

Washington up in air, up in arms after 'Star' decision
30 million's the name of the game for football TV

Broadcasting Aug 4

The newsworthy of broadcasting and allied arts

Our 44th Year 1975

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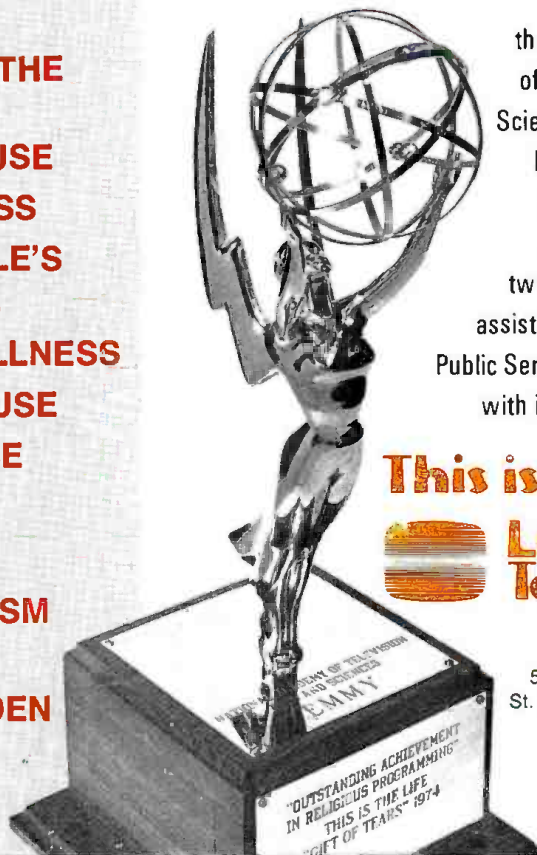
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Award Winning, Thought
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**THE GOLDEN
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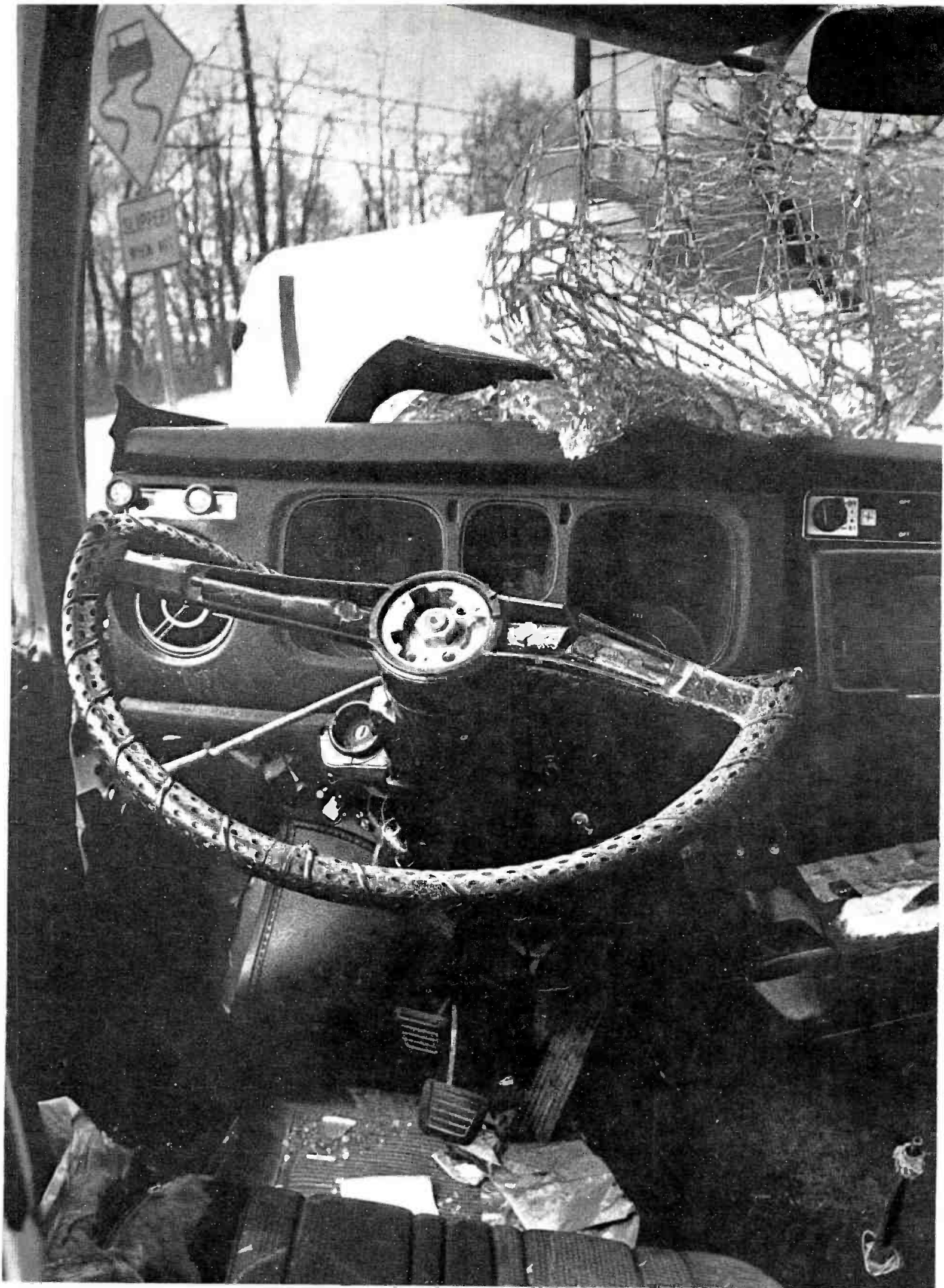
● ● ● awarded last year to religious
program artists. Lutheran

Television thanks
the National Academy
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honor to "This is the
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pleased to offer our
twenty fourth series to
assist you in carrying your
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with integrity and quality.



This is the Life
 **Lutheran
Television**

500 North Broadway
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314/231-6969



WHERE THOUSANDS OF BREADWINNERS BECOME LOSERS EVERY DAY.

BROADCASTING
Aug. 4, 1975

Storer stations are concerned and are doing something about it.

America's highways are little battlefields. In 1973 alone were the scene of over 20,000 accidents and 55,600 fatalities.

And, while safety experts cheered by the improvement of the 55-mph speed limit has made carnage in 1974 still totals an estimated 44,500 dead.

By far most of the fatalities are men—many at an age when young families are vitally dependent on their support. This is the toll on American life going beyond anything the grisly statistics reveal.

For this reason, Storer stations feel they must relentlessly press the attack against this deadly killer. So you'll find Storer stations across the country regularly devoting important air time to programs and editorials that stress highway safety.

KCST-TV in San Diego, for example, recently tackled a fre-

eway accident occurred at an intersection just off a busy interstate highway exit. WSPD-TV, aware that it was the scene of several other bad accidents, interviewed witnesses who live nearby. They learned that trucks regularly ran the light. Truck drivers checked said that the light was so short, they couldn't stop. WSPD-TV informed the city traffic department and the light was re-timed.

Involvement like this in the affairs of their communities is typical of all Storer stations.

We feel the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

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

Attention ■ Program A special ■ Directors announcement from: Survival Anglia Ltd.

All-New Fifth Season of "World of Survival" is Now Available!

The fifth season and all-new edition of the "World of Survival" series is now available. Already cleared in 68% of the U.S., some of the top stations include:

WCBS-TV New York
WAGA-TV Atlanta • WMAQ-Chicago
WBZ-TV Boston • WCKT-TV Miami
WGR-TV Buffalo • WKYC-TV Cleveland
KSD-TV St. Louis • WRC-TV
Washington • WPRI-TV Providence
WGAL-TV Lancaster • WLWT-TV
Cincinnati • WSOC-TV Charlotte
WRGB-TV Albany

A Premiere Season Package: "For A Better World"

Five network proven special hours are currently being offered as a premiere season package entitled "For A Better World." They include the Emmy-winning The Incredible Flight of The Snow Geese, with Glen Campbell, We Live With Elephants, with David Niven, World of The Beaver, with Henry Fonda, Mzima: Africa's Mysterious Spring, with Cliff Robertson and The Forbidden Desert of The Danakil, with David Niven. Clearances to date exceed 72% of the U.S. and include:

KABC-TV Los Angeles
WGN-TV Chicago • KYW-TV Philadelphia
WBZ-TV Boston • KPIX-TV San Francisco • WWJ-TV Detroit
WTTG-TV Washington • KDKA-TV Pittsburgh • WFAA-TV Dallas
KMOX-TV St. Louis • WSB-TV Atlanta
WJZ-TV Baltimore • WFSB-TV Hartford

Both Qualify as Documentary Programs

The half-hour "World of Survival" and the hour "For A Better World" specials can both be "logged" as documentary programs and both can be run in Prime Time Access... "World of Survival" as first run and the hour specials "For A Better World" qualify for the exemption from the off-network restriction of the Prime Time Access Rule as "documentary" programs, as cited in the FCC Commission's Second Report and Order, January 16, 1975.

To obtain these programs for your market, contact Marie Luisi, JWT Syndication Telephone 212-686-7000.



Business Briefly

White version of Yago Sant'gria on commercial starting blocks □ Monsieur Henri Wines Ltd., subsidiary of PepsiCo Inc., Purchase, N.Y., is pouring more than \$3 million into spot TV and radio over next 12 months to introduce its new white Yago Sant'Gria wine from Spain. Spot television and radio will begin in mid-August on eastern seaboard; move as far west as Chicago and as far south as Florida in October and through rest of nation by end of year or early 1976. Versions for black radio stations and for Spanish-oriented TV stations also will be used. One-minute radio and TV commercials plus 30-second TV spots have been created by Yago's agency, Ogilvy & Mather, New York; copy theme, same as red Yago wine is, "Yago goes with all the good, good times." Commercials will be geared to young people, especially women.

TV policy for cancer insurance □ Union Fidelity Life Insurance Co., Trevose, Pa., is launching one-month spot TV campaign to help sell its cancer insurance policy in 35 states in which it operates, starting Sept. 1. Commercials present information on cancer and refer viewers to insert to appear in local newspaper which contains insurance application. This approach had been used by Union Fidelity earlier this year and has proved effective. Agency is Greybark, New York; target viewers are adult men and women.

Big business in blank tapes □ BASF System, Bedford, Mass., will blast off concentrated advertising campaign this fall on behalf of its blank audio tapes, using network and spot TV for first time. Through Y & R Enterprises, New York, BASF has bought into ABC-TV prime-time and late-night programs catering to young men, including rock music and sports, and spot TV is contemplated for selected major markets. BASF intends to spend more than \$3 million over next 12 months, heavily in broadcast, to heighten its brand awareness and increase retail distribution. Its catchline in advertising: "We sound like the original because we are the original."

Screen test for cable □ American International Pictures, Los Angeles, is experimenting with cable TV advertising

for first time on behalf of new motion picture, "Part II: Walking Tall," with buys made by Tandour Four Inc., New York, on CATV systems in Akron, Toledo and Canton, Ohio. Cable TV will be part of saturation advertising campaign for film in which TV and radio advertising are being placed in more than 300 markets for opening of "Part II" in Midwest, Northeast and Far West over next few months. Spokesman for AIP said results of test will dictate future use of cable TV advertising for movies. Creative work on TV and radio efforts was performed by J. Walter Thompson Co., New York, and placement is by Diener Hauser Greenthal, New York.

Method in madness ... □ Crazy Glue Inc., New York, is putting finishing touches on new flight of spot television to run in about 140 markets from mid-August to end of year, with flights lasting from one to three weeks, varying with market. Furman, Roth & Co., New York, is aiming for audience of women, 18 to 49.

Border crossing □ Canada's Labatt Beer will make greatest effort to build product awareness in this country, with spot TV campaign set to run through most of the fall. Spots will emphasize Labatt's popularity in Canada, in attempt to get viewers in sample of Northern markets to try it. Campaign will be divided into three four-week flights, to begin Sept. 8, Oct. 20, and Dec. 1. Agency, J. Walter Thompson, New York, is buying fringe 30's and 60's, aimed at men 18-49.

Push comes to Punch □ Quaker Oats Co., Chicago, is preparing spot TV spree in substantial list of markets throughout U.S. in support of Punch Crunch cereal. Adcom, Chicago, house agency for Quaker, is targeting its spots at children, 6 to 11, in campaign beginning in late August and continuing until mid-September.

TV's clean-up hitter for VW □ Volkswagen of America Inc., Englewood Cliffs, N.J., plans spot TV campaign scheduled to begin in mid-August for one month in approximately 50 markets to help clear out 1975 models. Doyle Dane Bernbach is seeking to reach men, 18 to 49.

Taking a chance on radio □ Illinois is latest in list of states to use spot advertising to promote state lotteries. Three-week spot radio campaign for Illinois lottery begins today (Aug. 4), to run in almost every radio market in state. Agency, Lee King, Chicago, is buying 30's aimed at adults 18 and over.

Musical marketing for Toyota □ Toyota Motor Sales, USA, Los Angeles, is sponsoring 13-week, 90-minute radio show of talk and music called *Inner-View*, that began airing last week on over 150 stations throughout country. Show is produced and placed through Sound Communication Inc., Hollywood; with Clinton E. Frank Inc., Los Angeles, Toyota agency. Each show is devoted to individual music star or group (Robert Plant and Jimmy Page of Led Zeppelin, Red Stewart, Loggins and Messina, Jethro Tull, Alice Cooper); host is Jim Ladd, Los Angeles disk jockey.

Frost warning □ It's still August, but Deere & Co., Moline, Ill., is planning ahead for its snowmobile fall-winter drive in spot TV and radio. N.W. Ayer, Chicago, is clearing way for extensive buy throughout country in so-called "snow belt" to reach men from 18 to 49 in broadcast effort that will begin on Sept. 22 and continue through mid-November.

Counter commercials □ General Development Corp., Miami, land developer in Florida, is building two-phase advertising campaign to counteract unfavorable publicity generated in recent years regarding Florida real estate. Print campaign will begin next month, buttressed by spot TV campaign in late fall in 21 major markets in Northeast and Midwest. Ted Bates & Co., New York, will probably use two-minutes commercials that will focus either on testimonials from happy property owners in Florida or on "five things to look into when buying land." Commercials will be directed to adult men and women.

Tried it, likes it □ Ship'n Shore, Aston, Pa., which tested TV two years ago and has been increasing its expenditure in medium, is slated to begin its largest spot TV effort in mid-September on behalf of its women's blouses. Through AC&R

Advertising, New York, Ship'n Shore will buy schedules in 28 markets throughout country to reach total women viewership. Commercials will show variety of blouses available, attempt to create favorable image for Ship'n Shore and have local taglines mentioning stores carrying apparel.

Pointed push for Arrow shirts . . . □

Cluett Peabody will sponsor spot TV campaign for its fall line of Arrow men's shirts beginning near end of this month. Spots will be daytime, fringe and prime time 30's, bought by Young & Rubicam, New York, and are being scheduled to run for from one to four days beginning Aug. 17 in national sample of markets. Adults 18-49 are targeted.

Hot campaign for frozen foods □

Campbell's will promote its Swanson frozen dinners and frozen breakfasts through four-week spot TV campaign set to begin Sept. 1 in many national markets. Agency, BBDO New York, is buying fringe 30's to reach women 25-49.

Withdrawn from circulation □ The National Advertising Review Board reports that Kayser-Roth Hosiery Co. has terminated pantyhose TV advertising controversy by agreeing to discontinue its use of commercial comparing its No Nonsense brand with L'Eggs brand of Hanes Corp. Accordingly, NARB panel dismissed Hanes's appeal from earlier decision, issued by National Advertising Division, that said No Nonsense commercial was not misleading. Panel took pains to emphasize that it "did not reach a judgment on the truth or accuracy of the advertising in question" and that its opinion "should not be read as either agreeing or disagreeing with the NAD's decision that the advertising was not misleading."

Nineteen other challenges to national advertising, including 10 on television, also have been resolved by NAD. Agreeing to discontinue or modify their television claims: Banquet Foods Corp. (frozen dinners), Carnation Co. (Mighty Dog food), Clorox Co. (drain opener), Hasbro Industries (Digger the Dog and Hasbro G.I. Joe with Kung Fu Grip toys), Lever Bros. (Wisk) and Quaker Oats (Ken'l Ration Burger 'n Eggs dog food). NAD reviewed and found acceptable TV commercials for Abbott Laboratories (Clear Eyes moisturizer), American Home Products Corp. (Sani-Flush) and Procter & Gamble (Dawn dishwashing detergent).

Out of the egg □ In its most extensive use of TV to date, Holly Farms Poultry Industries, North Wilkesboro, Conn., will begin substantial spot TV campaign in about 50 markets in Southeast and Northeast, starting in late August and continuing up to Thanksgiving. On behalf

BAR reports television-network sales as of July 20

ABC \$379,836,600 (29.8%) □ CBS \$462,192,300 (36.2%) □ NBC \$433,309,700 (34%)

Day parts	Total minutes week ended July 20	Total dollars week ended July 20	1975 total minutes	1975 total dollars year to date	1974 total dollars year to date	% change from 1974
Monday-Friday Sign-on 10 a.m.	125	\$ 776,000	3,162	\$ 18,225,400	\$ 12,963,400	+40.5
Monday-Friday 10 a.m.-6 p.m.	899	7,795,400	27,800	285,297,900	252,103,200	+13.1
Saturday-Sunday Sign-on-6 p.m.	232	2,009,500	8,399	126,403,900	114,260,200	+10.6
Monday-Saturday 6 p.m.-7:30 p.m.	100	1,724,900	2,860	68,363,300	61,126,200	+11.8
Sunday 6 p.m.-7:30 p.m.	11	119,800	451	10,725,600	9,177,400	+16.8
Monday-Sunday 7:30 p.m.-11 p.m.	403	19,013,900	11,361	677,009,700	646,342,900	+ 4.7
Monday-Sunday 11 p.m.-Sign-off	203	3,742,700	5,292	89,312,800	78,821,300	+13.3
Total	1,977	\$35,182,200	59,325	\$1,275,338,600	\$1,174,794,400	+ 8.5

Source: Broadcast Advertisers Reports

of Holly's various dressed poultry products, its agency, Long, Haymes & Carr Inc., Winston-Salem, N.C., is zeroing in on total women and women, 18 to 49.

Cereal campaign □ Kellogg begins extensive campaign later this month for its Product 19 breakfast cereal. TV spots will emphasize nutritional value of brand. Six-week schedule will start Aug. 18, and reach wide range of major and secondary markets. Agency, Leo Burnett, Chicago, is buying daytime and prime access 30's, with target audience of women aged 35 and older.

Radio, TV both on menu for Hardee's □ Hardee's, fast-food hamburger chain, will launch major spot radio and TV campaign for its restaurants in August and September, with emphasis on markets in Southern United States. Spot TV campaign begins first, on Aug. 18 in most markets, and will run for six weeks; radio spots will begin running in September for at least four weeks. Agency, Benton & Bowles, New York, will buy fringe, prime time, and children's programming 30's and 60's for television, aiming at adults 18-49 and at children 2-11. Series of 30-second radio spots, also being bought by B&B, will aim at adults 18-49.

Signing aboard for barter ride □ Four advertisers signed to date for barter sponsorship of *Sammy & Co.*, 90-minute variety series starring Sammy Davis Jr., are Block Drug Co. (Grey Advertising), Colgate-Palmolive (direct), Faberge (Nadler & Larimer), and Monarch Wines (RDR Associates). Series will complete initial 26-week cycle in late September and has been renewed for additional 26-

week period. Syndicast Services Inc., New York, reports it has cleared more than 60 stations and expects series will be on at least 85 stations that have been carrying *Sammy*. Syndicast said additional barter advertisers are negotiating for sponsorship.

Ethnic emphasis □ Carnation Co., Los Angeles, will pour out extensive spot radio effort beginning in September to reach black women, 18 to 49, with six-to-nine-week flights spotlighting Instant Milk, Evaporated Milk, Breakfast Bars and Contadina Tomato Sauce. Burrell Advertising Inc., Chicago, is placing buy on black-oriented stations in long list of major markets.

Basic campaign for root beer □ Spot TV campaign for A&W root beer begins today (Aug. 4) in range of markets nationwide. Spots will run for three or four weeks, and will aim at teens and at women 18-49. Agency, Humphrey, Browning & MacDougall, Boston, is buying daytime, fringe, and prime time 30's.

TV entry for Albertson's □ West Coast supermarket chain has entered its first major TV special sponsorship. Chain is Albertson's, major food retail chain in 11 Western states, and one-hour show is *Polynesia For the Fun of It*, starring Vic Damone, Nancy Wilson and Ferrante and Teicher. On barter basis (Albertson's has bought four minutes), show is in 26 markets and is being aired Aug. 2-4 in conjunction with Boise, Idaho-based chain's Hawaiian Days promotion. Station lineup was handled by Norman, Navan, Moore & Baird, Los Angeles. Agency is Davis & Rourke, Boise.

34. **AUDIO CONTROL HANDBOOK**—for radio and television broadcasting, 4th Edition, Revised and Expanded by Robert S. Oringel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronics aspects of audio operation. 192 pages, illustrated, index. \$10.00
305. **BROADCAST JOURNALISM, An Introduction to News Writing** by Mark W. Hall. Covers all basics of radio-television news writing style, techniques—for student and practicing professional. 160 pages, 6 1/8" x 9 1/4". \$6.95
308. **COLOR FILM FOR COLOR TELEVISION** by Rodger J. Ross. Currently available color films and processes which enable television producers to meet different program requirements. 200 pages, 6 1/2" x 9 1/2", 75 diagrams, 7 photos. \$12.50
309. **COLOR TELEVISION: The Business of Colorcasting** edited by Howard W. Coleman, A. C. Nielsen Co. Seventeen experts in the field give a thorough appraisal of this important medium emphasizing the business angle. 288 pages, 6" x 9", 2 color pages, illus., diagrams, charts. \$9.95
310. **DOCUMENTARY FILM** by Paul Rotha, S. Road and R. Griffith. This reprint of the third (revised) edition again makes available the classic book on the world documentary film movement. 476 pages, 5 1/2" x 8 1/2", with 64 pages of photos. \$12.50
311. **DOCUMENTARY IN AMERICAN TELEVISION: Form - Function - Method** by A. William Bluem. A critical examination of the documentary movement in American television. 312 pages, 6 1/8" x 9 1/4", illustrated, appendices, notes. \$8.95
312. **THE TECHNIQUE OF TELEVISION PRODUCTION**, 9th Revised Edition by Gerald Millerson. Now revised and updated throughout to reflect the latest techniques and with a new chapter on color TV, this book consolidates its leadership as the standard in the field. 440 pages, 160 illustrations, bibliography. \$14.50
313. **THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION: Techniques** edited by Raymond Spottiswoode. Major reference work of 10,000 entries—will eventually comprise three or four volumes. 1,124 pages, 6 3/4" x 9 1/2", 1,000 diagrams, index. \$37.50
314. **THE WORK OF THE MOTION PICTURE CAMERAMAN** by Freddie Young and Paul Petzold. Details the working environment, the day-to-day routine and equipment used by the film cameraman. Also covers—at length—the part played by the director of photography. 245 pages, 20 pages of diagrams, 32 pages of halftones, glossary. \$15.00
316. **RADIO BROADCASTING: An Introduction to the Sound Medium**, Revised Edition by Irving E. Fang. Reset, expanded and revised throughout, this new edition includes radio news, first amendment problems and current techniques of electronic journalism. 478 pages, 100 illustrations, notes, bibliography, appendices, glossary. \$10.95
318. **TV CAMERA OPERATION** by Gerald Millerson. Examines step by step the various principles that underlie the use of the television camera. "Clear, concise and an absolute 'must' for anyone aspiring to TV camera work, it surpasses anything I have seen on the subject."—Richard D. Hurto, Director of Broadcasting, St. Lawrence University. 160 pages, 5 1/2" x 8 1/2", 71 two-color diagrammatic illustrations, glossary. \$10.95
319. **TELEVISION COMMERCIALS: How to Create Successful TV Advertising** by Charles Anthony Wainwright. The first comprehensive, down-to-earth book to give insight into the creative aspects of creating commercials. 320 pages, 6 1/8" x 9 1/4", 100 illustrations, index. \$8.95
323. **TELEVISION IN THE PUBLIC INTEREST: Planning, Production, Performance** by A. William Bluem, John F. Cox and Gene McPherson. Practical information and advice on a neglected area—how the layman may make better use of TV for public service causes and projects. 192 pages, 6 1/8" x 9 3/4", 88 illustrations, glossary, index. \$8.95
324. **TELEVISION NEWS**, 2nd Edition, Revised and Enlarged by Irving E. Fang. Revised throughout and reset, including many new illustrations, expanded treatment of radio news, updated discussions on First Amendment problems related to electronic journalism. 384 pages, 6 1/8" x 9 1/4", about 100 illustrations. \$12.50
327. **THE WORK OF THE TELEVISION JOURNALIST** by R. W. Tyrell. Describes every job from writer and producer to that of cameraman, recorder, film editor and newscaster. Invaluable as a basic primer for all newcomers to television—student and professional. 176 pages, illustrated, glossary. \$11.50
328. **WRITING FOR TELEVISION AND RADIO**, 2nd Edition by Robert L. Hilliard. Emphasizing the "bread-and-butter" aspects of the writer's craft in the mass media, this is also practical home study. 320 pages, 6 5/8" x 9 3/4", with sample scripts and applications, index. \$7.95
332. **THE TECHNIQUE OF THE SOUND STUDIO**, Radio, Television, Recording, 3rd Revised Edition by Alec Nisbett. The basic approach of this widely-used text and guidebook emphasizing general principles rather than rule-of-thumb, has the latest technological developments. 558 pages, 5 1/2" x 8 1/2", 234 diagrams, glossary. \$14.50
333. **THE TECHNIQUE OF SPECIAL EFFECTS IN TELEVISION** by Bernard Wilkie. A unique, pioneering and astonishingly comprehensive book that covers everything one needs to know about "special effects" from popping champagne cork to bullet and bomb effects. 400 pages, 5 1/2" x 8 3/4", 20 halftones, 40 diagrams, appendix, index. \$18.50
336. **THE BROADCAST COMMUNICATIONS DICTIONARY** edited by Lincoln Diamanti. Purs-at-your-fingertips—some 2,000 technical common and slang words in daily use on both sides of the Atlantic—many coined during the last decade—includes familiar words that mean the same thing (and the same words that mean different things) in English-speaking countries everywhere. An extremely useful tool. 128 pages. \$6.95

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Total	\$

Monday Memo

A broadcast advertising commentary from Helen Atwood, media director, Wendt Advertising Agency, Great Falls, Mont.

Finding the consumers up in the Big Sky

According to what I hear from television and radio stations in our state, there's a good bit of money coming into Montana from national spot buys. Is it being spent as effectively as it might be? I doubt it.

Montanans see and hear a lot of advertising that is creatively off-target. We don't know much about traffic jams, nights at the opera, long queues and so on, though we have an interest in products showcased in these situations.

But more important, national advertising loses impact here because media people are guided by major-market trends, consumer profiles, scheduling patterns and daypart descriptions that do not apply.

Unfortunately for a media buyer, viewers and listeners here don't fall into neat categories. This is explained partially by the fact that we are media poor. If a person wants to spend an evening in front of a TV, the choice of programs is limited. In each of the three ADI's that account for better than 85% of our TV households, there are only two home stations to carry the programming of three networks. If a person wants to turn on the radio, there may be just one station to tune in. So an effort to make demographic media-buying an exact science runs askew in Montana.

Nonetheless you can reach us through broadcast. We're hooked on it. You just have to know the territory.

If you think it's not worth the time and effort to change creative approaches and buying patterns that are working well in major markets in order to reach us, consider for a minute that we have neighbors much like us—in Wyoming, Idaho, and large portions of Washington, Oregon, Utah, Nebraska and the Dakotas—and together we constitute a substantial market.

To be able to use broadcast most effectively, you should know first what it does for us here in the Big Sky state. Here, as elsewhere, it is an important source of entertainment, but it also serves other critical functions.

Despite the immense size of Montana (147,138 square miles), our 750,000 residents have a keen sense of community. We want news of one another. The problem is we're separated by vast distances and sometimes by rugged weather. We have only 12 daily newspapers and a few publications. To keep in touch, we turn to broadcast. Broadcast is connective tissue.

Of course, we need broadcast for more than news of ourselves. We need to know what's happening outside our boundaries. I do not refer strictly to news events. If you stop to think that most of us met our first Puerto Rican when NBC's *Chico and*



Helen Guthrie Atwood has previous agency experience at Botsford, Constantine & McCarty, Los Angeles, and with Bozell & Jacobs, New York, and Media Affiliates Inc., Memphis, a Bozell & Jacobs subsidiary. She presently is media director of Wendt Advertising Agency, Great Falls, Mont. Prior to her agency work, she was with a book publisher, and a San Francisco hotel as public relations director.

the Man came into our homes, you'll begin to see the point.

A case can be made that our desire and need for communication, from within and outside, improves attention levels. Further, those subscribing to the less-is-more theory will agree the impact of the broadcast medium is improved by the scarcity of alternative media and other forms of entertainment.

How, then, can a broadcast campaign break down? It breaks down because the homework has been done on the big cities and even surveys taken here are geared for larger markets.

A buyer of drive-time radio is probably not aware that standard Montana office hours are 8 a.m. to 5 p.m. and the office force can get to work in 10 or 15 minutes. Afternoon listening is weakened by the 6:30 start of TV prime time. Sure, radio is very strong during those abbreviated hours when Montanans are getting ready for work, or driving to and from.

But it is strong, too, during the daypart commonly called housewife time. We spend an extraordinary amount of time in cars despite the short office commute. A daytime run-of-schedule buy often does as good a job as a morning or evening drive-time and costs less.

ROS has additional importance on a daytimer in the winter, especially in a single-station market. Last Dec. 21 in central Montana, the sun rose at 8:10 a.m.

and set at 4:37 p.m. (This summer our days have been almost twice as long, which necessitates a re-evaluation of spot frequency and audience levels.)

TV buyers get more help than radio buyers from surveys—if they bother to study them. I suspect many buyers are influenced greatly by clichés of the trade: "If you want to sell to the geriatric set, advertise on *Lawrence Welk*" or "*Gunsmoke*'s audience is poor, old and rural." These catchy descriptions of audience won't hold in Montana. Usually these programs show up as well in the ratings as any others, and often better.

In the first place, if we want to watch TV, we must watch what's available. Second, television is a source of family entertainment here more than in the major markets. In our uncrowded areas the generations as well as the socio-economic groups mix more freely. Third, hot new programs take longer to catch on. We favor the old and familiar.

If you're worried that a lot of money is being wasted on audience outside your demographic specs, remember our groups are more closely knit and thus exert more influence on one another.

I like to buy movies by title. Movies don't have long runs at our motion picture houses and many TV viewers have only a single theater in their home towns. As a rule of thumb, I'd rather address viewers who aren't thinking how much they'd hate to live in New York or Los Angeles. I like to place spots in shows viewers are comfortable with and eager to watch, even though other shows may rate as well by number.

The intangibles that make one buy better than another may be nothing more than hunch and mother-in-law research. Numbers, where they exist here, can't always tell a buyer how to act.

There are other boondoggles advertisers must confront on our radio and TV stations. For the most part, they stem from economic considerations. The stations can't charge enough to produce the revenue needed for topflight operation. We need better talent—radio and TV. Once in a great while we luck upon a strong personality, but soon he's on his way in search of a bigger apple. We lack the money for adequate facilities. We need better programming. Our FM stations sound canned. We need better newsmen, better production people. We even need more surveys. But no matter the shortcomings, broadcast works.

Radio and TV are surefire means of reaching us. But before you produce the spots and buy the time, do acquaint yourselves with our acres and attitudes. You won't get the results you want if you don't know the territory.

SRDS ANNOUNCES A CHANGE IN FREE LISTING SERVICE

**Effective with October 1975 Issues
for Spot Radio and Spot Television.**

We are departing from our long-standing policy of complete listing service for all commercially operated stations.

Now, each station will determine the future reporting of its listing information.

As you're all well aware, some stations listed in our service do not attract national/regional spot dollars from our subscribers and/or are not interested in actively seeking such business through SRDS.

The complete listing for these stations will be modified. As a service to our subscribers, we shall leave only the station call letters, ownership, address, phone number, city of license, and media code.

As we see it, our business is to help those who plan, buy and sell spot time nationally and regionally.

Some stations say they are not interested in selling national spots. Subscribers say they are not interested in certain stations. Why should SRDS continue to bear the cost of compiling and distributing information no one wants or cares about?

So, effective with October issues, we are starting a program of minimal listing treatment for those stations who, by their own expressions or actions, have indicated they do not desire the full service which SRDS affords.

If we've done our job well, we should not inconvenience the user. Frankly, we should not inconvenience the station whose listing is being modified, either. If the station isn't interested in soliciting national/regional spot business, he's not losing anything. If he is interested in soliciting national/regional spot business, then he should not expect SRDS to assume his costs for doing so.

It is probable that problems will arise that we have not anticipated. We'll take them as they come. For the most part, it is expected that group and network listings will substitute for the small-market station whose listing is modified. This way, users of our broadcast editions will have sufficient information on which to plan buys.

There is no charge to stations for SRDS reporting their information.

Also, there can be no exceptions. We must live with our policy and apply it fairly and equitably to all. This means, if a station in a major market elects not to meet our new listing requirement, it will not be possible for us to include all of its information.

The alternative. There is an alternative to our proposed plan. SRDS can impose a substantial increase in the subscription price. We feel this would be self-defeating and undesirable.

However, there may be options we haven't considered. We would welcome suggestions.

Sound business judgment compels us to take this action.

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Where Things Stand

Status report on major issues in electronic communications

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

Broadcasting in Congress. There are measures pending in both houses of Congress to permit one-year experiment of broadcasting chamber proceedings. Main resolution in House is H. Res. 269 by Jack Brooks (D-Tex.). In Senate it's S. Res. 39 by Lee Metcalf (D-Mont.). House Rules Committee, which has alternately discussed and postponed further discussion of Brooks resolution, has formed subcommittee to conduct hearings on measure. No action has been taken by Senate Rules Committee on S. Res. 39, but full Senate on June 9 voted for first time to permit broadcast coverage of debate on Senate floor—limited to one issue, contested New Hampshire Senate election. Coverage never happened, however, after negotiations between Senate staff and networks over lighting and other technical arrangements broke down (BROADCASTING, June 16).

Cable legislation. FCC's proposed revisions in cable television legislation were scheduled for commission discussion last week.

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

Children's TV. FCC's policy statement on children's television programming, adopted last year (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case no. 74-2006). House Communications Subcommittee, meanwhile, has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21).

Citizen agreements. FCC policy statement

and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agreements has been issued. Comments were due last week (see story, this issue).

Community ascertainment. FCC has instituted rulemaking (Docket 19715) designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, May 12). Comments have been filed in proceeding (BROADCASTING, July 7).

Comparative renewals. FCC discussion on proposed policy on comparative proceedings involving renewal applicant and applicant seeking to displace him, originally set for June 12, has been postponed indefinitely.

Consumer agency. Senate passed bill to establish Agency for Consumer Advocacy after amending it to insure agency may not involve itself in broadcast license renewal proceedings before FCC. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. In House, Government Operations Committee passed bill similar to that passed by Senate, but with one significant difference for broadcast industry. Bill, H.R. 7575, does not exempt proposed agency from involving itself in license renewal proceedings.

Copyright legislation. Omnibus copyright revision bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Copyright Subcommittee has completed mark-up and cleared for full Judiciary Committee its bill (S.22), which is substantially same as bill that passed full Senate last year. House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223. Grouping witnesses by issue, subcommittee has heard from FCC and Office of Telecommunications Policy, cable industry, broadcast industry (BROADCASTING, June 16) and from public broadcasters (BROADCASTING, July 14).

■ **CPB nominees.** Seven of eight nominations to board of Corporation for Public Broadcasting were confirmed by Senate last week, having been voted out without objection by the Senate Commerce Committee (BROADCASTING, July 28). Eighth nominee to 15-member CPB board, Colorado brewer Joseph Coors, will have difficulty obtaining confirmation and for that reason has been separated from rest. Commerce Committee will devote separate hearing to him Sept. 9-10.

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting crossownership prospectively and requiring break-up of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from the Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Case nos. 75-1064 et al.).

However, court has yet to designate circuit in which they will be argued. In addition, number of parties petitioned commission to reconsider its order, but the commission has denied them.

Crossownership (television-cable television). FCC has initiated rulemaking (Docket 20423) aimed at easing restrictions it had imposed on common ownership of cable system and television station in same market (BROADCASTING, April 17). Comments and reply comments have been filed.

Distant sports. FCC has adopted "same-game" rule governing cable television's importation of distant sports programming (BROADCASTING, July 14).

EEO guidelines. FCC has issued notice of inquiry and proposed rulemaking on equal employment opportunity guidelines (BROADCASTING, July 21). Comments are due Sept. 11; replies, Oct. 1.

Fairness doctrine bills. Senate Communications Subcommittee conducted five days of hearings on two bills intended to eliminate fairness doctrine. S.2 by Senator William Proxmire (D-Wis.) would delete Section 315 from Communications Act, section containing equal time requirement as well as statutory basis for fairness doctrine. Proxmire bill in fact would prohibit FCC from influencing broadcast programming or scheduling in any way. S.1178 by Senator Roman Hruska (R-Neb.) would do that and also address other practices which "discriminate" against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled, on two measures. Proxmire bill has twin in House, H.R.2189 by Robert Drinan (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

FCC's fairness-doctrine report. FCC's new fairness statement exempting product commercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast media, and otherwise modifying fairness doctrine (BROADCASTING, July 1), is subject of petitions for reconsideration filed with commission as well as appeal filed with U.S. Court of Appeals in Washington by National Citizens Committee for Broadcasting and Friends of the Earth.

Fee schedules. Sixteen parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20) (Case nos. 75-1053 et al.); more than 60 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Case nos. 75-1087 et al.). Several parties seeking refunds have filed in U.S. Court of Claims (Case nos. 82-74 et al.).

KRLA (AM). Comparative hearing case, under way since 1964, is now on appeal to U.S. Court of Appeals in Washington (Case nos. 74-1002 et al.). Six losing applicants are challenging FCC's grant of Pasadena, Calif., frequency to Western Broadcasting Corp., whose principals include Bob Hope. Decision awaited.

■ **Leapfrogging.** FCC has initiated rulemaking (Docket 20487) aimed at modifying or repealing rules that require cable systems to

select closest stations in importing distant signals. Comments were filed last week (see story, this issue).

■ **License renewal legislation.** Over 125 representatives and 20 senators have sponsored or co-sponsored license renewal bills so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. None, however, is yet on the agenda of communications subcommittee in either house. NAB has placed its stamp of approval on two renewal bills, H.R. 5578 by Representatives Louis Frey (R-Fla.) and Goodloe Byron (D-Md.), and S.2119 by Senator Paul Fannin (R-Ariz.).

Network exclusivity on cable. FCC order

substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals (BROADCASTING, April 21) in Washington by CBS, NBC and ABC television affiliates associations. Order also is subject of petitions for reconsideration filed with commission.

■ **Nutritional advertising.** FTC has republished its proposed trade regulation rule on nutrition claims in food advertising in conformity with rulemaking procedures set out in Warranty-FTC Improvements Act. Comments on disputed issues were filed last week (see story, this issue); deadline for comments not proposing disputed issues to be announced.

Obscenity. FCC's declaratory ruling on indecent and obscene broadcasts (BROADCASTING, Feb. 17) is being appealed to U.S. Court of Ap-

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

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24) is being opposed on two fronts. Broadcasters and cable operators have appealed to U.S. Court of Appeals in Washington, and ABC, CBS and NBC have petitioned commission for reconsideration. Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held in May (BROADCASTING, May 26); more were held last month (BROADCASTING, July 14, 21).

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

'Pensions' case. FCC decision holding that NBC violated fairness doctrine in connection with *Pensions: The Broken Promise* TV program, was ordered vacated by three-judge panel of U.S. Court of Appeals which—acting at request of full nine-judge circuit—vacated its own earlier decision (BROADCASTING, July 14). Petitioner, Accuracy in Media, has an-

nounced its intention to appeal to Supreme Court (BROADCASTING, June 30).

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

Personal attack rules. FCC order asserting that WMCA(AM) New York violated personal attack rules has been appealed by licensee, Straus Communications Inc., which claims rules are unconstitutional (Case nos. 75-1083 and 75-1084) (BROADCASTING, June 16).

Pole attachments. Since fall of 1970, National Cable Television Association and AT&T have been at stalemate in pole-rate negotiations. Most recent proposal by AT&T has been rejected by NCTA (BROADCASTING, June 9). NCTA has since offered single rate proposal (story this issue) similar to FCC staff's formula. Both sides must now analyze those proposals. Otherwise FCC again faces jurisdictional issue and whether to impose its own rate scheme.

Prime time access rule III. FCC on May 14 modified rule in response to decision by U.S. Court of Appeals in New York which essentially affirmed rule's constitutionality (BROADCASTING, May 19). Two appellants—National Association of Independent Television Producers and Distributors and Sandy Frank Program Sales Inc.—asked court to reverse commission on effective date—Sept. 8, 1975. They wanted date extended, but court rejected their requests. Frank has asked for rehearing (BROADCASTING, June 30).

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

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

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

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

WNCN(FM) (now WQIV). Citizen groups have appealed to U.S. Court of Appeals in Washington FCC action authorizing New York station to change its call letters before time for protest had expired and from denial of stay (Case nos. 74-1925, 74-1926). They have also petitioned commission to deny station's renewal application. Principal issue is format change from classical to rock. Competing application for WQIV's frequency has been filed by Concert Radio Inc. GAF Corp. has offered to buy station for \$2.2 million, return it to classical format (BROADCASTING, July 28).

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This week

Aug. 3-4—*South Carolina Broadcasters Association* summer convention. Hilton hotel, Myrtle Beach.

Aug. 3-9—*National Association of Broadcasters* sixth sales management seminar. Harvard University Graduate School of Business Administration. Boston.

Aug. 5—*Alabama Broadcasters Association* license-renewal workshop. Ferguson Center, University of Alabama, Tuscaloosa.

Aug. 6-7—*Tennessee Association of Broadcasters* license-renewal seminar. Participants include John Summers, general counsel of National Association of Broadcasters; R. Russell Eagan of Washington law firm Kirklands, Ellis & Rowe; Richard Shiben, chief of FCC Broadcast Bureau's Renewal and Transfer Division, or if he cannot attend, an aide, and group of broadcasters who have encountered license-renewal problems in past. Airport Hilton Inn, Nashville.

Also in August

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

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

Aug. 11—FCC deadline for comments on proposed rulemaking (Docket 20520) which would amend broadcast station multiple ownership rules to set a 5% limit on institutional ownership of broadcast stations. Replies are due Aug. 26. FCC, Washington.

Aug. 11-12—*National Religious Broadcasters* Eastern convention. Lancaster Bible College, Lancaster, Pa.

Aug. 14-15—*Arkansas Broadcasters Association* summer convention. Thursday Banquet speaker: Harry Walker, vice president for public affairs, Shell Oil Co; Thursday luncheon speaker: Tom Swafford, CBS-TV Network vice president in charge of program practices. Indian Rock Resort, Fairfield Bay.

Aug. 14-17—Annual meeting, *Concert Broadcasters Association*. Blossom Music Center, Akron, Ohio.

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

Aug. 18—Comments due at FCC on proposed rulemaking concerning possible alternatives to March 31, 1977, deadline for older major market cable systems to comply with access and channel capacity rules adopted March 31, 1972 (Docket 20508). Replies are due Sept. 8. FCC, Washington.

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

Aug. 18-22—*University Film Association's* 29th annual conference. Papers and sessions will deal with

new trends in video disc systems, video cassettes and videotape recordings in comparison with super 8 and developments in 16mm and 35mm films. Rochester Institute of Technology, Rochester, N.Y. For further information on program: Professor Peter Dart, University of Kansas, Lawrence 66045; (913) 864-3991. For queries on local arrangements: Professor Reid H. Ray, RIT, Rochester 14623; (716) 464-2772.

Aug. 21-24—*West Virginia Broadcasters Association*

fall meeting. Greenbrier, White Sulphur Springs.

Aug. 22-23—*Tennessee Associated Press Broadcasters Association* meeting. Hyatt-Regency hotel, Knoxville.

Aug. 29—Comments due at FCC on inquiry to re-evaluate need for UHF television taboos in connection with channel allocations. Reply comments due Sept. 17.

