

The gains stem from many causes, including improved store performance, Mr. Morrison said, but radio can be "proud of the important contributions it has made to begin this turnaround."

Gerald R. Kerr, advertising director of Midas International Corp., Chicago, credited the media mix of radio and television as a key factor in the 30% increase in Midas muffler sales last year.

He reminded his audience that 1975 marked the first year network radio was added to what had been a 100% national TV media plan. That mix, he said, gave Midas reach and frequency, continuity and impact.

He paid tribute to local radio in support of individual Midas franchises. He explained that radio "continues to be one of the most important elements in the dealer's local plan, accounting for 60% of the total local dollars spent."

In listing the reasons for radio's importance to Midas and its 800 shops, Mr. Kerr cited the following: radio's drivetime audience is "perfect for the product Midas sells"; by transferring TV commercials to radio, either in conjunction with or as a follow-up to TV, Midas "maximizes the frequency of the same strategy point and therefore increases the impact"; and locally, radio delivers flexibility and establishes the identity of the Midas shop as an alternative to the local garage, new-car dealer or mass merchandiser."

Four years ago General Mills, Minneapolis, spent nothing in radio. Today, one of its agencies, Campbell-Mithun, Minneapolis, places "several millions of General Mills' dollars into radio," Bruce Sutherland, vice president and management supervisor of C-M, told the workshop.

He reported that General Mills has relied particularly on personality radio to introduce successfully four package brands—Nature Valley Granola, Nature Valley Granola Bars, Breakfast Squares and Golden Grahams. He said radio has helped to make Nature Valley Granola, launched in 1973 and Nature Valley Granola Bars, introduced in 1976, "number one in combined shares of the natural market."

In explaining General Mills' emphasis on local radio personalities, Mr. Sutherland said: "There are radio personalities on a variety of stations in almost every market who have earned the trust, confidence and the ears of a loyal and responsive audience. To determine these sales personalities Campbell-Mithun visits more than 130 personalities in close to 60 markets at least twice a year. It's time-consuming. It's expensive. And it works."

Pointing to the "budget-busting increases we are seeing in the cost and availability of TV time," Mr. Sutherland urged advertisers and agencies to use "imagination and innovation, and involve themselves in the investigation of all media."

The flexibility, immediacy and frequency values of radio have contributed to expended use of the medium by Continental Air Lines, Los Angeles, according to Warren Rucker, advertising director. He noted that Continental, the smallest of the major U.S. trunk carriers, spent $2 million in radio in 1975, about one-third of its total budget.

He summed up the advantages of radio in this way: "We view radio as a tactical seasonal medium, promoting ski and fly/drive vacations with ease and flexibility. We love the cost efficiency of radio. We strongly subscribe to the theory of broadcast synergism. Our radio has evolved into TV and vice versa."

Mr. Rucker told the audience that Continental's air routes are west of the Mississippi, except for one Houston-to-Miami run.

"Because of our relatively small size, radio creativity gives us the opportunity to be saucy, feisty and memorable," Mr. Rucker added, as he played the company's "moving our tail for you" radio commercials.

A. Spencer Bruno, president of Spencer Bruno Research, Princeton, N.J., pointed to ways to increase the probability of effective radio advertising. The firm has developed a radio commercial testing technique to measure recall levels.

Among the suggestions made by Mr. Bruno: create an impression of reality that listeners can recognize and identify with; give a sense of locals—be in some kind of specific setting; exploit radio's potential for letting the listener contribute his imagination; identify the brand early and often; decide on your major message and concentrate on that; use active, specific words.

Mr. Bruno described the methodology of his measurement system, centering on day-after recall of radio commercials. He said that scores can be compared with day-after recall level in the Burke TV commercial test.

"Among those advertisers who had a chance to study what works best," Mr. Bruno said, "radio commercials tend to equal or exceed those for TV."

Mark Squires, group general merchandise manager of Sears, Roebuck, New York, said the company's New York group has increased its radio advertising over the past seven years and now spends "a steady $13,000 to $15,000 a week in the medium." He stressed the importance of radio's speed and immediacy, and also praised the ARMS II study, which he said "has been very helpful both to validate the findings of other studies and to aid us in media planning."

James Lush and Jeff Hedquist of Sound Concepts, a Woodbridge, Conn., firm specializing in commercials for banks and retailers, said radio offers numerous advantages to bankers, among them that it "gives bankers the creative clout to stand alone, to make [banking] services that are actually the same or very similar sound somehow compelling and unique."

Howard Cohen, chairman of Cohen Pasqualina Timberman Inc., New York, discussed the challenges of creating radio advertising that works. He said that after more than 40 years, radio advertising has become more complex, sophisticated and complicated, and creative people have to be "much more brilliant, much more clever and much more tuned in than ever before."

Among the challenges to radio advertising, he listed "The Challenge to be Heard When People Have Heard It All Before." He pointed out that at one time such techniques as the jingle, the testimonial, the celebrity endorsement were new. Creative advertising people have the job today, he said, "to take these tools, hone them, polish them and make them convincing all over again."

Another challenge he cited was "The Challenge to be Believable." He said people take "a lot less for granted" today. The country has matured, he argued, "and we have to be even more mature in order to be compelling, convincing and believable."

Creative people also must cope with "The Challenge to Find Something You Can Say," Mr. Cohen reported. He claimed 40 or 50 years ago almost anything could be said without fear of contradiction.

"Nobody was there to stop you," he observed. "Not the government. Not the competition. You can't do that today. Ad men have to find the real product claims to make, and they have to back them up."

The Broadcasting Playlist™ Jul5

Contemporary

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts 6-10a	10a-3p	3-7p	7-12p
4	1	**Shop Around** (3:23) Captain & Tennille—A&M	1	1	1	1
1	2	**Silly Love Songs** (3:28) Paul McCartney & Wings—Capitol	2	2	2	4
11	■ 3	**Afternoon Delight** (3:10) Starland Vocal Band—Windsong	5	3	3	2
15	■ 4	**Let Her In** (3:03) John Travolta—Midland Int'l.	3	5	4	3
2	5	**Get Up and Boogie** (4:05) Silver Convention—Midland Int'l.	4	8	5	7
20	■ 6	**Rock N' Roll Music** (2:26) Beach Boys—Reprise	6	10	6	8
9	7	**More, More, More** (3:02) Andrea True Connection—Buddah	8	9	7	5
7	8	**Sara Smile** (3:07) Hall & Oates—RCA	9	7	8	6
5	9	**Misty Blue** (3:38) Dorothy Moore—Malaco	10	11	9	9
25	■ 10	**Got to Get You Into My Life** (2:27) Beatles—Capitol	12	4	12	10
17	■ 11	**The Boys Are Back in Town** (3:26) Thin Lizzy—Mercury	11	6	14	12
3	12	**Love Hangover** (3:40) Diana Ross—Motown	7	12	13	16
12	13	**I'll Be Good to You** (3:30) Bros. Johnson—A&M	13	14	10	11
26	■ 14	**Get Closer** (3:45) Seals & Crofts—Warner Bros.	14	15	11	13
8	15	**Never Gonna Fall in Love** (3:45) Eric Carmen—Arista	19	13	15	14
6	16	**Kiss and Say Goodbye** (2:24) Manhattans—Columbia	15	16	16	18
10	17	**Shannon** (3:50) Henry Gross—Lifesong	16	17	18	20
13	18	**Love Is Alive** (3:24) Gary Wright—Warner Bros.	20	21	17	15
28	■ 19	**You'll Never Find Another Love...** (3:36) Lou Rawls—Phila. Int'l.	18	19	19	21
14	20	**Turn the Beat Around** (3:21) Vicki Sue Robinson—RCA	17	18	21	23
24	21	**You're My Best Friend** (2:49) Queen—Elektra	24	26	20	17
16	22	**Moonlight Feels Right** (3:38) Starbuck—Private Stock	23	20	24	22
21	23	**Let 'Em In** (5:08) Paul McCartney & Wings—Capitol	21	23	22	25
27	24	**Don't Go Breaking My Heart** (4:23) Elton John & Kiki Dee—Rocket/MCA	22	22	25	24
29	25	**Take the Money and Run** (2:48) Steve Miller Band—Capitol	29	28	23	19
—	■ 26	**You Should Be Dancing** (3:23) Bee Gees—RSO/Polydor	25	25	26	28
—	■ 27	**Heaven Must be Missing an Angel** (3:28) Tavares—Capitol	26	29	27	30
23	28	**Boogie Fever** (3:25) Sylvers—Capitol	28	24	29	26
35	■ 29	**If You Know What I Mean** (3:43) Neil Diamond—Columbia	27	27	28	29
38	■ 30	**Tear the Roof Off the Sucker** (3:39) Parliament—Casablanca	30	31	30	32
37	■ 31	**Baby, I Love Your Way** (3:28) Peter Frampton—A&M	31	32	31	31
32	32	**Making Our Dreams Come True** (2:29) Cyndi Grecco—Private Stock	32	35	33	34
34	33	**Rock N' Roll Love Letter** (2:52) Bay City Rollers—Arista	45	33	32	27
30	34	**Fooled Around and Fell in Love** (2:58) Elvin Bishop—Capricorn	33	30	40	33
40	■ 35	**Last Child** (3:27) Aerosmith—Columbia	35	36	35	36
33	36	**Rhiannon** (3:45) Fleetwood Mac—Reprise	37	34	44	35
—	37	**I'd Really Love to See You...** (2:36) England Dan & John Coley—Big Tree.	39	37	38	37
—	38	**I'm Easy** (2:59) Keith Carradine—ABC	*	40	37	38
36	39	**Love in the Shadows** (3:18) Neil Sedaka—MCA	38	39	*	39
—	40	**This Masquerade** (3:17) George Benson—Warner Bros.	36	*	39	*

Playback

Off the chart. K.C. & the Sunshine Band's *(Shake, Shake, Shake) Shake Your Booty* (TK Records) is two weeks old and moving. It was an immediate add in Florida, the band's home base, but hasn't stopped there: Sherry Smith of TK says "It's going all over the place." Among the early fans: WINR(AM) Binghamton, N.Y., WKTQ(AM) Pittsburgh and KTLK(AM) Denver. **Onto the chart.** Debuting with bolts this week are *Heaven Must Be Missing an Angel* by Tavares (Capitol) and *You Should Be Dancing* by the Bee Gees (RSO/Polydor). WABC(AM) New York's Rick Sklar says Tavares is a big seller in that town, although it hasn't yet shown nationally. It's also an add at KLIF(AM) Dallas, WCOL(AM) Columbus, Ohio, and WFIL(AM) Philadelphia. WMAK(AM) Nashville's Nancy Solinski says the Bee Gees "is one of the biggest records we've got." **Upward bound.** *I'd Really Love to See You Tonight*, by England Dan and John Ford Coley (Big Tree), comes into 37th position on "Playlist" this week. (England Dan is the brother of Jim Seals of Seals and Crofts, also on "Playlist" with *Get Closer.*) Just behind, at 38, comes the theme from "Nashville," Keith Carradine's *I'm Easy* (ABC). Denny Luell of KLWW(AM) Cedar Rapids, Iowa, says "It's going crazy here; it made an unreal jump."

Country

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts 6-10a	10a-3p	3-7p	7-12p
2	1	**I'll Get Over You** (3:12) Crystal Gayle—United Artists	2	6	1	3
3	2	**Suspicious Minds** (3:57) Waylon Jennings & Jessi Colter—RCA	1	4	2	6
13	■ 3	**Teddy Bear** (5:03) Red Sovine—Starday	3	3	6	1
7	4	**The Door Is Always Open** (2:42) Dave & Sugar—RCA	4	5	7	4
4	5	**El Paso City** (4:13) Marty Robbins—Columbia	7	1	4	5
8	6	**You've Got Me to Hold On to** (3:04) Tanya Tucker—MCA	6	2	9	7
6	7	**Stranger** (3:10) Johnny Duncan—Columbia	5	9	10	2
9	8	**All These Things** (3:07) Joe Stampley—ABC/Dot	8	8	3	11
11	9	**Vaya Con Dios** (2:28) Freddy Fender—ABC/Dot	10	7	8	8
5	10	**Here Comes the Freedom Train** (3:25) Merle Haggard—Capitol	9	10	5	9
1	11	**Lonely Teardrops** (2:56) Narvel Felts—ABC/Dot	11	12	11	12
10	12	**Don't Pull Your Love...Goodbye** (3:18) Glen Campbell—Capitol	12	11	12	10
12	13	**I'd Have to Be Crazy** (3:24) Willie Nelson—Columbia	13	13	17	13
15	14	**Homemade Love** (2:50) Tom Bresh—Farr	15	16	14	14
—	■ 15	**Love Revival** (2:58) Mel Tillis—MCA	14	17	13	16
—	■ 16	**Rocky Mountain Music** (3:32) Eddie Rabbitt—Elektra	18	18	16	18
17	17	**After All the Good Is Gone** (2:56) Conway Twitty—MCA	16	14	21	19
25	■ 18	**Butterfly for Bucky** (3:42) Bobby Goldsboro—United Artists	17	21	15	20
—	■ 19	**That's What Friends Are For** (2:39) Barbara Mandrell—ABC/Dot	19	15	25	17
16	20	**Walk Softly** (3:02) Billy "Crash" Craddock—ABC/Dot	20	22	19	*
14	21	**What Goes on When the Sun...** (2:51) Ronnie Milsap—RCA	*	*	18	15
—	22	**When Something Is Wrong with...** (2:59) Sonny James—Columbia	21	20	24	*
20	23	**You Are So Beautiful** (2:24) Ray Stevens—Warner Bros.	22	23	22	*
18	24	**She'll Throw Stones at You** (2:58) Freddie Hart—Capitol	*	19	23	22
—	25	**Afternoon Delight** (3:10) Starland Vocal Band—Windsong	*	24	*	24

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each 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 at which it appears. A (■) indicates an upward movement of five or more chart positions.

Finance

Estate taxes cause Storer stock sale

The proposed sale of 646,229 shares of Storer Broadcasting Co. stock by the estate of the late George B. Storer to the company for $14,540,152 (BROADCASTING, April 19) was arranged to pay approximately $11 million in estate taxes, according to a company proxy statement now in circulation.

Also included in the statement were salary figures for Storer executives including: Bill Michaels, chairman, $137,125; Terry H. Lee, executive vice president, $115,050; John E. McCoy, vice president and secretary, $94,443; James P. Storer, vice president and assistant to the chairman, $48,200; Peter Storer, president, $127,050; Arno W. Mueller, $94,050; Kenneth L. Bagwell, vice president, CATV, $75,049, and Lawrence M. Carino, vice president, government affairs, $80,200.

Financial Briefs

Movies and music. Columbia Pictures Industries has sold its music-publishing division to EMI Ltd. for $23.5 million. Agreement in principle gives London-based EMI assets of Screen Gems-Columbia Music and Colgems Music Corp. EMI, in turn, will make additional seven-figure investment in four Columbia theatrical movies now in production.

Taft tallies. Taft Broadcasting Co.'s annual report showed its 18 directors and officers received nearly $750,000 in salaries and more than $76,000 in profit-sharing retirement and pension plan monies for fiscal year ended March 31. Included in that total: Charles S. Mechem Jr., chairman, $129,928 in salary and directors fees, $15,986 in profit sharing; Lawrence H. Rogers II, president (retired March 31), $114,972 and $14,455 in profit sharing; John L. McClay, executive vice president, $90,375 and $11,007.

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

Company	Period/Ended	Current and change: Revenues	Change	Net Income	Change	Per Share	Year earlier: Revenues	Net Income	Per Share
Ampex	Year 5/1	257,935,000	+ .7%	8,032,000	−29.9%	.74	244,903,000	10,282,000[1]	.95
Arvin Industries	Year 12/31/75	341,968,425	+20.8%	4,773,387	+14.6%	.80	283,079,707	4,163,447	.72
Burnup & Sims	Year 4/30	69,741,000	−27.9%	395,000	−80.8%	.05	96,627,000	2,057,000	.25
Cablecom-General	6 mo. 5/31	12,117,659	+11%	1,375,879	+28.4%	.47	10,911,856	1,071,097	.38
Communications Properties	6 mo. 4/30	10,838,565	+29.8%	(190,797)	*	(.04)	8,344,776	(535,049)	(.11)
Grey Advertising	3 mo. 3/31	82,401,000	+11.2%	392,000	+146.5%	.32	74,064,000	159,000	.13
A.C. Nielsen	9 mo. 5/31	170,979,000	+16%	12,322,000	+38.3%	1.16	147,387,000	8,905,000	0.84
Outlet	3 mo. 5/1	30,421,672	+39.7%	399,793	+ 7.7%	.21	21,761,313	370,959	.19
Rust Craft	3 mo. 5/31	19,439,000	+11.9%	349,000	+83.6%	.15	77,371,000	190,000	.08
Tele-Communications	3 mo. 3/31	10,679,000	+13.6%	178,000	*	.02	9,574,000	(576,000)	(.13)

*Change too great to be meaningful.

[1] Includes $13,000 of nonrecurring pretax income from settlement with IBM.

Fates & Fortunes®

Media

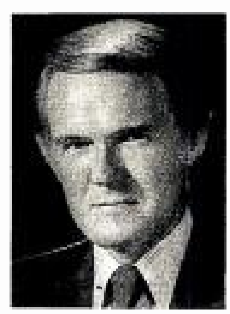
Erik O. Bennorth, manager, station services, NBC-TV, New York, appointed director, special services.

Fraser M. Head, director of financial planning and controls, ABC, New York, named assistant treasurer/director of financial planning and administration, Corporation for Public Broadcasting, Washington.

Joan T. Tollman, assistant treasurer, Duetz Corp., Atlanta, appointed business manager, WIS-AM-TV Columbia, S.C.

Jeffrey C. Bell, administrator of advertising/promotion, WKYC-TV Cleveland, appointed director of advertising/promotion, KMGH-TV Denver.

Lynn Christian, executive VP/general manager, WVCG(AM)-WYOR(FM) Coral Gables, Fla., joins Century Broadcasting Corp., Chicago-based station group, as VP.


Christian


Hurlbutt

John Hurlbutt, general manager, WBYU(FM) New Orleans, elected VP of owner, Swanco Broadcasting.

Joseph K. Abel, account executive, KSEA(FM) Seattle, promoted to station manager.

Ken Koller, assistant business manager, WKBW-AM-TV Buffalo, N.Y., appointed business manager.

Peter Temple, station manager, noncommercial WRMC-FM Middlebury, Vt., named manager of planning, WBBM-TV Chicago.

Enoch

John G. Enoch, VP/ general manager, KRSI(AM)-KFMX(FM) St. Louis Park (Minneapolis), Minn., appointed general manager, co-owned WHEN(AM) Syracuse, N.Y.

Mike Pappas resigns as president of KMPH(TV) Tulare, Calif., and KTRB(AM)-KHOP(FM) Modesto, Calif., to become president of KMUV-TV Sacramento, Calif., which he has option to buy from current owners now in bankruptcy proceedings. He remains president of KGEN(AM)-KBOS(FM) Tulare, Calif. **Pete Pappas** named president of KTRB(AM)-KHOP(FM) and VP, KMPH(TV). remaining VP, KGEN(AM)-KBOS(FM). **Harry Pappas** becomes president, KMPH(TV). **Casey Santos,** station manager, KGEN(AM)-KBOS(FM), becomes general manager.

Jim Harriott, public affairs director, noncommercial KCPQ-TV Tacoma, Wash., appointed co-anchor/special projects director, KIRO-TV Seattle.

Newly elected officers, Maryland, District of Columbia, Delaware Broadcasters Association: **Sam Carey,** WBOC-AM-FM-TV Salisbury, Md., president; **Tom Dougherty,** Metromedia, Washington, VP; **Sally Hawkins,** WILM(AM) Wilmington, Del., secretary, and **Dale Wright,** WMAR-TV Baltimore, treasurer.

Newly elected officers, Florida Association of Broadcasters: **Donald K. Clark,** WDAE(AM)-WAVV(FM) Tampa, president; **Doug Duperrault,** WFLA-TV Tampa, president-elect; **Gert Schmidt,** WTLV(TV) Jacksonville, VP for television and **Ted Ewing,** WENG(AM) Englewood, secretary-treasurer.

