

Optimism compounded: TV billing estimates up again
Carter takes hard line on broadcast regulation

Broadcasting Aug16

The newswEEKly of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER



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INC.

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9:00 PM



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One-Hour Color Productions...

about the incredible people that
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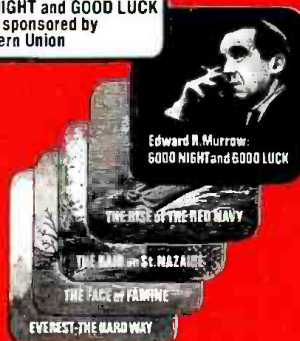
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Charlottesville/Springfield	WCIA
Fresno/Tulare	KMPH
Houston	KERC-TV
Jacksonville	WJCT
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IN WASHINGTON, D.C.

WTOP-TV Premiere
SUN. SEPTEMBER 12
8:00 PM

Edward R. Murrow:
GOODNIGHT and GOOD LUCK
—To be sponsored by
Western Union



window on the world II

A NEW SERIES OF 5
EXTRAORDINARY TV SPECIALS

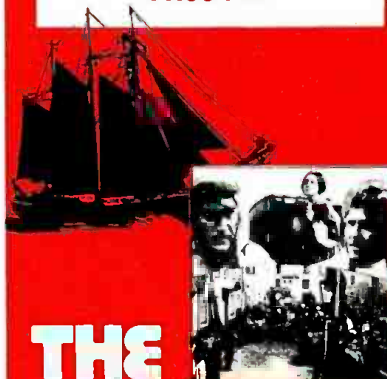
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this prestigious BBC-TV series of out-
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Los Angeles	KTTV
Minneapolis/St. Paul	KSTP-TV
New York	WNEW-TV
San Francisco	KTVU
Seattle/Tacoma	KOMO-TV

IN NEW YORK

WOR-TV Premiere
SUN. SEPTEMBER 19
11:00 PM



THE ONE IN LINE

42 One-Hour
Adventure/Dramas In Color

a dynamic shipping empire in the
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Sold In Over 115 Markets including:

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in 4th continuous year of new production.

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- A new local programming service for newscasters.
- Now on 50 Stations From Coast-To-Coast.

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The Week in Brief

LOOK AGAIN □ At first, TVB was predicting a 12% gain in billings for this year. Then it upped that figure to 21%. Now it's saying that sales could hit \$6.5 billion, a 25% increase over 1974. Not only that, the bureau says there's room for more. **PAGE 19.**

GOOD NEWS ALL AROUND □ A comparison of current and year-ago prices for issues on BROADCASTING's "Stock Index" shows most share in the wealth. **PAGE 20.**

WHICH WAY THE WIND BLOWS □ Presidential candidate Jimmy Carter firmly aligned himself with the Ralph Nader camp of consumerists last week with a speech and Q&A at Mr. Nader's Public Citizen Forum. Among other items: He thinks the FCC can and should do something about TV violence. **PAGE 22.**

OTHER SIGNS □ And if Mr. Carter is elected and if he appoints FCC Commissioner Ben Hooks chairman of the agency, the commission is in for a highly activist leader. In a dissenting opinion to a recent commission decision, Mr. Hooks holds out for direct FCC action in programing, EEO and public participation. **PAGE 22.**

NOT VERY FUNNY □ Although reports that the Russians are putting a \$210 million price tag on coverage of the 1980 Olympics are treated as a "joke," \$50-70 million are treated as serious figures. **PAGE 24.**

KANSAS CITY, HERE THEY COME □ All is in readiness for broadcast coverage of the GOP convention this week. CBS and NBC are again going gavel-to-gavel with ABC repeating its plan for "selective" coverage. **PAGE 26.**

DEBATES WANTED □ Gallup poll shows that most Americans would like to see televised debates this fall between the presidential candidates. There's no commitment from Carter, Ford or Reagan...yet. **PAGE 27.**

LOOKING FOR A WATCHDOG □ House Communications Subcommittee is trying to find out what organization should be responsible for enforcing EEO in public broadcasting. **PAGE 28.**

LET THERE BE LIGHT □ House and Senate conference committee approves sunshine bill opening most meetings of government agencies to the public. Approval by both houses and signature of President are all that's left before it's law. **PAGE 29.**

POINT OF VIEW □ Broadcasting, cable and actors' representatives all told the Republican platform committee matters close to their respective hearts including fairness, broad-band technology and copyright. **PAGE 35.**

TROUBLED WATERS □ Texaco TV spots advocating public benefits from oil companies result in fairness filing by group calling for breakup of big oil firms. **PAGE 36.**

NBC SAYS 'NO' □ Network turns down request by head of People's Bicentennial Commission to run spots critical of American business to counter Ad Council announcements. **PAGE 38.**

PROFIT PICTURE □ Ad agency figures for the past 10 years show profit margins increased in 1975 to highest point since 1969. **PAGE 38.**

HOLDING STEADY □ To offset rising production costs for its *Mike Douglas Show* without upping the cost to stations, two pre-sold minutes are going out with the Group W show this fall. Renewals indicate buyers are accepting the plan. **PAGE 39.**

