

Special report:
The first 50 years of NBC

Broadcasting Jun21

The newsweekly of broadcasting and allied arts

Our 45th Year 1976

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ALL IN THE FAMILY!

WCSH-WCSH-TV, PORTLAND
WLBZ-WLBZ-TV, BANGOR
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The Week in Brief

R&D ON 60-MINUTE NEWS □ CBS-TV plans trial runs this summer. ABC-TV has been using Saturday evening segment that could end up in hour show. NBC-TV is putting ideas and concepts on paper and is considering use of specialists in expanded newscasts. **PAGE 20.**

NAB REFORMS □ Joint board adopts recommendations of Fact-Finding Committee to specify duties in new high-level post under Wasilewski. After that, work is to begin on list that includes more distinctions between radio and TV. **PAGE 21.**

ALL THE WAY AT BPA □ Promotion association pulled out all the plugs for its Washington convention with how-to sessions that offered "ideas to steal." Interspersed in the agenda were top speakers from government and industry. **PAGE 26.**

THE FIRST 50 YEARS □ As NBC radio and television affiliates meet in New York this week to observe the network's golden anniversary, BROADCASTING's "Special Report" traces the historical highlights since that opening program on Nov. 15, 1926. **PAGE 29.**

THE GOODMAN-SCHLOSSER TEAM □ Here are the 27 men and women behind the two senior NBC executives with profiles of their rises through the ranks. **PAGE 52.**



TWO ON TWO, LEFT TO RIGHT □ BROADCASTING's Sol Taishoff and Rufus Crater—editor and chief correspondent, respectively—spent half a day with NBC's Julian Goodman and Herb Schlosser—chairman and president, respectively—to produce the newsmaking interview that appears as the closing element of this week's special report on the first 50 years of NBC. **PAGE 84.**

NAB IS AGENT FOR FCC □ That's charge made by the Hollywood writers and producers in the first round of

post-trial briefs on family-viewing time. They ask the court to say the concept is an unconstitutional abuse of power. **PAGE 100.**

LEAR'S SELLING PLANS □ T.A.T. Communications is getting into the domestic-syndication business with *Mary Hartman* as the first property. Jerry Perenchio is in charge of the new enterprise. **PAGE 100.**

BOOM IN AD VOLUME □ Interpublic forecasts that U.S. advertising in 1976 will be \$32.5 billion in all media. That's 14.3% more than in 1975. **PAGE 104.**

PERSPECTIVE ON RATINGS □ ARF issues report that compares sweep and non-sweep periods in May. It's part of effort to evaluate effects of hypoing. **PAGE 104.**

COMPENSATION, NETWORK TIME □ NBC officials open counteroffensive against McGannon campaign to show that networks pay too little to affiliates and should be blocked from expanding newscasts. **PAGE 108.**

INCREASE FOR INVESTORS □ FCC raises ownership ceiling for financial firms to 5% of broadcast or cable company stock. It also changes ownership reports to require licensees with more than 50 stockholders to file annual reports. **PAGE 111.**

SIGN IN, PLEASE □ Bill passed by Senate and being marked up in House may require group owners, networks, broadcast associations and some licensees to register with federal government as lobbyists. **PAGE 114.**

CRYSTAL BALL GAZING □ Report on financial outlook for next 10 years sees cable growing quickly then reaching plateau after markets are saturated. **PAGE 115.**

ROBINSON ON WHAR DECISION □ FCC commissioner thinks fairness decision may prompt enough "distress" to eventually result in abolition of doctrine. **PAGE 117.**

AM STEREO □ Kahn Communications asks FCC to start proceedings to OK AM stereo broadcasting. Firm says it's ready to supply necessary equipment to broadcasters. **PAGE 119.**

PRIMING FOR A COMEBACK □ Irwin Segelstein plans to use patience and perception, born of long experience, to enable NBC-TV to regain ground in the ratings. Here's a look at the man who became the network's executive vice president, programs, in April. **PAGE 141.**

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WE GAVE 40,000 SPANISH-SPEAKING PEOPLE THE THING THEY WANTED MOST.

MRS. VALBUENA.



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

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

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

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

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

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

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

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

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

To translate the greatest need of all. Dignity.

WJR
Detroit.

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

Closed Circuit®

Insider report: behind the scene, before the fact

Turnaround for NBC

NBC-TV officials going through Nielsen local-market sweep returns for May have come up with some figures calculated to brighten this week's convention of their affiliates (see page 24). Of 109 markets reported thus far, they say all three networks have affiliates in 79, and that in these, NBC affiliates were first in 33, ABC affiliates were first in 24, CBS affiliates first in 22—considerable change from February-March, when in same markets NBC was first in six, ABC in 46, CBS in 27.

Carrying it further, NBC researchers say that in Nielsen May markets to date, NBC has affiliates in 95, of which 79 showed gains from February-March and six declined (10 no change); CBS is in 94, of which 15 gained and 67 declined (12 no change); ABC is in 91, of which six gained and 82 declined (three no change).

Death threat

Alarm sounded at National Association of Broadcasters last week when House Judiciary subcommittee that is marking up copyright bill voted not to include radio in broadcast right to sue cable TV systems that change or delete material in distant broadcast signals (see page 24). NAB said just as with performer's-royalty issue, which it won, it will stand and fight this one. It threatens that if it can't get subcommittee or full Judiciary Committee to reverse decision, it will try to kill whole copyright bill.

Louisiana purchase?

Reportedly in negotiation is sale of WVUE(TV) New Orleans by Screen Gems' parent, Columbia Pictures Industries, to Gaylord Broadcasting Co., subsidiary of Oklahoma Publishing Co., for price in \$12-13-million range. Last year Gaylord sold WKY-TV Oklahoma City, co-located with its *Oklahoma City Oklahoman* and *Times*, to Evening News Association, which owns *Detroit News* and station group including WWJ-AM-FM-TV Detroit, for \$22.5 million (BROADCASTING, Nov. 10, 1975). WVUE, ABC-TV affiliate on channel 8, was previously slated for sale to Starr Broadcasting, publicly traded station group, but that deal fell through for lack of financing (BROADCASTING, Feb. 2).

Lee to Geneva

Commissioner Robert E. Lee, dean of FCC with 23 years of service, is slated to head U.S. delegation to next year's World

Administrative Radio Conference for planning of broadcast satellite services, to convene in Geneva Jan. 10. Mr. Lee also is most experienced of FCC incumbents in international conferences, having served as delegate to several in past few years. In addition to heading U.S. delegation, to be designated by administration, Commissioner Lee is expected to be elected vice chairman of conference.

Involved in WARC considerations are allocations and international regulations covering worldwide services in 11.7 to 12.1 ghz bands reserved in western hemisphere for satellite transmissions. With proliferation of voting privileges among recently established independent nations, complexities have been introduced in international conferences conducted under auspices of International Telecommunications Union (ITU) headquartered in Geneva. WARC is expected to run for month.

Missed boats

Although President Ford would seem to have had plenty of television exposure during primary campaigns, some of his aides are expressing frustration over substantial amount of free television time President was offered but unable to use. Stations that had made 30-minute periods available to Ronald Reagan made same offer to President; time could have been put to any use he chose. Thirty-minute documentary on President Ford would have been ideal—but President Ford Committee never produced one. In six months, one aide said, "we must have turned down 50 half hours."

Solid lines

Plan to redraw boundaries of National Association of Broadcasters' 17 radio districts ran afoul of couple of Western representatives at radio board meeting last week, because it would alter character of their districts. New plan would make California single district—instead of breaking it in half as under present system—and would put Arizona in with some Rocky Mountain states. Jack Willis of KHEF-AM-FM Phoenix, currently representing Southern California and Arizona, objected. New plan would throw some other Rocky Mountain states, Montana, Idaho and Wyoming, in with Nebraska. Bill Sims of KOJO(AM)-KIOZ(FM) Laramie, Wyo., objected.

Redistricting will run into trouble on board no matter what plan is put forward. "It's just like in a state legislature," said

one board member last week. Redrawing boundaries would change constituencies that put board members in office. Furthermore, there is no great feeling for redistricting on board now. One reason proposal was sent back to committee last week was because it was brought up at end of long morning session just before lunch.

EEO standards

FCC staff is understood to have proposed what amounts to compromise in dealing with two controversial issues in draft of equal employment opportunity guidelines commission will consider this week. Sources indicate it would require that stations with minimum of 10 employees file written EEO programs and that stations with 50 or more employees include job titles of employees within employment categories—management, etc.—as means of indicating more precisely what employees' jobs are and whether discrimination might exist within categories. In notice of proposed rulemaking, commission asked for comment on whether standard for written programs should be 15 or 10 employees, for job titles, 50 or 25.

Staff is believed to have given up on effort to define, in terms of numbers, "zone of reasonableness"—what relationship between employment of minorities and women and their presence in local work force would protect licensee from discrimination charge. Staff is understood to be suggesting that commission examine that relationship in terms of station's EEO program and "good faith" effort to implement it.

Land and space

There's ongoing dispute within United States Information Agency on whether Voice of America should go satellite route in relaying programming to its strategically located shortwave transmitters that cover most of globe. Flat recommendation by James Mocer, recently retired as USIA's research chief, hasn't been implemented because Voice officials and engineers feel that Voice's mandate to supply its service cannot be fulfilled either economically or strategically with available satellites.

Voice has been experimenting with satellite transmission since 1970, beginning with East-West transmissions. And some service is now being used, but to maintain reliability and stay within budget, Voice now uses mix of microwave, direct relay and back-up telephone lines. Voice director is Kenneth R. Giddens, owner of WKRQ-AM-FM-TV Mobile, Ala.

TK-76 PROVES ITS PICTURE QUALITY —AND MORE—WITH ITS OWN DEMO TAPE.

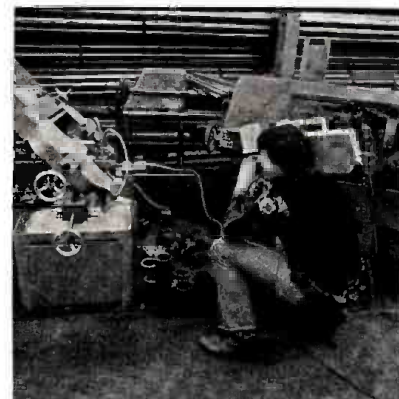
Steel mill to supermarket.

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

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

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

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



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

Designers surprised.

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

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

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



A new camera generation.

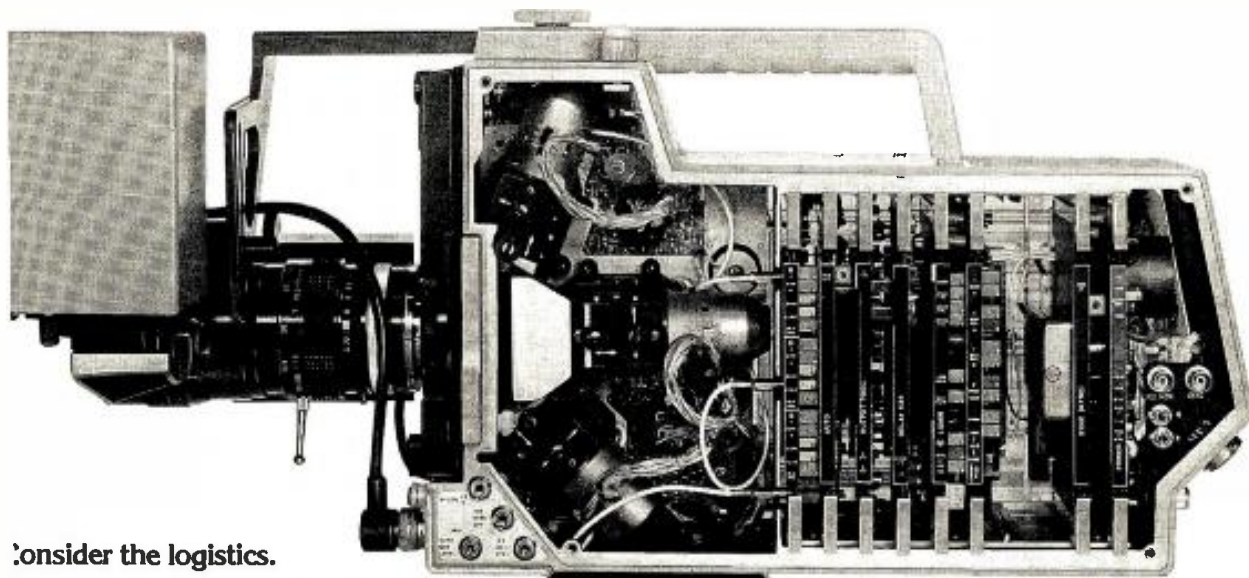
The TK-76 is the first camera to pack big-camera electronics into a 20-pound package without a backpack, all at a most attractive price: under \$35,000.

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

- Self-contained—no backpack or separate CCU
- Exclusive shock-mounted optical system
- Prism optics— $f/1.4$; freedom from reflections
- Picture quality equal to or better than that produced with commonly used news film
- Bias light—less lag in low light
- Three $\frac{2}{3}$ -inch PbO's

- Built-in sync generator—genlocks to external black burst or complete signal
- Vertical and horizontal contour enhancement—with comb filter and coring
- Rugged cast aluminum case
- T-bone construction—holds optical alignment
- Sealed camera case
- $1\frac{1}{2}$ " (38 mm) diagonal viewfinder
- Fully adjustable viewfinder
- Interchangeable pentaprism viewers
- Automatic iris control with manual override
- Automatic white balance control
- Video level indicator in VF senses peak white or flesh level

- +9dB video gain switch—for extremely low light levels
- +12 volt DC power source
- Lightweight (6 lb.) battery belt
- Optional AC power adaptor
- Flat mounting base
- Convenient carrying handle
- Shoulder-balanced—minimizes fatigue
- Light weight—only 20 lb.
- Instant "on" from standby
- Fast warmup—5 to 7 seconds from cold start
- High sensitivity—450 LUX @ $f/1.6$
- Full bandwidth encoder
- Operates from -10°F. to $+120^{\circ}\text{F.}$
- Built-in filter wheel
- Flare correction



Consider the logistics.

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

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

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

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

The logistics favor the TK-76!

See the TK-76 tape.

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

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



RCA

Business Briefly

Coca-Cola □ Hi-C fruit drinks will be featured in spot-TV drive to be carried in more than 40 markets for 10 weeks starting on July 5. Marschalk Co., New York, is blueprinting strategy to reach children, 6-11, and women, 25-49.

Kenya Tourist Office and Sabena Airlines □ In joint effort, Kenya is trying television for first time in about five years in test of medium in New York. Ries Cappiello Colwell, New York, is seeking time slots on wildlife and news programs starting this week. Plans call for extension of advertising to other markets later this year if New York attempt proves successful. Commercials will be slanted to adult men and women, 35-49, particularly to women, who make up more than 60% of visitors to Kenya.

Hershey Foods □ Various products will be featured in spot-TV effort to be conducted in substantial number of markets, beginning in late September and continuing through late December. Ogilvy & Mather, New York, is concentrating on periods and programs catering to children, 2-11 and 6-11.

Sharp Electronics □ Largest TV investment for its line of calculators is planned for this summer and fall, supporting back-to-school and Christmas gift-giving, during two separate flights. Sharp started spot-TV efforts this month in four markets—New York, Washington, Miami and Houston—and is expanding number of markets to 10 for its back-to-school drive, set to begin in late August

for one month. In mid-October market list swells to 25 for flight to last until Christmas. Wisser & Sanchez, New York, is aiming to reach men and women, 18-54, with buys in all day parts.

Pfiffer Foods □ Salad dressing will be showcased in spot-TV flight in 27 major markets, starting July 5 for six weeks. Weightman Advertising, Philadelphia, is targeting its commercials toward women, 25-64.

Burlington Industries □ For third straight year, Burlington will feature Petula Clark as corporate spokesman in campaign to be carried on network TV for eight weeks, starting in September and spotlighting women's hosiery, fabrics, socks and lamps. Tie-in TV campaigns with local dealers and retailers will be carried in 25 to 50 markets, depending on product. Doyle Dane Bernbach, New York, is handling corporate campaign geared to adult women.

American Dairy Association □ ADA campaign for various products continues with fall flight, Oct. 18 to Dec. 12, in number of TV markets. Daytime and prime-time 30's are targeted to women, 18-49. D'Arcy-MacManus & Masius, Chicago, is agency.

National Car Rental System □ Minneapolis-based car rental firm will launch month-long flight Aug. 1 in approximately 25 markets, using new TV 30's in late fringe/news times. Target audience is upscale men, 25-49. Budget

is slightly more than \$1 million. Richard K. Manoff, New York, is agency.

Hormel □ Meat products division of Hormel will feature Tender Chunk Ham in 20 Northeastern and mid-Atlantic TV markets beginning Aug. 23, for six weeks over eight-week period. Fringe, day and prime-time 10's and 30's are targeted to women, 18-49, using theme, "Does everything tuna does except swim." BBDO, Minneapolis, is agency.

Arthur Treacher's Fish & Chips □ New menu additions will be featured in multimedia promotion planned by Ketchum, MacLeod & Grove. Chicken breasts, hot dogs and seafood chowder are part of attempt to broaden fast food chain's clientele. New foods will eventually be available at all company markets, now only available in Kansas City, Mo., Milwaukee and Chicago.

Litton □ Countertop ovens and microwave ranges by Litton will be promoted in TV pre-holiday campaign, Sept. 13 through Christmas in network fringe and prime-time 30's, and October-Christmas in 13 spot markets. Spots carry theme, "Litton: changing the way America cooks." Campbell-Mithum, Minneapolis, is agency aiming for adults, 25-plus.

Jergen's □ Barbie Bubble Bath will receive spot-TV splash in eight major markets for seven weeks, with start dates staggered from June 28 to July 7. Cunningham & Walsh, New York, is aiming at time periods appealing to children, 2-11 and 6-11.

Regina Co. □ General Signal unit has announced "heavy advertising campaign" for its Elektrikbroom. Major side of promotion includes game show and soap opera buys on NBC and CBS. Spot-TV purchases in key markets will augment network exposure. Advertising is to begin in fall and is aimed at female audiences. Hicks & Greist, New York, is agency.

C.I.T. Financial Services □ Extensive spot-radio campaign in long list of markets is scheduled for early and mid-July and will continue for four weeks. Ketchum, MacLeod & Grove, New York, is seeking time periods to reach men, 25-49.

Venture Foods □ New Country yogurt will receive spot-TV boost this summer via flight set to start July 12 and last for four weeks in 10 major markets. Women, 18-49, are target of campaign, which was created and is being placed by Baron, Costello & Fine, New York. New Country was tested in 1974-75 and began

BAR reports television-network sales as of May 30

ABC \$366,610,700 (31.1%) □ CBS \$418,855,800 (35.4%) □ NBC \$395,331,800 (33.5%)

Day parts	Total minutes week ended May 30	Total dollars week ended May 30	1976 total minutes	1976 total dollars year to date	1975 total dollars year to date	% change from 1975
Monday-Friday Sign-on 10 a.m.	145	\$ 704,900	2,871	\$ 15,298,000	\$ 13,713,100	+11.6
Monday-Friday 10 a.m.-6 p.m.	1,012	12,244,000	21,591	260,710,600	225,967,900	+15.4
Saturday-Sunday Sign-on 6 p.m.	296	5,400,200	6,865	137,820,600	107,261,300	+28.5
Monday-Saturday 6 p.m.-7:30 p.m.	102	2,750,400	2,193	63,243,500	54,098,500	+16.9
Sunday 6 p.m.-7:30 p.m.	21	962,400	483	20,565,100	8,923,200	+148.0
Monday-Sunday 7:30 p.m.-11 p.m.	424	28,527,700	8,952	602,680,400	538,013,300	+12.0
Monday-Sunday 11 p.m.-Sign-off	204	3,717,000	4,317	80,480,100	67,358,100	+19.5
Total	2,204	\$54,306,600	47,272	\$1,180,798,300	\$1,015,335,400	+16.2

Source: Broadcast Advertisers Reports

national distribution in July 1975.

Beatrice Foods □ Swiss Miss cocoa will be displayed in network and limited spot-TV campaign Nov. 15 to Dec. 12 in day and prime-time 30's. Women, 25-49, is target audience. Campbell-Mithun, Chicago, is agency.

Best Foods □ Time buyers RDR Associates, New York, on behalf of company, is gearing up to sponsor second year of *Celebrity Concert Specials*, syndicated television barter series distributed by Rhodes Productions, Los Angeles. Best Foods, for its Skippy peanut butter, Hellmann's mayonnaise, Golden Griddle pancake syrup, Mazola oil, margarine and no-stick cooking spray, currently sponsors first season's batch of 12 hours in 25 markets, including WOR-TV New York, KHJ-TV Los Angeles, WGN-TV Chicago and WBAL-TV Baltimore. It's straight barter arrangement, with Best Foods getting two-and-a-half minutes plus billboards and stations getting series free along with seven minutes in each hour to sell to local advertisers. In addition, Winn-Dixie chain of supermarkets will barter *Celebrity Concert Specials* to about 11 stations in South and Southwest. First series of 12 concerts, all taped in Edmonton, Alberta, before live audiences, included Tom Jones, Engelbert Humperdinck, Jack Jones, Leslie Uggams and Vicki Carr. Three concerts have already been taped for next fall, starring Al Martino, Anne Murray and Neil Sedaka, with The Fifth Dimension and Jose Feliciano signed for future specials.

California Table Grape Commission □ Grapes-as-snack campaign has started in 27 major markets. Television promotion, developed by Botsford Ketchum, San Francisco, will run 13 weeks, through November. Other facets of campaign include using grapes as prizes on game shows, considerable public relations for consumers and trade advertising. Budget is estimated at more than \$1 million. Botsford Ketchum is also handling promotional work for The Potato Board, Denver-based potato growers association. Impact of that campaign will be felt more in print media; aimed at dispelling misconceptions about product.

Magic Chef □ Kitchen appliances and microwave ovens are subjects of TV campaign tentatively slated for mid-November through mid-December in selected spot markets. Fringe, day and prime-time 30's aim for women and men. Keller Crescent, Evansville, Ind., is handling campaign.

Anheuser-Busch □ On behalf of Budweiser Beer, A-B has bought all special Bicentennial programs on CBS Radio for July 4 weekend, consisting of 35-broadcast weekend package, titled *America—This I Believe*, on July 3, 4 and 5 and *Festival for The Fourth*, two half-

hour specials to be carried on July 3 (12:30-1 p.m.) and July 4 (5:30-6 p.m.). *America—This I Believe* is anchored by CBS News correspondent Dan Rather and covers 35 interviews with Americans from all walks of life, with segments lasting from four to nine minutes. *Festival for the Fourth* will be anchored by CBS News correspondent Douglas Edwards and will include reports from CBS newsmen throughout the country on Bicentennial events in different locales. Agency for Anheuser-Busch is D'Arcy-MacManus & Masius, St. Louis.

Life Insurance Co. of Georgia □ Four-week spot-TV spread is planned by company to run in substantial number of markets, principally in South, starting in early August. Liller Neal Battle & Lindsey Inc., Atlanta, is beaming commercials toward men and women, 18-49.

Lehn & Fink □ Lysol products will be accentuated in alternate week flights in preparation for this summer and fall. First will start in early July for two weeks, second in early August for two weeks and third in early September for five weeks. SSC&B Inc., New York, is seeking to reach women, 21-49.

Miller Beer □ Brewery, through McCann-Erickson, will sponsor three minutes of 10th annual presentation of *The Victor Awards Show* to be bartered nationally this Saturday (June 26, 11:30 p.m.-1 a.m., NYT) by TVS Television

Network. Remainder of nine national minutes in show will be sponsored by The Yellow Pages (Cunningham & Walsh), Warner Lambert (J. Walter Thompson), Kawasaki motorcycles (Cunningham & Walsh), Mr. Coffee (Ted Bates) and STP (J. Walter Thompson). One hundred and thirty-eight stations have so far accepted special, getting it free along with nine minutes to sell to local advertisers. Station lineup includes WCBS-TV New York, KABC-TV Los Angeles, WBBM-TV Chicago and WJBK-TV Detroit. Awards are given each year to leading athletes. Last year's winners included Muhammad Ali, Rick Barry and Jimmy Connors. *Sports Illustrated's* editorial staff picks nominees in various categories; winners are chosen by more than 1,000 media sports editors. Presenters on this year's show, which was taped on June 12 at Hilton hotel in Las Vegas, include John Wayne, Alan King, Gabe Kaplan and Liberace.

Union Carbide □ Two products of company, Glad Plastic Wrap and Bags and Prestone II Winter/Summer Concentrate, will sponsor separate radio contests this summer. Glad will run "Merry Metric Quiz" with questions about metric system; Prestone will have listeners pick hottest day of contest period. Both contests will run on 100 stations and will be augmented by spots featuring products.

Happy Golden Anniversary

to



NBC Radio America's First Network

From

WLW
RADIO 7

the #1 radio station in Cincinnati.

Monday Memo[®]

A broadcast advertising commentary from Bill Donnelly, group supervisor, new electronic media, Young & Rubicam, New York.

True competition from the new media: sooner than you think

Suddenly, it seems that the new media have leapt over their enormous credibility gap and are now being taken seriously.

We at Young & Rubicam have long been believers in the new media and like to think that we can weave dreams of the year 2001 as well as anybody. For planning purposes, however, we try to limit ourselves to five-year projections. Therefore our question is: What will the video environment be like in 1981 and what competitive picture will that imply?

We predict that there will be approximately 25 million cable subscribers, a one-third penetration of U.S. television households, by the end of 1981. And almost twice that many homes will be passed by cable.

In looking for clues as to what this might mean, it is fascinating to note that television began to overtake radio as an advertising medium when television started to reach something in the vicinity of 30% penetration of U.S. households—which, interestingly, were at that time described as radio households. Programming such as the soap operas and *Gunsmoke* began leaving radio for television at the same time in the early 1950's when TV was at the 30% level. Most of the advertising community went to supplying all of their commercials in color when color set penetration reached 30% of U.S. households. ABC went to a full daytime schedule in March 1959, when a one-third share of the total TV households approximated the audience available to one network in 1950 when television was at the 30% level.

As this chain of coincidences begins to look more and more compelling, briefly reflect on all of those special-interest syndicated programs cleared in maybe 50 markets, representing about 40% of television households, which are quite content with a three rating and the household audience that generates. At this point, it shouldn't be surprising to discover that if you lay such a modest rating against the number of cable subscribers we expect in 1981 at the 30% penetration level, you come up with a gross number very much like that which is making special-interest syndicated programming work today.

Thus, 30% penetration for cable television is at once both a magical and critical number, and we are proposing that that penetration will be reached in 1981. But at that point will cable television begin to siphon ad dollars from television as television did from other media as it grew? If we limit ourselves to a five-year projection, our answer is "no." There will be some advertisers attempting to use cable as an



Bill Donnelly is group supervisor, new electronic media, in the communications planning division of Young & Rubicam Communications Services. Before joining Y&R in 1972 he had been editor of Knowledge Industry Publications. Prior to that he had done stints as a TV producer (noncommercial KCET Los Angeles) and a college professor (Loyola University, Los Angeles). His educational background includes a BA in philosophy and English from Fordham University and a master of fine arts degree in theater from Catholic University of America.

alternative to broadcasting, but at that point it is our expectation that this will result from incremental spending or investment spending from existing national advertisers with local outlets, or from advertisers new to television.

If we examine the growth of cable television and the manner in which it is franchised and constructed, we quickly note that it is distinctly a "local, local medium," or community medium, as opposed to a total market medium. Individual cable television systems have achieved 80% penetration of their franchise areas, but few systems or combinations of systems have come close to achieving significant penetration of advertiser-defined market areas, which are frequently identified with television station coverage areas.

On the other hand, this characteristic of being a local, local medium can have distinct advantages. For example, the most frequent cable advertisers, as reported by the National Cable Television Association, are McDonald's, Pepsi-Cola, Coca-Cola, Ford Motor Dealers, Kentucky Fried Chicken, Goodyear Tire, Woolco, Hardee's, Holiday Inn, Volkswagen, Royal

Crown, Toyota, Chevrolet and Sears. These advertisers are local, community outlets of national companies that can use and benefit from truly local media. This is where we can expect advertising growth, and the monies will not be siphoned from broadcast television.

But a fourth national network will develop for pay television. Broadcasters are concerned about the erosion of their audiences as well as the theft of their film and sports programming.

We are projecting about three million pay television subscribers by 1981. Three million television households will hardly represent a threat to broadcasters in terms of time spent viewing television and its subsequent impact on advertising rates. The real problem is competition for sports packages, but if you analyze the revenues generated by three million pay-television subscribers and subtract the costs of the business, you'll soon conclude that it would break the bank of pay television to try to outbid the networks for the 1980 summer Olympics from Moscow.

What we also envision as we see all those satellite ground stations going up all around the country to help make pay television possible is the creation of another and rather wide, electronic highway. This conduit could suddenly change the distribution patterns and the economics of syndicated programming, which in turn could lead to something like a fourth network.

To this environment, of course, we must add video cassettes and video disks. We expect quite a few less than one million video-cassette machines in consumer hands by 1981. And in any case a machine used to record broadcast signals off the air is hardly a threat to existing media.

Video disks, however, are quite another question. They will directly compete for time and attention with broadcast television, cable television and pay television. We project that there will be about 1.5 million video disk players in consumer hands by the end of 1981. At that point, video player sales will grow annually somewhat like color television set sales. Their impact on interindustry competition will be totally dependent on how much time people will spend in communications consumption in the next decade and what kind of programming is available on video disks, and on this point our crystal ball goes to black.

What all of this adds up to, in our opinion, is that 1981 will be the fulcrum year for the new media. That is only five years from now—very near term for corporate planners. That is the environment in which we will be conducting our business. That is why we think we should plan, prepare, experiment, participate and invest today, for a few short years from now, it will be too late.

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FOR A VARIETY OF REASONS

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Peter Marshall, winner of the Super Emmy and host of "Hollywood Squares," is a performer who can do everything. And he'll do it all on this 90-minute weekly variety show. Peter plus: The biggest stars. The brightest new faces. The freshest ideas.

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Already cleared for prime time or choice late fringe time periods by stations covering 60% of the U.S. including these top stations in all ten top markets: WNEW-TV New

York City, KABC-TV Los Angeles, WGN-TV Chicago, KYW-TV Philadelphia, WBZ-TV Boston, KPIX San Francisco, WWJ-TV Detroit, WTOP-TV Washington,

WEWS Cleveland, KDKA-TV Pittsburgh. Premieres in prime time week of September 11.

3. SUPER STAFF

We've put together a creative production team that ranks with the very best.

Producers: Rocco Urbisci (Midnight Special, Steve Allen, Della Reese, Virginia Graham), Neal Marshall (Celebrity Sweepstakes, Bobby Darin, Henry Mancini specials)

Director: Jeff Margolis (Tony Orlando & Dawn, new Bill Cosby series, Dinah Shore CBS summer series, Osmonds special)

Writers: George Tricker (Tonight Show, Tony Orlando & Dawn), Ed Scharlach (Chico and the Man, Dean Martin)

Associate Producer: Beth Uffner (Barney Miller, Mike Douglas, Tony, Emmy and Oscar Awards specials)

Talent Coordinator: Rose Gramalia (Virginia Graham, Della Reese, Nancy Wilson special)

Art Director: Rene Lagler (Glen Campbell, Tony Orlando & Dawn)

Musical Director: Alan Copeland (with more than 20 years of acclaimed conducting, composing and arranging credits)

And many more. Plus The Chapter 5 singing group, comedy regulars and a big all-star band.

Production begins July 12 at CBS Television City in Hollywood.

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■ indicates new or revised listing

This week

June 20-22—*New Jersey Broadcasters Association* 40th annual convention. Speakers will include Senator Harrison A. Williams Jr. (D-N.J.) and Barry Farber, WOR(AM) New York. Great Gorge hotel, MacAfee.

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

June 21—*Southern California Broadcasters Association* annual golf and tennis Wingding and dinner for members and guests. Events will include a salute to Art Linkletter; tennis tourney at Sunset Hills Country Club in Thousand Oaks, Calif.; golf tourney and dinner at Los Robles Country Club, Thousand Oaks.

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

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

■ **June 23**—*Oklahoma Television Association* meeting with members of Congress on current issues, including problems of TV and cable. Speaker's Dining Room, Capitol, Washington.

■ **June 23-24**—*National Religious Broadcasters* Southeastern regional convention. Hyatt-Regency, Knoxville, Tenn.

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

June 24—*FCC's* deadline for comments on proposal to allow circular polarization for TV transmissions (Docket 20802). Replies are due July 6. FCC, Washington.

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

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

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

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

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

June 26-30—*Georgia Association of Broadcasters* annual convention. Speakers will include Robert Wussler, CBS-TV, and Bob Keeshan, CBS-TV's Captain Kangaroo. Lake Lanier Islands, Ga.

June 27-29—*Oregon Cable Communications Association* annual meeting. Inn of the Otter Crest, Otter Rock.

Also in June

June 26-30—*Ohio Association of Broadcasters'* "Salute to Congress" and annual congressional dinner. Washington.

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

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

June 29—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Jetport Inn, Orlando, Fla.

June 29—Annual Radio Workshop, sponsored by the *Association of National Advertisers* and the *Radio*

Advertising Bureau. Waldorf-Astoria hotel, New York.

June 29—*FCC's* new deadline for comments on its inquiry into release of American TV programs to Canadian stations before broadcast in U.S. (Docket 20649). Replies are now due July 16. FCC, Washington.

■ **June 30**—Reception for Representative Lionel Van Deerlin (D-Calif.), chairman, House Subcommittee on Communications. National Broadcasters Club, Washington.

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

July

July 1—*FCC's* deadline for comments on its proposed amendment of noncommercial FM broadcast

rules (Docket 20735). Replies are due Aug. 16. FCC, Washington.

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

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

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

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

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

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

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

July 9—*House Communications Subcommittee* hearing on family viewing and children's TV. Denver.

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

July 11-13—*New England Cable Television Association* summer meeting. Wentworth by the Sea, Portsmouth, N.H. Contact: Bill Kenny, NECTA, Box 321, Tilton, N.H. 03276; (603) 286-4473.

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

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

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

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

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

July 14—*Maryland-Delaware Cable Television Association* summer meeting. Hilton Inn, Annapolis.

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

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

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

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

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

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

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

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

July 18-20—*California Broadcasters Association*

Major meetings

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

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

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

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

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

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

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

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

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

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

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

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

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

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

How to increase your news audience by 26%.

Get the kids.

**Children represent about 26% of your market.
And KIDSWORLD, the kids' news show, is becoming one of the
biggest hits in children's programming.**



Most kids don't watch the news, but they will watch KIDSWORLD. KIDSWORLD is the unique weekly half-hour national news show, hosted and narrated by children. To date, over 50 markets have bought KIDSWORLD. And audience research indicates an amazing 89.6% of the children tested are positive to the show. But it isn't just a kids' show.

Most stations are scheduling KIDSWORLD in the 6:00 to 8:00 slot. The reason is simple. KIDSWORLD also has strong impact on an adult audience particularly women 18 to 49. Moreover, KIDSWORLD is more than a half-hour series.

KIDSWORLD segments can also become part of local news or kids' shows.



Each program contains 10 to 15 stories. Your station not only gets the right to telecast the program — it also gets the right to unlimited runs of all story segments. That means you can use KIDSWORLD stories in your own locally produced shows.

And KIDSWORLD can help pay for itself.

We buy news stories from local stations. Then we re-edit, cut in new music, and re-narrate the stories with the voices of children. What's more, we pay story fees equal to or greater than any of the news services.

KIDSWORLD offers you an opportunity to present good news programming to a new market. After all, if you're concerned about news, can you afford to miss 26% of the market.

summer convention. Del Monte Hyatt House, Monterey.

July 18-30—*National Association of Broadcasters* 10th management development seminar. Harvard University Graduate School of Business Administration, Boston.

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

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

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

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

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

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

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

August

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

Aug. 10-12—*Canadian Broadcasting League* conference on "Crisis in Canadian Broadcasting." Twenty papers will be presented and discussed on broadcast

TV, cable, economics, programming and pay TV. St. Mary's University, Halifax, Nova Scotia.

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

Aug. 12-13—*Arkansas Broadcasters Association* summer convention. Speaker: Saidie Adwon of KTUL-TV Tulsa, Okla., president of American Women in Radio and Television. Degray State Park lodge and convention center, Arkadelphia.

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

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

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

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

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

■ **Aug. 30-31**—*National Religious Broadcasters* Eastern regional convention. Eastern College, St. David's, Pa.

September

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

Sept. 8-11—*International Musexpo '76*, market

place for international record and music industry. Fairmont hotel, New Orleans. Information: 1350 Avenue of the Americas, New York 10019; (212) 489-9245.

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

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

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

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

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

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

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

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

Sept. 21—*FCC's* new deadline for comments on AM clear channel proceedings to allow 1-A clears to operate with greater than 50 kw (Docket 20642). Replies are now due Nov. 22. FCC, Washington.

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

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

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

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

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

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

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

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

October

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

■ **Oct. 1**—Regional convention and equipment show. *Society of Broadcast Engineers, Chapter 22*. Syracuse-Hilton Inn, Syracuse, N.Y. Information: Paul Barron, WCNY-TV-FM, Syracuse.

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Employe relations

EDITOR: In response to the June 7 letter from Bud Andrews, WXQR(FM) Jacksonville, N.C.:

The turnover rate in small-market stations, especially at the ones that program rock, is a problem. Dependable, conscientious workers are difficult to find in any field of endeavor. There are, however, some other aspects of the situation that Mr. Andrews et al might not have considered. A regular flow of new, fresh talent through rock radio stations can and does keep the air sound "live" and exciting. After several years of working for the same station an air personality can become stale, unimaginative. A good air man knows that there is a limit to what he can accomplish in any given market, so he moves on.

We might also think about the kind of work setting that air people encounter. Are the conditions conducive to the best job performance? Is the atmosphere filled with tension, frustrations? Do the air people have any time for their families or must they devote seven days a week to their occupation? What kind of physical plant does the station have? Is it so filthy and disorganized that nobody really wants to work there? Are the jocks constantly hampered by faulty equipment? Are there production effects they want to achieve but cannot get because management does not agree with the engineering/programming departments? I could go on but you can easily see that operating a successful station depends on everyone cooperating and hardly ever is it a one-sided affair when difficulties arise. It certainly is not easy, this "radio biz," but when things go right it's a supremely satisfying one.—*R. Dennis Alexander, Radex Productions, Greencastle, Pa.*

EDITOR: I was most impressed with the letter from Bud Andrews and his comments on the many "stars" available who seem to be able to do nothing but spin records and talk a lot. There's no doubt that a large number of young people seeking to get into the field have dreams of major market positions and seem to feel that they're doing you a favor by working for you "until they're discovered."

I wonder, however, if the industry has not created the problem itself. Do we not encourage good people to leave with salaries that, all too often are, close to insulting? Perhaps, as the old saying goes, "We get what we pay for."

Is it any wonder that many of the "good ones" wind up leaving the field for lucrative public relations jobs while the so-called "stars" keep showing up willing to

work for nothing?

We shell out good money for top equipment to give us a "professional sound" then we put as little as possible into the most important ingredient in that sound—the human factor. We must encourage professionalism in all departments, in all markets. We must train with professional standards, and we must make broadcasting an attractive field for professionals as opposed to these "stars."—*David S. DeCosmo, assistant manager, WMJW-FM Nanticoke, Pa.*

EDITOR: Read with interest Bud Andrews's remarks.

As a program director, I have always looked at it this way: If I can keep a good man a couple of years I'm lucky, and after that time, if I can't send them on to bigger and better things, I haven't done my job. A program director is more than a record selector; he must be able to teach and guide.

If you can't keep good jocks, look at the incentive. Is \$450 a month an incentive? If the air talent can't even do the basics such as filling out logs, cueing records etc., don't blame him. Somewhere back there is a program director who was not doing his job.—*Dave Stevens, KBCQ(AM) Roswell, N.M.*

EDITOR: Bud Andrews's letter about the quality of disk jockeys exposes the widespread misconception that commercial experience is a prerequisite for quality. Actually, it is not.

If, as Mr. Andrews explains, jocks with a few years of commercial experience are not necessarily responsible employees, then having one or two years of experience should not be weighed as heavily as it is when hiring announcers.

This inconsistency seems more striking to me after having unsuccessfully solicited literally hundreds of stations describing myself as "dedicated," "hard-working," "well-trained" and capable of "effective communication." It is a shame that these merits, combined with four years of diligence in college radio and six months of voice training, according to current thought, mean nothing when compared with "two years commercial experience."—*Gary Axelbank, New York.*

East and West

EDITOR: Two items in your May 3 issue are in a way related and require comment. First is a letter from J.A. Kjar, president of the Clear Channel Broadcasting Services, defending the case for high-power AM operations in the U.S., and the other is a note on your "Closed Circuit" page reporting some forthcoming changes in AM

M&H

WHEN YOU SLIP, IT HURTS . . .

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

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

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

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

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radio channeling and power in areas outside the western hemisphere.

The International Telecommunications Union has adopted a new channeling plan for low and medium frequency AM stations in the eastern hemisphere. It calls for 9 khz channeling with carrier frequencies to be multiples of 9 khz. Most European stations were already on channels 9 khz wide. It should also be noted that most European authorities severely limit the bandwidth of the audio program input to their transmitters so as to reduce the radiated bandwidth and reduce adjacent-channel interference.

All of these conditions should be followed in the western hemisphere. Adopting a 9-khz channeling plan would create 10% more AM channels. Restricting radiated bandwidth would reduce adjacent-channel interference. Use of synchronized transmitters (very common in Europe) would enable present 1-A clear-channel stations to improve service in "white areas" without over-all increases in total power.

The high-power proposals of the Clear Channel Broadcasting Service might be acceptable if all AM stations in North America were allowed to increase their power simultaneously and in the same ratio. Interference ratios would be maintained while all broadcasters, particularly those now on relatively low power, would get stronger signals in their prime service areas to overcome noise that has increased over the last 30 years. —I. Switzer, consulting engineer, Mississauga, Ont.

EDITOR: Regarding super power for certain AM's . . . I must agree with previous writers who are against [it]. Anyone who has ever listened to even an inexpensive radio or has listened for far-away AM stations, or who has traveled a lot knows that with anything short of a "junk" portable, there is nowhere in the U.S. where there is not already reception from one or more of the currently powered clears. The Chicago clears are regularly heard on both coasts, the coast clears are regularly heard in the central part of the country. The prime objective behind this push toward super power is so that these few stations can beat out their competitors in the ratings and coverage game, and attract bigger advertising money. All of the statements I have read in behalf of super power are simply self-serving propaganda.

Many experts in this country and abroad are pinning super-power stations with the blame for detrimental effects on our upper atmosphere due to what is called "RF pollution." If we would be responsible to our citizens at large, we would reject for once and for all this nonsense about superpower. —R.J. Edmunds, Boonton, N.J.

Movable feast

EDITOR: No problem here on the absence of radios in motels ("Open Mike," April 12 et seq.). I pack a small one in my suitcase with my razor. —J. Leland Hall, Melbourne, Fla.

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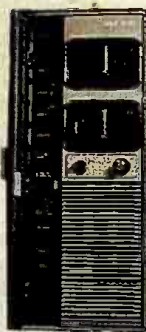


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Top of the Week

TV networks start R&D on 60-minute evening news

CBS-TV sends out feelers on 6-7 p.m. strip, will stretch Cronkite news to hour in trials; ABC-TV testing new segments; NBC-TV drafting use of specialists

All three network news organizations are quietly making preparations for the objective that their network managements all acknowledge they have in mind but that none has formally proposed—longer evening TV newscasts.

They're going about it in different ways, but their purposes are the same—to be ready when the time comes. That seems unlikely to be before next January, and most seem to feel it won't happen before September 1977. But it increasingly appears that all three are now shooting for a 60-minute evening newscast, although ABC News's initial speculation was in terms of lengthening the present 30 minutes to only 45 (BROADCASTING, April 26, et seq.).

There is no apparent consensus on what time period longer newscasts might occupy—and the period might of course vary from network to network. But there seems to be a growing belief that a lot of problems might best be avoided—specifically, conflict with the FCC's prime-time access rule and all the problems that might ensue from that—by scheduling network news at 6-7 p.m. NYT. There does seem to be a growing consensus that the networks will have to make some concessions to their affiliates, possibly in the form of periods to sell within the expanded period.

While others are speculating about the politics involved, however, the network news people are working on the mechanics.

CBS News, for instance, is making plans to experiment this summer by taping some trial-run 60-minute reports.

"We just want to see what it will look like—it's strictly for internal use," said Richard Salant, president of CBS News, of the trial runs. He said the tests will be set in motion on weekday evenings after the 30-minute newscast has been taped. The

staff will remain in place and do the same day's stories, some of which will be lengthened a bit, plus, as Mr. Salant put it, "half again as many other stories" that, because of time, failed to survive the final cut of the 30-minute newscast.

Mr. Salant added that the idea for the summer experiments originated with Walter Cronkite, who would continue to be the sole anchorman even if the nightly newscast were expanded to a full hour.

The other two network news chiefs are also planning for what they consider to be the inevitability of a 60-minute newscast.

Bill Sheehan, ABC News president, said that he and his staff have been using the Saturday-night 30-minute newscast as a testing ground for regular features that would end up in a 60-minute show.

One such feature, he continued, is *Close-Up*, a report triggered by letters from viewers who propose stories in their local communities that have national interest. "We're now getting 200 to 300 letters a week in response to this feature," he said. Another ingredient, called *Perspective*, "takes a running story," he said, "one that's been in the news for a week or a month or more, and puts it all together, explaining the background and where the story stands now."

Richard Wald, the president of NBC News, said that rather than doing trial programming "we've been conceptualizing on paper what a 60-minute newscast might consist of." One of the tentative conclusions from these studies consists, he said, of "adding specialists to the staff, reporters versed in things like science, medicine and the law. We add these components to our mix, in effect adding extra stories of roughly equal length rather

than puffing up the types of stories we already do in the 30-minute newscasts."

Mr. Wald said there's no chance of a 60-minute newscast's getting on the air "before the end of the year" and Mr. Sheehan said ABC is committed to "giving our affiliates at least six months' notice" before a nightly-news expansion would be put into effect (BROADCASTING, May 31).

Meanwhile, Joel Chaseman, the president of the Post-Newsweek stations, said the networks should slot their proposed 60-minute nightly newscasts from 7:30 to 8:30 p.m. (NYT) and let stations have the period from 4:30 to 7:30 p.m. for game shows, animal shows, off-network reruns, feature films, local newscasts, local public-affairs shows or for whatever a station thinks will do the most for it, in competitive terms. This proposal, he acknowledged, presupposes the FCC's abolishing the prime-time access rule and, of course, the networks' willingness to forego a 30-minute entertainment time period when mass-audience viewership is near peak levels. It also presupposes virtual if not actual elimination of the family-viewing hour, which at best would be reduced to the 8:30 to 9 NYT period.

CBS's proposal for a one-time 6-to-7 p.m. nightly news feed—a proposal it advanced quietly to some of its top-market affiliates last week—was deemed "totally unacceptable" by Mr. Chaseman and by Jay Watson, the vice president and general manager of WJBK-TV Detroit, though Mr. Watson said it had not been handed to him. Mr. Chaseman, in particular, said that CBS was trying to have its cake and eat it by getting its 60-minute newscast and keeping the prime-access rule for stations.

Rumbles in the ranks. Talk of longer network TV evening newscasts has some group station owners talking, too—about dropping network news and setting up an independent news service of their own if the networks persist. Joel Chaseman, president of the Post-Newsweek stations, gave that report to the Broadcast Promotion Association at its convention in Washington (see page 26). Nor did anyone seem to doubt the networks will persist. Mr. Chaseman said that within the past 48 hours he had been advised by one network, which he identified later as CBS, that it planned to proceed with a one-hour newscast with only one feed, at 6-7 p.m. NYT. He called this "absolutely incredible" and said that "broadcasters who have any guts at all will say that's unacceptable."

In conversations apart from his BPA speech, Mr. Chaseman and others said group broadcasters who have been talking of creating an independent news service include Don Parris, president of Scripps-Howard Broadcasting Co.; Joseph P. Dougherty, president of the broadcast division of Capital Cities Communications; John G. Conomikes, vice president and station manager of the Hearst group's WTAE-TV Pittsburgh—and also newly elected chairman of ABC-TV affiliates—and Clifford Kirtland Jr., president of Cox Broadcasting Corp. These broadcasters, queried by BROADCASTING, displayed attitudes toward the idea ranging from moderately warm to cold, but all agreed that it would be pursued—if at all—only as a last resort. All agreed that it would be costly and face many other problems but some felt such a venture would be joined by many other affiliates and that, with news staffs and expertise already in place at major-market stations, the idea could be made workable.

'Reforms' voted by NAB directors

First job of board task force is to describe new high-level job under Wasilewski; after that work begins on list that includes more distinctions between radio, TV

The joint board of the National Association of Broadcasters, meeting in Washington four days last week, accepted "with enthusiasm" the recommendations of its reform-oriented Fact-Finding Committee and set up a new task force to implement some of the ideas.

There was some rancor in the closed meeting that led to the action, a continuation of some bad feeling created among board members and NAB employees since the Fact-Finding Committee was created at the last board meeting in January. The controversy last week, however, revolved more around how the reforms came about than around the recommendations themselves. And the board's resolve to accept them enthusiastically is indicative of the new image it wants NAB to project, that of a unified, forward-thinking organization eager for some legislative victories.

There was no talk about firing the president, Vincent Wasilewski. Nor was there criticism of the chairman, Wilson Wearn of Multimedia Broadcasting, Greenville S.C. The Fact-Finding Committee voted unanimously against dismissing the president, and the board made a special effort to back the two leaders, saying in its resolution that it "reaffirms its confidence in the NAB joint chairman and president."

The NAB staff was purposely excluded in that vote of confidence. "Most of us agree that there are some organizational problems," said one board member. Another said that if the board had reaffirmed its confidence in the staff, there would be no reason to talk about reforming the association.

The board gave broad discretion to the executive committee and chairman to implement the Fact-Finding Committee's recommendations. Without specifically endorsing any of the reforms, it directed them to set up the task force, made up of themselves and four other board members, to "carry on the constructive work which has been initiated and which carries a top priority among NAB's goals and objectives."

The Fact-Finding Committee, which included Donald Jones of KFIZ(AM) Fond du Lac, Wis.; George Brooks of KCUE-AM-FM Red Wing, Minn.; Vic Diehm of WAZL(AM)-WVCD(FM) Hazleton, Pa., and Bill Simms of KOJO(AM)-KIOZ(FM) Laramie, Wyo., disbanded after making its report last Monday. However, its chairman, Don Jones, will carry on the fight as a member of the task force to which he was added by virtue of his election as radio board vice chairman last week.

The four other board members not on the executive committee who were chosen



Radio Chairman Thurston



TV Chairman Gordon



Radio Vice Chairman Jones



TV Vice Chairman Broman

to serve on the task force are radio board members Frank McLaurin of KSRO(AM) Santa Rosa, Calif., and Carl Venters Jr. of WPTF(AM)-WQDR(FM) Raleigh, N.C., and TV board members Charles Batson of Cosmos Broadcasting, Columbia, S.C., and Forest Amsden of KGW-TV Portland, Ore.

The new task force met after the final board meeting Thursday, but decided only when to meet again—July 29, the day before the next executive committee meeting in Washington. Its first priority, according to Mr. Wearn, is to come up with a job description for a new high-level NAB executive position (BROADCASTING, June 14).

Formation of a new high post was one of the Fact-Finding Committee's recommendations. The others were:

(1) That the executive committee report early during each board meeting what it has done since the last.

(2) That a committee system with more opportunity for direct involvement by directors be designed (the recommendation, like the first and a few of the other noncontroversial ones is already being implemented).

(3) That a list of annual goals and objectives be adopted by each board and recorded for the guidance of staff and board alike.

(4) That a budget report be scheduled early in board meetings so there will be

sufficient time to study it.

(5) "That an organizational concept be designed within NAB to serve members of radio and TV separately." Independent radio and TV boards would elect a joint executive committee. The Fact-Finding Committee specifically rejected an outside management study.

(6) That "a streamlining of the size of the boards be considered."

(7) That there be a management-by-objectives program for every NAB employee and manager.

In addition the Fact-Finding Committee submitted "topics ... for further thought," among them: NAB should "continue to aggressively seek a meeting of the minds" with the Radio Advertising Bureau and National Radio Broadcasters Association. There should be "much more emphasis on improving broadcasting's public image," including publicity arranged for appearances by staff and directors when traveling. Field men should be ex-broadcasters. Consideration should be given to rotating a board member to participate in executive committee meetings. One or more board meetings should be opened to the press.

The joint board went into executive session Monday to discuss these recommendations, excusing all staff members except Mr. Wasilewski. Most of the controversy, however, centered on Mr. Brooks, original chairman of what became



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the Fact-Finding Committee, who angered many board members with his reform efforts. In letters to the board members, Mr. Brooks at times quoted anonymous NAB sources critical of other NAB officers in the Washington office. Also in the letters he criticized board Chairman Wearn and repeatedly called for Mr. Wasilewski's dismissal.

Several board members in the meeting Monday thought the board should chastise Mr. Brooks in some way. During the discussion, the board considered a resolution by Len Hensel of WSM-AM-FM Nashville containing what one board member called "an implied censure" of Mr. Brooks. Mr. Hensel later withdrew it. Mr. Batson, at one point suggested an apology from Mr. Brooks be included in the meeting minutes, but that, too was withdrawn. Other ideas were discussed, but sentiment gradually shifted away from slapping the wrists of Mr. Brooks toward drafting the more positive-sounding resolution ultimately adopted.

Mr. Brooks became dramatic in the course of the discussion, motioning two or three times as though he were about to walk out of the meeting. Several members reported that he made an emotional speech in which he admitted having made "mistakes." But he did not apologize. Later he told BROADCASTING, "You have to have some kind of fire to refine the gold." The end result, he said, is a "tremendously happy" one.

Mr. Jones said, "This is a very significant event. We've started an orderly way to make improvements." He called the kinds of improvements sought "modifications." "We're not talking about upheaval of this organization or the people in it... we're happy with NAB as an institution." He added, "I regret that it seems to take dramatic confrontations to achieve reasonable and necessary changes."

Having settled the fact-finding committee controversy Monday, the board spent another three days disposing of less controversial business. Board Chairman Wearn, TV Board Chairman Robert Gordon of WCPO-TV Cincinnati and Vice Chairman Kitty Broman of Springfield TV Broadcasting, Springfield Mass., all unopposed, were returned by unanimous votes. Donald Thurston of WMNB-AM-FM North Adams, Mass., also unopposed, was elected unanimously chairman of the radio board.

The outcome of the race for radio vice chairman—which Mr. Jones won—was the only one not assured at the start. Mr. Jones's strongest opposition came from Victor Diehm, whose surprise candidacy emerged only the night before the balloting to fill the gap left when Ben Laird of Green Bay Broadcasting Co., Green Bay, Wis., dropped out. The other two candidates, Virginia Pate Wetter of WASA(AM)-WHDG(FM) Havre de Grace, Md., and William O'Shaughnessy of WVOX-AM-FM New Rochelle, N.Y., were eliminated in the first and second ballots, respectively. In the third ballot, Mr. Jones defeated Mr. Diehm.

Other actions at the board meetings last

week include:

- A decision by the joint board to spend up to \$100,000 on research into the effect of cable distant signal importation on local markets. The first such project NAB has ever undertaken, this research will be done by an outside consulting firm, yet to be chosen.

- A resolution by the joint board endorsing the concept of automatic radio transmission systems, provided stations using automatic transmission systems in conjunction with automatic programming functions have ways to override the systems in case of emergencies.

- A decision by the joint board to hold a labor-relations seminar, perhaps in conjunction with a college. Initial contacts have been made in Illinois and South Carolina. The board also directed Ron Irion, director of broadcast management, to make quarterly reports on broadcast labor problems.

- Approval by the board of a "declaration of broadcast freedoms," by radio board member Herbert Hobler of WHWH(AM) Princeton, N.J. A loftily written defense of full press freedom for broadcasting, the document will be sent to

state associations for their endorsement.

- A vote by the joint board to pay board members' air fare all the way to Hawaii for the January board meeting—tourist class. That alters the standing policy of paying board members travel only to the coast of the mainland.

- Approval by the joint board of a resolution by CBS Vice President William Leonard deploring the FCC's ruling that WHAR(AM) Clarksburg, W. Va., violated the fairness doctrine by failing to cover the issue of strip mining adequately. The board found the action, "regardless of the merits of this particular case, to be an unwarranted intrusion into the First Amendment rights of the public."

- A decision by the joint board to pay the Radio Advertising Bureau \$50,000 and the Television Bureau of Advertising \$20,000 for their participation in next year's annual convention, the same as was done at this year's. NAB also will reimburse costs to RAB for its part in the fall conferences.

- A rejection by the radio board of a plan to redistrict itself. The plan would have moved boundaries of the current 17 districts.

Close call in D.C. for Jack Younts

NAB director is mugged, threatened with knife, rescued by Ashton Hardy

The irony of the situation is overshadowed by the near tragedy, but the FCC general counsel literally saved the life of a broadcaster last week. National Association of Broadcasters board member Jack Younts of WEEB(AM) Southern Pines, N.C., was attacked and robbed within sight of NAB headquarters last week by two men who threatened his life. The muggers were chased off by the commission's top attorney, Ashton Hardy.

"I think if Ashton hadn't showed up they'd have killed me," Mr. Younts said, still shaken two days after the incident.

It happened, he recounted, about 9:15 p.m. Monday, minutes after he, Mr. Hardy and Mr. Hardy's wife, Katherine, parted outside NAB headquarters where a reception for board members had been held. Mr. Younts turned one way to walk the three blocks to his hotel, the Hardys turned the other way to walk to their car.

Two-thirds of the way down the block, Mr. Younts was grabbed by two men, one from behind, the other from in front. The one in front had a knife—"a six-inch switchblade," Mr. Younts said.

"I'm going to kill you," the man in front said.

Mr. Younts said he offered them his wallet, in fact took it from his pocket and dropped it on the pavement. The man in front stooped to pick it up.

At that moment, the Hardys drove down the same street. Mrs. Hardy spotted Mr. Younts in trouble and told Mr. Hardy, who immediately slammed on his brakes. Mr. Hardy said later. Already a little past the scene, he backed up toward it, honking his



Younts

Hardy

horn. He also yelled out, "Are you all right, Jack?" according to Mr. Younts.

That broke up the attack. Mr. Younts said he broke free, tearing his coat, and was for a moment chased by one of his assailants. But in seconds both attackers were running away in different directions.

Mr. Hardy gave chase in his car after one assailant, but lost him. Several carloads of policemen, some with dogs, arrived quickly, apparently called by local residents. But they turned up neither attacker.

Mr. Younts came out of it with a slight injury to his right eye. A doctor who examined it the next day said he had a bruised cornea, but that it would heal within 45 days. In addition, he lost about \$50 in cash and all his credit cards.

The experience embittered Mr. Younts. On Tuesday he phoned his congressman and complained about Washington crime. He was also planning a series of radio spots he would run on his station upon returning home, he said, warning North Carolinians to "observe the Bicentennial at home—don't go to Washington."

View from top at NBC sees long news coming, audience shares evening out

With 50 years of networking behind, Goodman, Schlosser survey future as affiliates gather for convention

NBC's chief executives, taking stock at the 50-year mark, rate NBC's pioneering in news and program forms among its most enduring contributions and look for more innovation in a future that, for all the changes it may produce, will leave the present American broadcasting structure unaltered.

Julian Goodman, chairman and chief executive, and Herbert S. Schlosser, president and chief operating officer, offered their views on these and a broad range of other questions in an exclusive interview with **BROADCASTING** on the eve of the 50th anniversary year convention of NBC radio and television affiliates, which opened yesterday (June 20) in New York. (Excerpts start on page 84.)

On more immediate issues, they said they feel that longer network evening TV newscasts are inevitable eventually, but only with the help of affiliates—and with some sort of trade-off accommodation by the networks—but that they expect to make no proposal at this week's meetings. They frankly attributed NBC-TV's drop to third place in this season's prime-time ratings to "program failure"—though they also stressed that only a rating point and a half separate first and third places now, as against four points a year ago.

For the future they forecast "a much closer bunching of the networks," with races nip-and-tuck.

"We don't want to overpromise anything, but we are quietly confident about the future," Mr. Goodman said of the program outlook. "You're going to see more programming coming on throughout the year with development a year-round process," Mr. Schlosser observed. "I think we have the program people equipped to do this."

Messrs. Goodman and Schlosser looked upon cable as remaining a supplementary program service, unlikely to seriously hurt broadcasters—if only because, as Mr. Schlosser put it, Congress or the American people won't let it happen.

They defended the network position against affiliate complaints of "encroachment" and undercompensation (also see story page 108) and against advertiser-agency complaints that in the current TV economy broadcasters are prone to price-gouge. Broadcasters' costs are rising, too, they emphasized. "We are not benefitting in any profiteering way out of the demand for advertising," Mr. Goodman asserted.

Actually, they said television is still

In Brief



□ **President Ford is expected to announce soon, possibly this week, nominations of Joseph Fogarty and Margita White as FCC commissioners.** Mr. Fogarty, 45, counsel to Senate Communications Subcommittee, would be named to full seven-year term, replacing Commissioner Glen O. Robinson, Democrat, who did not seek reappointment. Mrs. White, 38, assistant White House news secre-

tary and director of communications for White House, would be named to serve remaining two years of term of Commissioner Charlotte Reid, Republican, who has resigned. Mr. Fogarty has been in running for FCC nomination for several months ("Closed Circuit," March 1); Mrs. White was reported under consideration only two weeks ago (**BROADCASTING**, June 14). Sources cautioned that President has not yet made decision in either case; however, it appeared late last week that Mr. Fogarty and Mrs. White would be nominees. Meanwhile, Senate Commerce Committee has set June 25, at 9:30 a.m., as start of hearing on President's nomination of **Thomas Houser** to be director of Office of Telecommunications Policy.

□ **Profit ratios of TV networks** over past decade have ranged from low of 4.4% in 1970 to high of 14.6% in 1974 and dropped to 10.4% in 1975, while those of VHF stations, which "include most network affiliates," have ranged from low of 22.6% (1971) up to 32.1% (1965 and 1966), according to analysis made public Friday (June 18) by NBC. Analysis, part of NBC's counteroffensive against charges that networks have taken too much time from affiliates and paid them too little (story page 108), also asserted that although networks' 1964-74 sales growth (92%) was larger than national spot's (85%), it has been "substantially less impressive than total station sales performance (130%), which is the combination of spot (85%) and local (235%) sales growth." NBC said network program expansion has been "largely" into low-audience late-night hours that aren't comparable to evening time returned to stations by prime-time access rule. In addition, NBC said, affiliates should remember that apart from network compensation—which it said was close to \$250 million for NBC affiliates in 1974—they receive "more important" revenues from selling time "in network programs which attract major audience and are the basis of a large proportion of affiliate spot and local revenue."