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Planning. Post-Newsweek Stations President Joel Chaseman and his assistant, Peggy Cooper (r), confer with Mary Louise Smith, chairwoman of the Republican National Committee, about the Oct. 26-28 "Ballots and Broadcasters" conference in Reston, Va. The meeting is being co-sponsored by Post-Newsweek, the League of Women Voters and the Aspen Institute.

September

■ **Sept. 5-8**—Mississippi Broadcasters Association license-renewal seminar. Chuck Cooper, WCBI-TV Columbus, is chairman. Jacksonian motel, Jackson.

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

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

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

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

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

■ **Sept. 14-16**—Nebraska Broadcasters Association annual convention. Holiday Inn, North Platte.

■ **Sept. 15**—Deadline for entries in Town Crier Bell Awards for reporting agricultural subjects to urban audiences (Broadcasting, March 24). Open to voting members of National Farm Broadcasters Association. Sponsored by Elanco Products Co., division of Eli Lilly & Co., Indianapolis 46206.

■ **Sept. 15**—Deadline for entries in 1975 Highway Safety Journalism awards (Broadcasting, March 17). Uniroyal Highway Safety Awards, Uniroyal Inc., 1230 Avenue of the Americas, New York 10020.

■ **Sept. 15**—Deadline for entries in 1976 Ohio State Awards competition, sponsored by the Institute for Education by Radio-Television, for informational, educational and public affairs radio and television programs. Additional information and entry forms: The Ohio State Awards, 2400 Olentangy Road, Columbus, Ohio 43210.

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

■ **Sept. 17-19**—Radio Television News Directors Association international convention. Bill Monroe, NBC News and a past RTNDA president, will be keynote speaker. Fairmont hotel, Dallas.

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

■ **Sept. 17-20**—Institute of Broadcasting Financial Management annual conference. Century Plaza hotel, Los Angeles. (1976 conference will be held Sept. 12-16 in Boston; 1977 conferences in mid-September in Chicago).

■ **Sept. 17-20**—National Association of FM Broadcasters 1975 National Radio Broadcasters Conference and Exposition. Luncheon speakers include FCC Chairman Richard E. Wiley (Sept. 19) and Julian

Bond, civil rights leader (Sept. 20). Marriott hotel, Atlanta.

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

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

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

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

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

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

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

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

■ **Sept. 26**—FCC deadline for comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 19554). FCC, Washington.

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

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

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

■ **Sept. 28-Oct. 3**—Society of Motion Picture and Television Engineers 117th technical conference and equipment exhibit. Jack Valenti, president of the Motion Picture Association of America, will be Sept. 29 luncheon speaker. Century Plaza hotel, Los Angeles.

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

October

■ **Oct. 2-3**—Ohio Association of Broadcasters fall convention. Columbus.

■ **Oct. 2-5**—Joint fall meeting, Missouri Broadcasters Association and Illinois Broadcasters Association. Chase-Park Plaza hotel, St. Louis.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Oct. 26-28—Post-Newsweek Stations, in cooperation

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

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

November

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

Nov. 5-7—International Film & TV Festival of New York 1975, Americana hotel. Contact: *International F.T.F. Corp.*, 251 West 57th Street, New York 10019.

Nov. 6-7—American Association of Advertising Agencies Central region annual meeting. Continental Plaza hotel, Chicago.

Nov. 7-9—American Women in Radio and Television board of directors meeting. Philadelphia Marriott, Philadelphia.

Nov. 10-14—International Radio and Television Society faculty/industry seminar. Tarrytown Conference Center, Tarrytown, N.Y.

Nov. 10-11—Advertising Research Foundation annual conference. New York Hilton, New York.

Nov. 10-11—Joint regional radio convention. National Association of Broadcasters and Radio Advertising Bureau. Monteleone hotel, New Orleans.

Nov. 12-15—The Society of Professional Journalists, Sigma Delta Chi, 66th anniversary convention. Benjamin Franklin hotel, Philadelphia.

Nov. 13-14—Oregon Association of Broadcasters fall conference. Valley River Inn, Eugene.

Nov. 13-14—Joint regional radio convention. National Association of Broadcasters and Radio Advertising Bureau. Pick Congress hotel, Chicago.

Nov. 16-19—National Association of Educational Broadcasters 51st annual convention. Sheraton Park hotel, Washington.

Nov. 17-18—Joint regional radio convention. National Association of Broadcasters and Radio Advertising Bureau. Brown Palace hotel, Denver.

Nov. 18-19—American Association of Advertising Agencies Eastern annual conference. Waldorf-Astoria, New York.

Nov. 18-20—Television Bureau of Advertising 21st annual meeting. Americana hotel, New York.

Nov. 20-21—Joint regional radio convention. National Association of Broadcasters and Radio Advertising Bureau. Fairmont hotel, San Francisco.

Nov. 21-23—Sixth annual Loyola National College Conference for college radio stations and featuring technical sessions/exhibits, talent showcase and other sessions. Loyola University of Chicago's downtown campus, 820 North Michigan Avenue.

Nov. 30-Dec. 3—Association of National Advertisers annual meeting. Breakers hotel, Palm Beach, Fla.

February 1976

Feb. 8-12—Public Broadcasting Service annual membership meeting. Century Plaza hotel, Los Angeles.

Feb. 11-13—Colorado Broadcasters Association winter convention. Stouffer's Denver Inn, Denver.

Feb. 12-14—South Carolina Broadcasters Association winter convention. Holiday Inn, Florence.

Feb. 23-26—National Religious Broadcasters 33rd annual convention. Shoreham-Americana hotel, Washington.

Feb. 21-25—National Association of Television Program Executives 13th annual conference. Lew Klein,

Gateway Communications, is convention chairman; Deak Zimmerman, WOTV(TV) Grand Rapids, Mich., is facilities chairman. Fairmont and Mark Hopkins hotels, San Francisco.

March 1976

March 7-10—Data Communications Corp., BIAS seminar. Hyatt Regency hotel, Memphis.

May 1976

May 5-9—American Women in Radio and Television 25th annual national convention. Marriott hotel, Philadelphia.

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

June 1976

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

July 1976

July 14-17—Colorado Broadcasters Association summer meeting. Wildwood Inn, Snowmass.

September 1976

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

Major Meetings

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

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

Sept. 17-20—National Association of FM Broadcasters 1975 National Radio Broadcasters Conference & Exposition. Marriott hotel, Atlanta.

Nov. 12-15—The Society of Professional Journalists, Sigma Delta Chi, 66th anniversary convention. Benjamin Franklin hotel, Philadelphia.

Nov. 16-19—National Association of Educational Broadcasters 51st annual convention. Sheraton Park hotel, Washington. 1976 convention will be Nov. 14-17, Conrad Hilton, Chicago.

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

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

March 21-24, 1976—National Association of Broadcasters annual convention. Chicago. 1977 convention will be March 27-30, Shoreham Americana, Washington.

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

June 15-20, 1976—Broadcasters Promotion Association 21st annual seminar. Washington.

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Rep response II

EDITOR: BROADCASTING's Rufe Crater has for years been one of the country's most sure-footed business press reporters. His special story on the station representation business in your July 14 issue has to be a highlight in his career—and yours. Nice going—*Loris S. Myers, director of media, Carter Products, New York.*

EDITOR: Well done. As is your fashion, you again did a marvelous job on your feature article on reps. You do have a unique talent for getting to the meaningful meat of the matter.

Let me also tardily compliment your magazine's revised format. The return of the bold type for names and its increased photographs are major improvements in making your magazine easier to read—especially for those aging eyes.—*Francis L. Boyle Jr., president, Robert E. Eastman & Co., New York.*

EDITOR: [Congratulations] on your special report on national representatives. Thanks. It was informative and enjoyable,

even to a rep.—*John A. Lack, vice president and general manager, CBS Radio Spot Sales, New York.*

A viewer's choice

EDITOR: I resent, to the point of turning purple, being told that during the hours of 7-9 p.m. I must choose the idiotic fare served up to 3-6-8-10-year-olds. I believe the networks should rethink this so-called family viewing rule instead of forcing the general public to the choice of special-channel subscription television, which in most cases would be in addition to subscribing to cable television. The fare on the special channels, for the most part, is repulsive in proportion to the fare on so-called children's programs being frustrating and idiotic. To be forced to watch either is too much.—*C.C. Haley, Harrisburg, Pa.*

Radio tells all

EDITOR: One hundred prospective jurors had been notified to report to Brewster county court July 15 in the case of Coe vs. Coggins. Under Texas law, county jurors are paid \$10 a day.

At 5:30 p.m. July 14, the judge phoned KVLF and said attorneys in the case had reached an out-of-court settlement and the jurors need not report.

A news item to that effect was broadcast on the 6 p.m. news July 14 and the 7:30 a.m. news July 15.

Of the 100 jurors scheduled to report, only three showed up, costing Brewster county \$30 instead of \$1,000. Ninety-seven out of 100 got the message on KVLF.

Some people do listen to radio—*Gene Hendryx, general manager, KVLF(AM) Alpine, Tex.*

Cons and pro

EDITOR: Re Jack Schmidt's cartoon of July 7. I found it absolutely hysterical! I'm a woman who's been an air personality for three years and this kind of ribbing doesn't bother me for a very good reason. Women are continuing to enter the media and proving that they are more than fashion consultants, consumer researchers, rumor-mongers, etc. As more women become established as serious competition for men, this stereotyping will most probably take a back seat. The reason being because it will be useless as well as meaningless.

By the way, BROADCASTING, you really goofed in your July 21 issue! In "Breaking In" you tell us that Austin Roberts's latest release, *Rocky*, is "his solo debut". Not true. He previously had a hit with *Some-*

thing's Wrong With Me. Tsk, tsk, tsk.—*Linda D. Dicks, Gorham, Me.*

EDITOR: A message to the ladies who wrote complaining about the July 7 cartoon: I couldn't agree more! However, the cartoon did represent some kind of progress on the part of BROADCASTING! If you review the last several years' cartoons, you will find only a sprinkling of women represented at all and 99.9% as housewives or secretaries. The last time (April 22, 1974) a woman in broadcasting *per se* was represented just the fact that she was there as a "weatherperson" as opposed to a "weatherman" was supposed to be funny. Personally, I can't wait to see where BROADCASTING stands (sic) on us in 1976.—*Saundra McMillan, faculty manager, KSUL-FM, assistant professor, department of radio and television, California State University, Long Beach.*

EDITOR: Contrary to Ellen Kimball Pollens, broadcaster/narrator, Boston ("Open Mike," July 21), I think the Jack Schmidt cartoon in the July 7 issue is hysterical.—*C. Jim Murphy, manager-owner, WBK(AM) West Point, Ga.*

Books

The Broadcast Industry: An Examination of Major Issues. Edited by Robert H. Stanley. Communications Arts Books, Hastings House, Publishers, New York. 256 pages. \$13.50.

Dr. Stanley of Hunter College, City University of New York, has collated addresses and dialogue from the fourth faculty/industry seminar of the International Radio and Television Society. Participants included John Chancellor, NBC News anchorman; Sterling (Red) Quinlan, former vice president of ABC-TV in Chicago and currently with IDC Services Inc. advertising research; Alfred Stern, chairman, Warner Cable Co., and Ralph Rogers, chairman, Public Broadcasting Service. They discussed news management, license renewal, program content and regulation, public and cable TV's histories and economic futures.

TV Sound Operations, by Glyn Alkin, Communications Arts Books, Hastings House, New York. 176 pp. \$7.95.

TV Lighting Methods, by Gerald Miller-son, Communications Arts Books, Hastings House, New York. 150 pp.

Both these paperbacks are additions to the Media Manuals series, sourcebooks for technical details and diagrams. Mr. Miller-son is general editor of Media Manuals. Mr. Alkin is manager of operations, BBC Welsh region.

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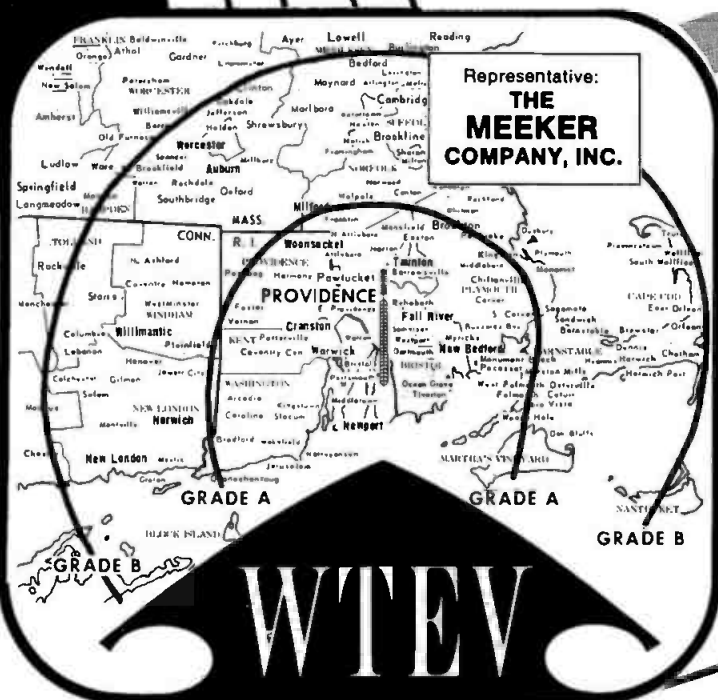


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Closed Circuit.

Insider report: behind the scene. before the fact

Summoned

FCC Chairman Richard E. Wiley wants to know what independent television stations are going to program in 7-9 p.m. family-viewing period decreed by National Association of Broadcasters TV code. Last week he called Herman Land, president of Association of Independent Television Stations, to Washington to talk about it. Mr. Land promised answer soon. INTV board meets in Chicago Aug. 12.

NAB, in incorporating family viewing into TV code, gave independents breather. It waived restriction against sex and violence on programs under contract to such stations until Sept. 7, 1977 (BROADCASTING, April 14). Signs last week were that Mr. Wiley wants earlier observance.

States' rights

FCC is expected to say that it lacks authority to deal with one of major issues of cable television regulation—whether there should be two-tier or three-tier regulation of that industry. Order drafted by staff and expected to be considered by commission soon after August break says commission cannot compel states to allocate jurisdiction between themselves and localities in particular manner. Commission would be given such authority in draft legislation Cable Bureau has proposed ("Closed Circuit," July 28).

However, Cable Bureau does not feel handcuffed. It is suggesting that commission declare that any franchise provision inconsistent with FCC rules is null and void. This would not apply to franchise fees, because of manner in which present rule dealing with them is written. So staff is proposing rulemaking to declare null and void fees in excess of 3%. In addition, staff was instructed to draft inquiry on subscriber rate regulation. Commissioners felt they lacked information to issue rulemaking aimed at declaring moratorium on such regulation that staff had proposed.

Fast start

Broadcast interests in Washington are keeping eye on freshman Representative Timothy E. Wirth (D-Colo.). In his first seven months in Congress, he has become most active member of House Communications Subcommittee next to Chairman Torbert Macdonald (D-Mass.) and ranking Republican Louis Frey of Florida. He has one aide on personal staff devoting half-time to communications.

So far 35-year-old congressman has introduced bill to restrict TV advertising

to children (BROADCASTING, July 21), helped block proposed merger of Commerce Department's Office of Telecommunications with National Bureau of Standards; mustered colleagues to protest FCC delay on *Washington Star* transfer case (see page 24). As deputy assistant secretary for education at Department of Health, Education and Welfare in 1969-70, he was active on satellite development, public TV, formation of HEW Office of Telecommunications.

Date with Senate

FCC Commissioner Abbott Washburn, whose term expired June 30, will go before Senate Commerce Committee next month for hearing on his nomination to full seven-year term. His will be heard along with nominations of three Communications Satellite Corp. directors Sept. 23-24. Meanwhile, he continues to serve under provision of law permitting commissioners whose terms have expired to remain in office until their successors are confirmed.

Splitting radio, TV

Talks have reportedly been held to explore possibility that Alan Torbet Associates, radio-only rep firm, might acquire or merge with radio division of Avco Radio TV Sales, which Avco Corp. is in process of selling to rep president, H. Peter Lasker, and associates. Then, reports continued, Mr. Lasker and Avco Radio TV Sales—presumably with new name—would concentrate on TV representation exclusively.

Reports could not be pinned down officially, but one source purportedly familiar with background said discussions go back several weeks and may go on for several more, with no sure sign now whether they will be fruitful. Torbet Associates is independent subsidiary of Starr Broadcasting Group.

Looking for a reason

Staff of Senate Communications Subcommittee is agonizing over whether to get involved in children's TV advertising controversy. It saw that four days of hearings on subject in House (BROADCASTING, July 21) never answered question of need for congressional action, primarily because there is insufficient data to prove that children are adversely affected by some TV ads. But Senate staff is impressed with argument that data will

never become available unless Congress puts up funds for research, as it did for studies of TV violence. Staff is determined that any hearings it undertakes should have clear sense of direction, has not talked problem over with Chairman John Pastore (D-R.I.).

Growth business

Ward L. Quaal Co., Chicago, formed by former president of WGN Continental Inc., has added new client and new number-two executive to Mr. Quaal. Company has become management counselor to TVN on its news service and earth-station satellite distribution project. Joining Mr. Quaal effective today (Aug. 4) is Bruce C. Mayer, former executive VP of WGN Continental and general manager of its KWGN-TV Denver.

Changes in the morning

Sources in and around ABC-TV's *AM America* affirm network's commitment to ratings-plagued series, at least for another 18 months, but some changes are evidently due. Reports persist that guest co-host, Barbara Howar, who was reported set for permanent slot several weeks ago, is now more out than in. Strong possibility, sources say, is that there will be no co-host. *AM America* has already moved newsmen Peter Jennings from Washington back to New York, and has begun gradual shift to lighter subjects and more entertainment.

AM America has accounted for approximately \$3 million in ABC revenues thus far in 1975, according to unofficial estimates. ABC sources say salesmen get special incentive to push *AM America*: higher commission rate for sales at full rate-card price. Total revenues for all three networks in pre-10 a.m. period are \$17.5 million so far this year with NBC's *Today* taking by far biggest increment. *Today's* take is said to be about \$1.5 million bigger this year than last, when *AM America* was not on air.

7-to-9 program

Without fanfare, Viacom Enterprises, New York, has placed family-oriented *My Three Sons* into syndication and has made sales to Metromedia Television and to other stations in few key cities. Viacom is reported to be offering 160 half-hours in color (keeping on shelf 160 made in black and white). Show is being sold for fall 1976 start, though Viacom will release it earlier to some TV outlets requesting it.

The Week in Brief

FURIES UNLEASHED □ FCC's cautionary toe in the water on crossownership sets off a capital controversy. Order to hold hearing on request that transfer of Washington Star Stations be granted waiver from new rules draws heated blast from the Secretary of the Treasury—who calls FCC “bunch of Pontius Pilates.” Thunderstruck commission says it will expedite matters as much as possible. Prospective purchaser Joe Allbritton wants to stick it out, insists his real interest is in turning around ailing newspaper property. **PAGE 23.**

TO LEAP OR NOT TO □ FCC's proposal to relax present rules on cable signal carriage draws discordant comments—broadcasters see threat to free TV, especially to independents; cables would delete the restrictions altogether. **PAGE 25.**

DECLINING BALANCE □ American Association of Advertising Agencies' 10-year balance sheet for incorporated agencies shows net profit as percent of gross income and percent of billing both down, operating expenses up. **PAGE 26.**

FOOD ADVERTISING COMMENTS □ Industry opponents to the Federal Trade Commission's proposed nutritional advertising rule are on record with issues of fact they want considered before the commission addresses the rule itself. Individual consumers and consumer groups file generally in support of rule. **PAGE 27.**

INSIDE THE FTC □ Cost/benefit analysts in the commission's Office of Policy Planning and Evaluation offer pointed criticism and recommendations for future programs in an internal report. **PAGE 27.**

OUT FROM UNDER THE COUNTER □ Contraceptive advertising on television, traditionally barred under NAB Code Authority provisions for products “of a personal nature,” may be in for new exposure. Maker of Trojan brand plans to appeal code restrictions, is making headway in advertising in some markets. **PAGE 28.**

CHILD ABUSE □ Public radio provided the forum for an attack on commercial broadcasting's conduct in the sex/violence/advertising areas. Richard Wiley, Torbert Macdonald and Joan Ganz Cooney were undisputed in discussion, moderated by Washington Post's Sally Quinn, on need for regulation. **PAGE 29.**

SUMMER BUMMERS □ Experimental variety and comedy shows on all three networks show little promise of graduating to fall. **PAGE 29.**

YOU'RE ANOTHER □ Channel 20 Inc. and Metromedia Inc. are matching each other's charges in a suit in U.S. District Court in Washington. WDCA-TV's claim of competitive disadvantage is answered by nine reasons

Metromedia thinks court should deny request for preliminary injunction. **PAGE 30.**

TELETHON YAWN □ Much to the Democrats' disappointment, pledges of \$4.5 million fell short of the expected \$6 million gross. Party workers supply a variety of reasons for the lack of viewer interest. **PAGE 30.**

INTER-AGENCY REPRIMAND □ Federal Trade Commission, in amicus curiae brief filed with Appeals Court, slaps wrist of FCC over antitrust ramifications of the proposed IBM and Comsat joint venture. **PAGE 31.**

DISAGREEMENT ON AGREEMENTS □ Comments filed with the FCC by broadcasters and citizen groups differ on the proper responsibility and amount of discretion due licensees in programing and station operation. **PAGE 31.**

ROYALTY POSTSCRIPT □ NBC adds statement for the record on performance royalties, saying lesser known performers won't see the benefits record companies and music unions claim for them. **PAGE 33.**

COX CONTRACTS FOR MDS □ Multipoint distribution service facilities will allow Cox Cable to expand subscription TV programing to 12 cities in less time and for less than conventional systems. **PAGE 34.**

POLE POSSIBILITY □ National Cable Television Association comes up with proposal on pole-rate-attachment similar to formula FCC's own staff has suggested. **PAGE 35.**

REDEFINING CABLE □ FCC proposes to raise level of exemptions from 50 to 250 subscribers (1,000 for small-system class), include master antenna systems and otherwise update cable rules. **PAGE 36.**

NIXON ON NBC? □ Negotiations are underway with the former President's agent for a series of interviews with NBC News, at a price to be determined. ABC News and CBS News had earlier rejected idea of payment. **PAGE 41.**

FOOTBALL: THIS YEAR'S TALLY □ Scrimmage for broadcast rights has run up an \$80 million tab, BROADCASTING's annual survey shows. World Football League contracts are in decline, college games and NFL attract increased payments. Broadcast formulas, announcers and schedules by league divisions are detailed in a special report. **PAGE 41.**

TENDING TO BUSINESS □ Robert Hilker's a man who knows his territory—and knows what territory he wants to keep. It's that growing world of small-town radio just beyond the major metro areas, where both life and broadcasting march to a different drummer. **PAGE 65.**

The news that's in the news



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Broadcasting Aug 4

Vol. 89 No. 5

Top of the Week

Fast waivers ruled out on newspaper ownerships

FCC calls hearing on 'Star' case in face of pleadings that paper may fail without station transfer; next step for proposed rescuer is unresolved; agency draws fire

The FCC has met the first real-world test of its newspaper-broadcast crossownership rules with a clear sign that it will be slow to grant the waivers it had left itself for hardship cases. In the process, it made a shambles of a plan to rescue the faltering *Washington Star* through transfer of control of the paper and its associated broadcast stations to a Texas banker, Joseph L. Allbritton.

At week's end, Mr. Allbritton and the families who own Washington Star Communications Inc., the parent company, were facing the hard question of how to salvage something from the wreckage—a question that was complicated by an ap-

parent divergence of interests between the partners.

The families, anxious for financial aid for the *Star*, and Mr. Allbritton, with ambitions to become the dominant force in the Washington-based newspaper-broadcasting complex, had sought a waiver of FCC crossownership rules that bar the transfer, intact, of radio-television and newspaper-broadcast combinations in the same market. The provision covering newspapers was adopted by the FCC last January. The *Star* transfer applications had been filed two months before.

But last Monday (July 28) the commission, by a 6-to-1 vote, said it could not grant the waivers without a hearing—a decision that produced immediate criticism, including an outburst from such an unlikely source as Secretary of the Treasury William Simon who called the FCC members a "bunch of regulatory Pontius Pilates" and said the FCC had taken "a coward's way out." On Friday, the commission responded to the reaction by setting an "expedited" hearing, with a pre-hearing conference before Administrative Law Judge H. Conlin set for Aug. 8.

Nevertheless, the FCC's action contained a message that was presumably being read with interest in offices far from Washington: that the commission will not be easily persuaded to grant waivers of its crossownership rules, particularly now, with the *Star* case as precedent.

The commission said it would examine in a hearing whether *Star* Communications made a good-faith effort to sell the newspaper independently of the stations, whether the rules should be waived and, if so, whether the waivers should be limited. Another issue to be considered is whether Mr. Allbritton's Perpetual Co., which would be the transferee, is financially qualified to complete the transaction.

With the *Star* having lost \$23 million between 1971 and the end of 1974 and now running deficits of more than \$800,000 every month, a hearing did not seem the most likely prospect, even if conducted on an "expedited" basis. Both Dean Burch, the ex-FCC chairman who is counsel for Mr. Allbritton, and Howard Roycroft, counsel for *Star* Communications, noted that, with adverse parties involved in a hearing, the commission does not have the control needed to assure expedition. However, Mr. Roycroft was much more negative in his reaction than Mr. Burch.

Mr. Roycroft called the order "a canard" designed to get the commission "off the hook" on which he said it had been placed by Secretary Simon's criticism. Mr. Burch said he was "grateful for any consideration" but that until he had seen the order, which was not then available, he would not know "what its practical effect, if any, is."

Mr. Allbritton and the members of the



Chairman Wiley:

"We simply did not have the evidence to reach final decision. We felt we could only get it in the crucible of a hearing."



Secretary Simon:

"... a perfect example of inefficiency in action. Here is a bunch of regulatory Pontius Pilates walking away from making a decision on an issue and putting it in limbo."



Publisher Allbritton:

"We shall not let the shocking news of today stop us from working out plans to save the *Washington Star*."

Kauffmann, Noyes and Adams families, whose antecedents have owned the *Star* for more than a century, plunged into discussions on how to respond to the commission's decision almost as soon as it was announced. Additional meetings were held during the week.

Although representatives of both sides declined to discuss the progress of those talks, it appeared that the parties were proceeding from different self-interest positions.

Mr. Allbritton insists that he needs the profits generated by Star Communications' Washington stations—WMAL-AM-FM-TV—as well as its WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C.—to sustain the *Star* until it can become viable. However, he has maintained consistently that his principal interest is in acquiring the *Star*—a point he made again in a statement following the commission's action: "I came to Washington to produce a quality newspaper and maintain that competitive voice in the nation's capital. We shall not let the shocking news of today stop us from working out plans to save the *Washington Star*."

Thus, he might consider a proposal under which he would retain the broadcast properties for a period that would be sufficient to allow him to revitalize the *Star*, and then dispose of one or more of the stations. Five years—the length of time the commission, in its newspaper-broadcast crossownership rule, is giving media monopolists to get rid of the holdings marked for divestiture—might be the length of time to request.

The *Star* families, however, apparently have other ideas. Their interest seems to be in disposing of the money-draining newspaper and retaining the profitable broadcast properties. The families are understood to have suggested that Mr. Allbritton take the newspaper alone, and to have offered some "sweetener," including the forgiveness of *Star* debts to the parent corporation, to make the suggestion more palatable. The offer, apparently, was not yet sweet enough.

As the sale contract is written, each side can check the other. Since the commission did not reject the waiver request, the choice of whether to complete the sale is Mr. Allbritton's. And the contract runs until Dec. 31, 1976. Thus, Star Communications cannot seek out new buyers for the *Star*, such as John McGoff, of Panax Corp., publisher of a string of newspapers in the West and Midwest, who has made a virtual campaign of his determination to acquire the newspaper without the broadcast properties. Mr. McGoff last week reaffirmed his interest in purchasing the newspaper. Mr. Allbritton needs the families' concurrence to propose divestiture of any of the broadcast properties.

The parties had proposed a two-phase transfer of control. Last September, Mr. Allbritton acquired 10% of Star Communications' stock from existing stockholders, lent \$5 million to the *Star*

Hands off on Hill. FCC's order for hearings into the *Washington Star* case generated small interest in Congress last week. In the Senate, J. Glenn Beall (R-Md.) tried to win unanimous consent for a "sense of the Senate" resolution asking action on the *Washington Star's* request for waiver of the crossownership rules "as expeditiously as possible so that bureaucratic delay will not be a contributing factor to the possible demise" of the *Star* newspaper. Senator William Scott (R-Va.) objected, however, and it appeared Friday the resolution would receive no action before the Senate returns from recess. In the House, Communications Subcommittee member Timothy Wirth (D-Colo.) was seeking co-signers for a letter to the FCC expressing sentiments similar to Mr. Beall's.

and acquired operating control through a proxy to vote 67% of its stock. He is now publisher of the newspaper.

The second phase would occur at final closing—subject to the commission approval that was not granted last week. For another \$20.5 million, Mr. Allbritton would acquire another 28% of *Star* stock, and with it, de facto control of the parent company. The \$5 million loan would be repaid at the closing.

The commission's decision to order a hearing on the application did not come as a surprise to parties or to others who had been following the issue at the commission. Speculation had been strong that the staff would recommend a hearing (BROADCASTING, July 28) and that the commission, at the urging of Chairman Richard E. Wiley and Commissioner Glen O. Robinson, would vote for one.

And that is what happened. Commissioner Robert E. Lee, the lone dissenter, would have granted the waivers.

But the matter was disposed of with surprising swiftness—about an hour, according to some officials.

It was the commission's failure to issue a final order in the case that subjected the agency to some stiff criticism. The *Washington Post*, in an editorial on Wednesday, said "The inability of the FCC to grasp the urgency of the situation and respond to it demonstrates anew the encrustations that have turned much of the government's regulatory efforts into a nightmare."

Treasury Secretary Simon, who is one of the administration's leading advocates of reducing government involvement in business, was so disturbed by the commission action that he raised the subject at an informal luncheon with reporters.

"Here is a perfect example of inefficiency in action," he said. "Here is a bunch of regulatory Pontius Pilates walking away from making a decision on an issue and putting it in limbo."

Mr. Simon said several times that he was not expressing a position on the

merits of the case. But his sympathy seemed to be with Mr. Allbritton. "A guy comes to town to try to save the only other newspaper we have in Washington, D.C.—and for nine months they fool around with it and then say, 'We need another year to make a decision.' I think it's damn unfair . . . I think it is unconscionable . . . Does [the *Star*] have to go out of business in a year as a result of inaction on the part of government? Wouldn't it have been a hell of a lot better if the FCC was going to make an unfavorable ruling for them to say, 'Sorry, we won't grant the waiver.' But no, they called for the pan of water."

When reporters suggested his comments indicated an unwillingness to accept the decision of the marketplace regarding the *Star*, Mr. Simon said that if the marketplace is to decide the *Star's* fate, then the *Star* management must know what the ground rules are. Mr. Allbritton needed to know whether he would be given a waiver so that he could make a business decision based on marketplace realities, Mr. Simon said. "A year's delay is a coward's way out," he added. And in answer to a question, he expressed the hope that the White House would urge the commission to move faster on the issue.

Mr. Simon's outburst prompted a McGoff telegram to President Ford, urging him to "disavow Secretary Simon's intrusion into the judicial process of an independent regulatory agency.")

One commission official thought Mr. Simon's remarks "incredible." He noted that executive branch officers normally do not involve themselves in commission matters. And Mr. Simon, he added, "has no knowledge of the facts."

Chairman Wiley would not comment on Mr. Simon's statement. But he said that the hearing need not be prolonged, that if the various parties involved—including groups that opposed the waiver request—agreed, the proceeding could be expedited.

But as for the decision itself, he said, "We simply did not have the evidence to reach final decision. We felt we could only get it in the crucible of a hearing."

The commission, in its order, said it was not persuaded by what it had seen in the written pleadings. Star Communications had said the proposed transfer of control of the company was prompted by a desire to save the *Star* and that there was no realistic alternative to the proposal under which Mr. Allbritton would pay \$20 million to help sustain the paper.

The company said it had received two other offers for the newspaper—one, for \$20 million, from Australian newspaper magnate Rupert Murdoch, who has acquired some newspapers in this country, and one for \$25 million from Mr. McGoff. However, Star Communications said the conditions attached to each reduced their net value to the point where they were unacceptable.

The commission, however, expressed the view those arguments were not solidly based. It said that efforts to sell the news-

paper were limited in scope and that full particulars concerning the offers were not supplied. It also said that the asking price of the newspaper and the value placed on it by the prospective purchasers were missing.

The commission also expressed concern over other apparent loose ends. It said that Mr. Allbritton had not committed himself in the agreement to continued publication of the *Star*, that Perpetual had neither stated the basis for its optimism that the newspaper's financial condition could be improved nor specified how much time would be required to achieve the financial transformation.

But neither was the commission impressed by the arguments in the two petitions to deny, one filed by Mr. McGoff and by the Concerned Citizens for Balance in News Media, the other by Adams Morgan Organization, the Washington chapter of the National Organization for Women and the D.C. Media Task Force. The commission said that, for the most part, the petitions lacked specificity and documentation.

Nevertheless, the petitioners were pleased with the results. Mr. McGoff, in his statement, said the commission's decision "offers hope that in the long run a greater diversity of news philosophies will be available to the American public." And Charles Firestone, of Citizens Communications Center, counsel for the other three groups, said the commission was "right" and had done the "brave" thing in setting the waiver requests for hearing. If waivers had been granted in this, the first case involving the crossownership rule, he added, "it would have shown the rules had no substance."

Is it legitimate to leapfrog? Cables say yes, broadcasters no in responding to FCC inquiry

The way to regulate cable signal carriage is to let the marketplace decide which signals are viable to import, cablemen explained in comments filed last week at the FCC on proposed relaxations in the leapfrogging rules. Delete them, was their message.

Broadcasters, however, saw the proposed relaxations as a further retreat from the FCC's 1972 cable rules—and its attendant consensus agreement—and an added threat to free television, especially local independent stations.

Present leapfrogging rules require that cable systems carrying nonlocal independent signals from any of the top 25 markets must select from among the closest two. The FCC's rationale in imposing that restriction in 1972 was to prevent the creation of "superstations" (Los

In Brief

Sales "avalanche" hit NBC-TV in last two weeks of July with \$45 million in orders for new season prime-time business, according to Mike Weinblatt, senior vice president, programming and sales. Among advertisers signing for \$1 million or more: General Electric, Ralston, Clorox, Sears, American Motors, Johnson & Johnson, American Home Products, Florida Citrus Commission, Nabisco, Anheuser-Busch. Top sales officials of CBS-TV and ABC-TV were out of town Friday and could not be reached, but ABC source said "a lot of holdouts are coming in now—you see a lot of smiling faces around here," and CBS source said sales there have caught up with last year's pace and are now setting records ... FCC refused to budge from policy of disallowing reimbursements in renewal challenge cases, has disapproved agreement designed to end six-year fight between **WPIX(TV) New York** and **Forum Communications** for channel 11. Vote was 5-2, with Glen Robinson and Benjamin Hooks dissenting and James Quello concurring. Agreement called for WPIX to reimburse Forum \$310,885 in expenses and to set up \$150,000 fund for development of programs and minority training projects, and to place Forum stockholder on WPIX board. It was reached after administrative law judge issued initial decision recommending WPIX renewal. Lawrence Grossman, who heads Forum, is on record that Forum would resume fight if FCC disapproved settlement. Said attorney Michael Finkelstein Friday, "It's back to the trenches" ... FCC has adopted rulemaking to establish **ascertainment procedures for noncommercial licensees**. Essentially, they follow those for commercial licensees (BROADCASTING, May 12), including exemptions in communities under 10,000 and for 10 watt stations ... **License renewal bill** (S. 2246) identical to Frey-Byron bill (H.R. 5578) in House was introduced in Senate last week by J. Glenn Beall (R-Md.) and Wendell Ford (D-Ky.) ... Petition asking for **freeze on applications by religious institutions and government bodies** for reserved FM and TV stations was turned down by unanimous FCC Friday. Submitted by Lorenzo W. Milam and Jeremy D. Lansman, it also urged inquiry into "restrictions on free speech" allegedly practiced by such groups. Petition generated record 800,000 letters of protest ... FCC has given go-ahead for **first domestic satellite earth station**, UA-Columbia Cablevision's application for Fort Pierce, Fla. Commission also ruled applicants need not have FCC permission before ordering earth stations—although they proceed at own risk in event FCC denies eventual construction permit. Action was last remaining administrative barrier to Oct. 1 start for Home Box Office pay-cable-by-satellite network ... Seven of eight nominees to board of **Corporation for Public Broadcasting** were confirmed by Senate last week. Remaining: controversial nomination of Colorado brewer Joseph Coors, scheduled for hearings Sept. 9-10 ... Columnist **Jack Anderson** took commercial and public TV networks to task last week for failing to carry—either on their own or as paid program—interview he conducted with President Ford in connection with Bicentennial. Back from Helsinki came word from presidential news secretary Ron Nessen that White House felt it had been "conned" by Mr. Anderson into doing interview; they hadn't known he was doing it "on spec." At least two on Capitol Hill were more sympathetic, however. Senator Frank Moss (D-Utah) wrote FCC Chairman Richard Wiley saying commission should pressure broadcast licensees into accepting legitimate documentaries produced by independent contractors, and Representative John Murphy (D-N.Y.) saw incident as evidence of need for his bill (H.R. 671) that provides for FCC regulation of networks "to prevent such network abuses against American patriotism" ... FCC has suspended collection of 1973, 1974 and 1975 annual **fees owed by cable television systems** pending final court decision on legality of commission order requiring payment of those fees. Action came after U.S. Court of Appeals stayed collection of up to 50% of fees due Aug. 1, 1975, and April 1, 1976 ... Forum Publishing Co. has been granted construction permit for **channel 4 at Pierre, S.D.**, to operate as satellite of Forum's KSFY-TV Sioux Falls ... Former FCC general counsel **Henry Geller** has been hired as consultant to House Communications Subcommittee to bring in broad-ranging study of cable TV by end of year (BROADCASTING, June 30) ... **Donald I. Baker**, deputy assistant attorney general in Justice Department's antitrust division, has resigned to join Cornell University law school as professor ... FCC went behind closed doors Thursday to discuss **government in sunshine**. No action was reached on number of staff proposals, among them experimental program under which certain meetings would be opened to public ... Although House Government Operations Committee did not put FCC exemption into bill to create **Agency for Consumer Protection** (H.R. 7575), accompanying report last week said agency's "active participation should be discouraged" in license renewal proceedings.

Angeles, New York and Chicago) that might be the only ones carried, shutting out closer stations that more nearly reflect interests of cable's local audience.

The FCC has now proposed several changes: allow waivers on the basis of microwave costs; permit one unrestricted distant signal; allow leapfrogging within the state a cable system is located; eliminate "specialty" format stations (ethnic, religious, etc.) from leapfrogging rules; apply present rules only to the three or four largest markets instead of the top 25; implement a zone or regional approach, perhaps on a 150-200 mile basis.

The National Cable Television Association suggested that the present leapfrogging rules have slowed or stopped development of CATV in areas where cable would not have access to two independent stations in the same market. In a 65-page filing with 26 pages of attached exhibits, NCTA showed that programing schedules vary only slightly—except for news—between the most popularly viewed independents and therefore presented little reason for a cable system to choose the closer system over one more distant. NCTA attempted to dispel the "superstation" threat by showing that six markets (Los Angeles, San Francisco, Chicago, Detroit, New York and Philadelphia) under present rules reach more than 50% of all markets. The smallest percentage of markets that can import from these six areas are in the bottom 50 markets, not the top 25, NCTA noted. If the commission examined the data, said NCTA, it would find the nearest-two limitation actually encouraging CATV operators to choose from the largest markets.

The Community Antenna Television Association also suggested the abandonment of the leapfrogging rules, claiming the choice of signals should be left to CATV operators responding to public demand. It is the public, not the broadcaster, that should be the FCC's concern, concluded CATA.

United Cable TV Corp. claimed the threat of superstation importation is "just not going to happen." Regardless of their desirability, distant signals are not always affordable, United said.

Teleprompter Corp. questioned the fairness of present rules which permit fewer CATV systems in the Northeast to carry New York signals than it allows Western systems to carry Los Angeles signals, by virtue of the concentration of top-25 markets in the Northeast. American Television & Communications saw unfairness in rules that now allow subscribers in one community a better complement of stations than those offered by co-owned systems to viewers in adjoining communities. And Communications Properties Inc. and Aurovideo Inc. said that if leapfrogging rules were not dropped altogether, then at least they should be adjusted to allow for waivers based on microwave cost considerations, allow one unrestricted distant signal and not count specialty stations in tabulating the number of allowed signals.

Eastern Microwave Inc. explained that the present rules were "unfair and burdensome" to carriers as well as cable customers. Jerrold Electronics Corp., a cable equipment manufacturer, called for the total elimination of leapfrogging rules.

On the other hand:

The National Association of Broadcasters saw the commission's proposed rule changes as "another in a long line of actions that have discouraged further development in the broadcast television service." If all distant signals were opened up to cable, explained the NAB, it would "disrupt and subvert" the commission's scheme for fair distribution of local TV service. If any change is anticipated, suggested NAB, then the rules should be extended to all cable systems whether or not they are located inside a television market.

ABC Inc. suggested that the only burden to cable systems under present rules is that they cannot "shop around" for independents with maximum sports coverage since there is otherwise little difference in independent program offerings. The time has come for the FCC to cease its "ad hoc destruction of the CATV rules," said ABC, and to institute a comprehensive review of cable regulation—particularly in light of the continued absence of copyright legislation. CBS sug-

gested that program suppliers in all cases and broadcast stations and advertisers in many instances pay for cable's "free ride" on distant signals.

The Association of Maximum Service Telecasters claimed the geographical oddities existing under the present rules are there only because the rules allow cable flexibility. Taking an example, AMST argued the rules do not mandate that a Miami CATV system carry Washington stations (while Pennsylvania systems cannot) but merely allow Miami systems that much leeway. The Association of Independent TV Stations submitted that small UHF facilities could not withstand even a "slight" modification of the current rules. Storer Broadcasting Co. claimed any deletion of the rules "would fly in the face" of the carefully worked out table of assignments that includes a "multiplicity of local stations."

Among other groups filing comments were the National Hockey League and the Commissioner of Baseball (they argued any weakening in rules would hurt sports programing and undercut the viability of operating regional sports networks) and two citizen groups, the National Black Media Coalition and the National Citizens Committee for Broadcasting (which urged no restrictions on signal carriage).

Grey ink. Net profit of advertising agencies in 1974 slipped, as a percentage of gross income, to its third lowest level in 10 years, according to a report being released today (Aug. 4) by the American Association of Advertising Agencies. For incorporated agencies, the bulk of the AAAA membership, the figure was 3.43% of gross, down from 3.87% in 1974 and higher only than 1971's 2.87% and 1970's 3.11%. As a percentage of billing, net profit also declined, reaching the second lowest level in the 10-year span covered by the report, which was based on survey returns from 230 AAAA member agencies. (When results of agency partnerships and proprietorships were averaged in, the profit percentage was marginally higher: 3.66% of gross rather than incorporated agencies' 3.43%.) Payroll remained by far the biggest expense and was up in dollars but down fractionally as a percentage of gross income in 1974. Other operating expenses, taxes and payments for employee insurance and into pension and profit-sharing plans all increased. AAAA's 10-year track record:

	(Percent of gross income unless otherwise stated)									
	1965	1966	1967	1968	1969	1970	1971	1972	1973	1974
Number of agencies represented	226	239	246	216	209	220	215	240	240	230
Rent, light and depreciation	6.81%	6.80%	6.99%	6.93%	6.88%	7.30%	7.81%	7.74%	7.29%	7.37%
Taxes (other than U.S. income)	2.23	2.58	2.79	2.80	2.77	2.93	2.98	3.27	3.67	3.81
Other operating expense	14.41	14.28	15.06	14.56	15.09	15.40	15.86	15.95	15.83	16.20
Total payroll	67.14	66.05	67.06	66.16	65.79	66.67	65.26	64.53	64.37	64.11
Payments into pension or profit-sharing plans	1.93	2.00	1.79	2.29	2.21	1.67	1.87	1.96	1.85	2.03
Insurance for employee benefit	0.78	0.80	0.83	0.82	0.94	0.99	1.14	1.19	1.22	1.23
Total expenses	93.30	92.91	94.52	93.56	93.68	94.96	94.92	94.64	94.23	94.75
Profit before U.S. income tax* (as percentage of gross income)**	6.70	7.49	5.48	6.44	6.32	5.04	5.08	5.36	5.77	5.25
U.S. income taxes	1.77	2.00	1.49	2.11	2.13	1.58	1.76	1.80	1.51	1.59
Net profit (as percentage of gross income)**	4.93	5.49	3.99	4.33	4.19	3.46	3.32	3.76	4.26	3.66
Profit before U.S. income tax for incorporated agencies (as percentage of gross income)**	6.40	7.42	5.39	6.43	6.57	4.92	4.80	5.42	5.70	5.27
U.S. income tax for incorporated agencies	2.15	2.44	1.82	2.46	2.54	1.81	1.93	1.80	1.83	1.84
Net profit for incorporated agencies (as percentage of gross income)**	4.25	4.98	3.57	3.97	4.03	3.11	2.87	3.62	3.87	3.43
Net profit for incorporated agencies (as percentage of sales—i.e. billing)	0.81	0.98	0.69	0.76	0.80	0.66	0.56	0.75	0.82	0.65

* For all agencies—corporations, partnerships, proprietorships.