TAKE THAT □ Westinghouse's owned stations were also in the news last week: They announced they'll each be pre-empting a prime-time network offering in the new season. **PAGE 40.**

AND YOU'RE ONE □ The FCC rules that a Florida mobile-home park runs a CATV system, not an MATV, since it charges for the service. **PAGE 43.**

THAT AND MORE □ Industry groups that are advising the FCC on the position the U.S. will take at the '79 WARC conference want to hold on to their spectrum space and to add to it. **PAGE 44.**

MACHINES TO WATCH THE MACHINES □ Broadcasters and equipment makers cast their votes at the FCC in favor of unattended automatic transmission operations for radio and television stations. **PAGE 45.**

ALL IN THE FAMILY □ Harrington, Righter & Parson's Jay Walters decided to give up flying as a career and follow his sister, brother-in-law and brother in the television sales business. It was a good decision: he's now president of HRP. **PAGE 65.**

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ELECTION SPECIAL!

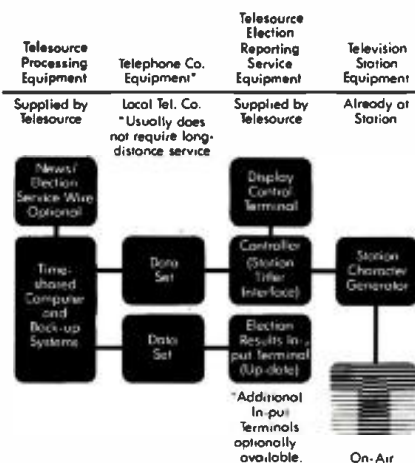
Everything you need to telecast network quality election results without having to buy equipment or hire special technical staff

Use your own character generator to put data on air seconds after receipt. Update local and national results while you're displaying on air. Choose your own display format or match network programming. Use percentage reporting or actual numbers. And much more.

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Ask about the Telesource Optional Election Services—low cost ways to further expand and enhance your station's election coverage or display flexibility.

IMPORTANT

Telesource must limit the number of participating stations. Pricing must increase as election time draws nearer because planning, training, and installation of Telesource equipment must be compressed into a shorter time. It's to your advantage to act now.

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702-786-2302.**

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Debate on debates

Whether President Ford will debate Jimmy Carter (assuming President wins nomination) was subject of highest-level discussion at White House last week. At one point it was almost decided that he would not, on theory that even if he showed up well against Democratic candidate, he would be giving opponent national exposure of kind that propelled Jack Kennedy into Presidency after debates with Richard Nixon in 1960. But then other advisers began arguing that President's knowledge of current affairs and long experience as House Republican leader could score decisive advantage for him in televised encounter against candidate whose highest rank has been Georgia governor.

Issue was still unsettled late Friday. Expectation was that if it were made in favor of debates, President would seize first opportunity, in or perhaps before acceptance speech, to issue challenge to Mr. Carter.

Cheap insurance

Officials of Radio Television News Directors Association are concerned over reports that general managers at some stations have begun ordering news departments to develop stories taking one side of controversial issue as response to paid messages taking other side. News directors agree this procedure may answer fairness doctrine problems that management wants to avoid, but it offends every journalistic principle. Recent FCC rulings that are interpreted as enlarging fairness applications are adding to concern.

Competition

Arbitron Television has quietly put its metered rating service for Los Angeles into operation, says it expects its New York meter system to be ready when 1976-77 TV season opens next month. Delivery of regular reports for Los Angeles was to start Saturday (Aug. 14), with weekly reports following on subsequent Saturdays (covering preceding Saturday through Friday). Arbitron sources say they have 290 Los Angeles homes metered, eventually will have 450. In six months of testing, they say, meters proved 99% accurate in comparisons with minute-by-minute viewing diaries kept by meter engineers. Over-all, homes-using-TV levels "may be a little higher" than shown in Arbitron's diary-based Los Angeles reports. Other sources said results "seem very similar" to those produced by Nielsen's Los Angeles meters.

Spot's hot

Upward mobility for station reps: The Katz Agency, New York, is scheduled to move early in 1977 to new and expanded headquarters on Dag Hammarskjold Plaza in United Nations area under long-term lease aggregating \$10 million. Katz will have five floors. Peters, Griffin, Woodward is set to move next week to perhaps most luxurious apartment-office complex in New York, Olympic Towers, at 51st Street and Fifth Avenue. PGW has signed 10-year lease, reportedly for more than \$2.5 million.

Renewal relief

FCC staff members are beginning to develop material for testimony commission will present to House Communications Subcommittee at hearing on license-renewal legislation next month, and radical revisions Chairman Richard E. Wiley proposed in his speech to National Association of Broadcasters convention in March (BROADCASTING, March 29) will be included in that testimony. It remains to be seen whether chairman's proposal—to abolish comparative hearing process involving incumbent and replace it with lottery when new applicants only are concerned—will be commission's position or simply chairman's.

Question is how many of his colleagues endorse those proposals, or can be persuaded to. And complicating efforts to read commission's attitude is that—Senator John O. Pastore (D-R.I.) and rest of Senate willing—there might be two new members in September, Joseph Fogarty and Margita White.