□ Representative Robert Kastenmeier's (D-Wis.) Judiciary subcommittee **dealt broadcasters blow in markup on copyright bill** last week, voting 3-to-2 not to include radio in broadcast right to sue cable systems for altering imported broadcast signals. Under amendment adopted, TV stations in market where cable infringement took place—if cable substituted own commercials on distant signal, for instance—could sue cable systems in court. Penalty for illegal substitution cable system would be loss of compulsory license on one or more signals for up to 30 days. Subcommittee also approved controversial new public broadcasting section, giving public broadcasting compulsory license covering only music, graphics, sculpture and pictorial works—not dramatic or literary works—but encouraging public broadcasters to negotiate own rates. If negotiations failed, proposed copyright tribunal would make rates. Administration of payments would be left to private parties. One earlier action of subcommittee, requiring proposed tribunal to consider broadcast impact during cable rate review, drew threat from House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) to request referral of entire copyright bill. But Messrs. Van Deerlin and Kastenmeier are still trying to avoid that. Copyright markup continues this Wednesday. Subcommittee is expected to reconsider earlier amendment bringing Mexican and Canadian TV signals under American compulsory license due to recent complaints by Spanish International Broadcasting Co., Los Angeles.

□ Spot television expenditures in first quarter of 1976 **climbed by 18% over 1975**, to \$463.3 million. Television Bureau of Advertising, releasing figures of Broadcast Advertisers Reports, said automotive industry made noteworthy gains. Chrysler spent \$9 million, (up 371% over comparable 1975 figure), General Motors \$6.9 million (up 25%) and Ford, \$6 million (up 18%).

□ FCC last week **found 18 Florida stations in compliance** with its equal employment rules, and renewed 13. It almost imposed EEO reporting requirements

on 30 other stations in state, **21 of which it renewed.** Action completed review of petition to deny filed by Florida branch of National Association for Advancement of Colored People against 334 stations in state (BROADCASTING, Jan. 12). Of remainder, 48 were renewed earlier while petition against balance was dismissed. FCC, in its **bimonthly petition-to-deny day**, also issued short-term renewal—to Aug. 1, 1977—to KLFJ(AM) Lubbock, Tex., object of petition filed by Bilingual Bicultural Coalition on Mass Media, but rejected petitions to deny or petitions for reconsideration of renewal directed against 19 other stations. **One station renewed was KTTV(TV) Los Angeles**, whose application had been deferred since 1971 because of petition filed by National Association for Better Broadcasting. Agreement ending dispute, which involved station's promise not to carry programing regarded as unsuitable for children, was amended to meet commission's criticism that station had improperly delegated programing control to group.

- FCC ruling that eight California radio stations violated fairness doctrine in connection with carriage of 60-second spots sponsored by Pacific Gas & Electric Co. promoting nuclear power (BROADCASTING, May 24) is being challenged by National Association of Broadcasters as illegal extension of commission's authority. NAB, in petition for reconsideration, said ruling constitutes **"radical departure" from dictates of commission's fairness doctrine report** in three respects: guidelines regarding "discretionary latitude of the licensee have been abandoned" in favor of arbitrary exercise of governmental judgment; reliance on licensee's good faith judgment has given way to need for detailed record-keeping to substantiate licensee's fulfillment of fairness objections, and accepted measurements of balanced over-all programing have been eroded in way that redefines what constitutes "informed public" courts have said is critical test.
- Justice Department is believed **readying court suit aimed at ending American Bar Association's ban on advertising** by lawyers. *Washington Post* reported suit was being prepared, and while Justice Department spokesmen declined comment on story, they noted department officials have been outspoken in view that ABA should go further than it has in relaxing advertising ban. ABA has eased restrictions to extent of permitting advertising in Yellow Pages of telephone books and in legal directories and listings.
- FCC's Broadcast Bureau has recommended that license of Walton Broadcasting's **KIKX(AM) Tucson, Ariz.**, not be renewed. Bureau said station promotion in which DJ was said to have been kidnapped included broadcast of "staged or distorted news events" and "false and misleading announcements" which alarmed public and interfered with police. Licensee abdicated control over station, bureau said, to general manager. Also cited was station's failure to comply with EEO rules.
- Special hearing officer in FCC disbarment hearing involving **Washington attorney Benedict Cottone** has recommended that Mr. Cottone be suspended from practicing before commission for six months. Retired Judge Samuel Steinfeld of Kentucky said suspension is warranted in view of evidence making it "abundantly clear" Mr. Cottone "overstepped the bounds of courtroom decorum" in "turbulent" hearing involving renewal of **KAYE(AM) Puyallup, Wash.**, in which Mr. Cottone clashed repeatedly with administrative law judge, Ernest Nash. Although Mr. Cottone's retorts are "understandable" in view of some of Mr. Nash's comments, Hearing Officer Steinfeld wrote, Mr. Cottone's "experience as a lawyer substantially destroys his claim of justification." Mr. Cottone said issuance of report "on anniversary of Watergate" was symbolic, "for it involves same kind of cover-up." He alleged hearing officer failed to deal at length with issue of perjury which had been raised early in proceeding by commission attorney, William Kehoe, who said Mr. Nash had broached plan "to get" Mr. Cottone. Mr. Nash denied allegation, and Mr. Kehoe asked commission to turn matter over to Justice Department. Mr. Cottone said he will press that request.
- California Governor **Edmund G. Brown Jr.**, who alone among Jimmy Carter's rivals for Democratic presidential nomination has not conceded victory to Georgian, **has bought half hour on NBC-TV** at 10:30 p.m. NYT on Friday (June 25). Purpose, according to Fred Epstein, governor's news secretary, is to "talk about the issues."
- BROADCASTING's "Closed Circuit" dealing with FCC investigation of apparent leak of commission's tentative decision in KORK-TV Las Vegas case (June 14) has resulted in **new complaint from KORK-TV's counsel.** In "fourth supplement" to request for investigation of leaks, Edgar F. Czarra Jr. says item indicates need for such further investigation as well as for "immediate suspension of activity [in case] on merits." Commission's tentative decision is to deny KORK-TV renewal ("Closed Circuit," March 15).

underpriced in relation to the job it does for advertisers.

They had strong praise for radio and for the News and Information Service (NIS) that NBC Radio launched a year ago; denied recurrent reports that NBC might sell its conventional radio network and said there'd been no discussions in the last two years about selling NBC radio stations, though they'd been available for purchase earlier.

Mr. Goodman said he thought it unrealistic to expect repeal of the fairness doctrine, but both he and Mr. Schlosser emphasized the importance of NBC's *Pensions* case court victory in dampening, for all broadcasters, the inhibiting effects of that doctrine.

More than 1,000 executives from NBC's 217 TV and 230 radio station affiliates were expected for the convention, which was to open yesterday with a block party in Rockefeller Plaza.

Day by day. The agenda for the 50th anniversary meeting of the NBC Radio and NBC-TV affiliates:

Sunday, June 20

12 noon WNBC, WNBCS-FM, WNBC-TV block party. Rockefeller Plaza.

6:30 p.m. Reception. Waldorf-Astoria, Grand ballroom.

Monday June 21

9:30 a.m. NBC-TV presentation. Ziegfeld theater (141 West 54th Street).

10 a.m. NBC Radio affiliates meeting (closed). Waldorf-Astoria, Empire room.

12:30 p.m. Reception and luncheon. Waldorf-Astoria, Grand ballroom. Speaker: Herbert S. Schlosser, president, NBC.

3 p.m. NBC Radio affiliates/NBC management meeting (closed). Waldorf-Astoria, Empire room.

3 p.m. NBC-TV affiliates meeting (closed). Waldorf-Astoria, Astor gallery.

7:30 p.m. Reception/dinner. RCA building, Rainbow room.

Tuesday, June 22

8:30 a.m. Continental breakfast. Waldorf-Astoria, Grand ballroom.

9:15 a.m. Joint business meeting. Grand ballroom. NBC News presentation. NBC corporate planning presentation. Panel: "Broadcasting: The Next 10 Years." Moderator: Edwin Newsman, NBC news correspondent.

12:15 p.m. Reception. Waldorf-Astoria, Grand ballroom.

1 p.m. Luncheon. Waldorf-Astoria, Grand ballroom. NBC News panel.

3 p.m. NBC-TV affiliates organization meeting with NBC management. Waldorf-Astoria, Astor gallery.

3 p.m. NBC Radio presentation. Waldorf-Astoria, Empire room.

7 p.m. Reception. Waldorf-Astoria, Jade room and Astor gallery.

8 p.m. Banquet and gala. Waldorf-Astoria, Grand ballroom.

11:30 p.m. Dancing and cabaret. Waldorf-Astoria, Starlight roof.

BPA covers the lot at Washington convention

Humphrey, Wiley, Chaseman, Walters are among top speakers; sessions are devoted to the promotional arts

"Seymour the trivia king" was a hit. So were the theme from "Action 3 News" and the station campaign for "the one and only TV 9." For three days the TV screens and tape recorders were packed with broadcast promotions. It was the business at hand for nearly 400 members of the Broadcasters Promotion Association at its 21st annual convention last week at the Statler Hilton hotel in Washington.

As had been promised, there were plenty of "ideas to steal" and "brains to pick." There were lessons in ratings and demographics. There were sessions on the trade press and advertising agencies, and discussions on subjects ranging from budget matters to fall presentations.

But industry talk was not limited to sales and promotion. During an opening address, Senator Hubert H. Humphrey (D-Minn.) made a plea for "accountability." Calling television "the single most important force in American life," he went on to say: "You have aroused people's desires and now you have to fulfill them."

He outlined four areas that he said need improvement: "the problem of public information and understanding, the educational competence of our students; the incidence of violent behavior in our society and consumer confidence in advertising."

Senator Humphrey bemoaned the time limitations on television news, saying that the "present news format really has no way to address" important issues. "A 40-second observation on Lebanon is an insult," he asserted, claiming that reporters have asked him for such capsules.

Another who attracted considerable attention was ABC's future evening news co-anchor, Barbara Walters. Instead of preparing an address, Miss Walters chose to answer questions from the audience. And as might have been expected, the questions were similar to those she had faced before regarding her transition from NBC to ABC and her million-dollar annual salary.

Miss Walters told the BPA that she really isn't making more money than other network newsmen. "The base pay I make is the same," she said. What makes the financial difference, Miss Walters explained, is the work she will do on four prime-time specials (the first will be aired on Dec. 14), 12 *Issues and Answers* programs and some radio shows.

Miss Walters told news people that "we shouldn't be embarrassed" by high salaries. And while she said that the pay scale isn't just, she asserted: "This is the way the system is." She claimed that as long as "you're playing the ratings game," a certain part of the news will be show business.

FCC Chairman Richard E. Wiley also had his turn at the microphone. As technology advances in such areas as cable, he said, "the one thing that will sustain this industry [broadcasting] is its ties to the community." He called upon broadcasters to fulfill their obligation for local and public affairs programming.

Mr. Wiley also said that "there's going to be a lot less government regulation" which should be replaced with self-regulation. He outlined various broadcasting and cable issues and again made his plea for an experimental elimination of the fairness doctrine in the major radio markets. That suggestion, he noted, has already been rejected once by his fellow commissioners.

Community involvement was also the theme of a presentation by Frank Harden and Jackson Weaver, an air team on WMAL(AM) Washington. Benefits they do for charity not only serve the public, they said, but also are vital promotion aids. The free alarm clocks, coffee cups, broad-

cast and print promotions were all important, they said, but it was actually their meetings with the public that provided the major push when they started their show 16 years ago.

Joel Chaseman, president of Post-Newsweek Stations, used the BPA convention to decry a network proposal (CBS's) for a one-hour news feed from 6-7 p.m., and claimed that certain group broadcasters are talking about an independent news service to avoid such expansion (see story page 20.).

That would put the networks in "very real jeopardy," he said, as resources are further splintered. "We sit at the zenith," Mr. Chaseman asserted, saying that now is the "golden age" of radio and television. The competition for the public's leisure time from cable, cassettes and other media will provide more choice, he said.

Mr. Chaseman also had tips for a promotion manager. But it was Mr. Chaseman's past experience at the convention that also may have had an impact on the promotion managers. In an introduction, Gene Davis of WTOP-AM-TV, convention chairman, Washington noted that Mr. Chaseman's background includes sales and promotion—and that his rise to the presidency of a group should provide hope for "many of us (who) feel we're on a one-way street."

□ Awards presented at the convention included community involvement: Cameron Keyser, WSOC(AM) Charlotte, N.C., and Gene Davis WTOP-TV Washington; sales promotion, large market: Gail Morrell, CFCF-TV Montreal, and Patricia Lawrence, KDKA-TV Pittsburgh (tie); small market: KUTV(TV) Salt Lake City; total radio ad campaign, large market: Lynda Dartnell, KYW(AM) Philadelphia; small market: Cynthia Stewart, WSOC(AM); total TV ad campaign, large market: Kerry Richards, WBAL-TV Baltimore; small market: Tim Bennett WITI-TV Milwaukee.

A special award was also presented to Sol Taishoff, BROADCASTING editor, for his contributions to the industry.



Humphrey



Wiley



Walters

Most of the music played on radio and most of America's hits are licensed by BMI.

Hearty congratulations to these writers of the 101 most performed songs in the BMI repertoire during 1975.

Peter Allen
Benny Andersson
(STIM)
Stig Anderson
(STIM)
Paul Anka
3 Awards
Hoyt Axton
Randy Bachman
(BMIC)
Philip Bailey
Marty Balin
Vinnie Barrett
Ary Barroso
(SBACEM)
Jeff Barry
Robert Bateman
William Beck
Thomas Bell
Chuck Berry
Leroy Bonner
Rory Bourke
David Bowie
(PRS)
L. Russell Brown
George Buschor
(GEMA)
Larry Butler
Larry Cansler
Calvin Carter
Harry Casey
Steve Cash
Jerry Chesnut
Willie Clarke
Jessi Colter
Alice Cooper
Linda Creed
Bob Crewe
3 Awards
Dash Crofts

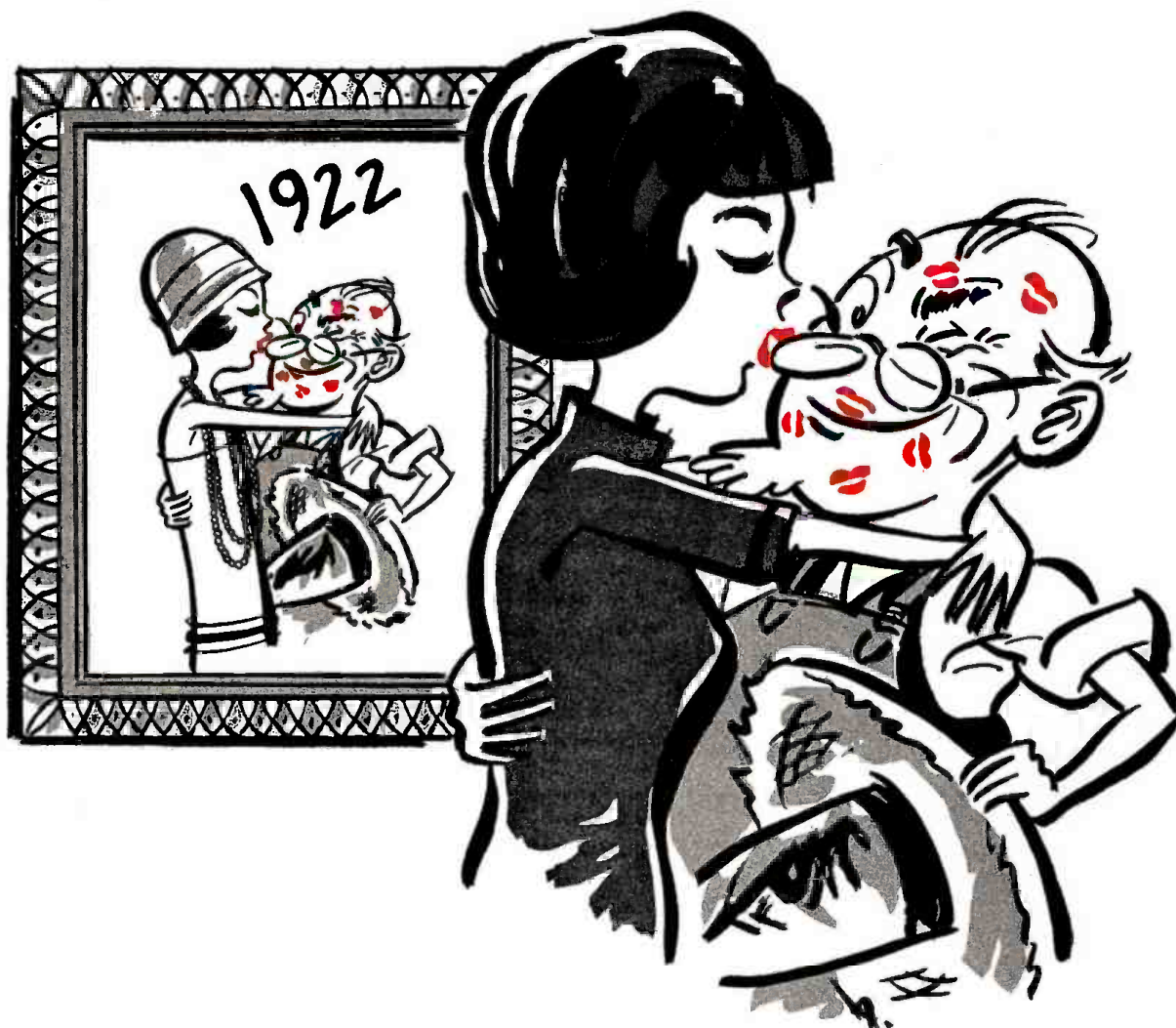
Clifton Davis
Paul Davis
Paul Di Franco
Norman Dolph
Lamont Dozier
3 Awards
Wayne Duncan
Larry Dunn
Des Dyer
(PRS)
Bobby Eli
Scott English
Phil Everly
Mark Farner
John Farrar
(PRS) 2 Awards
Freddy Fender
Richard Finch
Charles Fox
Craig Fuller
Kenneth Gamble
Barry Gibb
(PRS)
Maurice Gibb
(PRS)
Robin Gibb
(PRS)
Norman Gimbel
Graham Gouldman
(PRS)
Al Green
Howard Greenfield
Merle Haggard
Johanna Hall
John J. Hall
Ann Hamilton
Dan Hamilton
Bruce Hawes
Larry Henley

Brian Holland
4 Awards
Eddie Holland
3 Awards
Harlan Howard
Leon Huff
David Jackson Jr.
Joseph Jefferson
Sammy Johns
Kevin Johnson
(APRA)
Marshall Jones
Vivian Keith
Richard Kerr
(PRS)
Dennis Lambert
3 Awards
Larry Lee
John Lennon
(PRS) 4 Awards
Irwin Levine
Sandy Linzer
Barbara Lomas
William Lyall
Melissa Manchester
Barry Manilow
Henry Mayer
(GEMA)
Curtis Mayfield
Linda McCartney
(PRS) 3 Awards
Paul McCartney
(PRS) 4 Awards
Van McCoy
Ralph Middlebrooks
Chips Moman
Michael Murphey
2 Awards
Peter Noah
Kenny Nolan
2 Awards
Kenny O'Dell
Marty Panzer
David Payton
Ben Peters
Barney Perry
Marvin Pierce
Anita Pointer
Bonnie Pointer
Brian Potter
3 Awards

Billy Preston
Curly Putman
Buck Ram
Ande Rand
Denny Randell
Clarence Reid
Minnie Riperton
Louis Risbrook
William Risbrook
Richard Rudolph
Leon Russell
Carole Bayer Sager
Clarence Satchell
Clive Scott
(PRS)
Jimmy Seals
Neil Sedaka
6 Awards
Billy Sherrill
3 Awards
Charles Simmons
Paul Simon
2 Awards
Eric Stewart
(PRS)
Billy Swan
Toni Tennille
Richard Thompson
Peter Townshend
(PRS)
Bjorn Ulvaeus
(STIM)
Bobby Vinton
Carlos Ward
Dick Wagner
Barry White
2 Awards
Maurice White
James Williams
Brian Wilson
Norro Wilson
Orlando Woods



**BROADCAST MUSIC
INCORPORATED**
The world's largest
performing rights
organization.



Nothin' has changed in 54 years, we jist keep on makin' friends!

OUR listeners chased us like mad when we went on the air in 1922 . . . really grabbed us when we joined NBC in 1931 . . . and they're still hot on our wave length in this bicentennial year.

Even now, we ain't sure what we've got that keeps 'em clinging to our kilocycles, but then, love affairs are hard to explain.

One thing is obvious, though: In our 45 years

with NBC, we haven't suffered a bit; the hordes of humans in the loam-rich Red River Valley who hang on our every word give NBC a lot of credit for our success.

If you want to be a part of the great marriage—WDAY-AM and NBC — call the MG boys right away.



Affiliated with the National Broadcasting Company

**The oldest call letters in the Upper Midwest
FARGO, N.D.**



McGAVREN GUILD

From the Happiness Boys to Tom Snyder



Billy Jones and Ernie Hare started their "song and patter" radio act on WEA New York in 1923.



Tomorrow show host Snyder is one of the newer national broadcast personalities.

The first 50 years of NBC

"The time was 8 p.m. on Nov. 15, 1926. Merlin H. (Deac) Aylesworth, former managing director of the National Electric Light Association . . . opened the show." And the National Broadcasting Company was on its way. In its wake followed the business of broadcasting—creating a national medium, uniting the country. The first network to take to the air is still blazing trails—in both radio and television, in both news and entertainment.



An NBC radio mobile unit made history when it contacted an aircraft during an experiment on Feb. 22, 1929.

Blazing trails: radio

■ NBC, currently opening its 50th anniversary year celebration with a joint convention of its television and radio affiliates, was created partially to sell radio sets but also in recognition that radio's day as a novelty had passed and that the new medium "must now be an instrument of service."

One of its first and, in later years, most widely overlooked accomplishments, in the opinion of some historians, was to introduce a structure and purpose that helped to invigorate a sprawling and, in some ways deteriorating, infant industry and thus may have helped to save it from an early death.

In the early 1920's, radio stations—if they could be called that by modern standards—had proliferated wildly, in many cases apparently without bothering to obtain government sanction. NBC accounts from those pre-NBC days put the high-water mark at 1,400 stations in 1924, more than twice the number shown in government records subsequently inherited by the FCC. But many functioned primarily as promotional arms of other businesses, and after the fad wore off the number dwindled almost as fast as it had grown. By 1926, the year NBC started, NBC historians put the surviving total at approximately 620, or about 100 more than official records account for.

What NBC introduced into that sprawling, unorganized field was not a service carried by the mass of stations—its inaugural line-up in fact consisted of fewer than two dozen outlets, predominantly in the East—but a service for the listening masses, a sense of glamour that rubbed off on radio as a whole and ambitious program goals that in time lifted the level of radio programming generally.

The inaugural program was a rouser by any standards. It was a four-hour special—though that word did not come into vogue until almost 30 years later and then in

television rather than radio—that originated live before an invited audience of 1,000 guests in dinner dress in the grand ballroom of the old Waldorf-Astoria hotel in New York.

The time was 8 p.m. on Nov. 15, 1926. Merlin H. (Deac) Aylesworth, former managing director of the National Electric Light Association, who had been brought in as president of the fledgling NBC, opened the show with a five-minute speech. From then until midnight there followed a program that included five orchestras, a brass band, Metropolitan Opera soloists, a light opera company, an oratorio society, the inimitable Mary Garden (introduced by Milton Cross, who himself ranked among radio's best-known names for decades to follow), the comedians, Weber and Fields, and Will Rogers, whose act was picked up in Independence, Mo., one of radio's earliest entertainment remotes.

That was not the first network radio broadcast, but its line-up apparently was the largest. Among earlier, pick-up networks, generally one-time-only performances, there had been the linking of six stations to carry President Calvin Coolidge's address to Congress in 1923, 12 stations to broadcast from the Republican national convention in 1924 and 21 stations to carry President Coolidge's inaugural address in 1925. But NBC's 1926 spectacular was the start of the first full-fledged network service, and it was carried by 25 stations—21 NBC charter affiliates plus four others—stretching from the Atlantic as far west as St. Louis and Kansas City, Mo. It was estimated that close to half of the country's five million radio homes tuned in.

RCA had been deeply involved in radio almost from its conception—indeed, through David Sarnoff, RCA's presiding genius for half a century, the company could trace its ties back to radio's concep-

tion itself. For it was Mr. Sarnoff who in 1916—before RCA was formed—had envisioned the development of radio as a "music box" in the home.

RCA initiated its entry into broadcasting in 1925, when it reached an agreement with AT&T to buy WEAf New York (now WNBC) from the telephone company for \$1 million. The final agreement was reached in July 1926 and NBC assumed active control of the station on the day of NBC's first broadcast. NBC was incorporated Sept. 9, 1926, under the ownership of RCA (30%), General Electric (50%) and Westinghouse (20%). The companies weren't the competitors then that they became later, but in any event RCA bought out the others on Jan. 1, 1930.

The three original owners had more than a passing interest in the success of NBC, as RCA made clear in a full-page newspaper ad, published Sept. 13, 1926, announcing NBC's formation.

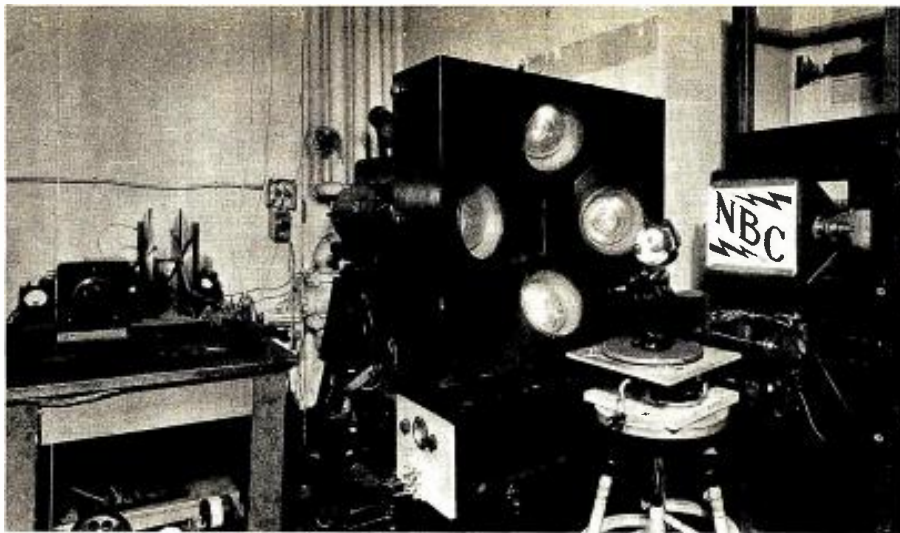
RCA, the ad said, "is the largest distributor of radio receiving sets in the world. It handles the entire output in this field of the Westinghouse and General Electric factories.

"It does not say this boastfully. It does not say it with apology. It says it for the purpose of making clear that it is more largely interested, more selfishly interested, if you please, in the best possible broadcasting in the U.S. than anyone else ...

"The market for receiving sets in the future will be determined largely by the quantity and quality of the programs broadcast."

With approximately five million of the nation's 26 million homes then radio-equipped, the ad continued, RCA's potential market was 21 million homes.

"Radio receiving sets of the best reproductive quality should be made available for all, and we hope to make them cheap enough so that all may buy."



NBC's famous "Felix the Cat" performing on a phonograph turntable in this 1930 television experiment. The "rig" at left is the complete transmitter of W2XBS, now WNBC-TV New York.

Blazing trails: television

"The day has gone by when the radio receiving set is a plaything. It must now be an instrument of service."

Service was repeatedly emphasized in the ad, which also seemed singularly foresighted in anticipating the journalistic as well as the entertainment values of broadcasting:

"The purpose of [NBC] will be to provide the best programs available for broadcasting in the U.S.

"[NBC] will not only broadcast these programs through station WEAf, but it will make them available to other broadcasting stations throughout the country so far as it may be practicable to do so, and they may desire to take them.

"It is hoped that arrangements may be made so that every event of national importance may be broadcast widely throughout the U.S."

The announcement also promised that NBC would be responsive to "enlightened public opinion, which [even in those days] expresses itself so promptly the morning after any error of taste or judgment or departure from fair play," and it made what many broadcasters today would think an unnecessary request in asking listeners to let management know what they thought.

"We have no hesitation in recommending [NBC] to the people of the U.S.," the ad concluded. "It will need the help of all listeners. If the public will make known its views to the officials of the company from time to time, we are confident that the new broadcasting company will be an instrument of great public service."

NBC didn't get around to issuing a formal rate card for almost a year. There were other things to do first.

For one thing, on Jan. 1, 1927, less than two months after the inaugural network broadcast, NBC launched a second network. The first, with WEAf as the key station, was called the Red, and the second, keyed by WJZ New York, a Westinghouse

creation that NBC had acquired later in 1926 when the station was licensed in Newark, N.J., was called the Blue—the names came from the labels attached by engineers for their own convenience when they prepared coverage maps. Initially, NBC Red consisted of 25 stations, NBC Blue of six.

(Fifteen years later, in May 1941, the FCC's network monopoly report held, among other stringent things, that one company should not operate more than one network. NBC subsequently set up the Blue Network Inc. and sold it, the forerunner of the ABC network, to Edward J. Noble for \$8 million cash in 1943.)

Jan. 1, 1927, was significant not only for the formation of the second NBC network but also for an event much more enthusiastically appreciated by listeners: the first coast-to-coast broadcast—coverage of the Alabama-Stanford Rose Bowl football game (final score Alabama 7, Stanford 7). For economic reasons, regular coast-to-coast service did not start until December 1928, but NBC did establish a strong West Coast network presence with the formation of the NBC Pacific Coast network on April 11, 1927.

Thus two major networks and one regional were available to advertisers when NBC produced its first formal rate card in September 1927. NBC Red offered a basic group of 15 cities for \$3,770 per hour between 7 and 11 p.m. local time, while NBC Blue offered nine cities for \$2,800 an hour. (Before 7 p.m., the prices were exactly half of the 7-11 p.m. rates). Either of these basic line-ups could be supplemented by stations in other cities and by regional groups, including five stations of the NBC Pacific Coast network. Buyers included some of today's biggest broadcast advertiser names, such as Cities Service (Citgo), Colgate-Palmolive-Peet, General Foods and General Motors.

The year 1927 was productive in other

ways as well. It was the year NBC introduced the subsequently famed "NBC chimes"—the tones G,E,C—that still can be heard on the air as the network's audible trademark. And on Oct. 1 NBC, which had been operating from WEAf's studios in the AT&T building in Manhattan, moved into its first made-to-order studios, at 711 Fifth Avenue.

There the studio audience—a basic element of network radio throughout its heyday—came into being. Legend has it that the first one was created when Will Rogers stepped into a corridor and invited everyone in sight to move into the studio and watch him broadcast.

Another record was set in 1927 when, on Sept. 22, 69 stations were linked together by NBC to carry the Gene Tunney-Jack Dempsey heavyweight title fight. It was the longest line-up yet, and in fact exceeded by 11 stations the 58 affiliates aboard for the commencement of regular coast-to-coast service more than a year later, on Dec. 23, 1928.

News had been a staple from the beginning. H.V. Kaltenborn had been doing weekly broadcasts on WEAf since 1923, and in its first year NBC added Frederick W. Wile with weekly reports from Washington. Among other major events, the network covered Charles A. Lindbergh's triumphant arrival in Washington following his 1927 trans-Atlantic flight.

In 1928 NBC also carried a pick-up of President Coolidge opening the Pan American Conference at Havana, and in 1929 it went farther afield with pick-ups from Australia, Germany, France and the Netherlands and, among other events abroad, a concert from London.

Weekly reports on European news and another weekly series on business conditions had been added in 1928, and a year later NBC established its first corps of foreign correspondents: Floyd Gibbons,



From one pioneer to another...

Congratulations to NBC on 50 years of significant achievements, outstanding leadership and dedicated service.

It was in 1949 that WGAL-TV introduced the historic Conestoga Wagon as its first video symbol and announced WGAL-TV's affiliation with the young NBC television network. WGAL had joined the radio network family in the 30s.

These years have been challenging and rewarding ones, and WGAL-TV is happy to salute the many talented NBC people who have helped make them so.

WGAL TV 8

Lancaster-Harrisburg-York-Lebanon, Pa.

Congratulations, NBC...

ears to the next fifty!

WTHK 1080

50,000Watts/an NBC Affiliate
Hartford, Connecticut

In America's
21st ADI

who was given a roving assignment, and William Hard, who was assigned to London. The two-man corps was soon enlarged with additions that included, in the early years, Dorothy Thompson, Cesar Saerchinger, Boake Carter, Ernest K. Lindley and Lowell Thomas.

Closer to home, NBC covered the election returns as well as the political conventions of 1928, the inauguration of President Hoover in 1929—and, among the less political events of 1929, carried on Aug. 12 a broadcast by a transmitter-equipped parachute jumper en route back to the ground. That year was perhaps even more distinguished as the one in which *Amos 'n' Andy* became an across-the-board hit on NBC.

Mobility more practical than parachute pick-ups was demonstrated on April 1, 1930, when NBC used for the first time—in a broadcast from the Bronx Zoo—a mobile unit equipped for radio transmission.

Music and information as well as hard news and entertainment were high on NBC's agenda from the beginning. The *NBC Music Appreciation Hour*, with Walter Damrosch, and the *Voice of Firestone*, two of radio's most noted series, were both launched in 1928. So was *Real Folks*, one of radio's first dramatic serials. Weekly broadcasts from the Metropolitan Opera House were launched on Christmas Day, 1931, with a pick-up of "Hansel and Gretel," and remained a Saturday-afternoon opera-season feature for 10 years, mostly at NBC's expense.

Rudy Vallee and *The Goldbergs* started on NBC in 1929, the same year *Amos 'n' Andy* did. Fred Allen made his NBC bow—as a guest star—in 1930. Jack Benny, Groucho Marx, Ed Wynn, Jack Pearl, Jane Froman, *The American Album of Familiar Music* and *Captain Henry's Maxwell House Showboat* signed on in 1932—which was also the year *One Man's Family* started as a Monday-Friday strip.

Bob Hope and Jimmy Durante joined the crowd in 1933, as did *National Barn Dance* and the *University of Chicago Round Table*. Bing Crosby, *Fibber McGee and Molly* and *America's Town Meeting of the Air* followed suit in 1935.

Other stars and shows that made it big on NBC in the early years included Perry Como, Red Skelton, Phil Harris and Alice Faye, Bob Burns, *Duffy's Tavern*, Abbott and Costello, *People Are Funny*, *Grand Ole Opry*, Don Ameche, Jack Haley and *The Aldrich Family*—not to mention such eminent predecessors as *The Happiness Boys* (Billy Jones and Ernie Hare) and *The Sweethearts of the Air* (May Singhi Breen and Peter De Rose), and the likes of Eddie Cantor and Al Jolson, who were stars before NBC was created and became even more famous in the NBC line-up.

Other later entries, such as Edgar Bergen and Charlie McCarthy, Fred War-ing and the Pennsylvanians, Kay Kyser and his *Kollege of Musical Knowledge*, were among the stars that carried NBC Radio through its Glory Days—the Glory Days of radio—which on NBC also in-

THE FIRST FAMILY FOR FIFTY YEARS.

1925

WSM first aired a live, inaugural broadcast at 8:00 pm, on October 5, 1925. Just a handful of Middle-Tennesseans huddled around home-made crystal sets and store-bought Atwater Kents, to hear the live program come down the wire.

Today, 51 years later, WSM still comes to you live. Reaching hundreds of thousands of listeners who still believe, *live* is better. It's been programming like *The Waking Crew* in the morning, to the *Grand Ole Opry* at night, that has kept the WSM radio station first in the listeners' minds.

1950. WSM, first again, staged a live variety show from its brand new studios for a brand new medium.

On September 30, 1950, WSM brought television to Middle Tennessee, and parts of Kentucky and Alabama. And for the next three years, WSM remained the only source of television service for these three areas.



L.H. Montgomery helped design and build this early transmitter.

Today, 26 years later, in their efforts to keep their viewers better informed and entertained, WSM

has left a string of firsts on their way to 1976. They were first

with videotape, first with color, first in color film processing, first with



WSM-TV's first live telecast aired on September 30, 1950.

long-range radar, first with hour-long news and first with remote broadcast cameras. It's firsts like these that keep WSM first in our viewers' minds.

1976. WSM first came to its *listeners, live*, then to its *viewers, live*. And now, just as it was back then, service, more live programming and more varied programming are still first and foremost in the minds of WSM management.



Midday with Ralph Emery means guest interviews along with music.

A feeling that carries through every member of



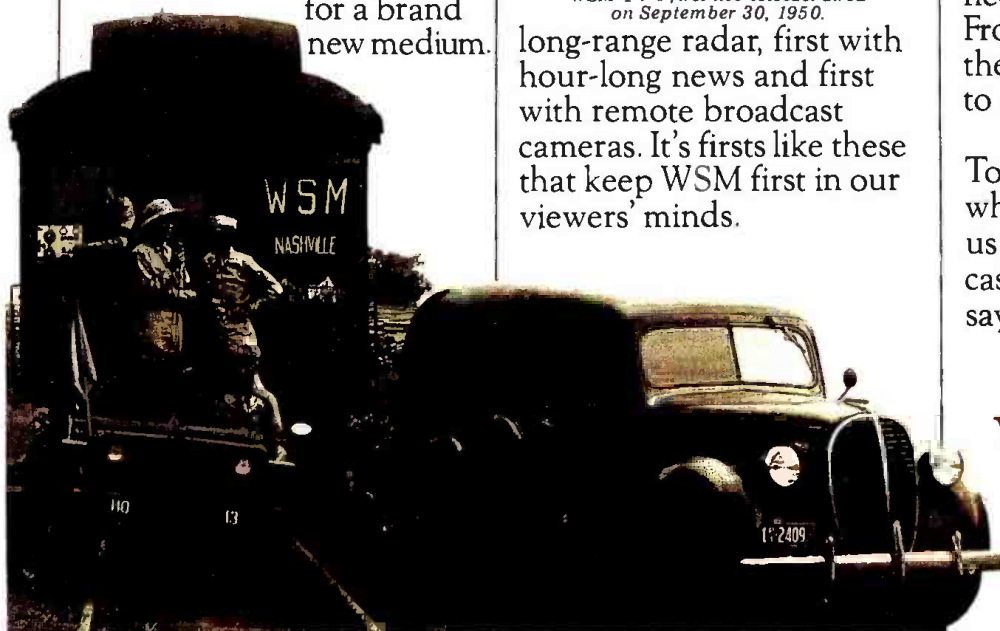
Teddy Bart hosts "The Noon Show"... a household word for over 20 years.

the WSM family. From all the people connected with radio, to all the people connected with television. From the technicians, to the on-air personalities and to everyone in between.

And to our audiences. To our family of viewers who have made and kept us their number one broadcast choice, may we simply say, thank you.

**THE
WSM FAMILY**
WSM-AM-FM-TV.
NBC Affiliates

An affiliate of the National Life and Accident Insurance Company.



WBRE LOOKS FORWARD TO "NBC's SECOND 50 YEARS!"

**WE'VE HAD THE GREAT
PLEASURE OF "BEING PART
OF THE FAMILY" FOR 38
OF THE "FIRST FIFTY YEARS!"**



WBRE RADIO 134 AM

**ON THE AIR SINCE 1924;
AN NBC RADIO AFFILIATE SINCE 1938.**

WBRE RADIO 98 FM

**ON THE AIR SINCE 1947
AS AN NBC RADIO AFFILIATE.**

WBRE/TV 28

**ON THE AIR SINCE 1953
AS AN NBC-TV AFFILIATE.**



WBRE AM-FM-TV WILKES-BARRE/SCRANTON

**SERVING THE GREAT
NORTHEAST PENNSYLVANIA!**

cluded a litany of such household names as *Pepper Young's Family*, *Road of Life*, *Ma Perkins*, *When a Girl Marries*, *Portia Faces Life*, *Stella Dallas*, *Young Widder Brown* and many another daytime serial in the wake of the *Goldbergs*' success.

These were also the days of programs like the *NBC Children's Hour*, which had started in 1926; early and long-running religious programs like *The Eternal Light*, *The Catholic Hour* and *The National Radio Pulpit*; educational programs that developed out of broadcasts as early as 1927 devoted regularly to courses in phonetics and French and to special lectures under professional auspices.

One of the brightest lights of those days was the NBC Symphony Orchestra, the first full-time major symphonic unit ever maintained by a U.S. broadcaster. NBC created it in 1937 and persuaded Arturo Toscanini to return to America to conduct it, which he did for almost 17 years starting with a Christmas Day concert in 1937. The NBC Symphony also had a four-year run on NBC-TV, starting in 1948.

Clues to the kind of success NBC scored with line-ups such as these may be found in NBC sales figures for the period. Gross time sales—the only kind for which figures are available from the earliest years—approached \$3.8 million in 1927, more than doubled in 1928, rose to \$26.5 million in 1932 and then, after a depression-year slide to \$21.5 million in 1933, resumed their climb and reached \$41.5 million in 1938.

The growth after that was even more spectacular. In 1938, NBC's *net* sales totaled \$40.7 million and by the start of the 1950's they had reached \$92.4 million.

The Glory Days lasted through the 1940's, but signs of future trouble were becoming apparent.

In 1947, the general manager of Procter & Gamble appeared before the NBC affiliates' convention to express "deep concern" about "the advancing cost of radio advertising"—and General Sarnoff appeared before the same convention to urge that the affiliates give serious thought to getting into television, even though, he said, it might be expensive for a while.

By 1950, NBC was offering special plans to make radio more attractive to advertisers. There was a "Tandem Plan," in which six sponsors could rotate participations in five different nighttime radio hours a week; a "Night and Day Plan" offering three advertisers a mixture of daytime and evening radio shows; a "Sight and Sound Plan" in which advertisers could rotate TV and radio positions. And in 1951 there was a "Guaranteed Advertising Attention Plan" that would assure a network radio advertiser of getting 5.3 million advertising impressions a week for \$2.75 per thousand—but the affiliates rejected that one in stormy convention sessions in which, concerned with protecting their radio franchises, they also fought hard to stave off an NBC plan to "adjust" their radio network rates by a new formula that took local TV set penetration into account.

RCA's and NBC's interest in television

COMMITMENT



A MESSAGE FROM GARDNER COWLES, CHAIRMAN, COWLES FLORIDA BROADCASTING, INC. AND COWLES COMMUNICATIONS, INC.

As WESH Television celebrates its 20th Anniversary this month, and the 10th Anniversary of becoming a Cowles Communications station, all of us connected with it are pleased to join in congratulations to NBC for the completion of 50 years of distinguished service to broadcasting and to the viewers and listeners who are the reason for our existence.

Because WESH-TV is located in the Daytona Beach—Orlando area, which is thriving on the imagination of Disney and the technology of America's moonport, we feel a great kinship with the pioneers of NBC who have taught us all so much of the technology and philosophy of broadcasting.

In step with NBC's progress in advancing the technology and philosophy of broadcasting, WESH Television is proud to have brought significant firsts to its Central Florida viewers including live news remotes, minicam coverage, fully mobile production facilities, professional meteorology and radar, locally originated color and a full hour of local evening news.

As we reaffirm our pride in our network on its 50th Anniversary, it is appropriate, too, to reaffirm the commitment made to the people of Central Florida, and to our advertisers, when Cowles Communications acquired WESH ten years ago. It is simply this: *To make WESH-TV a station worthy of the communities it serves, and of the trust and friendship of its viewers.*

Gardner Cowles

WESH-TV

DAYTONA BEACH/ORLANDO

A Cowles Communications Station

NBC



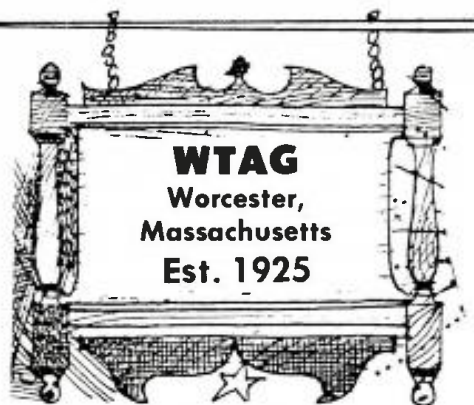
Represented Nationally by KATZ TELEVISION



When you're

there
from
the
very

beginning...



Charter member
of the NBC
Radio Network

your
listeners
believe!

WTAG

NEWS → **WITT**
AND →
INFORMATION → **93.5 FM**
SERVICE → **Exclusive Outlet
In East Central Illinois**

went back to NBC's beginning. NBC's first TV station permit is dated April 4, 1928; experimental W2XBS was launched July 30, 1930, and started TV transmissions from the Empire State building Oct. 30, 1931.

That ancestor of today's all-electronic 525-line system had started with a 48-line mechanical scanning system. But introduction of the kinescope in 1929 eliminated mechanical scanning at the receiving end, and scanning lines were increased to 60. In 1933, the introduction of the iconoscope eliminated mechanical scanning at the transmitting end, making the system all-electronic.

Lines had been increased to 120 per frame by the time Empire State building transmissions started, then went to 343 when the first organized tests between a transmitter and in-home experimental sets were started on June 29, 1936, and were increased again to 441 in 1937 and to the eventual 525 when FCC adopted commercial standards in 1941.

NBC inaugurated regular television service on April 30, 1939, with a telecast of President Roosevelt at the opening of the New York World's Fair.

Television "firsts" came thick and fast. Among them: first baseball telecast (Princeton-Columbia) and first fashion show (both on May 17, 1939); first American television relay over telephone wires (May 20, 1939); first professional boxing telecast (Lou Nova-Max Baer, June 1, 1939); first full hour TV production (*The Pirates of Penzance*, June 20, 1939); first full hour TV drama (*The Donovan Affair*, June 29, 1939); first feature-film telecast in regular program service ("The Heart of New York," July 5, 1939); first full hour musical comedy telecast (*Topsy and Eva*, July 25, 1939); first episode of a film serial telecast (*The Lost Jungle*, Aug. 23, 1939); first major league baseball telecast (Brooklyn Dodgers-Cincinnati Reds doubleheader, Aug. 26, 1939); first original TV revue (*As Others See Us*, Sept. 19, 1939)—the list seems endless.

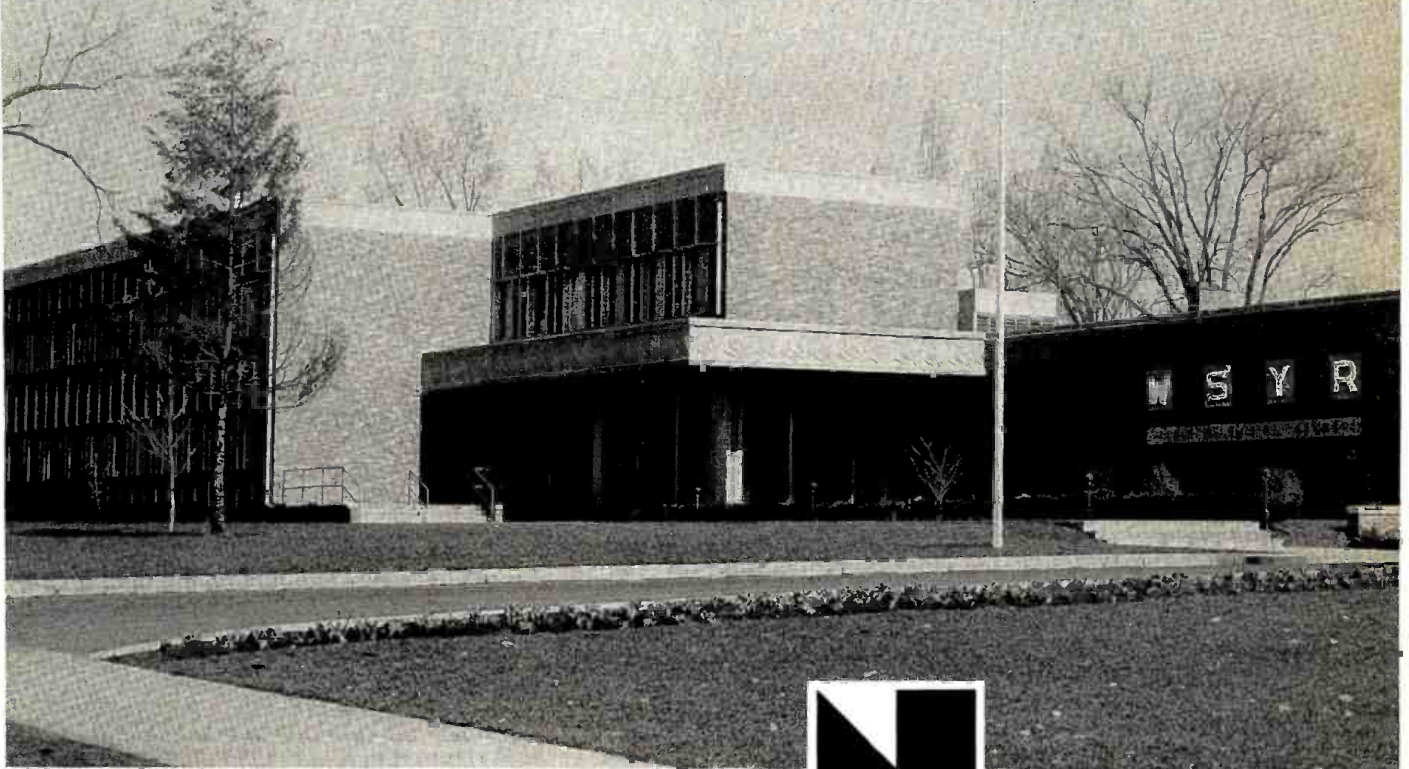
There was also TV coverage of the Republican convention in Philadelphia for the benefit of New York viewers in June 1940, and coverage of the Democratic convention in Chicago in July, which was provided by films flown to New York for telecast. Then came the first telecast of presidential election returns on Nov. 5—Franklin Roosevelt's landslide victory over Wendell Willkie.

The first "network" broadcast occurred Jan. 12, 1940, linking WNBT-TV (now WNBC-TV) New York and WRGB-TV Schenectady, N.Y., while members of the FCC gathered in Schenectady to witness the results.

NBC was granted FCC's first commercial TV station license in June 1941 and introduced commercial television on July 1 of that year with four advertisers in the fold: Bulova Watch, Lever Brothers, Sun Oil and Procter & Gamble. The rate card called for \$120 per hour between 6 and 11 p.m., half that between 8 a.m. and 6 p.m.

For the most part, however, World War II kept the lid on television for the

**With Pride
and Great Affection
We Celebrate 44 Years
of Affiliation with NBC**



wsyr

WSYR-AM
Syracuse,
New York

WSYR-FM
Syracuse,
New York

WSYR-TV 3
Syracuse,
New York

WSYE-TV 18
Elmira,
New York

From the middle of
the Michigan mitten...

WILX-TV gives NBC a big hand on its 50th



1941-45 period. Programming was limited to four hours a day. But NBC got into the wartime spirit and presented, in 1942, what it called the first instance of mass education by TV: a training program for air raid wardens.

The outlines of an eventual TV network gradually took shape. A three-station network—WNBT, WRGB and WPTZ Philadelphia—carried on Oct. 27, 1945, an appearance by President Truman at a Navy Day celebration in New York's Central Park that was said to be the first appearance of a U.S. President on a TV network.

Four months later a four-station network was put into service linking New York, Philadelphia, Schenectady and Washington, which in 1946 carried a variety of NBC programs including an Army-Notre Dame football game in New York, an Army-Navy football game in Philadelphia and two Joe Louis defenses of his heavyweight title.

Gillette went into the record books as the first TV network sponsor by underwriting coverage of the June 19, 1946, Joe Louis-Billy Conn fight, carried on the four-city network. But Bristol-Myers is identified as the first sponsor of a network TV series—a program of travel films called *Geographically Speaking* and carried on WNBT and WPTZ beginning Oct. 27, 1946.

Meanwhile, though it had put a damper on TV growth, the war—and the years immediately preceding it—had offered new opportunities for radio news to show its strength. Under A.A. Schechter, director of news and special events from 1936 to 1942, when he joined the Army Air Force, there were many memorable NBC news reports—among them the farewell address of England's King Edward VIII on Dec. 11, 1936, after his abdication; the coronation of King George VI in London in 1937; the disastrous floods in the Ohio and Mississippi valleys in January 1937 and a stirring eyewitness account of the crash of the dirigible Hindenberg at Lakehurst, N.J., four months later; the Nazi coup in Austria in March 1938 when, for more than 24 hours, NBC was the only outlet from Vienna to the U.S.

As world tension mounted, NBC became the first network to dispatch a war reporter to Europe—H.R. Baukhage, on Aug. 29, 1939—and when England declared war on Germany less than a week later, NBC carried Prime Minister Neville Chamberlain's speech announcing the decision. James Bowen's exclusive eyewitness NBC broadcast describing the sinking of Germany's Graf Spee in Montevideo harbor on Dec. 17, 1939, was one of the first of many memorable reports that gripped listeners relying increasingly on radio for regular and special coverage of the war's victories, losses and stalemates.

Coverage was intensified from the December 1941 Japanese attack on Pearl Harbor through the end of the war in 1945. When the Allies invaded Europe on June 6, 1944, NBC claimed a beat on its competitors with the bulletin—and then canceled all commercial programming to re-

COX

Broadcasting Corporation

Congratulates NBC
on its anniversary

50th

WSB-TV-AM-FM, Atlanta; WHIO-TV-AM-FM, Dayton; WSOC-TV-AM-FM, Charlotte; WIIC-TV, Pittsburgh; KTVU-TV, San Francisco-Oakland; WIOD, WAIA-FM, Miami; KFI, Los Angeles

A LITTLE PROVIDENCE HELPED!

Outlet Broadcasting, an early radio pioneer, started WJAR Radio in Providence, Rhode Island in 1922 with a vision to the future.

That vision fulfilled itself with the affiliation to NBC in 1926 . . . and then again in 1949 with WJAR-TV, Providence.

Now that we've been growing together 50 rewarding years, we join with the newest member of the Outlet Broadcasting family, WCMH-TV Columbus, Ohio (also an NBC affiliate since 1949) in saluting NBC on their historic 50th Anniversary.

A little Providence never hurt anyone.

OUTLET BROADCASTING
AN OUTLET COMPANY DIVISION

WJAR, WJAR-TV PROVIDENCE
WDBO-AM-FM, WDBO-TV ORLANDO
KSAT-TV SAN ANTONIO
WNYS-TV SYRACUSE
WCMH-TV COLUMBUS

**WE ARE PROUD TO
HAVE SHARED 23 OF
THE FIRST 50 YEARS OF
NBC.... CONGRATULATIONS!**

WKJG TV 33
Fort Wayne, Indiana

port continuously on the progress of the landings. Less than a year later, when President Roosevelt died on April 12, 1945, NBC again canceled all commercial programming—for three and a half days—for memorial programming and coverage of the death and funeral.

The war years and subsequent rise of television signalled a change in the role of network radio as America's most popular form of entertainment. *The Big Show*, a gala variety hour starring Tallulah Bankhead, which some observers have called network radio's last big hurrah in the entertainment field, was introduced by NBC in 1950. But by then radio time sales had begun to slip: NBC Radio's dropped to \$64 million in 1948, down \$5.5 million from the 1948 peak, and by 1950 they were down to \$61.4 million.

Radio's wartime and peacetime performance in news coverage had pointed the way to network radio's future, and as the financial squeeze tightened, NBC Radio—and other networks—began in the early 1950's to make severe cutbacks in network programming, reorienting their approach away from entertainment toward heavy emphasis on news, sports and public affairs. *News on the Hour* became a mainstay, background reports and commentary were put into the regular schedule and in 1955 NBC introduced *Monitor*, a weekend service blending talk, music, news, comedy and sports that ran for almost 20 years, its place taken in early 1975 by an expansion of news and sports coverage, particularly hourly news.

The dedication to radio news reached a new high-water mark a year ago when NBC launched its News and Information Service, an all-news operation that thus far has attracted close to 75 station subscribers.

TV news had gradually been expanding its beat. NBC-TV covered the opening of the United Nations Security Council in New York in 1946, the opening of Congress in 1947, the political conventions and election in 1948 and the inauguration of President Truman—the first President to take office before TV cameras—in January 1949.

It was also with news coverage—the signing of the Japanese peace treaty in San Francisco—that NBC-TV inaugurated coast-to-coast television service on Sept. 4, 1951. (The year 1951 was also significant for a less public event: NBC-TV showed an operating profit for the first time, after accumulating operating losses to a total of \$18 million before taxes.)

From the late 1940's onward, NBC-TV presented a steady procession of entertainment hits. The year 1947 brought *Kraft Television Theater* and *Howdy Doody*, among others. In 1948 came the TV versions of the NBC Symphony and the *Voice of Firestone*; Milton Berle in *Texaco Star Theater* and the *Philco TV Playhouse*. The following year Sid Caesar starred in *Admiral Broadway Revue* and stayed on as star of *Show of Shows*. In 1950 Bob Hope made his TV debut, as did the Groucho Marx series, *Comedy Hour*, *Four-Star*

St. Louis has known NBC for 78 years!



50 Years... KSD Radio

We've been involved with NBC even before the beginning. On June 21, 1923, KSD Radio was the originating station for WEAF, New York, when President Warren G. Harding gave an address at the St. Louis Coliseum. The "WEAF Chain" later became the NBC network.

28 Years... KSD-TV

We were around for the beginning of NBC-TV as well. For it was KSD-TV that was part of the premier Midwest Network TV Show, featuring Jane Pickens and Jinx Falkenberg in a "live" telecast from St. Louis' Kiel Auditorium on September 20, 1948. Other regional networks came into being to provide the national NBC-TV network.



... Making Broadcasting And Telecasting Better,
More Far-Reaching, More Significant
And Dynamic In The Growing Midwest



Revue, Broadway Open House—and *NBC Opera Theater* began a run that extended over almost 16 years.

That was also the year that Fred Allen, Eddie Cantor, Jimmy Durante—and others—expanded from radio into TV, and the *Kate Smith Hour* became the first daytime television show to go coast-to-coast.

Over the years the roster of hits seems endless. In 1952, NBC-TV opened up the early-morning hours with *Today* and in 1954 added a mid-morning *Home* show and the late-evening *Tonight*—all three created as magazine type shows to meet the need of advertisers for smaller commercial units—and smaller risks—than were provided by the full, alternate and shared sponsorships then conventional in network advertising. *Home* didn't survive, but *Today* and *Tonight* have produced millions of dollars for NBC and for its affiliates.

In 1973 NBC-TV broke new ground again—and opened up later hours—with the introduction of *Tomorrow*, and in 1974 it launched *Weekend*, a monthly 90-minute TV news magazine. *Update*, its midevening late-news capsule, was started in August 1975. And in October 1975 *Saturday Night* moved into the *Weekend* time period on the Saturdays when *Weekend* isn't scheduled.

When RCA finally won the battle over color TV standards in December 1953, the long and expensive conversion to color broadcasting began. While the other net-

works lagged, NBC-TV pushed ahead, and in the 1965-66 season was able to bill itself as "the all-color network" in prime time. In the meantime it had run up another string of firsts, including—in 1954 alone—the first color coverage of the Tournament of Roses parade and, at the same time, the first west-to-east color transmission; first network color series (*The Marriage*, starring Hume Cronyn and Jessica Tandy); and first television special (Betty Hutton in *Satins and Spurs*, billed at the time as a "spectacular").

NBC-TV has been strongly committed to specials, which it regards as a vital program element that will continue to grow in importance—along with mini-series even though it expects continuing series to remain the foundation of network TV for a long time to come.

It has also been strongly committed to a search for new forms. In 1968, for instance, it introduced *Name of the Game*, the series that combined movie elements with a 90-minute length. *Bold Ones* was launched in 1969, alternating three dramatic shows in the same weekly time period. And *NBC Mystery Movie*, also with rotating elements, came on in 1971. For the coming season, it has committed a weekly hour (*Best Sellers*) to be devoted to a sequence of mini-series, and a Sunday-evening 90-minute period (*Big Event*) that will be occupied by "Gone With the Wind" and other top-draw movies and sports or other events—and that will also

be expanded on Sunday, Nov. 21, by a four-hour array of superstars commemorating NBC's 50th anniversary.

For all of its accomplishments in entertainment, however, NBC makes news a priority service and probably takes greatest pride in its performance in that area—not only its regularly scheduled newscasts but its live coverage when the news warrants, backgrounders and summaries in special wrap-ups, examinations in depth in documentaries and special reports that preempt entertainment programs and on occasion preempt entire evenings. The figures for 1975 sketch the outline: 1,960 hours of TV and radio programming supplied by NBC News—720 hours of regularly scheduled TV news, 91 hours of special TV reports, 1,119 hours of radio hard news, 30 hours of radio special reports.

So in its first 50 years NBC has sold a lot of radio sets—and TV sets—for RCA, plus an incalculable lot of products and services for its advertisers, while at the same time giving the public a level and variety of programming and news coverage that couldn't have been envisioned at the start. When the conventioning affiliates sit down for their annual dinner tomorrow night, they'll be at the Waldorf-Astoria—but not the same Waldorf-Astoria where it all started almost 50 years ago. The hotel has changed. And the business that started in that other Waldorf has changed beyond recognition.

SUCCESSFUL TOGETHER

WSAZ television 3 began its long and successful association with NBC on November 15, 1949.

From that first kinescope telecast of *Kukla, Fran and Ollie*; to live two-city newscasts that preceded Huntley and Brinkley; to charter membership in the NBC Color Network; to live origination of *Wide, Wide World* and the *Today Show* in 1956; WSAZ television 3 and the National Broadcasting Company have led all others in television service to viewers in the Charleston-Huntington market.

Today, WSAZ television 3 is the National Broadcasting Company's number one television affiliate in Early Fringe, Prime Time, Late News and Total Day shares.*

NBC and WSAZ television 3. Successful together.

WSAZ
television 3
CHARLESTON-HUNTINGTON, WV
A LEE ENTERPRISES STATION

*Television/Radio Age, February 17, 1975.

Old friends.

Way back in 1930, when NBC was just four years old, we received an experimental CP. We were



licensed in 1931, with the call letters W9XD. Ten years later, we filed America's first application for a

commercial TV station.

After time out for a world war, we began telecasting Dec. 3, 1947—Wisconsin's first station. The very next spring we telecast all home games of the Milwaukee Brewers, who were then in the American Association.

We've been leading ever since. In news programming. Sports. In color. Special programming. In studio facilities. And much more.

Milwaukee and Wisconsin viewers count on us for professional,



sensitive, balanced reporting of all the news—good and bad. For responsible broadcasting that's strongly committed to

public service and deeply involved in our community.

They watch. And they listen to what we say.

After all, that's what friends are for.



WTMJ Television Four
Milwaukee
Represented by Harrington,
Richter & Parsons, Inc.