** Gross income comprises commissions, agencies' service charges, and fees. Source: Annual studies of advertising agencies' costs and profits conducted by American Association of Advertising Agencies. Figures are averages for agencies of all sizes.

FTC swamped with comments on nutritional data in ads

Opponents dispute need for rules, see no way to pack commercials with information FTC says it wants, but consumer groups cheer agency on

Advertising and broadcasting organizations have told the Federal Trade Commission that its proposed rules requiring detailed nutritional information in food advertising would be self-defeating. They argued that consumers would be overloaded with information they couldn't understand and that radio and television would be all but shut out of food advertising.

Their comments were filed with a mass of others on disputed issues of fact in the rulemaking. Though the deadline for comments has been extended from July 28 to Sept. 1, the agency last week had received 128 submissions from industry sources, 1,239 from individual consumers or groups, 75 from scientific and technical experts, 302 from government (mostly congressmen writing on behalf of constituents), 16 from academicians and 89 addressed specifically to the handling of organic or natural food claims.

The Association of National Advertisers said information about food content and nutrients was already contained in labeling required by the Food, Drug and Cosmetic Act, and it saw no demonstrated need for detailed information of the same kind in advertising. There is no evidence, the ANA said, that consumers are being deceived by present advertising.

The ANA also pointed to the practical difficulty of including comprehensive descriptions of food content within the confines of radio or television commercials.

The National Association of Broadcasters, endorsing the points made by the ANA, said case-by-case adjudications would be more fruitful than "the imposition of complex, comprehensive and across-the-board rules." Adoption of the rules applied to radio, where nutrient data would necessarily be stated orally in full, might preclude future food advertisements in that medium, the NAB suggested.

Statements filed by three advertising agencies reflected similar views. "There is not evidence to suggest the existence of the presumed correlation between malnutrition and nutrient misinformation," according to Leo Burnett Co.'s counsel. To the contrary, the evidence suggests that requiring affirmative disclosure of nutritional information in food ads is likely to produce "a serious undesirable misallocation of resources."

Warren K. Pera, vice president-West

Coast for Clinton E. Frank Advertising, wrote: "When it comes to putting all of this [nutritional] information in all food advertising, I sincerely believe it is not really what the consumer wants. And in fact, it would represent an enormous waste of the advertiser's money."

Young & Rubicam, New York, cited research on TV commercials and consumer confusion on brand-name recall, saying the problem would be magnified under the proposed rule. Radio would cease to be a viable medium for food advertising, and television would become much less desirable for the large advertiser. "Even relatively large advertisers could be frozen out and TV rendered inaccessible to regional and small food advertisers," Y&R said.

Comments from consumers generally favored the commission's proposal to enact restrictions in food ads. The Consumers Cooperative of Berkeley Inc. called the rule "a positive step," and the California Nutrition Council concurred, saying if the rule does not go through, growing skepticism will eventually discredit those manufacturers who make factual product claims along with those who make false claims. The National Health Federation, Chicago, took an opposing view, however, saying the science of nutrition is not yet fully developed, whereas the proposed regulations treat it as established fact.

Comments on the rule proper may be filed up to 10 days prior to hearings, the date for which will not be set before the first of the year, according to an FTC spokesman.

Change of heart on TV drug ban

North Carolina attorney general withdraws from FCC petition that he and 13 others filed

The attorney general for North Carolina, one of 14 state attorneys general who collectively petitioned the FCC to ban the advertising of over-the-counter drugs on television before 9 p.m., said he had made a mistake and withdrew his name from the petition.

Rufus Edmisten said last week his signing of the petition (BROADCASTING, July 21) had been "ill-considered" in light of the First Amendment. He reversed himself and threw his support instead to the National Association of Broadcasters' TV code standard on drug advertising. "Only when it has been shown to me that there is a causal relationship between advertising of nonprescription drugs and drug addiction among our youth will I reconsider my present position," the North Carolina official said.

Mr. Edmisten announced his action in letters to House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) and Massachusetts Attorney General Francis X. Bellotti, who initiated

the petition. A letter also went to Wade Hargrove, counsel for the North Carolina Association of Broadcasters, whose arguments "greatly influenced my reconsideration of this important matter," Mr. Edmisten said.

FTC in-house review finds room for improvement

Too little action in children's field, too much in food-ad area, says Plans and Policy report

An internal Federal Trade Commission report that critically examines several of the commission's programs, including advertising issues under study by the Bureau of Consumer Protection and investigations by the Bureau of Competition, says some projects should be scrapped, others stepped up and the allocation of resources revised to bring cost/benefit ratios into line.

Among the programs taken to task by the Office of Policy Planning and Evaluation, which prepared the report, are food and nutritional advertising, image advertising and children's advertising. On the regulatory problems involved with the latter, the report suggests the FCC should be encouraged to ease restrictions on cable, thus increasing network competition, as a remedy for improving advertising directed to children. "It would seem reasonable to cooperate in any way possible with any of the groups of practitioners or researchers who are now working on ways to make better judgments about the actual impact of [children's] advertising... and the extent to which various control measures are both desirable and have the possibility of being effective," the report states. "Any movement by the FCC away from its policies of protecting the major networks from competition by cable TV would be useful. If parents decided they did not want their kids watching the Saturday morning TV commercial parade, they could put a nickel in the pay TV slot and let them watch 'Aida' instead." The amount consumers would pay to watch pay TV instead of existing programs could be used to measure benefits of a successful program like this one, OPPE claims.

Appraising the food advertising rule (see story page 27), the cost/benefit analysts conclude the bureau's purpose may be achieved by requiring disclosure of a recommended daily allowance nutrient profile. "It is important to realize," the report says, "that, beginning this year, information about the nutritional qualities of foods will substantially improve due to the implementation of the Food and Drug Administration's nutrient labeling regulation." On proposed regulations on use of words like "wholesome" or "nourishing"

in advertisements, the report states, "we do not understand why the English language must be put into a straitjacket in order for the bureau to accomplish its purpose." Restraints on energy and calorie claims are unobjectionable in OPPE's view, but the FDA's regulation is seen as perhaps sufficient.

On cigarette and image advertising, OPPE states that further direct burdens on advertising content are not likely to increase information on the dangers of smoking. "When cigarette advertising was removed from broadcast media in early 1971, the chief result was to increase tobacco company earnings because of the restraint on nonprice competition that was created."

Jencks goes to aid of television code in 'Post' reply

Answering critical congressman, CBS official says self-regulation works, and he fears grave damage from extremes in federal regulation

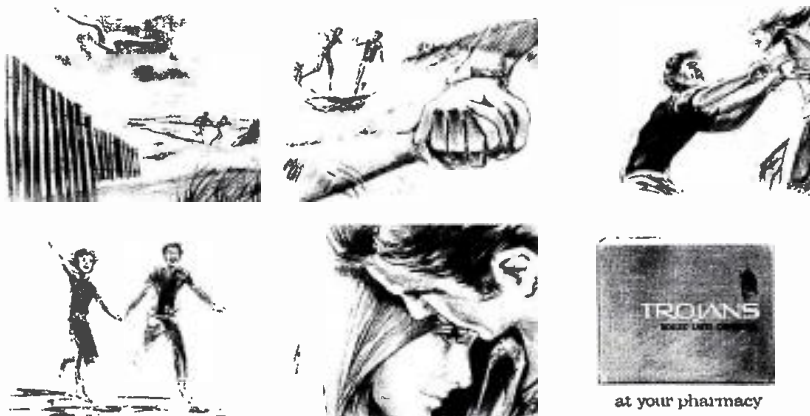
Richard Jencks, Washington vice president for CBS, last week defended the National Association of Broadcasters's TV code against charges by a House Communications Subcommittee member, Timothy Wirth (D-Colo.), that the code has "loopholes" that weaken its children's advertising guides.

Writing on the op-ed page of the *Washington Post*, Jencks said, "Hoping to reach Wirth's comments appeared three weeks ago (BROADCASTING, July 21) Mr. Jencks said Mr. Wirth erred in asserting that self-regulation suffers from the subscription of only 60% of all TV stations to the NAB TV code. That 60% reaches over 85% of the American public, Mr. Jencks said.

Furthermore, he said, the types of products Mr. Wirth is concerned about, over-the-counter drugs and other substances that could hurt children if ingested, are all nationally advertised. "Hoping to reach the nation either through national network television or so-called spot-television with ads whose production costs frequently exceed \$100,000 per ad, national advertisers simply cannot afford to, and will not, produce a noncode version of an ad for a nationally advertised product," Mr. Jencks said. For nationally advertised products, he said, the code "is therefore completely effective."

Representative Wirth had earlier said the major loophole is that the NAB's children's advertising restrictions do not apply to afternoon and evening programming aimed at adults but often drawing more child viewers than watch the Saturday and Sunday morning children's fare. But, said Mr. Jencks, "this viewing is done typically with other members of the family and the advertising is not directed to the child."

He continued, "In suggesting that the NAB code prohibit until 9 or 10 p.m. or later the advertising of medicines, cos-



Going public. This is one of two commercial approaches being taken by Youngs Drug Products Corp. in TV spots it hopes to place for its Trojan brand condoms. It's titled "Boy and Girl," builds on the "to everything there is a season" theme from Ecclesiastes and concludes "The makers of Trojan condoms believe there is a time for children—the right time, when they are wanted." A second commercial, titled "Cradle," stresses the use of condoms in family planning.

metics, cleansers, bleaches and other adult products which might be hazardous to children if ingested or misused, Mr. Wirth is in fact proposing that the medium of television no longer be treated as a general advertising medium, but that it be confined for most of the broadcast day to the kind of advertiser or product which, let us say, might advertise in *Jack and Jill* magazine."

Contraceptives get on two TV's

Maker of Trojans will appeal for lifting of code restriction

Advertising of condoms on television was given a nudge last week when KNTV(TV) San Jose, Calif., resumed telecasting commercials for Trojan contraceptives and WJAN(TV) Canton, Ohio, agreed to carry the spots, starting today (Aug. 4).

Prompted by these initial clearances, Youngs Drug Products Corp., Piscataway, N.J., manufacturer of the Trojan brand, held a news conference in New York to outline steps it is taking to gain acceptance in other TV markets, including a meeting scheduled with the NAB TV code board in Washington in October.

John C. MacFarlane, president of Youngs, said the company has obtained the support of The Population Institute, other condom manufacturers and several interested groups for its efforts to place advertising of its products on television. A spokesman for The Population Institute in New York later confirmed the organization's cooperation; said it has been making presentations to TV stations and print media espousing the need for such advertising, and was in the process of preparing a "white paper" to be submitted to the NAB TV code board at its next meeting, Oct. 6 through 8.

An official of the Code Authority in

New York said there is no specific provision in the code banning contraceptive advertising on television, but it is barred under a section dealing with general advertising standards for products of a personal nature. He said contraceptive advertising is on the agenda for the October code board meeting, but noted the board, in previous meetings, has refused to permit such advertising on TV.

Mr. MacFarlane told the news conference that KNTV(TV) carried a commercial for Trojans accentuating planned parenthood within a 6 p.m. movie period on July 23 and received 15 protesting telephone calls (BROADCASTING, July 28). The station suspended the advertising temporarily but carried the commercial on its news program on July 25 and asked viewers for reaction. The poll showed, according to Mr. MacFarlane, that by a ratio of 20 to 1, calls and letters asked that the commercial be continued. He reported that KNTV(TV) reinstated the Trojan 30-second commercial last Tuesday (July 29) and will carry it twice a day after 9 p.m.

Mr. MacFarlane also said that WJAN(TV) Canton, Ohio, would carry the commercials (there are two versions), starting this week. Youngs has been attempting for several months to place the commercials on various noncode stations. He said seven stations have not responded and four have rejected the offer.

Mr. MacFarlane acknowledged it has been troublesome to get into consumer advertising for Trojans. Finally, in 1969, *Sport* magazine accepted a schedule and cleared the way for other periodicals. He said that about \$300,000 was spent last year in consumer magazine advertising.

In 1972, he observed, Youngs was the first condom manufacturer to try radio, with a six-week schedule on WJNR(AM) Newark, N.J. He said Youngs at that time opted to try to move into TV, but he stressed that radio is not ruled out.

The two 30-second condom commercials were created and produced for Youngs Drug and Poppe Tyson, New York, its agency, by Trio Productions Inc., New York, for about \$25,000.

NPR is scene of blasts at commercials and children

Public radio's 'National Town Meeting' features Wiley, Macdonald and Cooney, who agree TV needs controls on violence and advertising

Commercial broadcasting was put through the sex-violence and advertising wringer again last week. This time the forum was a broadcast of National Public Radio's *National Town Meeting*, which originates in Washington's Kennedy Center. And with no one from commercial broadcasting on the panel, there was no disputing the premise that something must be done to correct the abuses to children of which commercial broadcasting has been guilty.

FCC Chairman Richard E. Wiley spoke of his program for self-regulation—of his success in persuading the industry to reserve the first two hours of prime time for "family viewing" and to reduce the amount of commercial time in children's programming.

Representative Torbert H. Macdonald (D-Mass.) of the House Communications Subcommittee, stated as he has before that if self-regulation does not solve the problems he sees—and he has little faith in it—he will introduce legislation "to protect children."

Joan Ganz Cooney, of public broadcasting's *Sesame Street* and *Electric Co.*, while hoping that self-regulation works, had an alternative to legislation if it does not:

"Six letters to a sponsor will have an effect. Let the advertiser know that what is on the air is not acceptable."

There was no suggestion that these were solutions without a problem. When ex-FCC Commissioner Nicholas Johnson, who was in the audience, asked whether the burden of proof regarding advertising's allegedly harmful effects on children was on the parents or the networks, the question was dismissed almost as naive. "It's a good question but outdated," Representative Macdonald said. Advertising's harmful effect "has been proven by every survey taken." And Chairman Wiley said that there is enough evidence to persuade broadcasters "to be concerned about advertising."

And when the *Washington Post's* Sally Quinn, who was the moderator, asked how undue violence may be objectively determined, Mrs. Cooney said there is a "good consensus around the country on what is too violent." She said programs like *Gunsmoke* present no problem, nor does "cartoon violence," which she called a contradiction in terms. But she said there is a "consensus on grotesque violence, on killings and beatings. There is too much."

To Mrs. Cooney, the study done by the surgeon general's committee on the subject, as well as work done by the Aspen Institute's Douglas Cater, leaves not "a shadow of a doubt" that the quantity of violence on television poses "a danger to this society."

At one point, a questioner from the audience—a woman—suggested that the panel was biased in blaming the networks for the problems they saw. Parents, she suggested, have a responsibility.

To which Representative Macdonald responded: "We have no control over the parents. We do over the networks."

Moses never made it to the promised land, but he got a 40 share as a summer replacement

NBC mini-series and CBS's slotting of '60 Minutes' are only successes among crop of substitute shows

The visions of a new *Sonny and Cher* or a new *Tony Orlando and Dawn* emerging from the three networks' summer-tryout variety shows have begun to dim with the publication of Nielsen audience counts over the past four weeks or so.

For example, NBC's *Gladys Knight and the Pips*, which ended its four-week stint last Thursday (July 31, 8-9 p.m., NYT), managed only a 24-share average for its first three outings against reruns of *The Waltons* on CBS, which posted a 35-share average during that same period.

Similarly, the returns are now in for CBS's four-week experiment with a variety hour starring the singer-actress Joey Heatherton and her father Ray Heatherton (*Joey and Dad*, Sunday, 7:30-8:30 p.m.) and they show a sub-par 27 share over the period. The series was regularly outpointed by reruns of *The Six Million Dollar Man* (ABC) and reruns of *The Wonderful World of Disney* (NBC).

ABC's *Keep on Truckin'*, a knockabout-comedy hour (Saturday, 8-9 p.m.), ran head-on into reruns of *All in the Family* and *The Jeffersons* (both CBS) and reruns of *Emergency* (NBC) and staggered to a dismal 15-share average for its first three weeks.

Among the other new offerings so far this summer, *Moses the Lawgiver*, a six-part mini-series starring Burt Lancaster in the title role, has consistently won its time period (CBS, Saturday, 10-11 p.m.) against, for the most part, theatrical-movie competition on ABC and NBC, averaging a strong 40 share through its first four weeks.

By contrast, NBC's eight-hour mini-series *The Zoo Gang* (Wednesday, 9-11 p.m.) is limping along third in its time period with a low-20s share.

60 Minutes, which CBS is making a practice of playing off in prime time every summer (Sunday, 9:30-10:30 p.m.), has averaged a solid 30 share particularly high for a news-documentary series in its first four times out against made-for-TV mystery movies (NBC) and theatrical movies (ABC).

Still to be heard from, though, are four more variety hours premiering this month, all of which are presumably second-season candidates if they score big summer numbers. They are: *The Jim Stafford Show* (ABC, Wednesday, 10-11 p.m.), *The Dick Cavett Show* (CBS, Saturday, 10-11 p.m.), *The Manhattan Transfer* (CBS, Sunday, 7:30-8:30 p.m.) and *The Ben Vereen Show* (Thursday, 8-9 p.m.).



On stage. Children's TV discussionists (l to r) Richard Wiley, Torbert Macdonald and Joan Cooney, with moderator Sally Quinn at right.

In one court and out another on PTAR I and III

Last case from first version of rule is finally dismissed as Sandy Frank asks for action now on third version

In one U.S. Court of Appeals last week, one last case involving the FCC's first prime-time access rule was being dismissed, while in another court of appeals, a petitioner was reviewing efforts to generate action on a request for extension or stay of the Sept. 8 effective date of PTAR III, which was aborted last February.

The case dismissed was that of the National Association of Independent Television Producers and Distributors which had appealed the FCC waiver in 1973 of PTAR I to permit the prime-time airing of the off-network *America* series over a network of stations assembled by Hughes Television Network.

The U.S. Court of Appeals in Washington dismissed the appeal on the ground the issue had become moot. NAITPD had asked the court to set aside the waiver order as precedent. But, the court noted, the commission on May 27, 1975, had denied another request for a waiver for the program and PTAR III, scheduled to become effective on Sept. 8, contains a specific exemption from the prime-time ban on network or off-network programs for documentaries such as *America*.

"Thus," the court said, "the dispute between NAITPD and the commission has ceased to be a live controversy." Accordingly, it dismissed the appeal and remanded the case to the commission to allow it to vacate its order.

Meanwhile, Sandy Frank Program Sales Inc. was filing a motion for quick relief in the U.S. Court of Appeals in New York. Frank's motion seeks a "prompt ruling" on Frank's petition for rehearing by the court en banc on the lawfulness of the Sept. 8 effective date of PTAR III. The petition was filed on June 27. Failing that, Frank asked that the court stay PTAR III until it has an opportunity to rule on the matter.

Frank's request for rehearing is based on the apparently contrary rulings of separate panels of the court. One panel, in passing on PTAR II, said the commission should allow producers 16 months of lead time in making substantial changes in the rule. But a different panel, on June 18, dismissed, without explanations, motions requesting an expansion of the effective date.

Poles lose fairness test

Polish jokes may be offensive, particularly on network television. But unless their telling constitutes one side of a controversial issue of public importance, they cannot be said to raise a fairness doctrine issue. The U.S. Court of Appeals in Chicago issued that ruling in affirming an FCC decision rejecting a fairness com-

plaint that the Polish American Congress filed against ABC as the result of four Polish jokes told on the Aug. 10, 1972, *Dick Cavett Show*, which was hosted by Steve Allen. The Polish American Congress was not amused. It asked the commission to rule that the group was entitled to time on ABC to respond to "the personal attacks on the character, intelligence, hygiene or appearance of members of the Polish American community." The threshold question a licensee must resolve in determining whether a fairness issue is involved, the court noted, is whether a controversial issue of public importance has been raised. ABC's determination that the Aug. 10 program did not involve such an issue, the court said, was neither unreasonable nor in bad faith.

Channel 20 and Metromedia spar over purchasing power

WDCA now on the receiving end of accusations concerning rights to syndicated series; its plea of being financially pressured out of running is met with accusations of technical and financial incompetence

Last month, Channel 20 Inc. of Washington pictured Metromedia Inc. as an economic giant that used its financial strength unfairly to assure itself of any syndicated programing it wanted (BROADCASTING, July 14). Last week, Metromedia returned the compliment, accusing Channel 20 of "unclean hands" in allegedly having forced Metromedia to give up rights to two syndicated series by threatening to oppose then pending applications to acquire two television stations.

Channel 20 Inc., licensee of WDCA(TV) (ch. 20), and Metromedia traded the charges in the suit Channel 20 has brought in U.S. District Court in Washington seeking an injunction barring Metromedia's WTTG(TV) Washington from broadcasting the syndicated series *The Brady Bunch*, beginning this fall.

Channel 20 filed the request along with a petition for declaratory ruling that Metromedia's alleged use of the purchasing power of its five other independent stations to "compel" distributors to seal off-network programs to WTTG violates the Sherman Antitrust Act. In its request for a preliminary injunction, it said it had not had an opportunity to bid on *The Brady Bunch* and that its appearance on WTTG in the fall "would cause direct and immediate injury to WDCA."

Metromedia's response last week listed nine reasons why the court should deny the request, beginning with the First Amendment. The request, if granted, would constitute "prior restraint of publication, which is the very evil that the First Amendment is designed to pre-

vent," Metromedia says.

It also argues that Channel 20 would not win in court on the merits of the case, denying in the process the charge that it uses its buying power, particularly through KTTV(TV) Los Angeles and WNEW-TV New York, to force distributors to sell programs to WTTG. "It would be economic folly for Metromedia to refuse to buy for New York or Los Angeles unless Washington is included in the package," Metromedia says.

Metromedia suggests that Channel 20's competitive disadvantage is due to technological and managerial inferiority on its part. And it filed affidavits of persons involved in the purchase of *The Brady Bunch* rights in support of the contention that "licensing to one station was not conditioned on licensing to any other station." Channel 20's alleged unclean hands were cited by Metromedia as the ninth reason for denying the injunction. Metromedia noted that Channel 20's president, Milt Grant, had filed an affidavit asserting that Metromedia had "voluntarily" consented to give up rights to *Hogan's Heroes* and *Bewitched*. The implication, Metromedia notes, was that it was acknowledging "some impropriety or doubt with respect to those two programs." The facts are to the contrary, Metromedia says. In each case, Metromedia was in the process of acquiring an additional television station—WTCN-TV Minneapolis and WXIX-TV Cincinnati. "In each instance, plaintiff threatened to file opposition papers at the FCC," Metromedia says, adding, "The price demanded by plaintiff for its agreement not to oppose was, in one instance, *Hogan's Heroes* and, in the other, *Bewitched*."

Democrats to the well once too often?

Telethon pledges not up to expectations or even last year's gross; show has tough going against baseball and Archie

Television did not pan out as well as the Democrats had hoped this year. The final tally on funds pledged to the party at the end of its fourth annual telethon, July 26-27, fell far short of expectations.

Unofficially, the Democratic party had hoped to gross about \$6 million, more than the \$5.4 million grossed by the telethon last year. But at the end of this year's 22-hour telecast on ABC, from 9 p.m. Saturday through 7 p.m. the following day, the tote board showed only \$4.5 million in pledges. And experience has shown that only about 80% of the pledges result in actual donations.

The hard-sell was there, but apparently viewer interest was not. The Democrats employed a large cast of entertainers and celebrities, congressmen and party activists. All but one of the six announced

Democratic presidential aspirants appeared either in person or on tape. The one who did not was Representative Morris Udall (D-Ariz.), who was ill.

The reasons for this year's disappointment for the Democrats can only be guessed. There was some concern in the party about pre-emptions by and competition with baseball games on Sunday, particularly the Boston Red Sox broadcast on the East Coast and the Chicago Cubs broadcast in the Midwest. On Saturday evening, the telethon had strong competition from CBS's line-up of situation comedies and NBC's double movie feature. Party workers point out that this is a recessionary year and people are holding tight to their money. Perhaps the voters are numb to politics in the aftermath of the Watergate scandal or are not strongly attracted to any of the presidential candidates so far in the field.

The party had hoped to clear enough money to retire its \$2.3 million debt, most of that left from the 1968 national campaign. But a telethon staffer said last week it looks as though the party will clear only about \$1.8 million from the telethon and half of that will go to the state party organizations. Expenses for the telethon were about \$2.7 million, including a \$1.2 million charge for the network air time.

The telethon staffer said party workers are assuming there will be another telethon next year but that the decision on whether to do it again "depends on whether the money's flowing." He pointed out that because next year is a presidential year, the party will be competing for funds with all the presidential hopefuls.

CBS throws its weight against NBC's Friday

Premieres of 'M*A*S*H' and 'Hawaii Five-O' are upped to hour and two-hour lengths; 'Cher' debut is week earlier

CBS-TV, which is making a frontal assault on NBC-TV's high-rated Friday line-up of prime-time shows by shifting *M*A*S*H* and *Hawaii Five-O* to that night, announced last week that *M*A*S*H* would premiere on Sept. 12 with a special hour-long episode (8-9 p.m., NYT) and that, also on Sept. 12, *Hawaii Five-O* would expand from one hour to two hours.

In addition, CBS said it would counter NBC's jumping the premiere of *The Family Holvak* one week (it will air Sunday, Sept. 7, from 7:30 to 8:30 p.m.) by running the first new *Cher* show of the season directly opposite *Holvak*. (Both *Holvak* and *Cher* will go out at 7:30 p.m. on Sept. 7. But a week later they'll each start a half hour later in their new 8 to 9 time periods.)

Finally, CBS said *Kojak* would kick off its new fall season with a special two-hour episode (Sunday, Sept. 14, 9-11 p.m.) before reverting to its regular 60-minute format (Sundays, 9-10 p.m.).

Media

FTC calls FCC soft on antitrust

It challenges approval of venture joining IBM and Comsat, saying Clayton Act should be invoked

The FCC, which has been told by the Justice Department on more than one occasion that it is not paying sufficient attention to the antitrust implication of matters before it, now has received that message from the Federal Trade Commission, in a brief filed with the U.S. Court of Appeals in Washington.

At issue is the FCC order stating the conditions under which the commission would accept an application by CML Satellite Corp., Communications Satellite Corp. and its subsidiary, Comsat General Corp., and International Business Machines Corp. for authority to build and operate a domestic communications satellite system.

The FTC, in a rare effort to oppose a sister agency in court, says in a friend of the court brief that, "in allowing a joint venture between IBM and Comsat, the FCC has not adequately analyzed the antitrust ramifications of the proposed joint venture, has reached important conclusions without a sufficient record, has declined to hold a hearing for the purpose of developing an adequate factual record, and has thereby not fulfilled completely its responsibilities . . . to enforce Section 7 of the Clayton ((Antitrust)) Act with regard to communications common carriers."

The case stems from a petition that IBM, Comsat, Comsat General, and CML filed in July 1974, requesting permission to revise the ownership structure of CML to allow IBM to own 55% of its stock and Comsat General 45%. CML is now owned in one thirds (each) by Comsat General, MCI Communications Corp. and Lockheed Aircraft Corp. The FTC and the Justice Department, among others, opposed that proposal, and the commission rejected it.

However, the commission outlined three options under which it would accept an application from IBM and/or Comsat for authority to operate domestic communications satellite common carriers. One option would permit joint entry by IBM and Comsat through CML, on the condition that a third partner be included, with no partner having less than 10% nor more than 49% interest in CML. And the parties have indicated they would proceed under that option.

But to the FTC, such an arrangement would not avoid the possibility of a violation of Section 7 of the Clayton Act, and the commission's order, the FTC said, "tends to conflict with the FCC's announced policy of multiple entry in the domestic satellite field . . .

"The restructured CML under this option," the FTC said, "would continue to

eliminate the beneficial effects of potential competition between IBM and Comsat." And the proposal, FTC added, would permit "the likely entrenchment of CML, composed of the two dominant firms in their respective technologies, and the loss of a truly competitive environment."

The case in which FTC filed its brief results from a suit brought by RCA Global Communications Inc. and RCA Alaska Communications Inc. in an effort to overturn the commission's order.

Broadcasters want wider latitude in citizen agreements than groups would give

With differing opinions as to what constitutes delegation of licensee authority, broadcasters and citizen groups filed comments last week on the FCC's proposed policy statement and rulemaking regarding citizen group-broadcaster agreements.

Broadcasters emphasized the commission's position (BROADCASTING, June 2) that ultimate responsibility for programming and station operation rests with the licensee. Citizen groups, however, claimed that broadcasters must be held to specific commitments, if the agreements are to be of any worth.

The National Association of Broadcasters, ABC Inc., 58 station licensees and others urged for insertion into agreements of a statement that would relieve broadcasters of obligations if a licensee's view of the public interest changed.

Corinthian Broadcasting Corp., which said it avoids entering agreements, said broadcasters should not be committed to specific obligations in such areas as employment and programming.

CBS Inc. sounded a common theme among broadcasters when it asked the commission to stress the present FCC position that any agreements are optional.

The Office of Communication of the United Church of Christ claimed that when agreements are made, specificity is necessary. Without specific commitments, it said, community groups will "lose incentives for settlement of disputes" and the result will be wasteful litigation. It noted that it assisted a community group to reach an agreement with KTAL-TV Texarkana, Tex. (Shreveport, La.), and it was the first formal agreement to be filed as an amendment to a license renewal application.

The Legal Defense Fund of the NAACP questioned why it was a delegation of authority for a licensee to agree to increase minority employment or to set aside time for requested programming. The St. Louis Broadcast Coalition agreed, citing Commissioner Benjamin L. Hooks, who said, "it is hard to see how any agreement joined voluntarily by a licensee in its initial discretion, can be said to later curtail a licensee's discretion."

The Public Interest Research Group,

along with related groups, asked that fines be imposed for broadcasters who intentionally, or in bad faith, breach the conditions of agreements. It, along with the National Black Media Coalition, said that agreements should be seen and treated similarly to commercial agreements.

Storer Broadcasting Co., however, said that the demands of citizen groups are the result of expectations that are "unrealistic and unreasonable." It asked the commission for a clear statement that non-delegable duties may not be negotiated.

In its proposed policy statement, the commission said the only agreements it generally will review are those filed as an amendment to a renewal or other broadcast application. The commission said it will treat the amendments as information on which it can rely.

The filing of amendments also came under scrutiny, especially regarding amendments filed on transfer and assignment applications.

Many broadcasters claimed that they might be threatened into amendments at the time of a sale or transfer so action could be expedited. ABC Inc. and the 58 station licensees urged the commission to expand its notice and give further study to such situations.

NBC asked that petitions to deny be allowed to be withdrawn following agreements. Prohibiting withdrawal would just waste time and money, NBC said.

CBS Inc. claimed that the amendments

could have adverse side effects, including delay of the renewal process when amendments are filed after the initial application. CBS also feared, as did others, that agreements could distort ascertainment. The 58 licensees concurred and pointed out a similar concern expressed by FCC Commissioner James H. Quello.

Many of the citizen groups claimed, as did the National Organization for Women, that any representation that is valid in a license renewal or other application should be valid in a citizen group agreement. The National Black Media Coalition agreed.

Changing Hands

Announced

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

■ **WLWT(TV) Cincinnati:** Sold by Avco Broadcasting Corp. to Multimedia Broadcasting Co., Greenville, S.C. (BROADCASTING, June 16) for \$16.3 million, price announced last week.

■ **WCNW-AM-FM Fairfield, Ohio:** Sold by Walter L. Follmer Inc. to Broadcast Management Corp. for \$500,000. Seller is Walter L. Follmer, Hamilton, Ohio, highway contractor. Principals in buyer are Joel Thrope and Tom Greene. Mr. Thrope is former VP and general manager of WWEZ(FM) Cincinnati. Mr. Greene has interest in Cincinnati construction firm.

WCNW is daytimer on 1560 khz with 5 kw. WCNW-FM is on 94.9 mhz with 29 kw and antenna 350 feet above average terrain. Broker: R. C. Crisler & Co.

■ Other sales reported at the FCC last week include: KPGE(AM) Page, Ariz.; WQQW(AM) Waterbury, Conn.; and KORE-FM Springfield-Eugene, Ore.

Approved

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

■ **WVDC-AM-FM Washington:** Sold by Avco Broadcasting Corp. to Capitol Broadcasting Co. for \$1.8 million and \$1 million covenant not to compete. In addition, Blake Construction Co., owned 45% by principals in Capitol Broadcasting, has purchased real estate associated with stations for \$800,000. Seller, subsidiary of Avco Inc., is liquidating its broadcast properties (BROADCASTING, June 23). Buyer is equally owned by brothers Morton, Stanley and Howard Bender, whose family controls Blake Construction, one of Washington's largest building concerns. Benders also own parking operation and have various real estate interests.

■ **KOL-AM-FM Seattle:** Sold by Buckley Broadcasting Corp. of California to Hercules Broadcasting Co. for \$950,000. Seller also is licensee of KGIL(AM) San Fernando, Calif., KKIH-AM-FM San Francisco, and has sold WIBG(AM) Philadelphia to Indianapolis-based group owner Fairbanks Broadcasting Co. for about \$3 million, plus fringes, subject to FCC approval (BROADCASTING, June 23). Buckley Enterprises Inc. owns 89% of seller and is controlled by executors of estate of late Richard D. Buckley. Executors are Richard D. Buckley Jr. (son), Martha Ann Buckley Fahnoe (daughter) and Bankers Trust Co. of New York. Buckley also owns WDRC-AM-FM Hartford, Conn., and WWTC(AM) Minneapolis. Richard D. Buckley Jr. owns 11% of Buckley of California, 6% of Buckley of Minnesota and 25% of Buckley Radio Sales Inc. Mrs. Fahnoe owns another 25% of Buckley Radio Sales, with remaining 50% held in trusts for benefit of other family members. Bankers Trust Co. has 5% interest in General Cinema Corp., group owner. Buyer is controlled by Manning Slater (56.2%) and is licensee of KRAK(AM)-KEWT(FM) Sacramento, Calif. KOL(AM) is full time on 1300 khz with 5 kw. KOL-FM is on 94.1 mhz with 100 kw and antenna 220 feet above average terrain.

■ **WTID(AM) Newport News, Va.-WQRK(FM) Norfolk, Va.:** Sold by Musicradio Broadcasting Corp. to Bay Cities Communications Corp. for \$700,000. Principals in seller are Dr. Norman Berger and Hymen Tash who have no other broadcast interests. Dr. Berger is general practitioner in Havre de Grace, Md. and Mr. Tash is Washington CPA and tax attorney. Buyer is equally owned by Aubrey Eugene Loving Jr. and Martha J. Davis. Mr. Loving has interests in Alpha Recording Corp., Richmond, Va., audiovisual recording firm, and in Norfolk concert and theater production firm. Mrs.



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75-27

Davis also has interests in those firms, in addition to holdings in Virginia mortgage, investment and land development companies. WTID is daytimer on 1270 khz with 1 kw. WQRK operates on 104.5 mhz with 50 kw horizontal and 9.1 kw vertical and antenna 400 feet above average terrain horizontal and 350 feet vertical.

■ Other sales approved by the FCC last week include: WBIL(AM) Tuskegee, Ala.; KARL-FM Carlsbad, Calif.; WKXO(AM) Berea, Ky., and KRNS(AM) Burns, Ore.

Gaithersburg gold rush

Nine vie for Washington-area AM frequency, including AAF's Bell, Doubleday's O'Reilly, Marks's wife

The FCC will have to choose among nine competing applications for the deleted facilities of WHMC(AM) Gaithersburg, Md., the only remaining open frequency in the Washington metropolitan area. While the applicants are primarily made up of local businessmen, several are notable within the communications industry.

Howard H. Bell, president of the American Advertising Federation, and William L. Walker, media broker with Larson/Walker & Co. Inc., Washington, have joined with 15 partners in seeking the facilities.

Dorothy H. Marks, a writer for the North American Newspaper Alliance and wife of Leonard H. Marks, communications attorney with the Washington firm of Cohn & Marks and former director of the United States Information Agency, also is vying for the license. Mrs. Marks is a partner with her sons Stephen, vice-president and general manager of WKKO(AM) Cocoa, Fla., which was sold last March, subject to FCC approval (BROADCASTING, March 17), and Robert, an economist.

Peter V. O'Reilly, regional manager of Doubleday Media, Washington, a brokerage firm, and former general manager at WRC-AM-FM and WTOP-AM-FM-TV, all Washington, is a stockholder in a competing corporation.

Robert E. Cobbins, owner of Time Sales Inc., an Arlington, Va., advertising sales firm, has partners who include Olin DeWitt Hester and James T. Reeder, employees respectively at WPIK(AM) Alexandria-WXRA(FM) Woodbridge, both Virginia, and WDON(AM) Wheaton, Md.

Robert L. Adams, former WRC-TV Washington program manager, has six partners including Ray Schoenke, offensive lineman for the Washington Redskins.

WHMC(AM) was shut down by its owner, Nick J. Chaconas, on Oct. 29, 1973, following his struggle with the FCC and in the U.S. Court of Appeals to retain ownership (BROADCASTING, Nov. 12, 1973). The FCC officially closed the station in December of that year. Mr. Chaconas's renewal application had been denied primarily on issues of misrepresentation to the commission.

NBC says there's a catch-22 in performance royalty

Unknowns won't be paid because they aren't being played

A performance royalty paid by broadcasters and other users of recorded music to record performers and manufacturers will not benefit lesser-known performers and musicians as much as record companies and music unions say it will. So said NBC in a written statement for insertion into the records of recently concluded hearings in both houses on bills to establish performance rights under copyright law (BROADCASTING, July 28).

NBC said half of the proposed performance fees will go to record companies, which would not be compelled to pay any to performers. And the "lion's share" of the remaining half will go to the more popular performers, who are already highly paid, NBC said. Under the legislation, NBC noted, a performer cannot benefit from performance royalties until his or her recording is broadcast. "Since the records that are most often played on radio and television are those of the most popular and well-known performers, lesser-known musicians and artists will benefit very little," it said.

NBC said that if increasing the compen-

sation of undiscovered or lesser-known talent will serve the public interest, it should be left to "free negotiation between the representatives of the performers and the record companies, who are, properly, the parties at issue on the question of compensation of performers."

ABC and CBS have been silent this year on the performance royalty bills pending in Congress (S. 1111 by Hugh Scott [R-Pa.] in the Senate and H.R. 5345 by George Daniels [D-Calif.] in the House). But a spokesman at ABC said last week ABC is opposed to the concept, as it has been in the past. A spokesman at CBS said that network has no position on the issue. CBS in the past supported the stance of the Recording Industry Association of America in favor of creating a performance royalty.

That's the second time he's said that

McKee now takes his EEO shape-up pep-talk to California broadcasters

An FCC lawyer gave southern California broadcasters something to think about last week. He's Clarence V. McKee, deputy chief of the commission's Equal Employment Opportunity Unit, and he was talking to members of the Southern California Broadcasters Association in Hollywood.

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Noting that California had a large Mexican-American and Spanish-surnamed population, Mr. McKee commented that as far as he could discover there are no chicanos in executive positions in the network programming structure on the West Coast, and there is no chicano serving locally in a regular news-anchor position.

"In essence," Mr. McKee said, "when one looks beyond 'Spanish programed' stations, there are few chicanos in the power structure of the local broadcasting scene. When one looks at the networks, craft unions and the major studios, chicanos are in an even less better position," he said.

The gist of Mr. McKee's speech was the proposed EEO rules and guidelines issued by the FCC July 16 (BROADCASTING, July 21). Two weeks ago, Mr. McKee warned a group of producers, union leaders and network officials that the courts or federal or state agencies may take the initiative on EEO compliance if they did not review their EEO positions and make the necessary improvements (BROADCASTING, July 28).

Later last week, Mr. McKee addressed women members of the entertainment guilds in Hollywood, including representatives of the American Federation of TV and Radio Artists, Actors Equity, Writers Guild of America (West), Directors Guild of America, Screen Actors Guild, Women in Communications Inc., Los Angeles Advertising Women, Women in Film and Hollywood Women's Press Club.

Religious groups shower down mail opposing freeze

Proposed FCC rulemaking to keep religion and government off FM-TV reservations provokes orchestrated response

Letters, cards and petitions expressing opposition to the Milam-Lansman petition dealing with religious broadcasting are reaching a mass that could become a fire hazard at the FCC. A commission spokesman last week said the total had reached 250,000.

Last month, a letter from the Christian Crusade of Tulsa, Okla., was filed, along with 90,000 signatures. The commission official said he had received word petitions with 2.5 million signatures are en route from different sections of the county.

The petition by Lorenzo W. Milam and Jeremy D. Lansman, who have helped a number of local groups establish noncommercial open-access radio stations, calls for a rulemaking aimed at freezing all license applications by religious and governmental groups for reserved educational FM and television channels, and the extension of the duopoly rules to non-commercial stations. The petitioners say many religious stations are not performing an educational service. And they say there is no longer any reason to permit the educational licensee to operate two sta-

tions in the same service in the same community.

But it is the religious aspect of the petition that has stirred most of the opposition, with many of the opponents seeing it as a threat to the existence of religious broadcasting. Dr. Charles V. Secrest, president of Christian Echoes, said in his letter to the commission that adoption of the rulemaking "would quite literally destroy an important and valuable aspect of American life without a scintilla of evidence that the activity being terminated has been anything other than constructive and positive."

AT&T, common carriers come to terms on interconnections for radio, TV and cable

AT&T and its associated Bell System companies and a number of common carriers have reached an agreement under which the carriers will have greater flexibility in interconnecting with the Bell Systems in providing television and audio service to broadcasters.

The agreement is designed to resolve a dispute that surfaced in January 1974, when two carriers—CPI Microwave Inc. and Midwestern Relay Co.—petitioned the commission to order AT&T to stop implementing some of its tariff provisions covering interconnections. The commission ordered a hearing on the petition, but later urged the parties to attempt to negotiate their difference.

The agreement involves tariff provisions dealing with the connection of television private line services (series 7000 channels) and television services of other common carriers (OCC's), which are established at the Bell customer's studio or the OCC's television operating center.

Under the agreement, Bell System television private line services may be connected with OCC television and audio services in conjunction with provisions in Bell's OCC facility tariffs. These tariffs now will provide the OCC television and audio connecting facilities between a Bell central office and the OCC's television or audio operating center.

The new provisions will eliminate a requirement that audio and video interconnections be limited to exchange areas in which the video and audio services would be used. Now the requirement is that the customer have a broadcast or other local use—broadcast origination, for instance—within a 32-mile (in the case of video) or 40-mile (in the case of audio) radius of the rate center of the exchange area where the connection is to be made.

Another revision involved the offering of video cable and audio facilities to the OCC's. The agreement will permit an OCC to obtain a video cable facility to extend its television service from its own television operating center to a remote location, such as a stadium.

Cox Cable accelerates pay development with MDS

MSO announces agreement with Microband Corp. for distribution of programming to multiple dwellings

Cox Cable Communications announced last week that it had contracted to use multipoint distribution service (MDS) facilities to deliver subscription TV programming in 12 cities, most of which do not have cable TV service.

The MDS approach was seen by Cox Cable officials as a means to potentially substantial expansion in much less time and at much less expense than is required to build a conventional cable system. But they said they still considered conventional cable the best means for delivering multiple signals to individual homes.

Their agreement is with Microband Corp. of America and Microband-related companies, from which Cox Cable will lease time on MDS station facilities during evening hours and on weekends to transmit motion pictures and other entertainment programming to subscribers in apartments, hotels and motels. Cox Cable also expects to market the service to at least some of the cable systems in and around these cities.

In a separate but related development, Microband announced an agreement with Sammons Communications, another multiple cable system operator, to use Microband's MDS station in Kansas City, Mo., to transmit programming to Sammons's cable system in Kansas City, Kan. Sammons also hopes to market the service to other cable systems in the area.