Newly elected officers, Virginia Association of Broadcasters: **Robert L. McRaney Jr.,** WWBT(TV) Richmond, president; **J. William Poole,** WFLS-AM-FM Fredericksburg, president-elect and **Jim Arthur,** WPIK(AM) Alexandria, secretary-treasurer. **John B. Tansey,** WRVA(AM) Richmond, named VAB's outstanding broadcaster of year.

Paul Most, WOBM(FM) Toms River, and **Ralph Rood,** WNNJ(AM)-WIXL(FM) Newton, named president and VP, respectively, New Jersey Broadcasters Association.

Newly elected officers, Missouri Public Radio Association: **W. Theodore Eldredge,** KBIA(FM) Columbus, president; **Rollie Stadlman,** KXCV(FM) Maryville, VP and **Timothy Jones,** KUMR(FM) Rolla, secretary-treasurer. All are noncommercial stations.

Mike Grosch, graduate, Broadcast Center, St. Louis, named station manager, WBBA(AM) Pittsfield, Ill.

Judy Johnson, accountant, Cochran Motors, Rapid City, S.D., joins KEVN-TV there/KIVV-TV Lead-Deadwood, S.D., (formerly KRSD-TV and KDSJ-TV) as controller. **Pete Seiler,** KRSD-TV station manager, continues at KEVN-TV/KIVV-TV in that position.

Dennis L. Wright, operations manager/program director, WHAG-TV Hagerstown, Md., appointed operations manager, noncommercial WMUB-TV Oxford, Ohio, and co-owned noncommercial WOET-TV Kettering, Ohio.

Broadcast Advertising

Peter Gwynne, managing director, Masius, Wynne-Williams & D'Arcy-MacManus Ltd., London, named president of international division of D'Arcy-MacManus & Masius, based in London, succeeding **David Tolson,** resigned, but who will continue as consultant for four years.

Leon Luxenberg, director of market/sales development, CBS-TV, Chicago, joins J. Walter Thompson there as manager of network negotiations.

James J. Tills, executive VP/chief operating officer, J.F.P. & Associates, advertising/public relations/research firm, Duluth, Minn., promoted to president.

John Donati, VP/account supervisor, Tatham-Laird & Kudner, Chicago, joins Bozell & Jacobs, New York, in same capacity. **Mel Diamond,** senior account executive, Cunningham & Walsh, New York, joins B&J there in same post. **Joel Goldsmith,** associate creative director, B&J, Chicago, promoted to creative director. **Richard W. Douglas,** account executive, Welborn Advertising, Springfield, N.J., joins Newark, N.J., office of B&J as account executive.

Robert M. Fairbanks, retail sales manager, KABC(AM) Los Angeles, appointed VP, Western sales, Television Bureau of Advertising there, succeeding **Jack O'Mara,** who is retiring to pursue personal interests.

Dan Rosenthal, creative director, Weitzman & Associates, Washington, appointed to newly created position of VP/co-creative director, W.B. Doner, Baltimore. Bill Pemble, VP/creative group head, Ogilvy & Mather, New York, joins Doner in Baltimore as associate creative director, and **Larry Rosengren,** art director/producer from Lewis and Gilman, Philadelphia, joins as art supervisor.

Lynn Upshaw, account executive, Botsford Ketchum, San Francisco, promoted to account supervisor.

Gregory W. Blaine, media supervisor, Leo Burnett, Chicago, promoted to associate director. **Joseph T. Greenberg,** timebuyer, promoted to media supervisor.

Janet Meyer, program executive, McCann-Erickson, New York, joins Cunningham & Walsh there as TV program manager.

Dan Chepley, media manager, Advertising Computer Services, New York, appointed media director, Helitzer Advertising there. **Bobbie Bender,** associate creative director, Grey Advertising, joins Helitzer as creative director.

William S. Hansell, buying supervisor, Benton & Bowles, New York, named associate buying supervisor for Air Time Inc., New York, media buying and planning company.

Ed O'Berst, radio division director, Avery-Knodel, New York, appointed general sales manager, KTLK(AM) Denver.

Don Carmichael, sales executive, WGBS(AM) Miami, named local sales manager.

Jerry P. Colvin, station manager, WAPT(TV) Jackson, Miss., appointed general sales manager, WUHQ-TV Battle Creek, Mich.

Al Kucin, VP/general manager, WFYR(FM) Chicago, appointed general sales manager, WIFE(AM) Indianapolis.

Thomas J. Durney, general manager, WHEN(AM) Syracuse, N.Y., appointed general sales manager, KCMO(AM) Kansas City, Mo. Both are Meredith Corp. stations.

William H. Beck, sales manager, KDEF-AM-FM Albuquerque, N.M., joins KPIK-AM-FM Colorado Springs as general sales manager.

Shirley Azevedo, account executive, KTRB(AM)-KHOP(FM) Modesto, Calif., named general sales manager, KGEN(AM)-KBOS(FM) Tulare, Calif.

Joe Thompson, of Thompson & Co., Charlotte, N.C.; **Jerry Torchia,** VP/co-corporate creative director, Cargill, Wilson & Acree there, and **Russ Dymond,** associate creative director, CW&A, have formed Thompson, Torchia & Dymond Inc., full service advertising agency, with Mr. Thompson as president/treasurer, Mr. Torchia, as VP, and Mr. Dymond as VP/secretary: *1701 East Boulevard, Charlotte, N.C. 28203.*

Programing

Jack Sharkey, manager, film commercial operations for ABC Entertainment's film-services department, New York, appointed manager, program operations, ABC Entertainment there, succeeding **Mack Perryman,** who was appointed director of program administration, East Coast, for ABC Entertainment. **Robert M. Silberling,** program executive, ABC Entertainment, Los Angeles, elected to newly created position of director, current prime-time comedy programs.

John Litvak, director of CBS's daytime series, *As the World Turns,* named director, daytime programs for network.

Terry M. Keegan, development VP, Paramount Television, New York, promoted to senior VP, creative affairs. **Art Frankel,** business affairs VP, named senior VP, business affairs.

Robert W. Goodwin, assistant to Arthur Fellows, senior production VP, Paramount Television, Los Angeles, named program development director, Playboy Television Productions there.

Joan S. Aceste, attorney, Patterson, Belknap & Webb, New York, named program attorney, contracts department, ABC Television, New York.

Lee Ann Kennedy, executive secretary, program and talent negotiations, NBC-TV, New York, named manager, contract administration, that department.

Chloe Aaron, director of public media program, National Endowment for the Arts, Washington, named to newly created position of senior VP for programing, Public Broadcasting Service, there. She will be assisted by **John Montgomery,** who continues as VP-programing, PBS.

Ken Fairchild, VP/director of news/programing, WMCA(AM) New York, has formed Fairchild Consultants, production firm in television, radio and film: *7 Winslow Place, Larchmont, N.Y.*

Nick Charles, sports director, WJZ-TV Baltimore, joins WRC-TV Washington in same capacity. **Martin Wyatt,** assistant sports director/sports anchor, KING-TV Seattle, joins WRC-TV as sports reporter/sports anchor.

Broadcast Journalism

Wister Jackson, editor/general manager, *The Mecklenburg* (N.C.) *Gazette,* joins WCCB(TV) Charlotte, N.C. as news director.

Larry Kane, anchorman, WPVI-TV Philadelphia, joins WABC-TV New York in same position.

Zan Anderson, reporter/anchorman/producer, WCIV(TV) Charleston, S.C., appointed assignments editor, WJZ-TV Baltimore, succeeding **Dave Cochran,** named news producer.

Dan Rosen, reporter, KKYX(AM) San Antonio, Tex., assumes same post at KTRK-TV Houston.

Mike McCall, from WCCB-TV Charlotte, N.C., joins WGHP-TV High Point, N.C. as news producer/editor. **Clark Brinkley,** from WNCT-TV Greenville, N.C., joins WGHP-TV as reporter.

Meg Merchant, from noncommercial KUON-TV Lincoln, Neb., joins noncommercial KRNU(FM) there as news director.

Cable

Austin O. Furst, assistant to Time Inc. group VP, J. Richard Munro, New York, joins Home Box Office there as VP for programing. **Bruce P. Sawyer,** HBO executive VP, assumes responsibility for business and affiliate development. **Peter P. Hanson,** HBO treasurer, takes on additional responsibilities as chief financial officer and will head finance and control activities.

Frank S. Leiter, VP/manager, Alert Cable TV, Fort Benning, Ga., appointed operations manager of parent, Wometco Communications, Miami.

Newly elected officers, Florida Cable Television Association: **Vern L. Coolidge,** South Florida Cable Television Corp., Bonita Springs, president; **Leonard C. Gregory,** Teleprompter of Florida, St. Petersburg Beach, president elect; **James L. Cooper,** Florida TV Cable, Melbourne, and **Robert A. Bevis,** Communicable Inc., Cocoa Beach, VP's; **Joe M. Petro,** Warner Cable, Winter Haven, secretary, and **James K. Faircloth,** Storer Cable TV of Florida Inc., Sarasota, treasurer.

Equipment & Engineering


Acker

David E. Acker, VP, Television Microtime, Bloomfield, Conn., elected VP of parent firm, Andersen Laboratories, manufacturer of timebase correctors and VTR systems.

C.S. Rossi, with Rex International Corp., procurement service project consulting firm, Houston, appointed Mexico representative for CSI Electronics, Cinnaminson, N.J.

David Everett and **Charles Bocan,** district managers, Sony Corp., Chicago, join JVC Industries, Maspeth, N.Y. in same posts—Mr. Everett in portions of Wisconsin, Michigan, Iowa, North and South Dakota and Nebraska and Mr. Bocan in parts of Illinois, Indiana and Wisconsin. **Stephen Martin,** salesman at JVC dealer, Color Leasing, West Caldwell, N.J., joins JVC as district manager covering New Jersey, Pennsylvania and New York City.

Elven Harvey Jr., audio sales manager, Dyma Engineering, Taos, N.M., elected VP.

Allied Fields

Marshall L. Snyder, research manager, Arbitron, Beltsville, Md., promoted to television product manager, replacing **George A. Corey,** who has been assigned to oversee conversion of Arbitron's computer software and hardware programs to new system.

C. Bosworth Johnson, news director, WSAZ-TV Huntington, W.Va., will become associate professor of journalism at Marshall University there at beginning of fall term in August. Past president of Radio-Television News Directors Association, Mr. Johnson joined WSAZ-TV in 1952 as news/staff announcer. In 1960 he was named news director. Under his direction, WSAZ-TV news department has won Associated Press National Broadcast Enterprise Award.

Bill Livek, graduate, Southern Illinois University, Carbondale, joins Ron Curtis & Co., Chicago-based executive research firm, as management consultant.

Deaths

Mike Roy, 63, radio cooking show host, died June 26 at his home in Torrance, Calif. of apparent heart attack. His five-minute *Mike Roy's Cooking Thing,* is aired six times weekly on CBS Radio network and for 10 years he was host of one-hour show on KNX(AM) Los Angeles. He was announcer for several 1940's radio programs, including *Duffy's Tavern* and *Abbott & Costello.* He is survived by his wife, Allison, one son and one daughter.

C.A. (Connie) Metro, 50, account executive, KMGH-TV Denver, died after heart attack June 18 in his car in station's parking lot. He had been with station 22 years. Surviving are his wife, Beverly, and two daughters.

Leo (Skipper) Downs, 75, former air personality, WIS(AM) Columbia, S.C., died June 19 at his home in Jacksonville, Fla. He was host of *The Good Ship Treasure Chest* radio giveaway/variety program for 25 years. Surviving are two sons.

Samuel Felton (Tony) Bickley, 67, radio/television actor, died June 19 in Norwalk (Conn.) hospital after short illness. He played supporting roles in daytime TV series including *Love of Life* and *Secret Storm* and earlier TV shows including *Studio One* and *Kraft Music Hall.* Survivors include his wife, Ann, and two daughters.

Johnny Mercer, 66, composer and co-founder of Capitol Records, died at his home in Los Angeles June 25. He underwent brain surgery last October. He was vocalist as well as songwriter and sang with *Camel Caravan* radio program.

Where Things Stand

Status report on major issues in electronic communications

■ Indicates new or revised listing.

Change of pace. Effective with this issue, "Where Things Stand" will be published in the first issue of each month. The editors' experience with this department in its first year has been (1) that it fills an important reader demand but (2) that the turnover of items is relatively light week to week. Last week, for example, only five of 29 items changed from the week before, and some in but minor detail; this week, nine items change.

The news columns of BROADCASTING will, of course, provide weekly updating of these and other continuing stories. Should future experience indicate that more frequent publication of "Where Things Stand" is warranted, BROADCASTING will adopt it.

Antitrust/networks. Justice Department antitrust suits charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (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. Representative B.F. Sisk (D-Calif.) continues fight for letting networks and Public Broadcasting Service broadcast House chamber proceedings, even though House Rules Committee rejected plan like that in March (BROADCASTING, June 7). Mr. Sisk is chairman of Rules Committee's ad hoc subcommittee on broadcasting which wrote resolution (H.Res. 875) providing for network/PBS pool coverage of House. Bolstered by poll by Representative Claude Pepper (D-Fla.) showing that majority of House members would vote for permitting TV cameras in chamber, subcommittee has decided to try to change minds of Rules Committee members rather than change resolution. Subcommittee wil send resolution back to full committee when it thinks it has gathered enough votes to pass it. There's no way cameras could be in place by July 4, however, as Mr. Sisk had hoped originally. His target date for getting resolution passed and putting system in operation is now first of 1977.

■ **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 and Midwest Video Corp. has appealed modification of rebuild requirements 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 proposed law on tax deduction ("Closed Circuit," April 12).

■ **Children's TV.** FCC's policy statement on children's television programing, 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). Hearing on family viewing and children's TV is scheduled for this Friday (July 9) in Denver by House Communications Subcommittee ("In Brief," June 7).

Consumer agency. Legislation to create agency for consumer protection has been gathering dust since one version of it (S. 200) passed Senate in June, another (H.R. 7575) passed House in November, both last year. Two versions must be resolved into one before it can go to President, but House-Senate conference to do that has never been scheduled. Part of reason may be that President Ford has promised to veto bill. Proposed agency would have no regulatory powers; its function would be to represent consumer interest in proceedings of other agencies and courts. Significant difference between House and Senate bills for broadcasters is that Senate's prohibits consumer agency's participation in FCC license renewal proceedings. House's does not, but House report accompanying bill says agency's "active participation should be discouraged" in renewal proceedings.

■ **Copyright legislation.** Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee is nearing end of its deliberations on immense, confusing and controversial copyright revision bill (S. 22), which passed Senate earlier this year (BROADCASTING, Feb. 23). Subcommittee has made tentative decisions on one of most hotly contested sections, cable TV copyright section, and on public broadcasting's section. It has also voted section allowing TV broadcasters, but not radio, to sue cable systems for altering signals. And subcommittee has made Senate's Copyright Tribunal permanent, three-member commission ("In Brief," June 28).

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. FCC did, however, deny Justice Department petition seeking to break up crossowned WIBW-AM-FM-TV Topeka, Kan. (BROADCASTING, May 24).

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 rule on equal employment opportunity guidelines for broadcasters (BROADCASTING, June 28). Commission is also considering EEO policy for cable (BROADCASTING, Feb. 23). Commission has received some support for its EEO authority over broadcasters but not, as it had hoped, over cable operators in Supreme Court decision involving Federal Power Commission

(BROADCASTING. May 31).

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 halted when judge called for out-of-court settlement but parties are still far apart on terms, although possibility of settlement is not being ruled out ("Closed Circuit," June 14). Post-trial briefs have been filed (BROADCASTING, June 21).

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 to commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Cases 75-1087 et al.). Oral arguments have been held in that case (BROADCASTING. May 31). 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 July 21 in San Francisco, moving later to other cities (BROADCASTING. June 7).

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 WXPN(FM) Philadelphia $2,000 for obscene and indecent broadcast, has begun hearing on license on ground of licensee abdication of responsibility. FCC has sent to Congress draft bill that would ban obscene and indecent broadcasts (BROADCASTING, June 7).

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.** House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has announced hearings Sept. 14-16 on bills to revise broadcast license renewal procedures, among which leading measure is H.R. 5578 by subcommittee ranking Republican, Lou Frey (R-Fla.). Mr. Frey has also said he thinks bill can go through this session, but with longer renewal term for radio than for TV ("In Brief," May 24). 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. Among latest bills is that of House Commerce Committee Chairman Harley Staggers (D-W.Va.), which provides for four-year licenses (BROADCASTING. June 28). 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 also voted 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) although it is unlikely that anything will come of their efforts in this Congress ("Closed Circuit," May 31). 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 jurisdiction over pay cable rates (BROADCASTING. April 12).

Performer's royalty. There is little chance of passage this year of legislation creating royalties for performers and manufacturers of recorded music, to be paid by broadcasters and others. House Judiciary subcommittee now working on copyright revision bill, S. 22, rejected bid by Representative George Danielson (D-Calif.) to have performers' royalties amended to that bill (BROADCASTING. May 31). Subcommittee voted instead to instruct register of copyrights to study problem and report back her recommendations in 1978. In Senate, where Hugh Scott (R-Pa.) has been trying for over 30 years to obtain passage of performers' royalty, bill has not left subcommittee that held hearings on it last year.

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 reruns shown during prime-time.

■ **Public broadcasting funding.** First-ever long-range appropriation for Corporation for Public Broadcasting is taking shape in both houses of Congress. House has reported out bill that would fund CPB for next three years with matching grants ($1 of federal money for every $2.50 CPB can raise elsewhere) at these levels: $96.75 million in 1977, $107.15 million in 1978 and $120.2 million in 1979. In Senate, subcommittee of Appropriations Committee has reported bill with more money than that. Providing for same matching system as House's, it would appropriate for CPB up to: $103 million in 1977, $121 million in 1978, S140 million in 1979.

■ **Ratings.** Nielsen prime-time averages season-to-date (42 weeks): CBS 18.4, ABC 18.2, NBC 17.1. Forty-second week alone: ABC 14.3, CBS 13.4, NBC 13.0.

■ **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 now taken unsuccessful appeals of decision to U.S. Supreme Court (BROADCASTING, June 28). 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).

Sports antiblackout. House/Senate conferees tentatively approved bill to extend permanently sports antiblackout law that expired end of last year. Final approval, which awaited FCC's annual report on effect of law (BROADCASTING, June 7), has not yet been given. New bill provides that professional football, baseball, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV. It would also reduce 72-hour cutoff to 24 hours for postseason games in baseball, hockey and basketball. In addition, conferees agreed to one-year trial of amendment to limit blackout zone to 90 miles around town where game is played.

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.

■ **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. Institute for Telecommunications Sciences, arm of Department of Commerce, will study feasibility of VHF drop-ins with Knoxville, Tenn., and Evansville, Ind., as test markets ("In Brief," June 28).

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., decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975). Case is moving toward oral argument stage.

For the Record®

As compiled by BROADCASTING for the period June 21 through June 25 and based on filings, authorizations, petitions and other actions announced by the FCC.

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

TV license

Broadcast Bureau granted following license covering new station:

■ KPRY-TV Pierre, S.D. (BLCT-2481). Action June 14.

AM applications

■ Albertville, Ala.—Benny Carle Broadcasting seeks 1190 khz, 1 kw-D. P.O. address: Route 1, Box 158-A, Brownsboro, Ala. 35741. Estimated construction cost $55,400; first-year operating cost $67,200; revenue $84,000. Format: C&W, MOR. Principal: Benny Carl Digesu (100%) owns advertising agency and is officer of WYUR-TV Huntsville, Ala. Ann. June 24.

■ Conroe, Tex.—Montgomery Metro seeks 1140 khz, 250 w-D. P.O. address: 633 N. Holly, Sherman, Tex. 75090. Estimated construction cost $24,150; first-year operating cost $35,000; revenue $75,000. Format: Standard pops. Principals: Tom and E. Jean Spellman, Boyd and Joan Kelley (25% each). Mr. Spellman teaches broadcasting, owns CP for AM in Winters, Tex. and with his wife, owns 50% of AM CP in Bryan, Tex. Kelley's have interests in KWDA(AM) Stamford and KKDA-AM-FM Grand Prairie and KROD(AM)-KUOE(FM) El Paso and are applying (50%) for AM in Bryan, all Texas. Ann. June 24.