Calling the roll of call letters

*An alphabetical listing of today's NBC radio, television
and all-news networks, indicating date of affiliation*

The NBC Radio Network

KARE Atchison Kan 1-1-69 □ **KARN** Little Rock Ark 1-1-37 □ **KAWT** Douglas Ariz 1-11-47 □ **KBBQ** Ventura Calif 7-1-75 □ **KBEA** Mission Kan 5-1-68 □ **KBLI** Helena Mont 3-15-38 □ **KBLU** Yuma Ariz 3-15-40 □ **KBON** San Bernardino Calif 5-12-75 □ **KBOZ** Bozeman Mont 12-19-76 □ **KBPO** Beaumont Tex 1-1-71 □ **KCEE** Tucson Ariz 5-1-67 □ **KCHV** Coachella Calif 3-4-68 □ **KCLD** St. Cloud Minn 3-6-39 □ **KCLS** Flagstaff Ariz 2-1-56 □ **KCMT-FM** Alexandria Minn 12-25-70 □ **KCRA** Sacramento Calif 4-23-45 □ **KDLK** Del Rio Tex 9-3-73 □ **KDTH** Dubuque Iowa 5-1-52 □ **KEHG-AM-FM** Fosston Minn 12-21-70 □ **KEIN** Great Falls Mont 10-1-75 □ **KELD** El Dorado Ark 2-2-74 □ **KENI** Anchorage 7-15-51 □ **KFAB** Omaha 6-14-55 □ **KFAR** Fairbanks Alaska 7-15-51 □ **KFMX** St. Louis Park Minn 6-24-74 □ **KFYR** Bismarck ND 3-15-31 □ **KGBS** Los Angeles 10-1-75 □ **KGBX** Springfield Mo 9-1-36 □ **KGEE** Bakersfield Calif 6-4-46 □ **KGHL** Billings Mont 11-1-31 □ **KGU** Honolulu 11-14-31 □ **KHMO** Hannibal Mo 1-1-71 □ **KHQ** Spokane Wash 4-5-27 □ **KIDO** Boise Idaho 10-1-37 □ **KINY** Juneau Alaska 11-1-68 □ **KIOV(FM)** Sioux Falls SD 12-1-75 □ **KIRO** Seattle Wash 9-9-74 □ **KIUL** Garden City Kan 8-1-54 □ **KKOK** Lompoc Calif 5-1-76 □ **KLCL** Lake Charles La 8-15-44 □ **KLIZ** Brainerd Minn 1-1-70 □ **KLRR** Walker Minn 12-21-70 □ **KLZ** Denver 3-1-76 □ **KMED** Medford Ore 9-5-37 □ **KMJ** Fresno Calif 12-31-36 □ **KMLB** Monroe La 10-4-55 □ **KMWX** Yakima Wash 12-1-58 □ **KNBR** San Francisco 12-19-31 □ **KOAM** Pittsburg Kan 10-11-37 □ **KOB** Albuquerque NM 6-16-37 □ **KODY** North Platte Neb 12-13-43 □ **KOGO** San Diego 6-11-30 □ **KOH** Reno 5-5-45 □ **KOJO** Laramie Wyo 9-27-71 □ **KORK** Las Vegas 9-30-51 □ **KPRC** Houston 1-15-28 □ **KPRM-AM-FM** Park Rapids Minn 12-21-70 □ **KQMS** Redding Calif 8-1-67 □ **KRMD** Shreveport La 1-21-63 □ **KROC** Rochester Minn 3-6-39 □ **KSD** St. Louis 10-11-26 □ **KSEI** Pocatello Idaho 3-15-38 □ **KSSS** Colorado Springs 3-1-76 □ **KSTR** Grand Junction Colo 6-15-70 □ **KSUN** Bisbee Ariz 1-1-68 □ **KSXX** Salt Lake City 4-18-66 □ **KSyl** Alexandria La 4-5-47 □ **KTFI** Twin Falls Idaho 10-15-38 □ **KTKN** Ketchikan Alaska 7-15-51 □ **KTSM** El Paso Tex 1-3-38 □ **KTWO** Casper Wyo 5-31-65 □ **KUGN** Eugene Ore 2-15-52 □ **KVGB** Great Bend Kan 6-1-64 □ **KVOL** Lafayette La 8-15-44 □ **KWBW** Hutchinson Kan 11-22-42 □ **KXIV** Phoenix 9-1-75 □ **KXLF** Butte Mont 11-28-31 □ **KXO** El Centro Calif 2-5-62 □ **KXRO** Aberdeen Wash 10-1-66 □ **KYCA** Prescott Ariz 3-1-44 □ **KYSM** Mankato Minn 3-6-39 □ **KYXI** Portland Ore 7-1-74 □ **WAJR** Morgantown WVa 3-1-58 □ **WAML** Laurel Miss 11-15-40 □ **WANB** Waynesburg Pa 2-16-76 □ **WAPI** Birmingham Ala 3-24-29 □ **WATH** Athens Ohio 2-1-76 □ **WATT** Cadillac Mich 1-1-58 □ **WATZ** Alpena Mich 1-1-58 □ **WAVE** Louisville Ky 12-30-33 □ **WAZL** Hazleton Pa 10-11-44 □ **WBAL** Baltimore 4-6-27 □ **WBAP** Fort Worth Tex 12-1-27 □ **WBCK** Battle Creek Mich 10-17-59 □ **WBGH** Tallahassee Fla 12-1-70 □ **WBIA** Augusta Ga 1-1-47 □ **WBJH** Trenton NJ 6-18-75 □ **WBLG** Lexington Ky 7-19-71 □ **WBML** Macon Ga 2-1-74 □ **WBOY** Clarksburg WVa 9-24-39 □ **WBRE** Wilkes Barre Pa 1-30-38 □ **WCBG** Chambersburg Pa 6-1-65 □ **WCOP** Boston 9-1-65 □ **WCOV** Montgomery Ala 2-1-68 □ **WCPK** Norfolk Va 7-15-71 □ **WCRS** Greenwood SC 9-1-41 □ **WCSH** Portland Me 11-15-26 □ **WDAT** Daytona Beach Fla 3-12-73 □ **WDAY** Fargo ND 3-15-31 □ **WDEL** Wilmington Del 4-15-37 □ **WDSM** Duluth/Superior Minn 1-19-59 □ **WDXB** Chattanooga 8-25-74 □ **WDXR** Paducah Ky 12-10-57 □ **WEAQ** Eau Claire Wis 12-25-40 □ **WEBQ** Harrisburg Ill 2-1-76 □ **WENY** Elmira NY 9-1-43 □ **WFBC** Greenville SC 3-1-36 □ **WFLA** Tampa Fla 5-30-30 □ **WFLN** Philadelphia 10-1-69 □ **WFMJ** Youngstown Ohio 12-1-51 □ **WFOR** Hattiesburg Miss 11-15-40 □ **WGAF** Valdosta Ga 11-12-73 □ **WGal** Lancaster Pa 6-27-38 □ **WGIR** Manchester NH 6-2-59 □ **WGNT** Huntington WVa 5-1-55 □ **WGRM** Greenwood Miss 8-13-45 □ **WGY** Schenectady NY 1-1-27 □ **WHIS** Bluefield WVa 2-27-41 □ **WHIZ** Zanesville Ohio 11-19-39 □ **WHLM** Bloomsburg Pa 7-13-72 □ **WHO** Des Moines Iowa 9-4-27 □ **WHOO-FM** Orlando Fla 6-8-75 □ **WHPL** Winchester Va 12-1-64 □ **WHUM** Reading Pa 3-15-71 □ **WIBA** Madison Wis 7-19-31 □ **WIFE-FM** Indianapolis 4-28-75 □ **WIKB** Iron River Mich 2-15-67 □ **WINR** Binghamton NY 8-5-46 □ **WIS** Columbia SC 10-10-31 □ **WIXZ** McKeesport Pa 7-1-76 □ **WIZM** La Crosse Wis 1-1-42 □ **WJAC** Johnstown Pa 10-1-39 □ **WJAR** Providence RI 11-15-26 □ **WJDX** Jackson Miss 12-1-29 □ **WJIM** Lansing Mich 9-30-51 □ **WJLJ** Tupelo Miss 4-1-76 □ **WJPD** Ishpeming Mich 6-6-63 □ **WKOG** Gordon Ga 1-15-72 □ **WKPT** Kingsport Tenn 8-25-40 □ **WKRQ** Mobile Ala 9-1-72 □ **WKRT** Cocoa Beach Fla 6-1-65 □ **WKRZ** Oil City Pa 12-25-57 □ **WKSJ** Jamestown NY 3-1-76 □ **WKYS** Washington 11-15-26 □ **WLBZ** Bangor Me 12-11-38 □ **WLIT** Steubenville Ohio 10-13-73 □ **WLLL-AM-FM** Lynchburg Va 3-1-71 □ **WLW** Cincinnati 9-4-27 □ **WMAJ** State College Pa 1-1-61 □ **WMAM** Marinette Wis 1-1-45 □ **WMAQ** Chicago 9-19-31 □ **WMAY** Springfield Ill 2-1-52 □ **WMBC** Columbus Miss 11-1-68 □ **WMBN** Petoskey Mich 11-1-68 □ **WMC** Memphis 1-23-27 □ **WMIS** Natchez Miss 9-10-35 □ **WMNC** Morganton NC 2-21-52 □ **WMON** Montgomery WVa 6-10-42 □ **WMPA** Aberdeen Miss 11-1-68 □ **WMPL** Hancock Mich 1-1-73 □ **WMRF** Lewistown Pa 6-15-42 □ **WMVA** Martinsville Va 6-10-42 □ **WNBC** New York 11-15-26 □ **WNFL** Green Bay Wis 6-1-64 □ **WNOG** Naples Fla 10-1-65 □ **WNPS** New Orleans 7-30-73 □ **WOAI** San Antonio Tex 2-6-28 □ **WOBT** Rhinelander Wis 10-1-61 □ **WOC** Davenport Iowa 11-15-26 □ **WOKA** Douglas Ga 1-8-72 □ **WOKE** Charleston SC 1-1-62 □ **WONN** Lakeland Fla 3-5-73 □ **WONS** Tallahassee Fla



Harry P. Davis, chairman, Oct. 8, 1926, Sept. 21, 1934.



Merlin H. Aylesworth, president, Oct. 8, 1926, Jan. 1, 1936.



David Sarnoff, chairman, Sept. 21, 1934, Oct. 7, 1949; Dec. 5, 1952 to Dec. 7, 1955.



Lenox Lohr, president, Jan. 1, 1936, June 7, 1940.



Niles Trammell, president, July 12, 1940, Oct. 7, 1949; chairman of board, Oct. 7, 1949, Dec. 5, 1952.



Joseph McConnell, president, Oct. 7, 1949, Jan. 2, 1953.



Frank White, president, Jan. 2, 1953, Aug. 7, 1953.



Sylvester Weaver, president, Dec. 4, 1953, Dec. 7, 1955; chairman, Dec. 7, 1955, July 11, 1958.



Robert W. Sarnoff, president, Dec. 7, 1955, July 11, 1958; chairman, July 11, 1958, Jan. 1, 1966.



Robert E. Kintner, president, July 11, 1958, Jan. 1, 1966; chairman, Jan. 1, 1966, March 31, 1966.



Walter D. Scott, president, Jan. 1, 1966, March 31, 1966; chairman, April 1, 1966, Jan. 1, 1972.



David C. Adams, chairman, Jan. 1, 1972, April 1, 1974.



Julian Goodman, president, April 1, 1966, March 31, 1974; chairman, April 1, 1974, to present.



Herbert S. Schlosser, president, April 1, 1974, to present.

Executive suites. NBC presidents have been a diverse lot. The first, the late Deac Aylesworth, was an Iowa farm boy with a flair for promotion who grew up to be managing director of the National Electric Light Association where he caught the eye of the Westinghouse and RCA brass who were to start NBC. In time the Aylesworth flair palled, and an exact opposite was picked as a successor. The late Lenox Lohr was trained as an Army engineer and ran the 1933 Chicago Century of Progress exhibition. At NBC he was thought by some to take more joy from an elaborate model railroad in his basement than from the rigors of radio and advertising. He lived out his career as head of the Chicago Museum of Science and Industry, full of the mechanical contrivances he admired.

The late Niles Trammell came out of Cobb county, Ga., worked his way up in RCA and NBC sales with hard bargaining and soft talk in a Southern drawl that he cultivated to his dying day. He was in charge of the network during the CBS talent raids that riddled the NBC Radio schedule in the last years of big-time radio. Joseph McConnell, executive vice president of RCA, was transferred to NBC to put things right, according to a Booz, Allen & Hamilton reorganization. He found the environment uncomfortable, he once confided to Syd Eiges, who retired as a vice president in 1974 after 33 years in NBC public relations. "I can't see what I'm selling," he said. Mr. McConnell went to Reynolds Metals and its warehouses of tangibles. He is now chairman of Comsat. Following him at NBC was Frank White, the only man to be president of three networks, first CBS Radio, then Mutual, finally NBC. Mr. White is retired in Leesburg, Va.

Pat Weaver had been VP in charge of television at NBC for four years before becoming president of the company, but he was already known as the most flamboyant, and creative, executive in the business. He dictated endless memos while teetering on a bongo board and turned out one hit after another, including—his term—"spectaculars." His *Today* and *Tonight* still fatten NBC P&L statements. He also had costly failures. As television grew into big business and financial types were brought in, the Weaver style was bound to grate. He ultimately resigned as NBC chairman in a dispute with General Sarnoff over the length of an audio tone in a new NBC Radio identification announcement. He now lives in Santa Barbara and Palm Springs, Calif., and is a consultant to Wells, Rich, Greene, the advertising agency.

Bob Sarnoff, the general's son, had been groomed all his life for the job his father thought it timely to assign in 1955. He held it three years until the next phase, the chairmanship, was reached. Bob Kintner, who had left the ABC presidency after differences with Leonard Goldenson, the chairman, was hired to run NBC. In the eight years of his tenure he solidified his reputation as a tough administrator with a special flair for news. Mr. Kintner was the super-editor, monitoring his own and the other networks' coverage of major news events and calling instructions to his news chief. He insisted on staying with a live event after other networks had shut down. "CBS plus 30" was the rule. In time the strain told on Mr. Kintner's health. There was a three-month interval, with Mr. Kintner as chairman and Walter Scott, a veteran in sales, as president, until Julian Goodman, a Kintner protege in news, took over. Mr. Kintner now lives in Washington and maintains another home in Haiti.

12-1-70 □ **WOOD** Grand Rapids Wis 9-15-35 □ **WOPI** Bristol Tenn 8-25-40 □ **WPAR** Parkersburg WVa 9-1-75 □ **WPBR** Palm Beach Fla 7-2-61 □ **WPNX** Columbus Ga 2-1-70 □ **WPTF** Raleigh NC 5-15-29 □ **WRAK** Williamsport Pa 7-1-42 □ **WRC** Washington 11-15-26 □ **WROC** Rochester NY 8-1-59 □ **WRUF** Gainesville Fla 7-1-58 □ **WRVA** Richmond Va 1-7-29 □ **WSAM** Saginaw-Bay City Mich 1-1-43 □ **WSAN** Allentown Pa 5-1-37 □ **WSAU** Wausau Wis 7-29-48 □ **WSAV** Savannah Ga 12-26-40 □ **WSB** Atlanta 1-9-27 □ **WSCC** Roanoke Va 4-1-51 □ **WSCR** Scranton Pa 9-30-51 □ **WSJM** St. Joseph Mich 5-8-72 □ **WSJS** Winston-Salem NC 6-26-40 □ **WSLT-AM-FM** Ocean City NJ 7-1-75 □ **WSOC** Charlotte NC 10-14-33 □ **WSM** Nashville 1-9-27 □ **WSPD** Toledo Ohio 5-2-37 □ **WSSO** Starkville Miss 11-1-68 □ **WSVA** Harrisonburg Va 7-1-45 □ **WSYB** Rutland Vt 4-17-71 □ **WSYR** Syracuse NY 10-22-36 □ **WTAG** Worcester Mass 11-15-26 □ **WTBO** Cumberland Md 1-1-44 □ **WTCM** Traverse City Mich 1-1-58 □ **WTHI** Terre Haute Ind. 1-1-74 □ **WTHO** Thomson Ga 1-1-71 □ **WTIC** Hartford Conn 11-15-26 □ **WTIP** Charleston WVa 1-1-68 □ **WTMJ** Milwaukee 8-15-27 □ **WTRC** Elkhart Ind 9-1-45 □ **WTRF** Wheeling WVa 11-1-73 □ **WTRU** Muskegon Mich 10-1-67 □ **WUFF** Easton Ga 2-4-74 □ **WUNI** Mobile Ala 6-1-38 □ **WVCG** Coral Gables Fla 8-15-75 □ **WVOJ** Jacksonville Fla 2-1-76 □ **WVMT** Burlington Vt 6-1-60 □ **WWGS** Tifton Ga 12-1-70 □ **WWOL** Buffalo NY 12-1-69 □ **WWNC** Asheville NC 3-1-72 □ **WWWE** Cleveland 11-15-26 □ **WXUS(FM)** Lafayette Ind 5-1-75 □ **WYKE** Fort Wayne Ind 5-1-76 □

The NBC Television Network

KABY-TV Aberdeen SD 11-27-58 □ **KACB-TV** San Angelo Tex 2-8-62 □ **KAIL-TV** Wailuku Hawaii 11-19-58 □ **KALB-TV** Alexandria La 9-29-54 □ **KAMR-TV** Amarillo Tex 3-15-53 □ **KARD-TV** Wichita Kan 5-1-56 □ **KARK-TV** Little Rock Ark 4-15-54 □ **KBJR-TV** Duluth Wis 10-29-55 □ **KBLU-TV** Yuma Ariz 2-1-70 □ **KCBD-TV** Lubbock Tex 5-10-53 □ **KCBY-TV** Coos Bay Ore 10-1-60 □ **KCEN-TV** Temple Tex 11-1-53 □ **KCFW-TV** Kalispell Mont 6-10-68 □ **KCKT** Great Bend Kan 11-29-54 □ **KCMT** Alexandria Minn 10-8-58 □ **KCRA-TV** Sacramento Calif 9-3-55 □ **KCRL-TV** Reno 9-30-62 □ **KDUH-TV** Hay Springs Neb 9-12-70 □ **KENI-TV** Anchorage 5-8-55 □ **KERO-TV** Bakersfield Calif 9-30-53 □ **KFAR-TV** Fairbanks Alaska 3-1-55 □ **KFDX-TV** Wichita Falls Tex 3-18-53 □ **KFSM-TV** Fort Smith Ark 8-17-58 □ **KFYR-TV** Bismarck ND 12-19-53 □ **KGBT-TV** Harlingen Tex 3-19-76 □ **KGLD** Garden City Kan 11-5-58 □ **KGNS-TV** Laredo Tex 1-4-56 □ **KGTV** San Diego 8-1-53 □ **KGVO-TV** Missoula Mont 2-1-65 □ **KGW-TV** Portland Ore 10-14-58 □ **KHAS-TV** Hastings Neb 12-18-55 □ **KHAW-TV** Hilo Hawaii 5-7-62 □ **KHON-TV** Honolulu 6-18-53 □ **KHQ-TV** Spokane Wash 2-20-53 □ **KHSD-TV** Lead SD 9-13-70 □ **KIEM-TV** Eureka Calif 1-1-54 □ **KIFI-TV** Idaho Falls Idaho 1-23-61 □ **KING-TV** Seattle 11-25-48 □ **KINY-TV** Juneau Alaska 5-5-68 □ **KIVA-TV** Farmington NM 5-15-72 □ **KJAC-TV** Beaumont Tex 10-22-57 □ **KLAA** West Morfroe La 2-1-76 □ **KMED-TV** Medford Ore 10-3-61 □ **KMID-TV** Midland Tex 12-18-53 □ **KMIR-TV** Palm Springs Calif 10-26-68 □ **KMJ-TV** Fresno Calif 6-1-53 □ **KMOL-TV** San Antonio Tex 12-11-49 □ **KMOT** Minot ND 1-23-58 □ **KMTV** Omaha 1-1-56 □ **KNBC** Los Angeles 1-16-49 □ **KNDU** Yakima Wash 1-1-65 □ **KNDU** Richland Wash 1-1-65 □ **KNMT** Walker Minn 1-1-64 □ **KNOP-TV** North Platte Neb 12-28-58 □ **KOA-TV** Denver 12-24-53 □ **KOAA-TV** Pueblo Colo 6-1-53 □ **KOAI** Flagstaff Ariz 1-20-70 □ **KOAM-TV** Pittsburg Kan 12-13-53 □ **KOB-TV** Albuquerque NM 11-29-48 □ **KOMC** McCook Neb 10-1-59 □ **KOMU-TV** Columbia Mo 12-21-53 □ **KORK-TV** Las Vegas 11-5-54 □ **KOTA-TV** Rapid City SD 11-1-55 □ **KPIC** Roseburg Ore 2-14-56 □ **KPLC-TV** Lake Charles La 9-29-54 □ **KPRC-TV** Houston 1-1-50 □ **KPRY-TV** Pierre SD 2-1-76 □ **KRBC-TV** Abilene Tex 8-30-53 □ **KRCR-TV** Redding Calif 8-1-56 □ **KRIS-TV** Corpus Christi Tex 5-25-56 □ **KROC-TV** Rochester Minn 7-12-53 □ **KRON** San Francisco 11-15-49 □ **KRTV** Great Falls Mont 9-1-60 □ **KSBW-TV** Salinas Calif 2-1-55 □ **KSBY-TV** San Luis Obispo Calif 6-1-57 □ **KSD-TV** St. Louis 4-15-48 □ **KSFY-TV** Sioux Falls SD 7-31-60 □ **KSTP-TV** Minneapolis 3-23-48 □ **KSWs-TV** Roswell NM 3-1-54 □ **KTAL-TV** Shreveport La 3-7-61 □ **KTAR-TV** Phoenix 12-1-54 □ **KTCM** Helena Mont 1-1-58 □ **KTEN** Ada Okla 9-1-55 □ **KTEW** Tulsa Okla 12-5-54 □ **KTIV** Sioux City Iowa 10-10-54 □ **KTSB** Topeka Kan 12-28-67 □ **KTSM-TV** El Paso 1-4-53 □ **KTVB** Boise Idaho 7-12-53 □ **KTVM** Butte Mont 5-12-70 □ **KTVQ** Billings Mont 6-1-54 □ **KTVV** Austin Tex 1-1-68 □ **KTVY** Oklahoma

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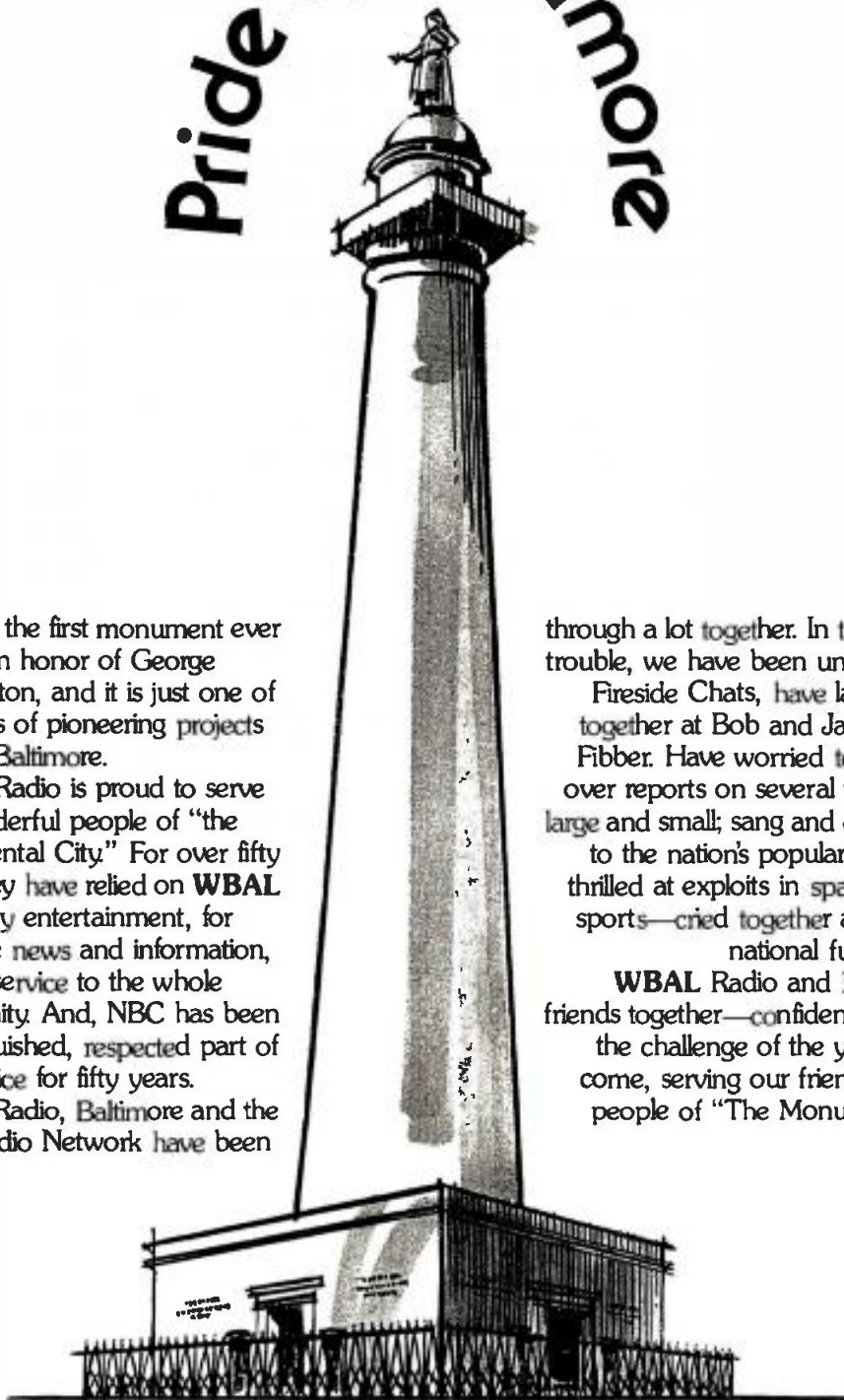
This was the first monument ever erected in honor of George Washington, and it is just one of hundreds of pioneering projects born in Baltimore.

WBAL Radio is proud to serve the wonderful people of "the Monumental City." For over fifty years they have relied on **WBAL** for quality entertainment, for complete news and information, and for service to the whole community. And, NBC has been a distinguished, respected part of that service for fifty years.

WBAL Radio, Baltimore and the NBC Radio Network have been

through a lot together. In times of trouble, we have been united by Fireside Chats, have laughed together at Bob and Jack and Fibber. Have worried together over reports on several wars—large and small; sang and danced to the nation's popular songs, thrilled at exploits in space and sports—cried together at great national funerals.

WBAL Radio and NBC—friends together—confidently face the challenge of the years to come, serving our friends, the people of "The Monumental City."



WBAL RADIO 11

"Congratulations, NBC"

City 6-6-49 □ **KTWO-TV** Casper Wyo 3-8-57 □ **KUAM-TV** Agana Guam 8-5-56 □ **KUMV-TV** Williston ND 5-15-57 □ **KUTV** Salt Lake City 9-24-60 □ **KVAL-TV** Eugene Ore 3-15-54 □ **KVFD-TV** Fort Dodge Iowa 11-1-54 □ **KVOA-TV** Tucson Ariz 4-1-53 □ **KWRB-TV** Riverton Wyo 10-23-59 □ **KWWL-TV** Waterloo Iowa 12-1-53 □ **KXAS-TV** Fort Worth 9-29-48 □ **KXII** Ardmore Okla 8-20-56 □ **KYTV** Springfield Mo 9-1-53 □ **KYUS-TV** Miles City Mont 5-19-70 □ **KYW-TV** Philadelphia 9-1-46 □ **WAAY-TV** Huntsville Ala 9-2-67 □ **WAEO-TV** Rhinelander Wis 10-20-66 □ **WALA-TV** Mobile Ala 1-14-53 □ **WALB-TV** Albany Ga 4-1-54 □ **WAPI-TV** Birmingham Ala 7-4-54 □ **WATE-TV** Knoxville Tenn 10-1-53 □ **WATR-TV** Waterbury Conn 8-1-66 □ **WATU-TV** Augusta Ga 12-24-68 □ **WAVE-TV** Louisville Ky 11-24-48 □ **WAVY-TV** Norfolk Va 6-17-59 □ **WBAL-TV** Baltimore 3-11-48 □ **WBBH-TV** Fort Myers Fla 12-18-68 □ **WBOY-TV** Clarksburg WVa 11-16-57 □ **WBRE-TV** Wilkes Barre Pa 12-15-52 □ **WBRZ** Baton Rouge 4-14-55 □ **WBZ-TV** Boston 1-1-49 □ **WCIV** Charleston SC 10-23-62 □ **WCKT** Miami 7-29-56 □ **WCMC-TV** Wildwood NJ 9-10-66 □ **WCMH** Columbus Ohio 10-22-48 □ **WCSH-TV** Portland Me 12-20-53 □ **WCWB-TV** Macon Ga 11-1-68 □ **WCYB-TV** Bristol Va 8-13-56 □ **WDAF-TV** Kansas City Mo 10-16-49 □ **WDAM-TV** Hattiesburg Miss 6-29-56 □ **WDAY-TV** Fargo ND 6-1-53 □ **WDAZ-TV** Devils Lake ND 1-29-67 □ **WDSU-TV** New Orleans 12-18-48 □ **WDTB-TV** Panama City Fla 1-1-54 □ **WDTN** Dayton Ohio 3-15-49 □ **WEAU-TV** Eau Claire Wis 12-23-53 □ **WECT** Wilmington NC 3-15-54 □ **WEEK-TV** Peoria Ill 1-29-53 □ **WESH-TV** Daytona Beach Fla 11-2-57 □ **WFBC-TV** Greenville SC 9-21-53 □ **WFIE-TV** Evansville Ind 11-15-53 □ **WFLA-TV** Tampa Fla 2-14-55 □ **WFMJ-TV** Youngstown Ohio 3-8-53 □ **WFRV-TV** Green Bay Wis 2-1-59 □ **WGAL-TV** Lancaster Pa 6-1-49 □ **WGEM-TV** Quincy Ill 9-15-53 □ **WGR-TV** Buffalo NY 8-14-54 □ **WHIS-TV** Bluefield WVa 9-22-55 □ **WHIZ-TV** Zanesville Ohio 5-23-53 □ **WHNB-TV** Hartford Conn 6-15-55 □ **WHO-TV** Des Moines Iowa 4-25-54 □ **WHTV** Meridian Miss 9-5-68 □ **WICD** Champaign Ill 7-31-67 □ **WICS** Springfield Ill 9-1-53 □ **WICU-TV** Erie Pa 5-1-63 □ **WICZ-TV** Binghamton NY 11-1-57 □ **WIIC-TV** Pittsburgh 9-1-57 □ **WILX-TV** Lansing Mich 3-15-59 □ **WIS-TV** Columbia SC 4-1-53 □ **WITN-TV** Washington NC 9-26-55 □ **WJAC-TV** Johnstown Pa 9-15-49 □ **WJAR-TV** Providence RI 7-10-49 □ **WJMN-TV** Escanaba Mich 10-7-69 □ **WKJG-TV** Fort Wayne Ind 10-1-53 □ **WKTV** Utica NY 9-1-49 □ **WKYC-TV** Cleveland 10-30-48 □ **WKYH-TV** Hazard Ky 5-27-70 □ **WLBT** Jackson Miss 12-28-53 □ **WLBZ-TV** Bangor Me 2-1-59 □ **WLEX-TV** Lexington Ky 3-15-55 □ **WLIO** Lima Ohio 3-30-53 □ **WLWT** Cincinnati □ **WMAQ-TV** Chicago 10-8-48 □ **WMC-TV** Memphis 12-11-48 □ **WMTV** Madison Wis 5-12-54 □ **WNBC-TV** New York 7-1-41 □ **WNDU-TV** South Bend Ind 7-15-55 □ **WNEM-TV** Bay City Mich 2-16-54 □ **WOC-TV** Davenport Iowa 10-31-49 □ **WOTV** Grand Rapids Mich 8-21-49 □ **WOWL-TV** Florence Ala 10-1-57 □ **WPBN-TV** Traverse City Mich 9-13-54 □ **WPSD-TV** Paducah Ky 5-28-57 □ **WPTV** Palm Beach Fla

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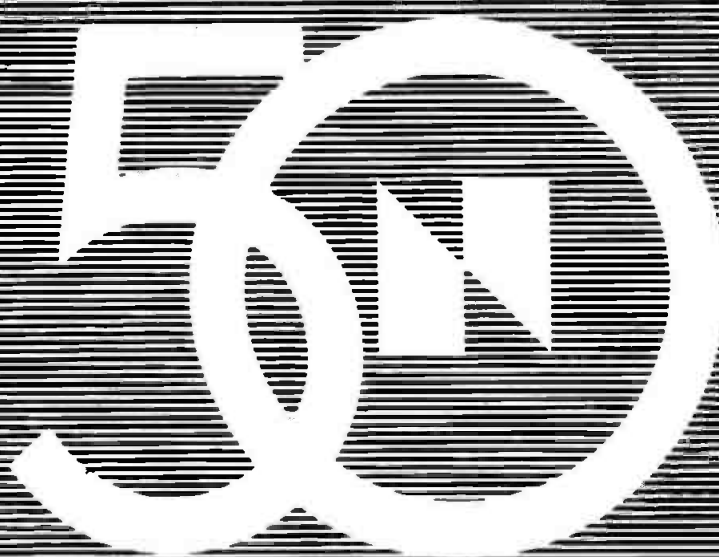
WWJ-TV/AM/FM

DETROIT, MICHIGAN

8-22-54 □ **WPTZ** Plattsburg NY 7-18-55 □ **WRC-TV** Washington 6-27-47 □ **WRCB-TV** Chattanooga 5-6-56 □ **WRDU-TV** Durham NC 9-12-71 □ **WRGB** Schenectady NY 12-1-47 □ **WRLP** Greensfield Mass 7-1-57 □ **WROC-TV** Rochester NY 6-11-49 □ **WRTV** Indianapolis 5-30-49 □ **WSAV-TV** Savannah Ga 2-1-56 □ **WSAZ-TV** Huntington WVa 1-1-49 □ **WSB-TV** Atlanta 9-29-48 □ **WSFA-TV** Montgomery Ala 10-1-54 □ **WSLS-TV** Roanoke Va 12-1-52 □ **WSM-TV** Nashville 9-30-50 □ **WSOC-TV** Charlotte NC 4-28-57 □ **WSPD-TV** Toledo Ohio 7-21-48 □ **WSYE-TV** Elmira NY 9-15-56 □ **WSYR-TV** Syracuse NY 10-12-49 □ **WTAP-TV** Parkersburg WVa 9-15-54 □ **WTLV** Jacksonville Fla 9-1-57 □ **WTMJ-TV** Milwaukee 4-26-48 □ **WTOM-TV** Cheboygan Mich 5-16-59 □ **WTRF-TV** Wheeling WVa 10-24-53 □ **WTVO-TV** Rockford Ill 10-29-52 □ **WTWO** Terre Haute Ind 9-1-65 □ **WTWV** Tupelo Miss 6-25-56 □ **WWBT** Richmond Va 8-15-65 □ **WWJ-TV** Detroit 3-31-48 □ **WWLP** Springfield Mass 3-17-53 □ **WVIR-TV** Charlottesville Va 3-11-73 □ **WXII** Winston Salem NC 9-30-53 □ **WYEA-TV** Columbus Ga 11-1-70 □

The News and Information Service (NIS)

KAAP Ventura Calif 8-11-75 □ **KARM** Fresno Calif 6-23-75 □ **KASH** Eugene Ore 3-22-76 □ **KBMI** Las Vegas 6-18-75 □ **KEND** Lubbock Tex 11-10-75 □ **KFBK** Sacramento Calif 9-1-75 □ **KGUY** Palm Springs Calif 9-8-75 □ **KHVV** Honolulu 6-18-76 □ **KJOE** Shreveport La 11-1-75 □ **KKEA** Hilo Hawaii 6-76 □ **KLAD** Klamath Falls Ore 9-1-75 □ **KLNG** Omaha 6-18-75 □ **KLYX** Houston 6-30-75 □ **KMYO** Little Rock Ark 7-15-75 □ **KNAI** San Francisco 6-18-75 □ **KOH** Reno 9-1-75 □ **KQV** Pittsburgh 10-15-75 □ **KRDO** Colorado Springs 9-2-75 □ **KROW** Salem Ore 12-1-75 □ **KRUX** Phoenix 7-18-75 □ **KRXV** Fort Worth 3-4-76 □ **KSPD** Boise Idaho 6-18-75 □ **KSPO** Spokane Wash 10-13-75 □ **KTSM** El Paso Tex 7-1-75 □ **KUDL** Kansas City Mo 9-8-75 □ **KURV** Edinburg Tex 6-18-75 □ **KVOC** Casper Wyo 6-76 □ **KWBB** Wichita Kan 7-11-75 □ **KWMS** Salt Lake City 2-22-76 □ **WABY** Albany NY 3-29-76 □ **WANR** Toledo Ohio 10-21-75 □ **WBAL** Baltimore 6-18-75 □ **WBIR** Knoxville Tenn 1-12-76 □ **WBFB** Rochester NY 1-30-76 □ **WBRE** Wilkes-Barre Pa 11-10-75 □ **WBUD** Trenton NJ 6-18-75 □ **WCAR** Detroit 1-1-76 □ **WCSH** Portland Me 9-1-75 □ **WEAN** Providence RI 10-27-75 □ **WERE** Cleveland 7-1-75 □ **WHVW** Poughkeepsie NY 6-1-76 □ **WILM** Wilmington Del 1-2-76 □ **WINZ** Miami 6-18-75 □ **WITT** Tuscola Ill 6-18-75 □ **WKLX** Norfolk Va 6-18-75 □ **WLBZ** Bangor Me 9-1-75 □ **WMAX** Grand Rapids Mich 6-30-75 □ **WMEN** Tallahassee Fla 9-29-75 □ **WNBE** Orlando Fla 6-18-75 □ **WNIS** Chicago 6-18-75 □ **WNNS** Louisville Ky 9-3-75 □ **WNTS** Indianapolis 2-9-76 □ **WNUS** Springfield Mass 12-30-75 □ **WNWS** New York 6-18-75 □ **WPOM** West Palm Beach Fla 6-30-75 □ **WPOP** Hartford Conn 6-30-75 □ **WQSA** Sarasota Fla 6-18-75 □ **WRBC** Jackson Miss 7-1-75 □ **WRC** Washington 6-18-75 □ **WRIT** Milwaukee 9-29-75 □ **WRNL** Richmond Va 9-22-75 □ **WRR** Dallas 6-18-75 □ **WSLE** Peterborough NH 2-24-76 □ **WWTC** Minneapolis-St. Paul 6-18-75 □



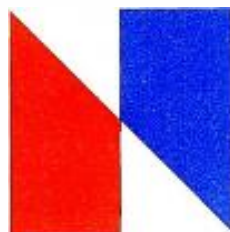
We're Proud
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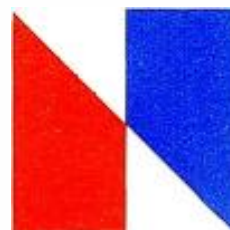
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CONGRATULATIONS
NBC
ON YOUR
50th ANNIVERSARY.



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WFMJ TELEVISION
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Represented Nationally by
BLAIR TELEVISION

**LEADERS IN PROGRAMMING AND SERVICE
IN YOUNGSTOWN, OHIO
William J. Brown, President**

Julian Goodman and Herb Schlosser—the subjects of an extensive BROADCASTING interview in this issue (see pages 84-98) are the two senior executives of NBC.

Reporting to them are 27 men and women of varying titles and responsibilities who bear the main management burden for the broadcasting company. In profile:



David Charles Adams, NBC vice chairman, Few men in broadcasting have operated at so high a level of influence from so low a level of visibility, and for so long, as David Charles Adams. Only once has he been persuaded to accept a title that might put him in the public

eye—that of NBC chairman in 1972. In a realignment of other top management executives two years later he stepped down—willingly, by all accounts—to vice chairman, his present post. He says he's had "pretty much the same job" for most of his 28 years with the

network—supervising staff activities. At one time or another, he says, he has been responsible for all staff departments except finance and personnel. Today, at 63, Mr. Adams keeps primary watch over NBC's research and planning and law departments, as well as the Washington office. But as in the past his voice is heard—and sought—over a wide range of areas.

Mr. Adams entered the broadcasting business by route of its regulatory agency. He earned his undergraduate and law degrees from the University of Buffalo, but left his native upstate New York home and came to Washington. He joined the FCC in 1941 and in his four years of tenure there (interrupted by military service) rose to assistant to the general counsel. His government service also included membership on the U.S. delegation to the five-power Telecommunications Conference in Moscow in 1946 and to other international conferences.

Mr. Adams joined NBC as assistant general counsel in 1947 and in 1953 was elected a vice president. Three years later, he took over corporate relations and in 1958 was elected to the board of directors. A one-year leave of absence came in 1968 and after his return he climbed to board chairman in January 1972.



Robert Thornton Howard, president, NBC-TV network, has come up through the ranks at NBC, starting in 1947 as a page on the network's guest relations staff while attending college. He has been president of the

television network since April 1974.

Mr. Howard celebrated his 49th birthday last week, one week prior to NBC's golden anniversary. In his 29 years with the network, he has earned the reputation of being "one of the best all-around broadcasting executives." Maintaining a low profile is his working style.

After his part-time tenure as a page, Mr. Howard moved to NBC-TV's research department where he worked in program testing and later audience measurement. In 1953, he was named head of research for NBC Radio Spot Sales and two years later was switched to account executive. He joined NBC-TV Spot Sales in 1959 and became national sales manager for WNBC-TV New York in 1963. He moved up to station manager before heading west to become general manager of KNBC(TV) Los Angeles, where he pioneered the two-hour newscast in Los Angeles.

In November 1973, Mr. Howard was summoned back to New York as vice president, administration and operations, NBC television network. The following February he was elected president, effective April 1, 1974.



Richard Charles Wald, president of NBC News, has a relatively short history as a broadcaster. In April 1968 he joined NBC as vice president of NBC News and in January 1973 accepted his present post. Before

49 OUT OF 50 AIN'T BAD!

We were one of the first radio stations in the country to join the NBC network . . . on August 15, 1927.

And during those 49 years, we've served each other well. Pioneered new ideas. Scored a lot of broadcasting firsts.

We've always been proud of our affiliation with NBC. Guess that's why we're still together after all these years.

CONGRATULATIONS



Represented nationally by The Christal Company

joining NBC, however, Mr. Wald built a record of achievement in print journalism. He joined the *New York Herald Tribune* in 1951 as its Columbia University correspondent while enrolled at the college as an undergraduate literature major. He continued with the *Tribune* as religious editor, political reporter and, from 1959 to 1963, as a foreign correspondent in the London and Bonn bureaus. He was named associate editor of the *Tribune* in 1963, and managing editor in 1965. The *Tribune* collapsed the next year, and Mr. Wald became the Sunday editor of the short-lived *World Journal Tribune* in New York. He joined the *Washington Post* in 1967 as assistant managing editor, and in September, 1967, became vice president of Whitney Communications Corp., New York, until he joined NBC.

Today, 45-year-old Dick Wald is concerned with "covering the news as well as ever" and continuing the ratings push. He's involved now in a major series of program changes, especially with the *Today* and *Nightly News* shows, and, as always, in training the younger generation of correspondents "who will be the NBC of tomorrow."

Theodore Holton Walworth Jr. began his broadcasting career 30 years ago in an ABC mailroom for about \$85 a month. He's now president of NBC Television Stations Division and a member of the board of directors. From those inauspicious beginnings in 1946, Ted Walworth paved a road which, although meandering at first, is studded with achievements in more recent years.

He went from the ABC mailroom into network research briefly, and then into the



Walworth

network's radio spot sales division. He decided to enter the "frontier business" of television in 1950 when offered a TV sales job with Edward Petry & Co. He spent two and a half years with the Petry company, then joined NBC Spot Sales in 1953. He'd barely gotten settled there when he was assigned to WNBK(TV), then the NBC station in Cleveland, as its sales manager. In January 1956, he was named director of sales for WRCV-TV in Philadelphia, then owned by NBC, and three years later was appointed station manager. In 1961, Mr. Walworth was called back to New York to rescue a much-troubled WNBC-TV. He was elected vice president and general manager, and during his 10-year stay turned the ratings

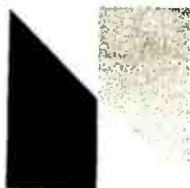
around, bringing home such trophies as a George Foster Peabody Award, an Ohio State Award and numerous Emmys.

Mr. Walworth, 51, arrived at his present post in July 1971, in the division which includes NBC Spot Television Sales as well as the five TV O&O's.

Jack Glover Thayer's radio experience covers virtually every facet of radio operations as they have changed and developed in his more than 30 years as a broadcaster. He has worked in the music library; he's worked as a staff announcer. He was a salesman, traffic director and a producer. He has worked in sales promotion, as an independent consultant and in station management. In July 1974, his years of experience and reputation as an aggressive, creative leader, brought him to the post he holds today as president of NBC Radio Division.

Mr. Thayer began his radio career as a staff announcer with KOBH(AM) (now KOTA) Rapid City, S.D., in 1942, shortly after his graduation from Nebraska State College. After one year, he joined WLOL(AM) Minneapolis-St. Paul as a disk jockey and staff announcer, and soon became involved in sales, promotion and traffic. In 1952, Mr. Thayer joined WTCN-AM-TV Minneapolis-St. Paul, sharpening his on-air skills and adding promotion and programing functions to his growing list of responsibilities. He moved to WDGY(AM) Minneapolis-St. Paul four years later as an on-air personality and in 1957 became the station's general manager. Mr. Thayer moved to the West Coast in 1958, becoming vice president and general manager of KFRC(AM) San Francisco. He accepted the same post at WHK(AM) Cleveland in 1959, and remained there six years. He returned to

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ALBANY
GEORGIA

WJHG-TV
PANAMA CITY
FLORIDA

KTVE-TV
ELDORADO
ARKANSAS

We knew
you'd be great
back in '28.

Congratulations, NBC.
It's been a great
48-year partnership.

We salute you, NBC, at your 50-year milestone of broadcasting leadership. We're proud to have been one of your first radio affiliates — when our KSTP and KOB radio joined your family way back in 1928. Our partnership and friendship have continued for 48 years, as we've marched side by side pioneering the dynamic world of broadcasting — together.

In 1948, we further expanded our relationship as our KSTP-TV became your first television affiliate — and shortly thereafter as the first in full-color broadcasting. We're proud to say “we knew you back when” and knew you'd be great. We're proud to have shared your greatness and look forward to more golden memories with you in the years ahead.

Hubbard Broadcasting
Stanley E. Hubbard, Founder and Chairman. Stanley S. Hubbard, President and General Manager. INC.

KSTP-TV Minneapolis- St. Paul	KSTP-AM Minneapolis- St. Paul	KSTP-FM Minneapolis- St. Paul	KOB-TV Albuquerque	KOB-AM Albuquerque	KOB-FM Albuquerque	WTOG-TV Tampa- St. Petersburg	WGTO-AM Cypress Gardens
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Cheers on your 50th, NBC.

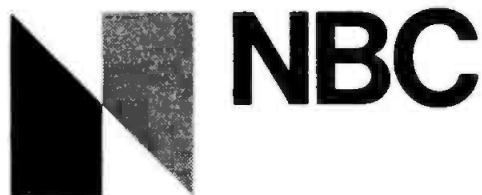


WE'VE SPENT A LOT
OF VINTAGE YEARS
TOGETHER.

Our long-time affiliation with NBC has helped make WAPI the toast of the town. And today, we're still bubbling over with enthusiasm about our association . . . because great networks . . . like great wines . . . improve with age.

WAPI AM • FM • TV Birmingham, Ala.

Congratulations



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Thayer

the West Coast as a vice president and general manager in 1965, this time for KLAC (AM) and KMET (FM) Los Angeles. In 1969, Mr. Thayer formed his own company, Radio Consultants Inc., serving stations in several major markets before joining NBC in 1974.

As president of the Radio Division, Mr. Thayer feels "just as excited about radio" as when he began. His responsibilities with NBC cover the NBC Owned Stations, the Radio Network and the News and Information Service.



Thomas Warren Sarnoff is in charge of all functional operations for NBC-West Coast, with responsibilities ranging from business affairs to labor relations to some programming decisions. In addition to his post as staff executive vice president, West Coast, he is president of NBC Entertainment Corp., partner firm with Walt Disney Entertainment Corp. in the production/touring of "Disney on Parade." Among other distinctions, Mr. Sarnoff, 49, is the youngest son of the late Brig. General David Sarnoff.

His television career began with ABC in Los Angeles in 1949, as floor manager, then assistant director, assistant to the production manager and supervisor of sales operations. He moved to Metro-Goldwyn-Mayer Studios in 1951, then joined NBC in 1952 as assistant to the director of finance and operations. Mr. Sarnoff later became director of production and business affairs, was elected vice president in 1957, progressed through vice president-administration, West Coast, and was put in charge of West Coast, NBC, in 1962. He

Happy Anniversary

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PENNSYLVANIA ONLY ONE WAY TO THE BIG MIDDLE



**JOHNSTOWN-ALTOONA ADI
WITH MORE THAN
2.59BILLION DOLLARS***

**AND IN THE JOHNSTOWN - ALTOONA
MARKET WJAC-TV IS No.1** IN**

TOTAL TV HOMES
TOTAL WOMEN
TOTAL WOMEN 18-34
TOTAL WOMEN 18-49
TOTAL MEN



*SRDS 4/74 Consumer Spendable Income
**Johnstown-Altoona, F/M 1974 ARB & NSI,
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was elected staff executive vice president there in 1965. Mr. Sarnoff is currently chairman of the board of trustees of the National Academy of Television Arts and Sciences; on the board of the American Film Institute; a director of NABCAT Inc. and Valley County Cable Television as well as serving on a number of civic and charitable associations.

Myron (Mike) Benjamin Weinblatt, NBC-TV executive vice president in charge of sales, advertising and promotion, has been with NBC for 19 years, during which time he has headed three major network functions: talent and program administration, sales and programing.

The beginning came in 1957, when Mr. Weinblatt returned from a year of travel in Europe to a job in New York as a clerk in the network's scenic design shop. One year later, he was appointed manager for business affairs in facilities operations. That initiated a path of management and director positions that led to sales in 1962. He entered sales as manager of participating program sales with responsibility for both the *Today* and *Tonight* shows. He climbed the sales ladder to vice president, Eastern sales, NBC-TV, in 1968 before moving over to the talent area. As vice president for talent and program administration, Mr. Weinblatt negotiated for NBC with agents, studio heads and talent in all phases of entertainment. Sales beckoned Mr. Weinblatt again in 1973 when he was promoted to vice



Weinblatt

president of sales. By 1975, that title was expanded to senior vice president and that May Mr. Weinblatt was promoted to executive vice president in charge of programing and sales.

Today, Mr. Weinblatt's responsibilities cover sales, advertising and promotion.

Robert E. Mulholland took over nearly two years ago as executive vice president, NBC News, a position with over-all responsibility in four major areas: regular and special news programing, news-gathering operations, news documentaries and NBC-owned television station news.

Mr. Mulholland, 42, began his association with NBC in 1961 as a news writer for WMAQ-TV, the Chicago O&O. He received BA and MA degrees from Northwestern University (the latter in journalism in 1956). From 1963-67 he was Chicago field producer, European producer, and associate producer of *The Huntley-Brinkley Report* in Washington. In September 1967 he became director, news, West Coast, and there he started the first two-



Mulholland

hour local news program in a major market at KNBC. He was named executive producer of the *NBC Nightly News* in July 1972, having been a producer of the program for the previous year.

In 1973 Mr. Mulholland became vice president, television news, and served in that post until his most recent assignment.

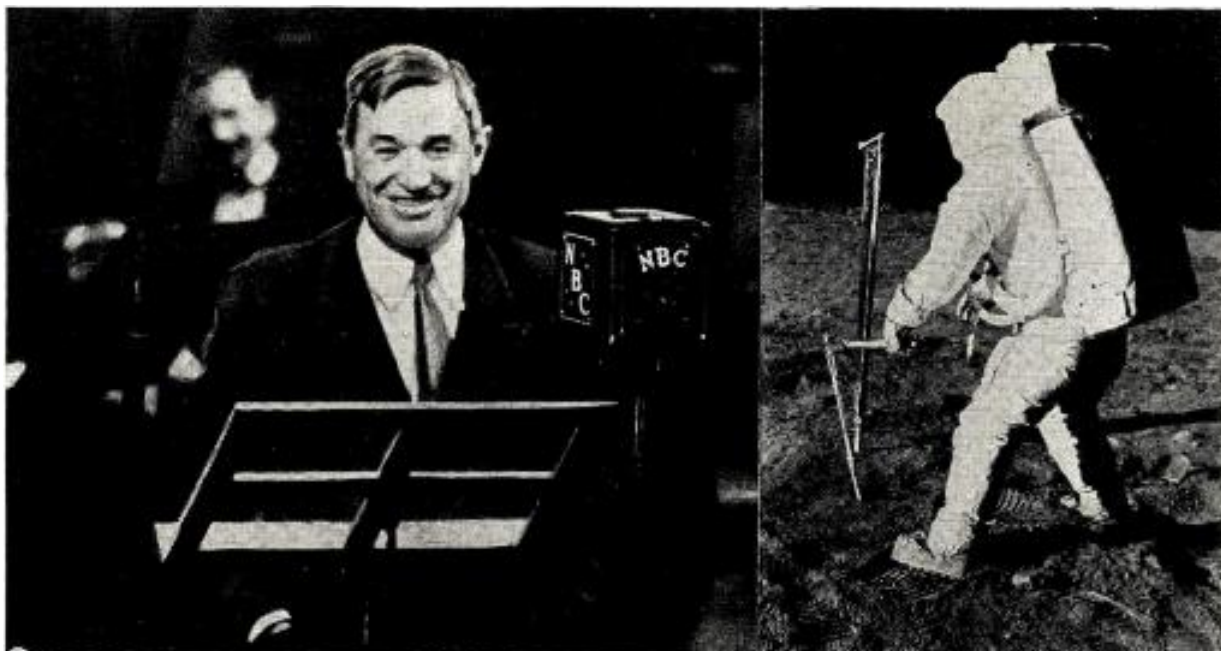
Arthur A. Watson, executive vice president of the NBC Television Stations division since April of this year, is the man to whom the general managers of the five NBC-owned television stations report.

Prior to the appointment, Mr. Watson, 46, was executive vice president and general manager of WNBC-TV New York for five years, during which the station debuted the "NewsCenter 4" format, New York's first two-hour daily local news program.

Mr. Watson's first association with NBC was in 1956 as operations analyst in New York, and later as senior operations analyst. He moved to WRCV-AM-FM, the NBC-owned Philadelphia stations at that time, as business manager in 1959. He moved through the ranks of station manager and general manager there, then became general manager of WKYC-AM-FM-TV Cleveland when NBC and Westinghouse exchanged ownership of the Philadelphia and Cleveland stations in 1965. He remained in that post until 1969 and then served for two-and-a-half years as president of the NBC Radio division before his appointment at WNBC-TV.



Watson



FROM WILL ROGERS TO NEIL ARMSTRONG TO...

... coverage of the Democratic and Republican Conventions in this Bicentennial year ... and beyond.

Will was a part of the inaugural four hour broadcast when NBC began in 1926. Neil stepped on the moon in 1969, and NBC was there for that awesome event.

In between, there was Eddie Cantor, Ed Wynn, Rudy Vallee, the Marx Brothers, the Red and Blue Networks, Little Orphan Annie, FDR's fireside chats, Al Jolson, the Today, Tonight and Tomorrow Shows ... and so much more.

Fifty great, chaotic, wonderful, heart-rending and marvelous years. Years of drama, music, variety, the development of electronic journalism and color television.

We've been along for many of those years and events that NBC mikes and cameras have covered.

We can hardly wait for the second fifty!

CONGRATULATIONS NBC! The first fifty



MULTIMEDIA

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WXII-TV/Winston-Salem, N.C.

WLWT-TV/Cincinnati, Ohio

WTLV-TV Congratulates



on its 50th Year

We're proud of our affiliation for TWO DECADES
of that great half-century.
The Action News station in the Jacksonville TV market

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WTLV-TV 12 
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A Harte-Hanks Television Station



Alvin Rush, senior VR program and sports administration, NBC-TV network, is responsible for program and talent acquisition for entertainment, news and sports programs and for contract administration and music and literary rights. He first joined NBC in 1954 as attorney with the law department. Two years later he went to the television department of MCA Inc. as VP. In 1967 he joined Creative Management Associates, working in both Hollywood and New York, as VP. Deciding that New York was the place he and his family preferred to live and that in New York, a television network was the base from which he could make the maximum contribution of his talent and background, he rejoined NBC-TV as VP talent and program acquisitions in April 1973. In January 1975 he was elevated to his present position, in which he negotiates with production firms, sports organizations and individual television personalities and screens practically everything that is considered for scheduling by NBC-TV.



David William Tebet's middle name isn't "talent" but it should be since that's what has occupied most of the NBC senior vice president's 20 years with the network. "I deal with the stars and over the years they've become some of my closest friends. Even when the news is bad I don't lie to them, and they know it." That's how he describes his relationships through the years with show biz luminaries who include Frank Sinatra, Bob Hope, Johnny Carson (Mr. Tebet is in charge of the *Tonight Show*), Red Skelton, John Wayne,



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NBC . . . on your 50th birthday,
you deserve to have your cake and eat it too.
That's why we're proud of your IRTS Gold Medal Award.



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David J. Jones
President & General Manager

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NBC LITTLE ROCK, ARKANSAS

Robert L. Brown
President & General Manager

KTAR-TV

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NBC... CONGRATULATIONS ON 50 YEARS

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Gulf Coast.



NBC on
WALA-TV



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Congratulations
NBC

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WLBT

Is Proud To Be
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And The Future

TV-3
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Cary Grant and a host of others.

Mr. Tebet started in the entertainment business as a press agent in Philadelphia in 1942. The lure of New York was too strong, however, and he left Philadelphia in 1943 to do publicity for the John C. Wilson organization (producers of Noel Coward, Tallulah Bankhead, Katharine Cornell and Alfred Lunt), the Theater Guild and others. He was introduced to television through another of his clients, Max Liebman Productions. Mr. Tebet handled Liebman's *Your Show of Shows* with Sid Caesar and Imogene Coca. Mr. Liebman produced NBC's first special (then called rather modestly, a "spectacular"), *Satins and Spurs*, starring Betty Hutton with Mr. Tebet handling the publicity. In May 1956 NBC hired him to run the spectaculars, which were being turned out at the rate of one a month. Three years later the rapid growth of the network and the confusion that existed in bidding for actors prompted him to propose the formation of a talent-relations department. NBC's top brass took his advice, set up the department and named Mr. Tebet as its director. The next year he was made vice president of talent and in 1975 moved up to his present position.

NBC will have Dave Tebet, 61, around a while longer—he signed a new three-year contract in April to continue what he calls, "a very rewarding job," working with and talking to actors "as a friend, not as a corporation."



Corydon Bushnell Dunham Jr. is NBC's vice president and general counsel and has been with the network since 1965. He went to Bowdoin College in Maine and after he was graduated from Harvard Law School in 1951 he joined the prestigious New York law firm of Cahill, Gordon, Reindel & Ohl, where he was involved with litigation in state and federal courts as well as financing and general corporate matters.

Mr. Dunham, 48, joined NBC as an assistant general attorney. He came to the network, he says, because "I was looking forward to working in a dynamic and varied industry. And I haven't been disappointed ... To some extent, as a lawyer, I become involved in the excitement of the creation of new programs. There are all kinds of technological developments afoot, particularly with respect to CATV and satellites, that have all kinds of legal ramifications." In the fall of 1968 he was named vice president and general attorney with over-all responsibility for the company's legal activities. He supervises a staff of attorneys in New York, Hollywood, Chicago and

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ON ITS
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ANNIVERSARY
FROM

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NOW THE
***101ST**
TV MARKET
AND
GROWING!!

WE'RE PROUD OF
THE 23 HAPPY YEARS
OF NBC-TV AFFILIATION
SINCE OUR FIRST
TELECAST ON
NOVEMBER 1, 1953.

*ARB Market Rank
1975 - 76

Washington. The scope of his activities includes preparing for hearings before regulatory agencies, reviewing talent or production contracts or conferring with other department heads. He was elected to the board of directors in 1974.

Carl Lindemann Jr., vice president of sports for NBC since 1963, joined the network in 1948 as a student engineer. Production became his game in 1953 when he was appointed associate producer of *The Kate Smith Hour*. He moved to the *Home* show in 1954 as unit manager and the following year was named business manager of the NBC-TV program department. Later that year he became program supervisor and in 1957 was named director of daytime programs.

Called the "chief architect" of the NBC Sports program, Mr. Lindemann, shortly after he became head of NBC Sports, persuaded NBC to put up \$42 million for a five-year contract with the then-struggling American Football League. The deal not only drew the new league away from ABC but helped establish it as legitimate competition for the



Lindemann

National Football League, leading later to the merger of the two.

Under Mr. Lindemann's leadership, NBC claims pre-eminence in live sports coverage. He was instrumental in adding 90 regular-season college basketball games to its schedule in the 1975-76 season—these in addition to the NCAA basketball championship games carried by the network since 1969. NBC broadcasts the Super Bowl, the World Series, and the baseball All-Star Game every other year. It also has the Rose Bowl, the Orange Bowl and the Senior Bowl, the Wimbledon and World Championship Tennis tournaments, plus, for the 1976-77 season, another package of weekly regular-season college basketball games.

Robert C. Blackmore has over-all executive responsibility for all areas of NBC-TV sales, including nighttime, daytime, Saturday morning, *Today*, *Tonight*, *Tomorrow*, *NBC Saturday Night*, news, sports and specials. He was named to the job, vice president, sales, NBC Television Network, New York, in May 1975.

Mr. Blackmore, 50, joined NBC as a sales supervisor with NBC Films in Hollywood in 1953, after getting his start in television as a



Blackmore

CBS page while attending the University of Southern California. He worked in San Francisco and Chicago for NBC Films before returning to the West Coast in 1963 to open the *Today* and *Tonight* sales office. He moved to New York in 1965 to be a network account executive, and in later years moved through NBC-TV's participating program sales area as director and later as vice president. He was appointed vice president of eastern sales in June 1973, where he served for two years, heading NBC's largest single area of sales activity, prior to his current post.