Storer's new story

While Storer Broadcasting Co., like other major broadcast group, rides rising tide of business, its stockholders have been notified of other rewards likely to increase their dividends. Bill Michaels, Storer chairman, reports that for first time since 1961 Storer is free of bank debt. Purchase of 640,000 shares of common from estate of founder George B. Storer, moreover, reduces number of outstanding shares by 14% to fewer than four million.

Likelihood is that present annual dividend rate of \$1 per share will be increased at board meeting tentatively set for Sept. 10. With 14% reduction in shares, that percentage of dividend increase, all other things equal, would be virtually automatic. But with improved broadcast profits and purchase by Delta Air Lines of Storer Leasing Inc. consummated, it

wouldn't surprise observers to see dividends go up by 25% to \$1.25 per share annually.

Something different

CBS-TV has in development half-hour live show, to be produced by Palm Productions, New York, profit-making arm of Children's Television Workshop. *Not for People Only* is working title for pilot, to be taped Aug. 31 at New York's Ed Sullivan theater. Format is said to be hybrid of *Monty Python*, NBC's *Saturday Night* and "Hellzapoppin!", using young New York talents. Associate producer Chuck Raymond said it will be "different, irreverent, but suitable for family hour."

Venturer

Shortly to be announced will be fourth career for Sydney H. Eiges, 67, former NBC VP, public information. He becomes senior consultant to Fraser/Ruder & Finn, Washington affiliate of nationally known public relations firm. Mr. Eiges relinquishes post of assistant administrator of American Bicentennial Commission which he had held since retiring from NBC in 1974 after 33-year career at New York headquarters. Mr. Eiges was reporter-editor for International News Service for 11 years before joining NBC.

Mr. Eiges's name has been mentioned in connection with reorganization of National Association of Broadcasters and redirection of its public-relations operations (BROADCASTING, Aug. 9). His new association, it is rationalized, wouldn't necessarily preclude his retention as consultant in revamping of NAB's over-all PR.

Looking

Scripps-Howard Broadcasting Co., which has five VHF television and three radio stations, is looking to expand. Officials confirm they've been exploring possibilities for both TV and radio acquisitions and continue to, but say no deal is in sight. One station they've looked at is channel 28 WRDU-TV Raleigh-Durham, N.C., and reports circulated widely last week that they'd bought it, but they said not. WRDU-TV officials, agreeing, said they'd also talked with several others about possible sale, but that latest word was that President Robinson Everett and other owners seemed to have lost interest in selling. "There's been such a tremendous increase in business," one source said.

Business Briefly

Homelite □ Division of Textron Inc. is mounting intensive advertising campaign to support introduction of its anti-kickback device for chain saws, beginning in late August with schedules on network TV. In September spot TV will be tapped in still undetermined number of markets, and supplementing these efforts will be strong program of cooperative advertising on local TV and radio. Thirty-second commercial, created by Homelite's new agency, Henderson Advertising, Greenville, S.C., shows six men and woman who never used a chain saw before and "prove that anyone can be in control with a Homelite." SFM Media Services Corp., New York, is media buying firm and is concentrating on men, 25 and older, via commercials on sports and news-oriented programs.

Dunlop □ Spot-TV drive that will run for one month, starts Sept. 13 in lengthy list of markets for company's tires. Rumrill-Hoyt, New York, is searching for slots in or near news and sports programs to reach men, 18-49.

Kimberly-Clark □ Kimbies disposable diapers will be treated in spot-TV spread in more than 30 markets for six weeks, starting in mid-October. Kelly, Nason is targeting on women, 18-34.

3M Co. □ Ensure hand lotion, which has been in TV test marketing in Fort Myers, Fla., and Tucson, Ariz., is broadening test to include nine other markets in Florida and Southwest for about two months, starting in late September. Campbell-Mithun, Minneapolis, is aiming its campaign toward women, 35-54.

Pabst Brewing □ Pabst Blue Ribbon beer will get six-week flight beginning Oct. 4 on network TV with network fill-in in 10 scattered spot markets. Prime-time 30's are aiming for men, 18-49. Kenyon & Eckhardt, Chicago, is agency.

Owens/Corning □ Building insulation will be advertised in 79 spot-TV markets with more emphasis on network-TV spread, Sept. 13 for eight weeks. Fringe and prime-time 30's are targeted to men 18-plus, using theme "insulation is

Rep appointments

- KETV(TV) Omaha: Blair Television, New York.
- KCUZ(AM) Clifton, Ariz., and KRLT(FM) South Lake Tahoe, Calif.: Bill Dalsten & Associates, Los Angeles.

cheaper than oil." Budget is "in excess of \$2 million," which includes January Super Bowl spots, according to Ogilvy & Mather, New York.

Kayser-Roth □ Company's Supp-hose socks will undergo test TV campaign in San Francisco and Cleveland from Oct. 18 to Dec. 12, to see if broadcast accelerates sales in conjunction with magazine advertising, according to agency, Daniel & Charles, New York. Prime-time, sports, early and late fringe TV 30's will use theme, "Helps relieve tired legs." Target is men 18-49.