AM actions

■ White Castle, La.—Lafourche Valley Enterprises. Broadcast Bureau granted 1590 khz, 1 kw-D. P.O. address: Box 797, Donaldsville, La. 70346. Estimated construction cost $23,160; first-year operating cost $1,400; revenue not given. Format: Contemp, popular. Principals: Michael P., Percy H. and M. Paul LeBlanc (25% each). Joseph M. Costello III (24%), et al., own KSMI(FM) Donaldsville, La. They request deleted facilities of KLSU(AM) White Castle (BP-19861). Action June 11.

■ Soddy-Daisy, Tenn.—Community North Broadcasters. Broadcast Bureau granted 102.3 mhz, 3 kw. HAAT 286 ft. P.O. address: 4207 Highwood Drive, Hixson, Tenn. 37415. Estimated construction cost $61,-511; first-year operating cost $52,210; revenue $85,-000. Principals: Zollie D. Cantrell (30%), Robert A. (25%) and Michael J. Benns (20%) et al. Mr. Cantrell manages WFLI(AM) Lookout Mountain, Tenn. Messrs. Benns have interests in WFLI and WMYK-FM Elizabeth City, N.C. Effective June 3.

AM starts

■ WPTB Statesboro, Ga.—Authorized program operation on 850 khz, 1 kw-U. Action May 13.

■ WLBQ Morgantown, Ky.—Authorized program operation on 1570 khz, 250 w-D. Action May 25.

■ KMTI Manti, Utah—Authorized program operation on 1340 khz, 1 kw-D, 250 w-N. Action May 24.

■ WPPC Penuelas, P.R.—Authorized program operation on 1570 khz, 1 kw-D. Action May 25.

FM applications

■ Healdsburg, Calif.—North Coast Communications seeks 92.9 mhz, 2.5 kw, HAAT 1661 ft. P.O. address: 420 E St., Santa Rosa, Calif. 95404. Estimated construction cost $97,301; first-year operating cost $79,-000; revenue $50,000. Format: Standard, C&W. Principals: G.W. McCullough (33-1/3%), Heidi Wilson (16.7%), Peter Wells Jr. (16.7%) and John Simpson (33-1/3%). Mr. McCullough has real estate interests; Mr. Wells is engineer/announcer for KUEN(AM) Wenatchee, Wash.; Mr. Simpson is applicant (13%) for FM in Stockton, Calif. Ann. June 23.

■ *Norwalk, Calif.—Cerritos Community College District seeks 89.7 mhz, 10 w. P.O. address: 11110 E. Alondra Blvd., Norwalk 90650. Estimated construction cost $7,600; first-year operating cost $12,525. Format: Variety. Principal: Applicant is public educational institution. Ann. June 24.

■ *Pacific Grove, Calif.—Great Silence Broadcasting Foundation seeks 90.3 mhz, 10 w, HAAT 205 ft. P.O. address: Box 37, Pacific Grove 93950. Estimated construction cost $500; first-year operating cost $1,500. Format: Variety. Principal: Applicant is "nonprofit educational foundation." Ann. June 14.

■ *Palm Springs, Calif.—Palm Springs Unified School District seeks 88.3 mhz, 10 w, HAAT 90 ft. P.O. address: 333 S. Farrell Dr., Palm Springs 92262. Estimated construction cost $18,111; first-year operating cost $1,000. Format: Variety. Principal: Applicant is school district. Ann. June 15.

■ High Springs, Fla.—Country Broadcasting Co. seeks 104.9 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 205, High Springs 32643. Estimated construction cost $43,250; first-year operating cost $38,000; revenue $55,000. Format: C&W. Principals: Baxter (50.1%) and Ray W. (49.9%) Forrester. Baxter Forrester owns car dealership; son Ray is employe there. Ann. June 23.

■ *Gainesville, Ga.—Brenau College seeks 89.1 mhz, 10 w, HAAT 76 ft. P.O. address: Brenau College, Gainesville 30501. Estimated construction cost $1,400; first-year operating cost $1,000. Format: Variety. Principal: Applicant is private, four-year college. Ann. June 24.

■ *Chicago—Loyola University of Chicago seeks 88.7 mhz, 10 w. P.O. address: 6525 N. Sheridan Rd., Chicago 60626. Estimated construction cost $4,266; first-year operating cost $4,600. Format: Variety. Principal: Applicant is educational institution. Ann. June 23.

■ Gaylord, Mich.—Maumee Valley Broadcasting Assn. seeks 95.3 mhz, 1.8 kw, HAAT 371 ft. P.O. address: 7112 Old Angola Rd., Holland, Ohio 43528. Estimated construction cost $95,050; first-year operating cost $43,160; revenue $60,000. Format: Inspirational, discussion. Principal: Applicant is nonstock, nonprofit corporation. Maumee owns WPOS-FM Holland, Ohio, and has applications pending for FMs in Zanesville, Ohio and St. Ignace, Mich. Ann. June 24.

■ St. Ignace, Mich.—Maumee Valley Broadcasting Assn. seeks 102.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 7112 Old Angola Rd., Holland, Ohio 43528.

Estimated construction cost $54,800; first-year operating cost $43,160; revenue $45,000. Format: Inspirational, discussion. Principal: See above. Ann. June 24.

■ *Sodus, N.Y.—Sodus Central School seeks 89.5 mhz, 10 w, HAAT 85 ft. P.O. address: 2 East Central School, Sodus 14551. Estimated construction cost $10,000; first-year operating cost $2,500. Format: Variety. Principal: Applicant is board of education. Ann. June 14.

■ *Huntingdon, Pa.—Juniata College seeks 91.7 mhz, 10 w. P.O. address: Juniata College, Huntingdon 16652. Estimated construction cost $2,400; first-year operating cost $5,000. Format: Variety. Principal: Applicant is Pennsylvania college. Ann. June 24.

■ Price, Utah—Eastern Utah Broadcasting Co. seeks 98.3 mhz, 3 kw, HAAT −144 ft. P.O. address: Box AC, Price 84501. Estimated construction cost $59,501; first-year operating cost $99,501; revenue $42,000. Format: C&W. Principals: Jack Richards (51.4%) and Thomas B. Anderson (27.6%). Mr. Richards operates KOAL(AM) Price, Utah, as does Mr. Anderson. Ann. June 18.

■ *Wheeling, W.Va.—Ohio County Board of Education seeks 91.9 mhz, 10 w, HAAT 57 ft. P.O. address: 2203 National Rd., Wheeling 26003. Estimated construction cost $5,375; first-year operating cost $1,000. Format: Variety. Principal: Applicant is school board of education. Ann. June 14.

FM actions

■ North Pole, Alaska—Evangelistic Missionary Fellowship. Broadcast Bureau granted 100.3 mhz, 25 kw., HAAT 1,570 ft. P.O. address: c/o KJNP Radio, Box O, North Pole 99705. Estimated construction cost none; first-year operating cost $7,700; revenue $9,000. Format: C&W, gospel, folk. Principal: Gordon K. Peterson, president of nonstock corporation (BPH-9501). Action June 16.

■ Arcadia, Fla.—Arcadia-Punta Gorda Broadcasting Co. Broadcast Bureau granted 98.3 mhz, 3 kw, HAAT 195 ft. P.O. address: Box 632. Arcadia 33821. Estimated construction cost $41,522; first-year operating cost $16,276; revenue $83,220. Format: Variety. Principals: Letha G. Benton (70%), teacher; H.F. McKee (16.7%), department store owner; et al. (BPH-9148). Action June 16.

■ Pensacola, Fla.—Barba Broadcasting Co. Broadcast Bureau granted 107.3 mhz, 100 kw., HAAT 366.8 ft. P.O. address: Box 400, Gulf Breeze, Fla. 32561. Estimated construction cost $104,166; first-year operating cost $70,000; revenue $100,000. Format: Diversified. Principals: Thomas A. Barba (91%), contractor and developer, et al. Effective June 14.

■ *Battle Mountain, Nev.—Lander County School Systems. Broadcast Bureau granted 88.1 mhz, 10 w. P.O. address: 550 E. Altenburg, Battle Mountain 89820. Estimated construction cost $11,808; first-year operating cost $500. Principal: George B. Ford, counselor (BPED-2096). Action June 15.

■ *Fayetteville, N.C.—Fayetteville State University. Broadcast Bureau granted 88.1 mhz, TPO 10 w. HAAT 50 ft. P.O. address: c/o Joseph C. Ross, 1200 Murchison Rd., Fayetteville 28301. Estimated construction cost $195,261; first-year operating cost $7,000. Format: educational. Principal: Fayetteville State University is owned by state of North Carolina (BPED-2143). Action June 11.

FM starts

■ *KVXJ Crescent City, Calif.—Authorized program operation on 90.1 mhz, TPO 10 w. Action June 14.

■ *KSUT Ignacio, Calif.—Authorized program operation on 91.3 mhz, TPO 10 w. Action June 7.

■ *KWUR Clayton, Mo.—Authorized program operation on 90.3 mhz, TPO 10 w. Action June 14.

■ WRJB Camden, Tenn.—Authorized program operation on 98.3 mhz, ERP 3 kw, HAAT 300 ft. Action June 9.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ WOWD Tallahassee, Fla. (BLH-7057); *WZLY Wellesley, Mass. (BLED-1524); KOSN-FM Thief River Falls, Minn. (BLH-7058); WCNL-FM Newport, N.H. (BLH-5176); *WLCR Lawrence township, N.J. (BLED-1539); *KFJM-FM Grand Forks, N.D. (BLED-1542). Actions June 17. KLTD Lampasas, Tex. (BLH-7063); *KPGR Pleasant Grove, Utah (BLED-1540); KICN Spokane, Wash. (BLH-7060). Action June 11.

Ownership changes

Applications

■ KOAA-TV Pueblo, Colo. (ch. 5)—Seeks assignment of license from Sangre de Cristo Broadcasting to Sangre de Cristo Communications for $3.7 million. Sellers: Mahlon T. and Helen White and William Grant. Buyer: Evening News Publishing Co., which owns *Charleston* (S.C.) *News & Courier* and *Post*, KDBC-TV El Paso, Tex., and papers in Maryland, Virginia and Buenos Aires. Ann. June 23.

■ KASO(AM) Minden, La. (1240 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Cook Enterprises from Harold Ray Cook (51% before; 50% after) to Mr. Cook and M.S. O'Dell Jr. (50% each). Consideration: $100. Principals: Mr. Cook wishes to reward Mr. O'Dell for many years of service to station by making him equal partner. Ann. June 23.

■ KBJM(AM) Lemmon, S.D. (1400 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Lemmon Broadcasting Co. from present stockholders (100% before; none after) to Wayne D. Tisdale (none before; 100% after). Consideration: $54,000. Principals: Five sellers, no other broadcast interests. Buyer, Mr. Tisdale, has worked for various Western radio stations. Ann. June 23.

■ KGFX(AM) Pierre and KKLS-AM-FM Rapid City, all S.D.—Seeks transfer of control of James River Broadcasting from Mary Jean Ingstad Salie (52% before; none after) to Robert E. Ingstad (48% before; 100% after). Consideration: $104,257. Principals: Ms. Salie is selling controlling interest of stations to son, following death of husband and father, Robert E. Ingstad Sr. Ingstads have several applications before commission with reorganization of ownership as goal (BROADCASTING, May 31). Ann. June 23.

■ KDUX-FM Ocean Shores, Wash. (104.7 mhz, 48 kw)—Seeks assignment of license from KDUX Inc. to Aberdeen Broadcasting for $85,000. Seller: Estate of Dale Gunderson, deceased. Buyer is Miller C. Robertson (100%) who owns KXRO(AM) Aberdeen, Wash.; 50% of KFQD(AM) Anchorage and 50% of KUEN(AM) Wenatchee, Wash. Ann. June 23.

■ WBOY(AM) Clarksburg, W.Va. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Northern W.Va. Radio Broadcasting to WBBN Broadcasting Co. for $90,000. Sellers: Max and Marion Ascoli and Nathan W. Levin who have also sold, subject to FCC approval, WBOY-TV there for $750,000 (BROADCASTING, May 3). Buyer, Lee R. Dixon, has interest in WSOM-AM-FM Salem, Ohio. Ann. June 23.

Actions

■ KVMT(FM) Vail, Colo.—Broadcast Bureau granted acquisition of negative control of Radio Vail, by John and Dorothy Gayer (40% together before; 50% together after) through purchase of stock from Nathaniel B. Harris (40% before; none after) for $15,000. Other principal in reorganization is John Dobson (10% before; 40% after). Mr. Harris is selling due to differences of opinion with co-owners (BTC-8039). Action June 17.

■ WFCB-TV Miami (ch. 45)—Broadcast Bureau granted license from Florida Christian Broadcasting to Lester Sumrall Evangelistic Association for $900,000. Seller: Assignor selling for financial reasons. Buyers: Assignee is Indiana religious organization and licensee of WHME(FM) South Bend, Indiana and *WHMB-TV Indianapolis. Mr. Sumrall is pastor (BALCT-587). Action June 22.

■ WTAL(AM) Tallahassee, Fla. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Capitol City Broadcasting from Wallace D. Hoy (100% before; none after) to WTAL Inc. (none before; 100% after). Consideration: $659,000. Principals: Wally Hoy has no other broadcast interests. Buyer is owned by Gene Camp (70%), Frederick, Md., oral surgeon, and Frank Veihmeyer (30%), sales manager of WFMD(AM)-WFRE(FM) Frederick, Md. Dr. Camp and Gene Smith sold WFRC(AM) Reidsville, N.C. for $350,000 (BROADCASTING, Feb. 12) (BTC-8000). Action June 7.

■ WROM-AM-FM Rome, Ga.—Broadcast Bureau granted acquisition of positive control of Coosa Valley Radio Co., by Charles Doss (39.84% before; 59.76% after) through purchase of stock from Dean Covington (39.84% before; none after). Barbara Doss also benefitted from purchase: 19.92% before; 39.84% after. Consideration: $159,920. Mr. Covington is retiring from company (BTC-8032). Action June 17.

■ KIDO(AM) Boise, Idaho (630 khz, 5 kw-U)—Broadcast Bureau granted assignment of license from Mesabi Western Corp. to New Executive Motel for $284,000 and $100,000 noncompetition covenant. Buyer is Dale G. Moore, who has interests in KCAP(AM) Helena, KGVO-AM-TV Missoula, KCFW-TV Kalispell and KTVM-TV Butte, all Montana (BAL-8653, BALRE-3004). Action June 15.

■ WVFV(FM) Dundee, Ill. (103.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from WVFV Radio Inc. to R.F. Broadcasting Co. for $160,000. Sold by Richard O. Willrett to Ralph J. Faucher. Mr. Willrett has no other broadcast interests. Mr. Faucher is sales manager and sports director of WTAQ(AM) La Grange, Ill. (BALH-2251). Action June 17.

■ KAMC(FM) Arlington, Tex. (94.9 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Radio Arlington to Jimmy Swaggart Evangelistic Association for $750,000. Seller: J.D. Osburn who has 50% interest in KYKX(FM) Longview, Tex. Jimmy Lee Swaggart is president of buyer, nonprofit, nonstock corporation that owns WLUX(AM) Baton Rouge; KGOY-FM and 20% of KGOY(AM) Bethany, Okla.; holds construction permit for new FM in Amarillo, Tex., and has bought, subject to FCC approval, WVIX(AM) Pensacola, Fla. (BROADCASTING, April 19) (BALH-2267, BASCA-736). Action June 11.

■ KOCA(AM)-KNCW(FM) Kilgore, Tex. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 95.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Radio Kilgore to Noalmark Broadcasting Corp. for $325,000. Sellers: Douglas Humble, William Y. Rice, Ewing Adams and Gillett Sheppard, none of whom have any 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, both Arkansas (BAL-8666, BAPH-592). Action June 17.

■ KLRK(AM) and CP for FM Centerville, Utah (1600 khz, 1 kw-D)—Broadcast Bureau dismised assignment of license and CP from Davis Broadcasting Co. to Media Services of Utah. Bureau granted involuntary assignment to W. Smoot Brimhall, commissioner of financial institutions of Utah (BAPL-478, BALRE-3024). Action June 11.

Facilities changes

TV action

■ *WETA-TV Washington—Broadcast Bureau granted CP to change ERP to 2290 kw vis. (max.), 1660 kw (H), 166 kw (H) aur.; change type trans. and ant.; ant. height 770 ft. (BPET-538). Action June 17.

AM applications

■ KHAC Window Rock, Ariz.—Seeks CP to change frequency to 1110 khz; increase power to 10 kw and 2.5 kw CH. Ann. June 24.

■ KIQI San Francisco—Seeks CP to change station location to Hayward, Calif.; add nighttime power with 25 kw; increase daytime power to 50 kw; change hours of operation to unlimited. Ann. June 24.

■ WKJR Muskegon Heights, Mich.—Seeks CP to add nighttime power with 500 w; install DA-2; change hours of operation to unlimited. Ann. June 24.

■ KERR Polson, Mont.—Seeks CP to increase daytime power to 50 kw. Ann. June 24.

■ WACK Nowark, N.Y.—Seeks CP to add nighttime power with 500 w, DA-N; change hours of operation to unlimited. Ann. June 21.

■ WTAB Tabor City, N.C.—Seeks CP to increase height of present tower to 420 ft. Ann. June 24.

■ WHLO Akron, Ohio—Seeks CP to increase daytime power to 10 kw; install DA-2. Ann. June 24.

■ WCRK Morristown, Tenn.—Seeks CP to increase daytime power to 5 kw. Ann. June 24.

■ KEES Gladewater, Tex.—Seeks CP to add nighttime power with 1 kw, DA-N; increase daytime power to 5 kw; change hours of operation to unlimited; change ant.-trans. location. Ann. June 21.

■ WTID Newport News, Va.—Seeks CP to add nighttime power with 1 kw, DA-N; change hours of operation to unlimited. Ann. June 24.

AM actions

■ WRHC Coral Gables, Fla.—Broadcast Bureau granted modifications of license covering change of main studio location to 2260 S.W. 8th St., Miami (outside corporate city limits) (BML-2586). Action June 15.

■ WNAL Nelsonville, Ohio—Broadcast Bureau dismissed modifications of CP for extension of completion date (BMP-13033); canceled construction permit and deleted call letters. Action June 17.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: WMIX Mt. Vernon, Ill. (BP-19702), June 8; WSCR Scranton, Pa. (BP-20216), June 9.

FM applications

■ *KLLU Riverside, Calif.—Seeks CP to change trans. location; change studio location to 4700 Pierce St., Riverside; install new trans. and ant.; change TPO; ERP 3 kw and HAAT 300 ft. Ann. June 23.

■ KNCY-FM Nebraska City, Neb.—Seeks CP to change trans. location; change ant. and trans.; change TPO and HAAT (300 ft.). Ann. June 21.

■ KMYR Albuquerque, N.M.—Seeks CP to change trans. location; install new ant.; change TPO; ERP 8.14 kw; HAAT 4,104 ft. Ann. June 21.

■ KRKE-FM Albuquerque, N.M.—Seeks CP to change trans. location; change ant.; change TPO; ERP 8.14 kw and HAAT 4144 ft. Ann. June 23.

■ KDUX-FM Ocean Shores, Wash.—Seeks CP to change trans. location; change studio location to 1308 Coolridge Rd., Aberdeen, Wash.; install new trans. and ant.; change TPO; ERP 31.35 kw (H), 20.9 kw (V) and HAAT 361 ft. Application is mutually contingent with assignment of license application. Ann. June 23.

■ *KCWC Riverton, Wyo.—Seeks CP to change trans. and ant.; change TPO; ERP 3 kw and HAAT 144 ft. Ann. June 21.

FM actions

■ KRLT South Lake Tahoe, Calif.—Broadcast Bureau granted modifications of CP to change trans. and ant.; make change in ant. system; ERP 3 kw (H&V); ant. height −190 ft. (H&V); remote control permitted (BMPH-14836). Action June 16.

■ KPLL Pella, Iowa—Broadcast Bureau granted modifications of CP to change studio location to Rural Route 1, Pella; change trans. and ant.; make changes in ant. system; ERP 100 kw, ant. height 370 ft. (BMPH-14769). Action June 17.

■ *WUKP Prestonsburg, Ky.—Broadcast Bureau canceled station license and deleted call letters. Action June 15.

■ WCNL-FM Newport, N.H.—Broadcast Bureau granted license covering change of frequency to 101.7 mhz (ch. 269); ERP 2 kw; ant. height −210 ft. (BLH-6859). Action June 17.