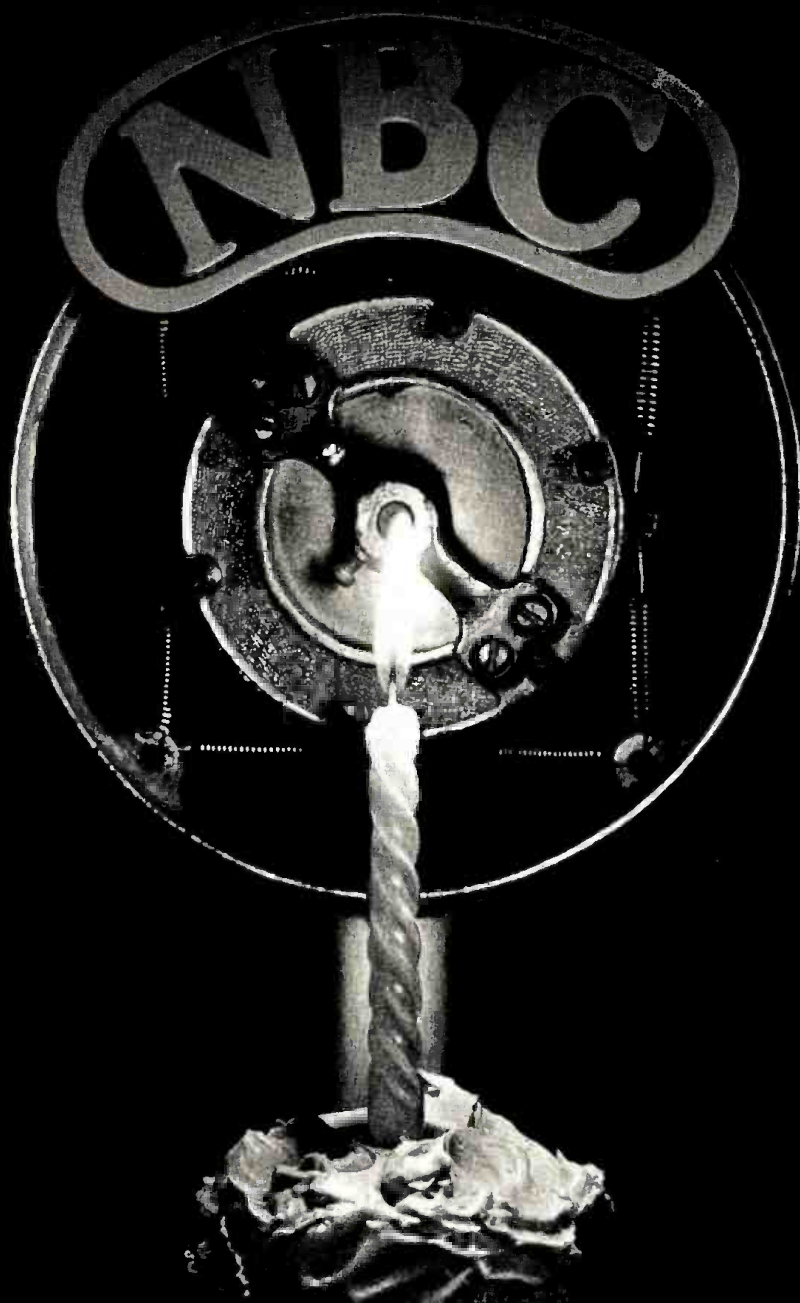
John James McMahon is NBC-TV vice president of programs, West Coast. He came to the network in September 1972 after 14 years with ABC.

A Northwestern University graduate and a Korean War veteran, Mr. McMahon entered broadcasting through sales. He was an account executive at ABC Films and the network's O&O's in New York and Chicago. He then was named general sales manager at ABC's WLS-TV Chicago, vice president and general manager of ABC's WXYZ-TV Detroit and, in 1968, VP and general manager of KABC-TV Los Angeles, a position he held until his move to NBC. Mr. McMahon is concerned, in his words, with the "development and care of our prime-time schedule." Right now he's excited about the "best seller" concept for next fall. "We're doing a series of novels for a specific time period—not one-time specials,



McMahon

Happy Birthday.



Just think, 50 years old. A half century of broadcasting history.

With crystal radio and color television you've charmed us, entertained and informed us. From the "Collier's Hour" to "Monitor." From the golden days of yesteryear to "Today," "Tonight" and "Tomorrow."

The greats you've brought us are a Who's Who of the airwaves. Will Rogers, Groucho Marx, Graham McNamee,

Bob Hope, Milton Berle and Sid Caesar. Toscanini, Hallmark Hall of Fame, Howdy Doody. John Chancellor, Huntley and Brinkley, John Cameron Swayze.

Not to mention Ben, Adam, Little Joe,

Hoss, and Hop Sing.

KRON is proud to have been a part of your network family since 1949. The affiliation has been a fine one.

KRON

NBC for the San Francisco Bay Area

but one every week."

In addition to his broadcast activities, Mr. McMahon, 46, is active in many civic groups including terms on the board of directors of the California Broadcasters Association, the Hollywood chapter of the National Academy of Television Arts and Sciences, a past president of the Hollywood Radio and Television Society and a former chairman of the Permanent Charities Committee campaign.



Irwin Bernard Segelstein, executive vice president, programs, NBC-TV, broke into the broadcasting business at Benton & Bowles in 1947, a time when advertising agencies were major program suppliers. In his 18 years with B&B he rose from production assistant to vice president in charge of programming. In 1965, Mr. Segelstein was tapped by CBS-TV for the position of vice president, programs, New York, and five years later was promoted to vice president, program administration. The recording industry became his concern in 1973 when he accepted the job of president, CBS Records Division. Mr. Segelstein, 51, returned to television programming in April of this year (see "Profile," page 141).

Paul Lester Klein left the NBC fold in 1970 after nine years to start Computer Television Inc., a pay-as-you-watch cable movie service for hotels. In March of this year, after selling his interest in CTI to Time Inc., he returned as NBC-TV's vice president for network marketing and planning.

The penchant for facts and figures that Mr.



Klein

Klein, 47, displayed as a philosophy and math major at Brooklyn College helped him land a research analyst job in 1953 at the Biow Co., a New York ad agency. A year later he went to Doyle Dane Bernbach and in 1955 became DDB's director of research. His career with NBC started in 1961 when he joined the research department as ratings supervisor. Promotions came yearly and in 1965 he was named vice president, audience measurement. According to one NBC executive, Mr. Klein's knowledge of demographics made him "one of the few nonprogram executives permitted to sit and offer ideas at the program department conferences." He was also a leader in convincing the network to go 100% color.

His own venture, CTI, was the first company to use a computerized cable system to feed and charge viewers for first-run motion pictures with systems in more than 80 hotels in most major U.S. markets. During this hiatus from NBC he managed to keep busy with activities other than CTI. These included writing numerous magazine articles about television (he is still a contributing editor to *New York* magazine) and consulting the Lincoln Center, Janus Films, the Ford Foundation, the Corporation for Public Broadcasting and the Public Broadcasting System. His work for PBS included purchasing and scheduling the "Festival '76" membership programming that was aired this past March.



Donald John Mercer, vice president, station relations, joined NBC 41 years ago as a page. Twice since then Mr. Mercer's career at NBC has been interrupted. The first time came during World War II, when he served as a captain in the U.S. Army. And between 1948 and 1951, Mr. Mercer was assigned to the parent company, RCA, in broadcast-oriented posts.

Mr. Mercer, 59, has been NBC's middleman, serving as liason between the network and its affiliates, since 1955—first as director and later (May 1967) as vice president for station relations.

His climb through the ranks at NBC covered various posts. From a page in the guest relations department, Mr. Mercer moved to a writing position in the promotion department and later in NBC's Radio Recording Division. After the war, he became sales director for NBC Radio Recording. Next he moved to the RCA Victor Division as manager of recorded program services. That position led him to the station relations department, which he heads.

Continues on page 79

In the next twelve pages, NBC presents a capsule history of its fifty years of broadcasting.



**"Miss Flora Thornton has just sung
'Silver Threads Among the Gold.'
"We will now stand by for distress signals."**



The time was November, 1926. It had been only a few years since a fever had swept America. Intoxicated by the simple idea of *hearing* things—an egg frying on the sidewalk, a soprano rehearsing in a garage—the nation had gone wild for *radio*. By 1924, the number of radio stations had jumped to nearly 1400, most of them operated by hobbyists or as promotional sidelines to businesses. But now the craze was sputtering. Schedules were erratic, frequencies in chaos. Often a listener who “tuned” a coloratura ended up hearing a crop report. And the number of stations had plummeted to 600.

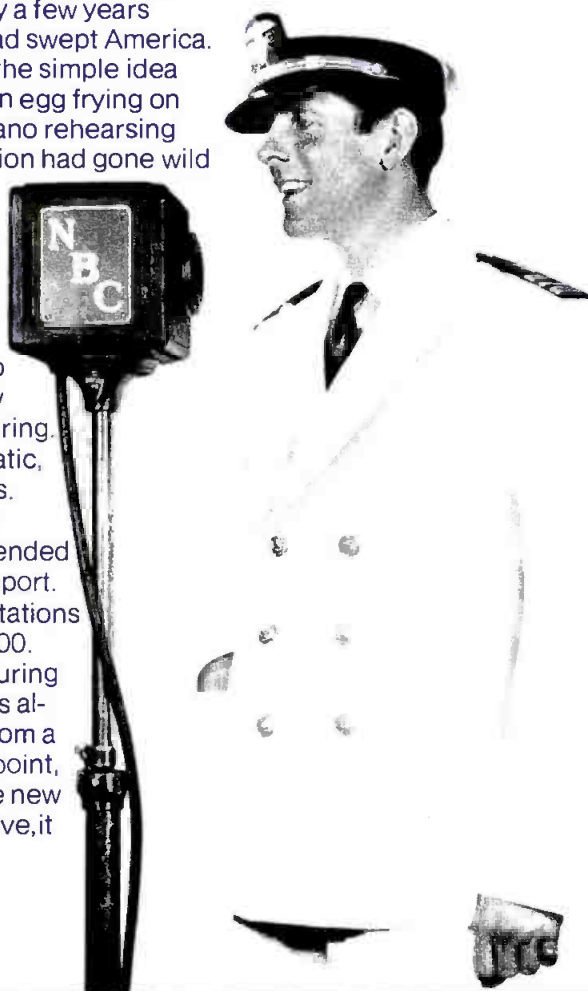
From a manufacturing standpoint, radio was already an industry. From a programming standpoint, it was still a toy. If the new medium was to survive, it

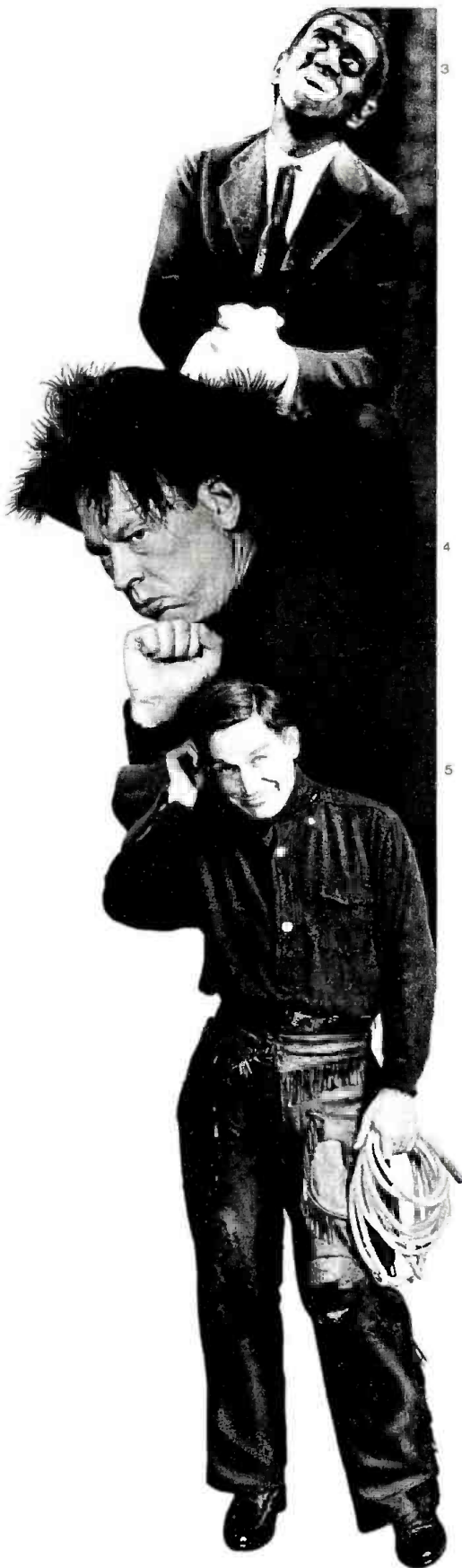
needed something more.

By the end of 1926, it had that something. The new medium was flourishing again, this time for good. A new idea had saved broadcasting from infant mortality.

Its name was NBC.

The idea itself had been hatching for several years. Back in 1916, a young employee of the Marconi wireless company had recommended the manufacture of a home receiver that would make radio “a household utility in the same sense as the piano or the phonograph.” The young telegrapher’s name was already something of a household word: it was David Sarnoff who, four years earlier, had relayed news of the “Titanic” disaster to the world. At first, Sarnoff’s proposal for “home radio” was greeted with skepticism by his superiors; in 1921, he made believers of everybody by engineering the first public radio broadcast—a blow-by-blow description of the Dempsey-Carpentier heavyweight championship.





That event signaled the start of the radio boom. When, five years later, Sarnoff proposed a "central broadcasting organization" to solve the medium's programming dilemma, it marked a leap forward in communications history.

If any doubts remained that a new era was at hand, NBC's inaugural transmission dispelled them. That first broadcast, from the ballroom of the old Waldorf-Astoria on 34th Street and Fifth Avenue, lasted from 8 p.m., November 15, 1926 to 12:25 the next morning. It featured the New York Symphony, the New York Oratorio Society, Will Rogers,⁵ Weber and Fields, and the dance band of Vincent Lopez. It was carried by 25 stations in 21 cities and was heard as far west as Kansas City.

Public demand for the new service skyrocketed. Within two months, NBC was operating two networks, the Red and the Blue (later to become the American Broadcasting Company). Within two years, both networks were broadcasting coast-to-coast on a regular basis. In 1927, NBC moved into made-to-order studios at 711 Fifth Avenue—its home address for the next six years.

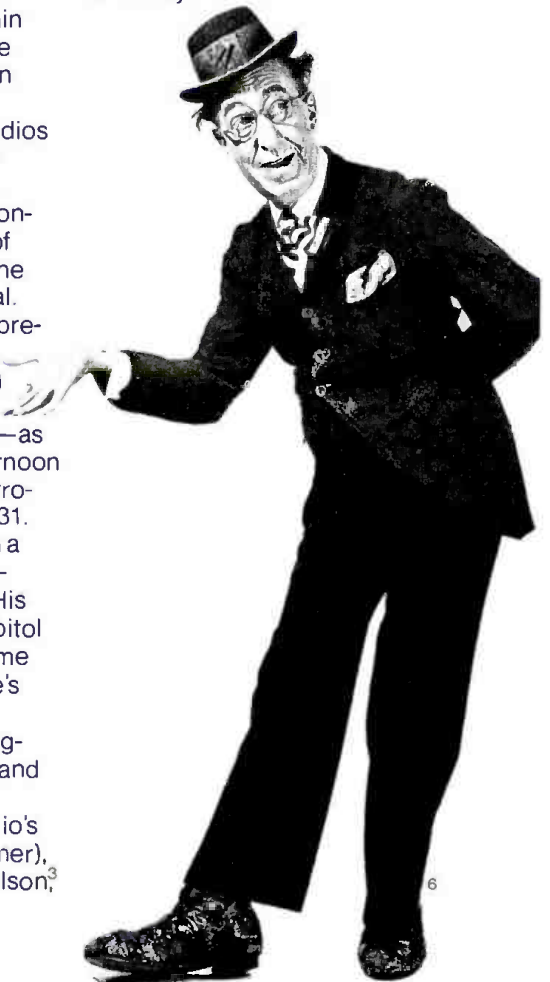
Those six years saw an astonishing evolution in the world of entertainment. At the outset the programs were largely musical. Walter Damrosch's "Music Appreciation Hour" and the "Voice of Firestone," both premiering in 1928, greatly widened the public taste for serious music—as did the weekly, Saturday-afternoon NBC broadcasts from the Metropolitan Opera, launched in 1931.

For a nation suffering from a Depression, comedy-variety—foreshadowed by "Roxy and His Gang" and "Major Bowes' Capitol Family"—was an effective home remedy. Reports of vaudeville's death at the hands of talking pictures had been greatly exaggerated; vaudeville was alive and well—on radio. NBC had the major stars: Eddie Cantor (radio's first regular, big-name performer), Jack Pearl, Rudy Vallee,⁶ Al Jolson,³

Fred Allen,⁴ the Marx Brothers.¹¹ With the variety program came the studio audience, an institution born when Will Rogers stepped into a corridor and invited everyone in sight to attend his NBC broadcast.

Radio also created its own stars—like NBC's Graham McNamee, a singer turned announcer, and later straight man for Ed Wynn.⁸ To the listening audience, early radio announcers were like members of the family, and were often mentioned in wills.

From the beginning, diversity was the hallmark of the NBC schedule. Programs like "Real Folks," "One Man's Family," and "The Rise of the Goldbergs" were early innovations in radio drama, forerunners of the serials and situation comedies to come. "Amos 'n' Andy," which premiered as a Monday-through-Friday NBC series in 1929, quickly became the most popular program of its day.





By 1933, the year NBC moved into its new headquarters in Rockefeller Center ("Radio City" to the millions who made it a tourist mecca), the NBC network was the clear leader in audience, talent, and prestige. "Fibber McGee and Molly" made its NBC debut in 1935, as did "America's Town Meeting of the Air," a prototype of many future interview and panel shows.

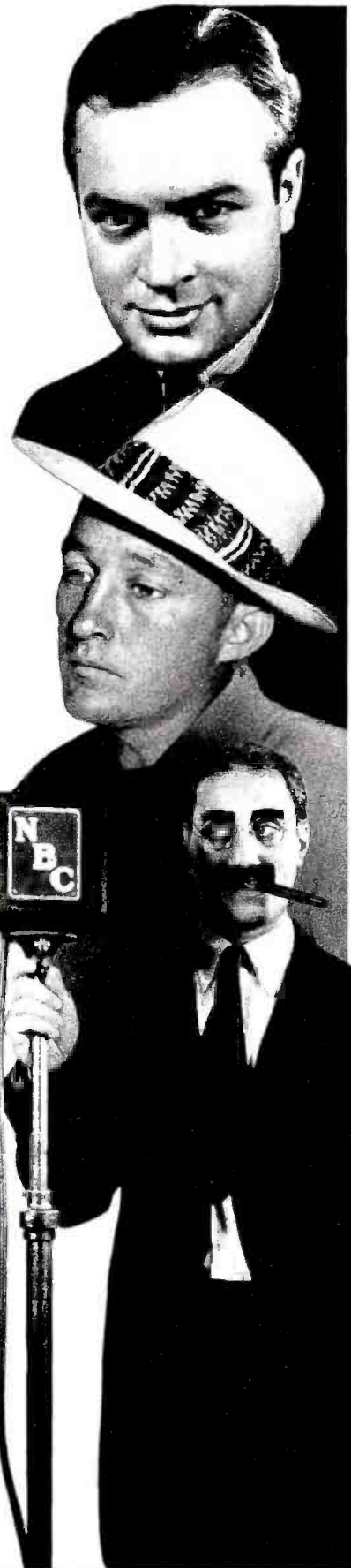


By 1937,⁸ Jack Benny had become an NBC regular. So had Charlie McCarthy (much to the amazement of Edgar Bergen, who thought a ventriloquism act would baffle

a radio audience). In 1938, NBC broke a long-standing taboo against ad-libbing and the talk-show was born—with Mary Margaret McBride at the helm.

Even Hollywood was getting into the act. Earlier, the motion-picture industry had tried to counter the radio boom, first by proclaiming that "Movies Are Your Best Entertainment" (a slogan it abandoned when the initials were found to spell "maybe"), then by boycotting the medium entirely. By the late thirties, studios were not only permitting their stars to entertain on radio but turning to radio for talent: radio performers like Jack Benny, Bob Hope,⁹ Bing Crosby, and Edgar Bergen became movie stars as well. Moreover, Hollywood was joining New York and Chicago as a radio production center in its own right, contributing regular series like NBC's "Lux Radio Theatre."

The NBC Symphony made its on-air debut in 1937, and was instantly hailed as one of history's great orchestras. For 17 years, the NBC Symphony performed under ⁷Arturo Toscanini's baton. There was nothing to equal it in the world of broadcasting. Under NBC's



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leadership, radio was growing steadily as a medium of expression and enrichment.

By the late thirties, it had also become a trusted source of news and information. Unlike newspapers or newsreels, radio was "up-to-the-minute" (a phrase which came in with radio), and all of it (including coast-to-coast entertainment programs, which had to be performed twice) was *live*.

Many of radio's experimental broadcasts had been of news events. Conventions and election coverage, which had fascinated listening audiences, started on NBC in 1928. By the early thirties, NBC listeners had heard Gandhi, Einstein, Pope Pius, William Beebe (from his bathysphere 2,000 feet under the ocean), H. G. Wells, George Bernard Shaw, and the ¹²"fireside chats" of FDR, whose first

NBC News was born.

Eventually it was to become the largest broadcast news organization in the world, and the pressure of world events in the late thirties hastened its expansion. Commentators like Merrill Mueller and Dorothy Thompson became figures of international importance. Network broadcasting had become a kind of national nerve system, instantly responsive to developments all over the globe. And now, with the thirties drawing to a close, NBC gave the public its first look at a new broadcasting medium.

Television had been in the works for some time—indeed, ever since the early days of network radio. The pioneers, again, were NBC and RCA. By 1932, NBC was operating a television station from the Empire State Building,

"Gone with the Wind" to the 1940 election returns.

Excitement over television ran high. The medium appeared ready to take off, but larger priorities intervened. By the end of 1941, America was at war. Precious materials and assembly lines were needed for the war effort. NBC put television on the shelf.

Radio, too, was going to war. NBC, which had been the first network to send a war reporter to Europe, greatly enlarged its news



inauguration was broadcasting's most intricate program to that date.

As yet, though, radio was not in the news-gathering business; announcers simply read wire-service copy over the air (or, in the early case of Phil Cook, sang the news while strumming on a ukelele). When the print media began withholding their services from broadcasters, late in 1933,

at 34th and Fifth—the site of its first network radio broadcast.

But it was NBC's telecast of Roosevelt's 1939 World's Fair keynote address that started the medium on its way. By 1940, NBC was offering a wide variety of fare—fashion shows, kitchen shows, puppet shows, wrestling, college baseball—everything from sidewalk interviews at the premiere of



operations. In 1940, H. V.¹³ Kaltenborn came to NBC joining a distinguished staff of correspondents that included John McVane and Don Hollenbeck. Dozens of foreign pickups, including battle-front reports, were broadcast every day of World War II. Network radio, which had helped create a sense of national identity and hope during the Depression, now strengthened the American purpose in a time of greater trial.

Radio had reached maturity. It had proved that it could do a variety of things well, even brilliantly—entertain, enlighten, innovate, inspire. It continued to prove it. In 1942, NBC launched the "NBC University of the Air," the first network series to offer college-level instruction on a systematic basis. Action-adventure programs like "Mr. District Attorney," which had premiered in 1940, found wide acceptance in the late forties. NBC's comedy-variety line-up now included stars like Red Skelton, Phil Harris and Alice Faye, Abbott and Costello, and Perry Como; and programs like "Duffy's Tavern," "The Aldrich Family," and "Grand Ole Opry."¹⁴



NBC panel shows like "Quiz Kids" and "Information Please" became national pastimes, along with audience-participation programs like "Truth or Consequences" and "People Are Funny." The tape recorder, a wartime invention, was revolutionizing program production, especially news and documentaries. And radio's success as an advertising medium was triggering another development—the resurgence of television.

Black-and-white RCA sets went on the market in 1945; by 1950, there were five million television sets in use. If novelty was one

reason for the surge, NBC programming was a more compelling one. Many of the earlier telecasts focused on special events: the opening of U.N. Security Council sessions, the Joe Louis-Billy Conn championship fight, the inauguration of President Truman. Then came the regular programs: "Kraft Television Theatre," "Kukla, Fran and Ollie," Milton Berle¹⁶ and the "Texaco Star Theatre," and "Comedy Hour" with Eddie Cantor, Jimmy Durante, Jack Carson, Martha Raye.¹⁶

The talent came from everywhere—Broadway, Hollywood, radio, the concert stage. Explosive as radio's growth had been in the twenties and thirties, television soon topped it; the audience was doubling every year. Nothing could stop the new medium. By 1951, television cables and relays spanned the continent. Movie, sports, and nightclub attendance were all dropping—particularly on Saturday night, when Sid Caesar¹⁷ and "Your Show of Shows" were providing incomparable entertainment (at an unbeatable price).

Some television programs were patterned on radio, and NBC programs like "Voice of Firestone," "Meet the Press," and "You Bet Your Life" made the transition smoothly. But television quickly developed its own forms. NBC's 26-week "Victory at Sea" series,¹⁵ with music by Richard Rodgers, could have been effective only on television. Programs like the





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"Hallmark Hall of Fame," "Robert Montgomery Presents," and "Goodyear Television Playhouse" gave rise to an intimate, close-up form of drama never attempted on the stage or in films.

From this era came writers like Reginald Rose and Robert Alan Aurthur, actors like Kim Stanley and Sidney Poitier, directors like

Hollywood itself, meanwhile, was locked in another boycott against broadcasting. Just as the studios had held back their stars from radio, now they kept their films from television, and even frowned on showing television sets in movie scenes. But history repeated, and by the mid-fifties Hollywood was well on its way to becoming a major television program center. NBC's "Dragnet," filmed in Los Angeles, started the trend. Its fast-paced style and use of real exteriors set a pattern for dozens of action series to come.

NBC's radio commitment to serious music carried into the early years of television. In 1950, NBC formed the NBC Opera Company, whose performances were seen regularly through 1966 on the "NBC Opera Theater." This series had a double role: to present the entire repertory of classical operas in English, with attractive performers in produc-

television developments owed nothing to other media. They were pure *television*—highly successful experiments with time-periods and program length, content and form.

"Today," launched in 1952 with ²¹Dave Garroway as host, evolved into a unique, early-morning, Monday-through-Friday blend of news and entertainment, the single most influential program in the worlds of politics and publishing. Often imitated, "Today" is still unequalled after nearly a quarter of a century on the air.



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Two years after the introduction of "Today," "Tonight" entered the NBC schedule—the first late-night, 90-minute series on network television. An instant, talked-about success, the program kept topping itself in popularity, as first Jack Paar and then Johnny Carson ²³succeeded Steve Allen as host. Like "Today," "Tonight" has been copied time and again; but no other program has captured its spirit of spontaneity, humor, topicality, and professionalism.



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John Frankenheimer, Sidney Lumet, and Arthur Penn. Perhaps the single most celebrated television drama of the time was Paddy Chayefsky's "Marty," telecast in 1953 on the "Goodyear Television Playhouse," starring a then unknown actor named Rod Steiger.

tions adapted to the television screen; and to commission new works suitable for television—such as Gian-Carlo Menotti's "Amahl and the Night Visitors" ²⁰which had its premiere in 1951 and became a television classic.

But the most far-reaching NBC

Perhaps the most important NBC programming innovation of all came in 1954, with the invention of the "special." Radio had broadcast special events as they occurred; the idea of withholding time periods for programs of unusual interest, in news or entertainment, originated with NBC Television. The first special (then called a "spectacular") was "Satins and Spurs," starring Betty Hutton. In 1955, NBC's special telecast of "Peter Pan," starring Mary Martin,²⁵ attracted 65,000,000 viewers—the largest audience to that date for any television program.

Today, the special is a familiar form on all networks. Not surprisingly, NBC has presented more specials (and more different kinds of specials) than any other network, from Laurence Olivier's "Richard III" to "An Evening with Fred Astaire"²⁴ to the immensely successful specials starring Bob Hope.

In television technology, too, NBC was showing the way, and



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nowhere was its pioneering spirit more evident than in the area of color. As far back as 1946, RCA had demonstrated a compatible color system which would enable color to develop from the black-and-white medium. In 1953, the Federal Communications Commission approved compatible color

on audiences and advertisers was enormous. Other broadcasters jumped on the color bandwagon. Once again, singlehandedly, NBC had transformed broadcasting.

Program content, meanwhile, was changing—and more rapidly than it had in radio. In 1950, 108 radio programs had been on the air for ten years and 12 of these had been on the air for 20 years. The television audience, by contrast, was restless for novelty. In the late fifties, Westerns and medical series caught hold. In 1961,

²⁶ "Alfred Hitchcock Presents" and



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standards along lines pioneered and developed by NBC and RCA.

NBC's first network colorcast was the 1954 Tournament of Roses parade. In 1959, NBC's "Bonanza"²⁷ became television's first regularly scheduled color series; by 1965, virtually all of NBC's prime-time series were in color. The impact

"Walt Disney's Wonderful World of Color" brought the work of two film pioneers to television. The following year, NBC presented television's first regular, 90-minute series, "The Virginian." The first Network series of movies, NBC's "Saturday Night at the Movies," premiered in 1961.

The talk of 1963 was "That Was The Week That Was," an irreverent special-turned-series hosted by Britain's David Frost. The success of the program underscored the new, global nature of the television medium. Countries like Japan and Great Britain had had commercial



television for ten years now, and there was a great international hunger for American series—notably "Bonanza," whose worldwide following was unmatched.



In 1962, with the launching of Telesat I, television entered the satellite era; the first synchronous satellites were relaying television



programs in 1963. Predictably, NBC was first to make wide use of satellites, particularly on "Today."

Audiences were fascinated by gadgetry, real or imaginary, and spy series—from "The Man from U.N.C.L.E." to the "Get Smart" spoof devised by Mel Brooks—flourished on NBC. "I Spy" was an improvisational triumph for its co-stars, Robert Culp and Bill Cosby. The program also paved the way for "Julia," the first network series with a black woman in a leading role.

In 1966, NBC launched its "World Premiere" movies—the first motion pictures made expressly for television. In 1968, NBC created a revolution with "Rowan and Martin's Laugh-In," the first comedy series to move beyond the sketch and situation formats inherited from radio. The program's distinctive, fast-moving style depended on the existence of videotape, which had come on the scene in the late fifties (and by making the "instant replay" possible, had already revolutionized sports coverage). "The Name of the Game" rotated three stars in one series, "The Bold Ones" three programs in one time-period—a concept that developed into the three-in-one NBC Mystery Movie format, featuring "Columbo," "McCloud," and "McMillan and Wife."

And still the innovations continued. "Tomorrow," network

television's first "late-late-night" program, premiered in 1973, hosted by Tom Snyder. "Sanford and Son" and "Chico and the Man" ³⁰

broke new ground in "ethnic" comedy. With "The Execution of Private Slovik" and "A Case of Rape" (which garnered the largest audience to date for a made-for-television movie), NBC started an industry-wide trend in documentary drama. And most recently, NBC introduced "Saturday Night," a late-night comedy-variety series hailed as the freshest in network history.





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From the fifties through the seventies, NBC's willingness to take new steps helped assure television's continued success as an advertising medium. And just as sponsored radio made possible sustaining news programs, television's entertainment success helped launch its costly news operations.

As in the case of radio, many of television's earliest broadcasts were news or special event programs. But it was one thing to cover an election or an inauguration, and another to report the news on a regular basis—given the cumbersome nature of the available television and film equipment. At first, only NBC even bothered to develop its own newsfilm staff. Still, when John Cameron Swayze, anchorman of the first nightly television news program, went "hopscothching the world for head-



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lines," he did so largely by reading news that television was as yet unable to show.

By the early sixties, however, television news had come into its own. Its best-known reporters were Chet Huntley and David Brinkley, who had been paired for NBC's 1956 convention coverage and soon after began co-anchoring "The Huntley-Brinkley Report."³²

That program's successor, "NBC Nightly News" with John Chancellor, has carried on its tradition of reliability.

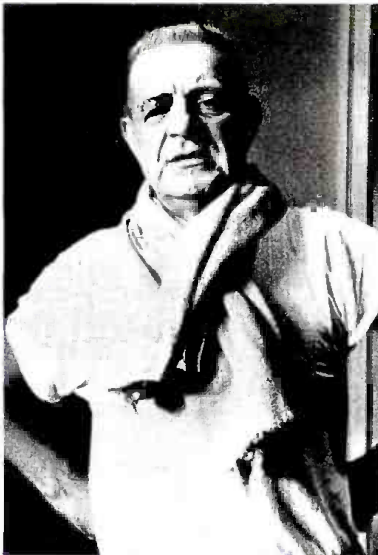
It was through NBC's initiative that the Kennedy-Nixon debates³⁵ were telecast in 1960. Almost invariably, in the years that followed, NBC devoted more time to coverage of special news events than any other network. Almost invariably, too, NBC was the network more people watched for breaking news—whatever the story.

For NBC News documentary producers, the growing public reliance on television news represented a special responsibility.

NBC News specials like "The Tunnel,"
³⁷ "The Louvre," and "The Kremlin"
³⁸ had established NBC as a leader in the documentary field. But the problems confronting America in the sixties—racial, political, environmental—could not always be covered in short chunks. NBC was the first and, with a single exception, the only network to preempt entire evenings of prime-time programming for news specials—"The American Revolution of '63,"
³⁶ a study of the civil-rights movement; "United States Foreign Policy" (1965);



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³⁴ "Organized Crime in the United States" (1966); "The Energy Crisis" (1973); "Of Women and Men" (1975).

Yet another form of news presentation was developed by NBC News starting with "First Tuesday" in 1969, the first NBC monthly "magazine" show, and a precursor of the Peabody-winning "Weekend." An early prototype of the magazine format was NBC Radio's "Monitor," which had revitalized the medium in the early fifties with its round-the-weekend mix of news, special events, and entertainment. A related innovation, NBC's "News and Information Service," was launched in 1975—the first 24-hour all-news network radio service.

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NBC Sports, which began as a part of NBC News, has been a consistent leader and innovator, especially in major league base-⁴¹ball, professional football,⁴⁰ college basketball, and tennis; its latest⁴³ development, "Grandstand," featuring live pickups of weekend sports events, premiered in 1975.

From one man and a telephone to 1400 employees worldwide—from occasional special events broadcasts to 2,000 hours of

radio and television programming annually: the growth of NBC News has paralleled the growth of NBC as a whole. Today, NBC is many people and many things, including a nationwide television network, five television stations, a radio network, four AM and four FM radio stations, and the NBC News and Information Service, subscribed to by 75 stations.

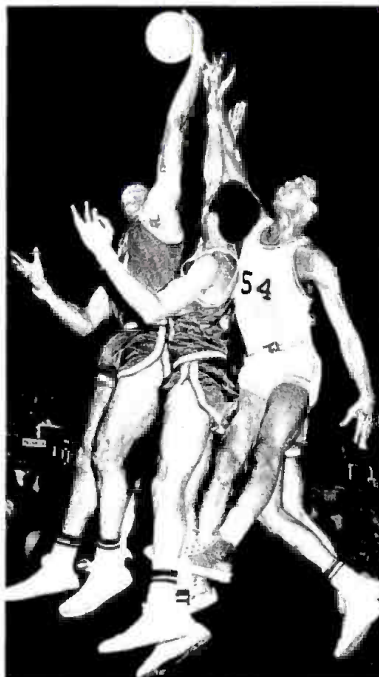
In 1926, it was only an idea. This year, NBC celebrates the 50th

anniversary of that idea. Appropriately, the program marking the occasion will be the first of its kind ever telecast—a four-hour, all-star, prime-time special.

The networking concept invented by NBC has made broadcasting the most effective means of mass communication ever devised. And from the crystal-set era to color television, NBC has been in the forefront.



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Madeline Bloom David, vice president, daytime programs, joined NBC in what once had been exclusively male domain. In 1970 she was hired as a unit manager—and according to NBC, was the first woman to hold that position on a network level.

From her previous experience, one might have expected Ms. David to begin a network career on either side of the camera. She had performed in various off-Broadway plays and in summer stock, making use of the drama courses she had attended at Brooklyn College (her major was English) before dropping out. She had also acted as a freelance associate producer on telecasts of the *Miss America Pageant* and the *Emmy Awards*, as well as spending four seasons as a production assistant for the *Bell Telephone Hour*.

As a unit manager, Ms. David was an important link in NBC's coverage of many major news events—among them: the 1972 national political conventions and the signing of the Vietnam peace treaty. The opportunity to serve as an associate producer and writer for the daytime drama, *How to Survive a Marriage*, took her to Metromedia in 1974. She returned to NBC in 1975 as director, daytime program development, East Coast, and was named to her present position in January of this year.



Merryle Stanley (Bud) Rukeyser Jr., vice president of public information, is characterized variously as "savvy," "professional" and "terribly dedicated." His

career in publicity has spanned more than 20 of his 45 years.

Since 1958 Mr. Rukeyser has been with NBC, starting as staff writer. He moved to press editor, news and public affairs, and then to manager of business and trade publicity. He served a year in Washington directing NBC's news information office there and then went back to New York as director of press and publicity in 1962. A year later, a vice president's title was conferred on Mr. Rukeyser.

After heading NBC's publicity activities for more than 11 years, he was promoted to vice president, public information, in September 1974—a promotion that gave him a voice in the topmost councils of the network. He reports directly to NBC President Herbert S. Schlosser.

Mr. Rukeyser got his career start as a mail-room employee at Young & Rubicam, New York—the only advertising agency he had heard of after dropping out of the University of Virginia in the middle of his senior year (1952). After a stint in the Army, he came back to Y&R as TV publicist. In 1957 he joined Lynn Farnol public relations firm before moving to NBC the following year.



Robert Diaz Kasmire, vice president, corporate affairs, might well be characterized as NBC's information man—and more. In his 27 years with the network, he has risen to a post where he oversees information services and corporate communications, broadcast standards and national community affairs.

Before joining the network, Mr. Kasmire had acquired experience with newspapers, AP and WJAR-AM-FM-TV Providence, R.I. For a year he was director of publicity for the New York State Department of Commerce and later, in 1956, was appointed as assistant to the secretary of former New York Governor Averell Harriman.

He was hired by NBC in 1959 as a coordinator, special projects, corporate planning and a year later was named coordinator, corporate information. In the years to come, he developed into a major force in NBC public relations decisions. He has long kept a watchful eye on the network's broadcast standards—in the 1960's he worked closely with producers of the satiric series, *That Was the Week that Was*, and has continued his watch during "television's advance into into increasingly sensitive and provocative entertainment programming."

First appointed vice president, corporate information in 1963, Mr. Kasmire became vice

president, public relations in 1972 and assumed his current position in 1974. He beat NBC to its 50th birthday last month when he celebrated his own.



William S. Rubens has been vice president, research and corporate planning, NBC, since August 1972, and for the previous two years held the title vice president, audience research.

With NBC in various research capacities since 1955, Mr. Rubens, 48, began as assistant supervisor then supervisor of ratings. In 1958 he became manager of audience measurement and when the NBC Television Stations Division established a research department in 1963, he was asked to organize and direct it. He was later director of marketing services for the NBC Television Stations Division for six years before returning to the research department.

Before joining NBC, Mr. Rubens was a research associate with the old Harry B. Cohen advertising agency and later a statistician for ABC.



Joseph A. Reilly was relocated from Burbank, Calif., to New York last October and moved from the post of director of employee relations, West Coast, to vice president, employee relations, reporting directly to NBC President Herbert Schlosser. Mr. Reilly's responsibilities include those problems attendant on personnel, organization planning and development, compensation and benefits, and equal opportunity programs.

He joined parent RCA in 1961 at age 23 as a

PROUD TO BE NBC AFFILIATES

WTRF-TV
WHEELING, WEST VIRGINIA

BOB FERGUSON

WMTV
MADISON, WISCONSIN

TOM BOLGER



THE FORWARD COMMUNICATIONS CORP.

NBC-TV since **1953**

WWLP

SPRINGFIELD-HARTFORD
consistently

#1 in NEWS

in every ARB or Nielsen Survey

Represented nationally by HR Television
In New England by Kettell Carter

job analyst in the personnel department at the RCA Service Co., Cherry Hill, N.J. In 1965 he was named administrator, wage and salary and labor relations for RCA's Broadcast and Communications division and later moved to RCA's Van Nuys, Calif., office as manager, compensation and employee relations. His first appointment with NBC came in June 1969, as administrator, labor relations, West Coast.



Roberta V. Romberg, vice president, affirmative action programs, joined NBC in October of last year from a position as assistant general counsel for the Equal Employment Opportunity Commission in Washington. She had joined the EEOC in December 1971 as special assistant to the chairman and later assumed additional responsibility as acting director of EEOC's office of public information. She joined NBC to expand and refine programs to implement the company's equal-employment and affirmative action policies.

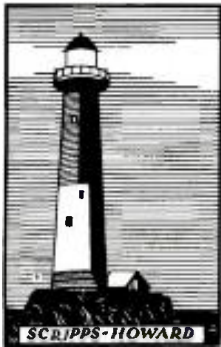


Robert Mounty is responsible for NBC Radio's News and Information Service. Vice president and general manager of NIS since May 1975, he reports to NBC Radio President Jack Thayer. Mr. Mounty heads the NIS sales department and NIS station services. He joined NBC Radio in January 1975 as vice president, licenses relations, NIS.

Mr. Mounty's earlier radio experience was with Metromedia with their stations and as VP and director of sales for Metromedia Radio. He subsequently served as executive

NBC is known by its affiliates

KYTV may be the one best known for its public affairs broadcasting



KYTV has been awarded
the Scripps-Howard Foundation
Distinguished Journalism Citation
for outstanding public service reporting.

This is another in a long list of awards and honors bestowed upon KYTV for superior public affairs broadcasting.

Only an inspired news team can develop public affairs programs which have a large audience, yet are totally devoted to educating and informing viewers. We have that inspiration and we think we just may be the outstanding public affairs broadcaster in the nation.

Our quest for excellence is patterned after 50 years
of news leadership by NBC.



"THE RED, WHITE AND NEWS STATION"



SPRINGFIELD, MISSOURI



We knew it was
coming so . . .
**WE BAKED
A CAKE.**

1976 is
NBC's
50th year of
broadcasting.
And we
the people
of KCMT,
Alexandria,
Minnesota,
extend our
best wishes
to all of you
at NBC.

vice president of William Penn Co.,
Philadelphia (which operates WPEN-AM-FM)
and, from 1973-75, as general sales manager,
WHN(AM) New York.



Herminio Traviesas, VP broadcast standards,
began his broadcasting career with NBC in
1937 as traffic manager in the international
shortwave radio department. In 1947 he left to
join CBS-TV as that network's first sales
service manager. Three years later he joined
BBDO as account executive for the American
Tobacco Co. account and was elected VP in
1953. In 1957 he was appointed VP/manager
of BBDO's program department and was
named VP in charge of the broadcast division
in the agency's Los Angeles office in 1964.
He left that position to rejoin NBC as director
of broadcast standards, West Coast.

KMOL-TV Storyboard

TITLE: *Congratulations*

LENGTH: *50 Years*

1	2	3
We interrupt this page with a special message for our sponsor. <i>(Close-up)</i>	<i>(Pause)</i> <i>(Music Up)</i>	In your past 50 years of broadcasting, NBC... <i>(Dolly Left)</i>
4	5	6
lots of things to celebrate have happened.	For instance, TV made it big 29 years ago... <i>(SFX: People cheering)</i>	and we were born two years later, in 1949. As an NBC station.
7	8	9
So from one birth- day kid who's come of age to another...	Congratulations ...and... <i>(Slow Dissolve...)</i>	Thanks 4 the memories. <i>(Hold)</i>

KMOL 1976



Marlon Stephenson is the number-two
executive at the NBC Radio Network and
NBC's first woman vice president. She was
appointed VP-general manager, NBC Radio
Network, in May 1975. The day-to-day
operation of sales, programs and affiliates of
the Radio Network are Miss Stephenson's
concern; she reports to Jack Thayer, president
of the division.

Miss Stephenson, 55, joined NBC in 1944 as
a budget clerk in the advertising department.
She advanced through administrative positions
and in 1962 was elected vice president,
administration, NBC Radio Network (which
became Radio Division when the owned
stations were combined with the network in
1966). In 1973 Miss Stephenson became vice
president, planning, until her current
appointment last year.

**From the front page
of The New York Times,
September 13, 1926.**



A great idea whose time had come.
It began in 1926.
It has flourished for half a century.

**Congratulations to NBC
on 50 years of broadcasting excellence.**



WESTINGHOUSE BROADCASTING COMPANY

The us it's up to at NBC

The chairman and the president of the National Broadcasting Company are charged with maintaining the momentum of 50 years. In this exclusive interview with **BROADCASTING**, Julian B. Goodman (left) and Herbert S. Schlosser review the accomplishments of the past and give their reading of what's in store for the future.

In 1916, David Sarnoff envisioned a little black box that would bring music and news into the living room. He foresaw the evolution of radio, participated in the founding of NBC in 1926, dedicated Radio City in 1933, predicted the emergence of television a generation before it happened. He opened the World's Fair in 1939 with primitive black-and-white television, and was eventually to participate in the inaugural of color TV. Has the broadcast art so early envisaged by David Sarnoff fulfilled his dream?

Goodman. I think General Sarnoff would be very proud of what has happened in the growth of the technology of radio and television in the days since he was responsible for its beginning. The little black box that he envisioned has now become a box with a picture on it in 70 million homes. It's up to us—who have been with NBC, and who have been participating in the problems and the challenges of making it work, and who have a great deal of respect for what he accomplished—it's up to us to make it work, and to make it fulfill his dream. I think he would be very happy with what has happened in the growth of radio and television. He might like to have seen a few more programs like *Toscanini*, of which he was so proud but, in general, I believe television has gone a long way toward fulfilling the dreams he envisioned.

Schlosser. I, too, would think he would be pleased, because he was a man, after all, for whom technology was the principal occupation of his life—bringing technology into forms that consumers could use. And beyond what television and radio became as consumer items, he would be enormously impressed with satellites, with lightweight equipment, with the development of things that are not really borrow-



ing from another medium. Even the nature of our programming, which doesn't borrow from other forms, I think would have pleased him.

If the past is prologue, what do you see ahead for the next half century? What kind of service will networks—radio, as well as TV—provide in, say, 2026?

Goodman. Let's begin with radio. I think the development of an all-news service in radio, which NBC inaugurated just a year ago this month, is one of the truly outstanding developments of the past 10 years in our business. For those of us who have grown up in news, it's a particularly gratifying thing to see. I think you will see news as a growing part of network service in radio.

On television, nothing is more difficult than predicting the future. But I believe that television will be largely in the form that we now see it. I think that we will have a growth of television that is consistent with the growth of the national population, that we will continue to grow with commercial television and the structure that it

is now in, pretty much in the same way in the future, with the addition of such supplementary services as cable television and Selectavision [RCA's system of video recording]. I think public television will continue to grow as the population grows. But I don't see any drastic change in form and structure of television. There will be changes within that form, but basically, I don't see it being altered radically in the years to come.

What about the wired-nation concept?

Goodman. I don't see the nation as becoming entirely wired, and the television service being transferred from free broadcasting, as we now know it, to a wired nation, in that sense. I see the wired concept as being one that supplements what we now have in the broadcasting structure, and I think we will continue to grow with the service that we have now. The cost of wiring the nation is a considerable cost, as you know; I believe I have read in the pages of your magazine, that the cost is something like \$50 billion. The cost to subscribers also is very high. I believe that



the next 50 years will find that while there is a growth in that service, certainly, there will continue to be a concomitant growth in our service, as we know it now. There is a limit to what people will pay for what they now get free.

Schlosser. You read so much about the concerns, which are real ones, about how cable may hurt the small-market stations, but I just don't believe it's going to, in the long run, affect and hurt the networks substantially. And the reason is, I don't think Congress, or the American people, are going to let that happen.

The revolution is to take a box with sound, picture and color, and put it in the home. Once you've done that, everything after that that matters is what is on it. Look at it. What is it? If cable is just going to give us what we're getting, but charge for it, Congress and the American people won't let it happen. If they want to give us the Super Bowl 10 or 15 years from now, and charge for it, it won't happen.

Now what we have to start asking cable is: "What are you thinking of giving the

American people that they're not getting now?" We have to continue to ask that question. Ballet? Shakespeare? Or the Super Bowl? If the answer is Super Bowl, I just believe Congress won't let it happen.

Goodman. I think the American people have become so accustomed to seeing great things happen on television, and to see them free, to see them without having to pay for them, that here I think they are going to exercise the real will of the people, and insist that it be maintained that way.

What about the people who can sit at home, and for five dollars with the whole family, view a picture that can cost three dollars a head on the outside, going downtown, parking a car, buying a dinner...

Goodman. The number of people who have enjoyed television free—without ever being able throughout the whole year to go downtown and go to a movie, and pay for a baby sitter—that number is enormous. It's that large number of people in the United States who form our constitu-

ency in free television, and all of our studies show a very small number of people able to afford those costs.

Schlosser. Our audience is getting motion pictures on the air now, the blockbusters. For example, "Gone With the Wind" and "Earthquake."

Goodman. Absolutely. What could pay television bring that we haven't brought, at risk to us?

Do you see the day of direct satellite-to-home transmission. And who will control it, if it comes?

Goodman. I see that day being very far off. I see it being technically possible, but I think that the structure that we have of commercial television today is so firmly based, the economic base of today's commercial television structure is so entrenched in the nation that many years will pass before anything can replace it. While the technology may exist, the cost of replacing it will be enormous. I think that the direct-to-home television of the future will be largely of value to the developing nations—Third World nations, perhaps—which do not have those sophisticated television systems that the United States, Great Britain, Japan and other countries of the world have now. I think it will be a long, long time coming in the United States.

And considering the difficulties international political figures have on agreeing on anything right now, it is difficult to see how they would control this, or agree upon a method of controlling it.

Schlosser. I would also think that the first step would be the use of satellites to carry signals to each of our affiliated stations. NBC now has a committee to examine the feasibility of transmitting signals to affiliated television stations via domestic satellite, and it would seem to me that with the structure you have of about 600 network stations, and with their service to their communities, you'd have that form of satellite service long before you'd have direct transmission to homes.

This looks to replacement of long lines, land lines?

Schlosser. That's right.

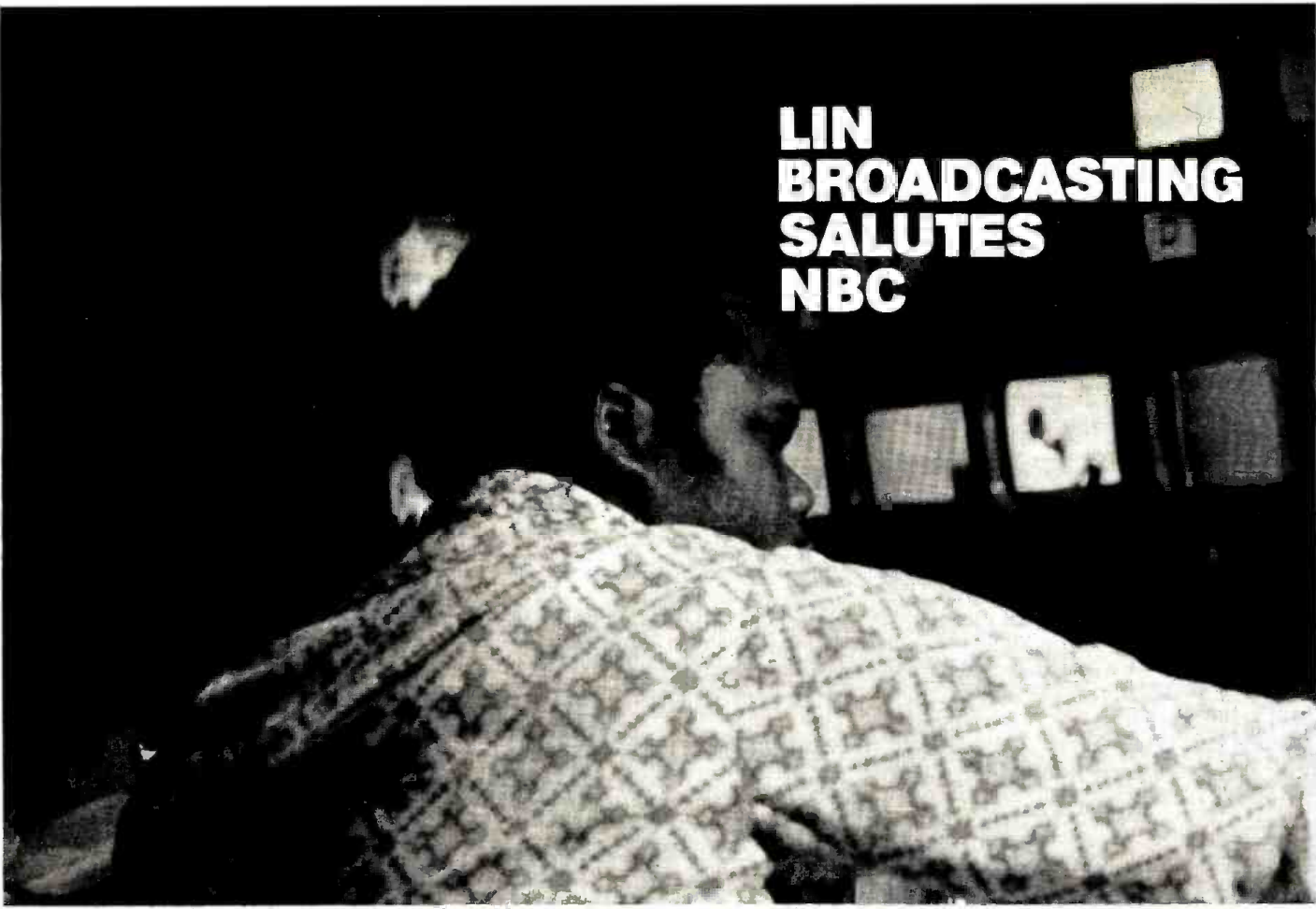
Goodman. We think satellite technology is primarily of interest to us as a means of reducing our interconnection costs, and that's what we're looking for.

Do you think satellites at the moment would be more economical than land lines?

Goodman. Not as of this moment, although as of this moment we are using them partially for some transmission. But I think as improved satellite technology comes about, then there will be a resultant saving.

Can you put any sort of date on that?

Goodman. No. I really can't, because every time you put a date on something, tech-



LIN BROADCASTING SALUTES NBC

nology advances it, and makes it possible sooner than you thought it would happen.

Do you regard the video disk as the next big breakthrough?

Goodman. I certainly do. I think it's a very exciting prospect.

Schlosser. I remember the first time I saw a demonstration of Selectavision, the thing that impressed me so much is its simplicity. When they take that turntable off, and you look down, you don't see anything, and you realize that it's a very simple device, and the quality is magnificent. It's just a very exciting development.

Goodman. Video disks will be supplementary to television as we know it today. It's a totally new consumer device, but one that is also of use to broadcasters. Think of the possibilities just in terms of the storage of video materials. Instead of large stacks of tapes, there are small stacks of records, since the disks that RCA now has under development carry one half hour on each side of a record. That's a very exciting prospect just in itself, totally aside from the consumer market.

Increasingly, for some time now, affiliates of all networks have been complaining: (1) that the networks are taking too much of their time, and (2) that they're not paying them enough. What do you say to affiliates, when they come at you with that?

Goodman. We say two things.

Whether or not there is an additional

amount of time being occupied by the networks is a matter of debate, because we really don't supply anything that is not a result of the demand by the affiliates for network service. So everything we're trying to do in additional sports coverage, additional news coverage, really is a service the networks provide that people want, and the stations want. We question some of the figures that they show about the additional amount of time that the networks have used over the years. It is also their option, as to what they take.

On the matter of money, I know there are some studies that show that while the station income from compensation has remained stable, that the income for networks has risen. I know Herb will want to comment on this, but it just seems to me that the networks have traditionally been the ones to step up with the amount of money, at high risk, to make possible the programming that has established the large viewing audience in the United States for the stations. And I think that those networks that have made those risks, which have paid for sports rights, far into the future, which have paid for motion pictures, valuable motion pictures, at high prices, running far into the future—I think the networks, having made those risks, deserve to make a profit. And I think the figures will show that, over the years, the networks' profits not only have been reasonable, and have fluctuated, but that they have been very modest as a percentage of return on sales.

Schlosser. On the question of the amount of time, I think we should look at the fact that one of the most important changes in the structure of television has been the prime-time access rule, because it, after all, did return to the stations a half hour a night in prime time. It was not a clear and quick decision as to what would happen. There was much controversy over it; there were many conflicting forces. Each of the networks had a different position. The Hollywood community had a very strong position against any change, and it was something, if you remember, that was before the FCC for a long period of time.

We at NBC came to the judgment after the rule was out that we should give it a chance. Let's see how it works. We came down on the side eventually of letting the rule stand, and of giving the stations more time. So insofar as NBC is concerned, apart from what our initial position was, we thought that it deserved a chance. I think that that is very important time the stations got back. As to the question of station compensation, that is so much an individual, market-by-market question, that it's pretty hard to generalize. I know some of them say that it should be higher. It's really a specific question in each case.

What is your position on the question of longer evening news, network news?

Schlosser. Well, everyone says that it's coming, and we've all been saying that for a while, and I think we all believe that. Its coming is not, it seems to me, a case of

networks wanting to reach out and just take more station time. That isn't it.

I think we've seen a trend over the last 10 years—and Julian has pointed this company in that direction, because it comes out of his past—of increasing the amount of news programing in general. Most news programing that goes on the air is local now; I mean, it's locally produced. The world now is a smaller place. Satellites are coming into much greater use. The country is not a country based only in New York and Washington. It's a big country; and we see parts of the country developing now at a faster rate. In the South, in parts of the Midwest, certainly in California, there is a need for greater exploration, for the coverage of different places.

And the equipment they've been developing is truly unique. We now have these lightweight cameras, and that revolution is continuing. You have tape editing equipment that is totally new—things that just didn't exist 10 years ago.

So both in the people on the camera and the people who are behind the camera, the technical people, as well as the writers, we are now prepared, more than ever before, to do a first-rate, one-hour news program, which can cover foreign and domestic news and feature material in a way we've never done before. Everyone feels it's ready to happen, and we think it will happen.

Goodman. I think all of us who have been in the news business for a long time have always felt that some day we would go to

the longer form of news, and it's just been a question of time as to when it would come. I think it would be wrong to go into it for the wrong reason—that is, to accommodate the needs of some special person, or the needs of a station—but I think it is an idea which is fast approaching us, and our feeling about it at NBC is that while we have it under consideration, it is not something that we're going to do without full and thorough consideration of the views of the stations.

Schlosser. That's absolutely right. I might add that some of our affiliates are very strongly in favor of it. Some do not appear to be in favor of it. It's something that we cannot do without their help and cooperation. Getting stations to want it and to clear for it is something that will be very important.

Do you think that will surface at the affiliates meeting?

Goodman. There is bound to be discussion of it among our affiliates. I don't think we will have a decision at that time, no.

Do you think you may have a proposal at that time?

Goodman. I would say not.

Schlosser. I would think not. I think it will be discussed and then we will get more deeply into it.

Goodman. When I first came into the business the evening news was 15 minutes a

day, and now NBC News supplies one hour of every five on the NBC television network's schedule. That's a vast expansion. And the expansion from 15 minutes to 30 minutes was also quite an experience, and there was a great deal of objection at that time to that expansion, but that worked, and worked so well, that it's now considered a staple thing. We wonder how we ever did without it.

Would it be logical to think that you might offer the affiliates some quid for the quo, perhaps a few spots to sell?

Schlosser. Without being specific, we think that for this to be adopted, there will be some quid for the quo, or some quo for the quid. Obviously, we would need their help, the cooperation for this to happen. We would have to work out arrangements with our affiliates so that most of them felt that they wanted to carry it and that the basis on which they're carrying it was a fair basis. We're not at that point yet, but it's something we'll be getting into.

What happened to NBC-TV's ratings this year? I mean, why did it happen?

Schlosser. We had program failure. It's that simple. The year before, five out of the 10 series that we put on their were successful, and we had a strong prime-time year. ABC had one of the worst years in history. In this current season, their program development, their new programs worked, CBS's and ours didn't, and they've had a very strong season, so that's



KXAS TV Dallas/Fort Worth, Texas
WAVY TV Portsmouth/Norfolk, Virginia

Represented by Blair Television

Since
1955
bringing
NBC
Television
to Eastern
North Carolina.



WASHINGTON, N.C.

ONE OF NBC'S
LEADING
STATIONS.



Our
Congratulations

WHIZ
TV-AM-FM
ZANESVILLE

really what happened. We have taken steps to hire the best program people we can get. We think that in Irwin Segelstein, who's a proven programmer, and who has really come in here and taken hold very quickly, and in Paul Klein, who is an unusually bright and inventive man, we have two men who can lead that program department into being the strongest in television. We also have in it many bright, young people, who need the training and the leadership that they can give.

I would point out to you that the distance between the number one network—and mind you, I'm only talking prime time now; we're not talking about the *Tonight Show* and *Today Show*, and other areas where we're ahead—but in prime time the difference between the number one network and the number three network right now is one and a half rating points. A year ago the distance between the number one network and the number three network was four rating points. What you have now and what I think you're going to see over the next few years is a much closer bunching of the networks. I think the era when one network got way out in front, and stayed there for 20 years, is over. I don't think you'll have that situation. I think you're going to have a much closer situation.

And we've also seen that you can get quick swings in prime time, based on how successful your new programming is; you saw an ABC go from a very low point to a very strong position. The year before we bounced up quite a bit, and I think that the laurels will go to those who create the best programs, and continue to maintain their good execution, while they're on the air.

Goodman. We began last fall in very good shape, and by the end of the evening World Series, I remember, we were strongly number one in prime-time rating series. ABC, all to its credit, came up with a good performance last year after a previous year that wasn't so good. It had a good performance this year in prime-time ratings, and with such things as *Rich Man, Poor Man* and other things, making a strong showing, and got wide public notice. We are now in the spring season, and NBC has performed extremely well in this important spring season, and I think—although chairmen of the board are not supposed to pay attention to Nielsen ratings—in the last four weeks, I believe NBC has been slightly, marginally ahead of the other networks. But at least it is, in the parlance of my native Kentucky, a horse race, and one in which NBC has closed fast in this entire season.

Schlosser. There's one other thing that's become evident, that we should pay attention to—at least, in my 20 years in television, I've seen it emerge more than ever: a tremendous amount of emphasis given to ratings, as though they were the latest races at Belmont or Hialeah. We live in a very competitive country and a very competitive society. And those weekly ratings are sometimes greatly affected by whether

you have a three-hour news special or Bicentennial programming; I think our Bicentennial programming this year, because we felt we should do it, was probably twice the amount the others did. That's not in the nature of an excuse. I'm just saying that there's a greater media emphasis on weekly ratings than I've ever seen, and I think, as the networks stay closer to one another, as I think they will be—and I'm not talking about next year, I'm talking about the next few years—I think you'll see that emphasis probably continue.

Goodman. Well, I think it is all to the good for television as a whole, for it to be a close race among all three of the television networks, because the real object that we all have in common is to have more people watch television, and to have more people interested in it, and have more people make a point of wanting to watch something on television on a particular night; and so I think it's a good thing for us in general, that the competitive situation is as close as it has become.

Do you have any timetable for a ratings turnaround?

Goodman. I think, if I may begin to answer that question, that Herb has done an outstanding job—along with Bob Howard, the president of the television network—in equipping NBC-TV with an organization that is extremely well prepared to do quite well in prime-time ratings, as well as in the rest of television in the future. We don't want to overpromise anything, but we are quietly confident about the future.

Schlosser. I think Julian said it very well. I think we have the people. The key to success in network broadcasting starts with the program department. Who are the program people you have? And crucial to that are the executives at the top. We have two experienced yet vigorous executives, and as I said before, they are going to be the key to it. I think John McMahon in California, who's our West Coast vice president, has done a good job and has the respect of the creative community there, so there really are three people. And they have brought stability into that area, and I think the results of that will begin to show over the next number of years.

As Julian said, it's now a business of continuous development, and continuous premieres, so to speak. The emphasis on whether or not the shows are a success in September, while crucially important, is somewhat attenuated by the fact that it's just as important to have the show that you put on in January or February succeed. And I think this is to the good also. You're going to see more programming coming on throughout the year with development a year-round process. And I think we have the program people equipped to do this.

Are you ordering fewer initial episodes of any of your programs? It used to be 13.