Rivianna Foods □ Four campaigns for fall: Success rice will be introduced in seven Southeastern TV markets Oct. 18 to Dec. 12; Mar-kes Tortilla and new Toquitos (Mexican food frozen entree) will be introduced in five Western TV markets at same time. Carolina and Mahatma rice brands will be pushed in 25 markets on ethnic radio plus seven Southern TV markets, Oct. 11 to Dec. 12 for TV; starting Sept. 27 for radio. Budget for latter two brands alone is about \$300,000. Bake-It-Easy flavored rice product will get New York/Philadelphia/Boston TV push, Oct. 18 to Dec. 12. Fringe and daytime 30's aiming for women, 25-49, are made for all of above. Bloom Advertising, Dallas, is agency.

Pet Inc. □ Diet food bar by firm's grocery division will be advertised for 12 weeks intermittently, mid-August to December, in 30 TV markets. Day and fringe 30's are targeted to total women. New Pet product, Granola Puffs, just out of test in number of markets, begins spot-TV campaign in November. Workshop West, Los Angeles, is agency for both products.

Beltone Electronics □ Company's hearing aids will be on display in spot-TV flight that will run from four to six weeks in about 40 markets starting in late September. Grey-North, Chicago, is gearing its buy to men and women, 50 and over.

Ralston-Purina □ Consumer Products Group will spotlight Chex and pre-sweet-

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Offers:

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- NBC Network affiliate—VHF
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Harris' new BT-25L1 delivers the finest overall VHF color signal available.

This means you get exceptional color fidelity, outstanding signal linearity. Plus the highest long-term component stability and reliability of any low band transmitter available.

Yet it's built with fewer circuits, so it's more compact; easier to operate; requires less power; and less maintenance.

The key is low level IF (Intermediate Frequency)

modulation of the visual and aural carriers for maximum efficiency, and elimination of many transmission problems at the source. Predistortion circuitry is minimal, and the conventional sideband filter is eliminated.

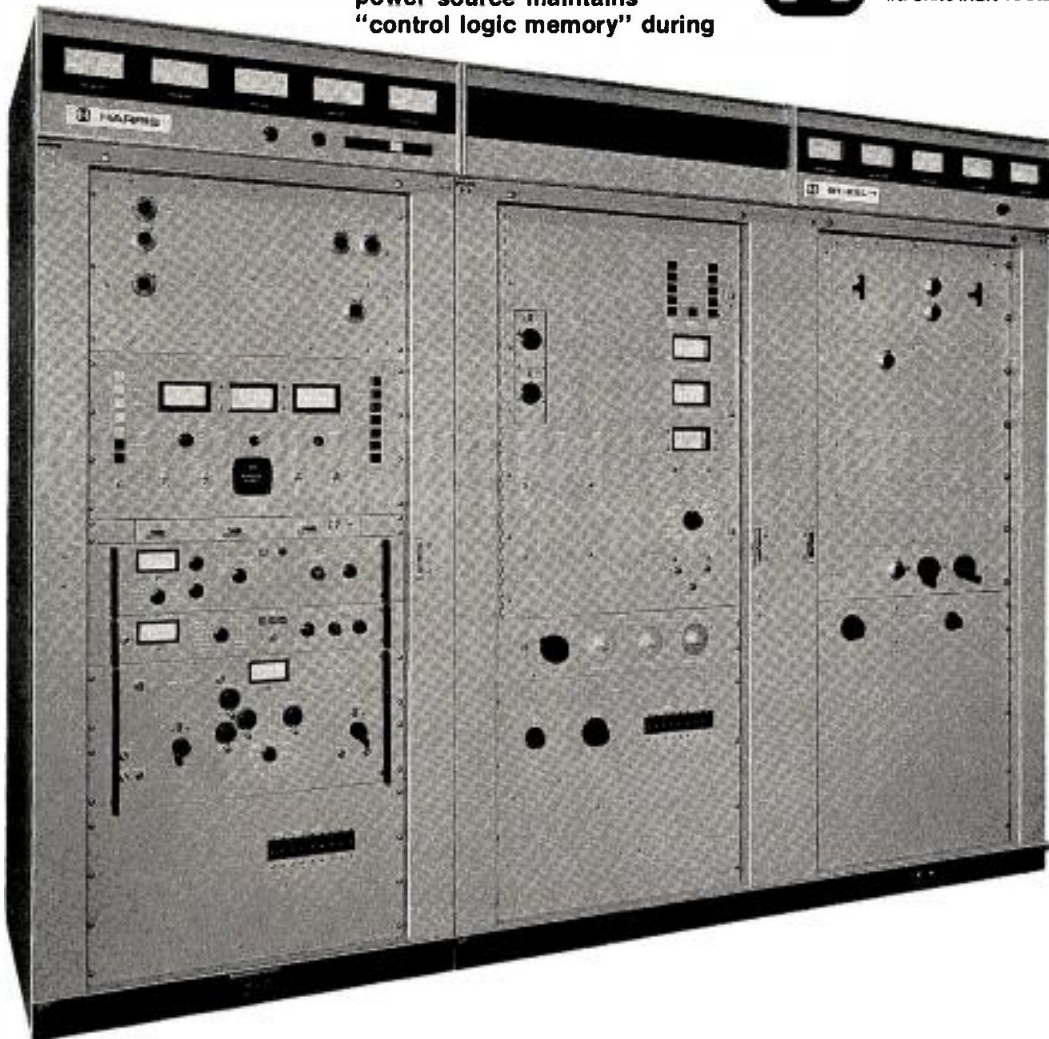
Solid-state memory, timing, and logic circuits assure precise transmitter control at all times. A self-charging emergency power source maintains "control logic memory" during