■ WAYV Atlantic City—Broadcast Bureau granted modifications of CP to change trans.; ERP 20 kw (H&V); ant. height 300 ft. (H&V); condition (BMPH-14829). Action June 11.

■ *WFUV New York—Broadcast Bureau granted CP to install new ant.; ERP 50 kw (H&V); ant. height 215 ft. (H&V); remote control permitted; conditions (BPED-2268). Action June 11.

■ WRCP-FM Philadelphia—Broadcast Bureau granted CP to change trans. location; install new ant.; make change in ant. system; ERP 2 kw (H&V); ant. height 1010 ft. (H&V); remote control permitted; condition (BPH-9922). Action June 16.

■ WALD-FM Walterboro, S.C.—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; ERP 2.65 kw (H&V); ant. height 300 ft. (H&V); remote control permitted; condition (BPH-9721). Action June 11.

■ WNHV-FM White River Junction, Vt.—Broadcast Bureau granted CP to change trans. location; change ant.; make change in ant. system; ERP 3 kw (H&V); ant. height 245 ft. (H&V); remote control permitted (BPH-9586). Action June 11.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KSOL San Mateo, Calif. (BPH-8814), June 14; WANY-FM Albany, N.Y. (BPH-9719), June 9; WWMM Arlington Heights, Ill. (BPH-9450), June 14; *WCBU Peoria, Ill. (BPED-2230), June 14; *WTCC Springfield, Mass. (BPED-1745), June 10.

In contest

Acting Chief Administrative Law Judge Lenore G. Ehrig made following assignments on date shown:

■ *Birmingham, Demopolis and Montgomery, Ala., **TV proceeding:** Alabama Citizens for Responsive Public Television and Alabama Educational Television Commission (AETC), competing for ch. *10 in Birmingham, ch. *41 in Demopolis and ch. *26 in Montgomery (Doc. 20675-6)—Designated herself as ALJ. Action June 16.

■ San Jose, Calif., **FM proceeding:** United Broadcasting Co. (KBAY San Jose) and Public Communicators Inc., competing for 100.3 mhz (Docs. 20611-2)—Designated ALJ Chester F. Naumowicz Jr. Action June 16.

■ Milton, Fla., **AM proceeding:** Radio Santa Rosa, Aaron J. Wells, Jimmie H. Howell and Mapoles Broadcasting Co., competing for 1330 khz (Docs. 19882-5)—Designated Chester F. Naumowicz as ALJ. Action June 16.

■ Auburn, Me., **FM proceeding:** Andy Valley Broadcasting System and The Great Down East Wireless Talking Machine Co., competing for 100.1 mhz (Doc. 20643-4)—Designated herself as ALJ. Action June 16.

■ WHJB(AM) Greensburg, Pa., **AM proceeding:** WHJB Radio, seeking facilities changes (Doc. 18868)—Designated Chester F. Naumowicz Jr. as ALJ. Action June 16.

Procedural rulings

■ Orlando, Fla., **TV proceeding:** Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television, Comint Corp. and TV 9 Inc. (Docs. 11803, 17339, 17341-2, 17344)—ALJ David I. Kraushaar scheduled hearing for Nov. 1. Action June 21.

■ St. Louis and Granite City, Ill., **AM proceeding:** Doubleday Broadcasting Co., seeking KWK(AM) St. Louis facilities (1380 khz), and Norman Broadcasting Co. (WGNU[AM] Granite City), seeking frequency change from 920 khz to 1380 khz (Docs. 20277-80)—ALJ Lenore G. Ehrig set aside hearing date of July 12 until action is taken on joint petition for settlement agreement. Action June 16.

Initial decision

■ Newark, N.J., **AM proceeding:** Gilbert Broadcasting Corp., Community Group for North Jersey Radio, Sound Radio, Fidelity Voices, competing for 1430 mhz (Doc. 20407-20410)—ALJ Ernest Nash granted application of Sound Radio for new station to operate on deleted facilities of WNJR. Judge Nash denied competing applications of Gilbert, Community Group and Fidelity Voices. Ann. June 25.

Fine

■ KCLO-FM Leavenworth, Kan.—Broadcast Bureau notified licensee it incurred apparent liability of $200 for failing to make required entries in maintenance log. Action June 15.

Other actions

■ WTUB(FM) Troy, Ala.—FCC granted renewal of license to Troy Radio subject to condition that transfer of control (BTC-7982) be consummated within 60 days of grant. Action June 9.

■ WSTU(AM) Stuart, Fla.—FCC granted license renewal subject to various employment conditions to be met. Action June 17.

■ WPXY(FM) Rochester, N.Y.—Commission granted application of Rust Craft Broadcasting of New York for renewal of license. WPXY(FM) had been granted short-term license renewal to end June 1, 1976 because station's non-entertainment programing varied substantially during 1972-1975 period from that proposed in 1972 renewal application. Commission found that its past non-entertainment programing exceeded programing proposal contained in 1975 renewal application. Action June 15.

Allocations

Actions

■ Petersburg and Wrangell, Alaska—Broadcast Bureau assigned FM chs. 265A and 269A to Petersburg and Wrangell, respectively. Assignments were requested by Alaska Educational Broadcasting Commission (AEBC). Action June 18.

■ Tucson and Green Valley, Ariz.—Broadcast Bureau assigned Class C FM ch. 298 (107.5 mhz) to Tucson and moved Class A ch. 221A (92.1 mhz) from Tucson to Green Valley (Doc. 20507). Action June 18.

■ Sun Valley, Idaho—Broadcast Bureau assigned FM ch. 237A (95.3 mhz) to Sun Valley as community's second FM assignment. Commission initiated this proceeding in September 1973 to explore whether additional or extended FM service might be needed in area and if so whether to substitute Class C channel for existing Class A channel (ch. 228A, 93.5 mhz) or to add second Class A channel (Doc. 19824). Action June 18.

■ Osage, Iowa—Broadcast Bureau assigned FM ch. 224A (92.7 mhz) to Osage as that community's first local aural service. Proceeding was instituted in rulemaking notice in response to petition by Harold A. Jahnke (Doc. 20749). Action June 18.

■ Baldwyn, Miss.—Broadcast Bureau assigned FM ch. 240A (95.9 mhz) to Baldwyn as community's first FM assignment. Commission had proposed alternative assignment of ch. 240A to either Tupelo, Miss. or Baldwyn. It noted that since towns were 17 miles apart, channel could be assigned to only one. Town 'N Country Broadcasting Co. supported proposed assignment to Tupelo; Superior Broadcasting Co., in support of Baldwyn assignment, stated that ch. 240A was only channel available for assignment there (Doc. 19720). Action June 18.

■ Saratoga, Wyo.—Broadcast Bureau assigned FM ch. 260 (99.9 mhz) to Saratoga, Wyo., as community's first FM assignment. Assignment was proposed in rulemaking notice adopted last August 7, in response to petition by Pioneer Development (Doc. 20577). Action June 18.

■ Broadcast Bureau assigned first FM channels to six communities, all proposed in rulemaking notice adopted February 4. Assignments were: ch. 261A, 100.1 mhz, to Nisswa, Minn. (petitioned by Minnesota Christian Broadcasters—RM-2582); ch. 269A, 101.7 mhz, to Collins, Miss. (Covington County Broadcasters—RM-2589); ch. 285A, 104.9 mhz, to Blackshear, Ga. (Troy Mattox and A.J. Guest—RM-2590); ch. 272A, 102.3 mhz, to Clintwood, Va. (Dickenson County Broadcasting Corp.—RM-2593); ch. 272A, 102.3 mhz, to Hinton, W.Va. (Bluestone Broadcasters—RM-2595); and ch. 265A, 100.9 mhz, to Yuma, Colo. (Gen-Ten Productions—RM-2600). Action June 18.

Rulemaking

Actions

■ FCC adopted new equal employment opportunity guidelines. Action was result of notice of inquiry and rulemaking released on July 25, 1975, which asked for comments on certain changes in existing EEO guidelines including model EEO program, new enforcement procedures including imposition of goals and timetables and raising threshold for filing written EEO program from five or more full-time employes to more than ten full-time employes. Under new guidelines, commission adopted, with minor modifications, model EEO program proposed in notice of inquiry. Model program, designed to serve as sample program, contains ten elements including sections devoted to licensee's recruitment techniques and sources, training efforts, availability of women and minorities in applicable workforce, job structure analysis to be submitted by licensees employing 50 or more full-time employes, analysis of all job hires during 12 months preceding filing of license renewal application, analysis of licensee's promotions during past year and

Summary of broadcasting

FCC tabulations as of May 31, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,447	3	26	4,476	48	4,524
Commercial FM	2,758	0	55	2,816	126	2,939
Educational FM	802	0	40	842	55	897
Total Radio	8,007	3	121	8,134	234	8,360
Commercial TV	699	1	8	708	56	764
VHF	508	1	4	513	10	523
UHF	191	0	4	195	46	241
Educational TV	231	9	13	253	14	267
VHF	90	3	5	98	6	104
UHF	141	6	8	155	8	163
Total TV	930	10	21	961	70	1,031

*Special temporary authorization

**Includes off-air licenses

analysis of licensee's reasons for disparities which may exist between minorities and women on station's staff and their presence in community. Commission also amended EEO rules to provide for new filing threshold for those stations required to file written EEO programs from present five or more full-time employes to more than ten full-time employes (Doc. 20550). Action June 22.

■ Commission denied requests by WKY Television System, licensee of WTVT(TV) Tampa, Fla., for declaratory ruling or reconsideration of hyphenated market provisions of nonnetwork programing geographical exclusivity rule. WKY had asked commission for interpretation of this rule as it concerns designated cities in hyphenated markets. WKY requested that if one station in hyphenated market has a right to secure exclusivity against station not located in hyphenated market, then every station located in hyphenated market may secure exclusivity against that station not located in hyphenated market, and vice versa (Doc. 18179). Action June 15.

Translators

Applications

■ North Slope Borough School Board, Alaska—Seeks CP for following translators: 1) ch. 4 rebroadcasting KYUK-TV Bethel, KUAC-TV Fairbanks and KAKM Anchorage, all Alaska (for Point Hope, Alaska); 2) ch. 4 rebroadcasting as above (for Wainwright, Alaska); 3) as above for Nuiqsut, Alaska; 4) as above for Point Lay; 5) as above for Kaktovik; and 6) ch. 11, as above for Barrow. Ann. June 23.

■ Ganado Community Television Club, Ganado, Ariz.—Seeks CP for ch. 13 rebroadcasting KOOL-TV Phoenix via K04HW Ganado and Greasewood, Ariz. Ann. June 23.

Action

■ K04IF Yakutat, Alaska—Broadcast Bureau granted CP for translator to change frequency from ch. 4 (66-72 mhz) to ch. 2 (54-60 mhz); make changes in ant. system; change call letters to K02ID (BPTTV-5521A). Action June 9.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced June 22 (stations listed are TV signals proposed for carriage):

■ Lake Charlevoix Cable TV, for Boyne City, Mich. (CAC-06701 amended): CBET Windsor, Ont.

■ Fresno Cable Television Company, for Fresno, Calif. (CAC-06735): Requests certification of existing operations and to add KMTF Fresno.

■ The City of Americus, City offices, Americus, Kan. 66835 for Americus, Kan. (CAC-06736): KARD-TV, KAKE-TV, Wichita, Kansas; KTSB, KTWU, WIBW-TV, Topeka, Kansas; KBMA-TV Kansas City, Mo.; KTVH Hutchinson, Kansas.

■ Millen Cable Co., Box 829, Jesup, Ga. 31545, for Millen, Ga. (CAC-06737): WTOC-TV, WVAN-TV, WSAV-TV, WJCL, Savannah, Ga.; WJBF, WRDW-TV, WATU-TV, Augusta, Ga.; WEBA-TV Allendale, S.C.; WTCG Atlanta, Ga.; WMAZ-TV, Macon, Ga.

■ Crawfordsville Community Cable Corp., for Crawfordsville, Ind. (CAC-06738): WGN-TV, WSNS, Chicago.

■ Decatur Cable Company, 108 E. Washington St., Indianapolis 46204, for Decatur, Ind. (CAC-06739): WANE-TV, WKJG-TV, Ft. Wayne, Ind.; WPTA Roanoke, Ind.; WHMB-TV Indianapolis; WGN-TV Chicago; WTTV Bloomington, Ind.; WBGU-TV Lima, Ohio; WIPB Muncie, Ind.

■ Satellite Systems Corp., for Redstone Arsenal, Ala. (CAC-06740): WZTV Nashville.

■ Memphis CATV, for Memphis and Shelby county, Tenn. (CAC-06741-2): KXTX-TV Dallas.

■ Athena Communications Corp., for Desoto county, Miss. (CAC-06743): Same as above

■ West Memphis Cable Vision Corp., for West Memphis, Ark. (CAC-06744): Same as above.

■ Lake Charlevoix Cable TV for East Jordan, Mich. (CAC-06745): Requests certification of existing operations and to add: CBET Windsor, Canada.

■ Blue Ridge Cable Television, 471 Delaware Ave., Palmerton, Pa. 18071, for Hemlock Farms Development, Pa. (CAC-06746): WNEP-TV, WDAU-TV, WVIA-TV, Scranton, Pa.; WBRE-TV Wilkes-Barre, Pa.; WLVT-TV Allentown, Pa.; WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX, New York.

■ Idaho Video, for Wendell, Idaho (CAC-06747): KIVI Nampa, Idaho.

■ Teleprompter of Silver City, for Silver City, N.M. (CAC-06748): Requests certification of existing operations.

■ Comcast Cablevision Corp., 227 Barclay Bldg., Bala-Cynwyd, Pa. 19004, for Flushing, Mich. (CAC-06749): WJRT-TV Flint, Mich.; WNEM-TV Bay City, Mich.; WEYI-TV Saginaw, Mich.; WUCM-TV University Center, Mich.; WJBK-TV, WWJ-TV, WXYZ-TV, WKBD-TV, WTVS, WXON, Detroit; WJIM-TV Lansing, Mich.; CKLW-TV Windsor, Ontario.

■ Grenada Video, for Grenada and unincorporated areas of Grenada county, Miss. (CAC-06750-1): Requests certification of existing operations.

■ Mid-America CATV Systems, 117½ N. Kansas, Marceline, Mo. 64658, for (town of) Carrollton, Mo. (CAC-06752): KQTV St. Joseph, Mo.; KTVO Kirksville, Mo.; WDAF-TV, KCMO-TV, KMBC-TV, KCPT, KBMA-TV, Kansas City, Mo.; KMOS-TV Sedalia, Mo.; KOMU-TV, KCBJ-TV, Columbia, Mo.; KRCG Jefferson City, Mo.

■ Cable TV of Fort Gibson, Box 449, Fort Gibson, Okla. 74434, for Ft. Gibson, Okla. (CAC-06753): KTEW, KOTV, KOED-TV, Tulsa, Okla.; WKY-TV, KWTV, Oklahoma City, Okla.; KFSM-TV Ft. Smith, Ark.; KTEN Ada, Okla.; KTVT Ft. Worth; KXTX-TV Dallas; KTUL-TV Tulsa, Okla.

■ North Utah Community TV, for Logan, Utah (CAC-06754): KPVI Pocatello, Idaho.

■ American Cablevision Co., for Iron Mountain, Breitung township, Kingsford and Aurora, all Wis. (CAC-06755-8): Requests certification of existing operations.

■ D.B. TV, 19 Court St., Houlton, Me. 04730, for (town of) Oakfield, (town of) Dyer Brook, (town of) Smyrna and (town of) Merrill, all Maine (CAC-06759-62): WLBZ-TV, WABI, WEMT, Bangor, Maine; CHSJ St. John, New Brunswick; WAGM-TV, WMEM-TV, Presque Isle, Maine; CKCW Moncton, New Brunswick.

■ Complete Channel TV, 5723 Tokay Blvd., Madison, Wis. 53711, for (village of) Shorewood Hills, Wis. (CAC-06763): WISC-TV, WMTV, WKOW-TV, WHA-TV, Madison, Wis.; WMVS, WVTV, Milwaukee, Wis.; WGN-TV Chicago.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Cablevision of Canyon, for Canyon, Tex. (CAC-05677); Teleprompter Cable Systems, for Franklin borough, Stonycreek township, Dale borough, Southmont borough, West Taylor township, Brownstown borough and Ferndale borough, all Pa. (CAC-05935-43); Warner Cable of Island Falls/Patten, for Island Falls, Me. (CAC-05986); Teleprompter of Seattle, for Tukwila, Wash. (CAC-06139); New Paltz Tele-Cable Corp., for New Paltz (village of), N.Y. (CAC-06144); Richey Cable, for Springerville, Ariz. (CAC-06197); Century Cablevision, for Oshtemo township, Mich. (CAC-06225); Cable TV Company of Oshtemo, for Oshtemo township, Mich. (CAC-06226); Far West Communications, for Salem, Ore. (CAC-06377); Satellite Systems, for Fort Campbell, Ky. (CAC-06381); Johnstown TV Cable Co., for Johnstown, N.Y. (CAC-06441); Sammons Communications, for Gloversville, N.Y. (CAC-06442); Putnam All Channel Cable Vision, for Greencastle, Ind. (CAC-06450); Warner Cable of Bishop, for specified unincorporated areas of Inyo county, Calif. (CAC-04203); Key-White Video, for Hurricane, W.Va. (CAC-06017); Cablevision Systems Long Island Corp., for Farmingdale (village of), N.Y. (CAC-06102); Wisconsin CATV, for Eau Claire, Wis. (CAC-06188); Husco Cablevision Corp., for Huntington, W.Va. (CAC-06223); Two M Cablevision, for Twin township, and Bainbridge (village of), both Ohio (CAC-06228-9); Teleprompter County Cable TV Corp., for Mount Vernon, N.Y. (CAC-06263); Greenfield Cable Television, for Greenfield, Ind. (CAC-06267); New England Cablevision, for Lisbon, N.H. (CAC-06268); Marlin TV Cable Co., for Marlin, Tex. (CAC-06270); Williamson Road Television Company, for Blossburg borough, Pa. (CAC-06436); Daniels Properties, for Nolanville, Tex. (CAC-06449); Hawkeye Communications, for Red Oak and Coming, Iowa (CAC-06454-5); Creston Cablevision, for Creston, Iowa (CAC-06456); Longview Cable Television, for Longview, Tex. (CAC-06457); Westex Cable Corp., for Del Rio, Tex. (CAC-06466); Warner Cable of Albia, for Albia, Iowa (CAC-06528); Warner Cable of Merrill, for Merrill, Wis. (CAC-06529); Warner Cable of Marshfield, for Marshfield, Wis. (CAC-06530); Mid Florida Cablevision, for portions of Volusia county, Fla. (CAC-06531); Lawton Cablevision, for Lawton, Okla. (CAC-06532); Van Buren TV Cable, for Van Buren, Me. (CAC-06533).

■ Hamburg Cablevision, Hamburg, N.Y.—CATV Bureau withdrew application for certificate of compliance and dismissed objections to commission rules. Action June 10.

■ MBS Cable TV, Carrollton and Minerva, Ohio—Commission granted certificates of compliance to add distant independent signals to its existing cable television systems. At same time, it directed MBS to begin carriage of WOUC-TV Cambridge, Ohio, and WTAE-TV Pittsburgh on Carrollton system, and WOUC-TV on Minerva system. MBS had requested authority to add WUAB Lorain, Ohio, to its Carrollton system, and WPGH-TV Pittsburgh, to Minerva system. Applications were opposed by WOUC-TV, licensed to Ohio Educational Television Network Commission. WOUC-TV maintained that since it places at least predicted Grade B contour over both Carrollton and Minerva, it was entitled to carriage on two cable systems. In reply, MBS had requested waiver of signal carriage rules so it would not be required to carry WOUC-TV. Action June 16.

■ Kler View Cable Co., Anadarko, Okla.—CATV Bureau granted certificate of compliance for cable television service at Anadarko. Action June 17.

■ Tall City Cable Co., Midland, Tex.—Commission granted application to Tall City for certificate of compliance for its cable television system. Certification was granted subject to final outcome of litigation pending in US District Court concerning allegations by Midland Telecasting Co., licensee of KDCD-TV Midland, that various activities of Tall City and related company, West Texas Microwave Co., caused KDCD-TV to go dark on October 13, 1974. KDCD-TV opposed application for certificate of compliance on those grounds. Action June 15.