Schlosser. I think that the initial order of a



Happy Birthday NBC.



MGM TELEVISION



Julian Byrn Goodman, chairman and chief executive officer of NBC, is by circumstance a corporate executive, but by training and inclination a journalist. He began with the network in 1945, after wartime military and government service, as a news writer at NBC-owned WRC(AM) Washington. He was directly involved in the news until 1965, when he was moved up from his executive vice president's post at NBC News to chief administrative officer of NBC. Since then he has remained an outspoken defender of broadcast journalism and has been honored with, among other recognitions, a Peabody Award for his "outstanding work in the area of First Amendment rights and privileges for broadcasting." He was elected to the Sigma Delta Chi Hall of Fame for his "unique and lasting contributions to the profession of journalism." This year, he received the Distinguished Service Award of the National Association of Broadcasters.

Among Mr. Goodman's personal credits in radio-TV news are pioneering the use of audio tape to cover an on-going event (the 1948 political conventions), participating in the development of what is now known as "instant analysis," obtaining permission for the first live broadcast of a congressional hearing and helping to open up presidential news conferences to broadcast. He directed NBC film coverage of the 1952 political conventions, produced one of the four Kennedy-Nixon debates in 1960. Mr. Goodman, 54, was named to his present office in April 1974.

Herbert Samuel Schlosser, who was born the same year as NBC, has been its president and chief operating officer since April 1974.

Mr. Schlosser joined NBC in 1957 as attorney for California National Productions, a network subsidiary involved in production and distribution of television film series through the NBC Films division. In January 1960 he became vice president and general manager of that company.

A Phi Beta Kappa, summa cum laude graduate from Princeton, LLB from Yale with three years with a Wall Street legal firm and another three years with the New York firm of Phillips, Nizer, Benjamin, Krim & Ballon, Herb Schlosser entered the area of programing as director, talent and program administration, for NBC-TV network and was named vice president one year later. He moved to the West Coast in 1966 as vice president of programs, where he became involved with experimentation and development of new forms and formats, including world premier movies, 90-minute series, miniseries and multi-unit series, now standard programing forms.

He returned to New York in June 1972 as executive vice president of NBC-TV and held that post until July of the following year, when he was named president of the network. Nine months later he became president of NBC. As chief operating officer, he has responsibility for the company's four major operating divisions—television network, owned television stations, radio and news—whose presidents report to him.

series is about that, 13 to 15. What we're now seeing—and as far as I can tell, the creative community likes it—is that very often we're ordering four and five episodes of a series, rather than just a pilot. Or you may see a pilot you like and say, well, let's do a few more, and see if it really works. And these programs can go on the air at different times of the year. I think that ABC and we have been doing that. That is also a trend; the fact that you're willing to take a look at a number of episodes, rather than just one film.

Goodman. I think that's especially characterized by the *Best Sellers* program this

year, one of which will have six episodes, another perhaps seven, another perhaps four.

Does that increase your developmental cost?

Goodman. It does increase our developmental costs, which have been increasing steadily. But the developmental program is the very essence of our business. That is the research and development part of television and we are determined to do everything that is necessary to do the best we can.

What is the cost of a typical hour and of a

typical half hour now?

Schlosser. The average cost for one episode of an hour film series today is substantially more than \$300,000. Ten years ago it was less than \$200,000. An average half-hour film costs about \$150,000 today. Ten years ago it was less than \$100,000. Of course, tape shows cost less.

What means do you see of keeping costs from escalating so fast? I think you've talked about the use of tape at times.

Schlosser. Well, I think that part of the key to it is going to be tape, but it hasn't yet permeated the Hollywood community. That's not to say that film is going to vanish. We have a program on the air, called *The Go Show*, which is a children's program. It has used tape. When I speak of tape now, I'm not talking about tape in the studio, where you do a three-camera show like *Sanford and Son* or *All in the Family*, because after all, they're using techniques that are old for television. I'm talking about the production of programs that get outside the studio, that use mobile cameras, that can achieve the same kind of production scope that we now get on film. We hope that the introduction of this kind of equipment can help keep the prices from going up at the rate they have been going up. It may slow that down.

Now that is our hope, but the introduction of this equipment has not yet taken place, except that we have ordered from Lorimar Productions four one-hour programs that we're trying on this basis. We'll be using tape, and going outside the studio, and shooting on location, and trying to get a bigger production feeling for the program. It's called *Some People We Know*. I think the development is exciting. After all, stations over the country are turning to this equipment. There's no reason why you can't use some of that equipment for drama.

You're talking about ENG—that is, electronic news gathering equipment?

Goodman. Different people call it different things, but that's the generic term, ENG.

Schlosser. There's always the possibility of developing new forms. We did something called *Saturday Night*. There's a whole world of young people out there, and I have the feeling that in the next few years they'll be heard from, they may produce kinds of programs that can go on in prime time, and maybe not. I don't see any hopes that costs are going to go down. I'm not saying that. But maybe the rate at which they go up will level off a little bit.

How about the rates you charge advertisers? Which way are they going?

Schlosser. Well, the cost per thousand has been very strong in the last few months, as you know, but we have statistical evidence to show that one of the things that has not kept pace with inflation over the last few years has been cost per thousand. I think many feel that television in a real sense, given its impact and its value as a selling



Radio historian

P. O. Box 684 Bryn Mawr, Pa. 19010

“The networks have traditionally been the ones to step up with the amount of money, at high risk, to make possible the programming that has established the large viewing audience in the United States for the stations. And I think that those networks that have made those risks, which have paid for sports rights, far into the future, which have paid for motion pictures, valuable motion pictures, at high prices, running far into the future—I think the networks, having made those risks, deserve to make a profit. And I think the figures will show that, over the years, the networks’ profits not only have been reasonable, and have fluctuated, but that they have been very modest as a percentage of return on sales.” *Goodman*

instrument, has been underpriced.

Goodman. It has to be that the desirability of television as an advertising medium is responsible for the number of people who want to advertise. And the response to the age-old laws of supply and demand has caused prices to approach the point where we are reasonably compensated. We have always thought, historically, that we have been underpriced for the advertising service that we render.

Schlosser. There was a point when the recession and tobacco leaving television really produced a crisis, and it took television a while to get out of the double blow. But I think the real value of television as an advertising medium was borne out in the recession that just ended. Many advertisers didn’t cut back because they realized that it was an absolutely essential service to them. Like your electric power. And I don’t think that realization had come through as strongly before as it has now, and as I say, I think we were underpriced, and that’s being corrected.

Goodman. The two questions that you asked are related. First you asked what we are doing to control our costs, because they are rising constantly too. Then you asked about the rising price to our advertisers. We are not benefitting in any profiteering way out of the demand for advertising, because our costs are rising with them.

Schlosser. Julian’s point is very well made. Costs are rising, and the trend in television—certainly at NBC, but I think it’s true of the other networks, too—as you go to introducing programs on a year-round basis, and as you go for event programming and special exciting projects, you are not dealing with programming that you can repeat endlessly, so we’re really into a kind of exciting television, where the costs can be more. But wholly apart from that, the costs charged us by our suppliers has gone up.

Goodman. And to re-emphasize the point I was making earlier. Our commitments have to be made in advance. We have to make our commitments against what we think the economy will be several years hence. And therefore, we are the risk-takers in the business, as well as the builders of the audience with those risks, and the risk capital we are putting up.

Did I understand you correctly? Did you say that you think that rates now are approaching the point where they are pretty much in line with value delivered?

Goodman. They are approaching it. I don’t think we’ve achieved it yet.

Do you have any idea how long it may take to achieve it?

Goodman. No. We operate under basic economic laws. This country operates under the free enterprise system, and I think we are delivering a fair value. I can’t prophesy an exact ceiling, when an exact ceiling might be reached.

Let’s talk a little about the future role of news. Dick Wald, the president of NBC News, made a tremendous speech in Chicago at the National Association of Broadcasters convention [Broadcasting, March 29]. Among other things, he said that the time may not be too far away when there will be an all-news TV station. Do you agree?

Goodman. Yes. I think that is so. There may be different opinions within our own company on that, but as one who has been in news from the very first day I set foot in an NBC building—and that’s not making an exception of the past 10 years—I believe that the increased interest in news will bring some day in the not too distant future an all-news station. I don’t think that’s going to be one of NBC’s stations. But I think an independent station might very well find that this is an audience that it can seek, an audience seeking an alternative from other programs. We have seen with the all-news radio stations, the all-

news network that we have provided, that there is an interest in this, and I think that as satellite transmission makes it possible for us to be anywhere in the world, that there will be all-news stations. I think Dick Wald was absolutely right.

What other trends do you see in news coverage? Any great departures from what’s being done now?

Goodman. One of the things that has been going quite rapidly in the past has been the expansion of news on local stations. The two-hour news at NBC in Burbank and in New York have both been quite successful in meeting an increased audience interest in news. And I see that our ability to cover news from anywhere in the world is going to improve by leaps and bounds, as it has already. I see the possibility that improved ground stations will allow us to cover news that may happen at a point which we cannot now reach with a television signal. And there will be many more places available to television news for coverage.

Is news a profit center now?

Goodman. News is not a profitable operation for us, and has not been for several years. I doubt that it is for any of the three networks. Dick Wald, who does an excellent job as head of NBC News, runs a division with 1,500 full-time employees—and they have to be prepared to cover anything, anywhere, any time. During election years like this one, coverage of the primaries, conventions and elections adds extra costs that are not nearly recovered. Individual segments—individual programs—may bring in more than they cost to produce, but when you add up the total cost of our worldwide, year-long news operation, the outgo is more than the income. It’s pretty hard to have it come out any other way when you take your news responsibilities as seriously as we do.

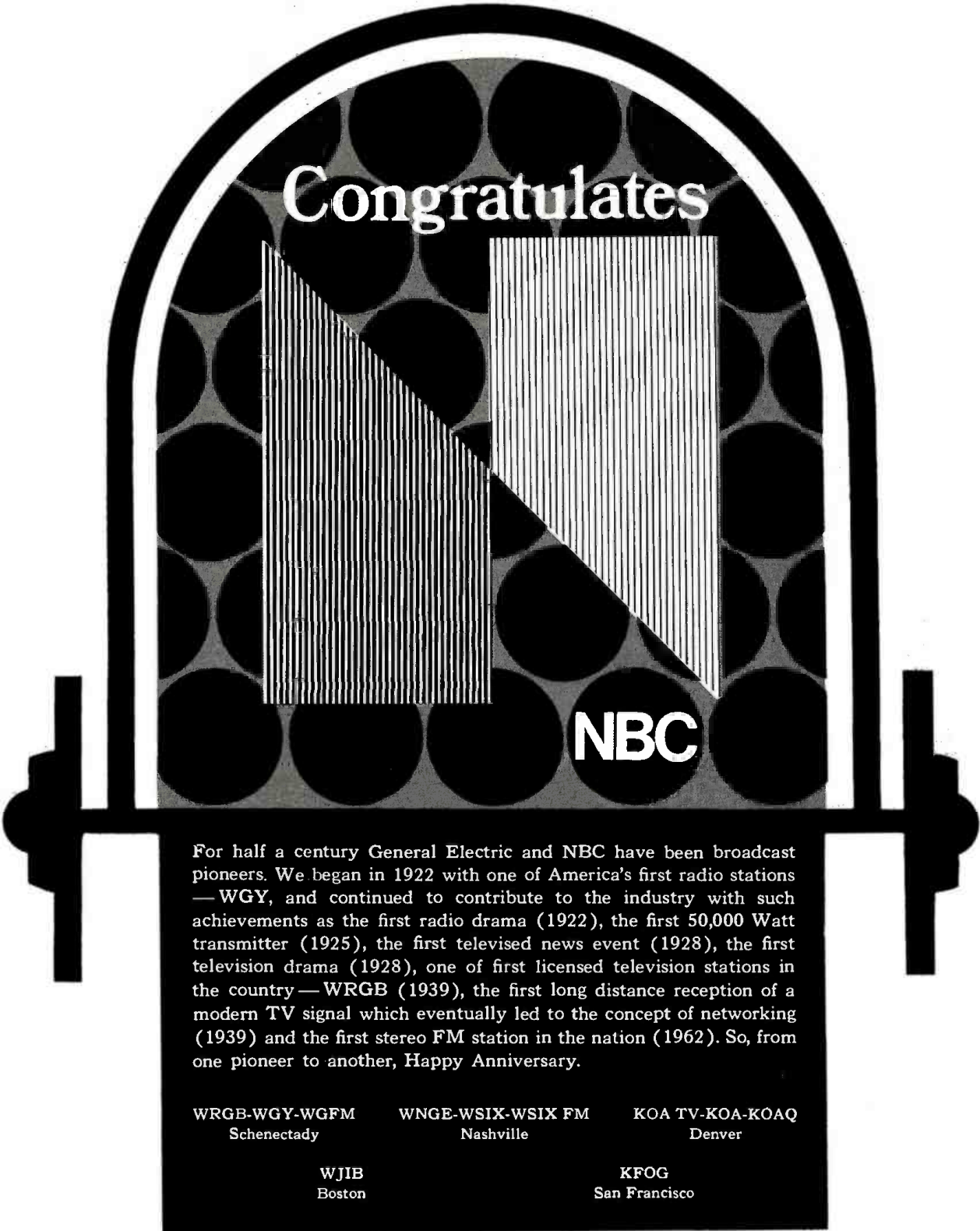
I hear some questions raised about the economic viability of NIS—the News and Information Service.

Goodman. NIS is a dream we all have of providing a service which we think is needed, and we were willing to invest in the start-up cost of making that possible. I think NIS is going to be profitable. I can’t tell you exactly that day upon which it will become so, but we all feel that it will be profitable.

What about your individual O&O radio stations?

Schlosser. All of our music stations are profitable, and in Chicago we have a really great success story, where I think we have the number two or three station. WMAQ(AM) has gone from being, I think, 14th, to second or third within the last year or so. It’s now the number one country music station in the United States. We have one AM and three FM stations as a part of the NIS effort, and I think we have to wait a bit yet to see where all of that is heading, because after all, it’s a new service, and has just reached its first anniversary. And they have made progress. Each of them has moved up in the ratings

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in its market, but it takes a while to establish them, and they're in markets with all-news competition; so we don't have the final outcome there yet.

Is news more expensive to program than other standard programming?

Goodman. All-news programming is more expensive, let's say, than music programming, perhaps less expensive than all-talk programs, although it varies.

Our radio division—setting aside NIS, which we regard as the start-up cost for a potentially profitable service—we expect to be profitable in 1976.

Schlosser. The network has improved, and our music stations are all profitable, and NIS is the investment we're making. And if it succeeds, it will succeed for a long time. All-news is not a fad. Music changes in style and popularity. It changes in format, a part and parcel of the radio business. But news on television and news on radio is not going out of style. I think that's the one safe prediction we can make, and it's in just that belief that NIS was created.

NIS has been called a \$10 million gamble. Is that figure in the ballpark?

Goodman. I think that's a fair estimate. I have heard that figure from Jack Thayer, the president of the radio division. But gamble is not exactly a good word. I think that is a fair ballpark estimate of the investment. Yes.

From time to time in the past your radio stations have been up for sale, and one or two were sold. What is their status now? Are they available?

Goodman. We are not talking with anybody about the sale of any stations, and we've had no discussions with anybody about the sale of the stations in some time. A matter of two years, I would guess.

There also are recurrent reports that you are interested in selling the radio network—not NIS, but the conventional network.

Goodman. No. There is no truth to those reports.

What do you see as the future of network radio? Is it essentially a news service?

Goodman. I would think it is fair to say that the future of radio networking is pretty much what it is now, which is a combination of news with feature service. The radio needs have changed drastically over the years, and I think we now have reached a point where we have a network which accommodates the needs of the stations.

Have there been any defections from your conventional network as a result of NIS?

Goodman. I'm not aware of any. We have had some changes on both sides, but I'm not aware of any that left for that reason.

Schlosser. There really has been no adverse impact on the network because of NIS. That's a fair statement. We had some

concerns about it, but it just hasn't happened.

Would your type of radio news supply a need for newspapers, which might subscribe, just as the press associations today supply radio and television? I'm wondering whether there is another, whether you foresee another area.

Goodman. I don't, if I may answer that from experience, because we experimented with that at one time. We had an NBC news service, which was printed, and which we contemplated possibly selling to newspapers, but we decided it was not economically feasible. That grew out of a convention coverage, where we had our reporters phoning stories, and operating a desk, and making a report available to all the people who were on the air, the stories that they had collected.

The first time we began the conventional news service was around 1960. And in the years between 1960 and 1970, we perfected that news service. But it was an internal matter, and it was very costly to operate, and for that reason at a time when we were interested in finding places where we could save some money we stopped that. I'm speaking from my newsroom experience now, rather than my management experience, so it must have been at least eight or 10 years ago.

How much of RCA's net is derived from NBC operations?

Goodman. My recollection is that it was 47% for 1975. Our figures for the first quarter of 1976 have not been published. We do not break down our NBC figures quarter-by-quarter. RCA figures are available. What we would expect to happen in 1976 is that that percentage will be lower because other businesses of RCA have been recovering from the economic downturn in 1975.

But that 47% was made on about 16 or 17% of the sales, wasn't it?

Goodman. Yes, that's about right.

Speaking of news and prices together, is the price of newsmen getting out of hand?

Schlosser. For some news people.

Goodman. Again, if I may speak from the days when newsmen made less money than they do now, and newswomen, we are concerned about the prices that are commanded by those in the news field now, because they are rising so rapidly. I guess we have the same kind of concern that owners of baseball, football, and other sports clubs have. But these salaries are based on competition. If somebody didn't want to pay these salaries, they wouldn't be paid, and so I have no personal feeling against anybody who's able to earn a lot more money than he or she is now earning. But as a businessman as well as a broadcaster, I have to be concerned about the rapidly escalating upward spiral of the cost that we have to pay for people who broadcast on the air.

Schlosser. I think obviously there's been a



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“In prime time the difference between the number one network and the number three network right now is one and a half rating points. A year ago the distance between the number one network and the number three network was four rating points. What you have now and what I think you’re going to see over the next few years is a much closer bunching of the networks. I think the era when one network got way out in front, and stayed there for 20 years, is over.” Schlosser

in Chicago [when presented the Distinguished Service Award of the National Association of Broadcasters] that there must have been people back in Boston who said to Samuel Adams: “Pay the tax on the tea, Sam.” And there were people saying to us: “Put them on for another few minutes, and get rid of the problem.” Well, had we gotten rid of the problem, we would have established the precedent that an official of the government had the right to tell us which of our programs was balanced and which was not balanced. I think that by fighting this, and by winning, that we have established a right for broadcasters that I hope will be there for many years to come.

Has the fairness doctrine had an inhibiting effect on news coverage?

Goodman. I’m afraid it has. I’d like to say that it hasn’t, but I’m afraid it has. I’m afraid the trouble that we went through in the *Pensions* case has caused some people to say, “Why don’t you do a program that’s not quite so controversial. Don’t run the risk of getting into so much trouble.” I don’t think that we have done that here. I don’t think the other networks have. I’m afraid perhaps some individual station operators have not been as courageous as they might have been, had they not had to operate under the fear that somebody would look at them, and try to decide whether their judgments agreed with the judgment of a government official.

The outcome of the Pensions case should make the inhibiting effect less inhibiting.

Goodman. It certainly should, if broadcasters understand the right that has been won here. I sometimes think that, as Herb says, not enough people do understand the importance of the case, and what the issues were at stake, and what has been won, and I sometimes fear that perhaps not even broadcasters understand the importance of the case. I hope I’m wrong. And I hope the FCC, too, understands the meaning of the *Pensions* case.

Goodman. I would just like to add, if I may volunteer something—although our attor-

lot of publicity because of the Barbara Walters deal, but I think that has to be viewed as almost a special case; ABC had a need at a certain time to be fulfilled. And I’m concerned, as Julian is; I think we’ll just have to wait and see whether there’s going to be that upward pressure.

What chance do you think there is of getting a modification or a repeal of the fairness doctrine?

Goodman. It is not practical to expect the fairness doctrine to be abolished. I’m sorry about that, because I think broadcasters have a right to be free. And I think they are not free now. And I think one of the reasons that they are not free is the fairness doctrine, which has been used as a tool by those who would control it in one way or another, and who would substitute governmental judgment for a television journalist’s judgment.

Therefore I agree with others that in an ideal world it would be better to have no fairness doctrine—not that we’re against fairness, because it’s the very principle that we have governed ourselves under and used throughout all of my experience. But to expect that Congress will abolish something now on the books which says this is a fairness doctrine is, I think, impractical.

What we’re striving for is to try to effect some kind of *modus operandi* that will enable us to make sure that the fairness doctrine is not used as a tool to exercise judgment in our newsroom.

Schlosser. Let me say something about the fairness doctrine that’s easier for me to say than for Julian to say.

Well, you’re a lawyer.

Schlosser. Not on that grounds at all, because I want to praise Julian, and he’s not a guy who praises himself. I don’t think the significance of the *Pensions* case has yet gotten through, but it will, and let me tell you why that is.

The *Pensions* program did not produce a wave of protest in the sense that it was not a public issue the way *The Selling of the Pentagon* was. When the fairness complaint was made, the issue could have been disposed of very easily, without any decision by the FCC being rendered against NBC, just by putting somebody on the *Today Show* or some other way. But

Julian made the judgment that we were going to fight that, because he saw the dangers to broadcasters’ freedom.

The FCC did not prevail and what came out of the proceedings was an option in which a judge concludes that the fairness doctrine exists essentially as a test of the good faith of the broadcaster, and that independent decisions are best left to the judgment of professional journalists. And, after all, that’s our great hope—that news will be in the hands of the professional journalists, and that they won’t be second-guessed by special interests.

In any event, the language of the judge, which relied on the reasonable judgment of the professional journalist, and essentially made that the test, is very important, and it’s not just important to the NBC television network, or the ABC television network, or the CBS television network. It’s important to hundreds of local stations, who really produce in volume far more news every day in most communities than the networks give them, and they have an obligation to serve their publics, and undertake to discuss controversial issues; and they can’t be attacked each time they do that, even when they are being fair. I think, in the long run, we may find that case a very, very important one. And we’ve got to give Julian the credit. There was an easy way and a tougher way, and we took the tougher way.

Goodman. I made the point in my speech

“There must have been people back in Boston who said to Samuel Adams: ‘Pay the tax on the tea, Sam.’ And there were people saying to us: ‘Put them on for another few minutes, and get rid of the problem.’ Well, had we gotten rid of the problem [of the *Pensions* case], we would have established the precedent that an official of the government had the right to tell us which of our programs was balanced and which was not balanced. I think that by fighting this, and by winning, that we have established a right for broadcasters that I hope will be there for many years to come.” Goodman

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neys always tell us that when we appear as witnesses, that we should never volunteer anything—but I would just like to say as one who has been here for 31 of the 50 years that NBC has been in existence, that it's been an exciting life every minute of the way, and I'm not even close to finishing with it yet. And I really enjoy working with Herb Schlosser and the team that he has assembled, who operate NBC, and I think that we have never had a better team of bright, innovative, aggressive people, and I think the outlook for the next 50 years is pretty good.

Would you single out what you consider the biggest achievements of the last 31 years at NBC?

Goodman. I certainly think that the growth of news in television broadcasting has been the outstanding characteristic of the time that I have been here. From the time that news was just a small part of the broadcasting schedule, to a point where it has now become the most trusted means of communication. Most people get their news from television. Most people trust television to deliver the news, and I think that the development of television news at NBC in the late 1950's and early 1960's—beginning with the time when Huntley and Brinkley were joined in the convention of 1956—I think we combined a professionalism, realism, naturalism, to bring about a real revolution in television

“NIS is the investment we're making. And if it succeeds, it will succeed for a long time. All-news is not a fad.” Schlosser

news that has benefitted the entire country, that has influenced the development of television news elsewhere in the country, and therefore benefitted all of the people.

Was your first news-oriented president Bob Kintner?

Goodman. Well, he was certainly the one most conscious of news, and the one who dedicated most of his time to it. He deserves a great deal of credit for what he did. As does the late Bill McAndrew, my great, good, and close friend, who was responsible for building the news organization at NBC. He died in 1968, at much too early an age.

Schlosser. I would add one thing to that. I agree with Julian that that development is extremely important, and that news and public affairs programming probably represent the most important part of what we put on the air. But the other thing about NBC in the last 31 years that I think is unique is that NBC, perhaps more than

any other broadcasting entity, has had the most to do with making television a totally different medium. To be specific, the tradition of the *Today Show* and the *Tonight Show*, and now, the recent additions of *Tomorrow* and *Weekend* and *Saturday Night*, the live show out of New York, and the “World Premiere” motion picture, and the mini-series, and the idea of doing a series that wouldn't be a half hour, or an hour, but 90 minutes in length. The television special. This whole effort to try to be the first with new forms. NBC has been in the forefront of the development of these things.

And it's been in the forefront of the news area. The instant news special came out of the NBC News division, and the idea of taking an entire evening's program to do a three-hour news special, which we're now doing at the rate of at least one a year.

So I think that NBC has played a crucial role. This has nothing to do with what the ratings are, one year or another. Now we see other networks trying to develop an early morning program, or trying to program the later evening hours, and we see them doing a brilliant job with the made-for-television motion picture, which has now become for network television the most important form for drama. Drama used to be something that came out of New York and was done in a studio. Now, more often than not, the winner of all the awards is a World Premiere, made-for-television motion picture that has now become a very important dramatic form. So I think the tradition of NBC has been to introduce these new things that are not just part of NBC, but then become part of broadcasting, and they're adopted by others as well. It's in that tradition that we hope to continue to work.

Goodman. We've always been a team.

Schlosser. We really have been.

Do you call it the “Julian and the Herb Show”?

Goodman. Look, after all, these offices are located exactly where they have been for the last 25 years. Herb walks into my office, and I walk into his. Herb is the operating officer of NBC, and he runs it. He has strong division heads. He meets with them constantly. He doesn't do anything that he knows that I wouldn't like, and I don't do anything I don't tell him about. I think it's fair to call it a team.

Schlosser. I think that there's been a lot of change in the last few years. There's a greater feeling of stability than we've ever had, and that will grow, that will grow. I think we see it in the program area. We see it in the network, and we see it in the company. Just watch.

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Family-time plaintiffs say NAB is agent for FCC

They ask court to declare plan unconstitutional abuse of power

The Hollywood writers and producers who have filed suit to block implementation of the family-viewing plan have, in this Bicentennial, asked the presiding U.S. district judge to issue "a declaration of independence for private broadcasting." The declaration would free broadcasters of the National Association of Broadcasters code provision requiring adherence to the family-viewing concept, the networks of their own policy statements on the issue and broadcasters generally of "unlawful" interference by the FCC in their programing decisions.

The purpose of the declaration, the plaintiffs say, in a brief filed in the court in Los Angeles, is "to re-establish the structure of free television decision-making that was torn asunder by the family-viewing campaign of the FCC, the networks and the NAB." And there is an admitted self-interest reason: The protection of the "most essential precious liberties" of the defendants is essential to the plaintiffs' own First Amendment rights as "viewers and creators of television programing."

In a separate brief, Tandem Productions Inc., which had joined in the brief filed by the other plaintiffs, asks Judge Warren Ferguson to order CBS to make a scheduling change: to move Tandem's *All in the Family* back into family viewing time—that is, before 9 p.m. Tandem contends the program was moved out of its 8 p.m. Saturday spot to 9 p.m. Monday because of the family-viewing plan, and maintains the program has been stigmatized as a result. The main brief also asks that four

of the defendants—the networks and the NAB—be ordered to pay the plaintiffs "reasonable attorneys fees and expenses." A specific figure is not mentioned, but the plaintiffs, in a proposed settlement offer, asked for \$600,000. The plaintiffs argue a financial payment is justified because the relief being requested would benefit the defendants by returning editorial independence to all.

The first round of post-trial briefs in the case were filed by the plaintiffs last week even as some of the defendants kept alive talk of an out-of-court settlement. ("Closed Circuit," June 14). NBC regarded as the defendant most interested in a settlement, submitted a draft proposal to the plaintiffs in response to one the plaintiffs presented earlier this month. (Another proposed draft settlement prepared by one defense attorney was being circulated for comment among some of the defendants—though not the FCC, which has said it would not join in any settlement, or, apparently, the NAB. It was not clear whether it too would be offered to the plaintiffs.)

The provisions of the NBC plan were not disclosed. "It does not include some things we want," Seth Hufstедler, Tandem's counsel, said. However, he also said he would be happy to discuss the matter with the defendants.

It was assumed two demands not met were those for moving CBS's *All in the Family* back into family-viewing time and gutting the NAB code provision dealing with family viewing. CBS and NAB are known to be adamant on those points.

To the Hollywood writers and producers who brought the suit, what is at issue in the case is whether the "legal" structure of broadcasting will continue to be based on the concept of "decentralized editorial power and limited government regulation," or whether control of the system will pass to "a self-appointed and unaccountable consortium of government, network and NAB officials."

The family-viewing plan, under which broadcasters and the networks, in the first two hours of prime time, avoid airing material not suitable for all members of

the family is not, the plaintiffs allege, the voluntary self-regulatory plan broadcasters say it is. On the contrary, the plaintiffs contend, the plan is the result of government—that is, FCC—action and is therefore unconstitutional as a violation of the First Amendment's ban on prior restraint.

The plaintiffs say the plan developed out of a series of meetings FCC Chairman Richard E. Wiley and members of the commission staff held with network and NAB officials. And Chairman Wiley, they say, acted in response to pressure from members of Congress concerned about what they felt was an overabundance of television sex and violence available to children.

"Without FCC action," the plaintiffs say, the plan "would not have been attained."

They also say the rule is government action because "it was imposed by the NAB and all three major networks acting in concert." The NAB, they add, "has come to serve the function of carrying out FCC policies, relieving the commission of this responsibility." And when the NAB acts with the three networks—each of which adopted policies reserving the first hour of network prime time (8-9 p.m.) to family-type material—"the results constrain the entire broadcast industry."

There was another reason cited for the alleged illegal action: "The FCC's 'back-room' campaign to impose a family-viewing policy on the broadcast industry was unlawful in that it grossly violated the procedural guidelines for regulation set forth in the Administrative Procedure Act and the FCC's own rules."

The plaintiffs also ask for an injunction to bar the FCC from engaging again "in such extra-jurisdictional regulatory efforts."

Lear will syndicate his own properties

Perenchio, in charge, says small staff will concentrate on top product, big markets

Norman Lear said last week that his T.A.T. Communications is getting into the domestic-syndication business, with *Mary Hartman, Mary Hartman* as its first property and with all of Mr. Lear's successful network programs except *All in the Family* on tap for future distribution to stations.

The latter category includes *Sanford and Son*, *Maude*, *Good Times* and *The Jeffersons*. *All in the Family* is committed to Viacom Enterprises as part of an arrangement made in 1970 when Viacom was still under the corporate umbrella of CBS.

"But we'll strip *All in the Family* in daytime for as long as we can—their hair will be gray by the time they get it," said Jerry Perenchio, the executive at T.A.T. Communications who will be in charge of the new syndication arm. *All in the*



Friendly adversaries. A Hollywood Radio and Television Society luncheon earlier this month proved neutral ground for studio heads and Screen Actors Guild officers who came to hear an address by SAG President Kathleen Nolan. Among those attending: (l-r) Sid Sheinberg, president, MCA; John H. Mitchell, president, both Columbia Pictures Television and HERTS; Miss Nolan; David Rintels, president, Writers Guild of America West, and David Begelman, president, Columbia Pictures.

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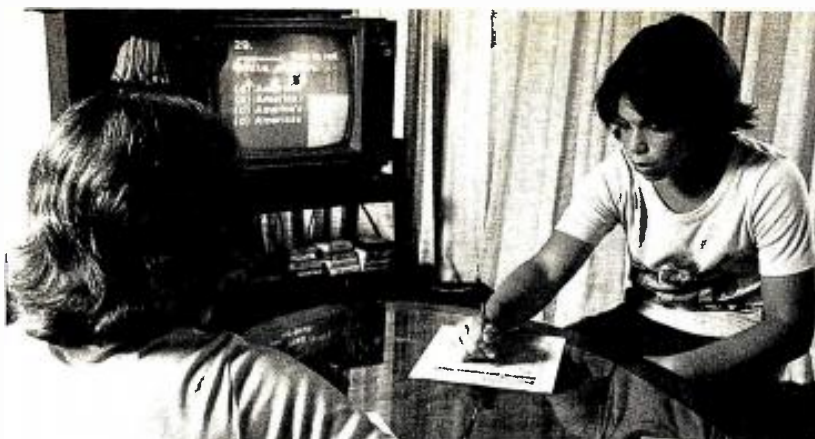
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Family reruns are getting solid Nielsens in their current 3 p.m. time slot on CBS, and Mr. Perenchio's assumption is that CBS will keep picking up the yearly option until the ratings begin to go slack. Once that happens, he says he'll offer the reruns to ABC and NBC for their fringe-time periods.

Sanford and Son's reruns have just begun a new life on NBC's daytime schedule. "We've got a firm two-year daytime-strip deal with NBC," said Mr. Perenchio, "so we can afford to bide our time on future syndication." NBC will most likely remove *Sanford* from its prime-time schedule after next season because Redd Foxx will be going off to ABC as the star of a weekly variety hour.

By doing its own syndication, T.A.T. will avoid "that 40% distribution fee which a syndicator skims off the top," Mr. Perenchio said, adding that he's convinced "you don't need offices all over the country to syndicate shows yourself. We don't plan to be schlockmeisters with a big load of inventory. We'll just go with top product, hire about four salesmen and focus on the top-50 markets, where most of the revenue in syndication is generated."

He said *Mary Hartman* lost \$1.3 million in its first six months of syndication (under Rhodes Productions, a Filmways company, whose distribution interest in the show was bought out by T.A.T.). "But in the new season, we hope to recoup a major portion of that loss," he continued. Dozens of stations, including WNEW-TV



Testing, testing. Post-Newsweek Stations' WPLG-TV Miami gave parents and children an opportunity to find out *What Does Johnny Know* earlier this month when it aired a 90-minute, 75-question test of reading skills. The test, sponsored by General Foods, was prompted by an earlier channel 10 presentation, *Why Johnny Don't Know*, which, according to WPLG-TV, "generated the largest viewer response" ever at the station and "triggered" educational legislation in the Florida house of representatives. Scoring sheets for the new test were printed free of charge in local publications and public service announcements about the program ran on 10 radio stations prior to airing. The test was developed by Donald W. Johnson, assistant superintendent to the Jacksonville, Fla. school system.

New York and KTTV Los Angeles, have agreed to renew the series for a full 52 weeks (195 original episodes, 65 repeats) at double and sometimes triple the rights figures of the previous contracts, according to industry sources. WNEW-TV New York, for instance, is reportedly paying less than \$5,000 a week for the series. But the new contract should more than triple that figure (although Mr. Perenchio said the \$20,000- to \$25,000-a-week guesses were "way too high").

Mr. Lear said the new season's batch of *Hartmans* will go on the air Sept. 27, a week after the networks have introduced their fall schedules.

T.A.T. Communications will continue leasing the foreign rights to its series (again with the exception of *All in the Family*, which Viacom International has a lock on) to sub-distributors such as Dana Murray in Canada and John Pierson in some European countries.

More dates on Van Deerlin family-viewing hearings

Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee has firmed its plans for "field" hearings this summer on family viewing.

The first outing will be in Denver, home district of one of the subcommittee's members, Representative Timothy Wirth (D-Colo.), on July 9.

The second will be Aug. 17 and 18 in Hollywood, home district of another of the subcommittee's members, Henry Waxman (D-Calif.).

Mr. Wirth has been an outspoken critic of the quality of children's TV programming and advertising, while Mr. Waxman has argued for the Hollywood producers and writers currently in litigation against the industry and the FCC over the imposition

of family viewing. Both congressmen are first-termers, and the hearings are at their request.

The witnesses at the July 9 hearing will all be local to Colorado and are expected to include representatives of academia, public interest groups, Denver TV stations and the Colorado Broadcasters Association.

National academy defies Hollywood to elect Cannon

Rift widens with new court actions, threat of chapter's expulsion

The National Academy of Television Arts and Sciences, despite threats from its Hollywood chapter, convened a June 13 trustees meeting and elected John Cannon president and Richard R. Rector, formerly of KQED(TV) San Francisco, chairman. The Hollywood chapter in turn asked the Los Angeles county superior court for \$40,000 in damages from current NATAS Chairman Cannon and other unnamed organization members. It charged that a trustees meeting could not be held without Hollywood chapter attendance, necessary to form a quorum.

The request came in the form of a motion to amend an earlier pleading. Two days before the meeting, the court had denied a filing for a preliminary injunction to stop it. Last month the Hollywood chapter filed for dissolution of NATAS and a return to Hollywood of its rights to the "Emmy." (BROADCASTING, May 24). The latter suit is still pending.

In the suit for dissolution, the filing cited "irreconcilable differences" which were spelled out later in a letter by the

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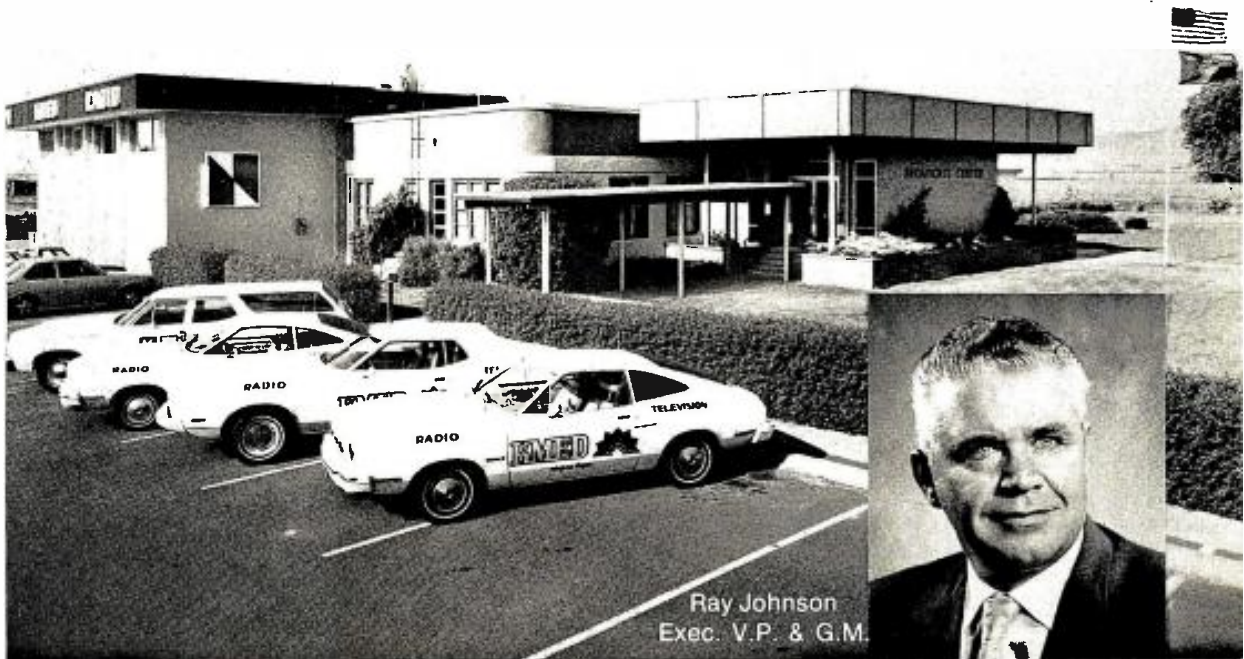
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Hollywood chapter president, Larry Stewart, to chapter members. The letter identified the Hollywood chapter's desires that had been reported earlier (BROADCASTING, May 31). Hollywood wants voting rights confined to the Hollywood and New York chapters, membership restricted to persons actively and creatively involved in television, the national chairmanship to be rotated between Hollywood and New York and reserved for persons of national reputation in television, and earnings from Emmy presentations to be retained by the national academy and undivided with chapters. Mr. Stewart's letter also charged that academy trustees outside Hollywood had voted against renewing NATAS President Robert Lewine's contract, which expires in September, and for Mr. Cannon who Mr. Stewart said had no executive experience in television.

With Hollywood's boycott of the June 13 trustees meeting, the national organization now says that Hollywood has 60 days to show cause why its charter should not be withdrawn. About 4,800 of the academy's 11,000 members belong to the Hollywood chapter.

Programing Briefs

ABC Sports Olympics line-up. ABC Sports' exclusive coverage of XXI Olympic Games in Montreal July 17-August 3 will be assisted by "expert commentators" (sportspeople) Bill Russell, Mark Spitz, O.J. Simpson, Bob Seagren, Cathy Rigby, Gordon Maddux, Donna de Varona, Ken Sitzberger and Ken Kraft, with feature reports by Pierre Salinger and LeRoy Neiman, artist. Broadcast team for ABC Sports will be Jim McKay, Howard Cosell, Keith Jackson, Frank Gifford, Chris Schenkel, Curt Gowdy, Bill Flemming, Warner Wolf, Bob Beattie, Jim Lampley and Dave Diles.

For very mature audiences. Noncommercial KQED(TV) San Francisco is developing new program series, titled *Over Easy*, directed at senior citizens. Hosted by Hugh Downs and structured in variety-magazine format, two half-hour pilots are scheduled to air nationally on public television in mid-September.

Legion award. Bicentennial Radio Network and its executive producer, Thomas P. Chisman, have been awarded American Legion's Fourth Estate Award. The network features two to two-and-one-half-minute historical broadcasts, reviewing events that happened on same date 200 years before. Programs are carried on 70 commercial stations, as well as Armed Forces Network and educational stations. Producer Chisman developed series with BBC. Award will be presented at legion's national convention in Seattle on August 26.

To tell the truth. Newsgroup Inc., Washington, will syndicate *Patty Hearst on the Witness Stand*, Metromedia TV production of Hearst's recent courtroom testimony.

Broadcast Advertising®

Ad volume climbs beyond forecasts

Interpublic now sees 1976 14.3% ahead of 1975, with rises biggest in national broadcast

Interpublic Group of Cos., New York, has raised its projections for U.S. advertising expenditures in 1976, placing the total in all media at \$32.5 billion, a gain of 14.3% over 1975.

Robert Coen, VP of media research at McCann-Erickson, New York, who serves as economist for its parent, Interpublic, had forecast at the beginning of the year that U.S. billings would rise only 10%. He told a news conference last Tuesday (June 16) that expenditures are climbing "beyond expectation," pushed by the improved economy, the winter Olympics and the national elections.

He estimated that national broadcast, including network and spot radio and television, would have the largest spurt, rising by 18% to \$5.32 billion. Mr. Coen said national print would rise by 14% to \$3.145 billion and other national by 11% to \$9.075 billion. He predicted that total local advertising would increase by 15% to \$14.9 billion (he did not provide breakdowns for the various media).

In reply to a question, Mr. Coen indicated the recent increases in spot TV costs were reasonable, pointing out the medium's rise in rates from 1971 to 1975 had not kept pace with the consumer price index.

Among the advertising categories Mr. Coen singled out for large gains this year were automotive and travel and hotels, up 20%; sporting goods, jewelry, TV sets and household equipments, 18% to 20%, and packaged goods, 15% to 30%.

NABB strikes again in Los Angeles

Group that made 'blacklist' agreement with Metromedia now persuades advertisers to drop sponsorship of horror movies on KCOP(TV)

The National Association of Better Broadcasting, Los Angeles, said last week it has persuaded five advertisers to withdraw their spot announcements from a "horror" feature film period on KCOP(TV) Los Angeles.

The NABB said it has received assurances from the Kinney Shoe Corp., the Gillette Co., Albertson's Food Centers Inc., Procter & Gamble and Jack-in-the-Box Restaurants that they would stop advertising on the horror movies on KCOP. The association had written to these companies and five other advertisers with respect to the Saturday and Sunday afternoon feature film period. The other adver-

tisers, according to the NABB, are C & R Clothiers, Collins Foods International, Hebrew National Kosher Foods Inc., Miller's Outpost, J.C. Penney Co., People Weekly, Earl Scheib and Der Wienerschnitzel.

Rich Frank, president of KCOP, said that some advertisers were canceling their schedules or shifting them to other periods, when possible. He said the NABB action was "an attempt at censorship by intimidating our advertisers."

Mr. Frank contended that the features are syndicated movies available all over the country. He said they are edited to conform with community standards. Moreover, he continued, announcements are carried at the beginning and the middle of the films, advising parents that the movies are not suitable for children.

On Oct. 1, 1973, the NABB and Metromedia Inc. signed an agreement under which the company's KTTV(TV) Los Angeles would not telecast some 40 cartoon and animated series and would not carry about 80 other series before 8:30 p.m. without a warning to parents. That agreement was voided last fall by the FCC which asserted that the station relinquished programming responsibility and control of operations under the pact (BROADCASTING, Sept. 22, 1975).

ARF study opts for clean sweep

Foundation committee releases report that compares indices for sweep and non-sweep periods during May; it's part of effort to put perspective on hypoing efforts

The first of three Advertising Research Foundation reports dealing with hypoing indicates that national network TV shares in prime time during the May sweep were different in one-third of the time periods by at least 25%.

The analysis, prepared by the A.C. Nielsen Co. to ARF specifications, compared national network shares during the May 1976 sweep and the surrounding non-sweep periods by the use of index numbers. For example, the index of 126 for NBC-TV on Monday, 8-8:30 p.m., indicates that the regular NBC programming in that period was 26% better in attracting audience share during the May sweep than during a comparable non-sweep period.

The foundation cautioned that the report is intended only to signal the buyer where to look closer when evaluating prime-time spot availabilities.

Erwin Ephron, chairman of the ARF television audience measurement committee, which originated the anti-hypoing proposals, said: "The incidence of hypoing shown by the analysis during the usually quiet May sweep emphasizes the need for this kind of information and the importance of an eight-week local measurement period."

The second ARF anti-hypoing recom-

WHO-TV Eyewitness News is all over town, doubling news on film.

"There isn't a single piece of newsfilm equipment in this studio that hasn't paid for itself, one way or another," claims Lisle Shires, proudly. And that's only one aspect of their film production facility that has doubled the amount of film coverage for half-hour shows in one year.



Lisle Shires, Newsfilm director of WHO-TV in Des Moines, Iowa.

Jack Cafferty, WHO's Television News director, recalls: "WHO-TV used to average about six film reports per show. Then, management made some drastic changes in news programming.

"We jumped from six to twelve film stories per news show, as a result, and we now have a dozen reporter-photographers.

"WHO-TV has always had a high percentage of film footage winding up on the air. Now we're shooting two to two-and-a-half times as

Here's Lisle with Robert Kress in the smooth-functioning, surgically clean environs of WHO's deluxe processing lab.



much film and one-third of it is still being broadcast.

"Our field reporters have some of the finest film equipment available today. And although some of our film is still shot with silent cameras, we have a continuing program to upgrade our sound equipment.

"Presently, we're shooting all prestripped Kodak Ektachrome EF film 7242 (tungsten). You never can tell when we may want to add voice-over later or use silent footage as a B roll with sound effects. We're in the process of converting to the new Eastman Ektachrome video news film 7240 (tungsten) and while 7242 looks good on the air, we're looking forward to the finer grain and low-light capability of 7240."



One of the most popular film features is "Cafferty is —," in which Jack takes on different jobs. Like driving a semi or in this case, working in a hospital where he first gives — and then gets — a cardiogram.

Cafferty anticipates continued heavy use of film. "With film, I can send a man out with a 16-pound camera and he'll come back with pictures that are simple to edit — and to store, too.

"One more thing — our news is getting a lot of attention. We've been getting very good response from our viewers. And that's what it's all about, isn't it?"

Film is good news.



ARF SPONSORED NETWORK TIME-PERIOD INDICES
MAY 1976 SWEEP PERIOD SHARES vs PRE/POST SHARES*
 (Based on National Nielsen Multi-Network Area Data)

	Monday ABC CBS NBC			Tuesday ABC CBS NBC			Wednesday ABC CBS NBC			Thursday ABC CBS NBC			Friday ABC CBS NBC			Saturday ABC CBS NBC			Sunday ABC CBS NBC		
7:00 p.m.	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	99	125	130
7:30 p.m.	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	99	130	133
8:00 p.m.	103	92	126	91	126	89	105	97	81	93	105	98	98	94	98	126	89	88	80	84	133
8:30 p.m.	103	90	121	97	117	86	102	101	83	92	105	95	100	87	107	109	91	91	82	81	140
9:00 p.m.	89	81	145	110	102	85	104	83	90	93	89	133	121	117	117	102	86	108	72	77	150
9:30 p.m.	99	76	125	112	102	85	108	84	97	86	89	142	116	118	118	90	91	117	74	89	126
10:00 p.m.	108	72	99	95	110	82	108	88	85	101	72	147	120	115	115	110	77	118	74	85	112
10:30 p.m.	111	68	94	94	110	84	104	83	85	101	73	150	117	110	110	72	87	109	72	87	109

*Three weeks ending May 18 indexed to three weeks ending April 20 plus one week ending June 2, regularly scheduled programs only. These indices are based on NTI Multi Network Area Shares. Performance in individual markets can differ significantly.

**No regularly scheduled programs aired during three weeks ending May 18.

mendation was for publication of October and January share data in their adjacent local market sweep reports. Both the ARF and NSI have agreed, starting with the November sweep. The third ARF recommendation calling for an eight-week sweep measurement was tabled some time ago, pending the results of a National Association of Broadcasters-sponsored study of local TV dairy allocation.

The ARF-sponsored network analysis is being sent by the American Association of Advertising Agencies to its membership and by the Nielsen Co. to NSI subscribers.

JWT tops Clio winners with total of eight

J. Walter Thompson Co. captured eight Clio awards last week for the best television and radio commercials, topping the

list of advertising agency, advertiser and production company entries in the annual competition of the American TV and Radio Commercials Festival, New York.

In television, there were 49 winners chosen from 2,044 entries. In radio, winners totaled 34 out of 966 entries.

JWT won four first-place awards in TV and four in radio. In television, the agency's San Francisco office picked up a Clio for its Water Pik commercial in the home furnishings/appliance classification. The remaining winners were from JWT's New York branch—Kodak Trimlite in the costuming and set design classifications and Eastman Kodak in the music with lyrics category. Thompson also was awarded four Clio's in radio for its commercials—three for Water Pik and one for Kodak.

Marathon Oil Co., Findlay, Ohio, garnered four Clio's for its radio commercials in the auto accessories, corporate, copywriting and announcer's presentation categories. Other winners were Benton & Bowles and Grey Advertising, with three Clio's each in TV, and Rosenfeld, Sirowitz & Lawson, two in television.

Bill Evans, director of Clio, noted that in 1976 there was no Clio award for the best TV commercial in the humor category. He said that during 1975's period of austerity, production budgets at agencies were "trimmed to the bone." In place of elaborate 60-second productions, advertisers and their agencies leaned toward the half-minute format and stressed consumer, product demonstration, low prices and quality.

Xerox spot captures top Andy honors

NH&S is agency; it wins in 'best of show' and 'best in TV' contests; Blue Nun ads win 'best in radio'

The Advertising Club of New York presented its 1976 Andy Awards last week to creative personnel and to advertiser; and agencies responsible for 15 television and radio commercials.

Sharing top honors were Steve Penchina, copywriter, and Allen Kay, art director, of Needham, Harper & Steers, New York, who divided \$6,000 in cash prizes for their one-minute TV commercial for Xerox titled "Monks." They received \$5,000 for the "best in show" category and \$1,000 for the "best in television" category. The other cash win-

ners were Kay Kavanagh and Mark Yustein, copywriters at Della Femina, Travisano & Partners, New York, who shared \$1,000 for Blue Nun radio commercials.

Other winners of the Andy in broadcast categories were the following:

In radio—*The New York Times* and Green Dolmatch Inc., New York; Schieffelin & Co., and Della Femina, Travisano & Partners, both New York; Stan Wiley Realtors and Cole & Weber Inc., both Portland, Ore.; Church of Jesus Christ of Latter-Day Saints and Bonneville Productions, both Salt Lake City.

In television—Pacific Telephone & Telegraph Co. and BBDO, both San Francisco; BASF Systems Inc., Bedford, Mass., and Young & Rubicam, New York; Brooke Bond Foods, Lake Success, N.Y., and Warwick, Welch & Miller, New York; Barney's Men's Store and Scali, McCabe & Sloves, both New York; Xerox Corp., Stamford, Conn., and Needham, Harper & Steers, New York; Pacific Northwest Bell and Cole & Weber, both Seattle, and Anti-Defamation League and Grey Advertising, both New York.

Advertising Briefs

Ogilvy in Chicago. Ogilvy & Mather, with domestic offices in New York, Los Angeles and Houston, will open full service office in Chicago this fall to serve mid-western clients. It will be located at 200 East Randolph Drive 60601. Heading office will be Henry P. Bernhard, vice chairman, Ogilvy & Mather.

Petition rejected. Federal Trade Commission has rejected Grocery Manufacturers of America's petition to nullify proposal which would affect information and claims in food advertising (BROADCASTING, June 7). GMA made point in light of Supreme Court decision last month which gave commercial speech some First Amendment protection. FTC said it wouldn't defy laws and told GMA to argue case at hearings which begin July 12.

Taking care of business. Ten challenges to national advertising, including three to television, were resolved by the National Advertising Division of the Council of Better Business Bureaus during May. Discontinued were TV commercials for Miles Laboratories (SOS Soap Pads) and the Seven-Up Co. (soft drink). Found acceptable was a spot for S.C. Johnson & Son (Glory Rug Shampoo).

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Pittsburgh, Pa.



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Continental Electronics

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GILBERT & SULLIVAN SUMMED IT UP:



**“In short, whoever you may be,
To this conclusion you’ll agree,
When everyone is somebody
Then no one’s anybody”¹**

**Like everyone else, we depend
on our marks to identify us
and differentiate us from others.**



The term Realtor and the Realtor logo are federally registered collective membership marks owned by the National Association of Realtors. They identify real estate professionals who belong to the National Association and subscribe to its strict Code of Ethics. Consequently, the term Realtor is not a synonym for “real estate agent” or “real estate broker.”

**“Then jump for joy and gaily bound,
The truth is found – the truth is found!”²**

To keep the public from being misled or deceived by improper or unauthorized use of the term Realtor, it’s important to use it correctly. You won’t have any trouble because there’s only one thing to remember.

When you talk about people in the real estate business, make sure they’re members of the National Association before you call them Realtors. If they’re not members, or if you’re not sure of their membership status, simply say “real estate broker” or “real estate agent” . . . even “broker” or “agent,” if you prefer.

**“For duty, duty must be done;
The rule applies to everyone.”³**

The term Realtor has only been in existence since 1916. It was adopted by the National Association of Real Estate Boards (now the National Association of Realtors) for the sole use of its members. This exclusive designation has given the public an easy, appropriate way to recognize National Association members and distinguish them from non-members.

Under the circumstances, you can see why a misuse of the term Realtor could be confusing and maybe even misleading. In the interests of clarity, therefore, it’s important to be accurate. The rule is simple:

Don’t call someone a Realtor unless you know he or she is a member of the National Association of Realtors. Say “agent” or “broker” instead.

“What, never? No, never!”⁴

**“And we are right, I think you’ll say,
To argue in this kind of way.”⁵**

Footnotes: 1. *The Gondoliers*, 2. *Princess Ida*, 3. *Ruddigore*, 4. *H.M.S. Pinafore*, 5. *The Mikado*

NATIONAL ASSOCIATION OF REALTORS®

Chicago, Illinois 60611

NBC defends compensation, network time

Out in open as affiliates convene: long dispute between Dave Adams, Don McGannon on network values; it's McGannon vs. ABC escalated

NBC officials opened a counteroffensive last week against Donald H. McGannon's campaign to show that the networks pay their affiliates too little and that they should be blocked from expanding their early-evening newscasts.

They notified NBC-TV affiliates that correspondence on the subject between David C. Adams, NBC vice chairman, and Mr. McGannon, chairman and president of Westinghouse Broadcasting Co., would be waiting for them when they register at NBC's 50th anniversary convention in New York this week.

They did so—and also made the material public—after being advised by Mr. McGannon that he was sending a letter summarizing his arguments, accompanied by financial analyses, to all NBC-TV affiliates in advance of the convention. The arguments and analyses are essentially the

same that he sent to all ABC-TV affiliates just before their convention last month (BROADCASTING, May 24).

The correspondence included two letters to Mr. McGannon from Mr. Adams, following up a presentation on the economic issues that Westinghouse officials made to NBC—and, separately, to ABC and CBS—last March. Taken together with Mr. McGannon's replies, which Westinghouse made available, the correspondence reflects a classic but continuing debate between networks and affiliates over what their respective roles and rights should be.

In a sense, Mr. Adams's observations seemed addressed as much to affiliates generally as to Mr. McGannon.

In one letter, dated April 15, the NBC vice chairman reviewed the Westinghouse financial presentation and said that, among other things, it omitted "several significant economic factors" including a comparison of affiliates' and networks' ratios of profits to sales, "which would show the affiliates in a much more favorable position."

"However," Mr. Adams continued, "accepting the figures for what they do show, I don't know what conclusions you feel should be drawn from them. One premise is certainly clear—network compensation is not the only or even the primary financial value affiliates obtain from networks. Yet I believe you generally disregard the fact that affiliates derive huge financial advantage from network programming, which contributes in a major way to their spot and local revenue."

"So far as the equities are concerned, it seems to me that if the network business were being invented today, stations would pay for network program service, rather than the anomalous situation in which networks put hundreds of millions of dollars at risk, develop, mount and sell a very high-cost program structure which generates the major portion of the affiliates' revenue; and then, in addition, pay them for carrying this valuable service. But that is not the way history has gone or is likely to go."

"In the earlier years of television, when station rates were the basis of pricing time sales to network advertisers, these rates were increased regularly and substantially, reflecting the rapid increase in television circulation in each market. As a result, network compensation grew steadily, and the increases in network station rates were also a major factor in expanding network revenues. As the growth of television circulation leveled off, there was also a leveling off in the network station rates that reflected this circulation."

"During the same period, the basis of network sales changed from time sales in hour or half-hour units to commercial positions in programs, with the networks taking the program cost and risk, and the price to advertisers based on the audience attraction of the individual network program. This was not a change planned or relished by the networks, but one initiated by advertisers as program sponsorships became too costly and risky and greater

Renewals and cable. Broadcasters seeking action in this Congress on license renewal legislation will finally get their wish. The House Communications Subcommittee will hold hearings on renewal bills Sept. 14-16. That announcement came out of the subcommittee last week along with dates for a second round of hearings on cable television regulation. Nine days on cable are planned to supplement the seven already held (BROADCASTING, May 24, May 31). Each day will examine one facet of the cable controversy, beginning July 20 with pay cable and continuing July 21, distant signals; July 22, sports; July 27, federal-state regulations; July 28, industry structure; July 29, crossownership, minority ownership and equal employment opportunity; Aug. 3, rural telecommunications; Aug. 4, FCC; Aug. 5, conclusions.

market flexibility was needed.

"During our meeting, Marv Shapiro [Marvin L. Shapiro, executive vice president of Westinghouse and president of its station group] pointed out that it was the affiliates' time that network programming occupied, and that time had become increasingly valuable. I can only respond—as I did then—by noting that if the time has become increasingly more valuable, it is not by virtue of any station action, but because of the network programming and the audience it generates. If an affiliate were to withdraw the time from its network i.e., become an independent, the time would suffer an enormous decline in its value."

"In any event, for many years there has been no relationship at all between network station rates and network pricing to advertisers. Whereas in earlier years, when time periods rather than commercial positions were typically the unit of sales, an increase in network station rates resulted in a direct increase in network sales revenue; now the reverse is true. An increase in network station rates now represents a direct and very substantial out-of-pocket cost to a network . . .

"Considering the relative equities, there is little basis for a network to increase its out-of-pocket costs [by raising station rates] unless some competitive element warrants such an increase—for example a situation where an affiliate is making an unusual contribution to the network in outperforming its competition by delivering much higher audience levels within its market than is normal. Unfortunately, that is not true of NBC's Group W affiliates."

"Whatever we may think of the course of history, the economics of network/affiliate operations will undoubtedly be determined by the free play of normal competitive market forces in which I am sure we both believe, rather than by new theoretical formulas or efforts to reverse the economics of the marketplace. And it seems to me that instead of debating how the network portion of the total television pie might be divided between a network and its affiliates, it would be more fruitful



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revenue and profit growth that come only infrequently to an industry. And this trend is aided by population moves to the suburbs, where television reaches audiences much more readily than metropolitan newspapers.

"Bob Howard (Robert T. Howard, NBC-TV president) made some reference to these circumstances at our meeting, and I believe more tangible results will follow from pursuing the very real opportunities to develop local business than from advancing the hope that networks should subsidize affiliates at their own out-of-pocket costs, in order to equalize network and affiliate profit trends . . .

"... You also touched on something

you choose to call 'network encroachment.' This is now a matter which a committee of the NBC Affiliates Board of Delegates is examining and I'd hesitate to get further into it before this committee has completed and reported on its analysis. Another term for 'encroachment' is meeting the affiliates' demands for sports, something on which NBC may have been too forthcoming."

Mr. Adams did not mention longer newscasts in that letter, but Mr. McGannon's reply, dated May 19, did. It also touched on several other points:

"I do not dispute the fact that affiliates and networks enjoy favorable financial results under the present system—what I *do* dispute is the recent 'split' of the *advantage*. I also appreciate the '*capital-intensive*' nature of networking and the implicit risk involved. It was for such reasons that networks have stations in the largest communities of the country reaching almost one-quarter of the national television circulation. This is a fantastic built-in value under which NBC and CBS have fared well for many years as distinguished from the marginal operations for ABC and a short, ill-fated existence for DuMont . . .

"Despite the historic circumstances, the facts now are that networking has stabilized due, in some measure, to [the FCC's prime-time access rule] and *substantial* profits (by any standard of measurement) have been realized for several years without any concomitant adjustment in station rates for a decade or more.

"In addition, during the 10 or 12-year period when *all three* networks had a lid on increases in station compensation, the same networks were moving into more and more local time periods which resulted in a paucity of local time for the stations and unprecedented profits for the networks."

Mr. McGannon also told Mr. Adams:

"When you hypothesize that if the American television system were being started today, the networks would *sell programs* to the stations, this tends to ignore that in such a marketplace, all producers would be active and, as a consequence, networks in the nature of NBC-ABC-CBS wouldn't exist. It is your 'option' of our time and our stations' dependence on your programs to the exclusion of other alternatives that has maintained the current structure. It has also foreclosed outside producers from this market. . ."

As for Mr. Adams's assertion that NBC's Group W affiliates were not delivering exceptional audience levels, Mr. McGannon said he didn't know the basis for the statement but "I hope it's based upon more cogent information than Bob Howard relied on in his comments regarding the standing of these stations during our recent meeting."

Mr. McGannon submitted data showing that his two NBC affiliates—KYW-TV Philadelphia and WBZ-TV Boston—were the only affiliates in their markets whose local programming has substantially higher ratings, nine points or more, than their network programming.

In raising the longer-newscast question,

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Mr. McGannon said that to lengthen the early-evening newcasts would merely be "to take more station time and put more news where there is an abundance of news now"—and to do so at a time when "network and industry profits are at a record high" while TV's reputation "is depressed due to program content and other reasons." He iterated his proposal that the networks schedule an additional newscast at 9 p.m. NYT, and reiterated his offer of free clearance for it on Westinghouse stations.