The Microband companies meanwhile announced they had reached an agreement in principle with Western Union that would permit Microband clients to use WU's Westar communications satellite system for long-haul distribution.

John Gwin, Cox Cable vice president, who participated with Microband officials in a news conference in New York last Wednesday, said Cox Cable probably would use the satellite to provide service to some but not all of the 12 cities. But he rejected reporters' efforts to tie the satellite to an imminent network. "I will not say we're going to build a pay-cable network," he asserted.

Mr. Gwin said he expected the projected MDS pay-TV service to be operating in Atlanta by October; in Pittsburgh, Indianapolis and Minneapolis by about January 1976 and in the remaining eight cities by late 1976 or early 1977. The other cities are Milwaukee; Norfolk, Va.; Denver; Seattle; Portland, Ore.; Hartford,

Conn.; Cleveland, and Akron, Ohio.

Mr. Gwin said Cox Cable has a "small experimental" cable system in Atlanta, has a franchise for Norfolk and intends to construct it and has a system in the Hartford suburbs. Otherwise, he said, the only city on the list that has a cable system operating in it is Akron. There, Warner Cable has a major system. Mr. Gwin said he intended to talk with Warner about taking the Cox Cable service via MDS.

Mr. Gwin was reluctant to forecast how many subscribers Cox Cable expected to get in the 12 cities, which together were said to have a metropolitan population of about 17 million and more than six million households. He said perhaps two million of the households were in apartments and other multiple units where MDS service might be feasible, "and if one-third of them take it we'll be lucky."

He said the subscribers would be charged the conventional pay-cable rate of about \$6.50 to \$8 a month.

Cox Cable, he said, has not yet made a decision on what specific software package it will offer in the MDS cities.

He said the company considers itself the largest MSO pay-cable operator in the country and that in its current operations it offers 12 movies a month—eight first-run, four others in "encore" performance—at a monthly charge of \$8 in addition to the basic cable fee. In the MDS cities, he noted, many subscribers will not be paying a basic fee and thus may find the subscription TV offer more attractive.

Terms of the deal between Cox Cable and Microband were not disclosed, except that Cox will pay a fixed fee per month, but officials said the initial revenues would enable Microband to proceed with construction of its facilities in all 12 cities.

Microband has FCC authority to construct in all 12 as well as in a number of others, and currently has wholly owned stations in operation in New York, St. Louis, Washington and Miami, with one in Phoenix near the starting stage. However, officials said all of the six other MDS stations currently operating are affiliated with Microband's national marketing and network management affiliate, Microband National System Inc.

Don Franco, president of Microband Corp., said the company had not yet filed its tariffs with the FCC. They are subject to FCC approval.

In a statement accompanying the announcement, Cox Cable President Henry W. Harris saw the company's move as an exciting expansion into a field that is less capital-intensive than conventional cable.

"Our present pay cable operations indicated the existence of a significant demand for first-run movies, sporting events and other high quality entertainment uninterrupted by commercial advertising," he said. Taking this step allows our company to continue its expansion in a cable communications related field where it has management expertise.

"In addition, utilization of the MDS concept eliminates much of the large initial capital investment associated with



Centerpiece. Don Franco (l), president of Microband Corp. of America; Mark Foster (c), president of Microband National System Inc., and John Gwin, vice president of Cox Cable, gather around an MDS receiving dish.

constructing conventional cable television systems. Cox will pay a fixed fee per month for use of the MDS transmitters, but all other necessary capital expenditures will be incremental with sales. This will allow Cox Cable to expand much more rapidly in the subscription television area than it could through the construction of traditional cable systems."

Mr. Gwin declined to specify how many subscribers would be needed within a given building to make MDS pay-TV service to that building feasible. Equipment costs are "plummeting," he said, making such estimates potentially misleading. Mark Foster, president of Microband National System Inc., estimated the cost of "opening up" a building—primarily the installation of a dish antenna to receive the MDS signal—at "probably under \$500." He declined to estimate the cost of the dish, however.

In the Kansas City contract, Sammons Communications will use Microband's MDS station, starting this fall, to distribute feature movies and special events daily from 5:30 p.m. to 2 p.m. to its own cable system in the area and will undertake to market the service to other cable systems and to apartments or other residential buildings with master antenna systems. "MDS makes possible a marriage of cable and master antenna systems to offer the [programming] service to the widest possible audience," said Sammons Communications President James Whitson.

State commission orders CATV to quit

If decision sticks, it could be first of kind; mayor seeks delay

The stage is set for what could be the first shutdown of a CATV system by a state cable commission. Two weeks ago (July 24), the New York State Commission on Cable Television ordered Community Cable Corp. of New York to cease operation in the Cillage of Naples in upstate New York by Aug. 1 and to refund by Aug. 15 any amounts paid by subscribers for service after July 31 or amounts paid during June

and July above the previous \$4.50 monthly rate charge. (A \$6 rate had been adopted for certain subscribers to go in effect June, although no municipal or state approval was sought.)

Naples Mayor Duane G. Schultz has been besieged by "unhappy" citizens concerned over the imminent shut-down of television service and has asked the state commission for a 60-day extension. As of the middle of last week he had not received a reply.

Community Cable's 10-year franchise expired in April 1974, but the system has continued operations. According to Mayor Schultz, the state stepped in early this year to check out continued subscriber complaints.

A combination of poor service, failure to cooperate with the state commission in improving service, failure to show cause or commit itself to those improvements and "near total disregard" for the law that established commission authority over cable operations necessitated the drastic step of shut-down, the state commission said in its order.

NCTA strikes responsive chord at FCC with pole proposal

Commission sees similarity to suggestions of own staff; formula calls for less drastic cuts

Another effort to reconcile differences between the National Cable Television Association and AT&T on the pole-rate-attachment issue is under way. The FCC's Common Carrier and Cable Bureau chiefs have written to the NCTA's counsel, explaining that the association's latest cable proposal has been reviewed and the formula used, subject to the validity of the data and its underlying assumptions, is "similar" to the formula advanced by the commission's staff. The letter also urged the cable industry to get together once again with the phone companies and negotiate a settlement.

Essentially, the new NCTA proposal is the result of meshing specific numerical data gathered from the cable industry and AT&T into the staff formula released last April. That formula had suggested a range of prices and was based on the original cost of the pole and each user's share of that cost.

The latest NCTA proposal would mean increases in some states but mean decreases in others. Although data has not yet been tabulated for New York, Ohio and Wisconsin (figures supplied from AT&T were late), the over-all schedule "appears to reflect a slight decrease," from present rates, Jay Ricks, NCTA counsel, acknowledged. Data for the missing three states should be completed within a couple of days, Mr. Ricks said. Nevertheless, the new NCTA proposal is

less severe than the one it advanced earlier which called for an approximate 30% decrease in present rates (compared with an AT&T proposal that called for a 30% increase).

NCTA itself is not entirely gungho on the FCC staff's proposed formula, although, according to Mr. Ricks, the organization is "quite responsive" to FCC requests for compromise. The FCC staff formula—which generally would take the annual cost for a pole and divide it by the cost to each party using the pole if they had to build their own facilities.

NCTA believes that the annual cost should be divided by the relative use of the poles by each party, for example, a formula based on the relative revenues exacted from each party per attachment, the amount of space each party uses or the "wind-loading" (pressure) exerted on each pole by a particular user.

Jack Pettit, AT&T counsel, had not seen the new NCTA proposal as of the middle of last week. He did note however that the letter sent by the FCC was in no way a "blessing" of the NCTA single-rate fee schedule, but merely an acknowledgment of having reviewed it and having seen points similar to those in the commission staff's proposal.

AT&T advocated a formula based on a sharings-of-savings method, whereby the savings gained by not having to build separate poles for each party would be calculated in with the costs for joint pole use.

The immediate next step in the long and torturous pole rate negotiations is for NCTA to plug in the missing values and analyze its formula, which it will then deliver to AT&T for a possible settlement. Otherwise, the FCC will once again be faced with asserting jurisdiction. Regardless, it is expected to be almost September before the NCTA and AT&T will have had time to analyze the new proposals.

Rewrite on 326

FCC does over financial form for cables; it looks like a balance sheet, works on a fiscal year

The FCC has adopted revisions in the cable television annual financial report (form 326) that are designed to yield more complete financial data. The new forms become effective Oct. 31.

Among the changes is a restructuring of the form's format to resemble normal bookkeeping schedules. A new schedule has been added containing the basic balance sheet accounts. The previous schedule contained only original cost and depreciation data for tangible and intangible property.

The FCC dropped the requirement that cable systems use a calendar year basis. Now, all financial data must be reported as of the last day of a CATV system's fiscal year and filed within 90 days of that date.

Regarding consolidated filings for co-owned cable systems, the FCC dropped

the "five community" limit and adopted a new limit based on a 40-mile radius of a lead cable system.

Further guidelines allow individual cable owners to designate the reference point for the 40-mile radius. The FCC also said that cable operators should be allowed to consolidate a filing, with prior commission approval, for systems that were technologically integrated if the systems were within a 40-mile radius of the designated reference point and shared an administrative office and maintenance crew under the same local management.

Cable definitions to change with times

FCC proposes to lift levels for exemptions, assume control over big master antenna systems

The FCC has proposed rule changes that would redefine a cable television system. The aim is to ease the regulatory burden on small systems and to update sections of the present definition to keep pace with changing cable trends.

As expected ("Closed Circuit," July 21), the commission has proposed to raise the current exemption for systems with under 50 subscribers to a 250-subscriber cutoff, or alternatively to establish a "class" of small systems that would be subject only to limited versions of FCC rules dealing with technical standards, franchise requirements and signal carriage.

A 1,000-subscriber cutoff was suggested in defining a small-system class.

As cable and master antenna television service grows in apartment and multiple dwelling units, the commission questioned whether it should begin to include large apartment buildings (with 500 or 1,000 units) that have MATV service under its rules.

The commission also suggested the possible substitution of "headend" or "conglomerate systems" for its present separate community approach to defining individual cable systems.

At present any wired television service that has at least 50 paying subscribers comes under the FCC cable rules. Mobile-home organizations and others have asked that they be exempt since cable service is only an unspecified portion of the management or rental fee. The commission invited comments on that issue.

The commission also seeks input on how best to calculate "bulk subscribers" in multiple unit dwellings.

The envisioned changes in the cable definition will raise grandfathering issues, the commission acknowledged, and therefore the agency asked for comments on appropriate rules to ease the burdens of displacements that might result from changes in the application of its cable rules.

Comments are due Oct. 28 with replies due Nov. 28.

Cable Briefs

CATV board elections. Community Antenna Television Association has elected three new directors: Jim Kimrey, Magnolia (Ark.) CATV Inc.; Carl Schmauder, Lincoln TV System Inc., Lincoln City, Ore.; and Ben V. Willie, TVIQ Inc., Eagle Grove, Iowa. Election brings number of directors to eight. Five founding directors will continue to serve until there are 11 directors, when founders will retire one by one until 10-man board is made up of elected directors.

Loan. Becker Communications Associates has closed \$1.8 million senior secured loan, due 1985, to Feather River Systems Corp. which owns systems in Crescent Mills, Woodland, Graegle, Greenville, Loyalton, Portals and Quincy, all California. Willard A. Hargan, president of Feather River Systems, said loan will be used to purchase Televents of Placer County cable system serving Auburn, Calif., and refinance and operate presently owned systems.

Milwaukee has 84-page answer to local cable question

Cable operators may be making fewer "blue sky" promises but one city government in Wisconsin has not given up on the idea of a cable system that offers the best of all possible worlds. After one and a half years of preliminary study, the city of Milwaukee has come up with an 84-page cable ordinance that envisions a total "communications utility" that, among other things, would be owned by the city and community investors.

The ordinance suggests ownership similar to a stock company where equity and profits would be contractually determined. The city would act as general contractor but never award a cable franchise as done typically. Instead, the city would seek separate contracts for various aspects of the system including design, construction, management, maintenance and operation and programming. Stock would be available to anyone wishing to invest except those involved in outside programming contracts and the city, which would be limited to holding only minority control.

The ordinance anticipates total saturation of the city with a basic cable service at no charge and increased levels of service at escalating subscription fees. Intensive business and industrial use of the system is also envisioned.

Next comes at least a year of further study and analysis of how to get such a system off the ground. Preliminary talks with interested investors and consultants and cable equipment firms have just begun. And by next fall, the mayor and the common council should have appointed the nine-member Telecommunications Authority which will spearhead further study.

Breaking In

Gone at Last—Paul Simon (Columbia) ■ This single, available to a few stations on acetate last week and scheduled to be shipped everywhere this week, is the first recorded work in two years from the reclusive Mr. Simon, excepting his brief instrumental contributions to the soundtrack of *Shampoo*. It precedes by about a month the release of his long-awaited third solo album, with rumors circulating of a studio reunion of Mr. Simon and former partner Art Garfunkel to take place in the fall. Paul Simon did more than any American performer to make West Indian reggae music a part of the pop scene with his first solo album, and incorporated various gospel influences with his second. *Gone at Last* seems a continuation of his gospel interests. It features the Dixie Hummingbirds, the gospel group featured on the single *Love Me Like a Rock*, and also has a vocal accompaniment by Phoebe Snow (*Poetry Man*), recently signed by Columbia. Pop and MOR play in large doses seems likely.

Department of Youth—Alice Cooper (Atlantic) ■ Rock's *Grand Guignol* master surprised most people with the flowing melody and socially conscious lyrics of *Only Women*, and bids to return to the top 10 with an unabashed reversion to the stomping punk rock that has made him famous. *Department of Youth*, like *School's Out* and *I'm Eighteen* before it, is a call to liberation for those too young to smoke, drink or drive, with the sort of pulsing beat ministers once wrote sermons against. The single has been added in its first week by WBGN(AM) Bowling Green, Ky., and WNCI-FM Columbus, Ohio.

Music Briefs

British invasion. D.I.R. Broadcasting, New York, which produces *King Biscuit Flower Hour*, rock concert radio series, will add *British Biscuit*, series of concerts from Great Britain, to its line-up in August. New series, to be produced by D.I.R., will replace D.I.R.-syndicated *BBC Presents*. Programs will run on third Sunday of each month.

Dollars for musicians. Approximately \$10 million will be distributed this year by the Phonograph Record Manufacturers Special Payment Fund to 41,000 members of the American Federation of Musicians. Amount to be disbursed exceeds by \$2 million previous all-time record of \$8 million in 1974.

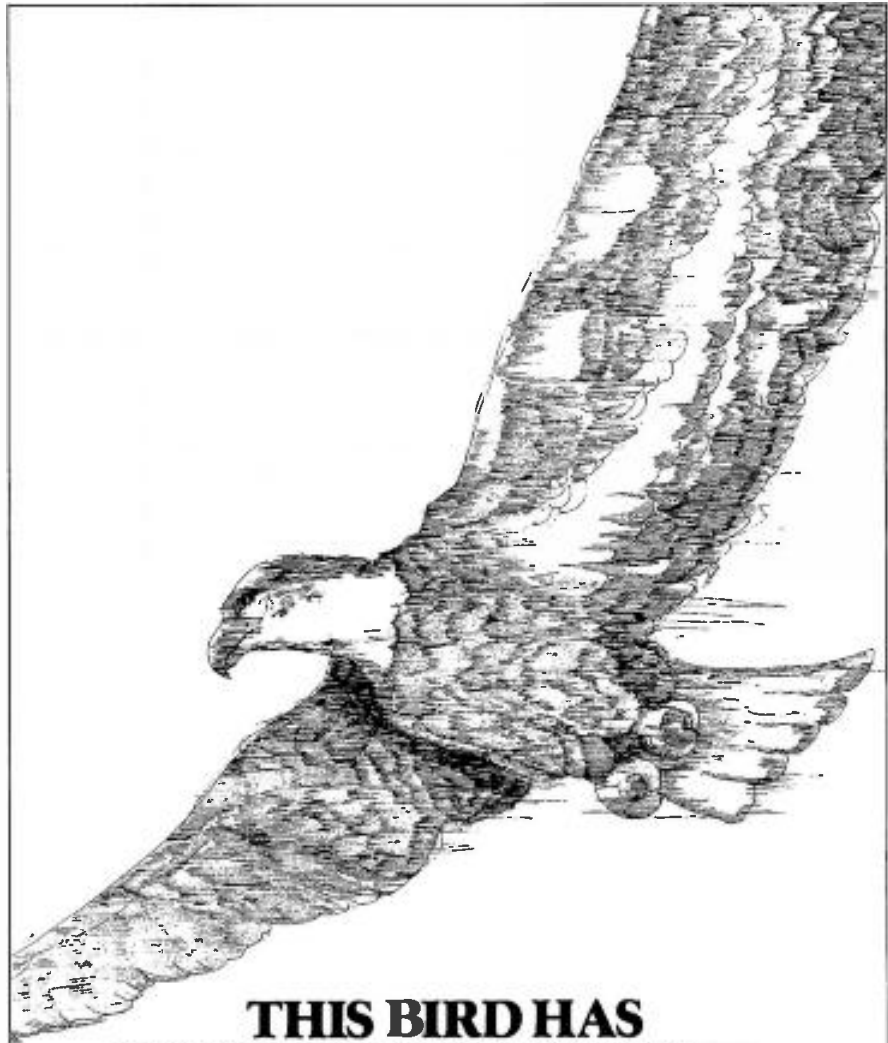
Tracking the 'Playlists'

A top 20 with few changes from a week ago tops this week's pop "Playlist." Making largest gains are Gwen McCrae's *Rockin' Chair*, now a top-10 record, and Hamilton, Joe Frank & Reynolds' *Fallin'*

in *Love*, at 19. Another TK production, KC & the Sunshine Band's *Get Down Tonight*, makes a major jump to 24. The great top 40 success that has been predicted for David Bowie, and eluded him through three releases of *Changes*, may have arrived with *Fame*, co-written by John Lennon, now at 25. One of the year's greater "sleeper" hits is Johnny Wakelin's *Black Superman*, a ballad about Muhammad Ali, which has a reggae feel that seems ideal for summer—the single is now at 26. Barry Manilow's Chopin-based *Could It Be Magic* looks like the Arista artist's third consecutive hit, now at 28. Most startling among the new additions to the chart is Frank

Sinatra's *I Believe I'm Going to Love You*, being played by pop stations in Los Angeles and Philadelphia and getting heavy MOR response, and breaking in at 45.

Glen Campbell's *Rhinestone Cowboy*, also crossing to pop, replaces Conway Twitty's *Touch the Hand* as the nation's most-heard country single, with Lynn Anderson's *I've Never Loved Anyone More* and Mel Tillis's *Woman in the Back of My Mind* making first top 10 appearances. Mr. Tillis, currently receiving wider exposure in the film *W.W. & the Dixie Dance Kings*, also breaks onto the chart in collaboration with Sherry Bryce with *Mr. Right and Mrs. Wrong*, at 24.



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KODE
Joplin

WSVA
Harrisonburg

WQPO (FM)
Harrisonburg

The Broadcasting PlaylistTM Aug 4

These are the top songs in air-play popularity in two categories on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears. A (▲) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

Contemporary

Over-all-rank		Title (length) Artist—label	Rank by day parts				
Last week	This week		6-10a	10a-3p	3-7p	7-12p	
1	1	Love Will Keep Us Together (3:15) Captain & Tennille—A&M	1	1	1	1	
2	2	Listen to What the Man Said (3:53) Paul McCartney—Apple	2	2	2	2	
3	3	Hustle (3:27) Van McCoy—Avco	4	3	4	3	
4	4	I'm Not in Love (3:40) 10 C. C.—Mercury	3	4	3	4	
6	5	One of These Nights (3:29) Eagles—Asylum	9	6	5	5	
9	6	Someone Saved my Life Tonight (6:45) Elton John—MCA	7	5	8	7	
7	7	Please Mr. Please (3:24) Olivia Newton-John—MCA	5	7	7	8	
5	8	Magic (3:30) Pilot—EMI	6	8	9	6	
10	9	Jive Talkin' (3:45) Bee Gee's—RSO	8	9	6	9	
13	10	Rockin' Chair (3:15) Gwen McCrae—Cal	12	11	11	10	
8	11	Wildfire (4:47) Michael Murphey—Epic	10	10	14	11	
12	12	Why Can't We Be Friends (3:45) War—United Artists	13	14	10	12	
16	13	Midnight Blue (3:25) Melissa Manchester—Arista	11	13	12	16	
11	14	Swearing to God (3:58) Frankie Valli—Private Stock	14	15	13	13	
15	15	The Way We Were/Try to Remember (4:48) Gladys Knight & the Pips—Buddah	15	12	15	14	
19	16	Rockford Files (3:06) Mike Post—MGM	16	16	17	17	
20	17	How Sweet It Is (To Be Loved by You) (3:33) James Taylor—Warner Bros.	18	17	18	18	
22	18	Dynamite (3:30) Tony Camillo's Bazuka—A&M	27	20	16	15	
24	19	Fallin' in Love (3:13) Hamilton, Joe Frank & Reynolds—Playboy	20	18	21	19	
18	20	Love Won't Let Me Wait (3:18) Major Harris—Atlantic	17	22	20	26	
21	21	Rhinestone Cowboy (3:18) Glen Campbell—Capitol	19	23	22	20	
23	22	Morning Beautiful (3:03) Tony Orlando & Dawn—Elektra	21	19	19	24	
14	23	When Will I Be Loved (2:52) Linda Ronstadt—Capitol	22	25	24	22	
34	24	Get Down Tonight (3:06) K. C. & Sunshine Band—TK Records	24	21	23	27	
35	25	Fame (3:30) David Bowie—RCA	29	27	27	21	
40	26	Black Superman/Muhammad Ali (3:32) Johnnie Wakelin—Pye	28	28	29	23	
32	27	At Seventeen (3:56) Janis Ian—Columbia	25	24	26	35	
43	28	Could It Be Magic (3:37) Barry Manilow—Arista	26	26	25	38	
17	29	Sister Golden Hair (3:16) America—Warner Bros.	23	30	28	37	
27	30	I'm Not Lisa (3:19) Jessi Colter—Capitol	31	34	37	31	
33	31	Fight the Power (5:05) Isley Bros.—T-Neck	30	31	31	36	
26	32	Only Women (3:29) Alice Cooper—Atlantic	36	33	39	25	
38	33	Rendezvous (3:30) Hudson Bros.—MCA	33	35	36	29	
28	34	Misty (2:53) Ray Stevens—Barnaby	49	29	43	28	
41	35	Tush (2:14) ZZ Top—London	37	41	34	30	
25	36	Pinball Wizard (3:48) Elton John—Polydor	34	40	35	39	

Over-all-rank		Title (length) Artist—label	Rank by day parts				
Last week	This week		6-10a	10a-3p	3-7p	7-12p	
29	37	Hey You (2:33) Bachman-Turner Overdrive—Mercury	67	45	30	40	
37	38	I'm on Fire (3:03) Dwight Twitty Band—Shelter	46	47	49	32	
31	39	Thank God I'm a Country Boy (2:47) John Denver—RCA	32	43	33	48	
44	40	Help Me Rhonda (2:48) Johnny Rivers—Epic	40	37	32	45	
36	41	There's Nothing Stronger Than Our Love (2:52) Paul Anka—United Artists	39	32	41	42	
46	42	'Til the World Ends (3:30) Three Dog Night—ABC	35	36	42	41	
—	43	Third Rate Romance (3:22) Amazing Rhythm Aces—ABC	41	38	45	46	
50	44	That's When the Music Takes Me (3:35) Neil Sedaka—MCA	42	39	44	47	
—	45	I Believe I'm Going to Love You (2:47) Frank Sinatra—Reprise	*	42	*	34	
—	46	The Proud One (3:02) The Osmonds—MGM	*	*	*	33	
48	47	Holding on to Yesterday (3:18) Ambrosia—20th Century	45	49	47	49	
39	48	Philadelphia Freedom (5:38) Elton John Band—MCA	43	*	40	43	
—	49	Wasted Days & Wasted Nights (2:41) Freddie Fender—ABC	44	44	46	*	
45	50	Bad Time (2:55) Grand Funk—Capitol	38	*	38	*	

Country

5	1	Rhinestone Cowboy (3:18) Glen Campbell—Capitol	2	1	1	1
2	2	Feelins' (3:00) Conway Twitty & Loretta Lynn—MCA	1	2	3	5
3	3	Please Mr. Please (3:24) Olivia Newton-John—MCA	3	3	2	3
9	4	The First Time (3:04) Freddie Hart—Capitol	5	4	4	9
7	5	The Seeker (2:59) Dolly Parton—RCA	4	5	6	6
1	6	Touch the Hand (3:20) Conway Twitty—MCA	7	6	5	8
8	7	Bouquet of Roses (2:24) Mickey Gilley—Playboy	8	7	7	7
6	8	Just Get Up & Close the Door (1:58) Johnnie Rodriguez—Mercury	6	8	9	16
13	9	I've Never Loved Anyone More (2:42) Lynn Anderson—Columbia	12	10	8	17
16	10	Woman in the Back of My Mind (2:48) Mel Tillis—MGM	13	9	10	12
10	11	Deal (2:30) Tom T. Hall—Mercury	10	11	12	20
15	12	Bandy the Rodeo Clown (2:54) Moe Bandy—GRT	9	13	13	11
11	13	Dear Woman (3:03) Joe Stampley—Epic	15	12	11	10
12	14	Hello Little Bluebird (2:25) Donna Fargo—Dot	11	14	14	15
18	15	I'll Go to My Grave (Loving You) (2:46) Statler Bros.—Mercury	16	16	15	22
4	16	Everytime You Touch Me (2:59) Charlie Rich—Epic	14	15	20	2
19	17	Say Forever You'll Be Mine (2:45) Dolly Parton & Porter Wagoner—RCA	20	20	16	*
17	18	Even if I Have to Steal (2:50) Mel Street—GRT	18	17	18	*
—	19	Stay Away from the Apple Tree (2:46) Billy Jo Spears—United Artists	21	18	17	*
—	20	Love in the Hot Afternoon (3:20) Gene Watson—Capitol	19	19	21	18
—	21	Memories of Us (3:11) George Jones—Epic	22	21	19	*
—	22	Barmaid (2:35) David Wills—Epic	23	23	22	23
—	23	Wasted Days & Wasted Nights (2:41) Freddie Fender—Dot	17	22	*	4
—	24	Mr. Right & Mrs. Wrong (2:18) Mel Tillis & Sherry Bryce—MGM	*	25	23	*
—	25	This House Runs on Sunshine (2:25) La Costa—Capitol	*	24	*	*

Broadcasting's index of 134 stocks allied with electronic media

	Stock symbol	Exch	Closing Wed July 30	Closing Wed July 23	Net change in week	% change in week	1974-75		P/E ratio	Approx shares out (000)	Total market capitali- zation (000)
							High	Low			
ABC	ARC	N	22 3/8	22 7/8	- 1/2	- 2.18	28 3/8	12 3/8	8	17,171	384,201
CAPITAL CITIES	CCR	N	38 1/4	39 1/2	- 1 1/4	- 3.16	43 1/2	19 1/2	13	7,208	275,706
CBS	CBS	N	48	47 1/2	+ 1/2	+ 1.05	53 1/8	20 1/8	12	28,313	1,359,024
CONCERT NETWORK*	O		1/4	1/4		.00	7/8	1/8		2,200	550
COX	COX	N	20 1/4	26 1/4	- 6	- 22.85	26 1/2	9 3/8	10	5,831	118,077
GROSS TELECASTING	GGG	A	10 3/4	11	- 1/4	- 2.27	13 5/8	6 3/8	7	800	8,600
LIN	LINR	O	8 5/8	8 3/4	- 1/8	- 1.42	9 1/8	2	9	2,297	19,811
MOONEY	MOON	O	2 1/4	2 1/8	+ 1/8	+ 5.88	3 5/8	1	6	385	866
RAHALL	RAHL	O	6 1/4	5 3/4	+ 1/2	+ 8.69	6 1/4	1 3/4	13	1,297	8,106
SCRIPPS-HOWARD	SCRH	O	21	21 1/2	- 1/2	- 2.32	22	13 1/2	8	2,589	54,369
STARR	SRG	M	4 1/2	4 1/2		.00	9	3 1/4	4	1,091	4,909
STORER	SBK	N	16 3/8	17 3/4	- 1 3/8	- 7.74	20 5/8	10 7/8	8	4,624	75,718
TAFT	TFR	N	21 3/4	23 3/4	- 2	- 8.42	27 1/4	10 3/4	7	4,045	87,978
WOODS COMM.*	O		1/2	1/2		.00	1 1/4	1/4	4	292	146
TOTAL										78,143	2,398,061

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	2 1/8	2 1/4	-	1/8	-	5.55	2 1/2	3/4	13	1,265	2,688
AVCO	AV	N	5 5/8	6 1/2	-	7/8	-	13.46	8 7/8	2 1/8	2	11,481	64,580
BARTELL MEDIA	BMCA	A	1	1 1/8	-	1/8	-	11.11	2 3/8	5/8	1	2,257	2,257
JOHN BLAIR	BJ	N	5 5/8	5 7/8	-	1/4	-	4.25	7 1/2	3 1/2	27	2,403	13,516
CAMPTOWN IND.*	O		1/8	1/8				.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	4 1/2	5	-	1/2	-	10.00	5 7/8	1 1/2	17	4,164	18,738
COMBINED COMM.	CCA	N	11 3/8	12 1/2	-	1 1/8	-	9.00	15 1/8	5 1/8	7	4,568	51,961
COWLES	CWL	N	7 3/4	8	-	1/4	-	3.12	8 7/8	3 7/8	7	3,969	30,759
DUN & BRADSTREET	DNB	N	25 1/2	26 3/8	-	7/8	-	3.31	36	14 5/8	17	26,514	676,107
FAIRCHILD IND.	FEN	N	7 7/8	8 3/8	-	1/2	-	5.97	8 3/4	3 3/4	7	4,550	35,831
FUQUA	FQA	N	5 7/8	6 3/4	-	7/8	-	12.96	10 3/4	3 1/8	10	8,671	50,942
GANNETT CO.	GCI	N	34 3/8	35	-	5/8	-	1.78	38 1/2	20 1/2	21	21,089	724,934
GENERAL TIRE	GY	N	16	16 1/2	-	1/2	-	3.03	18 1/4	10 1/4	5	21,523	344,368
GLOBETROTTER	GLATA	O	1 7/8	2	-	1/8	-	6.25	4 3/4	7/8	9	2,731	5,120
GRAY COMMUN.	O		7	7				.00	8 1/2	5	5	475	3,325
HARTE-HANKS	HHN	N	17 1/2	19 1/4	-	1 3/4	-	9.09	19 3/8	6	11	4,369	76,457
JEFFERSON-PILOT	JP	N	31 3/4	32	-	1/4	-	.78	38 1/4	20 1/2	13	24,064	764,032
KAISER INDUSTRIES	KI	A	10	9 3/4	+	1/4	+	2.56	11 3/8	4 1/4	6	27,487	274,870
KANSAS STATE NET.	KSN	O	3 1/2	3 5/8	-	1/8	-	3.44	4 1/8	2 3/4	6	1,815	6,352
KINGSTIP	KTP	A	6	5 3/4	+	1/4	+	4.34	6 3/4	1 1/2	11	1,154	6,924
KNIGHT-RIDDER	KRN	N	30	29 1/4	+	3/4	+	2.56	32 3/4	9 1/4	19	8,305	249,150
LAMB COMMUN.*	P		1 1/4	1 1/4				.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	18 3/4	19	-	1/4	-	1.31	19 3/8	10 2/4	10	3,352	62,850
LIBERTY	LC	N	10 1/8	10 3/8	-	1/4	-	2.40	15 5/8	7 1/8	5	6,762	68,465
MCGRAW-HILL	MHP	N	10 1/4	11 5/8	-	1 3/8	-	11.82	13 1/2	5 1/2	9	24,569	251,832
MEDIA GENERAL	MEG	A	31 1/2	32 3/8	-	7/8	-	2.70	32 3/4	15 1/2	11	3,604	113,526
MEREDITH	MDP	N	11 1/4	12 1/8	-	7/8	-	7.21	13 3/8	8	5	2,995	33,693
METROMEDIA	MET	N	13 1/2	13 5/8	-	1/8	-	.91	15	4 1/2	10	6,553	88,465
MULTIMEDIA	MMED	O	13 1/2	13 3/4	-	1/4	-	1.81	14 1/4	8 3/4	9	4,389	59,251
NEW YORK TIMES CO.	NYKA	A	13 3/8	13 1/4	+	1/8	+	.94	14 1/2	6 7/8	8	10,231	136,839
OUTLET CO.	OTU	N	14 1/2	15 1/2	-	1	-	6.45	62	7	5	1,381	20,024
POST CORP.	POST	O	7 1/2	7 1/2				.00	16 1/2	4 3/4	30	870	6,525
PSA	PSA	N	4 1/2	4 3/4	-	1/4	-	5.26	10	1 1/2	9	3,181	14,314
REEVES TELECOM	RBT	A	1 7/8	2 1/4	-	3/8	-	16.66	2 1/4	5/8	8	2,376	4,455
ROLLINS	ROL	N	18 1/4	19 1/2	-	1 1/4	-	6.41	22	6 1/2	13	13,341	243,473
RUST CRAFT	RUS	A	7 1/2	7	+	1/2	+	7.14	10 1/4	5 1/8	6	2,328	17,460
SAN JUAN RACING	SJR	N	10 3/8	10	+	3/8	+	3.75	13 3/8	5 1/2	7	2,509	26,030
SCHERING-PLOUGH	SGP	N	50 3/4	54 1/2	-	3 3/4	-	6.88	74 3/8	44 3/4	22	53,920	2,736,440
SONDERLING	SDB	A	6 1/2	7 1/8	-	5/8	-	8.77	10	3 1/2	5	727	4,725
TECHNICAL OPERATIONS	TO	A	4 1/2	5 1/8	-	5/8	-	12.19	6 3/4	2 3/8	5	1,344	6,048
TIMES MIRROR CO.	TMC	N	17 3/8	19	-	1 5/8	-	8.55	19 1/2	9 1/4	10	31,385	545,314
WASHINGTON POST CO.	WPD	A	27 3/8	27 1/4	+	1/8	+	.45	28 3/4	14 3/4	9	4,751	130,058
WOMETCO	WOM	N	14 5/8	14 1/2	+	1/8	+	.86	15 7/8	6 1/4	9	5,775	84,459
TOTAL											370,810	8,057,892	

Cablecasting

AMECO**	ACO	O	3/8	3/8		.00	1 7/8	1/8		1,200	450
AMER. ELECT. LABS	AELBA	O	1 7/8	2	- 1/8	- 6.25	2 1/8	1/2	14	1,672	3,135
AMERICAN TV & COMM.	AMTV	O	12 3/4	16	- 3 1/4	- 20.31	19 1/4	5 1/2	23	3,304	42,126
ATHENA COMM.**	O		1/4	1/4		.00	3 1/2	1/8		2,125	531
BURNUP & SIMS	BSIM	O	6 1/8	6 1/2	- 3/8	- 5.76	24 1/8	2 1/2	12	8,268	50,641
CABLECOM-GENERAL	CCG	A	6 5/8	6 7/8	- 1/4	- 3.63	7 1/4	1 1/2	12	2,560	16,960
CABLE FUNDING	CFUN	O	6	6		.00	7 3/8	3 7/8	150	1,121	6,726
CABLE INFO.	O		1/2	1/4	+ 1/4	+ 100.00	1 1/4	1/8	1	663	331
COMCAST	O		3 1/4	3	+ 1/4	+ 8.33	3 1/4	3/4	14	1,708	5,551
COMMUNICATIONS PROP.	COMU	O	2 1/8	2 1/4	- 1/8	- 5.55	3 1/2	1	13	4,761	10,117
COX CABLE	CXC	A	12	11 5/8	+ 3/8	+ 3.22	15 7/8	3 3/4	19	3,560	42,720
ENTRON	ENT	O	1 1/2	1 1/4	+ 1/4	+ 20.00	1 1/2	3/8	11	1,358	2,037
GENERAL INSTRUMENT	GRI	N	11	12 1/8	- 1 1/8	- 9.27	17 1/8	5/8	8	7,201	79,211
GENERAL TV	O		5/8	5/8		.00	1 1/2	1/4	31	1,000	625
SCIENTIFIC-ATLANTA	SFA	A	13 7/8	16 3/8	- 2 1/2	- 15.26	17 3/8	4	12	963	13,361
TELE-COMMUNICATION	TCDM	O	4	3 7/8	+ 1/8	+ 3.22	5 3/4	7/8	3	5,181	20,724
TELEPROMPTER	TP	N	7	7 3/8	- 3/8	- 5.08	9	1 3/8	15	16,013	112,091
TIME INC.	TL	N	54 3/4	57 1/2	- 2 3/4	- 4.78	59 1/4	24 7/8	11	9,960	545,310
TOCOM	TOCM	O	2 1/4	2 1/4		.00	4 7/8	1 3/4	5	634	1,426

	Stock symbol	Exch.	Closing Wed July 30	Closing Wed July 23	Net change in week	% change in week	1974-75 High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
UA-COLUMBIA CABLE	UACC	O	9 1/4	9 3/4	-	1/2	-	5.12	12 3/4	3 3/4	13	1,695	15,678
UNITED CABLE TV	UCTV	O	2 3/4	3	-	1/4	-	8.33	4 5/8	1/4	5	1,879	5,167
VIACOM	VIA	N	8	8 1/4	-	1/4	-	3.03	9 1/4	2 5/8	11	3,665	29,320
VICOM**	VIK	A	2	1 7/8	+	1/8	+	6.66	4	1/2	1	2,534	5,068
TOTAL										83,025	1,009,306		

Programming

COLUMBIA PICTURES	CPS	N	7	7 3/8	-	3/8	-	5.08	9 1/2	1 5/8	27	6,748	47,236
DISNEY	DIS	N	46 5/8	47 1/2	-	7/8	-	1.84	54 3/4	18 3/4	25	29,755	1,387,326
FILMWAYS	FWY	A	4 3/4	5 1/8	-	3/8	-	7.31	6	2 1/8	6	1,792	8,512
FOUR STAR			3/8	3/8				.00	1 3/8	1/8	1	666	249
GULF + WESTERN	GW	N	41 5/8	40 5/8	+	1	+	2.46	42 1/2	18 3/8	6	14,470	602,313
MCA	MCA	N	73 3/8	73 1/2	-	1/8	-	.17	81	19 1/4	10	8,477	621,999
MGM	MGM	N	16 3/8	15 3/4	+	5/8	+	3.96	32 1/2	9 1/4	7	12,180	199,447
TELE-TAPE** *		O	1/4	1/4				.00	3/4	1/8		2,190	547
TELETRONICS INTL.		O	4 1/8	4 1/8				.00	5	1 1/4	9	943	3,889
TRANSAMERICA	TA	N	8 7/8	9	-	1/8	-	1.38	10 3/8	5 1/2	13	64,945	576,386
20TH CENTURY-FOX	TF	N	13 1/8	13 3/8	-	1/4	-	1.86	14 7/8	4 1/2	13	7,532	98,857
WALTER READE**	WALT	O	3/8	3/8				.00	1/2	1/8		4,467	1,675
WARNER	WCI	N	18 1/4	18 3/8	-	1/8	-	.68	20 7/8	6 7/8	7	16,718	305,103
WRATHER	WCO	A	3 3/4	4 1/8	-	3/8	-	9.09	8 1/8	1 1/4	7	2,229	8,358
TOTAL											173,112	3,861,897	

Service

BBDO INC.	BBDO	O	16 3/4	17 1/4	-	1/2	-	2.89	17 1/2	9 7/8	7	2,513	42,092
COMSAT	CO	N	38 3/8	41 7/8	-	3 1/2	-	8.35	46	23 3/4	8	10,000	383,750
DOYLE DANE BERNBACH	DOYL	O	11 1/8	11 7/8	-	3/4	-	6.31	11 7/8	5 5/8	6	1,816	20,203
ELKINS INSTITUTE** *	ELKN	O	1/8	1/8				.00	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCB	N	8 3/4	8 3/4				.00	11 1/4	5 3/8	6	2,009	17,578
GREY ADVERTISING	GREY	O	7 1/4	7 3/8	-	1/8	-	1.69	8 3/8	5 5/8	4	1,213	8,794
INTERPUBLIC GROUP	IPG	N	16 1/2	18 1/8	-	1 5/8	-	8.96	19	8 1/8	6	2,249	37,108
MARVIN JOSEPHSON	MRVN	O	7 7/8	8 3/8	-	1/2	-	5.97	9 3/4	3 1/4	5	1,800	14,175
MCI COMMUNICATIONS	MCIC	O	3 1/8	3 1/4	-	1/8	-	3.84	6 1/2	1		13,339	41,684
MOVIELAB	MOV	A	1 1/2	1 5/8	-	1/8	-	7.69	1 3/4	1/2	8	1,407	2,110
MPO VIDEOTRONICS	MPO	A	3 3/4	3 7/8	-	1/8	-	3.22	4	1	21	537	2,013
NEEDHAM, HARPER	NOHMA	O	5 1/4	5 1/2	-	1/4	-	4.54	7 1/2	3 5/8	8	892	4,683
A. C. NIELSEN	NIELB	O	19 1/4	18 1/4	+	1	+	5.47	28	7 3/8	18	10,598	204,011
OGILVY & MATHER	OGIL	O	19	19 1/2	-	1/2	-	2.56	23 1/2	10	6	1,805	34,295
J. WALTER THOMPSON	JWT	N	6 7/8	7 5/8	-	3/4	-	9.83	12	4 1/4	9	2,649	18,211
UNIVERSAL COMM.*		O	1/4	1/4				.00	3/4	1/8		715	178
TOTAL												55,439	831,122

Electronics/Manufacturing

AMPEX	APX	N	6 3/8	6 3/4	-	3/8	-	5.55	8 3/8	2 1/4	7	10,885	69,391
CCA ELECTRONICS*	CCAE	O	1/8	1/8				.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 7/8	2	-	1/8	-	6.25	2 1/8	1	9	2,319	4,348
COHU, INC.	COH	A	2 3/4	3	-	1/4	-	8.33	3 7/8	1 1/4	31	1,617	4,446
CONRAC	CAX	N	18 3/4	20 5/8	-	1 7/8	-	9.09	21 3/4	10	8	1,261	23,643
EASTMAN KODAK	EASKD	N	96 3/8	95 3/8	+	1	+	1.04	108 3/4	63	25	161,347	15,549,817
GENERAL ELECTRIC	GE	N	47 1/4	49 3/8	-	2 1/8	-	4.30	65	30	15	182,885	8,641,316
HARRIS CORP.	HRS	N	24 3/8	25 3/8	-	1	-	3.94	33 1/2	13 1/8	348	6,152	149,955
HARVEL INDUSTRIES	HARV	O	5 3/8	6 1/2	-	1 1/8	-	17.30	9	2 1/2	34	480	2,580
INTERNATIONAL VIDEO	IVCP	O	2 1/2	2 5/8	-	1/8	-	4.76	7 1/2	1 1/4	5	2,730	6,825
MAGNAVOX	MAG	N	8 7/8	8 7/8				.00	9 7/8	3 3/4	8	17,799	157,966
MICROWAVE ASSOC. INC	MAI	N	18 3/4	18 3/4				.00	26 7/8	9 3/4	9	1,320	24,750
3M	MMM	N	57	57 1/2	-	1/2	-	.86	80 1/2	7 5/8	29	114,240	6,511,680
MOTOROLA	MOT	N	47 7/8	50	-	2 1/8	-	4.25	61 7/8	34 1/8	22	28,191	1,349,644
OAK INDUSTRIES	OEN	N	8 1/4	9	-	3/4	-	8.33	12 7/8	5 1/4	3	1,639	13,521
RCA	RCA	N	19 1/8	18 1/4	+	7/8	+	4.79	21 1/2	9 7/8	15	74,484	1,424,506
ROCKWELL INTL.	ROK	N	24	24 1/4	-	1/4	-	1.03	28 3/8	18 3/8	7	30,913	741,912
RSC INDUSTRIES	RSC	A	2	2 1/8	-	1/8	-	5.88	2 1/4	1/2	7	3,440	6,880
SONY CORP.	SNE	N	11 1/4	11 3/8	-	1/8	-	1.09	29 7/8	4 3/4	30	172,500	1,940,625
TEKTRONIX	TEK	N	35	38	-	3	-	7.89	47 3/4	18 1/2	12	8,671	303,485
TELEMATION	TMT	O	1	1				.00	2 3/4	1	6	1,050	1,050
VARIAN ASSOCIATES	VAR	N	15 1/4	15 7/8	-	5/8	-	3.93	17 3/4	6	14	6,838	104,279
WESTINGHOUSE	WX	N	17 7/8	18	-	1/8	-	.69	26	8 1/2	50	86,989	1,554,928
ZENITH	ZE	N	26 1/4	26 1/4				.00	31 5/8	10	109	18,797	493,421
TOTAL											937,428	39,081,078	

GRAND TOTAL 1,697,957 55,239,356

Standard & poor's Industrial Average

99.7 101.1 -1.4

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

Over-the counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
Yearly high-lows are drawn from trading
days reported by Broadcasting. Actual
figures may vary slightly.