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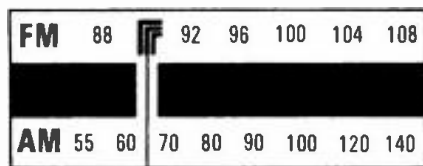
For more information on the BT-25L1, write Harris Corporation, Broadcast Products Division, 123 Hampshire Street, Quincy, Illinois 62301.



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Communications Finance Division
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ened cereals in four-week campaign beginning Aug. 23 in 20 markets. TV 30's targeted to total women are handled by Gardner Advertising, St. Louis.

Winthrop Laboratories □ Division of Sterling Drugs is slated to give spot-TV push to its Neo-Synephrine nasal drops for nine weeks starting in late September in extended list of markets. Warren, Muller, Dolobowsky, New York, is seeking to reach women, 18-49, via buys in daytime and fringe periods.

Hanes □ May Queen panty hose will be showcased in spot-TV splurge that will cover 51 markets, starting in late September and continuing for two months. Long, Haymes & Carr, Winston-Salem, N.C., is seeking time slots to appeal to women, 18-34 and 18-49.

Creomulsion □ Company is beginning selection process for spot-TV buy for its cough medicine that will begin in November and run through late February. Number of markets is still to be determined; firm did buy in about 60 markets last year. Tucker Wayne & Co., Atlanta, will direct its appeal to women, 18-49.

Upjohn □ Kaopectate and Unicom vitamins advertising has been moved to Kelly, Nason Inc., New York, from Ted Bates & Co., New York. Products bill estimated \$4 million, of which about \$2 million is in broadcast. Kelly, Nason also is agency for Upjohn's Cheracol D cough syrup.

Royce Electronics □ Extensive spot-TV drive for Royce's line of CB radio sets is planned for six weeks, starting in mid-October, in large number of markets. Gardner Advertising, St. Louis, is aiming for audience of total men and is concentrating on buys within weekend sports programs.

Sharp Electronics □ Company's line of CB radios will be featured in spot-TV effort to begin in early November for 10 weeks. Isidore Lefkowitz Elgort Inc., New York, which has created and is placing its first campaign for Sharp, is weighing time periods to reach men, 18-49.

Deere & Co. □ Company readies spot-TV effort for its snowmobile that will begin in late September and run for nine weeks in about 40 markets in "snowbelt" area of country. N.W. Ayer, Chicago, is focusing on men, 18-49.

Bama Foods □ Birmingham, Ala., division of Borden Inc., makers of preserves and sweets, will run TV campaign in number of major markets Aug. 30 through Oct. 3. Fringe and daytime 10's and 30's are targeted to women, 18-49. Tracy-Locke Advertising, Dallas, is agency.

West Bend □ Slo Cooker pot will be on burner for spot-TV effort, starting in late October and continuing through mid-December in about 30 markets. Campbell-Mithun, Minneapolis, is setting its sights on women, 25-54.

Vigortone Products □ Division of Beatrice Foods is putting together spot-TV drive for its livestock premixes to run in substantial list of markets, starting on Nov. 1. Lengths of flights will vary but will run in some markets until late April. Three Arts Inc., Cedar Rapids, Iowa, is directing its appeal toward men, 18 and older.

American Tree and Wreath Corp.

□ Leading distributor of artificial Christmas trees is putting together annual spot-TV spree to run in about 40 markets for three weeks, starting on Nov. 28. Creative is by Jonathan Advertising, New York, and media planning and placement is by Vitt Media International, New York, which is seeking time slots to reach men and women, 18-49.

BAR reports television-network sales as of Aug. 1

ABC \$516,768,600 (32.0%) □ CBS \$562,287,800 (34.9%) □ NBC \$533,760,300 (33.1%)

Day parts	Total minutes week ended Aug. 1	Total dollars week ended Aug. 1	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.	143	\$ 641,500	4,153	\$ 21,266,100	\$ 19,497,700	+ 9.1
Monday-Friday 10 a.m.-6 p.m.	1,012	10,532,600	30,621	357,746,600	301,634,000	+18.6
Saturday-Sunday Sign-on-6 p.m.	228	3,633,000	9,337	178,802,200	131,214,600	+36.2
Monday-Saturday 6 p.m.-7:30 p.m.	100	2,801,000	3,119	87,681,800	71,802,000	+22.1
Sunday 6 p.m.-7:30 p.m.	22	915,200	651	26,532,500	11,119,600	+138.6
Monday-Sunday 7:30 p.m.-11 p.m.	453	26,894,600	12,763	826,284,100	710,247,200	+16.3
Monday-Sunday 11 p.m.-Sign-off	208	4,692,700	6,111	114,503,400	95,489,900	+19.9
Total	2,166	\$50,110,600	66,755	\$1,612,816,700	\$1,341,003,000	+20.2

Source: Broadcast Advertisers Reports

Monday Memo®

A broadcast advertising commentary from Robert J. Kizer, president, Avery-Knodel Television, New York

Who loses out when others are spilling in

While all television stations have a common product to sell—advertising time—many of the challenges facing the small-market broadcaster are unique.