As he envisioned it, he said, "all three networks would present a new dimension in electronic journalism, featuring analysis, commentary, etc. The public is hungry for this as evidenced by *60 Minutes*. The audience is maximized at 9 p.m. and would offer an unprecedented opportunity to present in-depth news and analysis with great public and other relations values. It would be a welcome departure from Hollywood-produced material, could be on forever and be very compensatory."

Mr. Adam's reply, dated June 9, also dealt with the longer-newscast question. Mr. McGannon's proposal "may make good copy," he said, "but you must recognize that you do not speak for a majority—or even a minority—of affiliates in advancing such a proposal. As you describe the proposition, it would also entail parallel action by three competing networks in scheduling the same type of program material in the same time period, a course we do not regard as feasible."

Mr. McGannon replied to that in a letter delivered last Thursday saying that he didn't make his proposal for the purpose of making "good copy," and, as for Mr. Adams's contention that "parallel action by three competing networks" would raise legal questions, "I submit that the action taken by two of the networks [ABC and CBS in advancing the idea of longer newcasts] and anticipated in the near future by the third, is as clear a case of similar action as one could find.

"I'm not suggesting any direct collusion," he continued, "but the net effect is the same as that which results throughout the daily broadcast schedule—soaps against soaps, games against games, news against news, action against action, etc., etc. That is how the current make-up of the schedule has emerged with stations having little or no option but to fill in the time remaining and unwanted, at least for the moment, by the networks."

Moss nudges Wiley

Oversight chairman wants answers to questions raised last month; asks clarification on cable matters

Representative John Moss (D-Calif.), chairman of the House Oversight and Investigations Subcommittee, did not finish with the FCC in the two days of hearings he conducted last month on the commission's activities (BROADCASTING, May 17). The congressman sent Chairman Richard

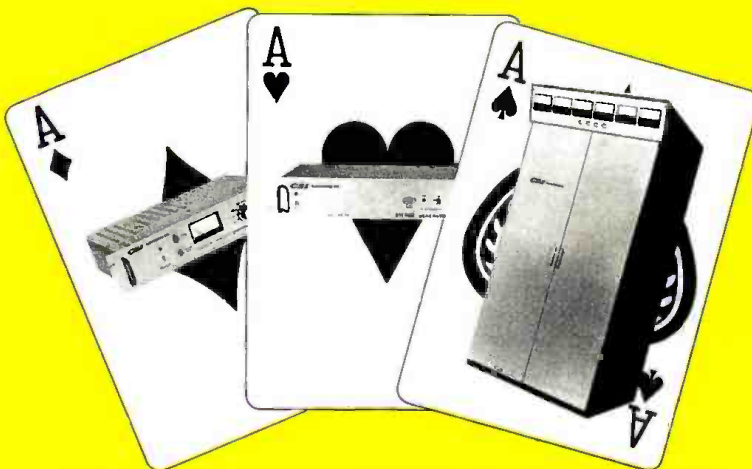
E. Wiley a 14-page letter, with copies to each of the six other commissioners, with questions on a variety of subjects—regulatory reform, cable television, the commission's conglomerate study and UHF, among others. And many of the questions are pointed. For instance, the letter asks why, in view of the explicit request of the chairman of the House Communications Subcommittee—the late Representative Torbert H. Macdonald (D-Mass.)—has not the commission made recommendations for cable television? It also asks why a regulatory policy favoring "the maintenance of the existing broadcast structure at the expense of the development of a vigorous, competitive cable industry" is in the public interest? The commission's response is due June 25.

FCC eases rule on broadcast investment

Commission raises limit to 5% for insurance companies, mutual funds and similar organizations; however, regulation on reporting of corporate ownership is tightened

The FCC has modified two rules affecting corporate and investment companies with holdings in broadcasting and cable. But in neither case did it meet its responsibilities to the public, in the view of Senator Lee Metcalf (D-Mont.), chairman of the Senate Subcommittee on Reports, Accounting and Management, who has long

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shown an interest in such matters.

In one proceeding, the commission decided to require widely held corporate licensees—those with more than 50 stockholders—to file annual ownership reports with the FCC. The commission until now has required such licensees to file ownership reports only at license renewal time but to update them within 30 days of any change.

In the other, the commission made it easier for financial institutions to purchase large amounts of broadcast and cable company stock. It set 5% as the limit on institutional ownership of broadcast and cable television companies (BROADCASTING, June 14), raising the benchmark from 1% for insurance companies and 3% for investment companies, including mutual funds, to the 5% standard in effect for banks. But the new rule also prohibits such companies from exercising control of licensees.

Senator Metcalf, who had opposed such changes, said the commission does not know at the present time the voting interests of institutional investors. And he said the commission's action results from the "massive—not passive—influence" of the investing companies on the commission, the President, Congress and the public.

The commission said it modified its ownership reporting rule to reduce a burdensome requirement for the licensees as well as to simplify matters for its staff. The

change is only one of several proposed in a rulemaking issued last year; consideration of the others will be held in abeyance pending conclusion of rulemakings by the Securities and Exchange Commission and other agencies that bear on the same subject.

The commission said the decision to permit institutional investors to own up to 5% of broadcast and cable companies serves the public interest by increasing the investments in broadcast and cable companies. Such increased investments, the commission believes, will strengthen the economic foundations of those industries without creating undue concentration of control.

Gannett revives deal for papers, stations in Missouri, Oklahoma

This time it offers cash, not stock; crossownership rules are involved

Gannett Co., Rochester, N.Y.-based newspaper chain, has agreed in principle to buy three newspapers and their related broadcast properties from Springfield Publications Inc. and Oklahoma Press Publishing Co. for an undisclosed amount of cash.

Involved in the purchase are the *Springfield (Mo.) News and Leader* and

Press; the Muskogee (Okla.) Phoenix and *Times Democrat*; KGBX(AM) Springfield; KHMO(AM) Hannibal, Mo.; KBIX(AM) Muskogee and 50% of KYTV(TV) Springfield. KGBX and KHMO are 50% owned by Springfield Publications (Duval family) and 50% by Oklahoma Press Publishing, which also owns the Muskogee properties. The remaining 50% of KYTV is owned by Grand Prairie Investment, which is retaining that interest.

In 1974 Gannett received FCC approval of a similar proposal in which \$33.4 million was to have been paid in Gannett stock. After market fluctuations, the deal fell through (BROADCASTING, Nov. 11, 1974). Currently Gannett is studying its options to bring the purchase into compliance with the FCC's crossownership rules barring the acquisition of co-located AM and TV stations and newspapers. In the previous deal, Gannett received permission to spin off KGBX(AM).

Gannett publishes 57 daily newspapers and owns WBRJ(AM) Marietta and WKFI(AM) Wilmington, both Ohio, and WHEC-TV Rochester, N.Y.

Changing Hands

Announced

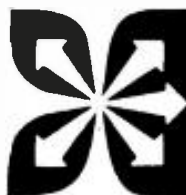
The following broadcast station sales were reported last week, subject to FCC approval:

■ KGBX(AM) and 50% of KYTV(TV) Springfield, Mo.; KHMO(AM) Hannibal, Mo., and KBIX(AM) Muskogee, Okla.: Sold by Springfield Publications Inc. and Oklahoma Press Publishing to Gannett Co. (see this page).

■ WSAV-TV Savannah, Ga.: Sold by WSAV Inc. to News-Press & Gazette Co. for \$5,250,000. Seller also owns WSAV(AM) there; its principals are Harben Daniel, W.K. Jenkins estate and Arthur Lucas estate. Buyer, principally owned by David R. Bradley, publishes *St. Joseph (Mo.) News-Press and Gazette* and owns St. Joseph Cablevision Co. WSAV-TV is NBC affiliate on channel 3 with 100 kw visual, 15.1 kw aural and antenna 480 feet above average terrain. Brokers: Blackburn & Co. represented buyer; J.C. Bradford Co. represented seller.

■ WTAN-AM-FM Clearwater, Fla.: Sold by Clearwater Radio Inc. to WAOK Inc. for \$850,000 subject to adjustment at closing. Seller is owned by H.D. Parker, Frank L. Reid and James J. Short who have no other broadcast interests. Buyer is subsidiary of Broadcast Enterprises Network Inc. (Ragan Henry and Stan Raymond, principals) and also owns WAOK(AM) Atlanta and WGIV(AM) Charlotte, N.C. WTAN(AM) is on 1340 khz with 1 kw day, 250 w night. WTAN-FM is on 95.7 mhz with 18 kw and antenna 130 feet above average terrain. Broker: Chapman Associates.

■ WSSB(AM) Durham, N.C.: Sold by 1490 Inc. to Airways Inc. for \$600,000. Seller is subsidiary of Woods Communications (John Woods, principal) which also owns WRUN(AM)-WKGW(FM) Utica, N.Y., and WTOB(AM) Winston-Salem, N.C. Buyer,



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6 21

principally owned by Richard G. Glover, also owns WCCR(AM) Urbana-WLRW(FM) Champaign, Ill. WSSB is on 1490 khz with 1 kw day, 250 w night. Broker: Doubleday Media.

■ KBIS(AM) Bakersfield, Calif.: Sold by Westco Media to Thunderbird Broadcasting for \$382,500 plus \$100,000 noncompetition covenant. Seller is owned by Edward G. Atsinger III and Stuart W. Epperson. Mr. Atsinger also owns KDAR-FM Oxnard, Calif., and has application, with Mr. Epperson, for new FM in Shafter, Calif. Mr. Epperson also owns WKBA(AM) Vinton, Va., and WRBX(AM) Chapel Hill, N.C., and has interest in application for new FM in Mount Hope, W.Va. Buyer is owned by Alvis E. (Buck) Owens, country music star and owner of KNIX(AM) Tempe, Ariz., KNIX-FM Phoenix, and KUZZ-AM-FM Bakersfield. He is selling KUZZ(AM) so he may acquire KBIS (see below). KBIS is on 970 khz with 1 kw full time.

■ KUZZ(AM) Bakersfield, Calif.: Sold by Thunderbird Broadcasting to International Church of the Foursquare Gospel for \$100,000. Thunderbird is selling to make way for its purchase of KBIS(AM) Bakersfield (see above). Buyer is nonprofit, nonstock corporation that also owns KHIS(FM) Bakersfield and KFSG(FM) Los Angeles. KUZZ is 250 w daytimer on 800 khz.

■ WHLQ(FM) Canton, Ohio: Sold by Radio Akron Inc. to John Bayliss for \$430,000. Seller is subsidiary of Susquehanna Broadcasting Co. (Louis J. Appell Residuary Trust, 87%) which also owns WQBA(AM) Miami; WKIS(AM) Orlando, Fla.; WLTA(FM) Atlanta; WFMS(FM) Indianapolis; WGBB(AM) Freeport, N.Y.; WHLO(AM) Akron, Ohio; WARM(AM) Scranton and WSBA-AM-FM-TV York, both Pennsylvania, and KPLX(FM) Fort Worth. Buyer is president and general manager of WSAI-AM-FM Cincinnati. WHLQ is on 106.9 mhz with 27.5 kw and antenna 340 feet above average terrain. Broker: R.C. Crisler & Co.

■ KMEL(AM) Wenatchee, Wash.: Sold by Frontier Broadcasting Co. to Sans Inc. for \$220,000. Seller is owned by Craig R. Lawrence Jr. who has no other broadcast interests. Mr. Lawrence is son of Craig Lawrence, veteran CBS executive who is now retired and living in Stamford, Conn. Principals in buyer are Carl S. Tyler, John A. Lienkaemper and James Corcoran. Messrs. Tyler and Lienkaemper have interests in KHIT(AM) Walla Walla, Wash., and application for new FM there. Mr. Corcoran is KHIT sales manager. KMEL is on 1340 khz with 1 kw day, 250 w night. Broker: William A. Exline Inc.

■ WEBQ-AM-FM Harrisburg, Ill.: 50.1% of Harrisburg Broadcasting Co. sold by Willard G. Franks to Macauley G. and Roxanna B. Nicholes for \$200,000. Seller has no other broadcast interests. Other principal in stations is A.G. Pruett estate. Mr. Nicholes owns pizza restaurant and is sports announcer at stations. His wife is high-school teacher. WEBQ(AM) is on 1240 khz with 1 kw day, 250 w night. WEBQ-FM is on 99.9 mhz with 50 kw and antenna

310 feet above average terrain.

■ WBOY(AM) Clarksburg, W.Va.: Sold by Northern West Virginia Radio Co. to Lee R. Dixon for \$90,000. Seller is owned by Max and Marion Ascoli and Nathan W. Levin who have also sold, subject to FCC approval, WBOY-TV there for \$750,000 (BROADCASTING, May 3). Buyer has interest in WSOM-AM-FM Salem, Ohio. WBOY is on 1400 khz with 1 kw day, 250 w night. Broker: Chapman Associates.

■ KPOS(AM) Post, Tex.: 75% of Boles Broadcasting sold by James Boles to Marvin G. Schwartz for \$45,000. Mr. Boles retains the other 25%. Mr. Schwartz and his wife, Enid, own Gary Schwartz Enterprises, TV programing sales firm in Beverly Hills, Calif. KPOS is 1 kw daytimer on 1370 khz. Broker: Doubleday Media.

Approved

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

■ WLW(AM) Cincinnati: Sold by Avco Broadcasting to Queen City Communications Inc. for \$8.5 million. Parent Avco Corp., diversified firm that manufactures electronic equipment and heavy machinery, is in electronic and chemical research, owns insurance and financial firms as well as Carte Blanche, Embassy Pictures and Avco Film Productions. Company took \$20.6-million consolidated loss in 1974 and decided to sell its 12 broadcast properties. With approval of WLW, it is left with WRTH(AM) Wood River, Ill. (St.

Louis), and KYA-AM-FM San Francisco. Buyer is group of Cincinnati investors headed by Jay C. Thompson, president and chief executive officer of Rapoca Energy Corp., Cincinnati-based coal mining company he sold last year to Field Enterprises of Chicago for reported \$20 million. WLW is on 700 khz with 50 kw full time.

■ WEBR(AM)-WREZ(FM) Buffalo, N.Y.: Sold by Queen City Radio to Western New York Educational TV Association for \$1,950,000. Seller, owned by 10 local businessmen, has no other broadcast interests. Buyer is nonprofit, nonstock educational corporation that also owns WNED-TV there. WEBR is on 970 khz with 5 kw full time. WREZ is on 94.5 mhz with 105 kw and antenna 710 feet above average terrain.

FCC on Star-citizens agreement: we pass

Commission refuses to either approve or disapprove deal that paved way for sale of stations

The agreement that *Washington Star* publisher Joe L. Allbritton reached in October with three Washington area citizen groups as a means of removing their objections to his acquisition of Washington Star Communications Inc. and its six radio

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and television stations, was up for FCC consideration last week. But the commission neither approved nor disapproved it. It simply said the agreement was not inconsistent with its policy statement on citizen group-broadcaster agreements, and dismissed the application for approval.

That action was in line with its refusal to approve or disapprove a financial reimbursement agreement citizen groups reached with the principals in the sale of WNCN(FM) New York (BROADCASTING, May 3). The agreement before the commission last week, which involved six local chapters of the National Organization for Women, the Adams Morgan Organization

and the Media Task Force, contained a provision calling for reimbursement of the groups' costs, to the extent approved by the commission, of up to \$15,000. Other provisions deal with employment of minorities and women at WMAL-TV Washington and with the broadcast by that station of "free speech" messages (30-second and one-minute spots taped by members of the public). The station has been implementing those provisions since the commission approved Mr. Allbritton's acquisition of the WSCI properties in December (BROADCASTING, Dec. 22).

The commission vote was 6 to 1; Commissioner Benjamin Hooks dissented.

Lobbying bill may mean more reports

Broadcasters believed vulnerable to registration for Hill contacts

A bill that might force networks, group broadcast owners and other licensees to register with the federal government as lobbyists was passed by the Senate last Tuesday. The bill, which cleared the Senate 82-to-9, is the first major overhaul of the lobbying disclosure law since 1946.

The National Association of Broadcasters and some broadcast representatives in Washington are already registered, but many more will probably have to be if the new bill becomes law. The current law appears to exempt most broadcasters because influencing legislation is not their "principal business."

But under the new bill, any organization would have to register and report to the government quarterly if it met any of these criteria: (1) there were at least 12 direct oral communications in a quarter year with congressmen or staff members by paid employees; (2) an outside lawyer or representative was paid \$250 or more in a quarter to lobby, and (3) the organization spent \$5,000 or more in a quarter promoting letter-writing campaigns to Congress.

A couple of exemptions were added that might also affect broadcasters. For instance, any organization whose contacts were solely with members of its own state delegation would not have to register. Nor would a state or local unit of a national organization, unless the local organization made 12 contacts with Congress on its own in a quarter.

Broadcasters in Washington were not sure of the precise impact of the bill. Roy Elson, NAB vice president for government relations, said last week it would be "hard to say how the bill would affect activities." But he said its reporting requirements would certainly extend to networks, many group owners, state associations and licensees.

William Leonard, Washington vice president for CBS, a company not now registered, said he thinks the bill would create "an enormous amount of make-work . . . It's not going to alter the day-in and day-out exchanges between legislators and their constituents," he said. "What matters is the three hours more a week required for filling out forms."

A similar bill is being marked up by a House Judiciary subcommittee. Observers are giving the legislation no better than a 50-50 chance of passing Congress in the time left this session.

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Media Briefs

New owners, new name. Grinnell (Iowa) College officially joined broadcaster ranks last week when it closed sale of WLWD(TV) Dayton, Ohio, from Avco Broadcasting Corp. and signed station on Wednesday

(June 16) as WDTN. Closing of \$12.9 million deal came almost year to day after originally announced (BROADCASTING, June 23, 1975). Ray W. Colie, Avco VP, continues as general manager but now with Grinnell Communications Corp. Avco had owned station since 1949.

Come again? Pappas Television, licensee of KMPH(TV) Visalia, Calif., requested U.S. Court of Appeals in Washington to review FCC's denial of Pappas's request for special relief from importation of distant TV signals by San Joaquin Cable TV in Fresno, Calif.

No protection. Renewal applications in deferred status through entire license term are not protected against competing applications or petitions to deny. FCC made that point by accepting for filing AM application of Carlisle Broadcasting Associates. Application is mutually exclusive with renewal application filed by WIOO(AM) Carlisle, Pa., on April 1, 1972, upon which commission has not yet acted.

Heftel running. Group owner Cecil Heftel has "stepped down from day-to-day operation" of his Hawaiian stations KGMB-AM-TV and KGMQ(FM) Honolulu, KPUA-TV Hilo, and KMAU-TV Wailuku while he runs for Democratic nomination to U.S. House of Representatives. According to his lawyer, Mr. Heftel wants to avoid any charges that he could control media coverage of campaign. Mr. Heftel ran unsuccessfully for Senate in 1970.

Cablecasting®

Study by Little firm sees rapid growth in revenues for cable until the 1980's, then a deceleration

An Arthur D. Little report on the 10-year outlook for cable television says that revenues will double for the industry in the next five years, but that then the rate of growth will begin to slow as cable markets become saturated.

Present industry-wide revenues of \$760 million, says the study, will increase to between \$1.5 and \$1.8 billion in 1980. Revenue growth will average 14% to 18% per year through 1980, the study says.

But by the early 1980's the rate of cable growth will begin to taper off, according to the study, as penetration into markets with limited over-the-air broadcast TV reception hits the maximum loads.

The report also predicts that pay cable subscribers will number between five and seven million by 1985, with basic-service subscribers totalling 20-26 million or roughly 30% of the projected 84.8 million TV households.

Peter Shapiro and Warren Bender, who directed the study, say that the rapidly

multiplying numbers of pay cable subscribers are spearheading the industry's revenue growth picture. They forecast an average 50% subscriber increase each year for pay cable throughout the 1970's, reaching a total of three to four million pay cable subscribers by 1980.

Basic service subscribers will average a 7% to 10% increase annually, the study reports, growing from 10.8 million in 1975 to from 15 to 17 million in 1980. (Latest industry-wide subscriber counts show 11.8 million). That would give cable television a 20% penetration of the projected 77.6 million TV households for 1980. The study claims most of the growth will come from increased market penetration by existing CATV systems and from development of systems already franchised.

New service options will be needed for further penetration of existing markets after the early 1980's says the study, and markets currently unfranchised will be more difficult and costly to develop.

The study also predicts a more favorable regulatory climate for CATV with relaxation of FCC rules on distant TV signal importation, local rate regulation and limits on film use for pay cable. (The study bases that regulatory outlook on the belief that copyright legislation will be passed.)

One area of regulation that might still be troublesome to CATV, says the report, is the dispute between federal and state cable regulators.

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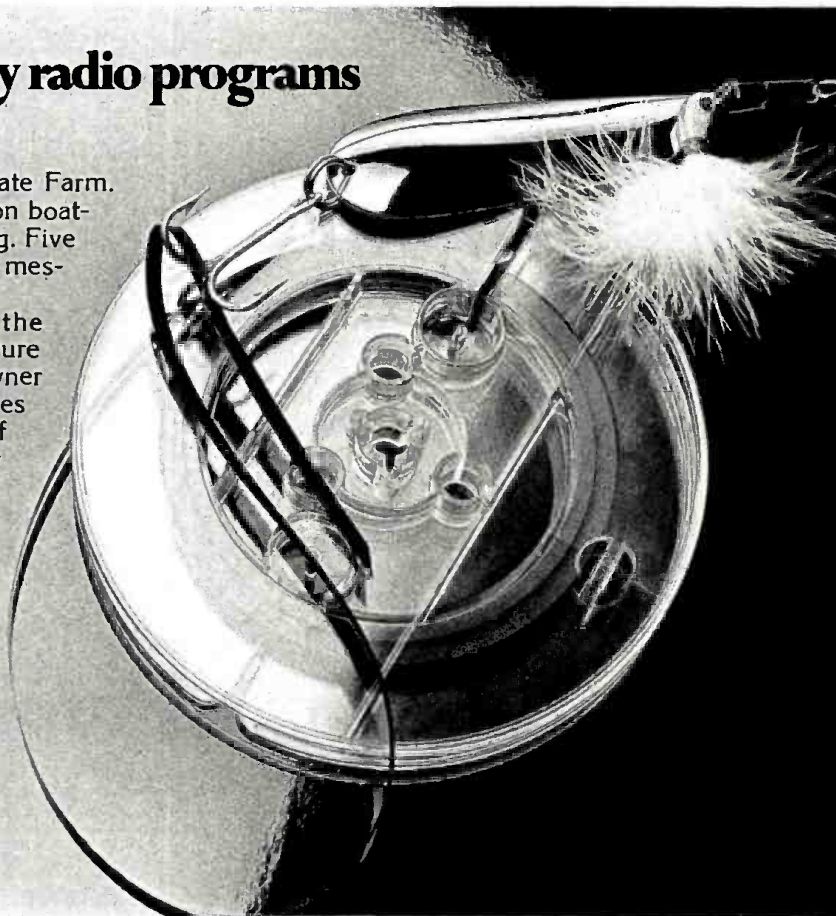
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Fire in eye, city council complains to FCC about cable rule that blacks out WLS-TV Chicago's signal on its cable system

The FCC's nonduplication rules protect

The local ABC affiliate, WREX-TV Rockford (Ill.), has sought such protection on the Rochelle CATV system from ABC's owned-and-operated WLS-TV Chicago. That action has brought cries of "censorship" from Ken Charlton, a local citizen who picketed the station and was instrumental in the city council action. The FCC rules act to black out stations that cable subscribers are paying to receive, he said, and deny them a choice that is available to those in town who have rooftop antennas.

Jack Mazzie, vice president and general manager at WREX-TV, said that the current

The NBC affiliate in Rockford, WTVB(TV), has also sought nonduplication protection according to general manager Harold Froelich, although local cable systems have apparently not complied with that request either. (The CBS affiliate is outside the 35 mile zone and is not entitled to protection.)

Mr. Charlton and the city council's efforts have been focused on WREX-TV however, since the ABC affiliate is the only station in Rochelle now getting non-duplication protection.

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Avery-Knodel Television National Representatives

The FCC last week refused to bump WPGH-TV Pittsburgh (ch. 53) from a cable television system in Salem, Ohio, to make room for what would ordinarily be a must-carry signal from Pittsburgh. WHC-TV (ch. 11) Pittsburgh wanted carriage on the system after it had found room for WTAE-TV (ch. 4) Pittsburgh. But the system lacked the channel capacity to carry the VHF—which like WTAE-TV is significantly viewed in Salem—unless it dropped WPGH-TV, which it had been carrying as a distant independent.

Although the VHF had priority, the commission directed the system to retain carriage of the UHF. It said the independent station would add to the diversity of programming offered by the system. But the commission also directed the system to carry WIIC-TV when channel capacity became available—when a channel was blacked out because of the nonduplication rule, for instance. The issue produced considerable debate and a 4-to-3 split among the commissioners. Commissioners Robert E. Lee, Benjamin L. Hooks, James Quello and Abbott Washburn were in the majority, while Chairman Richard E. Wiley and Commissioners Charlotte Reid and Glen O. Robinson dissented.

Numbers. Home Box Office has passed 450,000th subscriber mark, with 161 pay cable TV affiliates in 31 states. Sixty of those systems receive HBO pay programming via satellite.

Going it alone. Optical Systems Corp., has expanded its Channel 100 programing department and will no longer be using services previously supplied by Telemation Programing Services. Channel 100 has evolved from purely leased channel operation into national pay TV service over past six years. Allen A. Scollay, former director of programing for KRON San Francisco, will head expanded department.

Robinson hopes for backlash from WHAR decision

He voted in favor because it was required by law, he says, but thinks case may push FCC into programing and aid efforts to abolish fairness doctrine

FCC Commissioner Glen O. Robinson, no supporter of the fairness doctrine, concurred in the commission's precedent-setting decision that WHAR(AM) Clarksburg, W.Va., violated the affirmative obligation aspect of the doctrine (BROADCASTING, June 15) because he thinks that decision is required by law. But he also hopes the decision will set off a chain-reaction of discontent that will result in the abolition of the doctrine.

Commissioner Robinson, in a concurring statement issued last week, said that as long as the doctrine "is established law," the commission must enforce it. And the WHAR case—in which a station located in strip-mining country failed to show what programing it had carried on the strip-mining issue—was one "which fairly calls for enforcement," the commissioner said.

"I do not see how we could treat the first part of the fairness doctrine"—which requires broadcasters to cover controversial issues of public importance—"differently from the second"—which requires that broadcasters deal fairly with such issues. "Both purport to be integral parts of a legally binding rule."

Commissioner Robinson, in a concurring with the commission's view that the occasions for directing a station to air a particular issue to meet the fairness doctrine obligation "are exceptional." And he said he does not interpret the commission's order as requiring locally originated programing of an issue to meet its fairness doctrine obligation.

"The problem here," Commissioner Robinson said, "is that the licensee has not been able to show meaningful coverage by local or other programing." The station had referred to a number of Associated Press stories on strip-mining but was unable to specify which it had aired and was unable to document an assertion it presented ABC Contemporary Network programs on the subject.

Nevertheless, despite the "exceptional character" of the case, the commissioner said, the commission will not escape demands to enforce the first part of the doctrine. And some, perhaps many, of the demands, "will be indistinguishable from this case," he added. "I shall not be surprised if, as a consequence of our action today, the commission soon finds itself involved more deeply in program judgments than it presently desires or even foresees."

"If and when that happens, present dis-

stress about the fairness doctrine will almost certainly become more intense and more widespread—perhaps even to the point where the courts, if not Congress, direct the abolition of this mischievous doctrine.

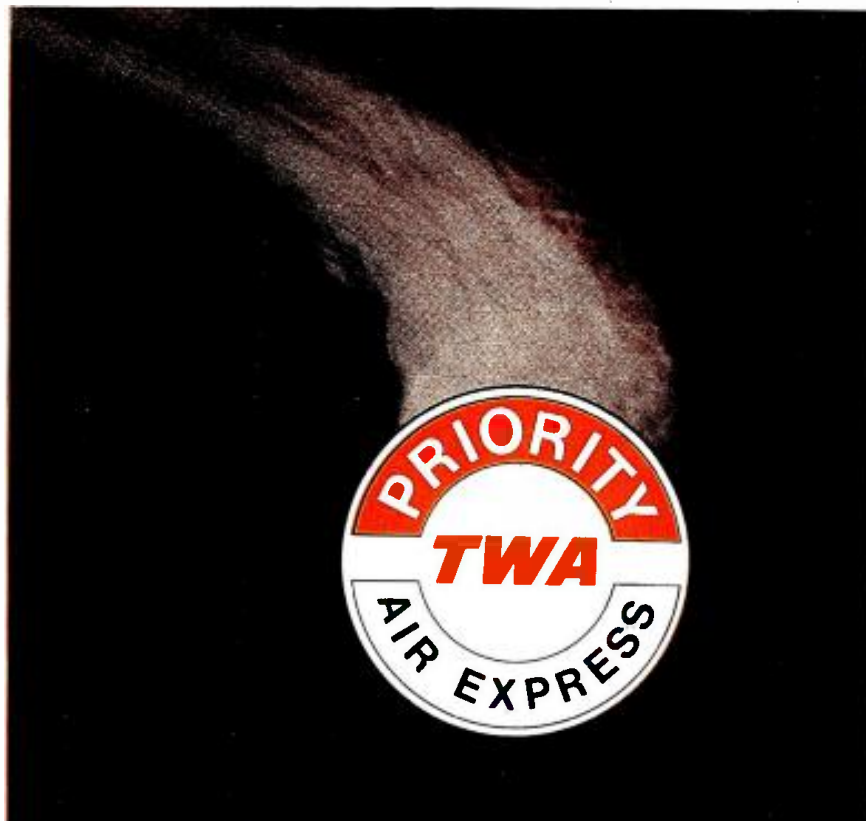
"It is to be hoped," he said. "The best thing to be said of [the] decision, other than that it conforms to the current law, is that it may bring us closer to the day when that law is changed."

Journalism Briefs

Largest roll call. Radio Television News Directors Association membership in

1976 may reach record levels. Report last month showed 1,182 members, 208 more than same period last year. In other RTNDA matters: Tom Frawley, chairman for Washington affairs and past president, will be fielding calls there until July 15 when Len Allen assumes post of managing director at new consolidated RTNDA headquarters (BROADCASTING, May 24). Mr. Frawley, of Cox Broadcasting, last month was appointed member ex-officio of RTNDA executive committee.

Gag order stifled. U.S. Court of Appeals in New York overturned federal judge's order barring spectators and press from civil trial in which singer Connie Francis is suing Howard Johnson motel chain for \$5



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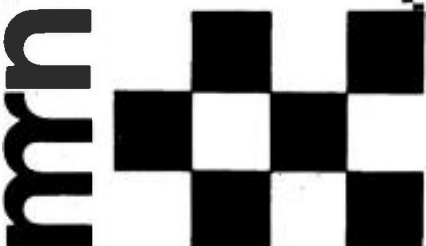
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million. She claimed motel failed to protect her from rapist. Her lawyer had complained that press coverage created "carnival atmosphere" and since it was civil, not criminal, trial public could be excluded. Appeals court said public cannot be kept out except in extraordinary circumstances because there is "public interest in the quality of justice being dispensed."

Allowed in. Ohio Supreme Court ruled June 11 that judges cannot exclude news media or public from pre-trial hearings, saying secret court proceedings "may be used to cover up for incompetent and corrupt police, prosecutors and judges." Ruling was in connection with order by Montgomery county Judge Stanley Phillips which barred Dayton reporters from May 6 pre-trial hearing. Court earlier had ruled "gag orders" could not be imposed during trials until all other means have been exhausted.

For whom the tolls

The Reporters Committee for Freedom of the Press and an assortment of news organizations and reporters went into federal court in Washington last week to seek protection against the telephone companies' practice of turning over their toll records to the government without notifying the customers involved. The reporters feel that the practice jeopardizes the confidentiality of their news sources.

The plaintiffs say at least five days prior notice should be required.

The defendants in the case are AT&T

and its Washington, D.C., affiliate, the Chesapeake & Potomac Telephone Co. The Justice Department has intervened in their behalf, and the government's attorney, Stanley Wright, said the requested notice and the publicity that would follow "could destroy legitimate law enforcement investigation."

Judge June L. Green took the case under advisement. Among the plaintiffs are CBS's Richard Salant, Bruce Morton and Daniel Schorr, and NBC's James Polk.

Salant to serve on News Council

Other members to meet with CIA on employment of journalists; four complaints found unwarranted

The regular meeting of the National News Council in New York last week was marked by an announcement that Richard S. Salant, president of CBS News, will join the council as one of three new members, two media and one public, in the council's expansion to 18. Mr. Salant was on the task force that recommended establishing the council in 1971.

The council also announced that members William A. Rusher, publisher of the *National Review*, R. Peter Straus, president of WMCA(AM) New York, and Ned Schnurman, associate director of the council, would meet with representatives of the Central Intelligence Agency June 17 in McLean, Va., "in an attempt to clarify the agency's position on the employment of journalists by the intelligence



Together. The Independent Television News Association and the Robert Wold Co. last week signed a long-term agreement for distribution services. On hand in New York for the ceremonies were (l-r): Richard Smith, assistant vice president, video services, Western Union; Robert Wold, president, Robert Wold Co.; John R. Corporon, president, ITNA, and vice president, news, WPIX-TV New York, and Reese Schonfeld, managing director, ITNA. The Wold organization has been leasing distribution facilities to ITNA since its inception in November 1975; that service will continue as will ITNA's use of Western Union's Westar satellite and AT&T's long lines.

It was also announced last week that KSTW-TV Seattle joins ITNA effective July 12, bringing the number of subscribers to 11. Now operating "in the black," ITNA officials hope for 20 members within 18 months, at which time long-range plans for a "competitive fourth electronic news service" could be a possibility.

community." The council noted, however, that there would be no attempt made to seek the names of individuals. The meeting came as a result of correspondence between the council chairman, Stanley H. Fuld, and CIA Director George Bush.

The council took the following actions on broadcast-related grievances: a complaint against CBS New's *60 Minutes* concerning a segment titled "Israel's Toughest Enemy (Update)," was found unwarranted. The council dismissed the complaint brought by the Committee for the Rescue of Syrian Jewry, saying, "Although the subject of the condition of life of Syrian Jews today is clearly a complex one with obvious practical limitations to such television coverage in a foreign country, the conclusion offered by *60 Minutes* was comfortably within CBS's editorial judgment."

A complaint against CBS-TV charging that two reports on automobile collision-repair costs were misleading, inaccurate and unfair was found unwarranted. The council found that "the charges and countercharges were clearly identified with spokesmen from the insurance industry, independent garage owners and auto manufacturers. The CBS newsmen merely identified the controversy."

A complaint filed against the *Chicago Tribune* and WGN-TV Chicago charging that the newspaper and television station attempted to "black-out" a televised address by Ronald Reagan by not giving it advance notice and mentioning it only in an obscure newspaper listing was found unwarranted. The council noted that the speech was a paid political announcement and there was no obligation to publicize it.

A complaint by the Jewish Community Federation of Louisville, Ky., charging that a report on the *CBS Evening News* was inaccurate and distorted in its treatment of the life of Israeli Arabs, was found unwarranted, the council saying "... selection of material for the report was clearly within the news judgment of CBS News."

Lewis throws in towel

Following a four-month court battle, Will Lewis, general manager of KPFK(FM) Los Angeles, has abandoned his efforts to keep a communique received by the station last October and possibly sent by the Symbionese Liberation Army. Earlier this month the California supreme court refused to hear Mr. Lewis's appeal of a contempt citation he received for not surrendering the document to the district attorney there.

Mr. Lewis, who believes the document to be a hoax, said he had sought to protect his principles as a newsman. With the supreme court's refusal, he now believes that part of California's shield laws are "dead."

He said he hasn't the resources to take the case to the U.S. Supreme Court. And judging from its past decisions, he said, he questions whether the high court would overturn his contempt citation.

Equipment & Engineering

Go-ahead sought for AM stereo

Kahn Communications says it's ready with transmitter equipment, jumps gun on industry committee

Kahn Communications Inc., Freeport, N.Y., last week asked the FCC to institute a rulemaking proceeding that would allow AM stereophonic broadcasting. Kahn's request for rulemaking follows experimental on-air tests of its AM stereo system con-

ducted at WFBR(AM) Baltimore and XTRA(AM) Tijuana, Mexico (BROADCASTING, Nov. 10, 1975).

Currently, a committee made up of representatives from the broadcasting and electronics industries is studying AM stereo and expects to make its recommendations in time for next year's National Association of Broadcasters convention ("Closed Circuit," May 3). RCA, Motorola, Sansui Electric Co. and Comm Associates have submitted their AM stereo proposals to the committee (BROADCASTING, Feb. 9 and March 22).

Leonard R. Kahn, president of Kahn Communications, did not submit his company's proposal to the committee because

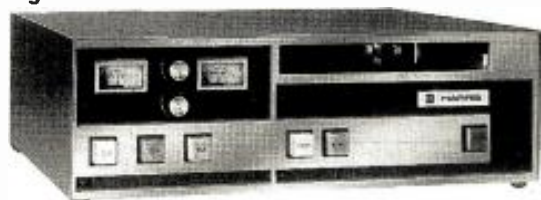
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he felt individual action would get things moving faster. Mr. Kahn claims broadcasters have urged him to go directly to the FCC as AM operators are anxious for the "shot in the arm" that stereo capability would give them in competing against stereo FM.

The Kahn AM stereo system produces an asymmetrical sideband in creating a stereo signal. It is compatible with present radio receivers, according to Mr. Kahn, and can deliver a stereo signal if two conventional radios are each slightly tuned, one above and one below, the exact frequency of the transmitting station. The system is capable of excellent stereo performance, up to 30db of stereo separation, claimed Mr. Kahn.

Kahn Communications, a developer and manufacturer of communications, telephone and broadcasting equipment, claims it could be ready to deliver AM stereo transmitter exciters and grant licenses for the manufacturing of AM stereo receivers within 60 days after FCC approval is granted. Kahn does not intend to manufacture the receivers itself.

UHF antenna move

The Council for UHF Broadcasting is getting closer to its goal of making UHF TV comparable to VHF with the announcement that the FCC is proposing to amend its rules to require TV sets sold with a

VHF or "rabbit ear" antenna to also come equipped with a permanently attached UHF antenna.

CUB claimed last year that most sets now come with a permanent VHF antenna, while the UHF antenna is usually loose in the box, requiring installation by the set's owner (BROADCASTING, July 28, 1975). As a result, CUB said, many times the antenna is not installed, putting UHF broadcasters at a disadvantage and depriving the public of TV service.

Comments on the proposal are due at the FCC by Aug. 23 and replies by Sept. 13.

Technical Briefs

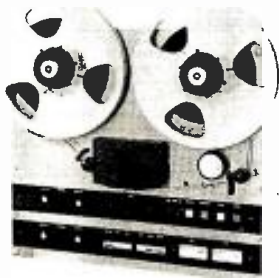
Exploring. NBC has set up committee to explore feasibility of transmitting TV and radio signals to affiliated stations via domestic satellite. Donald Kivell, manager, communications, NBC-TV, will supervise activities of committee. Other members are Warren Phillips, manager, network transmission, NBC-TV, who will serve as engineering adviser; Fred DeMarco, business manager, broadcast operations and communications, NBC-TV, who will be financial adviser, and Ulrich Caro, vice president, business affairs, NBC Radio Division, network radio adviser.

Delivering the mail. U.S. Postal Service has signed \$2.2 million contract with RCA's government communications systems



Come to terms. Corporation for Public Broadcasting President Henry Loomis (l) and Western Union Vice President H.R. Johnson sign the papers for a seven-year contract under which Western Union will provide satellite interconnection service for public broadcasting. It will cost the corporation \$2.4 million annually for three full-time transponders on the Westar satellite. The contract also provides that Western Union and public broadcasting can use one another's ground facilities. That would give stations access to five additional ground stations, and, more significantly, give Western Union access to the 165 ground stations planned by CPB. Still to be completed are contracts with equipment vendors and financial lenders. Also necessary will be FCC approval for various components of the system.

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division, Camden, N.J., for two-year study of economic and technical feasibility of electronic message service. Systems to be considered involve satellites, ground networks, facsimile devices, word processing equipment and reading devices.

Little big screen. Advent Corp., Cambridge, Mass., has introduced smaller version (three feet, nine inches by five feet) of its big television set that uses three-tube projection system. Designated Videobeam 750, color TV set is scheduled for limited distribution by late summer and is priced at \$2,495.

New FM line. QEI Corp., Kresson, N.J., supplier of OEM broadcast products, has now introduced own line of FM products that include FM exciter model 675, stereo generator model 772 and FM peak maximizer model 1071. Exciter is billed as "first totally synthesized" FM unit on market.

Looking into futures. FCC has established group to help determine future for personal radio services—primarily citizens band but also amateur, paging and others. Four-member group, drawn from Safety and Special Radio Services Bureau and office of chief engineer and Field Operations Bureau, will work with office of plans and policy in evaluating alternatives by analyzing such factors as user satisfaction, impact on existing services, spectrum utilization and cost effectiveness of compliance and administrative procedures. Group expects to report to commission within one year.

The Broadcasting Playlist Jun 21

Contemporary

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
1	1 Silly Love Songs (3:28) Paul McCartney & Wings—Capitol	1	1	1	2
2	2 Love Hangover (3:40) Diana Ross—Motown	2	3	2	1
6	3 Shop Around (3:23) Captain & Tennille—A&M	3	2	4	3
9	4 Sara Smile (3:07) Hall & Oates—RCA	4	4	5	4
4	5 Misty Blue (3:38) Dorothy Moore—Malaco	5	5	3	5
12	6 Kiss and Say Goodbye (2:24) Manhattans—Columbia	7	7	6	7
5	7 Shannon (3:50) Henry Gross—Lifesong	10	6	10	6
13	8 Never Gonna Fall in Love Again (3:45) Eric Carmen—Arista	9	9	8	8
11	9 Boogie Fever (3:25) Sylvers—Capitol	8	8	12	10
14	10 More, More, More (3:02) Andrea True Connection—Buddah	14	14	7	9
7	11 Welcome Back, Kotter (2:48) John Sebastian—Reprise	6	11	11	12
40	12 Get Closer (3:45) Seals & Crofts—Warner Bros.	12	13	9	13
10	13 Theme From "Happy Days" (2:40) Pratt & McClain—Reprise	16	12	13	11
3	14 Get Up and Boogie (4:05) Silver Convention—Midland Int'l.	13	10	15	14
23	15 I'll Be Good to You (3:30) Bros. Johnson—A&M	11	15	14	15
18	16 Afternoon Delight (3:10) Starland Vocal Band—Windsong	15	16	16	17
16	17 Turn the Beat Around (3:21) Vicki Sue Robinson—RCA	17	17	18	16
25	18 Love Is Alive (3:24) Gary Wright—Warner Bros.	18	21	19	23
37	19 Let Her In (3:03) John Travolta—Midland Int'l.	23	25	17	18
8	20 Foiled Around and Fell in Love (2:58) Elvin Bishop—Capricorn	24	19	20	21
17	21 I Want You (3:35) Marvin Gaye—Tamla	21	18	24	20
19	22 The Boys Are Back in Town (3:26) Thin Lizzy—Mercury	20	22	21	19
24	23 Movin' (3:49) Brass Construction—United Artists	19	26	23	27
20	24 Moonlight Feels Right (3:38) Starbuck—Private Stock	22	23	26	26
28	25 Rock N' Roll Music (2:26) Beach Boys—Reprise	31	24	25	22
15	26 Rhiannon (3:45) Fleetwood Mac—Reprise	25	20	29	24
22	27 Let Em In (5:08) Paul McCartney & Wings—Capitol	26	28	28	30
33	28 Rock N' Roll Love Letter (2:52) Bay City Rollers—Arista	28	27	27	29
27	29 Takin' It to the Streets (3:20) Doobie Bros.—Warner Bros.	36	37	22	25
34	30 Take the Money and Run (2:48) Steve Miller Band—Capitol	27	31	31	32
30	31 Love in the Shadows (3:18) Neil Sedaka—MCA	30	32	32	28
21	32 Making Our Dreams Come True (2:29) Cyndi Grecco—Private Stock	29	29	35	33
35	33 You'll Never Find Another Love... (3:36) Lou Rawls—Phila. Int'l.	32	30	33	34
26	34 Today's the Day (3:15) America—Warner Bros.	33	34	34	35
38	35 If You Know What I Mean (3:43) Neil Diamond—Columbia	34	39	38	37
29	36 You're My Best Friend (2:49) Queen—Elektra	39	35	37	36
—	37 Tear the Roof Off the Sucker (3:39) Parliament—Casablanca	35	38	40	39
—	38 Another Rainy Day in New York City (2:57) Chicago—Columbia	37	40	39	*
39	39 Got to Get You Into My Life (2:27) Beatles—Capitol	*	*	30	31
32	40 Let Your Love Flow (3:16) Bellamy Bros.—Warner Bros.	38	36	*	*

Exploding. Chartmaker of the week—advancing 28 positions—is *Get Closer* by Seals and Crofts. Now at 12, this mellow rock record features Carolyn Willis as additional harmony. The Warner Bros. release surprised Sidney Coker of KGW(AM) Portland, Ore., who "didn't think it would do anything but ... seems to be maintaining their track record of hits." It gets special mention by Rob Conrad of KING(AM) Seattle and Robert Griffin of KMEN(AM) San Bernardino, Calif. **Off the edge.** Moving fast (at 46 this week) is Firefall's *Livin' Ain't Livin'* (Atlantic). The new amalgamation comprises spinoffs from other groups: Atlantic's Jane Ayer lists them as—Rick Roberts from Burrito Bros. (who wrote *Colorado*) and Larry Burnett as lead vocals and song writers, Michael Clark from The Byrds, Mark Andes from Spirit and Jo Jo Gunne and Jock Bartley from Zephyr. The record's a mover, testify KCBQ(AM) San Diego, KJRI(AM) Seattle, KLIF(AM) Dallas, WCOL(AM) Columbus, Ohio, and WFIL(AM) Philadelphia. **Slice of Life.** *More, More, More* (Buddah) by Andrea True Connection slides into the top 10 this week. In Fort Lauderdale, Fla., Bill Tanner of WHYI-FM calls it the big record of the week; he's playing the full-length, six-minute version. It's also number one at WPIX-FM New York. It's cited for power play by Leslie Wayne of KFRG(AM) San Francisco, Ken Devoe of WCDQ(AM) Hamden, Conn., and WERC(AM) Birmingham, Ala.

Country

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
4	1 You've Got Me To Hold On To (3:04) Tanya Tucker—MCA	1	1	1	1
1	2 I'll Get Over You (3:12) Crystal Gayle—United Artists	3	4	2	4
25	3 Here Comes the Freedom Train (3:25) Merle Haggard—Capitol	2	5	3	3
5	4 El Paso City (4:13) Marty Robbins—Columbia	5	2	7	6
19	5 All These Things (3:07) Joe Stampley—ABC/Dot	4	6	4	2
9	6 Don't Pull Your Love... Goodbye (3:18) Glen Campbell—Capitol	7	3	6	7
22	7 Suspicious Minds (3:57) Waylon Jennings & Jessi Colter—RCA	6	7	5	5
13	8 What Goes On When the Sun... (2:51) Ronnie Milsap—RCA	11	8	8	9
12	9 After All the Good Is Gone (2:56) Conway Twitty—MCA	8	9	10	12
6	10 Lonely Teardrops (2:56) Narvel Felts—ABC/Dot	9	10	11	10
10	11 Stranger (3:10) Johnny Duncan—Columbia	10	12	9	8
8	12 The Door Is Always Open (2:42) Dave & Sugar—RCA	12	13	14	11
11	13 Walk Softly (3:02) Billy "Crash" Craddock—ABC/Dot	15	11	12	13
2	14 One Piece at a Time (3:10) Johnny Cash—Columbia	13	14	16	16
—	15 Homemade Love (2:50) Tom Bresh—Farr	14	15	13	18
17	16 That's What Made Me... (2:48) Bill Anderson & Mary Lou Turner—MCA	16	17	15	17
7	17 She'll Throw Stones at You (2:58) Freddie Hart—Capitol	17	16	19	14
3	18 I'd Have To Be Crazy (3:24) Willie Nelson—Columbia	19	19	17	15
21	19 Forever Lovers (3:42) Mac Davis—Columbia	20	18	18	22
—	20 Together Again (3:56) Emmylou Harris—Reprise	18	20	21	20
14	21 Hurt (2:05) Elvis Presley—RCA	21	21	20	19
16	22 America the Beautiful (2:27) Charlie Rich—Epic	22	23	24	*
15	23 What I've Got in Mind (2:39) Billie Jo Spears—United Artists	23	*	25	*
—	24 If I Had To Do It All Over... (2:33) Roy Clark—ABC/Dot	24	25	*	23
24	25 You Are So Beautiful (2:24) Ray Stevens—Warner Bros.	*	22	23	21

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day at which it appears. A (■) indicates an upward movement of five or more chart positions.

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Media

Robert E. Strite, VP and controller of Allegheny Airlines Inc., Washington, appointed controller of ABC Inc., effective June 28, replacing **Warren D. Schaub**, who had held post on interim basis since last December when he was named VP, finance, ABC Inc.

Andrew H. Orgel, assistant supervisor, CBS Radio, New York (and president, National Honorary Broadcasting Society, Alpha Epsilon Rho), appointed supervisor of network operations.

Richard F. Schaller, general sales manager, KHON-TV Honolulu, elected VP of licensee, KHON-TV Inc.

John H. Scher, account executive, Eller Outdoor Advertising, Phoenix, rejoins KMEQ-AM-FM there as station manager.

Mel Abramovitz, station manager, WIXZ(AM) McKeesport, Pa., joins WIGO(AM) Atlanta in same position.

Jim Thompson, general manager, KCCR(AM) Pierre, S.D., appointed to same post at co-owned KWAT-AM-FM Watertown, S.D.

Nancy Kay Duke, assistant business manager, KTRK-TV Houston, promoted to business manager.

Donald A. Cowden, creative services director, WSFA-TV Montgomery, Ala., named promotion director.

John W. Dame, account executive, KAUM(FM) Houston, named station manager, WRHY(FM) Starview, Pa.

Wayne Ellis, sales manager, WDEM-AM-FM Macon, Ga., promoted to assistant manager.

George Carey, station manager, KEFC(FM) Waco, Tex., joins KIXL(AM) Austin, Tex., in same capacity as station adopts religious format.

Bradford Spear, producer, Voice of America, Washington, joins WXXI-FM Rochester, N.Y., as operations director.

Mark Harrad, staff writer, BROADCASTING, Washington, joins Public Broadcasting Service

there as assistant to Hartford Gunn Jr., vice chairman.

New staff appointments at Corporation for Public Broadcasting, Washington: **W. Ed Mansfield**, independent management consultant, named director of minority affairs; **Audrey Rowe Colom**, president, National Women's Political Caucus, named director of women's activities; **Martha Carrell**, promoted from CPB staff position on minority and women's training grant programs to director of training and recruitment and **Carlos Morales**, project director for minority affairs, promoted to director of planning and coordination.

Broadcast Advertising

Patricia W. Goldman, account supervisor, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., elected VP.

Ray Lyle, art director, J. Walter Thompson, Chicago, promoted to associate creative director. **Jennifer Johnson**, copy supervisor, Leo Burnett there, joins JWT as creative group head.

David Drake, media supervisor, Leo Burnett, Chicago, joins Needham, Harper & Steers there as associate media director. **Frank Schapiro**, assistant manager/group head, Young & Rubicam, New York, joins NH&S, Chicago, as associate research director. **Bill McEwen**, communications department faculty member, University of Connecticut, Storrs, joins NH&S, Chicago, as research supervisor. **Sharon Ray**, NH&S qualitative research specialist, promoted to research supervisor.

Dick Gold, Eastern television spot sales director, NBC, New York, named sales director, KNBC(TV) Los Angeles.

William Lind, timebuyer, and **Lon G. Pulse** and **Lon W. Bencini**, space buyers, Leo Burnett, Chicago, named media supervisors.

Urban (Bud) Cartier, VP, sales and marketing, Stan Musial & Biggies Inc., hotel/restaurant chain, Clayton, Mo., joins E.M. Reilly and

Associates advertising/public relations there as sales VP.

Thomas B. Adams, Campbell-Ewald, New York, re-elected chairman, Advertising Council there. Other officers re-elected: **Edgar H. Lotspelch**, Procter & Gamble, **W. Leonard Evans**, Tuesday magazine and **Leonard S. Matthews**, formerly Leo Burnett, vice chairmen; **John H. Crichton**, American Association of Advertising Agencies, secretary; **Peter W. Allport**, Association of National Advertisers, treasurer, and **Robert P. Keim**, Ad Council president, full-time chief operating officer.

Robert Pinzler, with Marschalk Co., New York, joins Los Angeles office of Foote, Cone & Bejding/Honig as account executive.

Stephan L. Sussman, media director, Marine Midland Marketing Corp., Buffalo, N.Y., named associate media director, Tucker Wayne & Co., Atlanta.

Gene Phillips, account executive, WFBC-AM-FM Greenville, S.C., appointed sales manager.

David B. Leonard, account executive, Christal Co., New York, rejoins WMAL-FM Washington as general sales manager. **Sherry Black**, WMAL-FM account executive, promoted to local sales manager.

Bryan Walthers, sales executive, WSWW-AM-FM Platteville, Wis., promoted to sales manager.

Joe McDevitt, local sales manager, WAVE(AM) Louisville, Ky., promoted to sales manager.

Lou Essick, sales manager, WBIE(AM)-WCOB(FM) Marietta, Ga., takes same position at WAYX(AM) Waycross, Ga.

Programing

Robert S. Mitchell, Midwest sales manager, National Telefilm Associates, Los Angeles, joins Warner Bros. Television distribution, Burbank, Calif., as north central sales director.

Leon Drew, VP, program development/production, CBS TV Stations Division, appointed corporate director, information services, for Sea World Inc., San Diego, responsible for development of television programs/series for commercial broadcast and production of films for educational and public service uses.



Drew



Duffield

Jack Duffield, VP, syndication sales, Western Video, New York, named syndication director, Boston Broadcasters Inc., Needham, Mass.

* CALSTAR AFFILIATE NEWS *

In addition to the Summer roster of stars available to all CALSTAR affiliates, a special 'Gold' package featuring some of the most important celebrities in television will be available for use in a few select market areas. Contact your CALSTAR representative.

For the October production period: Studios presently under consideration for production of all commercials using star talent for your local advertisers are: THE BURBANK STUDIOS, KTLA, and METROMEDIA.

The 1976 CALSTAR NATIONAL TIME SALES SEMINAR will take place in February '77, in Hollywood. Attendance will be limited to 2 representatives from each affiliate station. Information to follow.

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J. Nicoll Durrie Jr., business manager, Time-Life Films, New York, elected treasurer.

Thomas M. Lamarche, producer/director, WWLP(TV) Springfield, Mass., named production manager.

Robert J. Miller, production director, WCBD-TV Charleston, S.C., named to same position, WSFA-TV Montgomery, Ala.

Lew Katz, engineer, NBC, Washington, joins WWDC-AM-FM there as production director.

Lee Hogan, air personality, WGIG(AM) Brunswick, Ga., promoted to program director, WGIG and co-owned WSB(FM) there. **Mark Rogers**, air personality, appointed music director.

Donald B. Wilburn, program/promotion manager, WNYS-TV Syracuse, N.Y., joins WVUE(TV) New Orleans in same capacity.

Hal German, news director, WKBO(AM) Harrisburg, Pa., appointed program director, co-owned WRHY(FM) Starview, Pa. **Jeffrey Kauffman**, WKBO continuity director, named WRHY music director.

Charlie Cook, air personality, WWVA(AM) Wheeling, W.Va., assumes additional duties as program director.

David Jones, air personality, KEFC(FM) Waco, Tex., joins KIXL(AM) Austin, Tex., as program director.

Laura Graff, continuity coordinator, KNTV(TV) San Jose, Calif., promoted to public affairs director.

Joe Angel, sportscaster, KCBS(AM) and KRON-TV both San Francisco, named sports director, KSFO(AM) there.

Christine Sykes, reporter/assignment editor, WJKS-TV Jacksonville, Fla., named sports director.

Scott Farber, from WJKL(FM) Elgin, Ill., joins KTIV(TV) Sioux City, Iowa, as sports director.

Charles H. Slate, associate farm director, WNCT-AM-FM Greenville, N.C., promoted to farm director.

Greg Johans, news/sports reporter, noncommercial KCOU(FM) Columbia, Mo., joins WWAY-TV Wilmington, N.C., as sports director.

Chris Edmonds, air personality, WNCI(FM) Columbus, Ohio, appointed music director.

Frank Gentry, newscaster, KXYZ(AM) Houston, joins WDEE(AM) Detroit as news director.

John Scott, news/sports director, KEFC(FM) Waco, Tex., named news director, KIXL(AM) Austin, Tex.

Michele Salcedo, reporter, WQWQ-FM Muskegon, Mich., appointed associate news director.

Twila Young, reporter/anchor, KRGV-TV Weslaco, Tex., joins WOI-TV Ames, Iowa, as anchor.

Cable

Rick W. Perrone, district manager Encyclopaedia Britannica, Chicago, joins Warner Cable Corp., New York as field sales manager.

Thomas J. Polls, systems designer/field engineer, Magnavox CATV division, Manlius, N.Y., promoted to international sales manager.

Allen A. Scollay, program director, KRON-TV San Francisco, joins Channel 100, Burlingame, Calif., as manager of its program department, expanded to handle services previously provided by Telemation Program Services.

Jeffrey J. Kuhn, program director, Continental Cablevision of Ohio, Tiffin, appointed to same position at Continental's Findlay, Ohio, system.



Twice recognized. Senate Communications Subcommittee Chairman John Pastore (D-R.I.), who retires at the end of this year was honored twice last week: once with the outstanding service award of the Southern Educational Communications Association, an organization of public broadcasters, for his key role in founding public broadcasting; then again with the award of merit of the Catholic Apostolate of Mass Media, an agency of the archdiocese of Washington, "in recognition of his leadership and judicious oversight and legislative action in the public interest of communications." Top photo (l-r): Senator Pastore, Henry J. Cauthen, SECA and Senator Howard H. Baker Jr. (R-Tenn.). Bottom (l-r): Senator Pastore, Robert E. Lee and Joseph J. Ryan, CAMM.

Equipment & Engineering

Merle W. Kremer, president, GTE Sylvania, Warren, Pa., elected executive VP, products group, of parent company, General Telephone & Electronics, Stamford, Conn.

William R. Guerra, VP/controller, components group, Oak Industries, Crystal Lake, Ill., named corporate controller.

Gary Magill, chief engineer, WKBO(AM) Harrisburg, Pa., assumes additional responsibility as chief engineer for co-owned WRHY(FM) Starview, Pa.

Allied Fields

Newly elected officers, Washington Press Club: **Ellen Wadley**, CBS News, Washington, president; Toni House, *Washington Star*, first VP; **Malcolm Barr**, Department of Justice, second VP; **Arnold Sawislak**, *Chicago Daily News*, secretary and **William Headline**, CBS News, Washington, treasurer.

Newly elected officers, National Broadcast Editorial Association: **Ted Powers**, WDBJ-TV Roanoke, Va., president; **Dillon Smith**, WMAQ-TV Chicago, VP; **Art McDonald**, KOMO-TV Seattle, secretary/treasurer.

Albert T. Primo, formerly VP for news, ABC owned television stations, New York, has formed news consultancy firm, APTN Inc., Old Greenwich, Conn., to serve TV stations. Firm is providing "Al Primo Television Newservice" to work with news management of stations. Firm reports it has signed contracts with stations of Storer Broadcasting Co., Capital Cities Communications, Outlet Co. and Meredith Broadcasting. Headquarters: b-116, Old Greenwich, Conn., (203) 637-0044.

Stu Gray, research VP, NBC, New York, named president, Radio Television Research Council. Other officers for 1976-77 television season: **Richard Montesano**, Trendex, president-elect and **Bernard Lipsky**, Foote, Cone and Belding, secretary/treasurer.

Deaths

Taft B. Schreiber, 68, former VP of MCA Inc., New York, died June 14 at University of California at Los Angeles Medical Center following complications that developed from surgery. Though Mr. Schreiber retired from MCA two years ago, he was active at MCA as director and member of executive committee. He joined MCA in 1926 when it was founded, and other than Jules Stein, MCA founder, Mr. Schreiber had longest tenure of any employee. He is survived by his wife, Rita; son, Toby, and daughter, Lenore Greenberg.

Jay Wolf, 47, casting consultant, ABC East Coast, died June 11 at his home in New York after apparent heart attack. He had served as casting director of several WNET(TV) New York productions, including *The Adams Chronicles*. There are no immediate survivors.

Arlene Harris, 79, radio/television comedienne, died June 12 at Motion Picture Country Home, Woodland Hills, Calif. Best known for her telephone monologues, she was regular on *Al Pearce and His Gang*, early-day radio show.

Broadcast Journalism

John L. Doyne, county executive, Milwaukee, joins WISN-TV there as news anchorman.

Dennis Richmond, reporter, KTVU(TV) Oakland, Calif., appointed co-anchor.

Thomas Moo, news producer, WJXT(TV) Jacksonville, Fla., promoted to executive news producer.

Larry Rickel, assignments editor, WBZ-TV Boston, joins KSAT-TV San Antonio, Tex., as executive news producer.

David Willson, news director, KJAC-TV Port Arthur, Tex., appointed managing news editor, WTOL-TV Toledo, Ohio.

Fred Honsberger, news director, WRSC(AM)-WQWK(FM) State College, Pa., joins WKBO(AM) Harrisburg, Pa., as news director.

Where Things Stand

Status report on major issues in electronic communications

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■ indicates new or revised listing.

Antitrust/networks. Justice Department antitrust suits charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court. Networks made another effort to have suits thrown out by filing motions for summary judgment (BROADCASTING, May 3).

■ **Broadcasting in Congress.** Representative B.F. Sisk (D-Calif.) continues fight for letting networks and Public Broadcasting Service broadcast House chamber proceedings, even though House Rules Committee rejected plan like that in March (BROADCASTING, June 7). Mr. Sisk is chairman of Rules Committee's ad hoc

subcommittee on broadcasting which wrote resolution (H.Res. 875) providing for network/PBS pool coverage of House. Bolstered by poll by Representative Claude Pepper (D-Fla.) showing that majority of House members would vote for permitting TV cameras in chamber, subcommittee has decided to try to change minds of Rules Committee members rather than change resolution. Subcommittee will send resolution back to full committee when it thinks it has gathered enough votes to pass it. There's no way cameras could be in place by July 4, however, as Mr. Sisk had hoped originally. His target date for getting resolution passed and putting system in operation is now first of 1977.

Canadian policies. Canadian policy that cable systems there delete commercials from signals of U.S. stations and proposed law denying Canadian advertisers tax deduction for time purchased on American stations are being fought by U.S. broadcasters assisted by FCC and State Department. Stations involved have met with Canadian Radio Television Commission and advanced plan involving Canadian subsidiaries, but reaction from CRTC was cool (BROADCASTING, March 22) and indications are that government will proceed with pro-

posed law on tax deduction ("Closed Circuit," April 12).

Children's TV. FCC's policy statement on children's television programming, adopted in 1974 (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case 74-2006). House Communications Subcommittee has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21, 1975). Hearing on family viewing and children's TV is scheduled for July 9 in Denver by House Communications Subcommittee ("In Brief," June 7).