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

*Stock did not trade on Wednesday, closing
price shown is last traded price.

**No P/E ratio is computed; company
registered net loss.

***Stock split

Nixon at a price: NBC starts talks

Deal hinges on what ex-President intends to disclose in memoirs

NBC News has begun negotiations with the agent of former President Richard M. Nixon for a series of broadcast interviews to be based upon the written memoirs that Mr. Nixon is now composing (BROADCASTING, July 28).

NBC News President Richard C. Wald emphasized that all negotiations have been exploratory, and that no NBC commitment to the project would be made unless questions of format and subject matter are resolved. Both CBS News and ABC News had previously rejected the idea of paying Mr. Nixon for the interviews.

No date can yet be projected for conducting the Nixon interviews, Mr. Wald said, but, he continued, "If we do enter into a deal, we'll be doing it fairly soon, for execution at a later date."

If NBC elects to do the interviews, they will be based upon Mr. Nixon's memoirs, proofs of which NBC will be allowed to read as soon as they are available. The interviews will not necessarily come after the book is published, but NBC is insisting on knowing what subject matter the former President is examining in his work before agreeing to pay for it.

"The whole period of his incumbency is open to questioning, including Watergate,"



It was a gas. Not every woman wants her picture taken. That was the lesson learned by WTTG-TV Washington cameraman Wayne Wood and reporter Chris Lorenzo while on a filming assignment for a local crime report. Cruising a red-light district they pulled over and Mr. Woods leaned out the window to get better shots of the prostitutes. As he filmed, a woman approached him asking: "You wanta take my picture, honey?" She then pulled a gun and fired into the car. It was only a tear gas gun and Mr. Wood managed to record it all, including her flight and subsequent capture by the police.

ate," Mr. Wald said. "We still want to know what's in the memoirs before we begin."

"An NBC News person would do the interview," Mr. Wald said. "There's no likelihood that we'll bring in somebody else to do it." There had been reports that Irving Lazar, Mr. Nixon's literary agent, had asked that a nonnetwork interviewer, such as David Frost, conduct the interviews.

The proposal now being discussed could possibly lead to two or three interviews, Mr. Wald said. Mike Grossman of NBC is directly handling negotiations, which have not yet reached a price tag for the broadcasts.

AIM won't quit on 'Pensions'

Accuracy in Media has gone back to the U.S. Court of Appeals in Washington with a second request for rehearing by the full nine-judge court in the drawn-out NBC *Pensions* case. AIM says it has a right to a decision finally disposing of the matter, and intends to press it, even if it means a subsequent appeal to the court.

AIM's request came in response to an order of the three-judge panel sending the case back to the FCC with instructions to dismiss it. (BROADCASTING, July 14). That action was the panel's response to an instruction of the full court, which had directed it to consider the FCC's suggestion that the case had become moot.

But, as AIM notes, the panel did not decide the issue of mootness; two of the three judges said the case was not moot. It simply directed the commission to vacate its order in the case and dismiss AIM's fairness doctrine complaint (BROADCASTING, July 21).

But, AIM says in its request for rehearing, since the commission was not directed to declare the case moot, a commission order vacating the decision as moot and dismissing AIM's complaint will be appealable. And, it says, "AIM will appeal." If that occurs, "All of the issues and all of the parties and all of the arguments that have been before this court since Dec. 21, 1973, will reappear. The proceeding will be repeated. This is a mystifying and perverse result."

The case is already buried under several layers of litigation. Originally, the commission upheld AIM's complaint that NBC had violated the fairness doctrine in connection with the Sept. 12, 1972, documentary, *Pensions: The Broken Promise*. However, a panel of the appeals court reversed the commission by a 2-to-1 vote. At that point, AIM filed its first request for rehearing by the full bench, a request that was granted.

But then, after the commission unexpectedly suggested that the case had become moot because of the passage of legislation providing for regulation of private pension plans, the full court reinstated the panel's order and directed the panel to consider the question of mootness.

Football rights level off at \$80 million

Prices for NFL and college games continue to rise, but WFL teams face declining broadcast revenues

Football, the violence that remains acceptable for broadcast, will cost broadcasters \$80,734,395 in the 1975 season. That is only \$441,938 more than the total radio-TV rights payment in 1974, but it reflects the decline of the World Football League as an air attraction. Last year the WFL had a \$1.2-million national TV contract; this season the reorganized league has none. Also, there has been a sharp drop in local radio and TV rights money of the individual WFL clubs.

A nationwide survey, conducted annually by BROADCASTING, produced this breakdown of the broadcasters' prospective payments to football:

- \$75,400,000 from television and radio networks for professional and college games. This is \$100,000 more than in 1974.

- \$2,947,500 from local radio outlets for rights to National Football League games, a substantial increase over last year's \$2,577,500.

- \$680,000 in local TV rights to NFL games, mostly preseason, up from \$504,400 last season.

- \$85,860 for local radio rights to WFL clubs, down from \$170,000 in 1974.

- \$74,000 for local TV rights to WFL teams, sliced from \$170,000 last season.

- \$1,547,035 for local radio and delayed TV rights to schools and colleges. This almost matches the comparable figure of \$1,582,457 in 1974.

Here's what the television and radio networks plan to do with the coverage they've bought:

ABC-TV will open its National Collegiate Athletic Association season with two games in the Monday-night spots that pro football will take over later: Missouri and Alabama on Sept. 8 and Notre Dame and Boston College on Sept. 15, both games to start at 9 p.m. NYT.

Regional games will launch the Saturday afternoon schedule on Sept. 20 and 27. Later, four doubleheader dates are planned. For Thanksgiving, the schedule has Georgia at Georgia Tech in a night game.

College bowl games on ABC-TV (with per-minute rate-card prices) will be Liberty on Dec. 22 (\$60,000), Gator on Dec. 29 (\$50,000), Sugar on Dec. 31 (\$60,000), Astro-Bluebonnet on Dec. 27 (\$32,000) and Hula (\$39,000) on Jan. 4. The first three will be presented in prime time, the last two as part of an expanded *Wide World of Sports*.

The minute rate for the Gator Bowl



That close. A network television cameraman puts his audience right at the sidelines for an NFL telecast.

represents a \$2,000 increase over last year's but the \$60,000 quoted for the Sugar Bowl is a sharp drop from the \$80,000 reported a year ago.

ABC-TV's preseason pro schedule started last weekend with the NFL champion Pittsburgh Steelers meeting College All Stars on Friday night (Aug. 1) at Chicago and the annual NFL Hall of Fame Game Saturday afternoon at Canton, Ohio, featuring the Washington Redskins and the Cincinnati Bengals. Three other preseason games are scheduled—Sept. 1, Miami at Minnesota, 9 p.m. NYT; Sept. 6, St. Louis at Minnesota, 7 p.m., and Sept. 7, New York Jets at Washington, 9 p.m.—before the regular Monday-night season opens Sept. 22 with Oakland at Miami.

ABC's rate card pegs a minute in the Monday-night games at \$100,000, unchanged from last year. ABC-TV will also have the Pro Bowl this year for the second time as part of the Monday-night series. A minute in that one is priced at \$75,000.

CBS-TV's NFL coverage will start at 3:30 p.m. NYT on Aug. 17—a week earlier than last year—with Pittsburgh at Oakland, the first of three preseason games. The others, New England at New York Jets and St. Louis at Denver, will be presented as a doubleheader on Sept. 14, starting at 12:30 p.m. Thirty-second units in the opener and in the first game of the doubleheader are priced at \$25,000 gross, while those in the third preseason contest are \$27,000 gross. Last year the preseason card rate was \$30,000, but all of those games kicked off in prime time.

CBS-TV will present 84 regular-season games (one more than last year), with 66 National Conference contests and 18 between American and National Conference teams. It will also carry Super Bowl X, which at a rate-card price of \$115,000 per 30-second announcement is the highest-priced yet (last year's, on NBC, was \$107,000). Super Bowl will be played Sunday, Jan. 18, 1976, at Miami.

The National Conference playoffs on Dec. 27 and 28 and the National Conference championship game on Jan. 4 will be on CBS-TV. They are priced at, respectively, \$45,000, \$50,000 and \$67,000 per 30-second unit—up \$5,000 from last year in the case of the second playoff, unchanged from last year in the case of the other two.

The regular-season coverage starts Sept. 21 with the first of eight doubleheaders scheduled during the season.

Pricing for individual units varies from game to game, but CBS is offering a 29-game package (including the Super Bowl) of 29 30-second announcements at an average of \$35,960 gross per 30-second unit. Last year a similar package of 28 announcements in 28 games (excluding the Super Bowl, which was on NBC) averaged \$37,600 per unit.

All of this year's game dates except the preseason opener will be open with a 30-minute *NFL Today*. Thirty-second announcements may be bought individually at prices ranging from \$10,500 to \$13,500 on most dates but reaching \$24,000 on Thanksgiving and \$53,000 on Super Bowl day. Or they may be bought in a package of one each in 22 broadcasts (including the one before the Super Bowl) at an average of \$15,250 per unit, up from last year's package average of \$12,000.

A postgame *Pro Football Report*, approximately 15 minutes long, is priced at an average of \$22,500 per 30-second unit in a package of 23. This too represents an increase from a year ago, when the average was \$20,550. Or postgame 30's may be bought individually at rate-card prices ranging from \$18,000 to \$24,000 and extending to a high of \$55,000 in the *Report* following the Super Bowl.

The first of three preseason games, all to be played at night, will open NBC-TV's schedule on Saturday, Aug. 23, featuring Los Angeles at Buffalo. A week later NBC-TV will cover New England versus Green Bay at Milwaukee, and on Friday,

Sept. 5, will present Oakland at Dallas. Games time for all three: 9 p.m. NYT.

NBC-TV's 86-game regular-season schedule will start with regional contests on Sunday, Sept. 21, followed by the first national game—Buffalo at Pittsburgh—on Sept. 28.

Thirty-second commercial units in the preseason games are priced at \$24,500 each, unchanged from last year. During regular-season single games the prices increase from \$24,000 each to \$34,000 as the season progresses, reach \$40,000 in the first two doubleheader dates and \$50,000 in the last five doubleheaders. A Thanksgiving Day game brings \$42,000 per 30-second unit, and Saturday games are priced at \$27,500. For the American conference playoffs on Dec. 27 and 28, thirties go for \$41,000 each, and for the conference championship on Sunday, Jan. 4, they're \$55,000.

Generally, the regular-season rates represent increases over year-ago prices, no doubt reflecting NBC researchers' claim that last season, for the first time since NBC started covering American Football League games in 1965, its coverage outscored CBS's NFL coverage. NBC says its coverage averaged a 14.0 national Nielsen rating, to CBS's 13.7. NBC's average football audience, the researchers estimated, rose from 13,810,000 viewers in 1973 to 15,440,000 in 1974.

The \$42,000 rate for a Thanksgiving 30 this year, for instance, compares with \$38,000 last year. The rate in conference playoffs is up \$7,000 from last year's \$34,000, while the conference championship is up \$2,500 from last year's \$52,500.

Grandstand, the new umbrella title for NBC's Sunday-afternoon sports, will start 30 minutes before game time, and 30-second announcements within it are priced at \$15,000 each. Host for *Grandstand* has not been selected. Sperry Rand has signed as full sponsor of the postgame reports.

NBC-TV will have three college bowl games. It is pricing 30-second units in the Rose Bowl at \$70,000, in the Orange Bowl at \$52,000 and in the Senior Bowl at \$16,500. The first two will be played Jan. 1; the third, on Sunday, Jan. 11. This year's prices compare with last year's \$67,500, \$52,000 and \$16,000, respectively.

The Mutual Broadcasting System, already heavily committed to sports, is expanding its football coverage even more in 1975. Returning will be the full schedule of Notre Dame games, commencing Monday, Sept. 15. Don Criqui and Al Wester will be the announcers. Mutual also intends to offer at least two other college contests, starting with Ohio State-Michigan State on Saturday, Sept. 13.

MBS's coverage of the National Football League's Monday-night games resumes Sept. 22.

Mutual has arranged for a strong line-up of post-season games: Liberty Bowl, Dec. 22; Gator Bowl, Dec. 29; Sugar Bowl, Dec. 31; East-West Game, Jan. 2; Senior Bowl, Jan. 10, and Pro Bowl, Jan. 26.

In lieu of Mutual Black Network's coverage of Grambling football in past

The football price the networks pay

	Rights	Starting Date		Rights	Starting Date
ABC-TV			Mutual Radio		
Coaches All-America Game	undisclosed	June 22	NFL Monday Night Football	undisclosed	Sept. 22
NFL Preseason Games	(1)	Aug. 2	Notre Dame Football	undisclosed	Sept. 15
College All-Star Game	undisclosed	Aug. 1	NFC Division Playoff	undisclosed	Dec. 27
NCAA College Games	\$16,000,000	Sept. 8	NFC Division Playoff	undisclosed	Dec. 28
NFL Monday Night Football	\$11,500,000	Sept. 22	Black college games	undisclosed	Sept. 6
Liberly Bowl	\$200,000	Dec. 22	Liberly Bowl	undisclosed	Dec. 22
Astro-Blue Bonnet Bowl	undisclosed	Dec. 27	Gator Bowl	undisclosed	Dec. 29
Gator Bowl	undisclosed	Dec. 29	Sugar Bowl	undisclosed	Dec. 31
Sugar Bowl	undisclosed	Dec. 31	Senior Bowl	undisclosed	Jan. 11
Hula Bowl	undisclosed	Jan. 4	East-West Game	undisclosed	Jan. 2
Pro Bowl	\$1,500,000	Jan. 26	Pro Bowl	undisclosed	Jan. 26
CBS-TV			NBC Radio		
NFL Preseason Games	(2)	Aug. 17	AFC Championship	(4)	Jan. 4
NFC Games	\$22,000,000	Sept. 21	Orange Bowl	(4)	Jan. 1
Sun Bowl	undisclosed	Dec. 28	Rose Bowl	(4)	Jan. 1
NFC Division Playoffs	(2)	Dec. 27-28			
Fiesta Bowl	undisclosed	Dec. 27			
Cotton Bowl	undisclosed	Jan. 1			
NFC Championship	(2)	Jan. 4			
Super Bowl	\$3,000,000	Jan. 18			
NBC-TV					
AFC Preseason Games	(3)	Aug. 23			
AFC Games	\$16,600,000	Sept. 21			
AFC Division Playoffs	(3)	Dec. 27-28			
AFC Championship	(3)	Jan. 4			
Rose Bowl	\$1,400,000	Jan. 1			
Orange Bowl	\$800,000	Jan. 1			
Senior Bowl	\$100,000	Jan. 11			
CBS Radio					
Cotton Bowl	(4)	Jan. 1			
NFC Championship	(4)	Jan. 4			
Sun Bowl	(4)	Dec. 27			
Super Bowl	(1)	Jan. 18			

All networks announced rights \$73,100,000
Estimated for unannounced games and series \$2,300,000
Grand total for networks \$75,400,000

(1) Rights included in NFL package
(2) Rights included in NFL-National Football Conference package
(3) Rights included in NFL-American Football Conference package
(4) Radio rights in TV contract.

What the major schools get from radio and local TV

Conference	Teams ¹	Radio stations	TV stations	Total rights
Atlantic Coast	7	257	9	\$ 113,980
Big Eight	8	269	23	181,250
Big Sky	7	44	9	5,550
Big Ten	10	334	25	278,360
Ivy League	8	29	6	12,900
Mid-American	8	31	2	26,800
Missouri Valley	6	12	0	8,400
Pacific Eight	8	124	12	223,000
Southeastern	10	623	61	311,600
Southern	7	48	3	8,700
Southwest	10	125	8	110,000
Western Athletic	8	82	9	63,000
Others and independents	28 ²	250	17	203,495
Totals	125	2,228	184	\$1,547,035

¹ Does not include conference members not fielding football team.
² Independent figures do not include Notre Dame.

years, a series of 14 top black college games will be presented, starting Sept. 6.

Also on the college side, Exxon U.S.A. will be back for another year of radio coverage of Southwest Conference football, a sponsorship it has undertaken since the 1930's. Handled by McCann-Erickson, Houston, 56 games will be presented on 125 stations in Texas and New Mexico.

In its check of pro football cities this year, BROADCASTING found the local radio broadcasters generally more relaxed about such concerns as the effect on radio of the congressional mandate that forbade local TV blackouts of locally sold-out games.

Ted Atkins, vice president-station manager of WTAE(AM) Pittsburgh, epitomized the sentiments of many: "There's been a return to normalcy after a bit of sponsor apprehension about the effects of the anti-blackout law. Our ratings for Steelers games have gone up. And sales are even better than ever."

A breakdown of the local preseason and regular season radio plans of the NFL teams, along with preseason TV arrangements for NFL clubs, follows.

AFC Eastern Division

Baltimore Colts

WCBM(AM) Baltimore, starting a new three-year contract with the Colts, will cover the team for the 13th straight year.

Six exhibitions and the 14-game regular-season schedule will be fed to a regional network of more than 21 stations in four states and the District of Columbia.

Chuck Thompson will return for play-by-play and Vince Bagli, WBAL(AM) Baltimore sportscaster, will do color.

WCBM will bring back its pregame 15-minute *Coach's Corner* and 15-minute *Colt Kickoff* as well as the postgame *News and Sports Scoreboard*. In addition, Mr. Bagli will do a *Locker Room* wrap-up.

WCBM is working with Metro Communications, Bethesda, Md., in marketing the Colts network. The major in-game sponsors: National Brewing Co. (through Doner), Baltimore Area Datsun Dealers (Parker), Royal Crown Bottling Co. (Burnett), Montgomery-Ward (Waltjen Associates), Household Finance Corp. (direct) and Maryland State Lottery Commission (Rosenbush).

WJZ-TV Baltimore will telecast three away exhibitions on a live basis and a fourth game, at home, on tape later in the evening of the game. Tim Ryan will do play-by-play; former Colts running back Lenny Moore will provide color.

A half-time show with Joe Thomas, Colts vice president and general manager, will be part of each telecast. In addition, WJZ-TV will present a preseason special prior to the first exhibition (Aug. 9), featuring Messrs. Thomas and Moore and WJZ-TV Sports Director Nick Charles.

Major sponsor so far is Volkswagen/Porsche/Audi (Doyle, Dane, Bernbach).

Buffalo Bills

WKBW(AM) Buffalo has signed a new three-year contract and will carry the 14 regular-season and six exhibition games. Four stations in upstate New York will pick up the coverage. Announcing again will be Rick Azar, Eddie Rutkowski and Al Metzger.

Ingame sponsors are Schmidt's Brewery (through Rosenfeld, Sirowitz & Lawson); Manufacturers & Trades Trust Co. (Comstock Advertising); Buffalo Savings Bank (Ed Muir); Oldsmobile Dealers of Western New York (Creative Express) and Tops Supermarkets (Weil, Levy & King).

For its one-hour pregame and one-hour postgame show WKBW has signed more than 20 participating sponsors. On Monday, Wednesday and Friday, the station carries various football features and has lined up as sponsors the Erie County Savings Bank (Weil, Levy & King); Western Savings Bank (Greene Advertising); Lacy Motors (direct) and Grandmother's Closet (direct).

WKBW-TV will telecast three road exhibition games: Green Bay (Aug. 9) Cleveland (Sept. 1) and Atlanta (Sept. 6). They will be fed to WOKR-TV Rochester and WIIEN-TV Syracuse, both New York. Announcers will be Don Criqui and Paul Maguire. Major sponsors will be Genesee Brewing (Wm. Esty) and Erie County Savings Bank (Weil, Levy & King), plus participating advertisers.

Miami Dolphins

WIOD(AM) Miami will go into its 10th year of Dolphins coverage, doing all six exhibitions and the regular-season schedule. Thirteen affiliates had signed for the regional network as of mid-July.

Rick Weaver and Henry Barrow will be back on play-by-play and color, respectively.

WIOD declined to list its sponsors.

The preseason television of the AFC Eastern Conference champions will be carried for the second year by WTVJ(TV) Miami. One away game, Aug. 23 at New Orleans, will be live; four others in Miami's Orange Bowl will be presented on tape the following days. Bob Halloran, WTVJ sportscaster, is to call the games. WTVJ's Jane Chastain, who did regular-season color on NFL network telecasts last year, will do color for at least the first two Dolphins exhibitions. WTVJ sportscaster Tony Segreto will do half-time interviews with Dolphins Coach Don Shula on three games and will be host of a special Superdome feature during the New Orleans telecast.

Ingame sponsors include McDonald's (through Stern, Walter & Simmons), Nissan Datsun (Parker Advertising) Toyota (Clinton E. Frank), Miller beer (Media Investment Services), Dade-Broward Ford Dealers (Mike Sloan Advertising) and Dade Federal (Advertising and Marketing).

New England Patriots

WBZ(AM) Boston is still working under a five-year contract with the Patriots and will broadcast all six exhibitions and all 14 regular-season games. Ten to 12 stations in the New England area will pick up the WBZ feed. Returning as announcers for another year are Gil Santos (play-by-play) and Gino Capelletti (color). They will also host *The Pregame Show* and *The Wrap-Up Show*, programs that will be sponsored on a rotating basis by Hills Foods (through Dean Wolfe and Associ-

ates) and one other sponsor to be announced.

Ingame sponsors are the Provident Institution for Savings (Humphrey Brown-ing MacDougall), New England Chrysler-Plymouth (Young & Rubicam) and Getty Oil (direct). A one-fourth is still available.

WBZ-TV Boston is supplanting WCVB-TV Boston as the preseason TV outlet for the Patriots this year, with a schedule of four exhibitions, one live and three (home contests) on delay.

Len Berman, WBZ-TV sports director, is the only announcer signed so far. He'll also do *The Patriots' Preview Show*, a half-hour interview-and-discussion program preceding the exhibitions and some of the regular-season network games. One station spokesman said WBZ-TV is spotting out the exhibitions by merging the offerings with local availabilities during the regular-season contests. "We'll just sign a string of national and local advertisers as spot buyers," the source said, "because the huge sponsor commitments just aren't there for four exhibition games."

New York Jets

WOR(AM) is in the second year of a three-year contract for coverage of all six Jets exhibitions and all 14 regular-season games. WOR's network for the games will again encompass about 30 stations in New York, New Jersey, Pennsylvania and Rhode Island. The same announcing team will be back (Marty Glickman on play-by-play and Dave Herman on color). They will be joined again by Barbara Sheehan for the 25-minute *The Pregame Show*. A postgame show will feature Dave Herman answering listeners' questions about the game on a live hook-up. The station's policy is not to release the identities of participating advertisers in the pregame and postgame shows until all the spots have been filled, according to Ms. Sheehan.

Ingame sponsors, who've bought all of the available minutes: Manufacturers Hanover (through Young & Rubicam), F. & M. Schaefer Brewing Co. (BBDO), Chevron Oil (BBDO), Newark Ford

Dealers' Association (Ketchum, McLeod & Grove) and E.R. Squibb Co. (direct).

WNEU-TV will telecast five of the Jets' exhibitions, three live away games and two home delays. In the live telecasts, the Jets play Minnesota on Aug. 9, St. Louis on Aug. 16 and Atlanta on Aug. 30. The delays are with the New York Giants on Aug. 25 and with New England on Sept. 15. Charlie Jones will do play-by-play and Sam DeLuca the color.

Sponsors so far include Datsun (Parker), Miller beer and ale (McCann-Erickson), Circle Line cruises (Dancer-Fitzgerald-Sample), Lincoln-Mercury (Kenyon & Eckhardt), Chase Manhattan Bank (Ted Bates), Thom McAn shoes (Independent Media) and Fiat (Carl Ally). A quarter's worth of minutes are still available.

AFC Central Division

Cincinnati Bengals

WLW(AM) Cincinnati will carry the Bengals for the eighth straight year, with the schedule of 14 regular and six preseason contests. A network of more than 45 stations has been set up in Ohio, Kentucky, Indiana and West Virginia. The station is in the second year of a three-year pact.

Play-by-play coverage will be provided by Phil Samp, sports director of WLWT(TV) Cincinnati. Jim Crum of WLWC(TV) Columbus, Ohio, will serve as color man.

Ingame sponsors are Chevrolet Motors (through Campbell-Ewald), Burger Brewing Co. (Sive & Associates), Union Central Life Insurance (Adams, Gaffney & Associates), Frisch Restaurants (Rollman Advertising) and Amchem. Pregame and post-game advertisers include: Ben's department store (Hofter Advertising); Coca-Cola of Cincinnati (Chester Moreland); Fifth-Third Bank of Cincinnati and Sweeney Chevrolet (J. S. Freedman); Page's department stores (Little Agency); Banco Transmissions (direct) and Faber Sastile Pens (direct).

On television, WLWT will telecast six preseason games, two on a delayed basis. Bill Brown and Omar Williams will be game announcers. Coverage will be fed to WLWD(TV) Dayton, Ohio, and WLEX-TV Lexington, Ky. The major sponsor signed to date is Hudepohl Brewing (Stockton-West-Burkhardt). WLWT is in the first year of a three-year contract.

Cleveland Browns

For the eighth consecutive year, WHK(AM) Cleveland will broadcast the Browns contests, carrying 14 regular and six preseason games. The station expects to have a network of more than 30 stations in Ohio and Pennsylvania by the time the regular season opens. Gib Stanley again will provide the play-by-play. A color announcer has not yet been chosen.

Ingame sponsors signed to date: Pabst

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Brewing (through Kenyon & Eckhardt) and Chrysler-Plymouth Dealers (Young & Rubicam). Mr. Stanley will conduct 15-to-20-minute pregame and postgame shows with East Ohio Gas (D'Arcy-MacManus & Masius) as the first sponsor signed. There will be a five-minute *Forrest Gregg Show* before the game, sponsored by The Auto Partners (direct).

WEWS(TV) Cleveland will carry three exhibition games: on Aug. 10 (delayed), Aug. 22 and Sept. 7 (live). Announcing teams have not been selected. A station spokesman said a number of sponsors have been obtained but declined to identify them.

Houston Oilers

KILT(AM) Houston for the 11th season will cover the Houston Oilers for a full season plus six preseason games. It is relaying these games to six other Texas stations. Ron Franklin is the play-by-play announcer; Ron Stone is doing the color.

Major sponsors for the regular-season (all one-fifth) are AC-Delco (direct), Southwestern Bell (direct), Chrysler dealers (direct), Carte Blanche (Della, Femina, Travisano & Partners), Houston First Savings Bank (Glen/Bozell & Jacobs).

A coach's segment is being sponsored by J. C. Penney (direct), a pregame show by Texas Office Supply (direct); a postgame show by Wyatt Industries (direct), and a locker room wrap-up, by Motalbal Tires (direct).

KPRC-TV Houston will telecast two Oilers exhibition games, one in New Orleans and one in Denver. Sponsors are generally participating, but some of the major ones are Coca Cola (McCann-Erickson), J. C. Penney (direct), Continental Airlines (Benton & Bowles), Southwestern Bell (Gardner), Miller beer (McCann-Erickson).

Pittsburgh Steelers

The Steelers stay riveted for the sixth year to WTAE(AM) Pittsburgh for the seven exhibitions and 14-regular season games that started with Steelers-College All Stars contest in Chicago last Friday (Aug. 1). A four-state regional network that will number more than 30 affiliates has been set up. It includes, for the first time, KGU(AM) Honolulu.

For the 16th year Jack Fleming, sports director of WTAE-TV, is doing the team's play-by-play. WTAE Sports Director Myron Cope is on color.

The ingame sponsors include Pittsburgh National Bank (through Ketchum, MacLeod & Grove), Chrysler-Plymouth (Young & Rubicam) J. A. Williams Zenith distributor (Alex DeGurian Advertising), Pabst Blue Ribbon beer (Kenyon & Eckhardt) and the Pennsylvania State Lottery (Sonder, Levitt & Sagorsky).

A 10-minute pregame *Chuck Noll Show* has been bought by Heritage Federal Sav-

ings & Loan (Gateway Marketing). It will be adjacent to a 10-minute *Jack Fleming Show*, sponsored by Ryan Homes (Howard Swink Advertising).

WTAE's postgame programs include a five-minute *Scoreboard Show*, bought by The Coach House (Friedman Advertising) and a 10-minute *Dressing Room Report*, sponsored by Stop N Go (Barry Farnol Advertising).

WTIC-TV Pittsburgh will be back to telecast two home and three away exhibitions of the NFL World champions. Frank Glibier and Pat Hernon have drawn the play-by-play assignment with Sam Nover on color.

WTIC-TV ingame sponsors are Chrysler/Plymouth Dealers, Erie Brewing Co.'s Koehler beer (Lando), Gimbel's department store (G-P Promotions), Mellon Bank (McCann-Erickson), Pennsylvania State Lottery and U.S. Steel (Compton).

AFC Western Division

Denver Broncos

KOA(AM) Denver, which just announced an extension of its rights contract through the 1977 season, will carry for the fifth year of the team's 20 games, with Bob Martin doing the play-by-play and Larry Zimmer the color. KOA will feed the games and a postgame scoreboard show to a 40-station network in Colorado, Wyoming, Utah, Montana, Nebraska and New Mexico.

Play-by-play sponsors to date, all taking one-tenths, include: Public Service Co. of Colorado (direct), Sill-Terhar Ford (Vic Boccard), Pepsi Cola Bottling Co. (Astro Advertising), BankAmericard (Campbell-Mithun). Pregame and postgame sponsors are Boyd Distributing for Sony (J&D Associates), for the *John Ralston Show*; Holly Inns (Neuwirth-Koller) for *Scoreboard*; Standard Oil (Bernstein, Rein & Boasberg), Playboy Club (Spiro & Associates), F&M Auto Parts (Van Dyke), Aspen Leaf (A&L), Kentucky Fried Chicken (Boehner & Scheib), Johnny Haas Lincoln-Mercury (Vic Boccard), for *NFL Today-Bronco Talk*.

For the first year, KBTU(TV) Denver is

carrying the three of the Broncos preseason, away games. It is feeding these to KRDO-TV Colorado Springs. John Rayburn, Bob Kurtz and Fred Gherke are the announcers. All sponsors are participating, KBTU will also carry the *John Ralston Bronco Replay* show for the fourth season on Monday evenings throughout the season.

Kansas City Chiefs

KCMO(AM) Kansas City, for the 13th year, will carry the complete 20 (preseason and regular season) games of the Kansas City Chiefs, feeding them to a 50-station regional network in the Midwest. Ray Scott is to do the play-by-play; Bruce Rice, the color.

Sponsors are ISC Financial Industries (through Valentine-Radford), one-fourth; Zenith of Kansas (direct), one-eighth; DeKalb hybrid wheat (Adcreation), one-eighth; Chevrolet (Campbell-Ewald), one-eighth. Pregame show sponsor is Thezik Buick and the postgame show sponsor is Chrysler-Plymouth dealers.

Six of the preseason games of the Chiefs will be carried by KMBC-TV there, with John Sanders doing the play-by-play and, Don Fortune, the color. Only sponsor signed as of last week is Hamm's Beer (Dancer-Fitzgerald-Sample), one-fourth.

Oakland Raiders

KNBR(AM) San Francisco for the fourth season will carry the complete schedule of the Oakland Raiders. Bill King and Scotty Stirling are to do the play-by-play and color announcing.

KNBR again will feed an 11-station network.

Regular sponsors are Fidelity Savings & Loan (through Moneyworth Advertising), Hughes Air West (FC&B), Denevi Camera (direct), Pay Less Drug Stores (D. Routh), and PTT (BBDO). Postgame sponsors are Air California (Phillips-Ramsey) and Smith's Clothing (Wenger-Michael).

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carrying four preseason games of the Raiders. Don Klein and Al LoCasale are doing the play-by-play and color, respectively. Sponsors are participating.

San Diego Chargers

For the second year in a row, KSDO(AM) San Diego will broadcast all the Charger games. It will also feed the coverage to KROP(AM) Brawley and KOWN(AM) Escondido, both California. Announcers for all games, including pregame and postgame shows are Andy Musser for play-by-play and Dick Van Raaphorst for color.

Play-by-play sponsors include Jack in the Box (through Doyle, Dane, Bernbach), Bank of American (Grey), Chevrolet (Campbell-Ewald), Carte Blanche (Della, Femina Tavisano), Mission Cable TV (direct), Wresco (direct). Pregame and postgame sponsors are Parliament Builders, Fotomat, Fed Mart and Brick Shirt House, all direct.

KCST(TV) that city will telecast the Chargers' six preseason games for the third year, plus one regular season away game. Sponsors are all participating. Mike Smith is to do the play-by-play; Dave Campbell, the color.

NFC Eastern Division

Dallas Cowboys

KRLD(AM) Dallas returns for the fourth year as originator for the six preseason and 14 regular-season games of the Cowboys. More than 160 stations will be on the Cowboys regional network, by far the largest radio hook-up among the pros.

Frank Gliieber, Al Wisk and Vern Lundquist are back to handle play-by-play and color.

John C. Butler, executive vice president and general manager of KRLD, reported that prior to the opening exhibition that Jack in the Box restaurant (through Doyle Dane Bernbach), Chevrolet (Campbell-Ewald), American Airlines (Benton & Bowles) and various local advertisers had bought in-game sponsorships.

One half of the pregame and postgame has been sold to Sakrete, a division of Texas Industries (Pierce, Davis & Associates) with one half open.

Five preseason telecasts of the Cowboys will be carried by KXAS-TV Fort Worth. Three road games (Aug. 9 at Los Angeles, Aug. 18 at Kansas City and Aug. 30 at Houston) will be live. The home games with Minnesota and Pittsburgh will be taped for showing the following days, Aug. 24 and Sept. 14, respectively.

Frank Gliieber will be on play-by-play and former NFL star, Dave Manders, will do the color. Preseason TV rights are held by Eddie Barker Associates, Dallas, which sets up the physical coverage.

KXAS-TV said it was selling its telecasts of the five exhibitions in five separate

packages, so as to afford greater sponsor protection. Though not entirely sold out as of July 22, participants include Jack in the Box, Southwest Bell, (for long distance and Yellow Pages) Dairyland Insurance, Centennial Homes (real estate), Red Carpet Realty, Haltom Bank, Aamco Transmissions and a number of local automobile dealers.

New York Giants

WNEW(AM) New York will begin the second year of a three-year contract to broadcast all six exhibition games and all 14 regular-season games of the Giants. The network to be fed by WNEW will again encompass 15 stations in New York, New Jersey, Connecticut and even one in Florida. WNEW's sports director, Chip Cipolla, and Marv Albert will return to do the play-by-play, and the new color man will be the former Giants defensive back, Dick Lynch. Mr. Cipolla's pregame show will be called *Pro Football Preview* and Mr. Lynch's postgame sidebar will be *The Locker Room Report*. Grammercy Park Clothes (direct) will rotate pregame and postgame, and station sources say they're looking for one other rotating sponsor.

Four-fifths of the in-game minutes have been sold to Manufacturers Hanover Trust Co. (through Young & Rubicam), the Channel Home Improvement Centers of New Jersey (direct), Eastern Airlines (Young & Rubicam) and Getty Oil (DKG Inc.).

WPix(TV) New York will telecast all six of the Giants' exhibition games, four live and two on delay. The live telecasts will be at New England (Aug. 10), at San Diego (Aug. 16), at Seattle in a game with the Browns (Sept. 7) and at Miami (Sept. 13). The delayed telecasts are the home games at New Haven and at Princeton.

The returning announcers are Don Criqui (play-by-play) and Tucker Frederickson (color). No pregame or postgame shows are planned. Miller beer (McCann-Erickson) has bought one fourth of the games, and the rest of the minutes will be spotted out to participating advertisers.

Philadelphia Eagles

WIP(AM) Philadelphia will return to carry the Eagles contests under a new three-year contract with the club. A network of 15 stations in Pennsylvania, New Jersey, and Delaware will pick up WIP's coverage. Charlie Swift will handle play-by-play and Al Pollard the color; an additional announcer will probably be added for pregame shows before each of the six exhibition and 14 regular-season games the station will broadcast. Principal sponsors will include Chevrolet (Campbell-Ewald), McDonald's (Elkman), Pabst (Kenyon & Eckhardt), Getty (DKG), First Pennsylvania National Bank (Spero), Rold Gold Pretzels (Firestone), and Squibb (Prime Time).

WCAU-TV, Philadelphia in its 15th year of covering the Eagles, will carry four exhibition contests, three live and one delayed. Jack Drees and Pat Summerall will share play-by-play duties, with WCAU-TV Sports Director Tom Brookshier handling color commentary. No pregame or post-game shows are currently scheduled. Sponsors will include First Pennsylvania National Bank (Spero), Miller beer (McCann-Erickson), Philadelphia Area Chrysler-Plymouth Dealers' Association (Young & Rubicam), and the Pennsylvania State Lottery (Sonder-Levitt-Sigorsky).

St. Louis Cardinals

KMOX(AM) St. Louis continues as the Cardinals radio outlet with the broadcasts of six exhibitions and the 14 regular-season games. A regional network of a still-to-be-determined number of affiliates is planned. The radio broadcast team will be returning Bob Starr and newcomer Dan Kelly.

Mr. Starr will again do a postgame *From the Locker Room*. Jack Buck will conduct two pregame programs, *Meet the Cardinals* and *Coach's Corner*. Sponsorship lists for these three shows are not yet available.

Ingame sponsors for KMOX include Jack in the Box restaurants (through Doyle Dane Bernbach), Busch beer (Gardner), Hill-Behan Lumber, Chevrolet dealers, Dyna-Banks and Cotter Hardware.

KSD-TV St. Louis will telecast four of the Cardinals' six preseason games, two live road contests and two home games on a delayed-tape basis. In addition, KSD-TV is to telecast one regular season game that is not part of the contract between the networks and the NFL. That will be Cardinals-Giants game on Saturday, Oct. 25, in New York. KSD-TV Sports Director Jay Randolph and station sportscaster Ron Jacober will be back as the broadcast team.

Sponsorship list is not yet complete.

Washington Redskins

WMAL(AM) Washington is back for seven exhibitions and the regular season of the Redskins. Coverage began with the Hall of Fame game last Saturday (Aug. 2) with Cincinnati at Canton, Ohio. WMAL is feeding 23 other stations in three states. Len Hathaway has moved from color to play-by-play and Sam Huff, former NFL star and more recently color man on Giants games for WNEW(AM) New York, is doing color.

WMAL has set up "Redskin Sunday" for the regular season, leading off with one-and-one-half hours of programing prior to each game. WMAL's Chris Core will handle interviews and features in this time. Mr. Huff, in addition to pregame broadcast assignments, will do a postgame show with Mr. Hathaway. That, in turn, is to be followed by *Locker Room Report* with Messrs. Hathaway, Huff and Redskin

linebacker Chris Hanburger.

Ingame sponsors on the network are Chevrolet (through Campbell-Ewald) and Marriott Corp. (Potomac Advertising). Ingame quarters on WMAL have been sold to Chevrolet and Household Finance Corp. with two quarters still open.

Koons Ford (Weitzmann) has bought the *Locker Room Report* as well as Chris Hanburger's daily reports from the Redskins training camp. Giant Food (Dennenberg) has taken the Monday evening *George Allen's Game* on WMAL.

Preseason television stays with WMAL-TV Washington for the sixth year with live coverage of one game at Houston and tape delays three other home games and one contest at nearby Baltimore. WMAL-TV will also repeat these four games on following days.

Jim Thacker, who has covered Atlantic Coast Conference sports along with assignments for CBS-TV and Hughes Television Network, will do play-by-play. Irv Cross will be going into his third year of preseason color for WMAL-TV.

Station said a regional network is planned. No sponsor list was available.

NFC Central Division

Chicago Bears

WGN(AM) Chicago will broadcast 14 regular-season games and three exhibitions of the Bears this year. Jack Brickhouse will be back on the play-by-play and Irv Kupcinet will provide the color.

Three-quarters of the games have been sold, with one-quarter still available. Sponsors are Heileman's Old Style Beer (Campbell-Mithun), Household Finance (Needham, Harper & Steers) and Chicagoland Oldsmobile Dealers (Benton & Bowles).

The *Half Time Show* has been bought by Carte Blanche (Della, Femina, Travisano & Partners) and the postgame *Scoreboard Show* by Lauter Men's Wear (Bud Solk & Associates).

WBBM-TV Chicago again will telecast six preseason skirmishes of the Bears. Brent Musberger will be play-by-play announcer and Bill George will supply the color. The station has arranged for partial sponsorship of its schedule but would not release the names of advertisers.

Detroit Lions

WJR(AM) Detroit will again originate the Lions' games to a network of about 35 stations (mostly covering the lower peninsula of Michigan). And, as in previous years, WJR will itself do only the first two Lions' exhibition games and the last 12 regular-season games because of schedule conflicts with Detroit Tigers baseball, which the station also carries. WJR-FM will handle the last four exhibitions and the first two regular-season games. Bob Reynolds will be back for his 23rd year as a Lions' announcer (he'll do play-by-

play). The new color man is one of WJR's morning disk jockeys, J. P. McCarthy.

Ford cars (through J. Walter Thompson), Sears (Warner Advertising) and Pabst Brewing (Campbell-Mithun) are the in-game sponsors signed as of now, with two-fifths still available. Two 10-minute pregame shows are on tap: *The Rick Forzano Show* (Mr. Forzano is the Lions' coach) and *Pro Football Today* (mostly interviews with players). There will also be two 10-minute postgame shows: *Scores and Highlights* and *From the Locker Room*, the latter featuring Mr. Reynolds as host. The station hasn't announced any sponsors yet for these shows.

WJBK-TV Detroit has signed another one-year contract to televise three exhibitions: at Oakland Aug. 10; at Miami Aug. 16; and at Washington Aug. 29. Ray Lane will do the play-by-play; the color announcer will be announced later.

Participating ingame sponsors lined up so far are Tru-Value Hardware (Home Products Marketing), Standard Oil of Indiana (D'Arcy, MacManus & Masius), Blatz beer (Campbell-Mithun), Stroh beer (Doyle Dane Bernbach), United Vintners (McCann-Erickson) and Highland appliances (W. B. Doner).

Green Bay Packers

WTMJ(AM) Milwaukee has signed a new one-year contract with the Packers to carry all six exhibitions and the 14 regular-season games. WTMJ will again be the flag-

ship of a network that is expected to total about 54 stations in a four-state area. The announcers are Gary Bender (play-by-play) and Jim Erwin (color).

Ingame sponsors so far: Pabst Brewing (through Kenyon & Eckhardt), the Ford Dealers of Wisconsin and Upper Michigan (J. Walter Thompson), True-Value Hardware (direct), Lenox furnaces and air conditioners (direct), John Deere Snowmobiles (N.W. Ayer), Midland Cop farmers' equipment (Stevenson & Associates), the American Dairy Association of Wisconsin (direct), Wausau Homes, a company that builds pre-fabs (direct) and the Independent Insurance Agents of Wisconsin (Lance Hanish).

The pregame show (taped interviews with players in that day's game) and the post game show (wrap-up and scores of other games) are sponsored by the Ford dealers of Wisconsin and Household Finance (Needham, Harper & Steers). Mr. Bender and Mr. Erwin will co-host both of these programs. A spokesman for the station said Chevrolet bowed out of its long-time commitment to WTMJ's coverage because Bart Starr, the new coach of the Packers, is a local Lincoln-Mercury dealer.

WLUX-TV Green Bay has signed a new three-year contract with the Packers and will carry one intrasquad game and five exhibitions (three home and two away). The televised home games are with Buffalo (Aug. 10), Chicago (Aug. 16) and San Francisco (Sept. 14) and the away games to be transmitted back to Wisconsin are the ones at Cincinnati (Aug. 23) and at Kansas City (Sept. 6). Two other

Major network-television football sponsors

AC-Delco (Campbell-Ewald): CBS, NFC games; NBC, AFC games.

American Express (Ogilvy & Mather): CBS, NFC games.

American Motors (Cunningham & Walsh): NBC, AFC pregames.

American Motors Jeep (Compton): NBC, AFC pregames.

AMF (Fuller & Smith & Ross): ABC, NCAA and NFL games.