■ Galaxie Cablevision Corp., Handley, W.Va.—CATV Bureau dismissed application for certificate of compliance. Action June 17.

Professional Cards

Service Directory

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

Station Manager to supervise sales, programing and create sales promotions. Station in multiple facility market needs energetic, capable individual who can prove ability by documented past performance. Stock options for manager who can make our billings grow from present level. Box T-73, BROADCASTING.

Where are you going?? N.E. expanding chain offers ownership with no cash investment & position of general manager. Need aggressive, sales oriented person. First interview at your expense. Box T-172, BROADCASTING.

Buffalo, New York. Local sales manager to earn $25,000 plus first year at leading AM/FM contemporary stations. Requirements: strong streetfighter and good track record. Equal Opportunity Employer. Box U-8, BROADCASTING.

Associate director of radio and WHA-AM station manager for the University of Wisconsin-Extension Telecommunications Center. Responsible for administration of broadcast and non-broadcast radio activities. Major duties include: Personnel management and supervision; development, review and administration of substantial University and production contract funds; primary stewardship of broadcast responsibilities and policies of WHA; development, supervision and evaluation of total program efforts; representation to and liaison with University units, state and national agencies. Bachelor's degree required. Master's degree preferred. Applicants should have minimum of three year's senior management experience in Public Radio; demonstrated knowledge and/or experience in personnel, fiscal and program management. Salary minimum: $19,800. Inquire for details to: Ronald Bornstein, Director and General Manager, UW-Extension Telecommunications Center (WHA), 821 University Avenue, Madison, WI 53706. An Equal Opportunity Employer.

Local sales manager. WLIR-FM, progressive music station. Nassau county, NY. Contact Elton Spitzer, 175 Fulton Avenue, Hempstead, NY 11550. 516-485-9200.

HELP WANTED SALES

An account executive, proven street fighter, who not only can successfully meet the demands of the street, but thoroughly enjoys both the challenges and rewards. Salary, bonuses, and benefits. Box T-32, BROADCASTING.

Ass't. Local Sales Mgr. Suburban Phila. station. Experienced small markets only. An EOE. Box T-126, BROADCASTING.

Young salesperson ready to move into sales management. Southeastern medium market radio. Must be experienced, self motivated, career oriented. Future opportunity to grow and obtain interest in a highly professional broadcast organization. EOE. Box T-149, BROADCASTING.

Salesperson wanted, Northeast AM-FM combo, near major market. Consistent closers may send resume and salary requirements. No floaters. EOE. Box U-35, BROADCASTING.

Will you take over the sales department of my upper Midwest station, reorganize it into separate AM & FM divisions, redesign the rate-card accordingly, assist me in the hiring of an FM-only salesperson, and assume a good share of the actual sales yourself? You must have a stellar track record in small market sales and sales administration, or you need not apply. I will start you at $20,000 and place you on an excellent incentive plan. I'm looking for a proven executive who wants to improve the community in which he is living, and who wants opportunity for advancement and more money. All replies confidential. Box U-44, BROADCASTING.

Beautiful money making opportunity for you, if you are aggressive, excited about radio and want to make money. KADS, Elk City, OK 73644.

HELP WANTED SALES CONTINUED

Sell your way to good money out of the big city rat race! Live in a friendly town. A three city market! Recreational area! Superior School system without big city problems! Dave Button, Mgr., KSVP/KSVP FM, 317 West Quay, Artesia, NM 88210. 505-746-2751.

Attention: La., Miss., Ga., Tenn., & Fla. Sharp, aggressive announcer/salesperson. Minimum 3 yrs. air experience. 1st phone desirable but not essential. Good salary plus commission. Send tape, resume & salary expectation. Glenn Buxton, WBCA-WWSM, Box 426, Bay Minette, AL 36507. EOE.

Florida coastal radio sales opening. Looking for aggressive person with two years sales experience. No floaters. Great place to live by ocean. Big growth market. Stable economy. Send resume and requirements to Randolph H. Millar, WIRA/WOVV-FM, PO Box 3032, Ft. Pierce, FL 33450. Equal Opportunity Employer. Special consideration to women and minorities.

Experienced salesperson wanted for aggressive Chicago suburban FM market. Send resume to WKKD-FM, 1884 Plain Avenue, Aurora, IL 60505.

Position open, sales. Need salesperson for competitive market. Light announcing shift too. Should have experience in both areas. No phone calls. Write: Rod Wolf, WRTA, PO Box 272, Altoona, PA 16603.

Account executive to handle important list of local accounts. Excellent earnings potential with top facility. Must have good record in sales. WSAV, Savannah, GA.

Small, expanding radio company with stations in Colorado, Oklahoma and Kansas needs four experienced salespeople. Growth has promoted several good salespeople into management resulting in the present need. We are rock, country and MOR. Write Bob Freeman, President, American Media Inc., 7397 W. Central, Wichita, KS 67212.

Opportunity for aggressive, hard working sales person in Rocky Mountain area. 5000 watt country/MOR with unlimited sales potential in Southwestern Wyoming. If you can sell and write, don't pass this up. Forward resume with sample copy to Alan Ziegler, PO Box 432, Kemmerer, WY 83101.

Wanted: Sales Manager. Aggressive account executive with the desire to be sales manager. If you have the qualification to sell and motivate sales people, send resume to Box 3436, New Bern, NC. Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Quality announcer wanted for automated station, central Indiana. Training provided for right voice. Send resume. Equal Opportunity Employer. Box S-273, BROADCASTING.

Needed: Extrovert, cranked-up morning radio personality. Modern country format, 24 hrs, crazy staff, good bucks, low turnover, benefits galore, permanent position for pro in midwest vacationland. Send ratings, resume, and salary range to Box T-181, BROADCASTING.

Need immediately one stable announcer with heavy background in production. This is a good solid position for a pro. We are one of the most respected broadcasters in the industry. Send resume with references, which will be checked. Box U-22, BROADCASTING.

Florida contemporary. Top Gulf Coast opportunity for rock and roll entertainer. Production expertise essential. Resume, salary- requirements. Box U-27, BROADCASTING.

Our company is growing and we're Number One in our markets in the northeast. We need two experienced contemporary broadcasters who can keep us on top. EOE. Send resume to Box U-31, BROADCASTING.

HELP WANTED ANNOUNCERS CONTINUED

Drive Time announcer/personality. Good production. First phone desirable, experience necessary. Growing company. No. 1 ratings, good pay and benefits. Modern country. Strong news and community involvement. ' Charlie Tuma, KLIX Radio, PO Box 1259, Twin Falls, ID 83301. 1-208-733-1310.

Immediate opening. First phone, announcer-salesperson. Base and commissions approx. $750 to start. Contact Butch Luth, Station Mgr., KIML, Gillette, WY. EOE.

KOY, Phoenix is looking for a late evening telephone talk-show host. Experience preferable. Send tape and resume to Nat Stevens, Program Director, 840 N. Central Ave., Phoenix, AZ 85004. An Equal Opportunity Employer.

Number one MOR station looking for someone who is a natural fun personality and can express it on the air. Must know and care about what's happening in the community and the world. Send tape and resume to: KTOK Radio, Box 1000, Okla. City, OK 73101. Equal Opportunity Employer.

Immediate full time opening. Good music format. Send tape, resume and salary requirements to Lee Vogel, WBNY, 2500 Rand Building, Buffalo, NY 14203. Minorities encouraged to apply.

Professional adult communicator needed for top notch small market operation in University city. Must have strong over 30 appeal. Production ability a must. Music director experience helpful. Tapes and resumes to Bob Sherman, WCLG, Box 885, Morgantown, WV 26505.

Two announcers. One strong news-sports, the other strong staff production. Experience preferred. Send resume and tape to WCSS, Amsterdam, NY 12010.

Music personality, vibrant, clever, minimum five years experience, some news. Equal Opportunity Employer. Send resume, tape and salary expectations. WEEU, 34 N. 4th St., Reading, PA 19601.

Immediate openings for summer relief/weekend news and production at one of the country's best beautiful music stations. WEZN, Bridgeport. Automation experience helpful. Call Paul Roger 9 AM-Noon. 203-366-9321. EOE.

Classical music announcer for South's leading fine arts station. Pleasing voice, knowledgeable of music, composers, artists, production and programing. 3rd class endorsed necessary. Salary open. Send tape/resume to: Norm Vincent, WJCT-FM, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity Employer.

Immediate opening, announcer. Top rated Modern Country & Western. Send tape and resume to: Ray Frazier, WLLY Radio, PO Box 3584, Wilson, NC 27893.

Immediate opening for enthusiastic pro at prestige 5 KW. MOR, CBS affiliate. Mature voice, production ability, solid on air experience required. Dynamic group ownership, beautiful facilities. Tape, resume to Rick Belcher, WSGW, Box 1945, Saginaw, MI 48605.

WSTU Stuart Florida is seeking an experienced professional for evening slot plus production. Successful MOR located in beautiful South Florida. Send tape and resume to General Manager, WSTU, Stuart, FL 33494. Equal Opportunity Employer. No phone calls please.

Immediate opening for experienced personality. One on one communication a must. Send resume and air check to Allen Strike, WTRC, PO Box 699, Elkhart, IN. EOE. No tapes returned and no phone calls please.

We are seeking a special caliber of person, who has some knowledge of the fundamentals of communication. Prior experience is not required, but a first ticket is, for those of you who want to learn our brand of radio. Call or write Broadcast Enterprises, Box 968, Powell, WY 82435.

HELP WANTED ANNOUNCERS CONTINUED

Unusual opportunity. Top rated station has opening for morning air personality. Must be a creative entertainer preferably with news or talk background and good interview ability. Call C. David Hamilton. Rockford, IL 815-399-2233.

Top Baltimore radio station needs dynamic dude or foxy lady. Must have strong personality, production know-how and thorough rock-jazz-blues experience. Call Steve Cochran 301-485-2400.

HELP WANTED TECHNICAL

Ass't. Chief FM-AM Direction. 60 miles NYC. Capable full maintenance. An EOE. Box T-127, BROADCASTING.

Chief Engineer. Upper Midwest, directional AM. 5 KW days, 1 KW nights. Separate patterns. FM Stereo, automated. Remote control. Experienced professional required. Ability to do occasional air work helpful, but not required. Excellent situation. Lovely small city for "the good life." Box T-131, BROADCASTING.

Assistant Chief for major N.E. market AM-FM. We are looking for a person with excellent technical qualifications in audio and R.F. who would like to eventually move up to chief with a major broadcast group. Send resume, references and salary requirement to Box T-153, BROADCASTING.

Two AM-FM stereo operations with automation, located approximately twenty miles apart, need an experienced contract engineer for weekly inspections, regular maintenance, proofs, emergency availability, etc. Will guarantee $10,000.00 plus. You may be able to service a third station in the area and/or operate your own shop or business for additional income. Live in the beautiful northern Shenandoah Valley of the Virginias. Include detailed qualifications, experience and availability in first letter. Box T-195, BROADCASTING.

Electronics designer, BSEE, optional. First phone a must. Knowledge of TTL, MOS, PLL, to design state of the art Hi-Fi AM tuner/receiver. Digital readout, etc. Resume, please. New firm in Maine. Box U-15, BROADCASTING.

Experienced, shirt-sleeved chief with first needed by Northeast AM-FM. Directional, automation and stereo experience a must. We need a creative, hard working chief who can work with a professional staff, and who appreciates a top sound. Working conditions are the best and opportunities are available with this growing group. EOE. Rush resume to Box U-30, BROADCASTING.

Engineer, strong on maintenance for old established AM/FM station. First class license required. Well equipped shop and equipment for some research and construction. Excellent area to raise a family. Forward resume and salary requirements to Frank C. Carman, KLUB, Box 389, Salt Lake City, UT 84110.

Nome, Alaska needs chief engineer for aggressive 10 KW educational AM beaming to 90 remote Eskimo villages. Must be dedicated, top-notch qualified, easily adaptable to climate (sometimes chilly) and to close living with twenly volunteers. Room and board, good chow, friendly atmosphere. Salary? $7.50/week. Write: Fr. Jim Poole, S.J., KNOM, Box 988, 99762.

Chief Operator. Experienced in AM-FM transmitter and studio maintenance plus announcing ability. Salary open. Good benefits and advancement opportunities. EOE. Send resume and salary expectations to: Manager, WALM, Albion, MI 49224.

Assistant Chief Engineer. 24 hour AM-FM. Send resume and salary requirements to: W.A. Cooper, WLCY Radio Station, 11450 Gandy Blvd., St. Petersburg, FL 33702.

Chief Engineer. Class 4 AM and stereo Class A automated FM, remote pick-up. Must have commercial experience in all of these. Immediate opening. Good salary to start. Excellent opportunity for right person. Call Mr. Johnstone, WMID-WGRF, Atlantic City, NJ. Phone number 609-344-5113.

HELP WANTED TECHNICAL CONTINUED

Excellent opportunity for qualified broadcast engineer to move to chief. Must have 1st and engineering experience. Responsible for maintenance and operation of automated AM directional, FM stereo and PDP-8 computers. EOE. Minorities urged to reply. Contact Station Manager, WRSW, Warsaw, IN 46580.

Chief Engineer wanted for two radio stations. 5,000 watt AM, 100,000 watt FM. Must have knowledge of automation equipment. Good salary. Equal Opportunity Employer. Send resume to WSFL, Box 3436, New Bern, NC 28560.

HELP WANTED NEWS

Upper Midwest regional station. Morning drive anchor, street and phone reporting remainder of shift. $850 minimum. Resume to Box T-108, BROADCASTING.

News Director for NBC affiliate in N.E. Must be able to gather, write and air. An EOE. Box T-128, BROADCASTING.

News Director and staff needed for coming all-news operation. Mideast. Writing and air experience necessary. ND must be leader and organizer. EEO. Resume to Box T-177, BROADCASTING.

Southwest radio station with strong news image is looking for a professional News Editor/Anchor with excellent air presentation, expertise in gathering news and is not afraid of work. Money is no problem, full company benefits. Equal Opportunity Employer. Send resume to: Box U-3B, BROADCASTING.

Top West Texas station seeks applicants for news position. Rush tape and complete resume to Dan Wilson, KIXY/KIXY-FM, San Angelo, TX 76901.

AM/FM operation seeks newsperson with one year minimum news experience, self-motivation, willingness to take direction, third endorsed. Send resume, references, tape, salary requirements to: Bill Schweizer, WGNY, PO Box 591, Newburgh, NY 12550. EOE.

Immediate opening for on air and outside beat reporter. Heavy on meetings, initiative and actualities. Send resume, aircheck and salary requirements to News Director, WIRL Radio, PO Box 3335, West Glen Station, Peoria, IL 61614. Equal Opportunity Employer.

Kentucky sports PBP, announcing, and some sales. Pay equal to effort. Call Jim Ballard, 606-248-5842.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Excellent position available for P.D. with MOR or Top 40 background. Box T-145, BROADCASTING.

Florida coastal station needs copywriter. Good typist and exceptionally creative good office administration and organization. Equal Opportunity Employer. Send copy resume, typing speed and salary requirements to Box T-178, BROADCASTING.

Top rated Midwest MOR seeks talented copy-production person. Position requires both writing and announcing ability. Must have production experience, be able to handle details. Send resume, writing and production samples to: Box U-7, BROADCASTING.

P.D. with desire. If you want to make a name for yourself, work hard, be loyal, medium market daytimer has an immediate position to offer. Adult contemporary. Must be promotion minded for both air and sales, think like management, and like your work. Be willing to fight for your ideas, but not sulk if you lose. Prefer married, settled individual. Box U-32, BROADCASTING.

Experienced Top 40 P.D. We are looking for a proven major or medium market P.D. wanting top dollars and creative atmosphere without the hassles. Must be willing to locate in Midwest or Mtn. states. All replies confidential. Tape, resume and requirements to: Tom Ingstad, Ingstad Broadcasting, Box 997, Grand Forks, ND 58201.

HELP WANTED PROGRAMING PRODUCTION OTHERS CONTINUED

Director, Informational Programing. Salary: $23,500. Develops new programs to implement long and short range objectives and goals of informational: Topical/educative department, evaluates existing vehicles and oversees development of pilot programs. Administers informational programs department including actions, development of budgets and participation in long range planning and manual of policies and procedures. Please send resumes with three professional references to Kate Roe, Personnel, National Public Radio, 2025 M Street, NW, Washington, DC 20036.

Director of Communications. New Jersey association needs person experienced in mass media to promote membership's image and association activities. Responsibility: production of publications; public relations; promoting of convention; PR workshops; speech writing and testimony for officers; press relations with all media; advises on image of association; acts as spokesperson for association. Supervision of department planning and budgeting. Send resume to New Jersey School Boards Association, 383 West State Street, Trenton, NJ 08605.

Nashville, Program Director need for a personality oriented contemporary station where news and public service is important. Send resume, tape and expected compensation to P. Jay III, Box 90408, Nashville, TN.

SITUATIONS WANTED MANAGEMENT

Experienced G.M. with 18 yrs. broadcast background. Looking for new opportunities and challenges. Present station being sold. Sales oriented 34 yr. old looking for opportunity to grow. Excellent resume & references upon request. Box T-200, BROADCASTING.

An experienced general manager, sales manager, and programer with major market air, programing and news directing experience, and medium and small market sales, sales management, and station management experience, and a highly successful track record and references. Mature, family man with degree, very community minded, well respected by superiors and staff, and a outstanding salesman and air sound. Currently managing group in small market, but wish to grow to medium or major market in sales management, general management or operations management. You get all this, and under 40 years old, just by investing a 13 cent stamp, and having the right opportunity to offer. Available before September 1, 1976. Resume, tape, photo and interview upon request. Reply Box U-20, BROADCASTING.

GM seeks opening small/medium market station. Familiar all facets broadcasting, operations, production, news, programing. Experienced MOR, good music, classics, AM-FM. Can help with airwork, commercial voicing. 3rd endorsed. In medium market will consider second slot. Thirty years radio. First choice Southwest. Box U-40, BROADCASTING.

Business/operations manager. Seeking opportunity to improve efficiency & moral by streamlining your operation. Supervisory experience. Heavy broadcast computer experience. 6 years with affiliate in Top 20. Box U-45, BROADCASTING.

20 year veteran with degree seeks manager's job. Family man, will relocate. For details call Jack 219-926-4997.

13 years experience as GM, PD, sales man, announcer. Looking for position as G.M. in small market C&W station. Write William L. Sutton, General Delivery, Monticello, MS 39654.

SITUATIONS WANTED SALES

Dependable, hard working local sales manager with 7 years experience would like to relocate in small to medium NW market. Box T-162, BROADCASTING.

Football is right around the corner, then comes basketball. Salesman-sportscaster. South. 3rd. Box U-42, BROADCASTING.

Major market PD looking to switch to sales. 8 years radio. Seek Eastern company with opportunity for advancement. Phone 703-241-2585.

SITUATIONS WANTED ANNOUNCERS

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

Young, single announcer with first phone desires DJ work in Southeast or Midwest. Strongest with progressive rock and oldies, but can do country and MOR as well, creative, dependable, just need a first break. Tape, resume, references available. Box T-189, BROADCASTING.

Disc Jockey-Announcer wants full time position with small or medium market. Working now part time on a radio station in New Jersey (the format is rock, but can follow any format). Third class license. Will send tape ane resume. Box U-10, BROADCASTING.

3½ years experience including MD, production. 2 years at present station. MOR, EZ. Prefer Penna. or surrounding states. Box U-11, BROADCASTING.

7 years experience. P.D./morning man, copy, production, news, FCC first, seeking immediate opening with growing Northeast medium market. State salary opening with first letter. Box U-29, BROADCASTING.

DJ-Newscaster, 3rd, experienced and tight board. Can start immediately, will travel. William Peter Smith, 560 W. 218 Street, New York, NY 10034. 212-569-5421.

Humorous, first phone air personality desires small market Top 40 or Contemporary S H Green, 213-387-7175.

First class five years experience in announcing, sales sports (PBP) experience in country and MOR formats. Presently employed as P.D. Looking for position in Ky, W. Va. or Southern Ohio. All other offers considered. Call 502-737-4915.

DMS grad 5 yrs exp. First ticket, family, 29, seeks position in California area. 1474 Sacramento, Apt. 305, San Francisco, 94109. 415-775-7633. Mike Valgus.