In 1974, 92% of all national/regional dollars spent in television went into the top-100 markets. These figures take on even greater importance for the plus-100 market stations—which represent almost two-thirds of the entire broadcast industry—when it is realized that the top-50 markets account for 81% of placement of all national/regional dollars. The dimensions of the challenges facing small-market television stations are clear.

One of the major problems confronting the small-market broadcaster is that of spill-in, that is, when the signal of a TV station reaches a market outside that station's ADI. Since each market consists of all counties in which the home market stations receive a preponderance of viewing and each county is allocated exclusively to one ADI (or DMA), the effect of spill-in, either by off-the-air signals or through CATV, becomes crucial to the economic well-being of the small-market broadcaster.

There is a definite relationship between television households assigned to a TV market and the number of national/regional dollars allocated to that market. For example, in 1974, taking the FCC national/regional income figures divided by total TV households in the ADI as reported by the American Research Bureau, we find the total dollars per home in the number-one ADI market, New York, as \$23.13. In the 10th market, Pittsburgh, \$21.43; in the 20th, Indianapolis, \$20.26; in the 50th, Norfolk, Va., \$10.33; in the 75th, South Bend, Ind., \$10.76; in the 156th market, Alexandria, La., \$6.20, and in the 183d market, Roswell, N.M., \$5.58. The number of homes vis-a-vis counties in a market, and the increase or decrease will influence the amount of these dollars.

The Arbitron 1975 coverage study on CATV vs. non-CATV viewing revealed that in some cases smaller markets have lost ADI counties specifically as a result of cablecasting of distant signals. This fact relates to the financial hardships imposed on smaller markets by cable penetration, since it can be proved that ADI and DMA rank, for instance, is a key factor in the allocation of national advertising budgets. The loss or gain of a single county can and does affect the national dollars allocated to that market. With more and more advertisers realigning their sales territories to coincide with the TV market ADI (DMA) the sales generated in these counties loom important to that market.

For example, Park county, Mont., with



Robert J. Kizer is president of Avery-Knodel Television. He joined Avery-Knodel in 1956 and served as vice president, television sales, New York, and senior vice president before his election as president of the firm in 1973. Prior to joining Avery-Knodel, Mr. Kizer was associated with Pan American Broadcasting Co. and Procter & Gamble.

4,100 television households, is in the Salt Lake City ADI, even though this county is 500 miles from Salt Lake City. All the sales generated in this county are credited to Salt Lake City, although Park county is only 70 miles from Billings, Mont. The Salt Lake City television stations have a 65% share of audience in this county in CATV homes. And, since the three Salt Lake City stations receive the preponderance of viewing (42% versus 30% for the two Billings stations and 20% for the two Missoula-Butte, Mont., stations), the county is allocated exclusively to Salt Lake City. "Off-air" viewing in Park county to the Billings and Missoula-Butte station in non-CATV homes is 93% for both total day and prime.

Of the 32 cable systems in Montana, 19 or 60% are owned by out of state corporations with no community obligations. There is a two-to-one ratio of distant signal importation over carriage of local station signals—all of it duplications of existing service provided by local stations.

National advertisers and their agencies are concerned with reducing advertising costs with minimal reduction in effectiveness or efficiency. One of the methods of accomplishing this goal, at least to some extent, is to exclude markets from buy lists that have excessive amounts of viewing to other markets—spill-in.

Incidentally, when major advertising agencies are queried on market selection affected by spill-in from cable they advise that spill-in is accounted for in the planning stages. When a market is designated to receive a certain number of gross rating points, this number is reduced by the

number of GRP's accounted for by spill-in. They say this rarely means dropping a station off the buy list, but they advise it is possible this can happen in, say, a market of less than 150,000 without three network affiliates and either in close proximity to a major market or with significant cable penetration.

So far, media executives say, the nationwide cable penetration of 15% is not significant enough to call for any revision of their policy on spill-in. Their main concern is that they don't ignore it to the point of putting more GRP's into a market than are needed, and that it's taken into account in test market situations.

In a number of markets, cable penetration exceeds 50%: Santa Barbara, Calif. (71%), Ft. Myers, Fla. (56%), Bakersfield, Calif. (53%). And others, like Cheyenne, Wyo. (41%), Binghamton, N.Y. (45%), Casper, Wyo. (45%), Great Falls, Mont. (35%) exceed the national average by a considerable margin. It has been our experience that fewer and fewer GRP's are put into these markets as a result of increasing spill-in.