Anheuser-Busch (D'Arcy, MacManus & Masius): ABC, NFL games; NBC, AFC games; CBS, NFC games.

Beecham (Kenyon & Eckhardt): ABC, NCAA games; CBS, NFC games.

Boeing (Cole & Weber): ABC, NFL games.

Chevrolet (Campbell-Ewald): ABC, NCAA games.

Chrysler (BBDO): NBC, AFC games.

Consolidated Cigar (David Oksner & Mitchneck): CBS, NFC games. **Consolidated Cigar** (Compton): NBC, AFC games.

Fireman's Fund (Cunningham & Walsh): ABC, NCAA games.

Firestone (Sweeney & James): NBC, AFC games.

Ford (J. Walter Thompson): CBS, NFC games; ABC, NFL games.

Gillette (Moorgate Advertising): ABC, NCAA games;

Gillette (BBDO): ABC, NFL games.

Goodrich (Grey): NBC, AFC games.

Goodyear (Young & Rubicam): CBS, NFC games; ABC, NFL and NCAA games.

Gulf (Young & Rubicam): ABC, NFL games; NBC, AFC games.

Haggar slacks (Tracy-Locke): ABC, NCAA games; CBS, NFC games.

Heublein (McCann-Erickson): NBC, AFC games and pregames; CBS, NFC games.

IBM (Carl Ally): CBS, NFC games; NBC, AFC games.

Kentucky Fried Chicken (Leo Burnett Co.): ABC, NCAA games; NBC, AFC games.

Metropolitan Life (Young & Rubicam): ABC, NFL games.

Miller Brewing (McCann-Erickson): ABC, NCAA and

NFL games; CBS, NFC games; NBC, AFC games.

Mutual of New York (Marschall): CBS, NFC.

National Bank Americard (NBI Communication): ABC, NCAA games; NBC, AFC games.

National Brewing (W. B. Doner): NBC, AFC games.

New York Life Insurance (Compton): CBS, NFC games; NBC, AFC games.

Norelco (McCaffrey & McCall): CBS, NFL games; ABC, NFL games; NBC, AFC games.

Pabst (Kenyon & Eckhardt): NBC, AFC games.

Polaroid (Doyle Dane Bernbach): ABC, NCAA games.

Quaker State (Kenyon & Eckhardt): NBC, AFC games; CBS, NFC games.

Rexall (Gardner): NBC, AFC games.

Savings & Loan Foundation (McCann-Erickson):

ABC, NFL games; NBC, AFC games.

Schlitz (Leo Burnett Co.): CBS, NFC games; ABC, NFL games.

Sears (Foote, Cone & Belding): CBS, NFC games; ABC, NCAA and NFL games; NBC, AFC games.

Sheraton (BBDO): ABC, NFL games.

Sperry Rand (Young & Rubicam): Full sponsorship, NBC NFL postgame shows.

State Farm (Needham, Harper & Steers): NBC, AFC games.

Stokely Van Camp (Clinton E. Frank): NBC, AFC games.

STP (McCann-Erickson): NBC, AFC games; CBS, NFC games.

Sun Oil (Wells, Rich, Greene): CBS, NFC games.

Timex (Warwick, Welsh & Miller): NBC, AFC games.

Toyota (Clinton E. Frank): ABC, NFL games.

United Airlines (Leo Burnett Co.): ABC, NCAA and NFL games.

U.S. Tobacco (Warwick, Welsh & Miller): ABC, NCAA games.

Warner Lambert (J. Walter Thompson): NBC, AFC games; CBS, NFC games.

Yellow Pages (Cunningham & Walsh): NBC, AFC games and pregames.

Zenith (Foote, Cone & Belding): ABC, NFL games.

stations will take the WLUK-TV feed: WITI-TV Milwaukee and WSAU-TV Wausau, Wis. Some of the ingame sponsors are Pabst Brewing (Kenyon & Eckhardt), Coca-Cola (McCann-Erickson) and Volkswagen (direct). No pregame or postgame shows are on tap, but a half-hour *Monday Quarterback Club*, with Fuzzy Thurston and Doug Hart, will be telecast each week just before ABC-TV's *Monday Night Football*, with co-sponsorship by Heilemann Brewing (direct) and Arctic Cat snowmobiles (Packer-Land). Also, a half-hour weekly *Bart Starr Show*, featuring an analysis of the previous Sunday's game by the Packers' coach, will be sponsored by Pabst Brewing (Kenyon & Eckhardt) and Coca-Cola (McCann-Erickson). Game announcers are Bob Schulze (play-by-play) and Chuck Lane (color).

Minnesota Vikings

KSTP(AM) St. Paul isn't going to tamper with its successful formula of Vikings broadcasts. Accordingly, it is starting a new three-year radio contract that will have it feeding all the preseason and regular-season games to a network of 50 stations, reaching as far as Honolulu.

KSTP General Manager Jack Nugent said Joe McConnel will do play-by-play for the fifth year as well as recap the day's action on the postgame *The Point After*.

Preceding each game will be the two-

and-one-half hour *Tailgate Show* with Rod Person and the half-hour *The Coach's Corner With Bud Grant*, conducted by KSTP Sports Director Ron Trongard. *Half-Time Show* will round out programming outside the actual game.

Ingame sponsors include Twin City Federal Savings & Loan (through Colle & McVoy), Pabst Blue Ribbon beer (Kenyon & Eckhardt) and Twin City Dodge Dealers (BBDO).

Twin City Buick Dealers has bought *Coach's Corner*; Hardware Hand (Clark Livingston Association) will be a pregame sponsor, and Snyder Drug (Dan Blake Advertising) is pickup up the tab for *Half-Time Show*. Lesser participations have been sold to Western Airlines (BBDO), County Seat (Format Communications), Minnegasco (Bozell & Jacobs) and Pipe (Jaffray & Hopwood).

KSTP-TV Minneapolis-St. Paul will telecast live three road preseason games. A fourth exhibition, from San Diego, will be presented the following afternoon on tape.

Calling the play-by-play will be KSTP-TV Sports Director Tom Ryther, backed by Johnny Sauer on color.

The TV sponsorship list is headed by Twin City Federal Savings & Loan.

NFC Western Division

Atlanta Falcons

For the 10th year and the third season of its current three-year rights contract, WQXI(AM) Atlanta will be the Falcons' radio outlet. Twenty-four affiliates were set for a regional radio network by mid-July with the expectation that there will be 30 by the season opener, according to Gerald Blum, WQXI vice president and general manager.

Jack Hurst will be back for the 10th year to do the play-by-play for six exhibitions and 14 regular-season games. Billy Lothridge, former NFL player, will do color.

Delta Airlines (through Burke Dowling Adams) returns to head the list of ingame sponsors. Pregame and postgame programs have been bought by Eveready Batteries (William Esty) and Elman jewelers (house agency).

WXIA-TV Atlanta will telecast all six exhibitions of the Falcons, in the second year of a three-year contract. Three away games will be live; the other three, in Atlanta, will be on a tape delay basis. Bob Neal, WXIA-TV sports director, will again do play-by-play. Alex Hawkins, star with the Baltimore Colts and the Falcons and last year on World Football League network telecasts, will do Falcons color on WXIA-TV.

WXIA-TV's sponsor list is headed by Mazda and Italian Swiss Colony Wine.

Station will also carry a Monday half-hour *Falcon Replay Show* with Mr. Neal and Marion Campbell, Atlanta's head coach, as a lead-in to ABC-TV's *Monday Night Football*.

New Orleans Saints

The Saints will be moving into their new Superdome home, but the broadcast lineup retains some old familiar faces. WWL(AM) New Orleans will again originate all 20 games (six preseason) for a regional network of 40 stations. Back in the booth will be John Ferguson and Steve Stonebreaker for play-by-play and color, respectively.

The major ingame sponsors of last season, Chevrolet (Campbell-Ewald) and Burger King (Stonebreaker) have again signed on. The pregame program, *Countdown to Kickoff*, will be taken by Berners Associates (direct). A postgame *Touchdown Talk* is planned.

The Saints preseason TV continues at WWL-TV New Orleans with six exhibitions on tap. Messrs. Ferguson and Stonebreaker will be the announcing team.

Returning as ingame TV sponsors: McDonalds and Dixie beer (both through Fitzgerald Advertising) along with Berner's.

Arrangement for WWL-TV's pregame and postgame shows and sponsorship are still being set up.

Los Angeles Rams

As it has since 1946, KMPC(AM) Los Angeles will once again carry the full season plus preseason games of the Los Angeles Rams, relaying them to 19 other radio stations in the state as well as several stations in Arizona and Nevada. Dick Enberg and Don Drysdale are to do the play-by-play and color, respectively.

Play-by-play sponsors, each one fifth, are Chevrolet (Campbell-Ewald), Budweiser beer (Gardner), Continental Airlines (B&B), Standard Oil of Calif. (BBDO), and Bank of America (Grey). Pregame and postgame sponsors are Kentucky Fried Chicken (Henry Kauffman) and Sears (Star).

KABC-TV Los Angeles will telecast five preseason games. Play-by-play announcer will be Stu Nahan. Sponsors are participating. Saturday night games will be carried at 11:30 that night; and repeated the next day in the late afternoon.

San Francisco 49ers

For the 19th year, KSFO(AM) San Francisco will carry the regular and preseason games of the 49ers, feeding 14 regional affiliates. Lon Simmons is to do the play-by-play; Gordy Soltsu, the color.

Regular game sponsors, each one-fifth, are Chevrolet (Campbell-Ewald), Standard Oil of California (BBDO), Western Airlines (BBDO), Roos/Atkins (clothing) (Argonaut), and Bank of America (Grey).

Two sponsors share both the pregame and postgame shows: American Bakeries

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(direct) and Zenith (Dearborn).

KBHK-TV San Francisco-Oakland is carrying four preseason games of the 49ers. Don Klein and Leo Nomellini are doing the play-by-play and color, respectively (with Bob Murphy substituting for Klein in the first game). All sponsors are participating.

WFL Eastern Division

Birmingham Vulcans

WSGN(AM) Birmingham is originating radio coverage of the Vulcans, which before the WFL reorganizations played as the Americans. A regional radio network of more than 27 outlets has been set up under the supervision of Larry Matson, director of broadcasting for the club.

In addition to two July exhibitions, WSGN is to broadcast the 18-game regular season schedule beginning last Saturday (Aug. 2).

Local distributors for Coca-Cola (through Frank Taylor Agency) and Pepsi-Cola have picked up play-by-play sponsorship each taking alternate games, according to Ben McKinnon, WSGN vice president and general manager.

The Vulcans have been negotiating with WBRC-TV Birmingham for television coverage. That station carried four of the Americans' games last season when that club won the WFL championship. If TV plans materialize, Mr. Matson will switch to that play-by-play with Herb Winches on color.

Charlotte Hornets

Broadcast arrangements for the Hornets jelled early this year with WBT(AM) Charlotte carrying the 18-game regular-season schedule and one preseason contest. A July 12 night exhibition in Hawaii was bypassed due to the time differential. Games are being fed to stations in Durham, High Point and Shelby, all North Carolina.

WBT's sports director, Harold Johnson, is calling the play-by-play with Matt Snorton, ex-Denver Bronco, on color. Mr. Johnson is also doing a 10-minute pregame program of interviews and sports highlights.

WBT's principal sponsors include Budweiser beer (D'Arcy-MacManus & Masius), Collins Co. department store (direct), D. L. Philips Co., real estate (direct) and Southern Radio (RCA distributors) in conjunction with the local Queen City TV firm.

WRET-TV Charlotte will telecast seven road games of the Hornets with feeds to its sister station, WTCG(TV) Atlanta, and WGHP-TV High Point, N.C. WTCG will augment its seven Hornets pick-ups with three games of the Memphis Southmen from WMC-TV there.

John Sterling, WMCA(AM) sports personality, who did play-by-play for the New

York Stars before the franchise was switched to Charlotte and renamed, is doing Hornets TV play-by-play. Former NFL star, Norman Pettis, is on color.

WRET-TV Vice President and Sales Manager Bob Schuessler reported a complete sell-out by July 21. Ingame sponsors are American Credit Corp. (Shotwell, Craven, Varner), RCA/Queen City (direct), Coca-Cola (McCann-Erickson), American Motors (Cunningham & Walsh), Marquis Boats (direct), Southern Bell (Tucker Wayne & Co.), National Auto Parts Association (Matthews, Cremins, McLean), Cosmopolitan Health Spa (direct), Domer's Men's Shop (direct), Collin's department store, Datsun (Parker), Henderson's Volkswagen (direct), Regal Chrysler (J&E Advertising) and First Federal Savings & Loan.

Jacksonville Express

The only reminder of last season's Sharks is on the local movie marquees as the Express steams onto the scene. This year the local WFL club bought the time on WQIK-FM Jacksonville, went hunting for its own sponsors and claims a sell-out. To offset the lack of a regional network at this time, the WQIK-FM play-by-play is being fed to cable TV systems in the state.

Jack Solomon, who called the play-by-play for the Sharks, is doing it again with Jack Taylor, local football coach, handling color.

WJXT(TV) Jacksonville, which covered eight Sharks games last season, is telecasting three road games of the Express, starting last Saturday (Aug. 2) in Memphis.

Memphis Southmen

WREC(AM) Memphis broadcast the three July exhibitions of the Southmen and started on the 19-game regular season schedule last Saturday (Aug. 2). A regional network was still in process of formation last week. Dick Palmer, who did Southmen play-by-play last year for WLOK(AM) Memphis, is back in the booth with Phil Walberg taking over color.

Returning again on the television side is WMC-TV which covered two of the three July exhibitions and which will do four road games in the regular season. On TV dates, Mr. Walberg moves over as play-by-play announcer with WMC-TV's Bob Bruce on color.

Sponsorships for radio and TV have not been completed.

Philadelphia Bell

The Bell is one of the WFL clubs blessed with a year's longevity and WIBG(AM) Philadelphia has returned to carry six home and six away games, as the option year on last year's one-year pact. Howard David is the play-by-play announcer, with Peter Silverman of WCAU(AM) Philadelphia handling color. Carling beer (Hayhurst) is principal sponsor of the broadcasts. WIBG

aired pregame shows before last season's broadcasts, and may do similar programming this year, although plans are not definite.

WTAF(TV) Philadelphia, a UHF station, begins its first year of Bell coverage with telecasts of eight away games, handled by Joe Pelligrino (play-by-play) and Tommy MacDonald (color). Carling Beer is the major television sponsor as well.

WFL Western Division

Chicago Winds

The Winds take over this season as the WFL's largest-market franchise, replacing the doused Chicago Fire. The team is still negotiating for a radio contract, but television coverage will be provided by WGN-TV, which has carried the Fire.

The station, which has a one-year contract with the team, will carry eight away games, all on Saturday evenings or Sundays, with Jim West of WGN-TV handling play-by-play and Bill Berg of WGN(AM) providing color commentary. Both will be featured on a half-hour pregame show before each game.

Principal sponsors for the games will include Tru-Value Hardware (direct), Commonwealth Edison (Burnett), Gillette (Grey), and Alka-Seltzer (Tatham-Laird & Kudner).

The Hawaiians

For the second year, KGMB(AM) Honolulu is carrying the Hawaiians' complete season, including preseason games, feeding the schedule to two others stations: KUAI(AM) Eleele and KMVI(AM) Wailuku, both Hawaii. Announcers for play-by-play and color are Joe Moore and Dick Thornton.

Sponsors for regular play-by-play are Chuck Machado's Luau (direct), Servco/Automotive (Hawaiians Advertising), Sizzler Steakhouse (direct), and Fischer Hawaii (Tomozak Advertising). Pregame and postgame sponsors are Diner's Drive-In (Clancy Fuchigami Advertising), for *Coach's Corner*; Bank of Honolulu (direct) for *Perimeter*; and Hair Replacement Center (direct) for postgame.

Negotiations for TV pickup of away games are underway on a game-by-game basis.

Portland Thunder

For its first season, Portland Thunder team is being carried by KEX(AM) Portland, which is serving three other stations in the state. Play-by-play will be by Jimmy Jones, color by Darrell Aune. Sponsors for play-by-play have not been signed at this writing; Echo chain saws and Cudahy Bar S meats (both Stanford & Taft) will sponsor both the pregame and postgame shows.

KPTV(TV) Portland carried only the first preseason Thunder game (in Anaheim) this past weekend (Aug. 3). It will make

future commitments on a game-by-game basis. Sponsors are participating.

San Antonio Wings

WOAI(AM) San Antonio Tex. is carrying all but one Wings game this year. Play-by-play will be by George Wood; color by Johnny Barger. Sponsors for play-by-play as well as pregame and postgame shows are Pearl Beer, Coca Cola Bottlers, 7-Up, Handy Andy (food market), Strauss-Frank (auto parts), and Satel's (men's clothing). Pregame will be handled by Mr. Wood; postgame by Mr. Barger.

KMOL-TV that city is carrying six of the Wings' away games, with Steve Grad doing the play-by-play and Jerry Desmond doing the color. Sponsors are the same as those for radio.

Shreveport Steamer

In Shreveport's first full season with a WFL franchise, the Steamer, will be carried by KRMD(AM) Shreveport, La., which has a one-year contract with the team. The station is broadcasting the 18 regular-season games, including one from Hawaii, with coverage to be picked up by a six-station network. Lanny James will handle play-by-play, with Marty Sullivan and Rick Woodson sharing color commentary. Principal sponsorship is being provided by the *Shreveport Journal* (direct).

Southern California Sun

KABC(AM) Los Angeles is carrying all 14 regular-season plus the exhibition games

of the Southern California Sun, and is relaying the coverage to two other stations in the area (KVEN(AM) Ventura and KBON(AM) San Bernardino, both California). Bob Fouts is doing the play-by-play, and Ed Biehler is doing the color.

Regular game sponsors are Toyota (Clinton E. Frank), Winchell Donut (Wilshire-Newport), and Disneyland (Vista). Advertisers for pregame and postgame shows are all participating.

KTTV(TV) Los Angeles is carrying nine of the regular road games of the Sun. Tom Kelly is doing the play-by-play. Sponsors are Tuborg Beer (Isadore Lefkowitz Elgort), and Toyota (Clinton E. Frank).

(This "Special Report" was written principally by Fred Fitzgerald, senior editor, Washington, with assistance from our bureau staffs.)

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Media

Tom Gatewood, account executive, *Reader's Digest*, named executive VP, Mutual Black Network, Washington.

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Alfred G. Grosby, VP-general manager, WAKR(AM) and WAEZ(FM) Akron, Ohio, and VP of parent Group One Broadcasting, named president and general manager, WFAS(AM) and WWYD-FM White Plains, N.Y.



McCarthy



Kempff



Mouse

Stanley G. Mouse, VP-general manager, Cox Broadcasting Corp.'s WHIO-AM-FM-TV Dayton, Ohio, named to head CBC's nonbroadcast divisions, succeeding Marcus Bartlett as group VP when Mr. Bartlett retires at year-end. Jack P. McCarthy, assistant general manager, WHIO-AM-FM-TV, named general manager, WHIO-TV. Ronald L. Kempff, station manager, WHIO-AM-FM, named general manager.

Seymour Amlen, VP, audience-research services, ABC-TV New York, elected to newly created position of VP and assistant to president, ABC Entertainment.

Charles H. Kadlec, director of finance and administration, WBBM-TV Chicago, named VP-controller, WGN Continental Broadcasting Co., Chicago.

Barbara L. Taylor, continuity director, WGMS-AM-FM Bethesda, Md., named director of operations.

James R. Terrell, VP-general manager, KTVT(TV) Dallas-Fort Worth, and Crawford Rice, VP-general manager, KSTW(TV) Tacoma, Wash., elected executive VP's of parent Gaylord Broadcasting Co.

Thomas A. Blank, director of general accounting, Scripps-Howard central office, Cincinnati, named business manager, Scripps-Howard's WCPO-TV there.

Clark Smidt, station coordinator-chief announcer, WBZ-FM Boston, resigns. Successor has not yet been named.

Lana Naegel, announcer-reporter, WISM-AM-FM Madison, Wis., named women's director, KSAC(AM) Manhattan, Kan.

Vickie Burns, publicist and promotion assistant, KHJ(AM) Los Angeles, named promotion director of affiliated KRTH(FM) Los Angeles.

Tina Loy, production and traffic manager, Young & Rubicam-Teawell, Phoenix, named assistant promotion director, KCST-TV San Diego.

Newly elected officers, Florida Association of Broadcasters: Robert Olson, WTVT(TV) Tampa-St. Petersburg, president; Donald Clark, WDAE-AM-FM Tampa, president-elect; Herbert Levin, WQBA(AM) Miami, VP-radio; Doug Duperrault, WFLA-TV Tampa, VP-television; Duane McConnell, WVFM(FM) Lakeland, secretary-treasurer, and Ed Bell Oberle, WKTZ-FM Jacksonville, and Diane Buerger, WZNG(AM) Winter Haven, Donald Price, WONS(AM) Tallahassee, and Dan Johnson, WFSO(AM) Pinellas Park, directors.

Newly elected officers, South Dakota Broadcasters Association, are: **E.C. (Red) Stangland**, KCHF-AM-FM Sioux Falls, president; **Tom Kearns**, KYNT(AM) Yankton, president-elect; **Bill Duhamel**, KOTA(AM) Rapid City and **Bob Reimers**, KBRK-AM-FM Brookings, directors for one-year terms; Mr. Kearns and **Bruce Long**, KISD(AM) Sioux Falls, directors for three-year terms.

Rita Cadieux, director of citizens' participation program, Canadian Broadcasting Corp., Ottawa, named director, office of equal opportunity, CBC.

Noble Gravelin, with WOX(AM) Bay City, Mich., named office manager.

Broadcast Advertising



Silberberg

Robert Silberberg, general account executive, Eastern division sales, ABC-TV, named VP and director of sales for network.

Harvey K. Watkins, associate director, finance controls, Holt, Rinehart & Winston, New York, named director of operations, CBS Radio Spot Sales, New York.

Peter F. Yaman, VP-sales administration, TVAR, New York, Group W sales representation firm, elected VP-director of sales development, Group W Productions, New York.

Jim Zaffros, Eastern sales manager, NBC-TV Spot Sales, named national sales manager, WNBC-TV New York.

Phyllis Leibert, assistant to research director of RKO Radio Representatives, New York, named research director, replacing **Kathy Lenard**, appointed VP and general manager of representative arm of RKO General Radio (BROADCASTING, May 12). **Tony Shaw**, general manager of mail and merchandising group of Lebar-Friedman, New York, publisher of trade periodical, named marketing director of RKO General Radio.

Warner Rush, VP and general sales manager, Major Market Radio Inc., New York, appointed senior VP and general sales manager. Elected VP's: **Wayne Lawrie**, director of sports sales; **Diermuid White**, New York sales manager, and **David Winston**, Chicago sales manager.

Bill Gillette, production manager of Directors Circle, New York, named to newly created post of manager of business affairs in broadcast production department of Doyle Dane Bernbach, New York.

Giff Eager, sales manager, RKO Television Representatives, Atlanta, named regional-local sales manager, WLCY-TV Largo, Fla., succeeded by **Dee Heather**, account executive, CBS Spot Sales, New York.

William W. Young, senior VP and management supervisor, Botsford Ketchum Inc., San Francisco, appointed regional manager of San Francisco office of BBDO Inc., New York.

Michael R. Heinrich, manager of marketing and administration, Revlon Inc., New York, named director of production and traffic, Gardner Advertising, St. Louis.

Jack Brotherton, VP-account supervisor and director of client services, McCann-Erickson, Los Angeles, named VP-account supervisor, Clinton E. Frank, San Francisco.

Dick Waller, account executive, Petry Television, New York, named VP and account supervisor, Air Time Inc., New York.

Susan Frazier, creative director, Gerald Ralshoon Advertising, Atlanta, elected VP-creative services. **Charlenne Carl**, media director, Gerald Ralshoon Advertising, elected VP.

Martha Everds, in new product development, B. Kahn Associates, New York, named copy group head, Kenyon & Eckhardt Advertising, New York.

James G. Aldrich, account supervisor, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., elected VP.

F. Thomas Winslow, creative director, Goodwin, Dannenbaum, Littman & Wingfield advertising and public relations firm, Beaumont, Tex., named general manager, succeeding **William S. Leonard** who resigns to become VP-university relations, Lamar (Tex.) University.

Michael S. Artist, director of creative services, WFSB-TV Hartford, Conn., named manager of advertising and promotion, WRC-TV Washington.

Liz Yunker, sales account executive, WANE-TV Fort Wayne, Ind., named media director, Lauer, Eizler & Wade Advertising, Fort Wayne.

Laverne Clayton, production manager, Carmichael & Co., Durham, N.C., named production manager. **Barbara Bosley**, assistant production manager, named broadcast production manager.

Carol Matt, manager of sales service, KOMO-TV Seattle, named television sales coordinator.

Mary Kellogg, advertising director, Barker Bros., Los Angeles (furniture stores), named production-research coordinator, KNXT(TV) Los Angeles.

Ralph H. Alexander Jr., formerly account supervisor, Campbell-Ewald, elected executive director, National Advertising Review Board, succeeding **C. Wanton Bails III**, resigned to attend Fletcher School of Law and Diplomacy, Tufts University, Medford, Mass.

Garry Nielsen, senior copywriter, Campbell-Ewald Co., Detroit, elected VP.

Programing

Al Trescony, director of talent, NBC-TV, Los Angeles, elected VP, talent. **Patrick Betz**, director of film programs, NBC-TV, named to newly created post of VP, film programs, NBC-TV, Los Angeles.

J. Brian McGrath, head of finance section, treasurer's department, Viacom International Inc., New York, named treasurer, succeeding **George Castell** (BROADCASTING, July 28). **Arthur G. Cooper**, assistant treasurer, named assistant VP and director of taxes.

Dave Scott, former operations manager, KIRL(AM) St. Charles, Mo., named manager, program services, Century 21 Productions, Dallas.

Kathleen Tolan, traffic manager, KOMO-TV Seattle, named television production assistant.

Michael S. Eguchi, TV sales coordinator, KOMO-TV, named traffic systems manager.

Andy Musser, sportscaster, has been chosen to be play-by-play announcer at KTLA(TV) Los Angeles for all University of Southern California televised sports during the 1975-76 season. **Mike Walden**, will be KTLA's voice of the Bruins during KTLA's coverage of University of California, Los Angeles sports in the 1975-76 season.

David Shea, sports director, WCSS-AM-FM Amsterdam, N.Y., named weekend sportscaster, WEEI-AM-FM Boston.

Dale M. Juhlin, executive producer-director and VP, WGN Continental Productions, Chicago, resigns to form own production firm, Dale M. Juhlin Productions, Chicago, (312) 729-4112.

Robert J. Syers, former national director, sales and marketing, ABC-FM Spot Sales, named president of Audio-Video Programing Inc., Los Angeles, syndication firm.

Len Anthony, operations manager and announcer, KLAQ(AM) Denver, named program director, KXRB(AM) Sioux Falls, S.D.

Larry (Ryan) Cobb, announcer, WKLV(AM) Portsmouth, Va., named program director, WPMH(AM) Portsmouth.

Larry Gaver, announcer, KUIC(FM) Vacaville, Calif., named program director. **Lee Roberts**, KUIC announcer, named music director.

Broadcast Journalism

Skip Haley, executive news producer, WSB-TV Atlanta, named news director. **Dan Akens**, news assignment editor, WSB-TV, named managing editor.

Larry Maisel, news director, WJXT(TV) Jacksonville, Fla., named managing editor, WTOL-TV Toledo, Ohio.

Richard P. Williams, executive producer of news, WPLG(TV) Miami, named news director.

Don Buddon, news staff, KSDO(AM) San Diego, named news director.

Paul Blue, vice president and general manager, KERO-TV Bakersfield, Calif., named executive director, noncommercial KRMA-TV Denver, succeeding **Gerald Willsea**, retired.

Steve Geimann, news director of noncommercial WAER(FM) Syracuse, N.Y., named to same post, WKOP(AM) Binghamton, N.Y.

Phil Hayes, executive news producer, WXYZ-TV Detroit, named news director.

Steve Handelsman, reporter, WHFV(TV) Fredericksburg, Va., named general assignment reporter, WLWT(TV) Cincinnati.

Jay Bowles, group broadcast executive, Associated Press, based in Charlotte, N.C., named general broadcast executive.

Stanley Kay, general manager, Asher-Gould Advertising, Beverly Hills, Calif., promoted to VP-general manager and named partner in firm.

Peg Farrell, assistant director of research, Vitt Media International, New York, and **Gerard Lawrence**, media planning supervisor, Young & Rubicam, New York, named assistant managers for media in advertising services department, The Gillette Co., Boston.

Charlie Ballantine, freelance photographer, named news cinematographer, WNAC-TV Boston.

Sam DePino, news producer and anchorman, WAAY-TV Huntsville, Ala., named reporter, KTRK-TV Houston.

Johnny Morris, sportscaster, WMAQ-TV Chicago, and **Jeannie Morris**, feature reporter, WMAQ-TV, join WBBM-TV Chicago as sports director and sports reporter, respectively.

Bob Fallick, screening room projectionist for CBS News documentaries for past 14 years, retired July 24 and will move to Walden, N.Y.

Cable

David Foster, former president of National Cable Television Association who resigned at end of May, has joined Natural Gas Supply Committee as executive VP. He will headquarter in Washington.

Robert M. Hochheiser, with Cambridge Industrial Products Corp., Somerville, Mass., manufacturers of CATV connectors, elected VP-marketing, succeeding **Earle Davis**, resigned.

Stephen L. Monson, sales representative, Anixter-Pruzan, St. Louis, named district sales manager.

Equipment & Engineering

William H. Berman, general counsel, Communications Satellite Corp., Washington, elected VP and general counsel, joining **H. William Wood** and **Martin Votaw** (BROADCASTING, July 28) in reorganization of Comsat's international division. **Eugene Jllg**, director of

space segment engineering, elected assistant VP-engineering, research and engineering division. **James Potts**, director of earth station engineering, elected assistant VP-communications operations, Intelsat management division. **Carl Reber**, director of financial analysis, elected assistant VP-financial administration, Comsat finance division.

Donald R. Owen, director of technical services, Comsat General Corp., subsidiary of Communications Satellite Corp., Washington, elected VP-operations. **Robert Briskman**, fixed systems; **Edward Martin**, mobile systems, and **Robert Barthle**, ground systems, elected assistant VP's.

Mel Sawelson, executive VP, Consolidated Film Industries, and president of Glen Glenn Sound Co., both Hollywood, is retiring from motion picture and TV laboratory industry Aug. 1. Mr. Sawelson founded Acme Film Laboratories in 1948. Sports TV, sports film production company, in 1956, and installed video-tape department in Acme in 1959. CFI is subsidiary of Republic Corp.

Allied Fields

Barbara G. Herling, senior attorney, NBC, New York, named senior counsel, NBC, New York.

Ted Ashley, co-chairman of Warner Brothers Inc., Beverly Hills, Calif., appointed member of National Council on the Humanities, Washington, filling vacancy created by **Edward H. Levi's** resignation to become attorney general.

Len Adelman, manager, financial operations, RCA Records, New York, named director of marketing services.

Jane Richards, director of Indiana Higher

Education Telecommunication System; **Marvin Weatherly**, director of Office of Telecommunications for governor of Alaska; and **Frank Norwood**, executive secretary of Joint Council on Educational Telecommunications, Washington, named to interim board, Public Service Satellite Consortium, Washington. PSSC is alliance of nonprofit institutions in health care, education and other public service areas, to develop communications satellites.

Robert V. Hudson, faculty member, Michigan State University school of journalism, named head of journalism department, California Polytechnic State University, San Luis Obispo.

David Mirsky, dean of Yeshiva University's Stern College for Women, New York, and announcer on WHN(AM) New York, named acting VP-academic affairs, Yeshiva University.

Ronald Bliss, director of public affairs, Kansas State Network, Wichita, named to Kansas Public Television Commission to serve four-year term.

Elwood (Mac) Slee, in public information, American Red Cross, Washington, named national director, office of public relations.

Deaths

Woody DeFord, 63, news cameraman, WTVJ(TV) Miami, died July 13 in Quincy, Fla., of heart attack. Survivors include his wife, Wanda, and daughter.

Robert L. Duckworth, 45, sales manager for 15 years, WAOV-AM-FM Vincennes, Ind., died of heart attack July 18 in Vincennes. Survivors include his wife, Glendola, three sons and three daughters.

For the Record®

As compiled by BROADCASTING, July 21 through July 25 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—

modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV actions

- *El Paso—El Paso Public Television Foundation.

Broadcast Bureau granted ch. 7 (174-180 mhz); ERP 302 kw vis., 47.4 kw aur., HAAT 743 ft.; ant. height above ground 293 ft. P.O. address: Box 146, El Paso 79942. Estimated construction cost \$842,875; first-year operating cost \$170,000. Legal counsel and consulting engineer not given. Principal: Mrs. Elaine Rosen, chairman of board of trustees of nonprofit educational broadcasting corporation (BPET-428). Action July 18.

AM applications

■ Gaithersburg, Md.—Communication Gaithersburg seeks 1150 khz, 1 kw-D. P.O. address: 4900 Auburn Ave., Bethesda, Md. 20014. Estimated construction cost \$139,000; first-year operating cost \$180,000; revenue \$150,000. Format: popular, contemporary, C&W. Principals: Donald L. Dittberner (17%) et al. Mr. Dittberner is telecommunications consultant. Other five stockholders are involved in real estate, auctioneering and consulting. Ann. July 24.

■ Gaithersburg, Md.—Gaithersburg 1150 Limited Partnership seeks 1150 khz, 1 kw-D. P.O. address: 5454 Wisconsin Ave., Gaithersburg 20760. Estimated construction cost \$151,994; first-year operating cost \$180,000; revenue \$150,000. Format: nostalgic music. Principals: Howard H. Bell and 16 other partners are Washington area businessmen and professionals. Ann. July 24.

■ Gaithersburg, Md.—Montgomery Broadcasting seeks 1150 khz, 1 kw-D. P.O. address: 19002 Montgomery Village Ave., Gaithersburg 20760. Estimated construction cost \$145,552; first-year operating cost \$184,000; revenue \$160,000. Format: MOR. Principals: George Wilson (10%) and 16 other partners. Mr. Wilson is staff performer and news reporter for WMAL-AM-FM-TV Washington. Others are area businessmen and women and professionals. Some with

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previous broadcasting experience. Ann. July 24.

■ **Lebanon, Tenn.**—Lebanon Radio Co. seeks 1330 khz, 500 w-D. P.O. address: Rt. 12, Box 142, Crossville, Tenn. 38555. Estimated construction cost \$15,000; first-year operating cost \$30,600; revenue \$40,000. Format: contemporary. C&W, top 40. Principals: James V. Hamby (100%) is chief engineer and program director for WCSV(AM) Crossville, Tenn. and owns jewelry store. Ann. July 23.

AM start

■ **KFLO Shreveport, La.**—Authorized program operation on 1300 khz, 500 w-D. Action July 7.

FM applications

■ **Tuscaloosa, Ala.**—Radio South seeks 92.7 mhz, 1.26 kw., HAAT 430 ft. P.O. address: 400 3rd Ave., Jasper, Ala. 35501. Estimated construction cost \$27,665; first-year operating cost \$59,900; revenue \$90,000. Format: standard pops. Principals: Houston L. Pearce (50%) Fred H. Davis and Charles R. Wiggins Jr. (each 25%). Mr. Pearce has interest in WARF(AM) Jasper, Ala., WDAL-AM-FM Meridian, WPEM(AM) Pascagoula, both Mississippi and is in process of selling WGTW(AM) Mt. Dora, Fla. (see below). Mr. Davis owns investment company and Mr. Wiggins is attorney. Ann. July 24.

■ ***Newark, Del.**—University of Delaware seeks 91.3 mhz, 10 w. P.O. address: 220 Huthlihen Hall, Newark 19711. Estimated construction cost \$3,580; first-year operating cost \$4,520. Principal: Richard W. Slone, assistant dean of students. Ann. July 23.

■ ***Fort Wayne, Ind.**—Fort Wayne Lutheran Association for Secondary Education seeks 88.3 mhz, 10 w. P.O. address: 1601 St. Joe Dr., Fort Wayne 46805. Estimated construction cost \$1,990; first-year operating cost \$1,000. Principal: Mr. Guenther Herzog, principal. Ann. July 23.

■ ***West Des Moines, Iowa**—West Des Moines Community School District seeks 88.9 mhz, 10 w., HAAT 60 ft. P.O. address: 1101 Fifth St., West Des Moines 50265. Estimated construction cost \$2,895; first-year operating cost \$250,000. Principal: Gregory D. Franck, teacher. Ann. July 23.

■ ***Durham, N.C.**—M.C.S. School of the Air seeks 88.5 mhz, 8.5 kw., HAAT 135 ft. P.O. address: 3013 Guess Rd., Durham 27705. Estimated construction cost \$41,095; first-year operating cost \$45,000. Principal: L. L. Leathers, president of nonprofit corporation. Ann. July 23.

■ **Weatherford, Okla.**—KWEY Inc. seeks 97.3 mhz, 69.4 kw., HAAT 383 ft. P.O. address: Box 587, Weatherford 73096. Estimated construction cost \$61,941; first-year operating cost \$12,000; revenue \$24,000. Format: contemporary. C&W, standards, golden. Principals: Paul H. Buening (51%), Richard D. Johnson (20%), Thad M. Sandstrom (20%) et al. Mr. Buening has interest in KWEY(AM) Weatherford and Mr. Johnson is stockholder and station manager. Mr. Sandstrom is vice president of Stauffer Publications, licensee of stations in Kansas, Texas and Iowa. He also has interest in KWEY(AM). Ann. July 23.

■ ***Ethete, Wyo.**—Wind River Indian Education Association seeks 89.7 mhz, 10 w., P.O. address: Wyoming Indian High School, Administration Building, Ethete 82850. Estimated construction cost \$3,470; first-year operating cost \$23,422. Principal: Ed Wallis, director. Ann. July 17.

FM actions

■ **Marietta, Ga.**—Application by The Southern Technical Institute, Radio Communications Board, for new FM on 104.5 mhz dismissed. Ann. July 25.

■ **Great Bend, Kan.**—Forward of Kansas. Broadcast Bureau granted 104.3 mhz, 100 kw (H); 97 kw (V), HAAT 806 ft. P.O. address: 1200 Baker St., Great Bend 67530. Estimated construction cost \$94,283; first-year operating cost \$40,800; revenue \$48,000. Format: easy listening/contemporary. Principals: John C. Sturtevant, O. Charles Lemke, et al., own KVGB(AM) Great Bend. Forward of Kansas is wholly owned subsidiary of Forward Communications Corp., which owns several stations in Wisconsin, Illinois, Iowa, Texas and West Virginia (BPH-9289). Action July 11.

■ **Freeland, Pa.**—Mountain Broadcasting. Broadcast Bureau granted 103.1 mhz, 400 w., HAAT 730 ft. P.O. address: 1730 M St., Suite 910, Washington 20036. Estimated construction cost \$33,200; first-year operating cost \$48,000; revenue \$55,000. Format: C&W. Principals: Robert L. Purcell and Earl Judy Jr. (both

50%), Washington consulting engineers, have recently been granted FM in Fairmont, W. Va. Mr. Purcell has interest in WBZY(AM) New Castle, Pa. and WCBX(AM) Eden, N.C. (BPH-9351). Action July 17.

■ **Vieques, Puerto Rico**—Carlos J. Colon-Ventura. Broadcast Bureau granted 98.9 mhz, 50 kw. HAAT 952 ft. P.O. address: Consominio Lugomar 5 N, Ponce do Leon 857, Santurce, Puerto Rico 00907. Estimated construction cost \$51,304; first-year operating cost \$17,700; revenue \$18,000. Principal: Mr. Colon-Ventura is announcer for WKBM-TV San Juan, Puerto Rico. He also owns taxi business and parking lot in San Juan (BPH-8256). Action July 16.

■ ***San Antonio, Tex.**—Broadcast Bureau rescinded grant to Trinity University for CP for new station to operate on 91.5 mhz (BPED-1930). Action June 15.

■ **Marinette, Wis.**—Near North Broadcasting. Broadcast Bureau granted 95.1 mhz, 100 kw., HAAT 433 ft. P.O. address: 1706 Main St., Marinette 54143. Estimated construction cost \$115,000; first-year operating cost \$15,200; revenue \$60,000. Format: contemp. Principals: Frank and Louis Lauerma (100%) own WL0T(AM) Marinette (BPH-9288). Action July 18.

FM starts

■ ***KCDL Longmont, Colo.**—Authorized program operation on 90.7 mhz. TPO 10 w. Action July 15.

■ **KVMT Vail, Colo.**—Authorized program operation on 104.7 mhz, ERP 80 kw, HAAT 1,190 ft. Action July 9.

■ **KCAP-FM Helena, Mont.**—Authorized program operation on 103.1 mhz, ERP 3 kw. HAAT —250 ft. Action July 8.

■ **WSCQ West Columbia, S.C.**—Authorized program operation on 100.1 mhz, ERP 2.4 kw, HAAT 330 ft. Action July 11.

■ **KDAB Ogden, Utah**—Authorized program operation on 101.1 mhz, ERP 98 kw, HAAT 790 ft. Action July 11.

FM license

Broadcast Bureau granted following license covering new station:

■ ***KFCF Fresno, Calif.**—Fresno Free College Foundation (BLED-1406). Action July 18.

Ownership changes

Applications

■ **KPGE(AM) Page, Ariz.** (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Lake Powell Communications to Robert D. Holmes for \$70,000 and deed to business lot. Seller: Lake Powell Communications is made up of Robert D. Holmes, Calvin Black and Phil Acton. Buyer: Mr. Holmes is general manager of KPGE. Ann. July 21.

■ **WQQW(AM) Waterbury, Conn.** (1590 khz, 5 kw-DA-1)—Seeks transfer of control of Waterbury Radio from Benjamin J. Friedland (71.4% before; 25% after) to Marshall A. Pite (28.6% before; 75% after). Consideration: \$1 and forgiveness of \$10,000 debt. Principals: Mr. Friedland is engineer for electrical construction company and stockholder in truck leasing company. Mr. Pite is general manager of WQQW. Ann. July 21.

■ **WIAB(FM) Key West, Fla.** (95.5 mhz)—Seeks assignment of CP from Brannen & Brannen to John M. Spottswood for \$7,045. Seller: Denver T. (60%) and Eugenia Brannen (10%) and son Joel T. Brannen. Denver and Joel Brannen have major interest in KJIN(AM)-KCIL(FM) Houma, La. and Denver and Eugenia Brannen own 40% interest in WDTB-TV Panama City, Fla. Buyer: Mr. Spottswood has cable TV, hotel, advertising and real estate interests and owns WKWF(AM) Key West. Ann. July 21.

■ **WGTW(AM) Mount Dora, Fla.** (1580 khz, 5 kw-D)—Seeks assignment of license from Lake Radio Inc. to Community Broadcasting for \$87,000. Seller: Houston L. Pearce, chairman of the board, has interest in WARF(AM) Jasper, Ala., WDAL-AM-FM Meridian, not yet on the air WPEM(AM) Pascagoula, both Mississippi and is applicant for FM in Tuscaloosa, Ala. (see above). Buyers: Matthew G. Byrne, Ronald J. Aicher, Stephen G. Aicher and Walter J. Kaufman Jr. (each 25%). Mr. Byrne is insurance salesman and director of barber supply company. Ronald Aicher is newscaster for WMID(AM) Atlantic City, N.J.

Stephen Aicher is sports announcer and salesman for WBCB(AM) Levittown, Pa. Mr. Kaufman is insurance agent. Ann. July 25.

■ **WLTD(AM) Evanston, Ill.** (1590 khz, 1 kw-D)—Seeks assignment of license from Cummings Communications Corp. to Kovas Communications for \$400,000. Seller: Alan H. Cummings (100%) also owns WNAM(AM) Neenah, Wis., WRRR(AM) Rockford, Ill. and KARR-AM-KOPR-FM Great Falls, Mont. Buyers: Frank S. Kovas Jr. (65%) and Kenneth S. Kovas (35%). Frank Kovas is former owner of WKFM(FM) Chicago and now owns broadcast consultancy, travel agency and oil production firm. Kenneth Kovas is his son. Ann. July 21.

■ **WINR(AM) Binghamton, N.Y.** (680 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from WUNI Inc. to WINR Broadcasting Inc. for \$450,000. Seller: Peggy Stone Gilbert, president. WUNI Inc. is also licensee of WUNI(AM) Mobile, Ala. Buyers: Robert E. and Alford H. Lessner (45% each) and Robert A. Outer (10%) own WSPK(FM) Poughkeepsie, N.Y. The Lessners also owns WBNR(AM) Beacon, N.Y. Ann. July 21.