R&B Contemporary. MOR DJ tight board. Good commercials & news. 3rd. Ready now! Lew Craig, 428 W. 26 St., NYC.

Jock, salesman, first phone! Married, two children. Last 3⅟years at same station. 318-559-0790 after five.

26 year old jock, with 3rd endorsed seeks medium or medium small contemporary or Top 40 station. Married, 3 years experience. Personality plus. Fred Peacock 906-789-9250.

Available immediately! 3 years experience in radio. College grad. Third endorsed. Will relocate anywhere but prefer Philadelphia, Pennsylvania, Wilmington, Delaware region. Call Patrick Summers 312-376-6147.

Hard working born again jock. One year Houston area. Rock, C&W, sales, production. Blindness no handicap. John Jaksha, 1003 Wafer, Pasadena, TX 77506. 713-477-3453.

Top 40 contemporary nite man, seeks immediate position Northeast. 1 year experience, 3rd endorsed, college graduate. Weekdays 305-724-0582.

SITUATIONS WANTED TECHNICAL

Engineer: 20 years experience Radio-TV. Air and sales experience. Seeks engineering and time sales. Desires relocation Ohio or adjacent states. Box U-28, BROADCASTING.

SITUATIONS WANTED NEWS

Thoroughly experienced newsman, over 30, seeks career growth opportunity. Now in metro-N.Y. Box T-198, BROADCASTING.

A news pro wants to move up. Now a member of highly respected, award winning news department of top mid-west medium market station. Versatile style, adaptable to almost any format. Strong voice and top notch writing ability, along with accurate reporting. Box U-4, BROADCASTING.

Newsman/News Director. 3 years experience. A digger, M.A. Award winning. Box U-33, BROADCASTING.

SITUATIONS WANTED NEWS CONTINUED

Experienced professional seeking position in management. Major/medium market experience. Westpheling, 584 Flannery, Santa Clara, CA 95051. 408-243-7075.

Available Mid-July. 4 yrs. experience. No small markets please. Some NIS experience. 313-534-0251.

News and sports. Four years experience of newsgathering, interviewing, reporting and PBP of college and pro sports at major metro educational station. B.A., 3rd phone. Will relocate. For tape-resume contact Kevin Reinert, 1043 Atlantic Street, Franklin Square, NY 11010. 516-354-5688 evenings.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Problem solver! Two years commercial experience, college, can solve your personnel problems. Box U-17, BROADCASTING.

Newscast Director. Experienced. Presently employed. Live ENG a must with aggressive news team. Box U-23, BROADCASTING.

Seasoned pro with a degree and some good solid experience. Now ready to program your medium market Top 40 station. Ready to work with you and for you. Box U-46, BROADCASTING.

Young, executive, accountant, M.B.A., corporate auditor, air experience, some production, college station music director, oldies specialty, seeks position at broadcast facility, communications group, etc. Take note if buying or starting a station. Prefer N.E. Resume, references, tape, 3rd endorsed. DJD, 294 Greenough St., Phila. 19127. 215-482-6380.

TELEVISION

HELP WANTED MANAGEMENT

Traffic manager. Medium market station looking for traffic manager. Could be number two person ready to move up. Knowledge of computers necessary. EOE. Box U-43, BROADCASTING.

Station development specialist. Public TV station KTSC ch. 8, Pueblo, Colorado seeks experienced PTV development person with proven record. Duties include (1) develop sources of income through underwriting, fund-raising, and grant proposals, (2) coordinate station publicity, public relations, and advertising, (3) coordinate volunteer activities of the Friends Group and the Auction Committee, (4) publish monthly program guide and other publicity materials, and (5) maintain, increase and coordinate memberships and services. Firm deadlines: (a) receipt of USC application form, resume, and any other required supporting materials on/before 8/6/76: (b) start on/before 10/1/76. Salary: maximum $16,224. Address: Dr. Lark Daniel, Dean, Learning Resources and Telecommunications, University of Southern Colorado, Pueblo, CO 81001. USC is an Affirmative Action/Equal Opportunity Employer.

How about two jobs? Immediate opening for human dynamo who can handle two big jobs for the price of one! Jobs available are those of executive director for community ETV commission and general manager of VHF public TV station in major market. Pre-requisites include multi-million annual fund-raising experience, experience in public and instructional TV production conceptualization and funding, and knowledge about organizing and administering a creative communications organization. Minimum ten years as chief executive officer of public TV station desired. Station has staff of 110 persons requiring annual operating budget of almost $3,000,000—all of which must be raised by chief executive from scratch every year. An Equal Employment Opportunity Affirmative Action Employer. Think you can handle these jobs? If so, send resume by August 1 deadline to Search Committee, PO Box 24130, St. Louis, MO 63130.

HELP WANTED SALES

Sales Manager TV. Group owned station, Midwest market, seeking aggressive sales manager, who can motivate and take charge. Excellent salary, plus incentives for increases over prior year, and other fringe benefits. EOE. Send resume and financial requirements to Box T-139, BROADCASTING.

HELP WANTED SALES CONTINUED

Sales manager for growing TV station in challenging market. Must have integrity and be willing to work. Call or write John Conte, KMIR-TV, Box 1506, Palm Springs, CA 92262. 714-325-7121.

HELP WANTED TECHNICAL

Television Engineer: Major New York City corporation seeks television production and maintenance engineer. Must have 2 years experience in quadruplex video recorders and color cameras. Television studio production exp. also necessary. Salary in $16,000 range. An Equal Employment Opportunity Employer. M/F. Box T-165, BROADCASTING.

Assistant chief engineer for network affiliated mid-Michigan VHF station. Excellent opportunity for a good technician with pride in a quality product. Equal Opportunity Employer. Send resume to Box U-2, BROADCASTING.

Medium market VHF/AM/FM seeking chief engineer. Must have good technical background with administrative experience or excellent potential. Equal Opportunity Employer. Send complete resume to Box U-26, BROADCASTING.

Engineering Supervisor for new public broadcasting mobile television operations. Good knowledge of CCU maintenance and operation. Responsible for maintenance of new RCA TK 45's; TKP 45; RCA 600 VTR; and portable microwave systems. Must be willing to travel statewide. Equal Opportunity Employer. Send resume to: Bill Key, Chief Engineer, OETA, Box 14190, Oklahoma City, OK 73114.

TV maintenance position. UHF transmitter, quad and helical tape, and color camera experience desirable. Thorough knowledge of transitor and digital electronics and first class FCC license required. Contact Chief Engineer, WVIR-TV, Post Office Box 751, Charlottesville, VA 22901.

Operating engineer, experienced in UHF transmitter and studio, with 1st class FCC license. All new equipment. Call chief engineer 904-222-7482. Equal Opportunity Employer.

HELP WANTED NEWS

Anchorpeople: News & weather. Top ten eastern market. Seeking persons with established track record, ready to move up. Equal Opportunity Employer. Send resume to Box T-90, BROADCASTING.

Major market group owner seeks television weatherperson. Successful candidate should have minimum of two years on-air commercial television experience: college degree in Radio-TV, Journalism, speech or drama preferred; bright personality, energetic, and ability to work well with others. Duties would include weathercasts, staff announcing, and hosting special television programs. An Equal Opportunity Employer. Write and include resume to Box T-167, BROADCASTING.

Midwest TV-News operation looking for a producer for prime-time newscasts and two street reporters. Replies confidential. Equal Opportunity Employer. Send full background of experience and salary requirements to Box T-174, BROADCASTING.

News anchor. Need experienced anchor for evening newscasts. Person should be experienced reporter and able to do some street work. Send resume with references, we'll ask for VTR. Box U-37, BROADCASTING.

Executive producer. Public affairs for top 25 PTV. Minimum three years professional broadcast experience with principal responsibility for the production of television public affairs programs. Experience in the production of material for regional or state-wide networks preferred. Must possess writing and on-camera skills. An Equal Opportunity/Affirmative Action Employer. Resumes by July 15th to Box U-39, BROADCASTING.

News Assignment Editor for number one in Birmingham, Ala. ABC affiliate. Must have solid TV news reporting, producing experience with print experience an asset. Management oriented. An Equal Opportunity Employer. Contact: Jerry Levin, News Director, WBRC-TV, 205-322-2131.

HELP WANTED NEWS CONTINUED

Public Affairs Director. Experienced newsperson with heavy background in community issue producing and reporting. Writing, producing and air credits necessary. Audition tape preferred. Position available August 1. Salary 12K to 15K. Call Ms. Anne Morris, WMFE-TV, 305-855-3691. Equal Opportunity Employer.

We have an opening for a good solid street reporter who is a self-starter and well versed in solid film packaging and film editing. If you are looking for an opportunity at a progressive station in the fastest growing market in the U.S., call Ken Nelson, 813-936-0195 weekdays between noon and 3 P.M. Applications from minorities are encouraged.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced and persuasive copywriter for station in beautiful Texas resort city. Box T-114, BROADCASTING.

Producer/Director, minimum two years experience. Emphasis on commcl. production and news. Resume to Box U-6, BROADCASTING.

Top 10 market station looking for an unusual combination of weather reporter and health, science, medicine reporter. TV on-camera and film experience is essential for this position. Resume to Box U-34, BROADCASTING.

Producer/Director, Jour. 16mm experience. Write Production Manager, KUAC TV, University of Alaska, Fairbanks, AK 99701. An Equal Opportunity Employer.

Television Executive Producer for the University of Wisconsin-Extension Telecommunications Center (WHA Television). To administer program production department and supervise day-to-day activities of staff producer/directors; to administer projects with production clientele; to serve as producer and director on special projects. Applicants should have both educational and practical experience in television technical, production, and program development techniques. Appointment to run from August 1, 1976 to June 30, 1977 based upon an annual salary of $17,000. Send a resume to A.S. Tiano, Station Manager, WHA Television, 821 University Avenue, Madison, WI 53706 before July 15, 1976. UWEX offers equal opportunities in programs and employment.

Development director assistant. Experienced in all areas of public television fund raising, including auction. Position available August 1. Salary 13K to 17K. Call John Newsome, WMFE-TV. 305-855-3691. Equal Opportunity Employer.

Wanted: Producer-Director for group-owned VHF television station. Must be experienced in quality news, commercial, and program direction. Working knowledge of film desirable. Send complete resume, salary requirements, and demo tape to Bob Miller, WSFA-TV, PO Box 2566, Montgomery, AL 36105. All tapes will be returned. An Equal Opportunity Employer.

Asst. Producer for Public TV. Able to handle all phases, research, script, direct. 2-3 years experience, preferably in Public TV. Send resume with emphasis on past experience by July 23. Dr. Leo Gerst, Austin Public Schools, Austin, MN 55912.

SITUATIONS WANTED MANAGEMENT

Young woman seeks challenging management, production or community relations position. Journalism degree; five years professional work experience, two in broadcasting. Solid background in TV production, writing and community relations. Currently employed in CCTV. Will start at any reasonable level, provided there's opportunity for advancement and long-term growth. Box T-173, BROADCASTING.

Southeast: TV-radio administrator, producer, journalist, documentarian, author; local and network; seeks challenging responsible position. Box U-5, BROADCASTING.

Surprise! You're fired. After 5 yrs. of breaking sales dept. records. Every facet of local/reg. sls mgr. Duties and rep trained background. Time to move up to gen/natl sales mgr. You be judge of my character. Time is beneficial to you now. Box U-9, BROADCASTING.

SITUATIONS WANTED MANAGEMENT CONTINUED

Major representative sales executive. Seek relocation in station/sales management. Outstanding record and reputation on national level. I can convince you! Box U-12, BROADCASTING.

General Manager. Also sales manager, programmer, etc. Thoroughly experienced and successful all phases, including station ownership, management, sales, programing, film-buying, production, news, promotion, community involvement. Outstanding credentials! Television 21 years; radio 8. Mid-forties. Degreed. Aggressive, innovative, quality competitor. Accustomed to formidable challenges; much responsibility. A professional. Specialist in programing and sales! Can increase, substantially, your profits and prestige. Box U-41, BROADCASTING.

SITUATIONS WANTED TECHNICAL

Presently employed chief engineer 30 years experience, 22 as chief, looking for change. Would like interesting job in related field with moderate salary. Prefer warm climate. Box T-157, BROADCASTING.

Chief Engineer. Currently Assistant Chief Engineer of largest air/production operation in a far western state. Age 28, heavy maintenance/operations background, professional management orientation, relocate worldwide. Inquiries forwarded via: Engineer, 849 Calle Aragon, Tucson, AZ 85706.

SITUATIONS WANTED NEWS

Street reporter. Experienced, Top 75, with BA Journalism. Currently full time radio, want back into TV or R-TV combo. VTR available. Box T-26, BROADCASTING.

Weekend TV anchor at top station in state seeks position as news director, medium market. 30. B.A., Journalism, experience in reporting, writing, producing, editing. Resume on request. Box T-201, BROADCASTING.

Anchor seeks anchor/reporter position. Thirty-one. Creative and personable VTR available. Box U-1, BROADCASTING.

An experienced female television anchor-street reporter in 30's market is looking for a similar position with a creative station. Box U-3, BROADCASTING.

Female with network newsroom experience seeks news reporter/producer position. M.A. radio-television. Box U-14, BROADCASTING.

Enthusiastic young man, B.J. in broadcast news, University of Texas, seeking job in television/radio, medium to large size market. Strong PBP (football, baseball, basketball) 3 yrs. radio experience in news and sports, 2 yrs. television. Prefer Texas market. Box U-18, BROADCASTING.

Independent broadcaster Top 40 seeks anchor in small or medium market. Experienced. B.A. VTR available. Box U-36, BROADCASTING.

Number one anchorman in 29th market looking for upward move to good news station. Young, personable, masters degree. Contact Dave Layman WJAR-TV, Providence, RI. 401-751-6566.

Experienced professional with eight years radio, seeks position in television news. Westpheling, 584 Flannery, Santa Clara, CA 95051. 408-243-7075.

Anchor, medium-small market. 5 years experience including top-25 market. Good writer, interviewer. Street reporter, statehouse correspondent, documentaries. 272-352-4560.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

1976 Graduate with B.S. degree telecommunications seeking entry level position in TV production. Location and salary open Box T-179, BROADCASTING.

Producer-director/announcer: Major market independent and network affiliate experience, degree. Experienced in many phases of TV production. All considered, Canada too! WCT, 600 Rochester Road, Pittsburgh, PA 15237 412-366-7182

CABLE

HELP WANTED TECHNICAL

Large midwestern CATV system seeking chief engineer. Knowledgeable in AML microwave, system construction and design. L.O. equipment maintenance. Must be an administrator. Reply Box U-21, BROADCASTING.

WANTED TO BUY EQUIPMENT

Want to buy 5 KW AM transmitter, two tower phasor, and emergency power generator. Box T-47, BROADCASTING.

Looking for used automation system with random access memory, Insta-carts or carousel play-backs. Reel-to-reels optional. No junk. John Mosher, KOJM, Havre, MT 59501. 406-265-7841.

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.

FOR SALE EQUIPMENT

Schafer 800 stereo automation. Complete control rack, no source machines. Excellent condition. Also, Moseley SCG-3T stereo generator identical to RCA BTS-1B. Contact Noel Moss, KEZK, St. Louis. Phone: 314-968-5550.

FM stereo equipment: stereo generator, Sparta 682. Stereo Volumax FM limiter, CBS 4110. Stereo Audimax AGC, CBS 4450A. All excellent condition, available immediately $900 each or offer. CE, KZAP, Box 511, Sacramento, CA 95803. 916-444-2806.

Two 3M Dropout comps. with VR-1200 interfacing kits. Used one month. Best offer. C. Egolf, WKTV, PO Box 2, Utica, NY 13503.

Marti STL8 microwave receiver and transmitter. Recently factory checked. $1,100. CBS, 4300 Monaural audimax 1 year old. WQII, 809-790-5001. D. Gleason.

2 Norelco PC72-B cameras complete with Schneider TV 13 lens, range extenders, cable, control console, CZB 14 black and white monitor, RM529 wave form monitor, Vinton Mark 3 cam head, Vinton Mark 2 pedestal and Plumbicon tubes. Expertly maintained, approximately 50 hours use. Make offer: Byron Motion Pictures, 65 K St. N.E., Washington, DC 20002. Phone: 202-783-2700.

AM transmitters: Good selection of used 1 KW, 500 watt, 250 watt, and a few 5 KW AM transmitters. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Rohn tower, 290 feet of used tower. 21 sections of No. 45G and 8 sections of No. 55G. $2000.00 or best offer. F.O.B. Gautney & Jones, 2922 Telestar Court, Falls Church, VA 22042. Phone: 703-560-6800.

Ampex video tape recorder model VR-1200B, 525/60, mono/color, high/low band with overhead monitoring. Includes Amtel-Colortel processing amplifier Mark X video head. Practically new. Leo Goldman, c/o Olympic, 5800 W. Jefferson Blvd., Los Angeles, CA 90016. 213-837-5321.

Heliax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric. Box 23872, Oakland, CA 94623.

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Deejays: New, sure-fire comedy! 11,000 classified one liners. $10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

Contemporary comedy! Most usable deejay service available! Hundreds have renewed! Freebie! 5804-B Twineing, Dallas, TX 75227.

Comedy Today. Over 200 1-liners per monthly issue. Take advantage of our special bicentennial discount! Through July 31 we're offering 6 months of "Comedy Today" for only $17.76 (Reg. $25.00)! Send check or money order to: S.F. Comedy Pool, 350 Turk St., No. 1501, San Francisco, CA 94102, c/o Cantu.

Obits. No hype. You be the judge. Free comedy sample! Obits, 366-C West Bullard, Fresno, CA 93704.

COMEDY CONTINUED

Resources variety package for deejays. Lots. Great. Special Aug. price $5. Send: Resources, Box 345, Watertown, NY 13601.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

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Let me help improve your profit ratio! Music rights & programing consultant. Sterrett Neale, 3916 Dixie Cyn Ave., Sherman Oaks, CA 91423. 213-981-6717.

Mini convention reports from New York and Kansas City. 24 for $40.00. 80 for $80.00. Sports Corporation of America, 305-582-2474.

TECHNICAL OPPORTUNITIES

MATV installation business your city, part time. $200.00 day possible. Melvin Cohen, Box 809, Boynton Beach, FL 33435.

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New and used towers. Also erection and painting. 40 years experience. Very reasonable prices. Angle Tower Erectors, PO Box 55, Greenville, NC 27834.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin August 2 and Sept. 13. Student rooms at each school.

REI. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

REI. 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

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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.)

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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.

Job opportunities and announcer-d.j.-1st class FCC license training at Announcer Training studios, 152 W. 42nd St., 3rd floor, NYC. Licensed and V.A. benefits.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

FCC License study guide. 377 pages. Covers third, second, first radiotelephone examinations. $9.95 postpaid. Grantham, 2002 Stoner, Los Angeles, CA 90025.

RADIO

Help Wanted Management

Marketing Director
Broadcast Products

Director of Marketing to assume responsibility for marketing established product line of electronic audio/video studio and production equipment. Responsibilities include sales, selection and supervision of reps, identification of new market areas and products, and assistance in new product specification and development. Position reports directly to corporate vice-president and it requires close working relationship with engineering and production departments. Successful candidate must have proven equipment sales experience in the broadcast industry as well as technical knowledge of studio operations and equipment. Desirable Washington, DC area location, with relocation allowance.

Box U-19, BROADCASTING.

FINANCE OFFICER

Mutual Radio Network seeking experienced broadcaster to report to President on all fiscal matters. Prepare reports for parent corporation and subsidiaries. Send resume and references to Personnel Director—Mutual Broadcasting System, 1755 S. Jefferson Davis Highway, Arlington, Va. 22202.

No Collect Calls Accepted.

Help Wanted Sales

SALES POSITIONS

An opportunity to join a young expanding broadcasting company. We are looking for aggressive creative salespersons for our stations.

Our group consists of WBNY, Buffalo; WEZE, Boston and WLKW AM/FM, Providence. In three years of operation all three General Managers have been promoted from within our company.

Tremendous opportunity for financial and career growth. Send resume to:

William M. McCormick
President
McCormick Communications, Inc.
One Beacon Street
Boston, Mass. 02108

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Help Wanted Announcers

TALK SHOW PERSONALITY FOR MAJOR MARKET RADIO STATION

Top ten market 50,000 watt radio station seeks competent, professional talk show personality.* Great station. Great market. Salary open. Send resume to Box T-193, BROADCASTING.