One large advertising agency, N.W. Ayer, uses spill-in data for placement of its approximately \$20 million in spot TV. In a recent magazine article, a spokesman for this agency is quoted as saying, "Spill-in/spill-out data not only helps to avoid overbuying in markets which get heavy spill-in but helps apportion ad weight accurately in market tests where careful controls are essential." And, a spot buying supervisor for the same agency in this same article reports that she tends to use spill-out/spill-in data when there are small markets on the buy list to see if they are already covered by the bigger markets. "There's not much spill-in into the big markets" she continues. While this report cautions its users on data relating to cable, as the evidence above with respect to Park county shows, a television market's ADI can be reduced when a county with preponderant viewing via cable to a distant market has been granted to that market. Were Park county, for example, in the Billings ADI the market rank would increase from 170 to 163 and Salt Lake City correspondingly would drop from 50 to 52.

The significance of rating points in the allocation of advertising weight cannot be overemphasized. The determination of the dollars to be placed in a given television market by a national advertiser is through the apportionment of gross rating points and a dollar value is placed on those points to arrive at a set budget. Thus, the allocation of these points becomes critical when exposure in smaller adjacent markets reveal they are, in the evaluation of the national advertiser, already covered by the larger markets.

■ indicates new or revised listing

This week

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. 20—*National Public Radio* board of directors meeting. Fashing Haus, Aspen, Colo. Request for reserved seating and to address the board should be sent to: Secretary, National Public Radio, 2025 M Street, N.W., Washington 20036.

Also in August

■ **Aug. 23**—FCC's new deadline for reply comments on commission's review of rules regulating network radio broadcasting (Docket 20721). FCC, Washington.

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

Aug. 24—Hearing on nominations of White House assistant news secretary, Margita White, and Senate Communications Subcommittee counsel, Joseph Fogarty, to be members of FCC. Senate offices, Washington.

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

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. 1—FCC's deadline for comments on request by Public Media Center of San Francisco to institute inquiry and rulemaking on airing of public service announcements by broadcasters (RM-2712). 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**—Fall convention, *Louisiana Association of Broadcasters*. Royal Sonesta hotel, New Orleans.

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 Broadcasters*. Sheraton hotel, Los Angeles airport.

Sept. 12-15—Sixteenth annual conference of the *Institute of Broadcasting Financial Management*. FCC Chairman Richard Wiley will be Monday luncheon

speaker; Cox Broadcasting President Clifford Kirtland will be Tuesday luncheon speaker. Sheraton-Boston hotel, Boston.

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

■ **Sept. 14**—*Television Bureau of Advertising* corporate advertising workshop. Theme: "The Pressure Upon Business to Explain Itself." Biltmore hotel, New York.

■ **Sept. 14**—Oral argument in case in which Action

Major meetings

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

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

Oct. 13-16—Annual meeting, *Association of National Advertisers*. Broadmoor hotel, Colorado Springs. 1977 annual meeting will be Oct. 23-26 at the Homestead, Hot Springs, Va.

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

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

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

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

Jan. 9-11, 1977—*Association of Independent Television Stations (INTV)* fourth annual convention. Fairmont hotel, San Francisco.

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.

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

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

for Children's Television is appealing FCC's 1974 policy statement on children's TV. U.S. Court of Appeals, Washington.

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

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

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

Sept. 15—Deadline for entries for Ohio State Awards competition that annually recognizes meritorious achievement in educational, informational and public affairs broadcasting. Competition is sponsored by the *Institute for Education by Radio-Television* and is held under auspices of Ohio State University Telecommunications Center, Columbus. Winners will be announced in March 1977. Contact: IERT, 2400 Olenlangy River Road, Columbus, Ohio 43210.

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

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

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

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

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

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

■ **Sept. 21-23**—*National Association of Broadcasters* black management seminar, for black station owners. NAB headquarters, Washington.

Sept. 22-24—1976 Biennial International Broadcasting Convention, sponsored by the *Electronic Engineering Association*, *Institution for Electrical Engineers*, *Institute of Electrical and Electronics Engineers*, *Institution of Electronic and Radio Engineers*, *Royal Television Society* and *Society of Motion Picture and Television Engineers*. New techniques and equipment for the whole spectrum of the industry will be exhibited. More than 60 technical papers will be presented in 14 sessions. Grosvenor House, London. Information: The secretariat, International Broadcasting Convention, ISS, Savoy Place, London WC2R 0BL.

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

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

■ **Sept. 26-28**—*Nebraska Broadcasters Association* convention. Vincent Wasilewski, National Association of Broadcasters president; John Salisbury, president, Radio Television News Directors Association, and FCC Commissioner Abbott Washburn 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. 27-28**—Annual convention of Midwest chapter of *The National Religious Broadcasters*. Charles Colson, former White House adviser, is among speakers. Chicago O'Hare Airport Exel Inn, Chicago.

■ **Sept. 27-30**—*Electronic Industries Association* annual fall conference. Century Plaza hotel, Los Angeles.