■ **KORE-FM Springfield-Eugene, Ore.** (93.1 mhz, 2.6 kw)—Seeks assignment of license from Norwood Broadcasting Co. to Sterling Recreation Organization for \$87,500. Seller: James R. Norwood, president, also owns KORE(AM). Buyers: Frederic A. Danz, John Danz trust, et al. Danz estate and trust own KALE(AM) Richland, KEDO(AM)-KLYK(FM) Longview, both Washington and KSJO(FM) San Jose, Calif. Ann. July 21.

Actions

■ **WBIL(AM) Tuskegee, Ala.** (580 khz, 500 w-D)—Broadcast Bureau granted transfer of control of All Channel TV Service from Frank E. and Ann S. Holladay and Joseph W. and Jane B. Carson (100% before, none after) to George H. Clay (none before, 100% after). Consideration: \$70,000 and payment of \$56,000 debt. Principal: Mr. Clay, Tuskegee insurance agency owner, plans to sell 45% interest in station to Cornelius L. Hopper, vice president of Tuskegee Institute, and Ellis Hall, veterinary director of Tuskegee Institute and member of local school board (BTC-7637). Action July 17.

■ **KARL-FM Carlsbad, Calif.** (95.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Far West Broadcasting Corp. to Tri-Cities Broadcasting for \$75,000. Seller: Far West Broadcasting wishes to sell station due to financial losses. Buyer: Jeffrey Chandler (98%) is California real estate investor. (BAPLH-177). Action July 18.

■ **KRON-FM-TV San Francisco (FM: 96.5 mhz, 33 kw; TV: ch. 4).** Broadcast Bureau granted transfer of control of Chronicle Publishing Co., parent corporation of licensee, from Charles deY. Thieriot, Phyllis deY. Tucker and Joseph O. Tobin, trustees of Chronicle Trust to Charles deY. Thieriot, Phyllis deY. Tucker, Richard T. Thieriot, Phyllis Tucker McEvoy, Michael deY. Tobin and Sheldon G. Cooper, trustees of Chronicle Trust (BTC-7784). Action July 24.

■ **KLOK(AM) San Jose, Calif.** (1170 khz, 50 kw-D, 5 kw-N)—Broadcast Bureau granted transfer of control of P. & T. Davis Investment Co., general partner of KLOK Radio, licensee, from Elizabeth Lloyd Davis, Elizabeth Davis, Bond and William L. Davis, trustees of Tom Davis Trust to Philip C. and Carolyn L. Davis, individually and as executors and trustees under will of M. Philip Davis (BTC-7722). Action July 18.

■ **WWDC-AM-FM Washington (AM: 1260 khz, 5 kw, DA-2; FM: 101.1 mhz, 20 kw)**—Broadcast Bureau granted assignment of license from Avco Broadcasting Corp. to Capitol Broadcasting Co. for \$3,600,000. Capital principals: Morton, Stanley and Howard Bender (1/3 each). Bender family controls Blake Construction Co., Washington area construction firm (BAL-8341, BAPLH-176). Action July 24.

■ **WFIW-AM-FM Fairfield, Ill.** (AM: 1390 khz, 1 kw-D; FM: 104.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Thomas S. Land, trading as Wayne County Broadcasting Co. to Wayne County Broadcasting Co. (BAL-8432, BALH-2146). Action July 17.

■ **WTWO(TV) Terre Haute, Ind.** (ch. 2)—Broadcast Bureau granted transfer of control of Illiana Telecasting Corp. from James E. Sauter, Gordon Craig, Stephen F. Booth, James A. Beresford, George Hadden, John L. Booth, Richard L. Lindland, William D. Vogel and James F. Winter, trustees (100% before; none after) to Fabri Development Corp. Consideration: \$4,650,000. Principals: Illiana must be transferred

because of common ownership rules. Malcolm I. Glazer (100%) owns mobile home parks and rental property in Rochester, N.Y. (BTC-7759). Action July 18.

■ **WKXO(AM)** Berea, Ky. (1500 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Shain Broadcasting Co., to Pilot Broadcasting Co. for \$105,000. Seller: Honus S. Shain has recently acquired WEZJ(AM) Williamsburg, Ky. and has half interest in broadcast equipment manufacturer. Buyers: Roger M. Oliver (50%) and James C. Tillery are lawyer and general sales manager of WKIS(AM) Orlando, Fla., respectively (BAL-8384). Action July 18.

■ **WLNH-AM-FM** Laconia, N.H. (AM: 1350 khz, 5 kw-D, 250 w-N; FM: 98.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Condit Broadcasting Corp. to WLNH Radio, which has previously been granted 100% control of Condit Broadcasting (BAL-8422, BALH-2142). Action July 11.

■ **KRNS(AM)** Burns, Ore. (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from William I. Hampton and Paul B. Patrick to William I. Hampton, trading as KRNS Radio, for \$16,000 (BAL-8431). Action July 17.

■ **KROW(AM)** Dallas, Ore. (1460 khz, 5 kw-D)—Broadcast Bureau granted transfer of control of Polk County Broadcasters from D. H. Meves to Alvin P. Alms and First National Bank of Grand Island, executors of estate of D. H. Meves (BTC-7796). Action July 17.

■ **KDHN(AM)** Dimmitt, Tex.—Application for assignment of license from High Plains Broadcasting Co. to Petty D. Johnson dismissed. Ann. July 23.

■ **KVOP(AM)-KPLA(FM)** Plainview, Tex. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 97.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from KVOP Inc. to Plainview Broadcasting Co. for \$500,000. Sellers: W. J. "Bill" Harpole, pres.; Kermit Ashby, general manager and Wilbon "Tut" Tawwater, station manager have no other broadcast interests. Buyers: William W. Jamar owns KBWD(AM) Brownwood, KQTY(AM) Borger and KVKM(AM) Monahans, all Texas and is in process of buying KAWA(AM) Waco, Tex. William R. Rice is former employee of WLCY-FM St. Petersburg, Fla. (BAL-8378, BALH-2117). Action July 17.

■ **KOL-AM-FM** Seattle (AM: 1300 khz, 5 kw; FM: 94.1 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Buckley Broadcasting Corp. of California to Hercules Broadcasting Co. for \$950,000. Seller: Buckley Broadcasting of California, subsidiary of Buckley Enterprises, owns KGIL(AM) San Fernando, Calif.; KKHJ-AM-FM San Francisco and WIBG(AM) Philadelphia. Buckley Enterprises, made up of executors of estate of Richard D. Buckley, owns licenses of stations in Connecticut and Minnesota. Buyer: Manning Slater (56%) is licensee of KRAK(AM)-KEWT(FM) Sacramento, Calif. (BAL-8388, BALH-212). Action July 21.

■ **WKWK-AM-FM** Wheeling, W. Va. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 97.3 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Camp-town Industries to Community Service Broadcasting for \$650,000. Seller: Camp-town Industries, Donald Price, president, is also licensee of WONS-AM-WBGM-FM Tallahassee, Fla. Buyers: Jerome, Elaine, Harry and James Glassman also own WDXI(AM) Jackson, Tenn. and WMCL(AM) McLansboro, Ill. (BAL-8406, BALH-2128). Action July 18.

Facilities changes

TV actions

■ **KPAZ-TV** Phoenix—Broadcast Bureau granted request for authority to change studio location to 3551 E. McDowell Rd., Phoenix, and operate trans. by remote control from studio location (BRCTV-261). Action July 16.

■ ***KCBX** San Luis Obispo, Calif.—Broadcast Bureau granted mod. of CP to change studio and remote control locations to 846 Higuera, San Luis Obispo; change type of trans.; make changes in ant. system; remote control permitted (BMPED-1275). Action July 18.

■ **KSBY-TV** San Luis Obispo, Calif.—Broadcast Bureau granted request for authority to operate trans. by remote control from Mountain View and Hill Streets, San Luis Obispo (BRCTV-259). Action July 16.

■ ***WJEL** Indianapolis—Broadcast Bureau granted

mod. of CP to change ant.-trans. location; change type of ant.; makes changes in transmitting equipment; remote control permitted (BMPED-1269). Action July 17.

■ **KMXN-TV** Albuquerque, N.M.—FCC granted request of Spanish Television of New Mexico, permittee of unbuilt KMXN-TV, for waiver of rules relating to use of extension metering for monitoring broadcast transmitters. Action July 22.

■ **WPIX** New York—Broadcast Bureau granted CP to change ERP to 58.35 kw (vis.); 11.67 kw (aur.); change trans. location to 1 World Trade Center, New York; change type of trans. and ant.; ant. height 1,663 ft.; conditions (BPCT-4854). Action July 14.

■ ***KASD** Aberdeen, S.D.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 970 w; ant. height 43 ft.; remote control permitted (BPED-1942). Action July 17.

AM applications

■ **KEEL** Shreveport, La.—Seeks CP to make changes in MEOV's for nighttime DA pattern. Ann. July 23.

■ **WRNR** Martinsburg, W. Va.—Seeks mod. of CP to make changes in DA pattern. Ann. July 17.

■ **WAKX** Superior, Wis.—Seeks CP to increase daytime power to 1 kw. Ann. July 23.

AM actions

■ **WABB** Mobile, Ala.—FCC granted application by WABB Inc., for authority to change daytime transmitter site of WABB and to operate transmitter by remote control from existing main studio. FCC also granted WABB's request for waiver of rules, which prohibits acceptance of application for change of facilities of existing station if proposed change would involve new overlap of contours between co-channel stations. FCC said increase in areas of overlap and interference received would not result in loss of listeners to present WABB operation, since residents in area do not now receive primary service from WABB. Action July 16.

■ **KJNP** North Pole, Alaska—Broadcast Bureau granted CP to install new aux. trans. (BP-19975). Action July 21.

■ **KCEE** Tucson, Ariz.—Broadcast Bureau granted CP to install new aux. trans. (BP-19974). Action July 21.

■ **KART** Jerome, Idaho—Broadcast Bureau granted CP to change ant.-trans. location to One Mile Rd. 0.5 mile north of hwy 25, Jerome; remote control permitted; conditions (BP-19934). Action July 18.

■ **WYRD** East Syracuse, N.Y.—Broadcast Bureau granted CP to change ant.-trans. location (BP-19968). Action July 21.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **WKRC** Cincinnati (BP-19392), July 10; **WMPC** Lapeer, Mich. (BP-19,674), July 7; **WQYK** Tampa, Fla. (BP-19,501), July 15 and **WVLC** Orleans, Mass. (BP-19,667), July 11.

FM applications

■ **KPIK-FM** Colorado Springs—Seeks CP to change trans. location to 6.4 miles south-southwest of post office in Colorado Springs on Cheyenne Mountain, Colorado Springs; install new trans.; install new ant.; make change in ant. system (decrease height); change TPO: ERP: 83 kw (H&V) and HAAT: 2,110 ft. (H&V). Ann. July 17.

■ **WOOA** Goulds, Fla.—Seeks mod. of permit to change trans. location to 17107 S.W. 248 St., 3.5 miles west of Princeton, Fla.; specify studio location as 20900 S. Dixie Hwy.; Goulds; operate by remote control from proposed studio site; change trans.; change ant.; make change in ant. system (increase height); change TPO: ERP: 1.1 kw (H&V) and HAAT: 462 ft. (H&V). Ann. July 17.

■ **KFMS** Las Vegas—Seeks CP to change trans. location to 1.3 miles north of intersection of U.S. Hwy. 93-95-466 and Sunset Rd., near Henderson, Nev.; install new trans.; install new ant.; make change in ant. system (increase height); change TPO: ERP: 100 kw (H&V) and HAAT: -62 ft. (H&V). Ann. July 23.

■ **WQSM** Fayetteville, N.C.—Seeks CP to install new trans.; install new ant.; make change in ant. system (increase height); change TPO: ERP: 99.4 kw (H&V) and HAAT: 483 ft. (H&V). Ann. July 23.

■ **WNOS-FM** High Point, N.C.—Seeks CP to install new trans.; install new ant.; make change in ant.

system (increase height); change TPO: ERP: 100 kw (H&V) and HAAT: 371 ft. (H&V). Ann. July 17.

■ ***WIUP-FM** Indiana, Pa.—Seeks CP to change frequency to 90.1 mhz and install new trans. Ann. July 23.

■ ***WYEP-FM** Pittsburgh—Seeks CP to change frequency to 91.3 mhz; install new ant.; make change in ant. system (increase height); change TPO: ERP: 21 kw (H), 9 kw (V). Ann. July 23.

FM actions

■ **KVMT** Vail, Colo.—Broadcast Bureau granted mod. of CP to operate trans. by remote control (BMPH-14544). Action July 18.

■ **WHSB** Alpena, Mich.—Broadcast Bureau granted CP to change studio and remote control locations to 121 Water St., Alpena; install new ant.; make changes in ant. systems; ERP 98 kw (H&V); ant. height 420 ft. (H&V); remote control permitted (BPH-9202). Action July 18.

■ **WXKY** Fairmont, N.C.—Broadcast Bureau granted mod. of CP to operate trans. and ant.; make changes in ant. system; ERP 3 kw (H&V); ant. height 300 ft. (H&V); condition (BMPH-14535). Action July 18.

■ **KKUL** Tulsa, Okla.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 100 kw (H&V); ant. height 195 ft. (H&V) (BPH-9486). Action July 18.

■ **WDIX-FM** Orangeburg, S.C.—Application for facilities change dismissed at request of attorney (BMPH-14,435). Ann. July 21.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KLUR** Wichita Falls, Tex. (BPH-8596), July 16; **WCKW** Lu Place, La. (BPH-9311), July 15; **WDCX** Buffalo, N.Y. (BPH-9384), July 11; **WGRD-FM** Grand Rapids, Mich. (BPH-8618), July 15; **WMDH** New Castle, Ind. (BPH-8995), July 8 and **KICB** Fort Dodge, Iowa (BPED-1850), July 15.

In contest

Case assignments

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

■ **Eveleth, Minn., FM proceeding:** Mesabi Communications Systems and Eveleth Radio, competing for 100.1 mhz (Docs. 20526-7)—Designated ALJ Joseph Stirmer to serve as presiding judge and scheduled hearing for October 15. Action July 17.

■ **Camden, Tenn., FM proceeding:** Ray Smith and Camden Broadcasting Co., competing for 98.3 mhz (Docs. 20534-35)—Designated ALJ Thomas B. Fitzpatrick as presiding judge and scheduled hearing for October 14. Action July 18.

■ **Huntingdon, Tenn., FM proceeding:** The Bouldin Corp. and Magic Valley Broadcasting Co., competing for 100.9 mhz (Docs. 20524-25)—Designated ALJ Byron E. Harrison as presiding judge and scheduled hearing for October 9. Action July 18.

Dismissed

■ **Fort Wayne, Ind., FM proceeding:** Templar Broadcasting Co., Tecumseh Broadcasting Corp. and Weber Broadcasting, competing for 103.9 mhz (Docs. 20329-31)—ALJ Joseph Stirmer dismissed with prejudice Tecumseh's application and authorized reimbursement of \$20,000; granted Templar's application for new FM in Fort Wayne, subject to certain conditions and terminated hearing. Action July 17.

Initial decisions

■ **WJXT-TV** Jacksonville, Fla., **renewal proceeding:** Post-Newsweek Stations, Florida (Docs. 20305-8)—ALJ Forest L. McClenning granted application of Post-Newsweek Stations, Florida, for renewal of WJXT-TV in summary decision. Judge McClenning denied application of St. Johns Television Co., for CP for new television station on same channel and community. Ann. July 24.

■ **Quitman, Miss., FM proceeding:** A.C. Elliot Jr. and Melvin Pulley, competing for 98.3 mhz (Docs. 20196-7)—ALJ Walter C. Miller granted application of A.C. Elliott Jr., for new FM at Quitman. Ann. July 24.

■ **St. Charles and Florissant, Mo., FM proceeding:** St. Charles Broadcasting Co., Changing Waves, both for St. Charles; and Florissant Broadcasting Co., Changing

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Summary of broadcasting

FCC tabulations as of June 30, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,417	0	28	4,448	40	4,488
Commercial FM	2,659	0	39	2,698	149	2,847
Educational FM	734	0	23	757	93	850
Total Radio	7,810	0	90	7,903	282	8,185
Commercial TV	699	1	6	706	53	759
VHF	508	1	2	511	9	520
UHF	191	0	4	195	44	239
Educational TV	224	9	10	243	13	256
VHF	89	3	4	96	3	99
UHF	135	6	6	147	10	157
Total TV	923	10	16	949	76	1,015

*Special temporary authorization

**Includes off-air licenses

Waves, both for St. Charles; and Florissant Broadcasting Co., Florissant, competing for 97.1 mhz (Docs. 20227-9)—ALJ David I. Kraushaar granted application of Florissant Broadcasting Co. for new FM in Florissant. Ann. July 21.

■ Puerto Rico, **AM proceeding:** Cavallaro Broadcasting Corp., competing for 1030 khz, at San Juan; Figueroa and Associates, at Rio Grande; Boricua Broadcasting Corp., at San Juan; Vieques Radio Corp., at Isabel Segunda (Docs. 19897-8, 19900-1)—ALJ Chester F. Naumowicz Jr. granted application of Cavallaro Broadcasting Co., for CP for new AM in San Juan. Ann. July 23.

FCC decisions

■ KFPW-TV Fort Smith, Ark., **TV proceeding** and KAIT-TV Jonesboro, Ark., **renewal proceeding:** KFPW Broadcasting Co. (Docs. 19291-2)—FCC granted petition by KFPW Broadcasting Co. for prompt issuance of license to cover CP for KFPW-TV. Application for license for KFPW-TV was consolidated for hearing with application for renewal of license for KAIT-TV Jonesboro, Ark. Issues common to both applications were designated based on alleged misconduct of making payments to ABC employee. In earlier decision, FCC denied renewal of KAIT-TV, finding that licensee had participated in dishonest scheme with ABC employee to increase KAIT-TV's network compensation rate. However, FCC found that misconduct did not touch operation of KFPW-TV, and accordingly, granted application for license for that station. Action July 8.

■ Dayton, Tenn., **FM proceeding:** Norman A. Thomas and Erwin O'Conner Broadcasting Co., competing for 104.9 mhz (Docs. 18547-8)—FCC denied application by Erwin O'Conner Broadcasting Co., for review of Review Board decision denying O'Conner's application for new FM station in Dayton. Decision granted competing application of Norman A. Thomas. Review Board said O'Conner fell far short of establishing that cost estimates were realistic or that he possessed adequate finances to assure construction and first year viability of proposed station. Action July 16.

■ KFDR (AM) Grand Coulee, Wash., **renewal proceeding:** New Deal Broadcasting Co. (Doc. 20461)—FCC granted motion by Chief, Broadcast Bureau, for stay of ALJ ruling that terminated proceedings on application of New Deal Broadcasting Co. for renewal of license of KFDR Grand Coulee. Stay was granted pending FCC consideration and disposition of Broadcast Bureau appeal from termination order. Action July 16.

Other actions

■ FCC proposed amending fee schedule to specify filing and grant fees for stations with authorized power of 2.5 kw. It noted that it adopted rules providing for standard broadcast stations with authorized power of 2.5 kw as intermediate step between present 1 kw and 5 kw classifications now specified by rules. It said current fee schedule does not provide for applications for CP for new stations and major changes in existing stations that request facilities specifying 2.5 kw power. Therefore it proposed to charge \$300 filing and \$2,025 grant fee for applications for new daytime-only standard broadcast stations or for major change in existing stations requesting 2.5 kw power. For application for

unlimited-time station (either new or major change) requesting power of 2.5 kw, filing and grant fees would be \$600 and \$4,050, respectively, FCC said. Action July 22.

■ FCC affirmed the ruling of its Chief Engineer on Blonder-Tongue Laboratories' Freedom of Information Act request to make available for public inspection approved applications for subscription television systems filed by Teleglobe Pay-TV Systems, Systems Development Corp. and Zenith Radio Corp. Chief Engineer permitted inspection of applications with exception of encoding and decoding information. He found that such information was exempt from mandatory disclosure since its release would jeopardize security of systems by enabling persons to determine how to avoid paying for STV service. He said this material contained trade secrets, technical data, and processes that would customarily be guarded from competitors. Action July 22.

■ KCBS (AM) San Francisco—FCC denied petition by Committee for Open Media, San Francisco Chapter, objecting to application of CBS Inc., for renewal of license of KCBS. Committee complained of KCBS' past programming in areas of scheduling public service announcements, overcommercialization and program-length commercials. FCC said KCBS violated program logging rules in that program length commercials were not logged as such. Since KCBS has stated that it has now taken steps to separate commercial messages from features entirely, FCC said no substantial and material question of fact has been raised warranting exploration in evidentiary hearing. Action July 17.

■ KSFX (FM) San Francisco—FCC granted application by American Broadcasting Companies for renewal of license of KSFX. Community Coalition for Media Change opposed renewal application, alleging that station had maintained pattern of racial discrimination against blacks in its hiring and promotion practices, that it failed to have complete public inspection file, and that it violated "payola" provisions of Communications Act. Commission found that employment figures of minorities at KSFX showed that station had approximated or even exceeded proportions of blacks and other minorities in populations of San Francisco-Oakland area. It said it was satisfied that ABC had adequately rebutted committee's allegations and concluded that committee had failed to establish discrimination by licensee in filling of positions of responsibility at KSFX. Action July 17.

■ KNEW (AM) Oakland, Calif.—FCC rejected petition by Community Coalition for Media Change to deny license renewal application of Metromedia Inc., for KNEW. FCC said, however, action on renewal must be deferred due to another pending petition to deny. Coalition alleged that KNEW generally discriminates against blacks in employment, and specifically has discriminated against black person in filling position of chief engineer. FCC said in light of entire record, Metromedia's discretion was reasonably exercised and coalition's allegations were without merit. Action July 17.

■ KNEX (AM) McPherson, Kan.—FCC granted license renewal of KNEX. It denied petition by McPherson residents opposing station renewal. In their petition, 48 unassociated McPherson residents said that KNEX did not "editorialize" and did not propose to do so. KNEX relied instead on editorials published by *McPherson Sentinel*, also owned by station licensee, Kenneth Krehbiel. FCC noted that broadcast licensees were not obligated to editorialize,

and added that as such, petition did not raise material or substantial question worthy of consideration at hearing for license renewal. Action July 17.

■ KONO (AM) San Antonio, Tex.—FCC granted application of Mission Central Co. for renewal of license for KONO until August 1, 1977. Renewal was conditioned on submission of amendments and documents relating to KONO's employment policies and practices. Action July 17.

Allocations

Petitions

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

■ Radio Statesboro, WWSN (AM)—WMCD-FM Statesboro, Ga.—Seeks to assign ch. 260 to Statesboro, in lieu of presently assigned ch. 261A (RM-2566).

■ Radio Station WCCW Inc., WCCW-AM-FM Traverse City, Mich.—Requests amendment of rules as to assign ch. 290 to Traverse City and issuance of order to show cause why existing authorization on ch. 221A should not be modified to specify operation on channel 290C. (RM-2569).

Rulemaking

Petitions

■ Attorneys General of states of Massachusetts, Alaska, Colorado, Delaware, Hawaii, Illinois, Maryland, Nebraska, New Hampshire, North Carolina, Pennsylvania, Rhode Island, Wyoming, and Maine—Request promulgation of rule restricting advertising of over-the-counter drugs (RM-2570). Ann. July 25.

■ Doubleday Broadcasting Company, KITE (AM) Terrell Hills, Tex.; KEXL (FM) San Antonio, Tex.; KHOW-AM-FM Denver; KRIZ (AM) Phoenix; KDWB (AM) St. Paul—Request that section 73.1206 be amended by addition of following language:

"Provided, that a licensee may broadcast a telephone conversation which is first recorded if (a) before broadcasting the conversation the licensee's representative shall clearly and sufficiently identify himself and the station and notify all of the parties to the conversation that the conversation has been recorded and shall expressly request the consent of all parties both to the recording and the later broadcast of the conversation, (b) all parties shall expressly consent to both the recording and the later broadcast of the conversation, and (c) the licensee shall retain a copy of the recording for at least thirty days. If such consent is not obtained, the recording shall not be retained or the conversation broadcast (RM-2571). Ann. July 25.

Actions

■ FCC proposed new rule that would identify specialty stations and deregulate cable carriage limitations on such stations not viewed by public in general. Specialty stations broadcast predominantly religious, or ethnic-oriented programming or automated programming such as stock market quotations and generally have limited audiences. Action would liberalize complement of signals carried on systems by allowing additional specialized format, diversified programming while at same time producing no significant impact on local television stations. Action July 16.

■ FCC adopted rules permitting use of high intensity (strobe) lighting of antenna structures as alternative to customary painting and red obstruction lighting. Commission recommended action in rulemaking notice to conform with Federal Aviation Administration standards for obstruction marking and lighting. Action July 8.

■ FCC amended -rules to include revised field strength curves for both FM and television services. In addition, rules were amended to provide correction of predicted field strengths by taking into account roughness of terrain traversed by profile radials involving distances from 6 to 31 miles from antenna transmitting site. Action June 27.

Translators

Applications

■ Midnight Sun Broadcasters, Pipeline Pump Station

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No.1, Alaska—Seeks ch. 12, rebroadcasting KFAR-TV and KTVF Fairbanks, Alaska (BPTTV-5360). Ann. July 25.

■ Northern Television Inc., Pipeline Pumping Station No.12, Alaska—Seeks ch. 12, rebroadcasting KTVF and KFAR-TV Fairbanks, Alaska (BPTTV-5355). Ann. July 17.

■ Lemhi T.V. Corp., Salmon, Idaho—Seeks ch. 59, rebroadcasting KXLF-TV Butte, Mont. (BPTT-2884). Ann. July 23.

■ Western Communications, Ely and McGill, Nev.—Seeks ch. 58, rebroadcasting KORK-TV Las Vegas (BPTT-2885). Ann. July 23.

■ Brooks Resources Corp., Black Butte Ranch, Ore.—Seeks ch. 64, rebroadcasting KOIN-TV Portland, Ore. (BPT-2882). Ann. July 17.

Actions

■ K07NN Clover Passage coastal area, Alaska—Broadcast Bureau granted CP for new translator, rebroadcasting CFTK-TV Prince Rupert, B.C. via translator K12GE (BPTTV-5300). Action July 2.

■ K79AH International Falls, Minn.—Broadcast Bureau granted CP for translator to change via BPTT-2808 Kabetogama, Minn.; change frequency from ch. 79 to ch. 59 and change call letters to K59AQ (BPTT-2813). Action July 14.

■ K82AJ International Falls, Minn.—Granted CP for translator to change via BPTT-2811 Kabetogama, Minn.; change frequency from ch. 82 to ch. 57 and change call letters to K57AN (BPTT-2816). Action July 14.

■ K061L Conrad, Mont.—Broadcast Bureau granted CP for new translator, rebroadcasting CFCN Lehighbridge, Alberta, via translator K76AG (BPT-5315). Action July 9.

■ K76BM Fillmore, Utah—Broadcast Bureau granted CP for translator to change frequency from ch. 76 to ch. 64; operate via K06DH Scipio and Holden, Utah; and change call letters to K64AM (BPTT-2872). Action July 11.

Cable

Applications

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

■ Priv-O-Line Cable TV, for Sufford, (CAC-05375), Pima (CAC-05376), Thatcher, (CAC-05377) and Graham county (CAC-05378), all Arizona: Requests certification of existing operations and to add KZAZ Nogales, Ariz.

■ Richey Cable, 6501 E. Dreyfus, Scottsdale, Ariz. 85254, for St. Johns, Ariz. (CAC-05374): KTVK, KPHO-TV, KAET, KOOL-TV Phoenix; KTAR-TV Mesa; KVOA-TV, KGUN-TV, KOLD-TV Tucson, all Arizona.

■ Kearby Cable Co., 511 W. Main St., Walnut Ridge, Ar., 72476, for Portia, Ark., (CAC-05383): WREC-TV, WMC-TV, WHBQ-TV, WKNO-TV Memphis; KAIT-TV Jonesboro, Ark.; KFVS-TV Cape Girardeau, Mo.; KARK-TV Little Rock, Ark.

■ Peninsula Cable Television Corp. of San Mateo, for San Mateo (CAC-05392); Brisbane Cable TV, for Brisbane (CAC-05393); Peninsula TV Power, for Sunnyvale (CAC-05394) and Vista Grande Cablevision, for Daly City (CAC-05395) and Broadmoor (CAC-05396), all California: Delete KTLA Los Angeles and add KMUV-TV Sacramento, Calif.

■ Teleprompter of Twentynine Palms, for Twentynine Palms Marine Base, Calif. (CAC-05390): Requests certification of existing operations.

■ Shasta Cable TV, for Weed, Calif. (CAC-05388): Add KTXL Sacramento, Calif.; KTVU Oakland, Calif.; KPX, KBHK-TV San Francisco.

■ Newhannels Corp., 1030 James St., Syracuse, N.Y. 13203, for village of Waterford (CAC-05363) and town of Waterford (CAC-05364), both New York: WTN, WAST Albany; WRGB, WMHT Schenectady; WOR-TV, WPIX New York, all New York and WSBK-TV Boston.

■ Community TCI of Ohio, for Yorkville (CAC-05379), Tiltonsville (CAC-05380), Rayland (CAC-

05381) and Glen Robbins (CAC-05382), all Ohio: Add WYTV, WKBN-TV, WFMJ-TV Youngstown, Ohio.

■ Claremore Cable Television, for Claremore, Okla. (CAC-05385): Add KBMA-TV Kansas City, Mo. and delete KXTX-TV Dallas.

■ Oregon Cablevision, for Dallas, Ore. (CAC-05362): Requests certification of existing operations.

■ Charles TV Cable System, for Avis (CAC-05368), Pine Creek township (CAC-05369), Porter township (CAC-05370), Watson township (CAC-05371) and Dunstable township (CAC-05372), all Pennsylvania: Add WNEW-TV, WOR-TV, WPIX New York.

■ Danville Cablevision Co., for Danville, Va. (CAC-05360): Add WTTG, WDCA-TV Washington; WRET-TV Charlotte and for Pittsylvania county, Va. (CAC-05361): Requests certification of existing operations and to add WDCA-TV, WTTG Washington; WRET-TV Charlotte, N.C.

■ Teleprompter of Fairmont, for Fairmont, W. Va. (CAC-05391): Requests certification of existing operations and to add WKBF-TV Cleveland; WUAB Lorain; WJAN Canton, all Ohio; WTTG Washington.

■ Valley Cable Vision, 80 Great Hill Rd., Seymour, Conn. 06483, for Bethany, Conn. (CAC-05373): WHNB-TV New Britain; WFSB-TV, WHCT-TV, WEDH Hartford; WTNH New Haven; WATR-TV Waterbury; WEDW Bridgeport, all Connecticut; WCBT-TV, WNBC-TV, WNEW-TV, WOR-TV, WABC-TV, WPIX, WNYC-TV New York; WNET Newark; WXTV Paterson; WNJU-TV Linden, all New Jersey.

■ Warner Cable of Winter Haven, for Lake Alfred, Fla. (CAC-05386): Requests certification of existing operations.

■ Oke AirCo Inc., for Okeechobee county, Fla. (CAC-01390): Add WTOG St. Petersburg; WTVJ Miami; WSWB-TV Orlando, all Florida.

■ Peninsula Cablevision Corp., for Redington Beach (CAC-04934) and North Redington Beach (CAC-04935), both Florida: Delete WXLTV Sarasota, Fla.

■ Fort Cablevision, for Fort Scott, Kan. (CAC-05389): Requests certification of existing operations.

■ Cable TV of Acadiana, for Eunice, La. (CAC-05384): Add WRBT Baton Rouge.

■ Telecab Communications Corp., Box 5830, Baltimore, Md. 21208, for Trappe, Md. (CAC-05365): WBQC-TV, WCPB Salisbury, Md.; WRC-TV, WTTG, WMAL-TV, WTOP-TV, WDCA-TV Washington; WBAL-TV, WMAR-TV, WJZ-TV, WMPB Baltimore.

■ Warner Cable of Atchison County, for Rock Port, Mo. (CAC-05387): Requests certification of existing operations.

■ Ken-Ton Cablevision, 1500 Liberty Bank Bldg., Buffalo, N.Y. 14202, for Tonawanda (CAC-05366) and Kenmore (CAC-05367), both New York: WGR-TV, WBNF-TV, WKBW-TV, WUTV, WNED-TV Buffalo, N.Y.; CBLT, CFTO-TV, CBLFT, CICA-TV Toronto.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Diversified Communications, Norway, Me. (CAC-05241R); Johnstown Cable TV, Brownstown borough (CAC-02111); Conenough township (CAC-02112); Franklin borough (CAC-02113); Ferndale borough (CAC-02114); Dale borough (CAC-02115); Upper Yoder township (CAC-02116); Lower Yoder township (CAC-02117); Westmont borough (CAC-02118); Southmont borough (CAC-02119); Benson borough (CAC-02120); Stonycreek township (CAC-02121); Richland township (CAC-02122); Geistown borough (CAC-02123); Lorain borough (CAC-02124) and West Taylor township (CAC-02125), all Pennsylvania; Imperial Cable TV, Imperial, Neb. (CAC-04647); Frederick Cablevision, unincorporated areas of Frederick county, Md. (CAC-04938); Master Cable Cable TV Systems, Seattle (CAC-04943); Community Telecab of Seattle, Seattle (CAC-04944); Chattahoochee Cable Communications, unincorp. areas of northeastern portion of Cobb county, Ga. (CAC-04994); St. Landry Cable TV, Opelousas (CAC-05117) and wards 1 and 5 of St. Landry parish (CAC-05118), both Louisiana; Beech Creek TV Cable Systems, Beech Creek borough (CAC-05140); Liberty township (CAC-05141) and Beech Creek township (CAC-05142), all Pennsylvania; Mount Vernon Cablevision, Mount Vernon, Ohio (CAC-05153); Cable TV Systems, Cambridge, Ohio (CAC-05162); Cable TV Puget Sound, Greater West Pierce county (CAC-05189); Peninsula (CAC-

05190); East Pierce county (CAC-05191); Firecrest (CAC-05192); Fife (CAC-05193); Sumner (CAC-05194); Milton (CAC-05195); Puyallup (CAC-05196) and South King county (CAC-05197), all Washington.

■ St. Joseph township, Adams township and New Haven, Ind.—Application by Citizens Cable of Allen County for certificates of compliance to add WKBD-TV Detroit, dismissed at request of applicant (CAC-05178-80). Action July 22.

■ Louisville, Ky.—FCC granted application of River City Cable TV for certificate of compliance to begin service in Louisville. River City proposed to carry WAVE-TV, WHAS-TV, WKY-TV, WDRB-TV, WKPC-TV and WKMG Louisville, WTTV Bloomington, Ind., and WXIX-TV Newport, Ky. Louisville is 38th major TV market. System requested waiver to carry WGN-TV Chicago in place of WXIX-TV Newport. FCC said River City had presented no evidence or arguments to justify waiver. It pointed out that rules did not refer to ability to receive quality signal off-the-air. FCC noted that River City's original proposal of carriage of WXIX-TV was permissible and, in event system reapplied to carry that signal, it would issue appropriate certificate of compliance. Action July 23.

Other actions

■ Meadville, Pa.—FCC rejected supplement to petition for waiver of nonduplication rules by Meadville Master Antenna. Request had been opposed by Great Lakes Communications, licensee of WICU-TV Erie, Pa. Commission also vacated its June 24 stay of decision denying waiver to cable operator. Decision becomes effective upon release of current order, and requires Meadville system to provide WICU-TV with protection against duplication of network programming on its system by WFMJ-TV Youngstown, Ohio. Action July 16.

■ Wilkes Barre-Scranton, Pa.—FCC denied petition by NEP Communications, WNEP-TV Scranton and WBRE-TV, WBRE-TV, Wilkes Barre, for stay of new cable TV nonduplication rules as they apply to Wilkes Barre-Scranton TV market. Petitioners said if rules were not stayed while FCC considered pending petitions for special relief, stations would suffer loss of over 20% of average viewing audiences and corresponding loss of total revenue. They said that under new rules which base station's nonduplication protection on its 35-mile specified zone measured from city of license, their signals would be deleted in communities in which they previously received protection under old rules which based protection on station's predicted contour. FCC said claim that over 20% of viewing audience and corresponding amount of advertising revenues would be irrevocably lost without stay was highly conjectural, and it was not persuaded that irreparable injury would occur, if at all, before FCC could consider merits of petitioners' pending request for special relief. Action July 22.

■ Wilkesboro, North Wilkesboro and Wilkes county, N.C.—FCC granted petitions by WKBC Cablevision for waivers of signal carriage rules to permit it to add WRET-TV Charlotte, N.C., to its systems at North Wilkesboro, Wilkesboro and unincorporated portions of Wilkes county adjacent to Wilkesboro and North Wilkesboro. Three systems, located in Hickory, N.C., smaller TV market, have been authorized to carry WHKY-TV Hickory, WXL, WUNL-TV Winston-Salem, WBTV, WSOC-TV Charlotte, WGHP-TV High Point, N.C.; WJHL-TV Johnson City, WKPT-TV Kingsport, Tenn.; and WCYB-TV Bristol, Va. Cablevision asserted that although communities to be served were in WHKY-TV's specified zone, communities were situated beyond predicted Grade B contour of WHKY-TV. Even WHKY-TV had recognized that carriage via cable would make its signal available to communities not normally able to view WHKY-TV. In this regard, Cablevision referred to agreement in which it agreed to carry WHKY-TV and station agreed that Cablevision could carry "any number of additional broadcast signals." Since WHKY-TV could not be harmed by waiver, but could only benefit from Cablevision's operations, FCC concluded that grant of Cablevision's request would serve public interest. Action July 8.

Rulemaking

■ FCC canceled March 31, 1977, date by which all major market cable systems in existence prior to March 31, 1972, must reconstruct in order to be in compliance with channel capacity and access provisions of FCC rules. Requirements have been suspended pending outcome of rulemaking to consider possible alternatives to 1977 deadline. Action July 7.

Classified Advertising

RADIO

Help Wanted Management

Excellent sales/station management opportunities for outstanding account executives and managers. Pay, promotions commensurate with performance. Box G-133, BROADCASTING.

San Diego, general sales manager for top rated "FM" rocker. Must have current advertising experience in medium or major market. Excellent base plus bonus and benefits. All replies confidential. Box G-185, BROADCASTING.

Step up - to sales management. Western Pennsylvania MOR looking for aggressive salespeople who can handle and service a list. Must be able to direct and motivate 3 man staff. This is an excellent opportunity for the right individual. Resume and billing track record to Box H-28, BROADCASTING.

Managers wanted. Sales-oriented manager with experience will earn commensurate with ability to increase sales. Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864.

Help Wanted Sales

Account Executive. Illinois Medium Market We are looking for an aggressive sales executive, male or female, in small market that is ready to move up. Our company offers fringe benefits and a chance to make money. Equal Opportunity Employer. Send resume, sales history to Box H-13, BROADCASTING.

Sales Representative. with experience and a proven broadcast advertising sales record for top ten east coast major market radio station, preferably with college degree or equivalent work experience. Must be self starter and highly motivated. An Equal Opportunity Employer M/F. Send resumes to Box H-52, BROADCASTING.

Aggressive station looking for salesperson who wants to move up to large market or who wants to leave the big city to bring up family in a beautiful vacationland where there are no big city problems. Midwest applicants only. Contact Charlie Persons, KVBR, Brainerd, MN 56401.

Immediate Opening. Wanted Experienced dynamic salesperson - South Central Indiana AM & FM station. No. 1 in market. Established account list, excellent opportunity and employee benefits. Great community of 30,000 to live in. Send resume to WCSI Radio Station, Attn. Mike Bova, Jr., Box 709, Columbus, IN 47201.

Sales Director with excellent sales background. Only aggressive person with strong sales need apply. References required. Contact Betty Smith, WJIZ Radio, P.O. Box 545, Albany, GA 31702. No phone calls.

Market leader needs self-starting salesperson experienced in RAB sales materials. Good ideas produce lasting accounts on station with terrific track record of performance. Start \$10-15,000. Send resume to Jim Colston, WROW, Roanoke, VA.

Sales representative for solid area accounts. Some announcing/production, copy too. Base, commission & benefits. Contact Ron Swanson 402-463-1314. E.O.E./M.F.

Pro-Sales Representative wanted-Add to your existing product lines-to call on Radio-TV stations, advertising agencies and direct accounts, with a quality line of audio products. We are a well-established production organization offering a broad-based comprehensive pay plan. Order takers need not apply. Contact L. Daniel Flynn at 617-879-2430. Call collect.

Help Wanted Announcers

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

Announcer for aggressive MOR music station in beautiful vacationland where there are no big city problems. Require conversational DJ format and more than three years experience. No beginners. Midwest applicants only. Contact Charlie Persons, KVBR, Brainerd, MN 56401.

Cape Cod 50,000 watt Stereo, wants mature person with super commercial production, excellent news reading ability capable of working with limited talk, proven all gold MOR format. Send tape & resume to Herb Andrews, WCIB, Falmouth, MA 02540.

WHYN, Springfield, Massachusetts, looking for part time AM rock/FM easy listening announcer. Flexible hours most applicable to college student or other within driving distance. TV booth work also available. Send tape and resume to Robert R. Charest, Program Director, WHYN, Springfield, MA.

Florida coastal MOR station has opening for personality morning person who wants above average pay and great place to live. Big growth market with stable economy. Opportunity for advancement. No floaters. Must be able to attract and hold majority audience which has made this station leader for past 25 years. Shift 6-9 AM and 11-1:30 PM Monday through Saturday. Plus hour production daily. Send tape and resume with required starting salary to Bob Haa, WIRA, Fort Pierce, FL. Equal Opportunity Employer.

Help Wanted. We are Country Western No. 1 in a 6 station market. We are ready to hire two people. One must be experienced in all phases of radio; DJ, sales, production. This person will be Program Director. When he/she proves himself he/she will become assistant manager. Second person can be a little less experienced but must be able to do good air shift, sales, and eager to learn. Starting salary will depend on ability but the right person can go far with us. We will not consider drifters, drunks. Both people must be honest, sincere, neat, and have desire to make money and work in pleasant atmosphere. If you think you qualify contact Vernon Arnold, Manager, Vice President, WJEM, Valdosta, GA. 912-242-1565.

Good staff announcer for early morning & noon shift. MOR-Easy listening music. No jock. Interested in sales on commission. Mrs. Moena E. Sadler, WKAY, Glasgow, KY, 42141, 502-651-2141.

MOR contemporary adult, AM needs bright, knowledgeable announcer. Resume, tape to Glenn Gleixner, WNNJ, Newton, NJ 07860.

Combo announcer-newsperson with third ticket. Pro only. Non-personality good music station. 40 hour week. AFTRA shop. Tape, resume, salary requirements to: Program Director, WROW, 341 Northern Boulevard, Albany, NY 12204. No phone calls. Equal Opportunity Employer.

Mature MOR announcer: CBS MOR/Contemporary station in 100,000 plus market. Seeking announcer for afternoon drive program. Two years experience preferred. Excellent benefits. Rush resume and 7/6 IPS tape with commercial delivery and MOR format to Program Director, Radio Station WSOY, P.O. Box 2250, Decatur, IL 62526.

Small progressive Ohio market needs evening C&W personality. Pleasant community near tourist lake. WSRW AM FM, Hillsboro, OH.

Opening-Announcer for Production & PBP Sports. Good position. 314-586-8577.

Help Wanted Technical

Chief Engineer for group owned New York State AM directional and FM. Desire individual with directional antenna knowledge and ability to work with staff. Degree desirable, first phone necessary. Salary commensurate with qualifications. Reply in confidence. Equal Opportunity Employer M/F. Box G-171, BROADCASTING.

Midwest Drake programed Stereo operation in dual city market needs an operations engineer who can pull weight in production and programming. Must understand automation and audio, midwest location; lots of recreation areas, station has top equipment, all new. Salary open to qualified person who has drive and is self-starter. Box H-24, BROADCASTING.

Opening for bright, aggressive experienced chief. Must have knowledge in both AM & FM. Salary open. Call Rish Wood, KINT, 915-779-6454, Post Office Box 10243, El Paso, TX, 79993.

Texas FM needs chief with solid background in construction and automation. Air experience too. We're young, very progressive professionals. Resume to KLSN, 300 North Main, Brownwood, TX 76801.

Progressive small market (16,000) Texas station needs good maintenance engineer. Some announcing preferred but not absolutely necessary. Good equipment in growing market. Clint Formby, owner, KPAN AM/FM, Hereford, TX, 79045.