An Equal Opportunity Employer

*present personality is aware of this change.

Help Wanted Announcers Continued

56 K L Z Denver, seeks STRONG PERSONALITY (MOR) NOW. Tremendous facility, great company in sports-minded growth area of Denver. K L Z is personality, news, and sports minded. If you are a STRONG personality, submit resume and tapes to Art Wander—Group ONE Consultants, 853 Copley Road, Akron, Ohio 44320. This EOE is people-oriented and personality minded.

Help Wanted News

MAJOR MARKET
NEWS REPORTER

WGST Radio is looking for a superior news reporter, with a minimum of three years medium to major market experience. Applicants must be strong in all facets of news reporting. We are an equal opportunity employer. Please send tape and resume to News Director, WGST Radio, P.O. Box 11920, 550 Pharr Road, N.E., Atlanta, Georgia 30355.

Situations Wanted Management

Group Mgrs & Owners
Major Mkt G.M./P.D. Team
Need New Challenge!

A rare opportunity! Successful and very creative contemporary radio management team will be available for a new challenge. We have toppled the best in our major market and want to do it again! We're highly profit-oriented and self starters with heavy experience in sales, programming and promotion management. We have programming and sales personnel that can spell death to the station across the street! We demand good money while you make great money. Want permanent home with a broadcast company that wants to grow. Write for our credentials and you'll want to talk!

Box U-24, 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 T-77, BROADCASTING.

Heads Up

3rd endorsed, 6 years exp. able to handle any announce/DJ format, solid pbp background, sports, news, production, copywriting. Take charge guy but will learn readily. Box U-13, BROADCASTING.

Situations Wanted News

A NEWS PRO WANTS TO MOVE UP

Now a member of highly respected, award winning news department of top midwest medium market station. Versatile style, adaptable to almost any format. Strong voice and top notch writing ability, along with accurate reporting.

Box U-4, BROADCASTING.

YOU BELONG IN BROADCASTING!
1735 DeSales Street, N.W.
Washington, D.C. 20036

TELEVISION

Help Wanted Management

Promotion Manager

We need help. We're a top 25 market television station with an immediate opening for an aggressive Promotion Manager who knows how to create exciting promotions and achieve results.

The person we select to fill this key position will have a strong background in broadcast promotion, film and video tape production experience, and print promotion. Promotion Manager will be totally responsible for all promotion-related activities including:

*Promotion Department budgets
*Sales Promotion
*Print Promotion, both local and trade
*On-Air Promotion, both radio and television

Compensation commensurate with ability plus excellent fringe benefits.

If you have what it takes to fill this opening, reply in complete confidence to:

Ms. Olivia B. Stevens
Personnel Manager
WMAR-TV
6400 York Rd.
Baltimore, Md. 21212
An Equal Opportunity Employer M/F

Help Wanted Sales

TV EQUIPMENT SALES

High quality professional broadcast products sales: Openings available in mid-west and east coast. One of the most respected names in TV switchers, computer editors, and automation. Mail resume and salary requirements to:

Bob Faulkner
National Sales Manager
Central Dynamics Corp.
331 W. Northwest Highway
Palatine, Illinois 60067

SWITCHER SALES: Locate L.A. area, willing to travel West coast. Like to sell quality products. Write:

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Vital Industries, Inc.
3700 N.E. 53rd Avenue
Gainesville, FL 32601. Tel: 904-378-1581

Help Wanted News

Expanding News Operation

Top 20 Network VHF station needs key on-air performer and one reporter for September start:
1. Co-Anchor Person
•will co-anchor nightly news broadcasts
•must have solid broadcast news background including experience in writing and editing copy, on-air reporting and interviewing. Knowledge of film/tape packages essential. Knowledge of ENG operations desirable.
1. Reporter
•will handle general news assignments
•ability to write and edit good copy a must as is knowledge of what makes a good film/tape package
•must have appropriate background
Salary for both positions comparable to other major market stations, with benefits.
Please reply promptly, in confidence to:
Box T-136, BROADCASTING
An Equal Opportunity Employer M/F

Sports Director

Major market station needs person to head up one person department. Will create film/VTR pieces, and deliver sports segments in newscasts. Must have similar experience. Salary commensurate with background and ability plus fringes.
Send resume to: Box T-142, BROADCASTING
An Equal Opportunity Employer M/F

Help Wanted Programing, Production, Others

Local Daytime Personality

Major market station starts a new daily variety/talk show in Fall. Needs personable, attractive, exciting host/hostess to put it all together and guide formulation and direction of program. Requirements include experience in producing similar programs and on-air performance, including interviewing. Background in writing copy, film/VTR production and news reporting desirable.

Salary open, plus fringe benefits.
Send resume and tapes in confidence to:
Libby Stevens, Personnel Manager
WMAR-TV
6400 York Road
Baltimore, Maryland 21212
An Equal Opportunity Employer M/F

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Programing

There is still plenty of time to have "your man" reporting from the Montreal Summer Olympic Games, July 16-August 1. Three to ten live personalized reports daily with station and sponsor opening and closing. As low as $1.00 per report for all markets. Call Sports Corporation of America, Lantana, Florida, 305 582-2474.

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From New York and Kansas City
Personalized for your station
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We pay line charges
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Lantana, Florida 305 582-2474

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Exclusive market. Affordable. Beds and production effects for: News; Commercials; Sports; Cash-call; etc.

Package 11A with 10 cuts............ $150
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Miscellaneous

100% ID TRADE

Gwinsound of Dallas IDs free for major market radio in return for broadcasting Top quality, 30 minute, Church program on Sunday. Send coverage map, 52 time 30 minute rate, and musical format ... No obligation. **De-Munck Simmelin & Co., 914 Center Avenue, Oostburg, Wisconsin 53070.**

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Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. FREE BOOKLET AVAILABLE • CALL TOLL FREE 800-327-5555(except Florida)

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Wanted To Buy Equipment

AUTOMATION GEAR

Used, but of recent vintage. If you are disillusioned with automation and have returned to live programming, we may have a customer for your idle equipment. Should be bugless. State make, model, specific gear involved and price. Box U-16, BROADCASTING.

Wanted To Buy Stations

Sell or Merge?

Growth oriented group is interested in acquiring top 100 market FM stations or full-time AM/FM combinations. Cash or possibility of exchanging stock. Write Ron Curtis, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631 or call 312–693-6171.

For Sale Stations

One of the best
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Highly profitable
Solid billing
$385,000
Only financially qualified
buyers need inquire
Box T-204, BROADCASTING.

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For Fast Action Use
BROADCASTING's
Classified Advertising

For Sale Stations Continued

OUTSTANDING COMBINATION. Strong FM with non-directional AM in large major Eastern metropolitan market. Separate programming and sales. Valuable real estate and very extensive automation. Excellent growth record with strong sales. $875,000 cash.
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Oklahoma Daytime—Class C FM, single market, $175,000.

Major market, Full time AM, Southwest, $1,000,000 liberal terms.

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TOP SOUTHEASTERN AM
Price—$750,000. Number one facility in dynamic growth market. Full time, wide coverage, excellent low frequency.
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Stock Index

Broadcasting

	Stock symbol	Exch.	Closing Wed. June 30	Closing Wed. June 23	Net change in week	% change in week	1976 High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ABC	ABC	N	35 7/8	33 3/4	+ 2 1/8	+ 6.29	35 7/8	19 7/8	31	17,289	620,242
CAPITAL CITIES	CCB	N	55 1/8	53 3/4	+ 1 3/8	+ 2.55	55 1/8	42 1/4	16	7,716	425,344
CBS	CBS	N	58 3/4	57 3/4	+ 1	+ 1.73	58 3/4	46 3/4	13	28,313	1,663,388
COX	COX	N	37 3/4	35 3/4	+ 2	+ 5.59	37 3/4	28 3/4	14	5,861	221,252
GROSS TELECASTING	GGG	A	11 1/4	11	+ 1/4	+ 2.27	12 3/8	10	8	800	9,000
LIN	LINB	O	16	16 1/4	- 1/4	- 1.53	17 1/4	9 5/8	9	2,382	38,112
MOONEY	MOON	O	2 1/2	2 1/2		.00	3 7/8	2 3/8	5	425	1,062
RAHALL	RAHL	O	4 7/8	5 1/8	- 1/4	- 4.87	5 1/4	4 1/2	10	1,297	6,322
SCRIPPS-HOWARD	SCRP	O	27 1/2	27 1/2		.00	28 1/2	20 1/2	8	2,589	71,197
STARR** *	SBG	M	2 5/8	2 5/8		.00	5	2 1/2		1,202	3,155
STORER	SBK	N	26 1/8	26 3/8	- 1/4	- .94	26 3/8	15 7/8	9	4,548	118,816
TAFT	TFB	N	31 1/2	31 1/4	+ 1/4	+ .80	31 1/2	23 1/4	11	4,046	127,449
									TOTAL	76,468	3,305,339

Broadcasting with other major interests

	Stock symbol	Exch.	Closing Wed. June 30	Closing Wed. June 23	Net change in week	% change in week	1976 High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ADAMS-RUSSELL	AAR	A	3 5/8	3 1/2	+ 1/8	+ 3.57	4 3/4	2	8	1,258	4,560
AVCO	AV	N	14 1/2	11 1/2	+ 3	+ 26.08	14 1/2	4 1/2	3	11,481	166,474
BARTELL MEDIA**	BMC	A	1	1		.00	1 1/4	1/2		2,257	2,257
JOHN BLAIR	BJ	N	10 5/8	10 1/8	+ 1/2	+ 4.93	10 5/8	5	8	2,403	25,531
CHRIS-CRAFT**	CCN	N	5 1/4	5	+ 1/4	+ 5.00	6 3/8	5		4,162	21,850
COMBINED COMM.	CCA	N	19	19 1/8	- 1/8	- .65	19 5/8	12 5/8	11	5,807	110,333
COWLES	CWL	N	9 5/8	9 1/4	+ 3/8	+ 4.05	10	6 1/8	13	3,969	38,201
DUN & BRADSTREET	DNB	N	27 7/8	27 5/8	+ 1/4	+ .90	33 3/4	24 5/8	17	26,581	740,945
FAIRCHILD IND.	FEN	N	10	10		.00	11 1/4	6 1/8	14	5,708	57,080
FUQUA **	FQA	N	8 1/8	7 5/8	+ 1/2	+ 6.55	8 7/8	4 1/2		8,551	69,476
GANNETT CO.	GCI	N	37 1/4	35 1/2	+ 1 3/4	+ 4.92	40	32 7/8	20	21,108	786,273
GENERAL TIRE	GY	N	22 1/2	21	+ 1 1/2	+ 7.14	23	17 5/8	7	21,914	493,065
GLOBETROTTER**	GLBTA	O	2 5/8	2 5/8		.00	2 7/8	1 1/2		2,783	7,305
GRAY COMMUN.		O	6	6		.00	6 1/2	6	4	475	2,850
HARTE-HANKS	HHN	N	24 1/4	24 3/8	- 1/8	- .51	25	17 1/8	13	4,381	106,239
JEFFERSON-PILOT	JP	N	27 7/8	26 5/8	+ 1 1/4	+ 4.69	31 1/4	25 5/8	11	24,074	671,062
KAISER INDUSTRIES	KI	A	15	14	+ 1	+ 7.14	15	8	8	27,598	413,970
KANSAS STATE NET.	KSN	O	3 3/8	3 1/2	- 1/8	- 3.57	4 7/8	3	4	1,815	6,125
KINGSTIP	KTP	A	7 1/2	6 5/8	+ 7/8	+ 13.20	8 5/8	4 7/8	5	1,154	8,655
KNIGHT-RIDDER	KRN	N	33 1/4	32 1/2	+ 3/4	+ 2.30	36 5/8	28 7/8	14	8,305	276,141
LEE ENTERPRISES	LNT	A	15 7/8	15 5/8	+ 1/4	+ 1.60	25 1/2	15 3/8	10	3,352	53,213
LIBERTY	LC	N	15 1/2	14 1/2	+ 1	+ 6.89	17	9 1/2	6	6,762	104,811
MCGRAW-HILL	MHP	N	15	14 3/4	+ 1/4	+ 1.69	17	12 3/4	10	24,700	370,500
MEDIA GENERAL	MEG	A	15 3/4	16 1/4	- 1/2	- 3.07	19 1/2	14 1/4	8	7,272	114,534
MEREDITH	MDP	N	16 7/8	16 7/8		.00	17 5/8	10 1/4	4	3,041	51,316
METROMEDIA	MET	N	24 1/2	27 3/4	- 3 1/4	- 11.71	27 3/4	15	9	6,553	160,548
MULTIMEDIA	MMED	O	18	18		.00	19 1/2	14 1/4	11	4,390	79,020
NEW YORK TIMES CO.	NYKA	A	15	13 5/8	+ 1 3/8	+ 10.09	17 3/8	11 1/2	14	10,931	163,965
OUTLET CO.	OTU	N	17	17 1/8	- 1/8	- .72	19	12 7/8	5	1,433	24,361
POST CORP.**	POST	O	10 1/2	10 1/2		.00	10 1/2	8		871	9,145
REEVES TELECOM**	RBT	A	1 3/4	1 5/8	+ 1/8	+ 7.69	2 1/4	1 1/8		2,376	4,158
ROLLINS	ROL	N	22 7/8	22 3/4	+ 1/8	+ .54	27 3/8	20 3/4	15	13,404	306,616
RUST CRAFT	RUS	A	8 3/8	8 3/8		.00	9 7/8	5 5/8	7	2,291	19,187
SAN JUAN RACING	SJR	N	8	8 3/8	- 3/8	- 4.47	9 1/4	7 1/4	6	2,509	20,072
SCHERING-PLOUGH	SGP	N	53 3/4	50 3/4	+ 3	+ 5.91	59 3/4	47 1/2	20	53,995	2,902,231
SONDERLING	SDB	A	11 3/8	11 1/2	- 1/8	- 1.08	13	6 3/4	5	729	8,292
TECH OPERATIONS**	TO	A	2 7/8	3 1/8	- 1/4	- 8.00	4 3/4	2 7/8		1,344	3,864
TIMES MIRROR CO.	TMC	N	22	22 1/4	- 1/4	- 1.12	23	18 1/4	14	33,881	745,382
WASHINGTON POST CO.	WPO	A	32 1/2	32 5/8	- 1/8	- .38	35	21 3/4	12	4,546	147,745
WOMETCO	WOM	N	17 3/4	17 1/8	+ 5/8	+ 3.64	19 1/2	13	8	6,292	111,683
									TOTAL	376,456	9,409,035

Cablecasting

	Stock symbol	Exch.	Closing Wed. June 30	Closing Wed. June 23	Net change in week	% change in week	1976 High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
AMECO**	ACO	O	1/2	1/2		.00	1/2	3/8		1,200	600
AMER. ELECT. LABS**	AELBA	O	1	1		.00	2 1/8	3/4		1,672	1,672
AMERICAN TV & COMM.	AMTV	O	19 1/4	19 1/4		.00	21 3/4	13 1/2	21	3,322	63,948
ATHENA COMM.**		O	3/8	3/8		.00	1/2	1/8		2,125	796
BURNUP & SIMS**	BSIM	O	5	4 3/4	+ 1/4	+ 5.26	6 1/2	4 5/8		8,349	41,745
CABLECOM-GENERAL	CCG	A	6 3/4	6	+ 3/4	+ 12.50	8 1/8	5 1/2	6	2,560	17,280
CABLE INFO.		O	1/2	1/2		.00	1/2	1/4	3	663	331
COMCAST		O	3 1/8	3 1/8		.00	3 1/8	1 7/8	39	1,708	5,337
COMMUN. PROPERTIES**	COMU	O	3 5/8	3 3/4	- 1/8	- 3.33	3 3/4	1 7/8		4,761	17,258
COX CABLE	CXC	A	16 1/4	16	+ 1/4	+ 1.56	17 3/4	13	19	3,560	57,850
ENTRON	ENT	O	1 1/2	1 1/2		.00	1 3/4	1 1/2	2	979	1,468
GENERAL INSTRUMENT**	GRL	N	16 1/2	16 1/8	+ 3/8	+ 2.32	16 1/2	8 1/4		7,178	118,437
GENEVE CORP.	GENV	O	9	9		.00	9 3/4	6 1/2	60	1,121	10,089
TELE-COMMUNICATION	TCOM	O	3 1/2	3	+ 1/2	+ 16.66	5 1/4	2 7/8	70	5,181	18,133
TELEPROMPTER**	TP	N	8 3/4	7 1/2	+ 1 1/4	+ 16.66	9 3/8	5 3/4		16,634	145,547
TIME INC.	TL	N	61 7/8	60 1/4	+ 1 5/8	+ 2.69	69 1/2	57 7/8	13	10,036	620,977
TOCOM	TOCM	O	2 7/8	2 3/4	+ 1/8	+ 4.54	3 1/4	1 5/8	10	617	1,773
UA-COLUMBIA CABLE	UACC	O	12 1/4	12 1/4		.00	13	9	12	1,700	20,825
UNITED CABLE TV**	UCTV	O	2 3/8	2 3/8		.00	3	1 5/8		1,879	4,462
VIACOM	VIA	N	9 1/4	8 1/8	+ 1 1/8	+ 13.84	11 3/4	7 7/8	10	3,654	33,799
VIKOA	VIK	A	3 1/4	3	+ 1/4	+ 8.33	3 3/4	1 1/8	27	2,529	8,219
									TOTAL	81,428	1,190,546