■ **Consumer agency.** Legislation to create agency for consumer protection has been gathering dust since one version of it (S. 200) passed Senate in June, another (H.R. 7575) passed House in November, both last year. Two versions must be resolved into one before it can go to President, but House-Senate conference to do that has never been scheduled. Part of reason may be that President Ford has promised to veto bill. Proposed agency would have no regulatory powers; its function would be to represent consumer interest in proceedings of other agencies and courts. Significant difference between House and Senate bills for broadcasters is that Senate's prohibits consumer agency's participation in FCC license renewal proceedings.

■ **Copyright legislation.** Representative Robert Kastenmeier's (D-Wis.) Judiciary subcommittee is nearing end of its deliberations on immense, confusing and controversial copyright revision bill (S. 22), which passed Senate earlier this year (BROADCASTING, Feb. 23). Subcommittee has made tentative decisions on one of most hotly contested sections, cable TV copyright section, and last week was working on another, public broadcasting's section. It kept to outline of Senate's actions, creating compulsory licenses for cable operators and public broadcasters, but has made some important changes (BROADCASTING, May 24). Still to be debated last week was amendment broadcasters are pushing to insure cable operators won't substitute their own commercials in imported broadcast signals.

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting crossownership prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Cases 75-1064 et al.). Number of parties had petitioned commission to reconsider its order, but commission denied them. FCC did, however, deny Justice Department petition seeking to break up crossowned

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WIBW-AM-FM-TV Topeka, Kan. (BROADCASTING, May 24).

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small markets, which have two years to divest. Acquisitions of cable systems by TV stations are still banned within grade B contour of station. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8). National Citizens Committee for Broadcasting is seeking appeals court review as are two of system owners involved (BROADCASTING, April 26).

EEO guidelines. FCC has issued proposed rulemaking on equal employment opportunity guidelines. Comments have been filed (BROADCASTING, Oct. 27, 1975). Commission is also considering EEO policy for cable (BROADCASTING, Feb. 23); matter is scheduled for commission consideration on June 30. Commission has received some support for its EEO authority over broadcasters but not, as it had hoped, over cable operators in Supreme Court decision involving Federal Power Commission (BROADCASTING, May 31).

Fairness doctrine bills. Senate action on two bills to eliminate fairness doctrine has gone no further than hearings conducted for five days last year by Communications Subcommittee. Although Senator William Proxmire (D-Wis.) continues to promote his bill, S. 2, on Senate floor, it is not on this year's agenda of Communications Subcommittee. Nor is other bill, S. 1178 by Senator Roman Hruska (R-Neb.). Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.) and Mr. Hruska's is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

■ **Family viewing suit.** Writers Guild of America, West and Tandem Productions have filed suit in U.S. Court for Central District of California (Los Angeles) aimed at blocking implementation of family viewing concept adopted by networks and National Association of Broadcasters (BROADCASTING, Nov. 3, 1975). FCC is defendant along with networks and NAB in both suits, which are based on antitrust and First Amendment grounds. Tandem Productions, besides seeking injunction, wants \$10 million damages. Trial in Writers Guild case was halted when judge called for out-of-court settlement but parties are still far apart on terms, although possibility of settlement is not being ruled out ("Closed Circuit," June 14).

FCC fees. Sixteen parties have appealed (Cases 75-1053 et al.) FCC's order modifying its fee schedule (BROADCASTING, Jan. 20, 1975). Oral arguments have been held (BROADCASTING, Jan. 26). More than 70 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Cases 75-1087 et al.). Oral arguments have been held in that case (BROADCASTING, May 31). More than 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (BROADCASTING, Nov. 3, 1975). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4, 1975).

Food advertising. Federal Trade Commission staff attorneys are analyzing comments regarding proposal to regulate claims and information contained in food advertising (BROADCASTING, May 10). Trade regulation rule would involve such areas as nutrition claims and comparisons, and energy and calorie claims. Rule was proposed Nov. 7, 1974, with disputed issues of fact and comments submitted in opposition by broadcasters and advertising agencies and generally in favor by consumers (BROADCASTING, Aug. 4, 1975 et seq.). Public hearings on certain aspects of proposal will begin July 21 in San Francisco, moving later to other cities (BROADCASTING, June 7).

Format changes. FCC has instituted inquiry (Docket 20682) to determine if it can or should be involved in regulating program formats. Comments have been filed (BROADCASTING, April 26).

Indecency. FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17, 1975) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Oral arguments have been held (BROADCASTING, April 5). Ruling involves airing of George Carlin album cut. Commission is considering proposed legislation to include television and cable in federal statute banning obscenity on radio (BROADCASTING, Sept. 15, 1975). Commission also fined WXPB(FM) Philadelphia \$2,000 for obscene and indecent broadcast, has begun hearing on license on ground of licensee abdication of responsibility. FCC has sent to Congress draft bill that would ban

obscene and indecent broadcasts (BROADCASTING, June 7).

KRLA(AM). FCC has affirmed earlier decision awarding Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others) following remand of that decision to commission by U.S. Court of Appeals in Washington for "clarification." Commission reiterated its position that it could award license on basis of engineering efficiency alone (BROADCASTING, Jan. 5). Case now goes back to court.

License renewal legislation. There is no date set, but House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has said there will be hearings this year on bills to revise broadcast license renewal procedures, among which leading measure is H.R. 5578 by subcommittee ranking Republican, Lou Frey (R-Fla.). Mr. Frey has also said he thinks bill can go through this session, but with longer renewal term for radio than for TV ("In Brief," May 24). Radio-only proposal by National Radio Broadcasters Association has no sponsor yet, but it is counted among proposals being considered in preparation for renewal bill hearings. So far more than 150 representatives and 20 senators have sponsored or cosponsored renewal bills; nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. Senate will take no action until House makes first move.

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television sta-

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tions has been appealed to U.S. Court of Appeals in Washington by CBS, NBC and ABC television affiliates associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Oral arguments have been held (BROADCASTING, April 26). Justice Department has filed on side of cable (BROADCASTING, Feb. 9). Commission has also voted to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 10, 1975). Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable (BROADCASTING, Dec. 15, 1975) although it is unlikely that anything will come of their efforts in this Congress ("Closed Circuit," May 31). Also, cable systems, New York Cable Television Association and National Cable Television Association are taking state of New York to court, challenging its assumption of jurisdiction over pay cable rates (BROADCASTING, April 12).

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

Prime-time reruns. FCC's Office of Network Study is considering comments submitted in response to October 1974 notice of inquiry concerning proposal to limit amount of network reruns shown during prime-time.

■ Public broadcasting funding. First-ever long-range appropriation for Corporation for Public Broadcasting is taking shape in both houses of Congress. House Appropriations Committee has reported out bill that would fund CPB for next three years with matching grants (\$1 of federal money for every \$2.50 CPB can raise elsewhere) at these levels: \$96.75 million in 1977, \$107.15 million in 1978 and \$120.2 million in 1979. In Senate, subcommittee of Appropriations Committee has reported bill with more money than that. Providing for same matching system as House's, it would appropriate for CPB up to: \$103 million in 1977, \$121 million in 1978, \$140 million in 1979. House's bill is scheduled to reach floor June 23.

■ Ratings. Nielsen prime-time averages season-to-date (40 weeks): CBS 18.6; ABC 18.5; NBC 17.2. Fortieth week alone: CBS 14.3, ABC 14.2, NBC 12.5.

Section 315. U.S. Court of Appeals in Washington has upheld FCC's change of its administration of equal-time law. Democratic National Committee had asked for full-court rehearing of decision but was turned down by court (BROADCASTING, May 24). Commission said political debates and press conferences by presidential and other candidates will be treated as on-spot coverage of bona fide news events exempt from equal-time requirements (BROADCASTING, Sept. 29, 1975). FCC has also ruled that if station gives candidate time within 72 hours before election day, opponents must be notified by station promptly (BROADCASTING, April 5).

■ Sports antiblackout. House/Senate conferees tentatively approved bill to extend per-

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

UHF. FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting filed Action Plan for UHF Development and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers and to require indoor UHF antennas to be attached to sets permanently, as with VHF (BROADCASTING, Aug. 18, 1975). Both petitions are under study by chief engineer's office.

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Comments have been filed (BROADCASTING, Dec. 15, 22, 1975); matter is scheduled for commission consideration on July 30.

WPIX(TV). FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., a decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975). Case is moving toward oral argument stage.

For the Record

As compiled by BROADCASTING, June 7 through June 11 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 application

■ Rock Springs, Wyo.—Western Broadcasting seeks ch. 13 (210-216 mhz); ERP 10 kw vis., 1 kw aur.,

HAAT—57.3 ft.; ant. height above ground 45.6 ft. P.O. address: 1396 Singletree Dr., Green River, Wyo. 82935. Estimated construction cost \$24,340; first-year operating cost \$80,159; revenue \$118,352. Legal counsel Booth & Freret, Washington. Principals: Gerard (33-1/3) and Linda (28-1/3%) Devine and Douglas Kehrig (33-1/3%). Mr. Devine is chief engineer at WTVI-TV Charlotte, N.C. Ms. Devine is housewife. Mr. Kehrig is operator for various New York radio stations. Ann. June 9.

AM applications

■ South Boston, Va.—WODY Inc. seeks 1560 khz, 2.5 kw-D. P.O. address: Drawer 231, Bassett, Va. 24055. Estimated construction cost \$42,505; first-year operating cost \$37,060; revenue \$65,000. Format: C&W. Principal: E. Arnold Terry (100%) owns WODY (AM) Bassett, Va. Ann. June 8.

■ Hudson, Wis.—Cornwall Broadcasting Co. seeks 740 khz, 500 w-D, DA. P.O. address: 327 S. 7th St., Hudson 54016. Estimated construction cost \$125,307; first-year operating cost \$98,800; revenue \$120,960. Format: adult contemporary. Principals: Milton and Lois Cornwall (40% each) and son, William (20%). Mr. Cornwall has medical practice; son is journalism student. Ann. June 8.

AM action

■ Bowling Green, Va.—Eastern Communications Associates. Broadcast Bureau dismissed application for 1570 khz, 500 w-D at request of applicant. Action May 28.

FM applications

■ *Birmingham, Ala.—Southeastern Bible College seeks 91.9 mhz, 1.35 kw, HAAT 447 ft. P.O. address: 2901 Pawnee Ave., Birmingham 35205. Estimated construction cost \$55,284; first-year operating cost \$50,000. Format: Religious. Principal: Applicant is private, nonprofit educational institution. Ann. June 8.

■ *Lake Havasu City, Ariz.—Royal Ranger Trailblazer Outpost 67 seeks 88.3 mhz, 10 w. P.O. address: Box 2031, Lake Havasu City 86403. Estimated construction cost \$250; first-year operating cost \$8,120. Format: Religious, variety. Principal: Applicant is church boy's group, operating similarly to Boy Scouts organization. Ann. June 8.

■ Lake Village, Ark.—Jack A. Carpenter seeks 95.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 407 Scotts Way, Augusta, Ga. 30904. Estimated construction cost \$37,347; first-year operating cost \$33,360; revenue \$96,-

000. Format: Gospel music. Principal: Mr. Carpenter has small interest in WAUG(AM) Augusta, Ga. Ann. June 8.

■ Palm Springs, Calif.—Gray-Schwartz Broadcasting seeks 100.9 mhz, 575 w, HAAT 619 ft. P.O. address: 425 S. Beverly Dr., Beverly Hills, Calif. 90212. Estimated construction cost \$59,523; first-year operating cost \$58,167; revenue \$36,000. Format: Country, classical. Principals: Marvin and Enid Schwartz (50% each). Schwartzes own television program sales operation; no other broadcast interests. Ann. May 27.

■ Jeffersontown, Ky.—Publicast Communications seeks 101.7 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 99213, Jeffersontown 40299. Estimated construction cost \$37,866; first-year operating cost \$72,385; revenue \$81,900. Format: Contemporary adult. Principals: James A. Patterson (55%), Charles D. Patyk and A. Robert Doll (20% each). Mr. Patterson has interests in seafood shops; Mr. Patyk works for Kentucky county government and Mr. Doll has various non-broadcast interests. Ann. June 8.

■ *Boxford, Mass.—Masconomet Regional School System seeks 88.3 mhz, 710 w, HAAT 19 ft. P.O. address: Endicott Rd., Boxford, Mass. Estimated construction cost \$8,920; first-year operating cost \$1,000. Format: Variety. Principal: Applicant is regional school system. Ann. June 8.

■ Frankfort, Mich.—Benzie County Communications seeks 99.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 143 S. Benzie Blvd., Beulah, Mich. 49617. Estimated construction cost \$93,600; first-year operating cost \$79,700; revenue \$80,000. Format: MOR. Principals: Richard S. Clark, John B. Daugherty, John E. Riegler and Duane G. Evans (each 25%). Mr. Clark has real estate and clothing shop interests; Mr. Daugherty is lawyer; Mr. Riegler has supermarket interests and Mr. Evans is grocer. Ann. June 8.

■ Chadron, Neb.—Big Sky Co. seeks 94.7 mhz, 100 kw, HAAT 844 ft. P.O. address: 212 Bordeaux St., Chadron 69337. Estimated construction cost \$99,000; first-year operating cost \$36,000; revenue \$54,000. Format: C&W. Principals: Kermit Kath, Tony Kehl, Donald Jones and Gerald Rounsberg (25% each). Mr. Kath owns: KGOS(AM) and is applying for FM in Torrington, Wyo.; KWOR(AM) Worland, Wyo., with Mr. Kehl; KVSH(AM) Valentine, Neb. and KBMN(AM) and application for FM in Bozeman with other three stockholders named. Mr. Kehl also owns KVOW(AM) and application for FM in Riverton, Wyo. Ann. June 8.

■ *Girard, Pa.—Board of Education, Girard School District seeks 88.3 mhz, 10 w. P.O. address: 415 E. Main St., Girard 16417. Estimated construction cost \$5,000; first-year operating cost \$600. Format: Variety. Principal: Applicant is public school board. Ann. June 8.

■ Columbia, S.C.—Midcom Corp. seeks 103.1 mhz, 3 kw, HAAT 300 ft. P.O. address: 2405 Pine Tops Rd., Columbia 29210. Estimated construction cost \$41,165; first-year operating cost \$64,800; revenue \$100,000. Format: MOR, gospel. Principals: Six stockholders; no other broadcast interests. Ann. June 8.

■ *Alvin, Tex.—Alvin Community College seeks 91.3 mhz, 10 w, HAAT 117 ft. P.O. address: 3310 Mustang Rd., Alvin 77511. Estimated construction cost \$19,207; first-year operating cost \$16,500. Format: Variety. Principal: Applicant is public educational institution. Ann. June 9.

■ Berryville, Va.—Berryville Media Group seeks 105.5 mhz, 3 kw, HAAT 300 ft. P.O. address: 16 N. Church St., Box 333, Berryville 22611. Estimated construction cost \$67,319; first-year operating cost \$66,609; revenue \$85,000. Format: Top 40, oldies. Principals: Kenneth F. Smith (49%); Joseph T. Kulpinski Jr. and Brian L. Leiter (25.5% each). Mr. Kulpinski owns advertising firm; Mr. Leiter is sales manager at WYII(FM) Williamsport, Md.; Mr. Smith owns 50% of WYII. Ann. June 3.

■ Bethlehem, W.Va.—Radio Wheeling seeks 105.5 mhz, 3 kw, HAAT 300 ft. P.O. address: Broadcast House, Wheeling, W.Va. 26003. Estimated construction cost \$41,832; first-year operating cost \$24,600; revenue \$72,000. Format: Rock. Principals: George and Charles Benke (50% each). Benkes have various real estate and banking interests. Radio Wheeling is also licensee of WNEU(AM) Wheeling, W.Va. Ann. June 8.

■ Lewisburg, W.Va.—Lewisburg FM Broadcasters seeks 105.5 mhz, 3 kw, HAAT 300 ft. P.O. address: 107 N. Lafayette St., Lewisburg 24901. Estimated construction cost \$31,793; first-year operating cost \$21,700; revenue \$50,000. Format: C&W, top 50, talk.

Summary of Broadcasting

FCC tabulations as of April 30, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,442	3	27	4,472	49	4,521
Commercial FM	2,748	0	58	2,806	125	2,931
Educational FM	795	0	37	832	60	892
Total Radio	7,985	3	122	8,110	234	8,344
Commercial TV	699	1	8	708	56	764
VHF	508	1	4	513	10	523
UHF	191	0	4	195	46	241
Educational TV	231	9	12	252	15	267
VHF	90	3	4	97	7	104
UHF	141	6	8	155	8	163
Total TV	930	10	20	960	71	1,031

*Special temporary authorization

**Includes off-air licenses

Principals: Edward L. Shuey, Claude F. Jones and Woodrow Taylor (33-1/3% each). Men have interests in WSLW(AM) White Sulphur Springs, W.Va. Mr. Shuey also owns 50% of WMON(AM) Montgomery, W.Va. Ann. June 8.

FM starts

■ WGUO Pascagoula, Miss.—Authorized program operation on 106.3 mhz, ERP 2.2 kw, HAAT 345 ft. Action May 27.

■ WFMV-FM Blairstown, N.J.—Authorized program operation on 106.3 mhz, ERP 265 w, HAAT 860 ft. Action May 18.

■ KWMJ Midland, Tex.—Authorized program operation on 103.3 mhz, ERP 100 kw, HAAT 920 ft. Action May 25.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ WRCV Mercersburg, Pa. (BLH-7008); KZLO Pueblo, Colo. (BLH-6983); WACM Freeland Pa. (BLH-7019); *WSPH Baltimore (BLED-1516); *WSDH Sandwich, Mass. (BLED-1523); WFRD Hanover, N.H. (BLH-6980); *WRLC Williamsport, Pa. (BLED-1521). Action May 27. KIBC Ogallala, Neb. (BLH-6732). Action May 28.

Ownership changes

Applications

■ WJSR(FM) Athens, Ga. (104.7 mhz, 50 kw)—Seeks assignment of license from University City to Broadcast Properties for \$220,000 plus \$75,000 consultant's fee and \$75,000 covenant not to compete. Seller: Herschel M. Rivers (100%) is selling for health reasons. Mr. Rivers also owns 16% of WJTH(AM) East Point, 17-2/3% of WJIZ(FM) Albany and WDOL(AM) Athens, all Georgia. Broadcast Properties is principally owned by Charles A. McClure (65%) and Charles E. Giddens (30%). Mr. McClure has interests in WHYD(AM)-WCGQ(FM) Columbus and WCHK-AM-FM Canton, all Georgia. Ann. June 2.

■ WEBQ-AM-FM Harrisburg, Ill. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 99.9 mhz, 50 kw)—Seeks transfer of control of Harrisburg Broadcasting Co. from Willard G. Franks (50.1% before; none after) to Macauley G. and Roxanna B. Nicholes (none before; 50.1% after). Consideration: \$200,000. Principals: Mr. Nicholes owns pizza shop; Ms. Nicholes is teacher. Mr. Nicholes is also sports announcer for WEBQ-AM-FM. Ann. June 9.

■ WZIX(AM) York, Pa. (1350 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Music Fair Enterprises to Greenco Communications for \$450,000. Seller: Shelly Gross who has no other broadcast interests. Buyer principals are Jeffery Greenhaw, general sales manager of WMAL-FM Washington, and Dan Cohen, WMAL-FM local sales manager. Ann. June 7.

■ KSDR(AM) Watertown, S.D. (1480 khz, 1 kw-D)—Seeks assignment of license from Berry-Iverson Co. to KSDR Inc. for \$300,000. Sellers: Ronn Iverson and Alfred G. Berry, are also selling KDDR(AM) Oakes, N.D. Buyer, Vern McKee, is executive vice president of Greater South Dakota Business Association. Ann. June 9.

Facilities changes

AM applications

■ KDJJ Holbrook, Ariz.—Seeks CP to add nighttime operation with 500 w, DA-N; change hours of operation to unlimited. Ann. June 9.

■ WFIV Kissimmee, Fla.—Seeks CP to add nighttime power operation with 2.5 kw; increase daytime power to 25 kw; install DA-2; change hours of operation to unlimited. Ann. June 9.

■ WSRC Durham, N.C.—Seeks CP to increase power to 5 kw; install DA; change ant.-trans. location. Ann. June 8.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: WEBQ Harrisburg, Ill. (BP-19750), May 25; WLIT Steubenville, Ohio (BP-19,762), May 24.

FM applications

■ *WKTL Struthers, Ohio—Seeks CP to install new trans. and ant.; change TPO; ERP 14.9 kw and HAAT 23 ft. Ann. June 8.

■ KBRE-FM Cedar City, Utah—Seeks CP to change trans. location; install new trans.; decrease ant. height; ERP 25.3 kw and HAAT 1681 ft. Ann. June 8.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KCTY Salinas, Calif. (BPH-8404), May 27; KRVN-FM Lexington, Neb. (BPH-9096), May 25; KSNF-FM San Francisco, Calif. (BPH-8730), May 25; KSEO-FM Durant, Okla. (BPH-9380), May 26; WIZO-FM Franklin, Tenn. (BPH-9689), May 27; WOHS-FM Shelby, N.C. (BPH-9897), May 25; WWWB-FM Jasper, Ala. (BPH-8769), May 25; KUNM Albuquerque, N.M. (BPED-1824), May 27; WRSH Rockingham, N.C. (BPED-2145), May 25.

In contest

Designated for hearing

■ **WLIR(FM)** Garden City, N.Y., **renewal proceeding:** Stereo Broadcasters, and A.M.S. Radio Inc., **seeking same facilities** (Docs. 20590, 20833)—Commission designated for hearing. Action June 1.

Procedural rulings

■ **WLCY-TV** Largo, Fla., **facilities change proceeding:** WLCY-TV Inc. (Doc. 19627)—ALJ Byron E. Harrison set hearing for June 28. Action June 2.

■ **WETT(AM)** Ocean City, Md., **license renewal proceeding:** Public Service Enterprises (Doc. 20674)—ALJ Chester P. Naumowicz Jr. scheduled hearing for Sept. 27. Action June 2.

■ **WWLD-TV** Jackson, Mich., **assignment of CP proceeding:** Jackson Television Corp. to Television Associates Inc. (Doc. 20673)—ALJ Lenore G. Ehrig set hearing for July 26. Action June 2.

■ **WHAM(AM)-WHFM(FM)** Rochester, N.Y., **renewal proceeding:** Rust Communications Group (Doc. 20477)—ALJ Reuben Lozner scheduled hearing for August 23 in Rochester. Action June 4.

Complaint

■ Commission denied complaint by Congressman Donald W. Riegle (D-Mich.) that WKZO-TV Kalamazoo, Mich., had violated reasonable access provision of Communications Act. Riegle, legally qualified candidate for nomination for U.S. Senator, contended WKZO-TV violated Act by refusing to allow him to purchase five-minute political programs during prime and early fringe time. WKZO-TV said that since its programming is scheduled in half-hour blocks during prime and early fringe time, it would be very disruptive to broadcast five-minute programs during these times. It pointed out, however, that it had offered to sell Riegle thirty-minute programs during early fringe and prime time, five-minute programs at other times, as well as various spot announcements. Action June 10.

Fine

■ **WNAC(AM)** Grenada, Miss.—Broadcast Bureau notified licensee of apparent liability of \$1,250 for failure to calibrate remote antenna anemeter against base antenna meter one time per week. Action May 27.

Other actions

■ Pleading by Mississippi citizens groups has been accepted by commission as informal objection to license renewals to 74 stations in that state. Two more stations, yet unlicensed, are included in complaint. Pleading was submitted by Mississippi state branch of National Association for the Advancement of Colored People.

Mississippi Council on Human Relations, Delta Ministry, Community Coalition for Better Broadcasting, Greenwood Communications Committee, North Mississippi Coalition for Better Broadcasting, Concerned Citizens for Better Communications and Concerned Citizens for Fair Media of Columbia. Petition charged 73 of 76 stations with discrimination in employment of blacks: 12 were charged with concentration of control of media in Mississippi; three were charged with other FCC violations. Commission said complaints against twelve stations charging regional control were vague and unsupported and would be dismissed. Stations charged included: WMPA(AM) Aberdeen, WAMY(AM) Amory, WHII(AM) Bay Springs, WLOX(AM) and WVM(AM)-WQID(FM) Biloxi, WBIP(AM) Booneville, WJRL(AM) Calhoun City, WROX(AM) Clarksdale, WACR(AM) and WCB(AM) and WMBC(AM) Columbus, WADI(FM) and WCM(AM) and WKCU-AM-FM Corinth, WMAG(AM)-WQST(FM) Forest, WDDT(AM) and WGVM(AM)-WDMS(FM) and WJPR(AM) Greenville, WNAG(AM) and WRIL(FM) Grenada, WGCM(AM) and WROA-AM-FM Gulfport, WFOR(AM)-WHER(FM) and WHSY(AM) and WXXX(AM) Hattiesburg, WCPC-AM-FM Houston, WJDX(AM)-WZZQ(FM) and WJQS(AM) and WJXN(AM) and WLIN(FM) and WRBC(AM) and WSLI(AM)-WJFR(FM) and WWUN(AM) Jackson, WAML(AM) and WLAU(AM) and WNSL(AM) Laurel, WLSM-AM-FM Louisville, WSJC-AM-FM Magee, WAPF(AM) and WHNY(AM) McComb, WDAL-AM-FM and WMOX(AM) and WOKK(AM)-WALT(FM) Meridian, WMIS(AM) and WNAT(AM)-WQNZ(FM) Natchez, WNAU-AM-FM New Albany, WPMP(AM) Pascagoula-Moss Point, WHOC(AM) Philadelphia, WRJW(AM)-WJOJ(FM) Picaville, WSEL-AM-FM Pontotoc, WKPO(AM) Prentiss, WCSA(AM) Ripley, WKOR(AM) Starkville, WELO-AM-FM Tupelo and WJNS-FM Yazoo City. Unlicensed stations are WONA-FM Winona and WBIP-FM Booneville. Action June 9.

■ **WIFE-FM** Indianapolis: KOIL-AM-FM Omaha; and KISN(AM) Vancouver, Wash.—Commission ordered Star Stations, parent corporation of licensees, to cease operating stations at 12:01 a.m., local time, September 2, 1976. On January 31, 1975, commission denied renewal applications for stations, including WIFE(AM), on grounds that serious misconduct had occurred in operation of stations, that Star's chief stockholder, Don Burden, was intimately involved in misconduct, and that Star Stations must be held responsible. It also authorized continued operation of stations until 30 days after final disposition of appeal. Subsequent appeal affirmed decision. Action June 2.

■ **WNYR(AM)-WEZO(FM)** Rochester, N.Y.—Commission granted applications of Malrite of New York for renewal of licenses of stations. Commission had granted stations short-term renewals to end June 1, 1976 because Malrite's affirmative action plan did not result in hiring of any fulltime minority employees for five consecutive years. Malrite was ordered to submit detailed statement of affirmative action undertaken to encourage minority and women applicants between filing of 1975 employment report and filing of 1976 short-term renewal application. Commission said on basis of new affirmative action program since short-term renewal was granted, it found minority employment profile to be "within the zone of reasonableness." Stations are renewed for remainder of regular period—to June 1, 1978. Action June 8.

■ **WUDO(AM)** Lewisburg, Pa.—Commission granted application of Louis J. Maierhofer for joint interim authority to operate facilities of former station WUDO. License for WUDO expired August 1, 1975 and no renewal application was filed. Maierhofer and Union Broadcasting Co. have filed mutually exclusive applications to restore service on regular basis. While Maierhofer asked for interim authority to operate stations, he said he would be interested in joint interim authority if Union wanted to take part in joint venture with him. Action June 1.

■ **WHAR(AM)** Clarksburg, W.Va.—Commission informed Harrison Corp., licensee, that it violated fairness doctrine in failing to cover adequately controversial issue of strip mining. It directed licensee to report within 20 days on how it intends to meet its fairness obligations. Action was in response to complaint by Media Access Project on behalf of Representative Patsy Mink (D-Hawaii), Environmental Policy Center, and O.D. Hagedorn, citizen of Clarksburg. Action June 8.

Allocations

Petitions

■ Charles V. Martin and John A. Popejoy, Los Angeles—Seek assignment of ch. 221A (FM) to Ventura, Calif. (RM-2707). Ann. June 8.

■ Maurice J. DeVolt, Denver—Seeks assignment of ch. 221A (FM) to Castle Rock, Colo. and modify authorization of KGRE(FM) Greeley, Colo. to specify operation on ch. 223 in lieu of presently assigned ch. 222 (RM-2708). Ann. June 8.

■ Wise Media, Decatur, Tex.—Seeks assignment of ch. 244A (FM) to Decatur (RM-2706). Ann. June 8.

Actions

■ Fresno, Calif.—Broadcast Bureau denied proposal by Capital Cities Communications to substitute television ch. 34 for ch. 30 at Fresno. Capital Cities, licensee of KFSN-TV Fresno, had requested modification of its license to ch. 34 because of interference problems caused by KBAK-TV, operating on adjacent ch. 29 at Bakersfield, Calif. Capital Cities, however, recently indicated change in channel was no longer necessary and requested withdrawal of its proposal (Doc. 19703). Action June 4.

■ Mariposa, Calif.—Broadcast Bureau has substituted ch. 242 (96.3 mhz) for ch. 284 (104.7 mhz) at Mariposa. Substitution had been request of Mariposa Broadcasting which had previously filed application for ch. 284 that was dismissed because of short-spacing with KSRN(FM) Reno. (Doc. 20726). Action June 2.

■ La Belle and Naples, Fla.—Broadcast Bureau assigned ch. 221A (92.1 mhz) to La Belle as its first FM assignment. It also substituted ch. 249A (97.7 mhz) for ch. 221A at Naples. Action was proposed February 4 in response to petition by Thomas A. Smith (Doc. 20705). Action June 7.

■ *Muncie, Ind.—Commission assigned FM ch. 221A (92.1 mhz) to Muncie, for use on educational reserved basis. In separate but related action, FCC proposed assigning FM ch. 285A (104.9 mhz) to Muncie as second FM commercial assignment. Assignment of ch. 221A for educational use was proposed in response to petition by Ball State University, licensee of WBST(FM) Muncie. In that notice, FCC denied proposal by Muncie Broadcasting Corporation (MBC) for assignment of channel for commercial use. Although MBC, in comments to notice, continued to argue in favor of using ch. 221A commercially, it urged that if this were not to be done, action on that channel should be deferred until disposition of its pending proposal to assign Ch. 285A to Muncie. In latter proposal, MBC pointed out, this channel could be made available for use in Muncie if number of channel changes were effected (Docs. 20129, 20834). Action June 1.

■ Ida Grove, Iowa—Broadcast Bureau assigned ch. 224A (92.7 mhz) to Ida Grove as that community's first FM assignment, and deleted same channel from Carroll, Iowa. Action was proposed in rulemaking notice adopted last February 4, in response to petition by Midwest Industries (Doc. 20710). Action June 4.

■ Ogallala, Neb.—Broadcast Bureau has assigned FM ch. 224A to Ogallala as that community's second FM assignment. Assignment was requested by Ogallala Broadcasting Co., licensee of Ogallala's full-time AM station KOGA (Doc. 20070). Action June 2.

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■ Enterprise, Ore.—FCC substituted ch. 221A (92.1 mhz) for ch. 224A (96.7 mhz) at Enterprise. Action was proposed February 4, in response to petition by STL Inc. (Doc. 20706). Action June 5.

■ Mineola, Tex.—Broadcast Bureau assigned ch. 244A (96.7 mhz) to Mineola as that community's first FM assignment. Bureau noted that although assignment of 244A to Mineola required its deletion from Canton, Tex., this represented no problem since no interest in operation of station on that channel at Canton has been expressed (Doc. 20532). Action June 2.

Rulemaking

Petition

■ Communications Committee of U.S. Catholic Conference; Communication Commission of National Council of Churches of Christ; UNDA-USA; and 79 individual church communicators—Request amendment to: (1) add new program type, "community service" program, to program definitions for commercial television stations; (2) amend definition of "public affairs" program; (3) amend Form 303, Section IV-B, Question 8 of Statement of Television Program Service to require information concerning "community service" programs; (4) amend Form 303A, Annual Programming Report, to require information about "community service" programs; (5) to issue policy statement underscoring requirement that all stations provide sustaining program time to nonprofit community organizations as part of their obligation to serve public interest, convenience and necessity (RM-2709). Ann. June 8.

Actions

■ Viewers Intent on Listing Violent Episodes on Nationwide Television, Washington—FCC dismissed request for revision of renewal application to require violence listing system submitted by licensee (RM-2140). Action April 27.

■ Institute for Social Research and Law, Fresno, Calif.—FCC dismissed request for issuance of rules or regulations prohibiting use of sex, violence or appeals to vanity in TV or radio advertising (RM-1876). Action April 27.

■ Mobile Video Tapes, Weslaco, Tex.—FCC dismissed request to amend rules stating requirements for operation of remote control of standard broadcast stations utilizing directional antennas (RM-1624). Action April 2.

■ Commission amended rule prohibiting fraudulent (double) billing practices by broadcast licensees. Under amended rule (Section 73.1205), no licensee of broadcast station shall "knowingly issue or knowingly cause to be issued" any bill, invoice, affidavit or other document containing false information concerning amount actually charged for broadcast advertising, or which misrepresents quantity of advertising actually broadcast, substantially or materially misrepresents time of day it was broadcast, or misrepresents date on which it was broadcast. New subsection (b) also was added prohibiting licensees from supplying any document to program supplier providing specified information concerning broadcast of program or program matter supplied, including noncommercial matter, that contains false information (Doc. 20499). Action May 25.

■ Foundation to Improve Television—FCC dismissed request for amendment of rules to curtail "broadcasting violence and horror television programs" (RM-1515). Action April 27.

Translators

Applications

■ Unalaska City School District, Capitan's Bay, Alaska—Seeks CP for ch. 8 rebroadcasting KYUK-TV Bethel, Alaska, via K02HO Unalaska, Alaska. Ann. June 9.

■ Rexford-Marston TV District, Rexford and Fortine, Mont.—Seeks CP for ch. 5 rebroadcasting KPAX-TV Missoula, Mont. Ann. June 11.

■ Don D. Tobey, Cottonwood Cove, Nev.—Seeks CP's for: ch. 6 rebroadcasting KOOL-TV Phoenix, via K76AQ Gas City, Davis Dam and Bullhead, Ariz. and

Needles, Calif.; ch. 11 rebroadcasting KTVK Phoenix, via K80AQ in same area; ch. 11 rebroadcasting KLAS-TV Las Vegas. Ann. June 9.

■ Monument TV, Monument, Ore.—Seeks: ch. 11 rebroadcasting KBCI-TV Boise, Idaho; ch. 13 rebroadcasting KIVI Nampa, Idaho; CP to change frequency of KIOBY from ch. 10. Ann. June 7.

■ Millard County, Garrison, Utah and Baker, Nev.—Seeks: ch. 7 rebroadcasting KUED Salt Lake City via K71BH Milford and rural Beaver county, Utah; ch. 9 rebroadcasting KUTV Salt Lake City; and ch. 11 rebroadcasting KTVX Salt Lake City. Ann. June 7.

■ Millard County, Garrison, Utah and Baker, Nev.—Seeks CP for ch. 13 rebroadcasting KSL-TV Salt Lake City. Ann. June 7.

Actions

■ W73AT Baltimore—Broadcast Bureau canceled license authorization and deleted call letters at request of licensee. Ann. June 8.

■ Chinook TV Association, Chinook and surrounding rural areas, Mont.—Broadcast Bureau dismissed application for CP for ch. 63 rebroadcasting CFCN Lethbridge, Canada. Ann. June 8.

Cable

Applications

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

■ Virginia Television Company, for (unincorporated areas of) Albemarle county, Va. (CAC-06712): WTTG, WDCA-TV, Washington.

■ Warner Cable of Ely, for Ely, Minn. (CAC-06713): Requests certification of existing operations.

■ Tennessee Cablevision, Box 156, Glenview Station, Greenwich, Conn. 06830, for Oliver Springs, Tenn. (CAC-06714): WATE-TV, WBIR-TV, WTVK, Knoxville, Tenn.; WSJK-TV Sneedville, Tenn.; WTCG Atlanta; WRIP-TV Chattanooga.

■ Valley Microwave Transmission, for Raymondville, Tex. (CAC-06715): WTCG Atlanta; XERV Reynosa, Mexico and delete KHTV Houston.

■ Jackson Hole Cable Telecommunications, Box 2650, Jackson, Wyo. 83001, for Smoot, Fairview, Aubrun, Graves, Turnerville, Bedford, Freedom, Etna, Alpine Junction, Alta Targhee, Hoback Junction, Kelly, Jackson Lake Lodge, Coulter Bay and Flagg Ranch, all Wyoming (CAC-06686-700): KUTV, KSL-TV, KTVX, KUED, Salt Lake City; KID-TV, KIFI-TV, Idaho Falls, Idaho; KPVI Pocatello, Idaho; KWGN-TV Denver.

■ Jackson Hole Cable Telecommunications, Box 2650, Jackson, Wyo. 83001, for Bondurant, Cora, Daniel, Boulder and Big Sandy, Wyoming (CAC-06681-5): KUTV, KSL-TV, KTVX, KUED, Salt Lake City; KID-TV, KIFI-TV, Idaho Falls, Idaho; KPVI Pocatello, Idaho; KWGN-TV Denver.

■ Winchester TV Cable Co., for Winchester, Va. (CAC-06709): WNVN Goldvein, Va.; WWPB-TV Hagerstown, Md.; WBAL-TV Baltimore.

■ York Springs Cable, Box 15013, 3703 Old Court Rd., Baltimore 21208, for (borough of) York Springs, Pa. (CAC-06710): WGLA-TV, WLYH-TV, Lancaster, WHP-TV, WTPA, Harrisburg; WITE-TV Hershey; WSBA-TV, York, all Pa.; WMAR-TV, WBAL-TV, WJZ-TV, WBFF, WMPB, Baltimore; WTTG, WDCA-TV, Washington; WWPB-TV Hagerstown, Md.

■ Cablevision Systems, Long Island Corp., 366 N. Broadway, Jericho, N.Y. 11753, for (village of) Massapequa Park, N.Y. (CAC-06711): WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX, WNYE-TV, WNYC-TV, New York; WNET, WBTB-TV, Newark, N.J.; WXTV Paterson, N.J.; WNJU-TV Linden, N.J.; WNJM Montclair, N.J.; WLIW-TV Garden City, N.Y.; WEDW-TV Bridgeport, Conn.; WPHL-TV, WTAF-TV, Philadelphia.

■ Southwest CATV, for Brownsville, Rio Grande City, Elsa, Edcouch, Mission and Pharr, all Texas. (CAC-06725-30): WTCG Atlanta; and delete KHTV Houston; proposes to add WTCG Atlanta (Rio Grande); XHAB Matamoros, Mexico; WTCG Atlanta; KEDT Corpus Christi, Tex.; XERV Reynosa, Mexico and delete KTVT Ft. Worth; KLRN San Antonio, Tex. (Elsa and Edcouch); proposes to add WTCG

Atlanta; and delete KHTV Houston (Mission and Pharr).

■ McAllen Cablevision Corp., for McAllen, Tex. (CAC-06731): WTCG Atlanta and delete KHTV Houston.

■ Alice Cable Television Corp., for Falfurrias, San Diego and Alice, Tex. (CAC-06732): WTCG Atlanta; KHTV Houston; and delete KTVT Ft. Worth.

■ Valley Microwave Transmission, for Harlingen, Weslaco, Mercedes, Donna, La Feria, San Benito, Edinburg, Alamo and San Juan, all Texas (CAC-06716-24): WTCG Atlanta; delete KHTV Houston.

■ Lake Charlevoix Cable TV, for Boyne City, Mich. (CAC-06701): Requests certification of existing operations.

■ Continental Cablevision of Miami Valley, for Harrison township, Englewood, Trotwood, Vandalia and Union, all Ohio (CAC-06702-6): WOSU-TV Columbus, Ohio.

■ Valley Cablevision, for Pauls Valley and Wynnewood, Okla. (CAC-06707-8): KXTX-TV Dallas.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Nation Wide Cablevision, for Bremerton, Wash. (CAC-05026); Community Antenna, for (specified unincorporated areas surrounding Maxton) Robeson county, N. C. (CAC-05213); Centre Video, for Charleroi, Pa. (CAC-05419R); Monticello Cable Communications, for Monticello, Ill. (CAC-05837); Lake Charlevoix Cable T.V., for Charlevoix, Mich. (CAC-05850); Warner Cable of Olean, for Portville (town of), N.Y. (CAC-06064); Muskegon Cable TV Co., for Fruitport township, Mich. (CAC-06136); Cacom Teleservices, for Cottonwood Falls, Kan. (CAC-06159); Vermont Television Corp., for Barre, Williamstown (town of) and Barre Town, Vt. (CAC-06210-2); Northern Video, for Benson, Minn. (CAC-06303); Cable Sparta, for Sparta, Wis. (CAC-06304); Hartford Cablevision, Ltd., for Hartford, Mich. (CAC-06325); Sweetwater Television Co., for Rock Springs, (specified unincorporated areas west of Rock Springs) Sweetwater county, (specified unincorporated areas north of Rock Springs) Sweetwater county, Point of Rocks and Reliance, all Wyo. (CAC-06332-6); Green River Cable TV Co., for Green River and (specified unincorporated areas west of Green River) Sweetwater county, Wyo. (CAC-06337-8); Pentwater Cablevision, for Pentwater, Mich. (CAC-06341); Elizabeth City Video, for Elizabeth City and unincorporated areas of Pasquotank county, N.C. (CAC-06375-6); American Television and Communications Corp., for Jackson, Miss. (CAC-06384); Suburban Cablevision, for Harrison (town of), N.J. (CAC-06386); Viacom Cablevision of Dayton, for Mad River township, Ohio (CAC-06438); North-eastern Pennsylvania TV Cable Co., for Exeter borough, Nicholson borough and Dunmore borough, Pennsylvania (CAC-06451-3); Cablevision of Pennsylvania, for Conshohocken (borough of) and East Norriton township, Pa. (CAC-06412-3); American Television and Communications Corp., for Belois and Belois (town of), Wis. (CAC-06422-3); Alert Cable TV of Wilson, for Wilson, N.C. (CAC-06425); Hopkinsville Cable TV, for Hopkinsville and unincorporated areas of Christian county, Ky. (CAC-06432-3); Simmons Communications, Harrisburg, Camp Hill, Dauphin, Hampden, Highspire, Marysville, Lemoyne, Lower Swatara, Middle Paxton, Middleton, New Cumberland, East Pennsboro, West Fairview, Steelton, Swatara township, Wormleysburg, Lower Paxton, Paxtang, Penbrook, Susquehanna township, West Hanover and Royalton, all Pennsylvania (CAC-06387-408).

Other action

■ Athena Cablevision, Corpus Christi, Tex.—Commission ordered Athena to file new franchise consistent with FCC rules in order to obtain certificate of compliance for its existing cable television system. It denied Athena permission to add XERV Reynosa, XET-TV and XEFB-TV Monterrey, Mex. Telecorpus Inc., permittee of KORO Corpus Christi, petitioned for special relief against addition of Mexican stations, on grounds that importation of those signals into Corpus Christi would seriously jeopardize its prospects of becoming viable station. However, commission said on appropriate petition by Athena, and after filing of KORO's annual financial statements, it would review KORO's financial condition and consider possibility of permitting carriage of three Mexican signals, and that if KORO has not commenced operations within eight months, it would entertain application to carry signals. Action May 26.

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

General Manager for AM station in major mid-western market. Must be strong in sales and have management experience. Reply with full resume to Box T-38, BROADCASTING.

General Manager. Unique opportunity with top rated contemporary station in major Southwest market. Candidates must have successful track record that can be documented by previous employers. 40K base plus incentive. Stock participation available to right person. Rush complete background information to Box T-61, BROADCASTING.

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

Northeast suburban major market requires general manager with strong sales and leadership ability for AM in exceptional growth area. Send complete information including your sales record to Box T-94, BROADCASTING.

Looking for employed small market successful manager-salesperson who is seeking station ownership. Part ownership now and 100% over 10 years. This is profitable station in beautiful Carolina mountain community. Box T-101, BROADCASTING.

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

Public radio station manager, pioneer 5,000 watt AM NPR affiliate. MA preferred, plus four years professional experience, one year in management. Start September 1, 1976. Salary competitive. Send resume and reference to: Gordon Tuell, Radio-Television Services WSU, Pullman, WA 99163. Application review begins July 15, 1976. Equal Opportunity/Affirmative Action Employer.

Sales Manager. CBS sports oriented MOR. Area's finest AM signal. Must be able to lead a three man retail sales team. Right deal for the person with an outstanding track record of personal sales plus leadership ability. Send resume and details in complete confidence to Don Kelly, General Manager, WWYN Radio, 3204 State Street, Erie, PA 16508.

Community Club Awards Inc. (CCA). Two resident area sales managers (Midwest and West Coast). Full-time travel (Monday-Friday). Radio/TV sales management experience prerequisite. Salary, commission, incentives, provide unlimited earnings opportunity in excess \$20,000 base. Availability, background, references, first letter. John C. Gilmore, Box 151, Westport, CT 06880.

HELP WANTED SALES

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

Sales Manager. The person we're looking for has never been a sales manager before. He or she is on the way up and is currently selling successfully in a highly competitive market. Must have plenty of sales ideas and administrative ability. Five person sales staff. In return, we offer a good compensation package and unlimited growth potential in a booming Pennsylvania market. Send complete resume to Box T-116, BROADCASTING.

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

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

Adult music FM station, looking for aggressive sales person. Excellent opportunity with progressive group. Send resume to Allen Carstens, Box 971, KCPI Radio, Albert Lea, MN 56007.

Super radio sales person wanted. Must be able to bill at least \$10,000 per month in market of 100,000+. Salary \$800 with 10% over \$4,000. If capable of billing minimum, base pay goes up to \$1,000. Steve Leon, KNTD-FM, Wichita Falls, TX. 817-723-6688.

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

Still looking for the right person to fill top spot in aggressive local sales department. Excellent growth market, opportunity and draw, immediate opening. WBNR, PO Box 511, Beacon, NY 12508. 914-831-1260.

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

Madison, WI. Excellent career opportunity for bright problem-solving sales person on the way up, strong on creativity with ability to build campaigns. Six station group seeks person with management potential. Job opening result of promotion. Our people earn far more, city offers superior living, you'll have opportunity for management and equity. WISM, Madison, WI Box 2058, 53701. A Midwest Family Station.

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

Top-rated Florida contemporary. Immediate opening for aggressive experienced account executive. Send resume, Manager, WKXY, Box 2500, Sarasota, FL 33578.

Sales/Solid Country station needs sales/announcer combo. Phone: 307-265-2727.

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

HELP WANTED SALES CONTINUED

Immediate opening for an experienced broadcaster ready to move into sales. Salary plus commission. Established list. Plenty of training available. Enjoy a successful future with our growing group. Call Mike Kirchen or Ken Riggle 301-724-5400.

HELP WANTED ANNOUNCERS

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

Florida MOR station has opening for personality announcer. Must be good in production as well as on the air. Minimum two years experience with a solid work record. Salary 10,000 to 13,000 per year. Coastal growth market with stable economy. Equal Opportunity Employer. Send resume to Box S-317, BROADCASTING.

Community minded. Experienced, personable, warm, good voice, adult communicator. Production a must. Third please. AM/FM combination. New York metro area. Box T-23, BROADCASTING.

New Jersey shore station needs resumes from experienced, capable disc jockies and newscasters. References will be thoroughly checked. Equal Opportunity Employer. Reply Box T-110, BROADCASTING.

Black station with Progressive/Disco format in medium sized market in search of articulate jocks who can work in structured radio with a growing broadcast chain. Only professionals need apply. EOE M/F. Box T-135, BROADCASTING.

Combination back-up PBP plus sales, and some announcing, or, news assistant and back-up PBP. West-midwest. EOE. Write Box T-138, BROADCASTING.

1st ticket disco-soul experienced format announcer Denver market. Mail info to KDKO, Box 418, Littleton, CO 80120. No calls. EOE.

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

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

Announcer. A great place to live and work. Contemporary 24 hour a day operation. Need a professional. We're losing one to Chicago. Good operation. EOE. Hospitalization and fringe benefits. Tapes and resume to Jim Palmer, WCVS, PO Box 2697, Springfield, IL 62708.

WDBR, Springfield, IL needs morning communicator for contemporary format who has an interest in sales. This rare opening offers stability, pleasant working conditions, and good money. As a jock, you must be a pro; we'll teach you sales. Tape and vita to Steve West. Box 3166, Springfield 62708. EOE.

I have immediate opening for mature announcer with 1st phone. Must have personality for adult contemporary MOR format. Please send audition tape and resume. EOE. V.G. Balkcum, WGBR, PO Box 207, Goldsboro, NC.

All night show. Opening August 1, for contemporary announcer. Minimum 1 year experience and 3rd class ticket endorsed required, production helpful. EOE. Send tape, resume first letter to Tom O'Shea, P.D., WHAP Radio, PO Box 621, Hopewell, VA 23860.

HELP WANTED ANNOUNCERS CONTINUED

Top station in Indiana's 7th largest city needs creative, personable air person. Ideal opportunity for that move to a professional medium market. EOE. WHUT, 317-644-1255. Mike Kase, PD.

An unusually successful station in Bloomington-Normal, Illinois is looking for a strong, adult-appeal personality to handle a major daytime show. WJBC dominates its market like few stations do because it attracts and keeps strong people on its staff, promotes like crazy, and keeps heavily involved with the real world. A creative, mature, radio person simply won't be bored in Bloomington. Show me what you can do in a tape. Don Munson, WJBC, Bloomington, IL 61701, an Equal Opportunity Employer.

Immediate opening for two experienced contemporary broadcast personalities. Must be good in production. Salary commensurate with ability. Endorsed 3rd required. Send tape and resume to Jerry Clegg, WKDW, Staunton, VA 24401. EOE.

Suburban New York City station WOTK Parsippany, New Jersey has an immediate opening for an uptempo MOR announcer with sales ability. Please rush tape and information on your sales background to Sound of America Inc., 2711 Magnolia Road, Vineland, NJ 08360.

Talk show host needed now. Experience mandatory, 1st phone preferred. Send tape and resume directly to: WSUM, Cleveland, OH 44133.

Entertaining midday personality needed, for No. 1 rate mid Florida contemporary station. We're a major market sound in a five station city. Rush tape, resume and salary requirements to Chuck Morgan, P.D., WTMC, Box 897, Ocala, FL 32670. No calls please.

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

We are seeking a special caliber of person, who has some knowledge of the fundamentals of communication. Prior experience is not required, but a first ticket is, for those of you who want to learn our brand of radio. Call or write Broadcast Enterprises, Box 968, Powell, WY 82435.

Wanted. Dynamic contemporary personality for young and beautiful music station. If you are willing to give 110% so are we! Send tape and resume to: Bill Braman, PO Box 98, Willimantic, CT 06226.

Unusual opportunity. Top rated station has opening for morning air personality. Must be a creative entertainer preferably with news or talk background and good interview ability. Call C. David Hamilton, Rockford, IL 815-399-2233.

HELP WANTED TECHNICAL

Chief Engineer for two stick 500 watt daytimer. Must be good with maintenance and details. Should have knowledge of automation and FM. \$12,000 per year plus fringe. Send complete resume. Box S-275, BROADCASTING.

Ass't. Chief FM-AM Direction. 60 miles NYC. Capable full maintenance. An EOE. Box T-127, BROADCASTING.

Chief Engineer. Upper Midwest, directional AM, 5 KW days, 1 KW nights. Separate patterns, FM Stereo, automated. Remote control. Experienced professional required. Ability to do occasional air work helpful, but not required. Excellent situation. Lovely small city for "the good life." Box T-131, BROADCASTING.

Assistant Chief for major N.E. market AM-FM. We are looking for a person with excellent technical qualifications in audio and who would like to eventually move up to chief with a major broadcast group. Send resume, references and salary requirement to Box T-153, BROADCASTING.

So. Calif. Directional AM-automated FM has opening for top notch chief. Excellent equipment. Good working conditions. Ideal place to live. Please, only first rate experienced engineers reply. EOE. Minorities urged to reply. Call or write Lyle Richardson, KUDE, PO Box K-1320, Oceanside, CA 92054. 714-757-1320.

HELP WANTED TECHNICAL CONTINUED

Fully experienced part time contract engineer for AM, FM stereo and automation. Weekly inspections, regular maintenance, proofs, emergency availability, knowledge FCC regulations, etc. Will consider full-time employment if applicant is willing and qualified to operate in other departments. Include detailed experience and financial requirements first letter. Beautiful Shenandoah Valley. C. Leslie Golliday, Owner, WEPM/WESM, PO Box 767, Martinsburg, WV 25401.

Assistant Chief Engineer. 24 hour AM-FM. Send resume and salary requirements to: W.A. Cooper, WLCY Radio Station, 11450 Gandy Blvd., St. Petersburg, FL 33702.

Chief Engineer for 3-tower, 1000 W, nite-time, directional in "Rose Capitol of World" Tyler, Tex. Our chief engineer is retiring. Good conditions with good company, but must know your stuff. Send resume to Box 929, Tyler, TX 75701.

Engineer/Announcer. Need two with 1st phone for new AM in Lebanon, Pa. Must be good announcer, with train technical. Call Art Greiner, Shippensburg, 717-532-4105.

HELP WANTED NEWS

News Director Virginia station. Dig, write, air, interviewing, stress local news, affiliated network. Write Box T-63, BROADCASTING.

News Director for 5,000 watt AM station in Penna. If you can report, write and deliver local news with authority you will join top-rated medium-market contemporary. We will pay accordingly. Equal Opportunity/Affirmative Action Employer. Box T-105, BROADCASTING.

Upper Midwest regional station. Morning drive anchor, street and phone reporting remainder of shift. \$850 minimum. Resume to Box T-108, BROADCASTING.

Hard working news professional needed. Competitive medium market Top 50 ADI. Good on air delivery and minimum one year experience. Help us build a number one news image. 550-700S monthly starting. Part of multi station group, east of Mississippi. Box T-112, BROADCASTING.

News Director for NBC affiliate in N.E. Must be able to gather, write and air. An EOE. Box T-128, BROADCASTING.

Love local news? Actualities? Jimmy Carter's home! Number 1 contemporary needs compatible self-starter that can follow directions. Hustle, move up to larger group station. No career academics! Immediate. Rush tape. Joe Langworthy, Manager, WDEC, Americus, GA 31709.

News & sports director combo. Needed as soon as possible. Must have minimum 2 years experience. 3rd ticket endorsed. Heavy emphasis on local news & sports, play by play football & basketball. Send complete resume & tape first letter to Tom O'Shea, P.D., WHAP Radio, PO Box 621, Hopewell, VA 23860. An Equal Opportunity Employer.

Midwestern NBC affiliate has immediate opening for qualified newperson, strong on-air, for top-rated radio-TV station in medium market. Send resume and tape to News Director, WOC Broadcasting, 805 Brady Street, Davenport, IA 52808.

News Director for No. 1 station in Wisconsin's third largest market. Must be experienced and willing to work. Top 40 format with ABC/C net. Send tape & resume to: Dick Lange, G.M., WRKR, 2200 N. Green Bay Road, Racine, WI 53405. EOE MF.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Broadcast researcher with background in statistics and audience measurement for Washington, D.C. organization. Station experience helpful. EOE. Resume and salary requirements to Box T-93, BROADCASTING.

AM/FM religious station in northeast seeking programmer to develop FM into contemporary religious music format and assist General Manager. Box T-132, BROADCASTING.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Program Director needed for Midwest medium market adult contemporary. Must be a mature, creative, promotion minded leader. Competitive seven station market. Resume first letter. Box T-133, BROADCASTING.

Excellent position available for P.D. with MOR or Top 40 background. Box T-145, BROADCASTING.

Experienced sports/sales director. Beautiful Midwest small city with superior quality of life. Permanent position with expanding group. Aggressive crew. Open now. Contact Rick Charles, KAGE AM-FM, Winona, MN.

SITUATIONS WANTED MANAGEMENT

G.M. available. Excellent track record. Solid all facets. East coast preferred but all considered. Box T-34, BROADCASTING.

GM/Station Manager: 14 years experience including managshp, sales, chief engineer and announcer. 31, family, stable. Desire Southeast. Excellent references. Box T-98, BROADCASTING.

A great team. General Manager, over 30 years experience. One of the best voices in radio. Sales and promotion, also sales manager with over 10 years experience. Great track record. Looking for a small or medium market station that needs to make money. We know how. We are presently employed, we'd like Florida, but will consider all markets. Write Box T-100, BROADCASTING.

Let us manage your station! Small market oriented broadcast couple willing to put 14 years of experience in sales, P.D., play-by-play, d.j. and remotes plus traffic and continuity to work for you. Must relocate outside the South because of allergies. Bob Clark, 24 Clarion Drive, Fredericksburg, VA 22401. 703-371-3840.

SITUATIONS WANTED SALES

Ambitious, aggressive account executive/sportscaster. PBP, two years commercial experience. College grad. Desire similar position in medium market. Box T-148, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Experienced, creative 3rd phone announcer seeking Top 40 station. Will adjust to your format. Ready to relocate anywhere. Box T-14, BROADCASTING.

B.A. degree, 3rd endorsed, free-lance experience and broadcast internship. Good voice, intelligent communicator. Production and news. Box T-35, BROADCASTING.

1A 50,000 watt play-by-play pro seeks more play-by-play. Box T-84, BROADCASTING.

Highly motivated college grad, 3rd endorsed, able to handle any announcer/DJ format, sports, PBP, news, production, sales and copywriting. Very personable, good voice. An asset to your station. From New England, but will readily relocate. Box T-87, BROADCASTING.

Three years Top 50 market experience. Major group. No. 1 talk show, tight Top 40. MOR. News. Country. MA broadcasting. Married. Ready now! Box T-106, BROADCASTING.

Country personality at No. 1 AM/FM. Background includes PA/Talk/PD. Box T-117, BROADCASTING.

Got the blues in the nite? Cure them with a 7 PM to midnite one man gang. Abundant music, excellent news, audience participation contests, jokes, phones, action. I've been doing in successfully for 20 years. MOR to Country. If you're a paycheck pincher don't bother. If you're a high roller I'll talk to you on the phone and follow up with an in person interview at my expense. Box T-121, BROADCASTING.

First rate, experienced, chief engineer in directional AM/FM automation who can do great MOR morning show. Currently working in, prefer West. 1k min. Box T-122, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS CONTINUED

News announcer available now! 1st phone, 2 yrs. exp., interviewer, some reporting. No AM drive. Box T-124, BROADCASTING.

First, available immediately experience in MOR, desire AOR/Rock. BS finance, polished production. Box T-141, BROADCASTING.

I've had it! Experienced announcer wants out of time and temp station. Contemporary only! Box T-150, BROADCASTING.

Hello California Radio! Experienced DJ, newscaster available for any schedule. Call 213-874-7236 mornings.

Small markets! Young aggressive announcer, deejay, news, copy, production, 3rd endorsed. Some experience. Do anything. Rich Logan, 215-K14-8292 collect.

3rd endorsed hardworking young DJ. Personable, college experience in production, news, and PR. Consider all offers. Tapes available. Frank Ryan, 1051 9th Ave., Brackenridge, PA 15014. 412-224-4052.

Progressive jock, college grad with experience in 4th largest metropolitan market. Conrad Daniel, 609-227-7096.

Personality seeks morning drive in medium market uptemp MOR. Nearly 5 years experience. Call 308-632-7357 after 6 PM MDT.

DJ-Newscaster, 3rd, experienced and tight board. Can start immediately, will travel. William Peter Smith, 560 W. 218 Street, New York, NY 10034. 212-569-5421.

Oregon/California. Warm, personal delivery, creative writing. Experienced announcer & news director wants to learn sales. Excellent references. Available now. 503-298-5074.

Paid my dues, small market P.D., 3 years experience 1st ticket. 34, married. Full facts plus references. Jim 208-733-1867, 733-3381.

Personality DJ-Newscaster. Some experience. Willing to relocate. 3rd phone. Call Rod 313-264-4247.

Girl 20 yrs old announcer. 3rd talented. News, D.J. Bright, energetic personality. Can sing & dance. Will relocate. Sincere. Judy. Graduate of Resident Broadcast School. 412-391-2213.

Humorous, first phone air personality desires small market Top 40 or Contemporary. S.H. Green, 213-387-7175.

Fia, small markets! Currently working. Desire air shift with opportunity to become PD. 3 years exp. in south Fla. 3rd endorsed. Excellent references. 305-922-7679.

Beginner D.J. News. Copywrite, 3rd/w. Family man wants small community NW states. Clay Reid. 1-714-477-5751.

Play by play, DJ, news, sales. Excellent voice. Terry Boyd, 671 Brockwood, El Cajon, CA 92021. 714-444-8728.

Station Managers attention! Female, 3rd endorsed, beautiful voice, great commercials, sales, news, production, copy. Looking for challenging position, ready to go anywhere now! Michele Michaels, 7160 Belden St., San Diego, CA 92111. 714-279-4670.

Hello from N.J.-N.Y. area. Ambitious, energetic, stable+++ dependable 50 year old Central N.J. resident with excellent voice, diction, references and 25 years P.R. background desires board work evenings or weekends. Holding a 3rd broadcast endorsed license with some experience 25 years ago. This enthusiastic gentleman with positive attitude offers these qualifications with possible advantages to you in exchange for opportunity to re-train and re-establish. Call Charlie evenings or weekends at 201-985-7655.

Young Black Top 40 announcer. Little experience, but lots of ability. Good production, 3rd endorsed. Call Sid 216-743-3677 or write Sid, 445 Willis, Youngstown, OH.

SITUATIONS WANTED TECHNICAL

AM/FM Ch. engr. 17 yrs. experience. Enjoys use of on air talent too. Capital to invest in small/medium New England market. Box T-57, BROADCASTING.

First rate, experienced, chief engineer in directional AM/FM automation who can do great MOR morning show. Currently working in, prefer West. 1k min. Box T-122, BROADCASTING.

Intensive, creative, state-of-the-art AM-FM-automation background, BSEE, EIT, seven years in broadcasting. Available in the near future. Total involvement in station sound and technical matters can be yours for \$15 to \$25K. Reply to Box T-154, BROADCASTING.

Experienced, 1st phone, AM, FM, stereo, automation, degree. Young, personable communicator. Steve Crum, 4648 Nikki Dr., Indianapolis, IN 46227.

Latin-American, including Cuban, interference identified and eliminated. Get action from Ronald F. Schatz, Box 592814, Miami, FL 33159.

Creative hard working 1st phone 3 years experience as engineer, DJ, etc. Seeking engineering and/or DJ evenings. 1-901-784-5306.

SITUATIONS WANTED NEWS

Fifteen years experience last five Top Ten TV market. Play by play/color hockey, football, basketball; street, six-eleven strip. Strong investigative, opinion pieces, tight scripts. Personable, no nonsense package. 313-352-6672 or Box T-12, BROADCASTING.

Newsman experienced would like Iowa or Arizona. 20 years experience. Dependable with references. Box T-71, BROADCASTING.

Top-rated sports director/news anchor/production/announcer, available now! Six years medium markets. 616-759-8289, Box T-81, BROADCASTING.