Help Wanted News

Hudson Valley AM-FM seeking experienced news reporter. Minimum 1-year experience in commercial radio news. EOE. Send tape, resume, references, salary requirements to Bill Schweizer, WGNY-WFMN, PO Box 591, Newburgh, NY 12550.

New Jersey Shore - Full time newsperson. Challenging job at leading AM-FM in area. Strong writing and delivery. Immediate opening. Rush resume and tape to WMID/WGRF, P.O. Box 113, Atlantic City, NJ. Equal Opportunity Employer.

News Director needed by WOBN; Toms River, N.J. 14% of our week is news—5 full-timers, stringers, UPI Audio, and a strong commitment to local news 24 hours a day. News experience and references will be thoroughly checked. Call Paul Most 201-269-0927. Equal Opportunity Employer.

Newsperson. Up sound, good writer and good digger. Also capable of bright weathercast. Write only, Tom Becherer, News Director, WWJ, 622 Lafayette, Detroit.

Opening August 11, News Director - Dig, gather, and write contemporary local news. Growing suburban station-New York State. Salary commensurate with experience. Equal Opportunity Employer. Call 716-637-3930.

News Coordinator for 100,000 watt public FM station. Will train and supervise news personnel and teach one Broadcasting course. Must have MA. Apply by August 8 to: Rollie Stadman, Director of Radio, Northwest Missouri State University, Maryville, MO, 64468. Equal Opportunity Employer.

Help Wanted Programing, Production, Others

Midwest Drake programed Stereo operation in dual city market needs an operations engineer who can pull weight in production and programming. Must understand automation and audio, midwest location, lots of recreation areas, station has top equipment, all new. Salary open to qualified person who has drive and is self-starter. Box H-24, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Two openings. Need Program Director and Production Manager. Both must have extensive announcing experience. One play-by-play. Professionals only please. Texas background preferred. Good pay - excellent benefits - good opportunity. Send tape and resume to Dudley Waller, KEBE/KOOI Radio, P.O. Box 1648, Jacksonville, TX. 75766. Phone AC214-586-2211.

Attention experienced country music Program Directors: We now have an opening, good salary, excellent fringe benefits, multi-station owner affording plenty of chance for advancement. Please send telescoped tape and resume to WWVA Radio, 1015 Main Street, Wheeling, WV 26003. An Equal Opportunity Employer.

Mid-America University of 7,000 students needs versatile, energetic, imaginative TV-radio news specialist. TV experience desired. Must have initiative, mature judgment, ability to work with administrators, faculty, staff and students in developing timely TV and radio news reports to area electronic media. Salary range: \$8,500 to \$10,000. Send resume to: Director of Information and Public Services, Murray State University, Murray, KY 42071.

Ohio public radio station seeks a qualified applicant for radio production manager to begin September 1, 1975. Production of local programming of cultural, educational and/or informational interest. Annual salary of \$9,900. Experienced in all phases of radio production. B.A. and third class FCC license with broadcast endorsement required; M.A. desirable. Submit audition tape in addition to resume to: Dr. Ernest Phelps, Director of Telecommunications, Miami University, Oxford, OH 45056. An Equal Opportunity Employer.

Situations Wanted Management

Profit conscious, problem solver, strong sales achievement. Young broadcaster seeks GM position in small/medium market. Prefer SE coastal location. Box G-154, BROADCASTING.

Successful major market programmer would like to return to small to medium market in management. Prefer station with underdeveloped potential. Over 10 yrs. experience. Will increase revenue through creative leadership. Thorough knowledge of FCC Regulations, sales, engineering. Able to motivate. Desire permanent home in Southeast. Box G-173, BROADCASTING.

Christian experience includes management, sales, programming. Box G-178, BROADCASTING.

GM. Sales expert. I lead, train, motivate, sell. Builder of organizations. Creative programmer. Mountain climber, shirt sleeved. Combat experienced with 21V Television. Serendipithist. Outstandingly professional. Box H-9, BROADCASTING.

Medium market general management. Strong sales, sales management background large, small markets. RAB CRMC. Programing, production experience. First class license. University graduate. 33. Currently GSM Colorado AM. Robert Whittlesey, 2912 East 5th, Denver, CO 80206.

Situations Wanted Sales

A "Full Service Broadcaster" experienced in sales-marketing-management. Extensive programing, production background. Award winning play-by-play. First phone. Desires sales, combined with heavy sports schedule, leading to additional responsibilities, at medium market radio or TV. \$250 minimum. Your full particulars accorded immediate reply. Box H-4, BROADCASTING.

Boss says I'm his best salesman ever. Ready for bigger market. SM duties. Box H-11, BROADCASTING.

Situations Wanted Sales Continued

Newspaper Account Executive desires to return to broadcasting. 1 year commercial. 4 years non-commercial experience. University graduate, excellent pbp, sales or sales/sports desired. Box H-46, BROADCASTING.

Douglas Wick, 1015A Cherry, Oshkosh, WI, 54901, 414-233-7498. Young, aggressive, experienced salesman eager to relocate in small/medium market. College degree Radio/TV/Journalism, 3rd, adept in news, sports, play-by-play also.

First phone, 3 years experience. Prefer sales but will do all! Phone Doug Hamby 502-683-0747.

Situations Wanted Announcers

Dependable asst. PD with first looking for Top 40/rock position. Not afraid to work. Box G-135, BROADCASTING.

Versatile 6 year pro desiring medium to major overnight. Top 40/hit progressive. Single. 22. 3rd, will relocate. 203-397-1813, Box G-183, BROADCASTING.

Hats, I wear many. Currently 50,000 market commercial announcer with full production/music programing responsibilities. Married pro, with family, fully experienced all broadcast operations. Let's talk a lengthy relationship. Box G-202, BROADCASTING.

Once upon a time there was a town inhabited by grumpy, grouchy folks who hated to wake up. Then, one day, a friendly morning man arrived. He was consistently warm, often funny and very versatile. Soon everyone began listening and smiling, especially the DJ (his ratings were super!). Make your town a happy one. Write today. Personality Top-40's. California preferred. Box H-1, BROADCASTING.

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

Versatile, 3rd phone, experienced, 22, B.A. MOR, talk, news. Tight production, ad copy, sales. Can wear many hats. Prefer N.Y., L.A., Phila. and small surrounding markets. 215-382-4231. Box H-7, BROADCASTING.

Stop Unemployment! A talented pro is very available. Please hurry! I have no food! Box H-8, BROADCASTING.

(I do everything) 6-9 personality, great copy, outstanding production, and top salesman. Third phone with experience. Married, BA, want radio, or TV job in Carolinas. I'm a bargain. Box H-19, BROADCASTING.

Morning communicator. Currently No. 1 rated morning show in medium market, also 4 years as chief engineer, 2 years as news director, and 2 years as communicator. Married, 1st phone, stable, let's talk, resume, air, and photo from Box H-31, BROADCASTING.

Experienced PD, MD, DJ in one of most respected medium markets in U.S. Have done morning personality show, reported to trades. Prefer Southeast. Box H-33, BROADCASTING.

Talented female seeks first opportunity. Professionally trained. 3rd phone, tight board, excellent music/news. All secretarial skills. 23, single, car. Anxious to work hard. Box H-34, BROADCASTING.

Hardworking DJ third phone endorsed, tight board, experienced. Looking for break. Will travel. Box H-39, BROADCASTING.

3rd phone, endorsed, college training, some experience, go anywhere. Box H-49, BROADCASTING.

Praise God! Christian jock looking to serve the Lord and grow in like setting. Three years exp. at one station; easy. MOR, rock and progressive shifts. Married, willing to relocate as the Spirit directs. Resume, et al on request. Box H-54, BROADCASTING.

Situations Wanted Announcers Continued

Young man seeks position in T&O or broadcasting. Resume upon request. Contact Chris Bardo, 2633 Shenandoah, St. Louis, MO 63104.

3 year radio man seeks stable announcer or announcer/sales position. Available now. Bill Smith 516-731-6168.

Looking for slot at a rocker. Currently parttime at a station in the top ten. College graduate. 3rd. Available anytime. Bob Farley, 85-04 253 Street, Bellerose, NY 11426 212-347-3943.

Rock jock! AM/FM formats. Hard worker! Available now! Jeff Golden, 714-583-8552, 5413 Brockbank, San Diego, CA 92115.

Wanted: Contemporary MOR or Top 40. Experienced. Box 71, Park Forest, IL 60466.

Sportscaster. 4 yrs. Basketball PBP for metro N.Y. ED. FM. Can do others. Third endorsed. College grad with BBA. Seek small market. Bill Sova, 329 Palmer Terrace, Mamaroneck, NY 10543. 914-698-4826.

1st phone C.I.E. grad. 6 yrs. soul exp. Baltimore or DC. Use my sting for your thing. Mosquito, 4907 Challedon Rd., B-1, Baltimore 21207. 301-448-1822.

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

First phone announcer-DJ. Mature, sober, middle-age pro. Excellent ratings. Award winning farm director. Have TV experience. Phone 405-224-7384 after 6:30 PM CDT. Write P.O. Box 951, Chickasha, OK, 73018.

Female DJ into music, good boardwork and production. 3rd endorsed, AA in radio broadcasting. 3 years air experience in free form, progressive rock, blues, jazz, C&W, MOR formats. Will relocate. Denise Tow, 16302 Candlelight, Whittier, CA, 90604. 213-943-1522.

Hire the Vet! Bach to Rock, sold and taught. 40 year old family man with mature voice, 14 yr. track record, prefer morning man, sales in medium or major market, Gulf or Midwest preferred. Dependable. Richard Giles, 701 E. Lafayette, Ionia, MI, 48846.

13 years! Loves smallish markets. Prefer mornings. Consider management. Reasonable. Available now! Lin Key, Box 1621, Paso Robles, CA, 93446. 805-238-4648.

Colorado calling experienced Country, rock, MOR jock wants to work for you. 303-986-0501. William Prentice.

1st Phone, BS Business, radio experience, announcing, copywriting, programming, production. Will relocate. Jim 513-825-2430.

D.J. 3rd endorsed, 3 years experience, college graduate, prefers tight, Top 40, Contemporary F.M. Rocker. Good tapes, will relocate. Call evenings. Norm 305-721-0582.

Willing to work hard, good voice, original and witty production, will relocate. Give me a break. Randy Throop, 906 West Seventh, Hastings, NE, 68901. 402-463-9724.

First phone announcer, news, sales, seeks challenging small market opportunity, western U.S. Shift plus sales, production. 24, good voice, good ideas. Paul Berliner, 255 Grant Ave., San Francisco, CA 94108.

Jock, M.D., Newsmen, 1½ years experience, 3rd endorsed seeks position in small medium mkt station in New England area only! Extensive record library. Call Dave Macaulay, 617-922-0798 or write to 6 Willow St., Beverly, MA, 01915.

DJ 1½ yrs experience seeks position with small to medium market station. 3rd endorsed. Steve Demchik, 624 W. Lafayette, Norristown, Pa. 19401, 215-279-0362.

Will do excellent job for you as DJ, newsmen, writer. Contact Bob Jacobs, 26 University Place, Port Chester, NY, 10573. Phone 914-939-5714.

Situations Wanted Announcers Continued

First phone, seven years experience, 5 years last employer, progressive or Top 40 on West Coast, will relocate. Call 1-702-648-1832.

Over 15 years show business: Europe, Canada, America. Third endorsed. Award winning voice. Dallas, San Diego markets. Regional agency voice talent. No. one TV show Amarillo. Character voices. Thirty, married. Seek major market. Entertainer. J. David Moeller, 1605 Hillcrest, Amarillo, TX. 806-353-4260.

Experienced 3rd phone announcer seeks home at contemp, MOR station, in competitive market. Have background in most aspects of business. Chuck 507-747-2774.

Announcer-Writer, 25 years experience radio and TV. News, commercials, interviews. Interested New Jersey, New England. Exc. references. Carver. 2233 Windsor Ave., Youngstown, OH.

First phone Top ratings, top markets. 20 years, all formats. Play by play. Melton, 35758 Ivy, Yucaipa, CA. 714-797-9886.

Experienced MOR morning man looking for job with security. Family man, will relocate. Contact Jim 814-539-5704, or 814-288-5044.

Situations Wanted News

Energetic news reporter/writer. College degree in Radio/TV. Five yrs. experience, 27, married, first. seeks position in heavy news-oriented market. 813-689-9171. Box H-35, BROADCASTING.

Words craftsman, literate reporter. Experience, awards. News people care about; listen to. Box H-40, BROADCASTING.

Highly experienced, take charge news director. Tired of causes and forced awareness. Seeking solid, major-medium market operation. 1st phone, sound ideas, big voice. Consider telephone talkshow, sports, programming. Box H-41, BROADCASTING.

Sports Director with excellent PBP, sportscasting, commentary. Four years. Available in September. Box H-42, BROADCASTING.

I can still get your audience to sit up and listen. News-sports reporter. 1 year experience. Rod Morrison, 23 Harriet Avenue, Belmont, MA. 617-484-2069.

Experienced sportscaster. Smooth professional. No small markets. Jeff, 906 Valley Lane, Lockport, IL 60441. 815-838-1639.

Situations Wanted Programing, Production, Others

Program Director: One of the best, creative, a motivator, positive. Successful at Rock and Country. I'm stable, employed, expensive, and worth it. Box G-191, BROADCASTING.

Experienced producer/director/writer 16½ years experience. Agency Creative Director - Heavy on sports, News/production. BA in R/TV. Want stable location. Box H-44, BROADCASTING.

Experienced Programmer, major market jock desires contemporary Top 40 or FM rocker in competitive medium or middle market. College grad plus research background. Box H-53, BROADCASTING.

Could you use a young black woman with a Spanish surname who speaks 18 different languages? I hope not, because I could use her job. They (you remember them) say I'm imaginative and resourceful. Creative production that gets attention and sells is what we're really talking about. Presently employed major market pro seeks other good people with whom to grow. 215-563-1739.

Present station changed format. Looking for program directorship at country formatted station. 815-933-9989.

Major market (Miami, Cleve) contemporary personality sick of rat race. Wants to settle in small or medium market as PD. 703-323-5060.

TELEVISION

Help Wanted Management

Station Manager, El Paso, Texas. New PBS station has const. permit. Experienced, creative manager needed to help get station on the air and thereafter. Interviews now being granted. Employment approx. Nov. 1975. Write Martin Balk, 140 Shadow Mtn. Dr., El Paso, TX, 79912.

Marketing Manager with broadcasting or financial background. Work with President of Pay T.V. firm located in N.Y.C. Some travel. Ability to negotiate with top management. Salary commensurate. Send resume to TeleMation Program Services, 50 East 42nd St., N.Y., NY 10017.

Help Wanted Sales

Sales Research Director for Florida TV station. Station, rep or agency experience desirable. Familiarity with syndicated research necessary. Excellent opportunity with group owned station. Equal Opportunity Employer. M/F. Reply to Box H-48, BROADCASTING.

Help Wanted Technical

Heavy RCA VTR & studio camera maintenance engineer wanted: Good working conditions with growing Number One rated station in the southeast. Send resume and salary requirements. Box G-169, BROADCASTING.

Television antenna specialist Field Service. Applicant must have an electronics background. We are prepared to train applicant (3 to 6 months) in the fundamentals of antenna design and fabrication. In addition to base salary applicant will receive additional compensation for working at the unusual height as required to TV antenna installations. Applicant must be willing to travel and be physically fit to climb television towers. Traveling expenses are re-imbursable per the company's standard policy. Box H-10, BROADCASTING.

The following positions are available for late August: TV transmitter maintenance technician. First Class license and experience necessary. Two TV studio technicians. First Class license and experience preferred. Contact Chief Engineer, WNAC-TV, Boston. An Equal Opportunity Employer M/F.

Expanding television operation requires four (4) engineering staff assistants immediately. Duties include switching maintenance and assistance inc. building new facilities. First phone required. Reply via air mail with resume and references to: John Koch, CE, WSVI-TV, Box Y, Christiansted, St. Croix, US Virgin Islands. 00820. Tel: 809-773-6579.

TV Broadcast Technician. 1st class license; minimum 6 months experience in broadcast or production operation, maintenance or repair of commercial or public TV/radio equipment. \$9,432 with shift differential. Contact H.S. Hendricks, Atlanta Public Schools Personnel, 232 Pryor St., S.W., Atlanta, 30303. 404-525-6505. Applications must be postmarked no later than August 22

TV Mobile Chief Engineer. Shirtsleeve type. California's fastest growing mobile company needs fully qualified man with PC70's, AVR2's and Ampex 3000. Editing experience helpful. Contact Messrs. Stevens or Sommer, 714-291-7292.

Engineer. 1st class license; minimum 1 year experience in TV broadcast or production operation and maintenance. New color, equipment. \$12,108. Contact H.S. Hendricks, Atlanta Public Schools Personnel, 232 Pryor St. S.W., Atlanta, 30303. 404-525-6505. Applications must be postmarked no later than August 15.

Help Wanted News

News anchor, sports and weather for medium size midwest market. Strong on-air performance a must. Send resume and availability. Salary open, request for audition tape immediately follows receipt of resume. Looking for more than pretty faces, need involvement. Box G-127, BROADCASTING.

Help Wanted News Continued

Investigative Reporter for top rated major northeast station heavy journalistic background. Selfmotivation and film production talent a necessity. An Equal Opportunity Employer. Box H-15, BROADCASTING.

News producer large eastern market must be strong writer with heavy visual production ability. An Equal Opportunity Employer. Box H-18, BROADCASTING.

Assignment Editor. Midwest Market. Experience mandatory. Send resume to Box H-32, BROADCASTING.

Anchor 6 and 11 PM Florida VHF network affiliate. Immediate opening, experience required. Equal Opportunity Employer. Send resume and salary requirements to Box H-56, BROADCASTING.

Help Wanted Programing, Production, Others

Experienced TV-Radio oriented professional to head major northeast University News-Media Relations office. Will supervise and train personnel in all media and have major PR input. Must have solid administrative background; experience in writing, film, vtr production; and media contact ability. Minimum five year experience and college degree. Excellent benefits and environment. Box H-14, BROADCASTING.

Production Manager, TV and film. Community PTV, top-50 market, Great Lakes region. Minimum 8 years experience all phases TV and film production and staff supervision. Equal Opportunity Employer. Send full resume including availability, salary required, references. Box H-38, BROADCASTING.

Position open: TV producer/director for University Division of Public Information Office, Mississippi State University. Multiple duties involving planning, scripting, directing, and editing of information programs. Possible work with teaching program. Professional experience and/or academic background desired. Contact: H.T. DeKay, Division of Public Information, Drawer 5328, MSU, Mississippi State, MS, 39762. 601-325-5872.

Situations Wanted Management

Profit minded top television account executive wants first management position. Young. Degree. Employed. Box H-37, BROADCASTING.

General Sales Manager Excellent reputation coast to coast. Will build your revenue and your people. Box H-50, BROADCASTING.

Situations Wanted Technical

Chief Engineer thoroughly experienced. Looking to move up. Box G-166, BROADCASTING.

Situations Wanted News

Experienced photo-journalist. Six years TV newsfilm, three as Chief Photographer. Worked all phases newsfilm, including processing and quality control. Inquire Box G-7, BROADCASTING.

News Director with network-related experience seeks to move to top 25 market as News Director. Assistant News Director or Producer. Excellent experience/references. Box G-168, BROADCASTING.

Collecting dust at a desk, want fresh air on the street in medium or large market. B.S., 4 years experience all phases. Box G-174, BROADCASTING.

Award-winning reporter/photographer at medium market affiliate looking for move West. Strong on series and features, studio presentations and eyewitness format. BA degree, VTR, resume on request. Reply Box G-190, BROADCASTING.

Experienced radio reporter (hard news and features) seeks new venue: good local TV newsroom. Top 50 preferred. Box H-2, BROADCASTING.

Highly professional and/anchorman seeks relocation. Consider reporter in large market. Box H-6, BROADCASTING.

Situations Wanted News Continued

Experienced reporter, assignment editor in top twenty market wants to return to news. Box H-23, BROADCASTING.

Vorkapitch Cornucopia. Photo-journalist. 5 years TV newsfilm, 2 in major market, also editing, processing. Single, B.S., wants to relocate. Resumes. Box H-26, BROADCASTING.

Large market anchorman under 30. I am best. Available tapes to prove. Box H-45, BROADCASTING.

News pro. 12 years. Anchor/reporter/producer. Seek combination on air-management medium or major market. Box H-51, BROADCASTING.

Black Reporter in DC seeking immediate news position. 5 years experience. BS. Box H-58, BROADCASTING.

Meteorologist, exceptional combination of professionalism and personality, warmth. AMS seal. Box H-59, BROADCASTING.

Want an anchorman who delivers the news straightforwardly, is not a "stud," and will get ratings? Box 1223, Northland; Southfield, MI, 48075.

Experienced Sports Director. Top credentials in on-air and film production work. P.O. Box 177, Yardley, PA. 19067.

Situations Wanted Programing, Production, Others

Director-seeking production position. 12 years, all phases TV production. Heavy in news, public affairs and commercials. BA in R/TV. Emmy awards. Hard worker. In SE, but relocation no problem. Available now. Let's get together. Box G-182, BROADCASTING.

Producer-Director. 5 years experience. Heavy PTV. Strong video plus film. National Credits. Experienced in all phases of production. Degree, family. Box H-27, BROADCASTING.

Enthusiastic Stephens College 74 graduate. TV radio film production experience. Woman anxious to join the broadcasting scene. Will relocate. Box H-30, BROADCASTING.

Television production assistant. 3 years experience in all phases of television production. East Coast preferred. Box H-57, BROADCASTING.

Recent graduate, energetic, reliable, some free lance experience, seeks challenging production position. 216-481-8708.

Talented Black Communication's grad. Searching for entry level production position. Gwene Kelly, 15711 Marshfield, Harvey, IL. 312-339-6505.

Multi-faceted, creative individual seeks challenging production, programing position. 5-years experience. Copywriting, lighting, camera, audio. Degree, married. Marc Goldberg, 1811 Edgehill Rd., Abington, PA 19001. 215-OL9-0359.

BUY-SELL-TRADE

WANTED TO BUY EQUIPMENT

Wanted East Coast TV station seeks to lease state-of-the-art color TV equipment for a five camera pickup. Will consider truck or control room configuration. Prefer triax. Period: April to October 1976. Send equipment details to Box G-197, BROADCASTING.

Equipment Wanted: Looking to buy two 55 or 60 kilowatt UHF transmitters, RCA or Harris. Immediate availability needed. Call Craig Gosden 213-553-3600.

Paul Schafer wants to buy Collins 21-E, RCA BTA-10-H, Schafer 800-T automation systems. To buy or sell good transmitters, automation, etc., call Schafer International, 5801 Soledad Mtn. Rd., La Jolla, CA 92037. 714-459-0222.

Wanted to Buy Equipment Continued

Equipment Wanted: Looking to buy self-supporting tower, 200-250-300-350 foot. Immediate availability needed. Call Craig Gosden 213-553-3600.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Ilurbide St., Laredo, TX 78040.

RCA BTR 11B Remote control. Must be good condition. Galen Gilbert, 3537 Wooten, Fort Worth, TX, 76133. 817-292-7174.

Wanted, TV camera crane and sound boom. Send price and specifics. G. Stevens, Video City Inc., 12100 N.E. 16th Ave., North Miami, FL 33161.

Wanted: audio production equipment, literature and prices for equalizers, filters, and reverb units of all makes accepted until Sept. 1. Send information to Production Coordinator, GLTC, Elmira College, Elmira, NY 14901.

FOR SALE EQUIPMENT

RCA TR-22 color VTR's (2) in excellent condition, complete with books, spare heads. Low cost highband conversions available. Call or write with your offer for one or both. Ellis Feinstein, KMED-TV, Medford, OR 97501. 503-773-7373.

Transmitter parts. 12,000 spare parts and tubes for RCA TT50AH transmitter. Complete list available. Contact Wayne Seacat, WGAL-TV, Lincoln Highway West, Lancaster, PA 17604. Ph. 717-393-5851.

Mint condition 7 channel IGM all carousel automation system used less than 500 hours. 502 brain capable of all type formats. 4 Monorel carousels with random select capabilities adaptable. Also for stereo 2 cabinets on roll-around pedestal system at WIAF, Clarkesville, GA (Atlanta area) S5050. Firm 404-945-9953 Bob or Jackie Joseph.

Schafer automation, model 800, 5 Ampex AG440, network joiner, 3 carousels, (2 R.S.), logger, SMC car reader for programing carousels, presently running hit parade format. \$14,500.000. 803-279-2330. WZZW, P.O. Box 1584, Augusta, GA 30903.

Two rapid-Q dual playbacks: Factory reconditioned. one year old. \$835.00 each. Sound Dynamics, Box 1335, Sunnyvale, CA, 94088, 408-926-3588.

For Sale New equipment Auricon 1200 with Angenieux 12:120. \$3800.00. Basha Productions, 463 King St., Charleston, SC 29403. 803-723-0504.

1- 185' antenna, where is, as is standing & erected, \$2,500.00 cash or \$3,000 terms, contact Duane Moore, P.O. Box 1117, Willcox, AZ 85643, or call 602-384-4014 5AM-9AM.

Vitro Weather Radar - Model MR-780, presently in operation, \$30 K - FOB Washington. Please contact the Chief Engineer for particulars. WTOP-TV, 4001 Brandywine Street, N.W., Washington, D.C. 20016. Tele. 202-686-6052.

Helix-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Excellent condition. 2 RCA TK60B 4 1/2" I.O. camera chains, complete. Includes 1 RTH Varatol V ten to one zoom 1.6" to 16" (40mm to 400mm) and 50mm, 75mm, 127mm, 203mm lenses. Contact Emory University, Medical Television, 69 Butler Street S.E., Atlanta, GA 30303. Phone 404-659-5307.

Gates 500GY transmitter, Gates SA-40 console, Gates limiter. All in service. Available when we install new equip. Call 214-937-1390.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

MISCELLANEOUS

Collectible classics...the 78s of the '30s and '40s. Love by Starlight, reflections by Terri. Flashback for news. Quality radio syndication. Details and demo. tape. Lou Dumont, Box H-22, BROADCASTING.

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.

Time on your hands? I have clients eager to try direct-response TV ads for profitable products, new and established, on per-inquiry basis only. Interested stations please contact Robert Kingwell Advertising, 127 East Padonia Road, Timonium, MD 21093. 301-252-8873.

PLACEMENT SERVICE

Many Top-40, Middle or Road, and Country & Western, jock and news openings available! Rush tape and resume to: Air Talent Placement, 1516 Hinman, Suite 505, Evanston, IL 60201.

INSTRUCTION

San Francisco. FCC license, 6 weeks, night class 12 weeks, 9/8/75. Results guaranteed. Veterans approved. School of Communications Electronics, 150 Powell Street, 94102. 415-392-0194.

No FCC license? Tried every way but the right way? It's time for Genn Tech. Home study. Free catalog. 5540 Hollywood Blvd., Hollywood, CA 90028.

Kiis Radio's Broadcasting Workshop for Professional DJ & News training. Both in studio and on-air training. Write: Kiis 8560 Sunset Blvd., Los Angeles.

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-dj.-1st class F.C.C. license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.— plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

1st Class FCC, 6 wks., \$400.00 money back guarantee. VA appvd. Nat'l Inst. Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive, 312-236-8105 or 414-445-3090.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: August 25, Sept. 29, Nov. 10. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater

For 38 Years, Industry Leader. Don Martin School of Communications trains for 1st phone license, in just five weeks. Call collect for details, 213-462-3281, or write, Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!

Omega State Institute. Your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students welcome. Free booklet. Call or write today. 312-649-0927. 333 East Ontario, Chicago, IL 60611.

You belong in

Broadcasting
The newsworld of broadcasting and allied arts

RADIO

Help Wanted Management

Radio Business Manager

Major westcoast radio station.
\$20K plus bonus.

Send detailed resume to: Mike Walker, Ron Curtis & Company, 5725 East River Road, Chicago, IL 60631, 312-693-6171.

Help Wanted Sales

VICE-PRESIDENT - SALES - TEXAS

27 years in business has made us the largest Radio Station Sales Promotional Company in North America. AA1 rated. Exclusive franchise open entire state of Texas encompassing over 400 Radio Stations. Need a radio pro who can hire and manage effective sales people, and out-sell them! Top over-write and commission schedule, with weekly advance against earnings. You will be trained in your territory in our successful sales operation and be expected to earn in excess of \$35,000 yearly. Send resume and references to: Marvin Nudelman, Exec., V.P., Universal Publicizers, Inc., 16th Floor, 919 N. Michigan Ave., Chicago, IL 60611.

We are looking for young, ambitious R-TV college graduates for sales and management training programs with several of our clients at radio and television stations, and cable TV systems. We want only outstanding people with a lot of drive and ambition. If we already have your resume, you will be considered. If not, submit complete resume to Mike Walker, Ron Curtis & Company, 5725 East River Road, Chicago, IL 60631, (312) 693-6171.

Help Wanted Announcers

Two million plus people in Northeastern market are starving for adult personality radio. Group owned station is rebuilding to fill this void. Want good communicators, not time and temperature jocks. EOE

Box G-163, BROADCASTING.

Help Wanted Programming, Production, Others

NATIONAL PROGRAM DIRECTOR

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Profile

Suburban's Robert Hilker: out on business

Robert Hilker is a businessman. Business for him is eight radio stations in North Carolina and Virginia, collectively called the Suburban Radio Group, over which he presides. Business is also the Radio Information Office Committee of the National Association of Broadcasters, of which he is chairman, and the NAB radio board, on which he is a director. And business is three Wiener King franchises that he and a partner own in North Carolina (Wiener King will one day be to hot dogs what McDonalds is to hamburgers, he hopes). More business is a couple of apartment buildings he and a partner own in his hometown of Belmont, N.C.

There is more than enough business in that small empire to keep one man occupied, so if one were to phone him and be told "Mr. Hilker is out on business," one could accept that at face value. But chances are Mr. Hilker has just played a small joke on the caller. "Mr. Hilker is out on business" on Saturdays, even Sundays. He's obsessed, one might think. Well, not exactly. "Business," it seems, is the name of his boat, a 26-foot pontooned pleasure craft he navigates up and down the lake by his home in Belmont. Business and "Business" are the compulsions of Robert Hilker.

He may be into hot dogs and real estate, but the hat Mr. Hilker wears most is the one he's worn for over 30 years—that of broadcaster. He actively manages WCGC(AM) Belmont, which he put on the air in 1954. He began his broadcasting career as a Boy Scout in 1942, when he auditioned for and won an announcing spot on a local radio station in his native Winston-Salem, N.C., reading the local Boy Scout news on a weekly 15-minute program. That hooked him. While still in high school, he worked as an engineer at WAIR(AM) Winston-Salem. Aged 17 and graduated from high school, he became an electrician in the Navy. There he prepared himself for the first-class radio telephone license exam, which he passed on leaving the Navy two years later.

Having worked as engineer and announcer at a number of radio stations in and around North Carolina, Mr. Hilker decided in 1954 the time was right to go into business for himself. So in that year he rounded up some solid citizen backers and put WCGC on the air. He expanded year by year until the stations in his group numbered 10—seven AM's and three FM's. He has since dropped two—one in Winston-Salem, another in Greensboro, N.C.—because the markets were bigger than he likes to serve.

All of the stations in the group are in



Robert Richard Hilker—president of eight radio stations, collectively called Suburban Radio Group: WCGC(AM) Belmont, WEGO(AM) and WPEG(FM) Concord, WSVM(AM) Valdese, WZKY(AM) Albemarle, all North Carolina, and WJJJ(AM) Christiansburg, WHHV(AM) Hillsville, WVVV(FM) Blacksburg, all Virginia; b. April 25, 1927, Winston-Salem, N.C., engineer, WAIR(AM) Winston-Salem, 1943-44, 1946-47; U.S. Navy, 1944-46; engineer, WBT(AM) Charlotte, N.C., 1947-49; engineer, WMAP(AM) Monroe, N.C., 1949-50; engineer-announcer, WLTC(AM) Gastonia, N.C., 1950-52, 1952-1954; engineer, WTOP-AM-FM Washington, WFAX(AM) Falls Church, Va., 1952; president, WCGC(AM) Belmont, 1954 to present; member, National Association of Broadcasters radio board, 1971 to present; chairman, NAB Radio Information Office Committee, 1973 to present; past president, North Carolina Association of Broadcasters, North Carolina Associated Press Broadcasters; m. Juanita Christy Dellinger Nov. 15, 1974; children (by previous marriage)—Mrs. Carolyn H. Bailey, 25; Janet Leigh, 21; Bob Jr., 16.

suburbs of larger markets (hence the title, Suburban Radio Group). Belmont, for example, is on the outskirts of Charlotte. "But I think Charlotte has enough coverage," Mr. Hilker said, so he tailors WCGC's programming just to Belmont, which has a population of 5,000. And that is the way of all the other stations in the group. On a market-size continuum, moving from large to medium to small, Mr. Hilker says all his service areas fall off the small end. "Ridiculous" is his word for them.

But "ridiculous" is the only size market Mr. Hilker is interested in serving. That is the size "where we can really be a part of

the community." During his climb up the broadcasting ladder, Mr. Hilker tried working in a big town, serving as an engineer at WTOP-AM-FM Washington in 1952, but he stayed just long enough to satisfy himself that he did not like the major markets. "I'm too much of a country boy."

Personal involvement of the group's managers in community affairs is company policy. The result is good for the community and good for business, Mr. Hilker says. His own civic laurels include the past presidency of the Belmont Merchants Association, the past presidency of the local Kiwanis Club, current presidency of the Belmont Chamber of Commerce. He is also publicity chairman for the county unit of the American Cancer Society.

Mr. Hilker enjoys the freedom small-market stations have to become personally involved in their communities. The larger market stations "don't have time for individuals," he says. But in the small market, there is nothing to equal that "feeling of satisfaction when you can help things," using the station, for example, to rally the community to the aid of a family whose house has burned down, he said. "They [the listeners] trust you and you trust them." He enjoys it, too, "when you walk downtown and people know who you are ... Life is easier here and a lot more fun."

Mr. Hilker has entertained thoughts of getting involved with television, but he is first a radio man. As chairman of the NAB RIO committee since 1973, it has been his mission to "see that radio gets a fair shake," and he is convinced that more than ever it is getting one. For too long, he says, radio's fate was too closely tied to TV's, especially on government regulatory issues. He thinks, for example, that "radio got taken down the drain" with television when Congress voted to ban cigarette advertising on the air. And although the feeling that NAB was slighting radio "wasn't true as much as people thought," NAB has nevertheless increased its attention to radio's problems and is now working "darn hard" for radio, in his view.

Talking to Mr. Hilker's colleagues in Washington and at home, one would have to listen a long time to hear a disparaging word about the man. They talk about how he "came up the hard way," how he is "really respected" in the radio business. He, on the other hand, has nothing but admiration for his colleagues, his station managers especially, all of whom have been promoted from within the company.

By the way, his boat, "Business," is actually "Business II." "Business" sank, but business is booming.

Editorials

Ducking the issue

The FCC's order for a hearing on the proposed transfer of the *Washington Star* and its associated broadcast properties was, to put the best face on it, an act of temporizing. The commission put off the difficult decision of whether to waive its crossownership rules, perhaps long enough to make the decision unnecessary. In the application that was filed eight months ago, with a request for expeditious action, the transfer was described as essential to save the failing newspaper.

The FCC's handling of the *Star* waiver request has been of a piece with its issuance of the crossownership rules themselves, about two months after the *Star* transfer application had been tendered. In the rules, the FCC outlawed monopoly ownerships of co-located newspapers and broadcast stations, of which it found 16 in small towns, and prohibited future acquisitions or creations of co-located crossownerships anywhere. Those were concessions to pressures from professional antitrust types in the Department of Justice and liberal legislators on the Hill and were made in the utter absence of any showing of social or economic harm from co-located common ownerships in the 16 communities designated for divestiture or elsewhere. The *Star* is seeking a waiver of the rule prohibiting existing crossownerships from being sold intact.

In all of this there has been more a bending to prevailing political winds than a search or even regard for reasoned policy. All of the crossownerships that the FCC has decreed to be broken up by divestiture or attrition were originally created with the approval of the FCC. And the agency has made that 180-degree turn in government policy only on the vague argument that crossownerships are somehow bad. It has ignored a mound of expensive and professional research showing that in many ways crossownerships have added to the vigor and multiplicity of mass communications.

The ultimate irony—which would probably be lost on the *Star*'s stockholders—would come if, in the prolonging of the *Star*'s agony, Washington became a one-newspaper town. Now that would be a testimonial to FCC policy in action.

Welfare at the top

The recording artists and labels that have been lobbying for a broadcast performance royalty are making more progress than broadcasters are making at this stage of legislative development. As reported here a week ago, hearings before Senate and House copyright subcommittees turned up far more testimony in favor of the new recording right than against it.

Not the least disquieting testimony came from Nancy Hanks, chairman of the National Endowment for the Arts, who claimed to speak for the Ford administration in supporting the legislation. Unless higher officials disclaim it, Miss Hanks's statement would suggest that Senator Hugh Scott (R-Pa.), the Senate's minority leader and indefatigable advocate of the new performing right, has cashed in one of his many chits at the White House.

Miss Hanks, as a patron of the less popular arts, put in a plea for a distribution of the proposed royalties to the performers and producers of works that are failures in the market, the "symphonic, folk, operatic or other musicians involved in the creation of artistic works which . . . do not have, at this time at least, the ability to generate mass sales."

Miss Hanks was merely putting a cultural twist on the advocates' pitch that the recording royalties are needed to augment

the pay of ordinary performers who work for union scale. That pitch is, of course, wholly fallacious.

As broadcasters have pointed out, the Scott bill and its House counterpart would only make the rich performers richer. Royalties would be paid on the basis of performances and would therefore go in largest amounts to the most popular artists whose records got the most airplay. Those, as even Senator Scott must understand, are already among the highest paid performers in any medium. Not only that, many artists own their own record labels and would thus get double pay under the legislation's contemplated division of royalties 50-50 between performers and recording companies.

The new recording royalty may very well be reported out of the subcommittees and perhaps the parent committees in both Senate and House. That means the broadcasters' fight must be eventually won on the floor. They have no time to lose in making their positions known to their representatives.

Case by case

Richard Nixon's apparent willingness to be interviewed for pay has brought back into debate the question of whether he should be, and with that question comes the larger one of checkbook journalism in general.

Let us say first that there are areas in which it would be foolhardiness of the highest order for any news organization to make payments. Hard news is obviously in that category. There may also be areas where payment would unquestionably be in order, although offhand we can think of none. Having ruled hard news off limits, we suspect most of the remaining cases will fall into the cloudy area where decisions must be made one by one and can go—and be defended—either way.

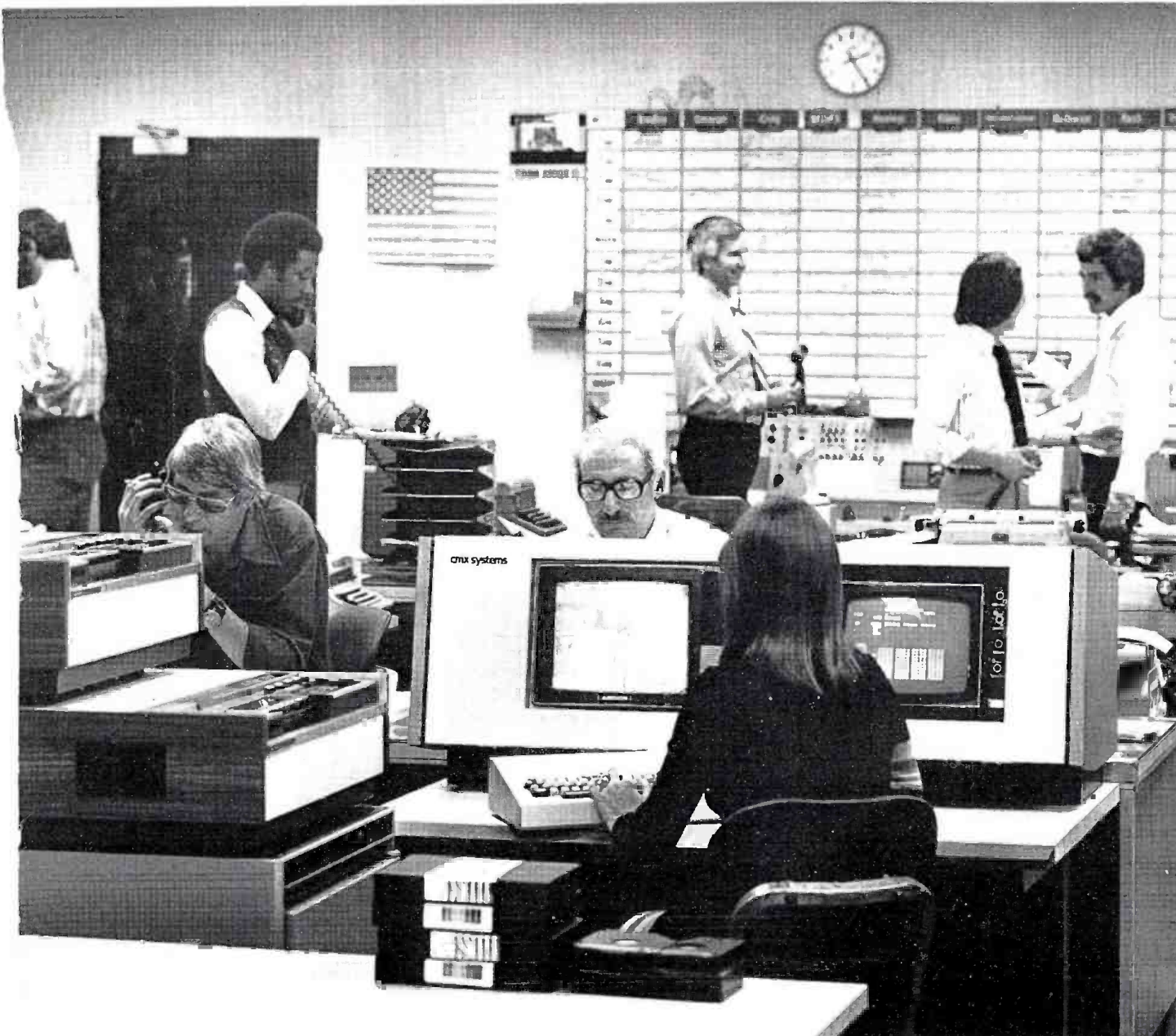
The current Nixon question, it seems to us, is such a case. Dick Salant of CBS News has concluded he was wrong in approving payments for the H.R. Haldeman and G. Gordon Liddy interviews that were broadcast some months ago and says he won't make that mistake again. Dick Wald of NBC News is willing to pay Mr. Nixon—if everything else can be worked out—on the theory that these interviews would be "memoirs," for which authors are traditionally paid.

It might be noted that the memoirs rationale figured prominently in Mr. Salant's original decision in the Haldeman case—a fact we recall not to defend or find fault with the argument, but to underline the essential difficulty of the question and the absence, except in blatant cases, of easy answers to it. Like much else in journalism, it has to be a matter for individual judgment.



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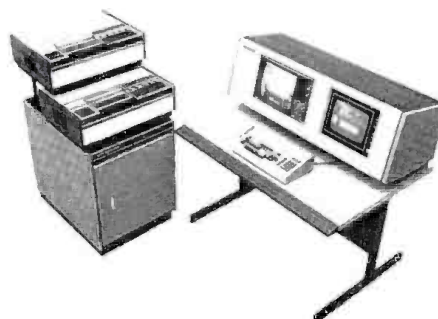
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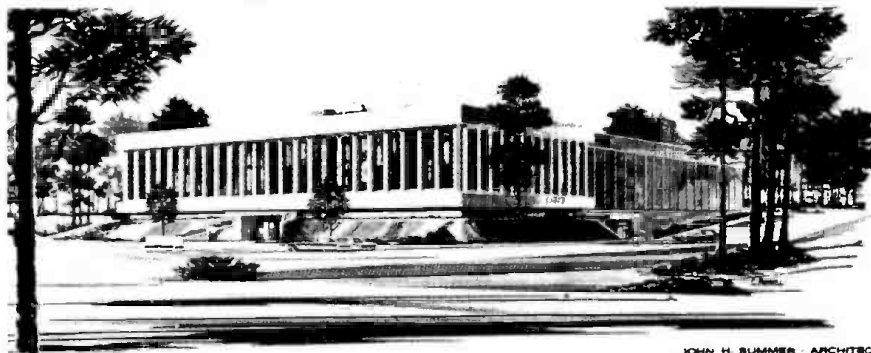
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