	Stock symbol	Exch.	Closing Wed. June 30	Closing Wed. June 23	Net change in week	% change in week	1976 High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Programing											
COLUMBIA PICTURES	CPS	N	6 1/8	6 1/8		.00	7 7/8	4 1/2	6	6,748	41,331
DISNEY	DIS	N	56 5/8	55 3/4	+ 7/8	+ 1.56	63	50 1/8	25	31,005	1,755,658
FILMWAYS	FWY	A	7 5/8	7	+ 5/8	+ 8.92	10 1/4	5 1/4	8	2,164	16,500
FOUR STAR			1/2	1/2		.00	5/8	3/8	5	666	333
GULF + WESTERN	GW	N	25 1/4	24 7/8	+ 3/8	+ 1.50	26 7/8	19 5/8	5	30,058	758,964
MCA	MCA	N	33 7/8	32 1/2	+ 1 3/8	+ 4.23	79 1/8	29 3/8	6	17,344	587,528
MGM	MGM	N	13 1/4	14 1/8	- 7/8	- 6.19	15 3/4	12 7/8	7	13,091	173,455
TELETRONICS INTL.		O	5 1/4	5	+ 1/4	+ 5.00	9 5/8	3 3/4	8	837	4,394
TRANSAMERICA	TA	N	11	11 1/8	- 1/8	- 1.12	11 5/8	8 1/4	9	64,947	714,417
20TH CENTURY-FOX	TF	N	10 3/4	10 3/4		.00	15	8 7/8	6	7,558	81,248
WALTER READE	WALT	O	1/8	1/8		.00	3/8	1/8	6	4,296	537
WARNER	WCI	N	21 3/8	21	+ 3/8	+ 1.78	24	17 1/2	33	17,728	378,936
WRATHER	WCO	A	4 3/8	4	+ 3/8	+ 9.37	5 1/8	3 1/8	9	2,244	9,817
									TOTAL	198,686	4,523,118
Service											
BBDO INC.	BBDO	O	20	19 3/4	+ 1/4	+ 1.26	21	16 3/4	7	2,513	50,260
COMSAT	CQ	N	26	25 5/8	+ 3/8	+ 1.46	31 3/4	23 7/8	6	10,000	260,000
DOYLE DANE BERNBACH	DOYL	O	12	12		.00	13	8 7/8	7	1,816	21,792
FOOTE CONE & BELDING	FCB	N	13	12 5/8	+ 3/8	+ 2.97	14	10 1/4	7	2,130	27,690
GREY ADVERTISING	GREY	O	12	11 7/8	+ 1/8	+ 1.05	12	6 7/8	6	1,187	14,244
INTERPUBLIC GROUP	IPG	N	24	23 1/2	+ 1/2	+ 2.12	26 5/8	16 3/8	7	2,290	54,960
MARVIN JOSEPHSON	MRVN	O	7	7 1/8	- 1/8	- 1.75	10 3/8	7	7	1,952	13,664
MCI COMMUNICATIONS**	MCIC	O	1 1/2	1 5/8	- 1/8	- 7.69	3 3/8	1 3/8		15,826	23,739
MOVIELAB	MOV	A	1 5/8	1 1/2	+ 1/8	+ 8.33	2 5/8	1	7	1,407	2,286
MPO VIDEOTRONICS**	MPO	A	3 5/8	3 1/2	+ 1/8	+ 3.57	3 5/8	2 3/8		537	1,946
NEEDHAM, HARPER	NDHMA	O	6 1/8	6 1/8		.00	6 7/8	5 5/8	4	816	4,998
A. C. NIELSEN	NIELB	O	20 1/4	19 1/4	+ 1	+ 5.19	24 5/8	16 3/4	14	10,598	214,609
OGILVY & MATHER	OGIL	O	24 3/4	24 1/2	+ 1/4	+ 1.02	27 1/2	17	8	1,805	44,673
J. WALTER THOMPSON	JWT	N	11 7/8	10 3/4	+ 1 1/8	+ 10.46	13 7/8	7 7/8	10	2,649	31,456
									TOTAL	55,526	766,317
Electronics/Manufacturing											
AMPEX	APX	N	8 5/8	7 1/2	+ 1 1/8	+ 15.00	8 5/8	4 3/4	86	10,885	93,883
ARVIN INDUSTRIES	ARV	N	15 1/8	13 3/4	+ 1 3/8	+ 10.00	16	9 5/8	8	5,959	90,129
CETEC	CEC	A	1 3/4	1 3/4		.00	2 3/4	1 1/4	11	2,319	4,058
COHU, INC.	COH	A	2 3/8	2 1/4	+ 1/8	+ 5.55	3 5/8	2	12	1,617	3,840
CONRAC	CAX	N	29 1/8	23	+ 6 1/8	+ 26.63	29 1/8	20	10	1,282	37,338
EASTMAN KODAK	EASKO	N	100 1/8	101	- 7/8	- .86	116 3/4	96 1/4	25	161,347	16,154,868
FARINON ELECTRIC	FARN	O	10 3/4	10 1/4	+ 1/2	+ 4.87	11 1/2	7	20	3,925	42,193
GENERAL ELECTRIC	GE	N	57 1/8	56 3/8	+ 3/4	+ 1.33	57 1/8	46	16	184,427	10,535,392
HARRIS CORP.	HRS	N	49 1/4	48 1/8	+ 1 1/8	+ 2.33	49 1/4	33 3/4	12	6,066	298,750
HARVEL INDUSTRIES	HARV	O	6 1/2	6	+ 1/2	+ 8.33	6 1/2	6	17	480	3,120
INTL. VIDEO CORP.**	IVCP	O	1 7/8	1 7/8		.00	3 1/8	1 1/8		2,701	5,064
MICROWAVE ASSOC. INC	MAI	N	21	18 1/8	+ 2 7/8	+ 15.86	21	13 3/4	13	1,320	27,720
3M	MMM	N	55 5/8	58	- 2 3/8	- 4.09	63 1/2	52 1/2	23	114,240	6,354,600
MOTOROLA	MOT	N	56 3/4	57	- 1/4	- .43	57 3/4	41 1/4	32	28,300	1,606,025
N. AMERICAN PHILIPS	NPH	N	29 3/4	29	+ 3/4	+ 2.58	33	19 7/8	9	12,033	357,981
OAK INDUSTRIES	OEN	N	12 1/4	11	+ 1 1/4	+ 11.36	12 1/4	7 1/4	16	1,639	20,077
RCA	RCA	N	29	27 7/8	+ 1 1/8	+ 4.03	29	18 7/8	18	74,627	2,164,183
ROCKWELL INTL.	ROK	N	31 1/4	29 5/8	+ 1 5/8	+ 5.48	32 1/2	23 3/8	9	31,200	975,000
RSC INDUSTRIES	RSC	A	1 3/4	1 3/4		.00	2 1/2	1 3/8	9	3,440	6,020
SCIENTIFIC-ATLANTA	SFA	A	14 3/4	14 1/4	+ 1/2	+ 3.50	18 5/8	10 1/4	12	1,387	20,458
SONY CORP.	SNE	N	9 7/8	9 3/4	+ 1/8	+ 1.28	9 7/8	7 1/4	37	172,500	1,703,437
TEKTRONIX	TEK	N	64	60 1/2	+ 3 1/2	+ 5.78	64	44 1/4	20	8,671	554,944
TELEMATION	TIMT	O	1/2	1/2		.00	1	1/2	1	1,050	525
VARIAN ASSOCIATES	VAR	N	15 5/8	14 7/8	+ 3/4	+ 5.04	17 1/4	12	13	6,838	106,843
WESTINGHOUSE	WX	N	17 3/8	16 1/8	+ 1 1/4	+ 7.75	17 3/4	13	8	87,498	1,520,277
ZENITH	ZE	N	32 7/8	34 3/8	- 1 1/2	- 4.36	38 1/4	23 5/8	19	18,799	618,017
									TOTAL	944,550	43,304,742
									GRAND TOTAL	1,733,114	62,499,097

Standard & Poor's Industrial Average	117.5	115.8	+1.7

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	3	6/8/76
Lamb Communications	1 1/4	3/8/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75

Don Thurston: model man for the small market

When the National Association of Broadcasters' radio board elected Don Thurston its chairman last month, it promoted to the top radio post one of its foremost citizens.

Citizen. The word has special meaning to Mr. Thurston as it seems to have to the entire breed of activist small-market radio operators that he personifies. It means total and active involvement in community life—government, business, church, his own industry.

To someone less committed to doing good works than Mr. Thurston, just listening to his list of activities is fatiguing. At home in North Adams, Mass., he is lay leader and chairman of the administrative board of the First United Methodist Church. He is a director and trust committee member of the Berkshire Bank & Trust Co. He is past president of the Chamber of Commerce and the Industrial Development Commission and is president of the local real estate development company revitalizing downtown North Adams. He was an original member of the Massachusetts CATV Commission. He is beginning his eighth year on the NAB board, during two of which he was radio board vice chairman (1968 and 1975). And he is past president of the Massachusetts Broadcasters Association.

The list continues. And all that is in addition to the business he presides over that includes three radio stations, a radio common carrier, a background music service and a telephone answering company.

"I'm a very active citizen," Mr. Thurston says. "I don't believe in being a passive participant in anything." As he extends the thought, it almost becomes a cliche, but he sees no need to apologize: "I think you should put more into life than you take out. And if you do, you always wind up getting more than you ever put in anyway."

Mr. Thurston has been a small-market broadcaster since the day he began his radio career in 1949. "I'm not really sure why," he says, "I've always worked in small towns." Son of a Gloucester, Mass., shipbuilder, whose spar yard and ship-rigging business folded during the Depression, Mr. Thurston finished high school in Kennebunkport, Me. He went to a radio trade school for a year, which prepared him for his first-class radio-phone license, and took his first job at age 19 in a small town. He was made announcer-engineer at WTWN(AM) St. Johnsbury, Vt. His next job was in an even smaller town, Newport, Vt., where at age 21 he was made general manager of WIKE(AM), a station he put on the air. He stayed in Newport until 1960 when he was able to acquire a one-third interest in WMNB(AM) North Adams, Mass., a town whose population today is only 18,000. With the former governor of Rhode Island, William Vanderbilt, as silent partner, he now has the controlling interest in WMNB-AM-FM and WSBS(AM) Great Barrington, also Massachusetts.

Donald Allen Thurston—president, Berkshire Broadcasting Co. Inc., North Adams, Mass.; b. April 2, 1930, Gloucester, Mass.; Massachusetts Radio and Telegraph School, Boston, 1949; announcer-engineer, WTWN(AM) St. Johnsbury, Vt., 1949; general manager, WIKE(AM) Newport, Vt., 1952; general manager and treasurer of Northern Berkshire Broadcasting Co., 1960; president, Berkshire Broadcasting, 1966; member, National Association of Broadcasters radio board, 1965-69, 1973 to present; elected radio board chairman, 1976; m. Oralie Lane, 1951; two children—Corydon, 24, and Carolie, 20.

"The lure of the major market was never there," Mr. Thurston says. It still isn't. "I'm the kind of guy who likes to feel the results of what he does," he says. "I think you have a greater variety of experience and quicker response from broadcasting in small markets than you do in large markets. I don't have to wait for the rating books to come out. All I have to do is walk down the street to know whether an editorial succeeds or fails, to know whether there's any kind of reaction, to know whether I have a good announcer or a bad one, to know if the advertiser got any results.

"That's very exciting, very rewarding and at the same time very challenging."

He continues, "Community broadcasters get into all kinds of things. I've done things in a small market that I would not have been able to do had I migrated to a major market." For instance, "I'm a bank director ... I would doubt that I would have had that kind of opportunity in Boston or New York."

Mr. Thurston is a positive, optimistic man. He is at the same time one of NAB's biggest critics. "I think we've kind of gotten trapped in the present," he says. "It seems like we're always putting out brushfires ... reacting to things that are happening to us on a daily basis. I don't think we've spent enough time, nor is the organization properly positioned, to step back and smell the roses, to take some long looks down the road as to where this industry is going to be 10 years from now."

When Mr. Thurston refers to the industry, he means the whole communications business, including broadband communications by wire. In his opinion cable television is one of those issues to which NAB is merely reacting. His own position on cable TV is complicated, based on his experience as a regulator of cable in Massachusetts where for three years he was one of seven members of the state cable commission.

In sum, Mr. Thurston believes that cable ownership should be separated from cable programing and that broadcast-cable crossownership rules should be eliminated. Some of the larger cable multiple system operators are trying to compete for power with the networks, he thinks, and are headed down a dangerous path toward vertical integration—controlling programing, distribution and point-of-purchase sales.

"If cable allows for the complete redistribution of the electromagnetic spectrum within a community, you should no more allow that to be controlled by any one person or corporation than you would reassign all the licensees in the city of Boston to one licensee," he says.

"I really wish we were talking about some basic issues such as that rather than how many signals are going to be imported from where and how much are you going to pay on copyright ... Maybe it's time for NAB to re-examine the position."

When Don Thurston says it is time for NAB to change its thinking, people listen. He is a pragmatist whose fairness on issues and with people has brought him high regard on the NAB board. His articulateness is enhanced by a natural radio voice.

He is in fact the leading candidate now to become the next chairman of the NAB joint board. That is according to well-placed sources on the board, who note that with eight years on the board, Mr. Thurston will have paid his dues to the industry.

Mr. Thurston stiff-arms that kind of speculation about his future. He says for now he is more concerned about the reorganization of the association's staff and committees now under consideration by a special board task force to which he has been assigned (BROADCASTING, June 21). Nevertheless, if nominated for the job next year, he would run.

Editorials

Dragnet

With considerable reason, broadcasters are objecting to a question contained in the radio and television license renewal forms that the FCC recently "simplified." Indeed the complaints are meritorious enough to have persuaded the General Accounting Office, which must clear governmental questionnnaires, to put a hold on the FCC forms pending investigation.

The question (number seven in the radio form, four in the television) asks whether "any party to the application" has been accused or convicted by "any court or administrative body" of a crime involving "moral turpitude" or violations of any law relating to lotteries, restraints of trade or unfair competition. In a report accompanying its release of the new forms, the FCC said the reportable offenses would include "alleged violations of the Civil Rights Act, the National Labor Relations Act and the Securities Exchange Act in the operation of the station for which renewal is requested and in the conduct of the nonbroadcast associations of the renewal applicant and parties to that application." Understandably, the broadcasters are criticizing the question for its apparently unlimited scope.

To begin with, "any party to the application" has been defined as any stockholder, however small his holdings. The larger public companies in broadcasting would face the absolutely hopeless task of polling their thousands and thousands of investors in search of offenses, large and small, proved or merely alleged. "Moral turpitude," as the petitioners for reconsideration pointed out, can cover almost anything. As written, the question could imperil a license held by, say, CBS if one of its 40,000 stockholders turned up as the defendant in a suit for alienation of affections.

It cannot have been through inadvertence that this palpably absurd provision got into the revised forms. A question of lesser sweep was extensively discussed in the many comments filed in the rulemaking that preceded the revision.

Whatever the reasons for the FCC's action, it must be modified. The commission may legitimately inquire into proved offenses relating to the licensee's operations and committed by anyone who exerts control. To go beyond that is an act of regulatory abuse.

The moving medium

Some 900 people were on hand for the radio workshop conducted by the Association of National Advertisers and the Radio Advertising Bureau in New York last week. It was a good turnout, probably a record for this annual event, but it's a pity it wasn't larger. It would have been to the benefit of all companies having products or services to sell to a mass market if they could have had decision-making executives in the audience.

The surest advertisement, of course, is a satisfied user, and the program was filled with those: executives who could—and did—testify from first-hand experience to radio's ability to get out the buyers. They told how radio worked and is working for a diverse range of products, from coffee to car mufflers, cereals to air line seats. One speaker alone, Alex Kroll of Young & Rubicam, cited more than a dozen radio campaigns in merely illustrating different creative approaches that have been outstandingly successful.

Radio's cost advantages did not go unnoticed, of course. One or two speakers may have gone too far in making it appear that television is the big offender among media in raising rates, since in fact the inflation in TV rates has not kept up with, well, inflation generally and certainly not with inflation in print media charges. Yet it is a fact that radio rates are notoriously low, and though we would hope they are being brought closer to where they should be, they still represent the biggest bargain in all mass media.

As speaker after speaker demonstrated, however, radio has a lot going for it aside from low cost. Properly used, it moves goods. That's the bottom line. And more and more advertisers are getting the message. Estimates presented by Miles David, RAB president, indicated that billings this year are running 20% ahead of last year's pace, and this, if maintained, could make 1976 radio's best growth year since the mid-1940's. Good as that would be, it would be infinitely better if more of the foot-draggers and holdouts could have been there to share the enthusiasm that was evident at last week's workshop.

Fitting the occasion

It was something of a Bicentennial affirmation of the First Amendment (which itself won't reach its 200th birthday for another 15 years) when the U.S. Supreme Court last week declared a gag order issued by a Nebraska court to be unconstitutional. The news media, including broadcast, that elected to carry this case to its conclusion were entitled to shoot off extra firecrackers during yesterday's celebrations of the Fourth.

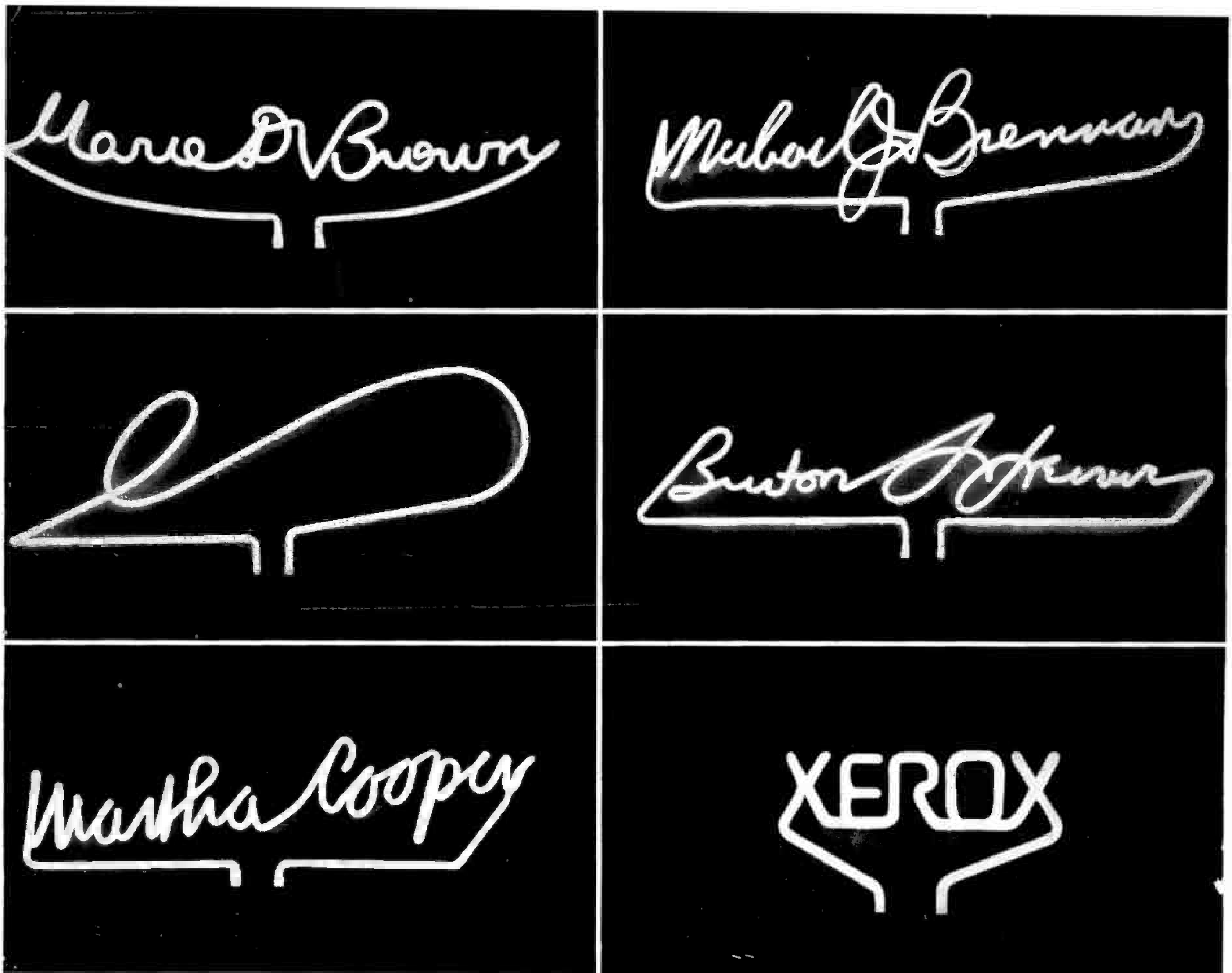
The court was unanimous in deciding, with Chief Justice Burger who wrote the main opinion, that the Nebraska judge violated the freedom of the press when he barred news coverage of an accused murderer's alleged confessions or of any other implications of guilt. Five justices, however, indicated in separate views that although they concurred with the chief justice's conclusions, they would have preferred a ruling that was more absolute. The chief justice had said there might be situations in which a trial judge could constitutionally gag the news media to protect a defendant's right to a fair trial.

For broadcasters there was an extra measure of reassurance in the opinions emerging from the court. In the chief justice's main opinion, broadcasting was explicitly included among the media that compose "the press." A footnote on the opening page of a concurring opinion by Justice Brennan, with Justices Stewart and Marshall joining, said: "In referring to the 'press' and 'publication' in this opinion, I of course use those words as terms of art that encompass broadcasting by the electronic media as well."

It's the kind of a decision to be quoted again—and again.

Drawn for BROADCASTING by Jack Schmidt

"Miss Hewitt, I'd like you to type up the vacation schedule. You go Monday, 10 to 2. Wilson goes 2 to 6; Harris, Tuesday 8 till noon; the engineers are all off Tuesday afternoon; Thomas, Wednesday 9 to 3; Nilson, Wednesday . . ."



Sculptures by Let There Be Neon.

What do these six signatures have in common?

Each one identifies somebody. And only one somebody.

The first five identify the winners of our recent trademark contest. (Congratulations!)

The last one identifies us. And only us and our products.

For instance, there are other copiers on the market, but only those with our signature are Xerox copiers.

We're proud of our signature. Because, just like anybody's, it's one of a kind.

XEROX

Outstanding

Newsfilm Station Of The Year
National Press Photographers Assoc.

Outstanding Documentary (Northeast)
Radio-Television News Directors Assoc.

Outstanding Spot News Reporting (Northeast)
Radio-Television News Directors Assoc.

Outstanding News Special
Baltimore/Washington Emmy Award

Outstanding In-Depth Reporting
Chesapeake Associated Press Broadcasters

Outstanding Community Service Program
National Kidney Foundation

Outstanding Special News Report
Baltimore/Washington Emmy Award

...and when your news is outstanding, it deserves an outstanding promotional campaign. "Action News is Everywhere" was named the Best Total Audience Campaign in 1976 by the Broadcasters Promotion Assoc.

ACTION NEWS 11
WBAL TV BALTIMORE

A Division Of The Hearst Corporation
Represented By Blair TV