Experienced newsman, award winning M.A., major market/PR background. A digger. Box T-89, BROADCASTING.

Hard working, educated newsman with four years experience seeks position in metro area. Also, potential for news director. Box T-107, BROADCASTING.

News Director at No. 1 AM/FM who digs/writes/delivers. College. Female. Box T-118, BROADCASTING.

Sportscaster. Professional/collegiate PBP radio-TV experience with numbers and references, wants major market challenge. Box T-134, BROADCASTING.

Total broadcasting professional. Seeking major-market news director position. 20 years experience. 1st phone. Can produce results. Box T-137, BROADCASTING.

Sportscaster with 3 years play-by-play experience in football, basketball, hockey seeks job in small market news or PBP situation. Write Dave Kanner, 5611 Wilkins Ave., Pittsburgh, PA 15217.

Newsman/Editor. 4 yrs. experience. No small markets. NIS stations preferred. 313-534-0251.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Suburban Top 5 major market P.D. looking for a change. Experienced in license transfer and application. Box T-58, BROADCASTING.

Programing for people by people. Want people? Let's talk. Box T-68, BROADCASTING.

Enthusiastic, bright, responsible. Recent BS communications, first phone. Seeks entry level programing, production on-air, engineering. 215-885-1448 or Box T-104, BROADCASTING.

Programing is my specialty. Looking for small to medium market station that needs a good program director. Skilled in contemporary and rock. Five years radio experience plus degree. Box T-120, BROADCASTING.

SITUATIONS WANTED PROGRAMING PRODUCTION OTHERS CONTINUED

Major mkt. air personality/music director seeks secondary or large market P.D. gig. College grad, music research and contest/promotion expert. Top ratings & references. Box T-146, BROADCASTING.

Automation consultant. Small and medium markets. Need help programing automation, training staff? Make automation work for you! Reasonable fee. Send for resume. Calvin Means, Box 474, Gainesville, GA 30501.

Out to build your station and my respectability. Don't want excuses, only adequate pay and cooperation. PD. Employed. Carl Baker, 203 Lewis Street, Phillipsburg, NJ. 201-859-6605. DJ gigs considered.

Professional and creative air personality, salesman, program director, music director and more. Knowledgeable in country, rock, pop and oldies music. Will consider on-air programing position. Mike 716-763-9807.

TELEVISION

HELP WANTED MANAGEMENT

We need a creative, talented production manager. A person thoroughly versed in all phases of TV production, including 16mm film, studio, and videotape. Our person must be a self-starter. An active example in the quality and quantity of work produced. Experience with retailers is necessary. Salary open. An Equal Opportunity Employer. Reply to Box T-43, BROADCASTING.

Network affiliate in beautiful, growing market seeks business manager with radio or TV experience, capable of administering budgets and maintaining cost control. An Equal Opportunity Employer, Minority/Female. Send resume, financial requirements to Box T-119, BROADCASTING.

Assistant Business Manager. AM/TV operation Top 10 market. Seeking candidates with prior experience in broadcasting in the financial area. Capable of supervising large accounting staff and complete take charge operation through statement preparation. Send resume stating prior experience including salary history. All replies kept confidential. An Equal Opportunity Employer. Reply to Box T-152, BROADCASTING.

Chief Administrative Officer for California Public Broadcasting Commission. It is desirable that candidates have current and extensive experience in dealing with state and federal legislative processes, preferably California. Knowledge of principles and methods of public administration, fiscal management, office operations, governmental organization and telecommunications policy issues. Resumes and verifiable references must be received by July 9, 1976. F.M. Nicholas, 9454 Wilshire Boulevard, Suite 800, Beverly Hills, CA 90212. An Equal Opportunity Employer.

TV News Director. Top 50 market VHF affiliate in Southeast seeking creative administrator for strong news operation. Salary commensurate with experience. Call or write Dave Boylan, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631. 312-693-6171. Confidentiality assured.

HELP WANTED SALES

Television Account executive. Newly created position for major Mid-West videotape post-production/duplication center. Must have videotape background and current contacts with advertising agencies, production firms and corporations. Excellent fringe benefits accompany liberal salary. Your resume should include your salary history. Reply in confidence to: Box T-33, BROADCASTING.

BIAS experienced person needed immediately to assume National Sales Assistant position at NBC affiliate in major Texas market. Responsibilities include daily contact with national sales reps for clearance and confirmation of national orders. An Equal Opportunity Employer. Send resume and salary requirements. Box T-72, BROADCASTING.

Sales Manager TV. Group owned station, Midwest market, seeking aggressive sales manager, who can motivate and take charge. Excellent salary, plus incentives for increases over prior year, and other fringe benefits. EOE. Send resume and financial requirements to Box T-139, BROADCASTING.

HELP WANTED ANNOUNCERS

Announcer-Producer. Must have top commercial voice. Also, produce public affairs, talk show. Midwest NBC, medium market, group owned. Send resume only. Equal Opportunity Employer. Box T-30, BROADCASTING.

HELP WANTED TECHNICAL

Group broadcaster/cable company seeks qualified corporate technical director. Please submit resume, and description of how you would get the job done. Equal Opportunity Employer. Write Box T-69, BROADCASTING.

Video Engineer for N.Y. production company. Min. 2 years exp. must be familiar with broadcast video hardware, and knowledge of analogue circuits would be a plus. Will maintain broadcast video recorders, color cameras, monitors, audio systems, etc. Also will learn and take over maintenance and expansion of unique computer animation system. An exciting position for the right person. Send resume. Box T-91, BROADCASTING.

Experienced television engineer for mountain installation. Living quarters and transportation furnished. Excellent location for Ham D.X. 1-307-864-3655 evenings Saturdays and Sundays. Box T-96, BROADCASTING.

Assistant Chief Engineer. Need five years experience in TV engineering including all studio, microwave and transmitter equipment. Some supervision helpful. Group owned, stable company in a western state. Prefer person living in west now. Send resume and salary requirements to: Box T-125, BROADCASTING.

Transmitter engineer with operation and maintenance experience. Immediate opening. Equal Opportunity Employer. Contact: A.R. Garrett, KATV, PO Box 77, Little Rock, AR 72203.

TV broadcast engineer, first class license operation, maintenance & experience. Submit resume KCPT, 2100 Stark, Kansas City, MO 64126. Equal Opportunity Employer.

Engineering Supervisor for new public broadcasting mobile television operations. Good knowledge of CCU maintenance and operation. Responsible for maintenance of new RCA TK 45's; TKP 45; RCA 600 VTR; and portable microwave systems. Must be willing to travel statewide. Equal Opportunity Employer. Send resume to: Bill Key, Chief Engineer, OETA, Box 14190, Oklahoma City, OK 73114.

Engineer, First Class license required, for full color PTV station. Rush resume to Edward Wright, WSKG Public Television, PO Box 97, Endwell, NY 13760. An Equal Opportunity Employer.

Nashville UHF seeks maintenance oriented FCC licensed technician, experienced in VTR's, VCR's, cameras. Send resume to C.E., WZTV, Box 90764, Nashville, 37207. 615-385-1717.

Experienced TV and radio systems engineer for design, installation & test. Call McBee Labs, Inc. (Wash. DC) 202-244-2345.

Immediate openings for studio maintenance and operations engineers. Experienced in maintaining or operating quad videotape machines, color cameras, film chains, production switchers, and associated studio equipment. Experience with SMPTE time-code VTR editing equipment a plus. Send resume to Ted Johnson Productions, Inc., 150 Riverside Ave., Jacksonville, FL 32202, or contact Joe Atkins at 904-354-7000.

HELP WANTED NEWS

Top Mid-America newsroom needs on-air reporter, writer, some film television experienced woman or man. Box T-67, BROADCASTING.

Anchorpeople: News & weather. Top ten eastern market. Seeking persons with established track record, ready to move up. Equal Opportunity Employer. Send resume to Box T-90, BROADCASTING.

Top 15 market. Reporter/morning show host to replace personality-plus woman who moved. Experience mandatory. Must interview well. Equal Opportunity Employer. Box T-140, BROADCASTING.

HELP WANTED NEWS CONTINUED

Anchorperson. Southwestern top 100th market. Co-anchor 6 and 10 PM news. Salary \$10,000+, good benefits. Send resume, "photograph" mandatory. Equal Opportunity Employer. Video card may be requested. Box T-147, BROADCASTING.

Two openings reporter/weekend anchor person and news/weekend weather reporter. Equal Opportunity Employer. Send all replies to Sid Hayman, News Director, KCRG, Cedar Rapids, IA 52406. No phone calls, please.

News Director. Experienced manager & editor. Contact Jim Johnson, KHGI-TV, Kearney, NE 68847. 308-743-2494.

News producer/reporter. Assist news director in producing, writing, reporting on-air daily news; Pa; special events shows. BA and two years experience in broadcast news. \$9-9500. Send resume, official college transcripts and audition tape by 7/12/76 to Ron Gargas, WBGU-TV, Bowling Green, OH 43403. Equal Opportunity Employer.

Anchor, experienced. Must be able to edit, write and deliver news. Must be a reliable reporter, able to work with film and film cameras. Contact News Director, WEAU-TV, 1907 S. Hastings Way, Eau Claire, WI 54701. 715-832-3474.

Immediate opening. News co-anchor and producer to co-anchor weeknight news broadcasts at 5:30 and 10 with additional responsibility for production of 10 PM newscast. Degree in broadcast journalism or related areas preferred but any reasonable education level considered. Working knowledge of broadcast writing, tenure as anchorperson, understanding of newscast blocking preferred with clear and polished reading abilities. Salary negotiable. Contact: Mr. Henry H. Osborne, Assistant to the President, WRAU-TV, 500 N. Stewart St., Creve Coeur, IL 61611. 309-694-4351, ext. 34.

Anchor/producer late newscast. Strong writing, film and ENG experience. Send tape and resume. News Director, WWAY-TV, PO Box 2068, Wilmington, NC 28401. Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced production manager for busy large market, group owned independent. This will be important challenge for creative, take charge person to manage large department. Equal Opportunity Employer. Send complete resume and salary requirements in confidence to Box T-36, BROADCASTING.

Assistant or associate professor. Doctorate preferred. Available Aug. 20, 1976. Box T-54, BROADCASTING.

Associate professor, Doctorate and production experience in commercial television preferred. Available July 1, 1976. Box T-55, BROADCASTING.

Instructor, Master's and color television experience required. Available Aug. 20, 1976. Box T-56, BROADCASTING.

Experienced and persuasive copywriter for station in beautiful Texas resort city. Box T-114, BROADCASTING.

Ass't. Professor in Radio-TV. Ph.D. preferred. Beginning August. Box T-143, BROADCASTING.

Producer/Director. KAMU-TV, PBS UHF full color facility licensed to Texas A&M University seeks a full-time Producer-Director. Duties include producing and directing daily half-hour newscast, directing a weekly interview program and directing several other individual programs. Experience with and interest in film production desired. Position includes 1/2 time teaching in Television Production. Bachelor's Degree required. KAMU-TV is an Equal Opportunity, Affirmative Action Employer, and will consider all applicants regardless of sex, race or national origin. Position available September 1, 1976. Send applications to Mel Chastain, Station Manager, KAMU-TV, Texas A&M University, College Station, TX 77843.

HELP WANTED PROGRAMING PRODUCTION OTHERS CONTINUED

Operations/Promotions: Number One TV station in Corpus Christi, Texas market is seeking person with heavy experience in promotion plus background in writing and production. Send resume to KIII-TV, Box 6669, Corpus Christi, TX 78411. An Equal Opportunity Employer.

Director. Write Production Manager, KUAC TV, University of Alaska, Fairbanks, AK. An Equal Opportunity Employer.

Film editor. Experienced in 16mm single and double system editing, commercial production, shipping, booking and issuing reports. Top 10 station has a demanding position which needs someone who can meet these requirements and more. (Two years experience, B.A. preferred). Equal Opportunity Employer. Contact J. English, PO Box 311, Washington, DC 20044.

Creative Services Director needed by top 30 group Net VHF. Duties include creative writing and production of commercials and promotion. Experience in production necessary. Equal Opportunity Employer. Send resume to Gary Dreispul, c/o Outlet Broadcasting, 176 Weybosset St., Providence, RI 02903.

Temporary full-time position available September 1976. Must have professional experience in broadcasting to teach beginning and advanced television production courses. Master's degree and background in television production required. Send resume to Dr. William Tomlinson, Director, Center for Radio and Television, Ball State University, Muncie, IN 47306. Applications requested by June 30, 1976. Ball State University practices Equal Opportunity in Education and Employment.

SITUATIONS WANTED MANAGEMENT

Recent graduate with degrees in accounting and radio and television desires beginning accounting job in television station. Will relocate at my expense. Box S-310, BROADCASTING.

Operations Program Manager. Television 20 years. Thoroughly experienced all phases, including station management. Expertise in "new" station preparation (5, V & UHF), programming, film buying, trouble shooting, promotion, community involvement, cost control, sales. Energetic aggressive, solid track record. Box T-129, BROADCASTING.

SITUATIONS WANTED SALES

Sales position sought. Self-motivated hard worker can increase your billing. Small market experience with June M.S. Will relocate. Stu Taylor, PO Box 3851, Eugene, OR 97403.

SITUATIONS WANTED TECHNICAL

ETV Supervisor/Maint. Eng. B.S. Broadcasting. Desire relocation on West Coast. Box T-144, BROADCASTING.

Chief Engineer, experienced, UHF, VHF, management and technical skills including ENG. Available June 14. Ed Gordon 304-743-3042.

SITUATIONS WANTED NEWS

Fifteen years experience last five Top Ten TV market. Play by play color hockey, football, basketball, street, six-eleven strip. Strong investigative, opinion pieces, tight scripts. Personable, no nonsense package. 313-352-6672 or Box T-12, BROADCASTING.

Street reporter. Experienced, Top 75, with BA Journalism. Currently full time radio, want back into TV or R-TV combo. VTR available. Box T-26, BROADCASTING.

Yes solid newsperson. Yes experienced. Gathering to disseminating. Yes top-rated anchor seeking fresh opportunities. Box T-40, BROADCASTING.

Wanted: News Department where good small market radio man, 31, married. News writing, street reporting, pbp, sales, management, can have opportunity to work hard in TV reporting, anchor. Good voice, appearance. Take look, listen, then decide. West, Midwest preferred. Box T-92, BROADCASTING.

SITUATIONS WANTED NEWS CONTINUED

Are you doing real news? I'm an anchorman/news director/managing editor/producer. Either or all. I'm good, I'm expensive and I'm only interested if you want to be better than anyone else. If you think television news is more than a young pretty face, let's talk. Box T-95, BROADCASTING.

Female journalist seeks aggressive news operation. Strong writer, reporting experience in small, medium and large markets. Can shoot and edit film, produce and anchor newscasts. Box T-97, BROADCASTING.

Six years radio experience in Chicago as newsman, talk show host, and commercial announcer. Seeking position in TV. Where is no concern. VTR and resume. 312-386-5071 or Box T-109, BROADCASTING.

Southeast: Journalist, documentarian, author, producer, administrator. Solid local and network experience. MA, national awards. Seeks responsible position. Box T-113, BROADCASTING.

We offer something unique that we'd like you to consider. We are a pair of hard working, serious, intelligent journalists with from-the-ground-up know-how in radio and television reporting and anchoring. And we're married. We feel medium to large markets are ready for our intimate style of news presentation. If you're ready for a new approach, contact us. Box T-151, BROADCASTING.

Reporter/anchor position desired in small to medium size market, have had news room experience, resume and tape on request. Larry Schnadelbach, WDSU-TV News, 520 Royal Street, New Orleans, LA 70130.

Number one anchorman in 29th market looking for upward move to good news station. Young, personable, masters degree. Contact Dave Layman WJAR-TV, Providence, RI. 401-751-6566.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

News, sports, writer, singer, ventriloquist, salesman. Completing contract July 15th. Interested in TV offers. Box T-78, BROADCASTING.

I'm looking for a co that wants a hard worker and will pay a good salary. 7 yrs exp. news, sales, mgmt. PD, MD, anncing. Let's negotiate now. I'm ready to move up fli 7-1-76. Call now 501-777-3601 or 777-3601. Ask for Keith Dodd.

WANTED TO BUY EQUIPMENT

Want to buy 5 KW AM transmitter, two tower phasor, and emergency power generator. Box T-47, BROADCASTING.

Need fairly news 50 KW transmitter in A-1 condition. Send details, price to KXEN, Box 28, St. Louis 63166.

Wanted for parts only: Gates RCM-14 remote control. Write H. Starks, WKSR, Pulaski, TN 38478.

We need used 250, 500 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

Cart machines. 2 play 1 R/P Rapid-Q, 4 years old. Good condition. Contact R.M. Hanseth, Technical Director, KNDE Radio, 355 Commerce Circle, Sacramento, CA 95815. 916-922-8851.

Gates 11 Bay FM antenna, used 6 years. Excellent condition. Asking \$7,500.00. Tuned to 107.9, can be retuned. Model FMC-11. Presently off tower in storage. Contact R.M. Hanseth, Technical Director, KNDE Radio, 355 Commerce Circle, Sacramento, CA 95815. 916-922-8851.

Set up for television remote truck, 1970 International Diesel Van. Model C01750 167" wheelbase 5 speed gearbox with 2 speed axel. 20"x8"x8" special foam insulated van. Full opening rear doors and side door. Storage bins and reinforced roof with railing. Call or write 702-565-9755. Jack Smith, KVVU/5, 1800 Boulder Highway, Henderson, NV 89015.

FOR SALE EQUIPMENT CONTINUED

I.G.M. automation series 730 4 reels stereo, plus instant cart. Price new \$50,000. Will sell \$30,000. 4700 S.W. Council Crest, Portland, OR. 503-226-7676.

Collins 830 FIA, 10 KW FM stereo transmitter. Perfect. Tuned and tested your frequency. \$10,500.00. PO Box 2154, Jackson, MS 39205. 601-362-2790 after 5:00 P.M.

FM Transmitters: CCA FM-10000-DS-10KW, Collins 830-F-1A-10KW, Visual FM-10000-KA-10KW, GEL FM-15A-15KW, ITA FM-10000-C-10KW, RCA BTF-10-D-10KW, RCA BTF-5-E-5KW, RCA BTF-5D-5KW, Gates FM-1C-1KW, Gates FM-1G-1KW, ITA FM-1000C-1KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

2 Norelco PC72-B cameras complete with Schneider TV 13 lens, range extenders, cable, control console, CZB 14 black and white monitor, RM529 wave form monitor, Vinton Mark 3 cam head, Vinton Mark 2 pedestal and Plumbicon tubes. Expertly maintained, approximately 50 hours use. Make offer: Byron Motion Pictures, 65 K St. N.E., Washington, DC 20002. Phone: 202-783-2700.

Gates BC-1F AM transmitter, taken out of service first of year 1KW/250 watt tuned to 1230. Stewart Graham, 912-283-1230. \$1,000 firm.

AM transmitters: Good selection of used 1 KW, 500 watt, 250 watt, and a few 5 KW AM transmitters. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Heliox-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists Sierra Western Electric, Box 23872, Oakland, CA 94632.

One stop for all your professional audio requirements. Bottom line oriented. F.T.C. Brewer Company, Box 8057, Pensacola, FL 32505.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

Contemporary comedy! Most usable deejay service available! Hundreds have renewed! Freebie! 5804-B Twineing, Dallas, TX 75227.

365 days of laughs, page a day. \$5 per month. Box 183, Prospect Heights, IL 60070.

Deejays: 'Conversations' are super fun! And they score! Free demo from Hip Pocket Productions. PO Box 339, Denver, NC 28037.

Deejay's. Add variety to your airtime with fresh, well written materials by experienced radio and television writer. Nostalgia, celebrity bio's, trivia, curious bicentennial info, plus many other unusual topics. Send \$10.00 for your July package now to: Resources, Box 345, Watertown, NY 13601.

Dangerfield, Carson, Nixon. "The Offbeats" write for America's funniest! Hilarious 10-page issue. \$2. Offbeat Images Inc., PO Box 321, Brooklyn, NY 11235.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade. ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Personalized convention reports for your station from New York and Kansas City. Flexible plans. National news network. 305-582-2474. Lantana, FL.

Video air checks. L.A. stations finest 3/4" U-Cassette equipment. Contact Research Associates, 20526 Pacific Coast Hwy., Malibu, CA 90265. 213-456-8228.

Individualized reports on participants from your city at Montreal Olympic games. Tell us your needs. Sports Corporation of America. 305-582-2474.

45 RPM, reformed record shucks. Choose from a variety of colors. Write for free samples and price too. Pic-A-Disc Products, 2717 Gibson St., Flint, MI 48503.

EMPLOYMENT SERVICE

Group Sales Manager. Ambitious sales executive needed to recruit, hire and train sales people for multiple station ownership. Heavy travel. \$35,000 salary bonus arrangement and excellent insurance program. Confidential. Send resume and references to Box T-62, BROADCASTING.

Free! Free! Free! We're sure one issue of "Hot Tips" will sell you now. It's the newest and fastest growing Radio-TV employment listing in the country, chock full of great jobs. Write Hot Tips, Box 1115, Daytona Beach, FL 32019.

TECHNICAL OPPORTUNITIES

MATV installation business your city, part time. \$200.00 day possible. Melvin Cohen, Box 809, Boynton Beach, FL 33435.

INSTRUCTION

Get your first to get there first! Don Martin School of Communications! Since 1937, training broadcasters for Broadcasting! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. Call 213-462-3281 or 213-657-5886.

FCC License preparation. Electronic courses. Compare out prices. Free home study school catalog. Genn Tech. 5540 Hollywood Blvd., Hollywood, CA 90028.

Job opportunities and announcer-d.j.-1st class FCC license training at Announcer Training studios, 152 W. 42nd St., 3rd floor, NYC. Licensed and V.A. benefits.

Institute of Broadcast Arts. 75 East Wacker Drive, Chicago, 4730 West Fond du Lac, Milwaukee. Current FCC license updates. Approved for Veterans benefits. financing available. Lowest prices in the Midwest. 312-236-8105 or 414-445-3090. Results guaranteed.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

FCC License study guide. 377 pages. Covers third, second, first radiotelephone examinations. \$9.95 postpaid. Grantham, 2002 Stoner, Los Angeles, CA 90025.

No: tuition, rent! Memorize, study—Command's "Test-Answers" for FCC first class license—plus "Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

1st Class FCC, 6 wks, \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 21, August 2 and Sept. 13. Student rooms at each school.

REI. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

REI. 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

Omega State Institute, your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students welcome. Free booklet. Call or write today. 312-321-9400. 235 East Grand Avenue, Chicago, IL 60611.

RADIO Help Wanted Management

Looking for dynamic Local Sales Manager. Must be producer and self starter with creative approach. We're a young group with lots of room to grow. E.O.E. Send resume to Al Makkay, General Manager WEZE, Statler Office Building Boston, Mass. 02116.

Help Wanted Management Continued

RADIO STATION MANAGER

University of Cincinnati
Public Radio Station WGUC-FM licensed to the University of Cincinnati seeks an experienced manager for its 30,000 watt classical music/public affairs station. Responsibilities: determining station policy/programming; supervising 18 full-time professional staff; completing FCC, other agency requirements; maintaining liaison with NPR, CPB, the station's Community Board and the University. Qualifications: proven success in broadcast management. Knowledge of Public radio desirable. Salary negotiable. Send resume: Vice President, Public Affairs, University of Cincinnati, 304 Administration Building, Cincinnati, Ohio 45221 by July 1. **AN EQUAL OPPORTUNITY EMPLOYER**

FINANCE OFFICER

Mutual Radio Network seeking experienced broadcaster to report to President on all fiscal matters. Prepare reports for parent corporation and subsidiaries. Send resume and references to Personnel Director - Mutual Broadcasting System, 1755 S. Jefferson Davis Highway, Arlington, Va. 22202.
No Collect Calls Accepted.

Situations Wanted Management

AVAILABLE IMMEDIATELY

Radio Gen. mgr. with excellent record, trade and personal references. Mgt experience includes major S.W. 50kw. multi-station group, class C FM's, most formats, all size markets. Seeking medium or major market opportunity. Please Reply Box T-99 BROADCASTING or call 505-299-9239.

Situations Wanted Announcers

DIFFERENT, CONTROVERSIAL
New York sports director who tells it like it is. I'll give you much more than scores. Telephone/talk, play-by-play, drive time sportscasts. Available now.

Box T-77, BROADCASTING.

TELEVISION

Help Wanted Management

Promotion Manager

We need help. We're a top 25 market television station with an immediate opening for an aggressive Promotion Manager who knows how to create exciting promotions and achieve results. The person we select to fill this key position will have a strong background in broadcast promotion, film and video tape production experience, and print promotion. Promotion Manager will be totally responsible for all promotion-related activities including: *Promotion Department budgets
*Sales Promotion
*Print Promotion, both local and trade
*On-Air Promotion, both radio and television
Compensation commensurate with ability plus excellent fringe benefits. If you have what it takes to fill this opening, reply in complete confidence to:
Box T-130, BROADCASTING
An Equal Opportunity Employer M/F

Help Wanted Management Continued

TV GENERAL MANAGER

Top 50 market VHF affiliate in Southeast seeking exceptional administrator for highly profitable operation. Vacancy caused by company promotion. Rare opportunity in desirable market. Salary commensurate with individual's needs. Call or write Dave Boylan, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631, 312-693-8171. Confidentiality assured.

Help Wanted Sales

SWITCHER SALES: Locate L.A. area, willing to travel West coast. Like to sell quality products. Write:

Nubar Donoyan
Vital Industries, Inc.
3700 N.E. 53rd Avenue
Gainesville, FL 32601. Tel: 904-378-1581

Help Wanted Programing, Production, Others

Commercial Producer, N.E. major market. To work with top-flight VHF sales staff in start-to-finish preparation of commercials. Should have knowledge of VTR, 16mm film and 35mm slide production. Strong on creative writing, and ability to work closely with agencies and clients. Outstanding opportunity with one of the nation's finest broadcast groups. An Equal Opportunity Employer.

Box T-102, BROADCASTING.

Help Wanted News

Expanding News Operation

Top 20 Network VHF station needs key on-air performer and one reporter for September start:
1. Co-Anchor Person
*will co-anchor nightly news broadcasts
*must have solid broadcast news background including experience in writing and editing copy, on-air reporting and interviewing. Knowledge of film/tape packages essential. Knowledge of ENG operations desirable.
1. Reporter
*will handle general news assignments
*ability to write and edit good copy as much as knowledge of what makes a good film/tape package
*must have appropriate background
Salary for both positions comparable to other major market stations, with benefits. Please reply promptly, in confidence to:
Box T-136, BROADCASTING
An Equal Opportunity Employer M/F

Sports Director

Major market station needs person to head up one person department. Will create film/VTR pieces, and deliver sports segments in newscasts. Must have similar experience. Salary commensurate with background and ability plus fringes. Send resume to: Box T-142, BROADCASTING
An Equal Opportunity Employer M/F

Why not reserve this space and see how well BROADCASTING's Classified can work for you!

Media Research Supervisor

An opportunity to utilize your media evaluation skills yet expand into broad marketing areas.

You must have a thorough knowledge of broadcast media and mixed media schedule planning...with experience in either buying or research (preferably both). Survey research experience also helpful.

But you'll get into so much more, with involvement in the complete spectrum of market research activity.

And you'll be working for one of the most prestigious companies anywhere.

Agency background preferred, but print or broadcast media experience considered. Salary \$20,000 plus. Excellent company benefits. EOE. Please send resume with salary history to:

Employment Manager, The Washington Post, Washington, D.C. 20071

Situations Wanted Management

MANAGEMENT EXECUTIVE

Leader in broadcast industry seeks position where broad management experience and talents are needed. Managed independent TV in NYC and LA, sales manager O&O in LA. Headed TV Production/Distribution company with international scope; supervised radio chain. Produced sales and profit records plus Emmys and national recognition. Complete knowledge every aspect broadcasting, cable and Pay-TV. Will locate wherever challenge and potential are exciting. Top level industry references. Ad placed by applicant, all correspondence confidential. P.O. Box 1981, Beverly Hills, CA 90213.

Situations Wanted News

Anchor position in health science news programs sought by fully accredited, attractive, respected journalist. Available cassettes, film include interviews of physicians, professionals.

Anne Walker
202-333-6824

Suite 9, 1240 Wisconsin Ave., N.W.
Carriage House, Georgetown Wash.
D.C. 20007

or
Box T-111, BROADCASTING.

Placement Service

**RADIO-TELEVISION-CATV
STATION OWNERS & MANAGERS**
We will recruit your personnel
at no charge to you. Call the

"PERSONNEL HOTLINE"
305-659-4513

Miscellaneous

"On the road" will extend your Sunday music programming by 1/2 hour weekly! "On the road" features 27 out of 30 minutes of the best contemporary music available weekly! "On the road" is available free to your stations! "On the road" includes—practical religious advice! Beatles, Chicago, Beach Boys, & Elton! The peoples thought provoking viewpoint! Send for free demo tape: "On the road for Jesus" 1516 Hinman-suite 505, Evanston, Ill. 60201.

BUILD A BETTER STUDIO

Call Aderhold Construction Company. A complete construction management team of architects, builders, engineers and designers. No problem too large or too small. 404/233-5413.

**Aderhold Construction
Company**

3384 Peachtree Rd. NE / Atlanta, Georgia 30326

YOU BELONG IN BROADCASTING!

1735 DeSales Street, N.W.
Washington, D.C. 20036

Employment Service

V.P./Radio

Rapidly expanding radio group with holdings in top 100 markets has created this new position to improve implementation of corporate strategy at each station. Position requires extensive knowledge of sales and station operations in medium markets. Executive selected will travel minimum of three days per week. We want an exceptional V.P./Radio and are prepared to meet income requirements of all qualified candidates plus offer ownership. Send resume with covering letter stating why we should arrange an interview with you. All replies confidential and promptly answered. Mail to President, Box T-59, BROADCASTING.

V.P./General Manager

Have you ever wondered if there is a company in the broadcasting industry that would recognize your talent and give you all the responsibility and money you desire? If you're as good as you think you are, we're that company. Tell us your expectations and why we should arrange a meeting for further discussion regarding this unique management opportunity in a large mid-western market. Completely confidential.
Box T-60, BROADCASTING.

Buy-Sell-Trade

NO
CASH

CHARGE-A-TRADE
Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. **FREE BOOKLET AVAILABLE • CALL TOLL FREE 800-327-5555 (except Florida)**
3081 E. Commercial Blvd., Ft. Lauderdale, FL 33308 (305) 451-2700
FORT LAUDERDALE • MEMPHIS • ORLANDO • NEW YORK • ATLANTA

Wanted To Buy Stations

Want to buy: AM station, \$700,000.00 or less, in Virginia, Maryland, Pennsylvania, New Jersey, New York, Connecticut, Massachusetts, Vermont or New Hampshire. "City should be 15,000 to 70,000 population."
Box T-70, BROADCASTING.

Sell or Merge?

Growth oriented group is interested in acquiring top 100 market FM stations or full-time AM/FM combinations. Cash or possibility of exchanging stock. Write Ron Curtis, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631 or call 312-693-6171.

For Sale Stations

NORTHEAST

AM-5000 Watts-full-time large market \$350,000 down payment-6 year payout to responsible buyer-plus 1 year moratorium. May lease tower, bldg. full equipment with option to buy.
Box S-307, BROADCASTING.

FULL TIME AM STATION S.E. ONE OF 10 FASTEST GROWING MARKETS IN THE UNITED STATES

Market of over 70,000. 24th in the nation in retail sales per household. Super growth area. Priced at less than 2 1/2 times gross. Terms to financially qualified buyer. No brokers please.
Box T-115, BROADCASTING.

Books for Broadcasters

304. 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 electronic 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.**

306. BROADCAST MANAGEMENT by Ward L. Quaal and James A. Brown. Whether you aspire to a career in broadcasting, are a student of broadcasting or already are employed in broadcasting, this second edition—revised and enlarged—is "must" reading. 464 pages, charts & index. **\$16.50.**

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, 1,160 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.**

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. Hutto, Director of Broadcasting, St. Lawrence University. 160 pages, 5 1/2" x 8 1/2", 71 two-color diagrammatic illustrations, glossary. **\$10.95.**

327. THE WORK OF THE TELEVISION JOURNALIST by R.W. Tyrell. Describes every job from writer and producer to that of cameraman, recordist, film editor and newscaster. Invaluable as a basic primer for all newcomers to television—student and professional. 178 pages, illustrated, glossary. **\$14.50.**

BROADCASTING Book Division
1735 DeSales St., NW
Washington, D.C. 20036

Please send me book(s) numbered _____ Payment for the full amount is enclosed.

Name _____

Address _____

City _____ State _____ Zip _____

**For Sales Stations
Continued**

ESTATE SALE

Louisiana AM with FM Companion. AM is 1 kw Daytimer. FM is Class A. Minimum acceptable cash price is \$305,000.00. Price is in excess of eight times the average adjusted cash flow. AM on air since 1956. FM since 1967. Respond by July 15, 1976, to David W. Turrentine. Administrator, P.O. Box 4358, Monroe, LA 71201.

S.E.	Metro	Fulltime	425K	123
Fla.	Metro Daytime (PSA)	500K	Nego.	
S.E.	Medium	Fulltime	500K	29%
Fla.	Small	Fulltime	200K	58%
M.W.	Small	CATV	275K	29%

Atlanta—Boston—Chicago—Dallas
New York—San Francisco



CHAPMAN ASSOCIATES*
nationwide service

1835 Savoy Drive, Atlanta, Georgia 30341

OREGON DAYTIMER—1 station market in Oregon. Vacation-Recreation Playground Hunting-Fishing spot of N.E. Oregon. Price to sell including real estate at \$200,000. Scenic Wonderland of the Northwest... Priced for sell in a market of no competition. (No Brokers). P.O. Box H. Enterprise, Oregon 97828.

**BROADCASTING'S
CLASSIFIED . . .**

offers an extensive variety of
opportunities and services.

"I've found your classified ads section quite effective in rounding up new announcer possibilities. As program consultant for a group operation, I've decided to use advertising in BROADCASTING fairly regularly to keep our active files current. Keep up the good work."

If you need help, the right job . . . or
for any needs related to Broadcasting:

**YOU BELONG IN
BROADCASTING!**

1735 DeSales Street, N.W.
Washington, D.C. 20036

**For Fast Action Use
BROADCASTING's
Classified Advertising**

**For Sale Stations
Continued**



**Brokers & Consultants
to the
Communications Industry**

THE KEITH W. HORTON COMPANY, INC

1705 Lake Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

1000 W. daytimer. Good dial position.
Only black programmed station in market of 295,000 in Virginia. \$250,000.
5000 W. fulltimer. Florida City. \$470,000.
Class A FM stereo. Florida City, \$420,000.

BUSINESS BROKER ASSOCIATES
615-894-7511

**For Sale Stations
Continued**

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

Contact:
William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

**MEDIA BROKERS
APPRAISERS**

RICHARD A.
SHAHEN INC.
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



appraisals
PAUL KAGAN
ASSOCIATES, INC.
100 MERRICK ROAD ROCKVILLE CENTRE N.Y. 11570 (516) 764-5516

**BROADCASTING'S CLASSIFIED
RATES**

Payable in advance. Check or money order only.

When placing an ad indicate the **EXACT** category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:
—Help Wanted, 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
—Situations Wanted, 40c per word—\$5.00 weekly minimum.
—All other classifications, 60c per word—\$10.00 weekly minimum.
—Add \$2.00 for Box Number per issue.

Rates, classified display ads:
—Situations Wanted (Personal ads) \$25.00 per inch.
—All other \$45.00 per inch.
—More than 4" billed at run-of-book rate.
—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Stock Index

	Stock symbol	Exch.	Closing Wed. June 16	Closing Wed. June 9	Net change in week	% change in week	High	1976	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)	
Broadcasting													
ABC	ABC	N	33 3/4	30 5/8	+	3 1/8	+	10.20	33 3/4	19 7/8	30	17,289	583,503
CAPITAL CITIES	CCB	N	51 1/8	46 7/8	+	4 1/4	+	9.06	52 5/8	42 1/4	15	7,716	394,480
CRS	CBS	N	56 1/2	54 3/4	+	1 3/4	+	3.19	58	46 3/4	13	28,313	1,599,684
COX	CDX	N	33	30 3/4	+	2 1/4	+	7.31	36 1/2	28 3/4	13	5,861	193,413
GROSS TELECASTING	GGG	A	10 3/4	10 3/4				.00	12 3/8	10	7	800	8,600
LIN	LINB	O	15 1/8	15 1/8				.00	17 1/4	9 5/8	8	2,382	36,027
MOONEY	MOON	O	2 1/2	2 3/4	-	1/4	-	9.09	3 7/8	2 3/8	5	425	1,062
RAHALL	RAHL	O	5 1/4	5 1/8	+	1/8	+	2.43	5 1/4	4 1/2	14	1,297	6,809
SCRIPPS-HOWARD	SCRP	O	27	27				.00	28 1/2	20 1/2	8	2,589	69,903
STARR**	SBG	M	2 5/8	2 5/8				.00	5	2 1/2		1,202	3,155
STORER	SRL	N	24 3/4	22 1/2	+	2 1/4	+	10.00	25 7/8	15 7/8	8	4,548	112,563
TAFT	TFR	N	29 3/8	27	+	2 3/8	+	8.79	29 3/8	23 1/4	11	4,046	118,851
TOTAL											76,468	3,128,050	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	3 5/8	3	+	5/8	+	20.83	4 3/4	2	8	1,258	4,560
AVCO	AV	N	11	10 3/8	+	5/8	+	6.02	12 3/8	4 1/2	2	11,481	126,291
BARTLELL MEDIA**	BMC	A	1	1				.00	1 1/4	1/2		2,257	2,257
JOHN BLAIR	BJ	N	9 7/8	9 1/2	-	3/8	+	3.94	10 5/8	5	8	2,403	23,729
CHRIS-CRAFT**	CCN	N	5	5				.00	6 3/8	5		4,162	20,810
COMBINED COMM.	CCA	N	19 5/8	17 1/2	+	2 1/8	+	12.14	19 5/8	12 5/8	11	5,807	113,962
COWLES	CWL	N	9	9 1/4	-	1/4	-	2.70	10	6 1/8	12	3,969	35,721
DUN & BROADSTREET	DNB	N	27 3/4	24 5/8	+	3 1/8	+	12.69	33 3/4	24 5/8	17	26,581	737,622
FAIRCHILD IND.	FEN	N	10 5/8	10 1/8	+	1/2	+	4.93	11 1/4	6 1/8	15	5,708	60,647
FUQUA **	FQA	N	7 5/8	7 1/2	+	1/8	+	1.66	8 7/8	4 1/2		8,551	65,201
GANNETT CO.	GCI	N	34 1/4	33	+	1 1/4	+	3.78	40	32 7/8	18	21,108	722,949
GENERAL TIRE	GY	N	20	19 5/8	+	3/8	+	1.91	23	17 5/8	6	21,914	438,280
GLOBETROTTER**	GLRTA	O	2 5/8	2 5/8				.00	2 7/8	1 1/2		2,783	7,305
GRAY COMMUN.	O	O	6	6				.00	6 1/2	6	4	475	2,850
HARTE-HANKS	HHN	N	23 7/8	23 7/8				.00	25	17 1/8	12	4,381	104,596
JEFFERSON-PILOT	JP	N	25 5/8	26	-	3/8	-	1.44	31 1/4	25 5/8	11	24,074	616,896
KAISER INDUSTRIES	KI	A	14 1/4	13 1/2	+	3/4	+	5.55	14 1/4	8	7	27,598	393,271
KANSAS STATE NET.	KSN	O	3 1/2	3 1/2				.00	4 7/8	3	5	1,815	6,352
KINGSTIP	KTP	A	5 1/2	6 1/8	-	5/8	-	10.20	8 5/8	4 7/8	4	1,154	6,347
KNIGHT-RIDDER	KRN	N	31 1/2	32	-	1/2	-	1.56	36 5/8	28 7/8	14	8,305	261,607
LEE ENTERPRISES	LNT	A	16 1/8	16	+	1/8	+	.78	25 1/2	15 3/8	11	3,352	54,051
LIBERTY	LC	N	14 3/4	14 3/4				.00	17	9 1/2	6	6,762	99,739
MCGRAW-HILL	MHP	N	14	13 1/2	+	1/2	+	3.70	17	12 3/4	10	24,700	345,800
MEDIA GENERAL	MEG	A	15 7/8	15	+	7/8	+	5.83	19 1/2	14 1/4	8	7,272	115,443
MEREDITH	MDP	N	15 3/4	15 3/8	+	3/8	+	2.43	17 5/8	10 1/4	4	3,041	47,895
METROMEDIA	MET	N	27 1/8	23 7/8	+	3 1/4	+	13.61	27 1/8	15	10	6,553	177,750
MULTIMEDIA	MMED	O	17 1/2	17 3/4	-	1/4	-	1.40	19 1/2	14 1/4	11	4,390	76,825
NEW YORK TIMES CO.	NYKA	A	12 7/8	13	-	1/8	-	.96	17 3/8	11 1/2	12	10,931	140,736
OUTLET CO.	OTU	N	17	17 3/8	-	3/8	-	2.15	19	12 7/8	5	1,391	23,647
POST CORP.**	POST	O	10 1/2	10 1/2				.00	10 1/2	8		871	9,145
REEVES TELECOM**	RRT	A	1 5/8	1 3/4	-	1/8	-	7.14	2 1/4	1 1/8		2,376	3,861
ROLLINS	RQL	N	22 3/4	21 3/4	+	1	+	4.59	27 3/8	20 3/4	14	13,404	304,941
RUST CRAFT	RUS	A	8 1/4	7 3/4	+	1/2	+	6.45	9 7/8	5 5/8	7	2,291	18,900
SAN JUAN RACING	SJR	N	7 7/8	7 3/4	+	1/8	+	1.61	9 1/4	7 1/4	6	2,509	19,758
SCHERING-PLOUGH	SGP	N	51	49	+	2	+	4.08	59 3/4	47 1/2	19	53,995	2,753,745
SONDERLING	SDB	A	10 1/2	10 1/4	+	1/4	+	2.43	13	6 3/4	5	729	7,654
TECH OPERATIONS**	TO	A	3 3/8	3 1/8	+	1/4	+	8.00	4 3/4	2 7/8		1,344	4,536
TIMES MIRROR CO.	TMC	N	21 1/8	20 1/4	+	7/8	+	4.32	23	18 1/4	14	33,881	715,736
WASHINGTON POST CO.	WPO	A	32 1/8	31 3/8	+	3/4	+	2.39	35	21 3/4	10	4,546	146,040
WMETCO	WNM	N	16 5/8	16 1/4	+	3/8	+	2.30	19 1/2	13	8	6,292	104,604
TOTAL												376,414	8,977,059

Cablecasting

AMECO** *	ACD	O	1/2	1/2		.00	1/2	3/8		1,200	600
AMER. ELECT. LABS**	AELBA	O	1 1/4	1 1/4		.00	2 1/8	3/4		1,672	2,090
AMERICAN TV & COMM.	AMTV	O	19	16 3/4	+ 2 1/4	+ 13.43	21 3/4	13 1/2	20	3,322	63,118
ATHENA COMM.** *		O	3/8	3/8		.00	1/2	1/8		2,125	796
BURNUP & SIMS**	BSIM	D	4 3/4	4 3/4		.00	6 1/2	4 5/8		8,351	39,667
CABLECOM-GENERAL	CCG	A	6 1/8	5 5/8	+ 1/2	+ 8.88	8 1/8	5 1/2	5	2,560	15,680
CABLE INFO.		O	1/2	1/2		.00	1/2	1/4	3	663	331
COMCAST		O	3 1/8	3	+ 1/8	+ 4.16	3 1/8	1 7/8	39	1,708	5,337
COMMUN. PROPERTIES**	COMU	O	3 1/2	3 1/2		.00	3 3/4	1 7/8		4,761	16,663
COX CABLE	CXC	A	14 3/4	14 7/8	- 1/8	- .84	17 3/4	13	17	3,560	52,510
ENTRON	ENT	O	1 1/2	1 5/8	- 1/8	- 7.69	1 3/4	1 1/2	2	979	1,468
GENERAL INSTRUMENT	GRL	N	15	14 1/4	+ 3/4	+ 5.26	15	8 1/4	20	7,178	107,670
GENEVE CORP.	GENV	O	9	9		.00	9 3/4	6 1/2	60	1,121	10,089
TELE-COMMUNICATION**	TCOM	O	3	2 7/8	+ 1/8	+ 4.34	5 1/4	2 7/8		5,181	15,543
TELEPROMPTER**	TP	N	7 1/2	6 7/8	+ 5/8	+ 9.09	9 3/8	5 3/4		16,634	124,755
TIME INC.	TL	N	57 7/8	58 1/8	- 1/4	- .43	69 1/2	57 7/8	12	10,036	580,833
TOCOM	TOCM	O	2 7/8	2 7/8		.00	3 1/4	1 5/8	10	617	1,773
UA-COLUMBIA CABLE	UACC	O	12 1/4	11 3/4	+ 1/2	+ 4.25	13	9	12	1,700	20,825
UNITED CABLE TV**	UCTV	O	2 3/8	2 3/8		.00	3	1 5/8		1,879	4,462
VIA COM	VIA	N	8 3/8	8	+ 3/8	+ 4.68	11 3/4	7 7/8	9	3,654	30,602
VIKOA	VIK	A	3 3/8	3 1/4	+ 1/8	+ 3.84	3 3/4	1 1/8	169	2,529	8,535
TOTAL										81,430	1,103,347

Stock symbol	Exch.	Closing Wed. June 16	Closing Wed. June 9	Net change in week	% change in week	High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Programming										
COLUMBIA PICTURES	CPS	N	5 1/2	4 1/2	+ 1	+ 22.22	7 7/8	4 1/2	6	6,748
DISNEY	DIS	N	54 1/4	50 5/8	+ 3 5/8	+ 7.16	63	50 1/8	24	31,005
FILMWAYS	FWY	A	7	7		.00	10 1/4	5 1/4	7	2,164
FOUR STAR			1/2	3/8	+ 1/8	+ 33.33	5/8	3/8	5	666
GULF + WESTERN	GW	N	25	24 1/4	+ 3/4	+ 3.09	26 7/8	19 5/8	5	30,058
MCA	MCA	N	31 3/8	29 3/8	+ 2	+ 6.80	79 1/8	29 3/8	6	17,344
MGM	MGM	N	13 1/2	13 3/4	- 1/4	- 1.81	15 3/4	12 7/8	7	13,091
TELETRONICS INTL.	O		4 3/4	5	- 1/4	- 5.00	9 5/8	3 3/4	8	837
TRANSAMERICA	TA	N	10 7/8	10 1/4	+ 5/8	+ 6.09	11 5/8	8 1/4	9	64,947
20TH CENTURY-FOX	TF	N	10	9 7/8	+ 1/8	+ 1.26	15	8 7/8	6	7,558
WALTER READE	WALT	O	1/8	1/8		.00	3/8	1/8	6	4,296
WARNER	WCI	N	19 3/4	19 3/4		.00	24	17 1/2	30	17,728
WRATHER	WCO	A	4 1/2	4	+ 1/2	+ 12.50	5 1/8	3 1/8	14	2,244
TOTAL									198,686	4,353,578

Service

8800 INC.	8800	D	19 3/4	19 1/2	+ 1/4	+ 1.28	21	16 3/4	8	2,513
COMSAT	CO	N	25 3/4	24 7/8	+ 7/8	+ 3.51	31 3/4	23 7/8	6	10,000
DOYLE DANE BERNBACH	DOYL	O	12	12		.00	13	8 7/8	8	1,816
FOOTE CONE & BELDING	FCB	N	12 1/8	12 3/8	- 1/4	- 2.02	14	10 1/4	7	2,130
GREY ADVERTISING	GREY	O	11 1/2	11	+ 1/2	+ 4.54	11 1/2	6 7/8	6	1,213
INTERPUBLIC GROUP	IPG	N	22 7/8	22	+ 7/8	+ 3.97	26 5/8	16 3/8	7	2,290
MARVIN JOSEPHSON	MRVN	O	7 5/8	8	- 3/8	- 4.68	10 3/8	7	8	1,952
MCI COMMUNICATIONS**	MCIC	O	1 1/2	1 5/8	- 1/8	- 7.69	3 3/8	1 3/8		15,826
MOVIELAR	MOV	A	1 3/8	1 1/4	+ 1/8	+ 10.00	2 5/8	1	6	1,407
MPD VIDEOTRONICS**	MPD	A	3 5/8	3 1/8	+ 1/2	+ 16.00	3 5/8	2 3/8		537
NEEDHAM, HARPER	NDHMA	O	6 1/8	5 7/8	+ 1/4	+ 4.25	6 7/8	5 5/8	4	816
A. C. NIELSEN	NIELB	O	18	16 3/4	+ 1 1/4	+ 7.46	24 5/8	16 3/4	12	10,598
OGILVY & MATHER	OGIL	D	26 1/4	26 3/4	- 1/2	- 1.86	27 1/2	17	9	1,805
J. WALTER THOMPSON	JWT	N	10 1/4	10	+ 1/4	+ 2.50	13 7/8	7 7/8	9	2,649
TOTAL									55,552	733,879

Electronics/Manufacturing

AMPEX	APX	N	7 5/8	7 1/4	+ 3/8	+ 5.17	8 1/8	4 3/4	76	10,885
CETEC	CEC	A	2	1 3/4	+ 1/4	+ 14.28	2 3/4	1 1/4	13	2,319
COHL, INC.	COH	A	2 1/2	2 1/4	+ 1/4	+ 11.11	3 5/8	2	13	1,617
CONRAC	CAX	N	23 1/8	20 1/2	+ 2 5/8	+ 12.80	24	20	8	1,282
EASTMAN KODAK	EASKD	N	101 1/4	96 1/4	+ 5	+ 5.19	116 3/4	96 1/4	26	161,347
FARINON ELECTRIC	FARN	O	9 3/4	10	- 1/4	- 2.50	11 1/2	7	18	3,925
GENERAL ELECTRIC	GE	N	55	52 3/4	+ 2 1/4	+ 4.26	56 3/4	46	16	184,427
HARRIS CORP.	HRS	N	46 1/4	44 1/2	+ 1 3/4	+ 3.93	46 3/8	33 3/4	12	6,066
HARVEL INDUSTRIES *	HARV	O	6	6		.00	6	6	16	480
INTL. VIDEO CORP.	IVCP	O	1 3/4	1 7/8	- 1/8	- 6.66	3 1/8	1 1/8		2,701
MICROWAVE ASSOC. INC	MAI	N	17 3/4	17 1/4	+ 1/2	+ 2.89	20	13 3/4	11	1,320
3M	MMM	N	56 3/8	52 1/2	+ 3 7/8	+ 7.38	63 1/2	52 1/2	23	114,240
MOTOROLA	MOT	N	57 3/4	54 5/8	+ 3 1/8	+ 5.72	57 3/4	41 1/4	32	28,300
N. AMERICAN PHILIPS	NPH	N	28	27 3/8	+ 5/8	+ 2.28	33	19 7/8	8	12,033
OAK INDUSTRIES	OEN	N	10 5/8	10 1/4	+ 3/8	+ 3.65	11 1/2	7 1/4	26	1,639
RCA	RCA	N	26 1/4	25 3/8	+ 7/8	+ 3.44	27 3/4	18 7/8	16	74,627
ROCKWELL INTL.	ROK	N	29 1/4	29	+ 1/4	+ .86	32 1/2	23 3/8	9	31,200
RSC INDUSTRIES	RSC	A	1 3/4	1 5/8	+ 1/8	+ 7.69	2 1/2	1 3/8	9	3,440
SCIENTIFIC-ATLANTA	SFA	A	14 1/8	14	+ 1/8	+ .89	18 5/8	10 1/4	11	1,387
SONY CORP.	SNE	N	9 7/8	9 1/8	+ 3/4	+ 8.21	9 7/8	7 1/4	37	172,500
TEKTRONIX	TEK	N	57 3/8	56	+ 1 3/8	+ 2.45	62 1/2	44 1/4	18	8,671
TELEMATON	TMT	O	1/2	1/2		.00	1	1/2	1	1,050
VARIAN ASSOCIATES	VAR	N	14	13 3/8	+ 5/8	+ 4.67	17 1/4	12	12	6,838
WESTINGHOUSE	WX	N	16 1/8	14 7/8	+ 1 1/4	+ 8.40	17 3/4	13	8	87,498
ZENITH	ZE	N	32 3/8	29 5/8	+ 2 3/4	+ 9.28	38 1/4	23 5/8	18	18,799
TOTAL									938,591	42,593,874

GRAND TOTAL 1,727,141 60,834,787

Standard & Poor's Industrial Average 114.7 110.9 +3.8

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

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

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

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

Less active stocks. Trading in the following issues is too infrequent for weekly reporting. This listing reports the amount and date of the last known sale:

Camptown Industries	1/8	10/2/74
CCA Electronics	1/8	11/20/74
Concert Network	1/4	6/4/75
Elkins Institute	1/8	11/20/74
Heritage Communications	3	6/8/76
Lamb Communications	1 1/4	3/6/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75

The glad programmer: Segelstein of NBC-TV

Irwin Segelstein's portly appearance and good-natured manner, combined with black-rimmed spectacles and full ginger-colored beard, prompt most of his friends to characterize him in terms similar to those of Oscar Katz, a CBS program vice president: "He's warm and human, like a rabbi. People are always coming to him for advice about their troubles." Lawrence White, the head of production of Columbia Pictures Television, another old friend, says of NBC's new head of programming, "Irwin's a serious man who's not afraid of his own wit. I'd call him a cheerful talmudic scholar." Adds Alan Wagner, another CBS programming VP: "Sometimes I used to wish Irwin were less talmudic, less exact. You'd have already jumped to the conclusion you felt was right and he'd still be weighing the whys and wherefores."

It's probably no accident, then, that Mr. Segelstein spent his high-school years at the Talmudical Academy, a Manhattan institution affiliated with Yeshiva University. He was born in Brooklyn in 1925 to Orthodox Jewish parents. He says his childhood associations are mostly "pleasant" ones, his mother and father and uncles and aunts, Hungarian immigrants all, filling their apartments with gypsy music and getting together frequently for uproarious dinner parties.

Study was also encouraged in the Segelstein household, and by the age of 15 Irwin was enrolled as a biology student at City College of New York. "I started out wanting to teach bacteriology," Mr. Segelstein says. "It was probably a carryover of the Depression—teachers having security and tenure and all that." But by junior year, after months of sequestering himself in a laboratory classifying algae as part of a college honors program, "I discovered I was not cut out to be a major American scientist," he says. "I was too impatient for that kind of work, and it was very lonely—I needed people around."

While slogging through his science courses at CCNY, he and a group of his friends were writing and performing comedy sketches at parties and other informal gatherings. "I would go to the theater, sit in the second balcony for 55 cents, and copy out all the jokes," he says. This more-than-usual interest in show business caused Mr. Segelstein to gravitate toward the radio department of Benton & Bowles when he was mustered out of the Air Force in 1947.

He served his apprenticeship at the agency, starting in the mail room, then mimeographing commercials in the radio department, putting in a stint as a clerk in



Irwin Bernard Segelstein—executive vice president, programs, NBC-TV New York; b. May 1, 1925, Brooklyn, N.Y.; attended City College of New York, 1941-44; U.S. Air Force, 1944-47; various apprenticeship jobs, Benton & Bowles, New York 1947-52; various executive jobs, up to vice president in charge of programming, Benton & Bowles, New York, 1952-65; vice president, programs, CBS-TV, New York, 1965-70; vice president, program administration, 1970-73; president, CBS records division, New York, 1973-76; present post, April 1976; m. Bernice Simms, New York, 1947; children—Emily, 24, and James, 21.

business affairs and becoming a production assistant ("which meant I carried the props," he says) for TV commercials. "Those were exciting years," he continues, "because the agency was making its transition from radio to television. Just when I'd start to become bored with one job, B&B would expand and I'd be given new things to do."

Mr. Segelstein was head of the programming department at B&B when John Schneider and Michael Dann gathered him into the CBS fold as vice president, programs, New York, in 1965.

During his days as a programmer for CBS-TV (1965-73), "Irwin was content to be a functionary—his real ambition came later," says an industry executive who's known Mr. Segelstein for more than two decades. Despite the fact that Fred Silverman, his inferior in terms of rank, was given the nod over Mr. Segelstein as vice president for programs when Michael Dann left for noncommercial pastures in 1970, "Irwin felt no rancor or jealousy," according to another long-time friend of his. "Irwin hadn't really felt his oats yet at CBS. So Irwin was content to become Freddie's *eminence grise*, his Cardinal Richelieu, backstopping everything Freddie did. Freddie came to rely on him heavily during the next three years."

It wasn't until shortly after Arthur

Taylor signed on as president of CBS Inc. in 1972 "that Irwin's true value began to be felt within the company," according to this source. And in June of 1973, when Clive Davis was fired as president of CBS Records for alleged misuse of company funds, the corporate hierarchy at CBS chose Mr. Segelstein to replace him "because CBS knew it had a mess on its hands," says Jack Bowen, president and chief executive of Benton & Bowles, "and it had to pick someone decent and honest to clean it up. Irwin was that man."

Mr. Segelstein didn't turn things around immediately. "The income statements for 1974 weren't all that sensational," says Walter Yetnikoff, now president of CBS Records. But the record company had its best sales and income figures ever in 1975 and looked equally strong early in 1976 when the chairman of NBC, Julian Goodman, and the president of NBC-TV, Robert Howard, lured Mr. Segelstein away two months ago.

"It's too hard to quantify how much Irwin contributed" to the big record-company profits of 1975 and 1976, Mr. Yetnikoff says. "But even though he started off unfamiliar with the record business he was a real maven by the time he left, and none of us wanted him to go. But television has always been his first love—records were only an interim kind of thing."

His goal now at NBC? After a disastrous prime-time schedule, which caused NBC to finish a distant third for the 1975-76 season, Mr. Segelstein says, "I just want to try to bat a little better than average in the ratings, beginning this September."

Mr. Segelstein says he's looking forward to "the most competitive fall season ever" among the three networks, with "a heavy schedule of pre-emptions the first couple of months."

The result of this cutthroat competition, he continues, is that "new series are going to have to be given as many as six or eight weeks to find an audience." Mr. Segelstein says he plans to be "patient" with NBC's new series, and not pull them after two or three weeks if they fail to get big Nielsen's against blockbuster competition.

Although NBC will put a lot of stress next fall on specials, big-name movies, novels for television and made-for-TV mini-series, he says, "the backbone of any network's schedule is still the weekly series." Right now on NBC, the only weekly series that consistently win their time periods are *Sanford and Son* (which will end its run next year when Redd Foxx moves to ABC), *The Wonderful World of Disney* and *The Rockford Files*. "We've got to find new programs on next fall's schedule that we can turn into hits," he says. "And then we use those hits to reseed the schedule for second season."

Editorials

NBC's semicentennial

When NBC was formed in 1926 the battle was not over crime, violence or smut on the air. It was the battle of the "American plan" of free enterprise against the "European plan" of government control as exemplified by the British Broadcasting Corp.

Leading advocate of the American plan was David Sarnoff, the man most responsible for the formation of NBC. While a junior executive of RCA's predecessor company, American Marconi, he predicted music and news in the home via the "ether" and emanating from a "radio music box."

Thus NBC was formed in 1926 to provide entertainment and information that would entice the public into buying radio receivers, in which RCA had a significant position even then. Almost instant success resulted in NBC's splitting itself into two networks within a year—the Red and the Blue. The Blue today is ABC.

Under the American plan radio flourished in America.

But it was with the emergence of television that the American plan took hold. The British provided a commercial counterpart as a competitor for BBC-TV in 1955. Many other nations fell in step with their own variations of advertising-supported systems.

This week NBC observes its golden anniversary as the world's first network. The anniversary comes in our nation's Bicentennial year. Others in broadcasting and related pursuits—manufacturers, engineers, advertisers, agencies, talent, producers, journalists, even cable operators—owe NBC a salute. So do 216 million other Americans.

Julian Goodman, chairman, and Herbert Schlosser, president of NBC, were asked, in the interview reported elsewhere in this anniversary issue, whether General Sarnoff's dream had been fulfilled. Each agreed it had been.

General Sarnoff, during his dynamic lifetime, was a restive, demanding person. If he were still alive, he would be ordering more progress, but without wholly concealing a smile of satisfaction.

Doctrine with no limit

While the rest of the country is warming up for a Bicentennial celebration of America's declaration of independence from governmental tyranny, the FCC is doing its bit to turn the clock back 200 years. The latest manifestation of the agency's insidious counterprogramming came in an order overriding a radio station's editorial judgment and directing the station to cover a specific kind of news.

As reported here a week ago, the FCC has told WHAR(AM) Clarksburg, W. Va., that it must broadcast reports about strip mining, a subject that the station management had avoided in the professed belief that the practice was so indigenous to its community that it no longer came under the heading of news. Never mind the arguments for or against strip mining or whether the station's management was either courageous or wise, the unarguable fact is that the United States government has, for the first time, given a news assignment to a broadcast station. This time will not be the last if this action goes unchallenged in the courts.

It was perhaps by accident that the FCC made its precedential decision in the Clarksburg case as a committee of the American Bar Association was issuing a report containing a recommendation that the FCC begin enforcing the part of the fairness doctrine that requires licensees to devote time to the presentation of controversial issues of public importance. Indeed the committee has proposed that the FCC demand of television stations a minimum

percentage of total program time to be devoted to such programming.

It is an altogether strange document that has emerged from the ABA committee, which is composed principally of private practitioners who make their living representing broadcasters. Although it defends the legality of a government rule fixing percentages of time to be devoted to an explicit type of programming, it questions the constitutionality of case-by-case examination of fairness complaints. The committee would confine fairness review to over-all performance during the three-year license period. How it would instruct the FCC to conduct such a review without examining specific fairness complaints is undescribed.

This kind of legal reasoning is way over the ordinary heads that contribute to this page of this magazine. Not unexpectedly, the report is said to be primarily the work of Henry Geller, who as general counsel of the FCC and later assistant to the then Chairman Dean Burch imaginatively propelled the agency beyond any number of legal frontiers—to the victimization of the regulated. Mr. Burch, an admirer of Mr. Geller's resourcefulness, is a member of this ABA committee, as are a number of other lawyers, listed here last week, whose regard for the First Amendment and their present clients' interests ought to place them in opposition to government-imposed fairness in any form.

It must be said that the FCC and a bar committee cannot be entirely blamed for works that enlarge the scope of the fairness doctrine. As long as the doctrine lies embedded in the law, no force in or outside government can prevent its cancerous growth. Every decision adds another cell to it.

Hope for legislative remedy must not be abandoned. Senator William Proxmire (D-Wis.), who was among the most vocal advocates of the inclusion of the doctrine in the 1959 amendment of the political-broadcasting law, is now the most vocal opponent of the doctrine. He must be given support in his lonely crusade to right the wrong he and his colleagues committed.

The real offenders

J. Walter Thompson is attracting considerably attention, including quite a bit in last week's issue of this magazine, with its graphic presentation on "The Desensitization of America." It is also finding audiences that join in its alarm over the exploitation of sex and violence.

There is, however, an unfair association of television with the desensitization that Thompson deplors. It is not television where explicit sex and violence are to be found. It is the corner newsstand, average book store, neighborhood theater and, recently of course, the halls of Congress.



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