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, *U.S. Television Commercials Festival*. Eligible are film or taped commercials produced or aired in U.S. within 1976. Information: 1008 Bellwood Avenue, Bellwood, Ill. 60104, (312) 544-3361.

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.

Oct. 1—FCC's deadline for comments on amendment of noncommercial FM broadcast rules. Reply comments are due Nov. 16. FCC, Washington.

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

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

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

Oct. 3-5—*North Dakota Broadcasters Association* fall convention. Ramada Inn, Minot.

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

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

■ **Oct. 8-9**—Midwest Seminar on Video Tape and Film. Marriott hotel, O'Hare airport, Chicago.

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

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

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

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

■ **Oct. 11**—*Pennsylvania Association of Broadcasters* fall seminar. Penn Harris Motor Inn, Harrisburg.

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

Oct. 13—*American Society of Composers Authors and Publishers* Country Music Awards dinner. National Guard Armory, Nashville.

■ **Oct. 13-15**—*Western Educational Society for Telecommunications* annual conference. Sheraton-Anaheim hotel, Anaheim, Calif. Contact Richard Elliott, 2001 Associated Road, Fullerton, Calif. 92631.

Oct. 13-15—Rocky Mountain region co-operative advertising trade fair and seminar, co-produced by *Sales and Marketing Management* and *Co-Ad Associates*, Lakewood, Colo. Among those on agenda are Ed Crimmins, co-op expert; Paul Faser, Airtime Inc., New York; Fred Lief, Compton Advertising, New York, and Bill McGee, Broadcast Marketing Co. of San Francisco, Currihan Hall, Denver.

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

Oct. 13-16—*Western Educational Society for*

Telecommunications conference. Sheraton Anaheim, Anaheim, Calif.

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

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

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

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

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

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

Oct. 18-20—*Mid-American Cable Television*

Our first year: An award-winning performance.



WRC Radio has been an all news station for just one year, and already the Chesapeake Associated Press Broadcasters Association has named us:

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OUR TOUGHEST JUDGES HAVE DECIDED THAT.
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Washington listens to WRC all news 98.

98
News and Information
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Association. Wichita, Kan.

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

Oct. 19-20—Alabama Cable Television Association fall workshop meeting. Specific site to be announced, Birmingham.

Oct. 20-21—Kentucky Broadcasters Association fall convention. FCC Commissioner Benjamin L. Hooks has been invited to speak. Holiday Inn North, Newtown Pike, Lexington.

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

Oct. 21-22—Ohio Association of Broadcasters fall convention. Fawcett Center, Columbus.

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

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

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

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

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

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

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

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

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

November

Nov. 4-7—Western region conference, American Advertising Federation. The Broadmoor, Colorado Springs.

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

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

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

Nov. 10-12—International Film & TV Festival, sponsored by International F.T.F. Corp., New York. Americana hotel, New York.

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

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

OpenMike®

The WHAR editorial

EDITOR: Your editorial, "Farther and farther," (July 26) shows your continuing lack of understanding of the regulatory process. The FCC has been requiring broadcasters "to afford reasonable opportunity for the discussion of conflicting views on issues of public importance" for a very long time. It seems little enough to ask in return for a private license to use a public resource.

But in the past, public affairs commitments have been largely a charade. Many licensees know it only as a vacant promise made in their last renewal application. One of their lower echelon staffers can "fill" the commitment with whatever is available as long as it is free and can be positioned at 3 o'clock on Sunday morning. For a long time, the commission has suspected many public affairs commitments are vacant promises, but it took citizen action to get action from the commission.

The issue you and others are moaning about has virtually nothing to do with news, licensee discretion or governmental intrusion into freedom of speech. The WHAR decision did not require that station or any other station to program news about an issue that the licensee did not feel was newsworthy. The commission simply said, "address the issue." Licensees have never had the discretion to do otherwise. They simply must do it. And, if anything, the commission is expanding freedom of speech.

Broadcasters are faced with rising demands from many sectors that the public interest be served. Groups like Media Access Project, Committee For Open Media, PUSH and many others have forsaken their picket signs in favor of working within the system. And the system is working

for them. Broadcasters have only two choices. They can continue to ignore the facts, the public and the commission until they become the objects of complaints, competing applications or petitions to deny.—*Mark A. Bragg, Public Affairs Broadcast Group, Los Angeles.*

Embarrassment of riches?

EDITOR: Regarding your 11-page celebration (Aug. 2) of television's record money year:

May I suggest that you keep the good news away from members of Congress, who have been hearing that cable, which last year had less revenue than television had profits, is killing "free" TV.—*John E. Walkmeyer Jr., Minneapolis.*

Aramid is alive and well

EDITOR: Regarding the Aug. 2 article [on the National Citizens Committee for Broadcasting report on advertisers and TV violence, in which the identity of Aramid tires was said to have "mystified broadcasters and Broadcast Advertisers reports"]:

Aramid radial tires are made by our client, the Kelly-Springfield Tire Co. of Cumberland, Md. Aramid is the generic name of the fiber of which the tires are constructed.—*Frank J. Russell, vice president, Vansant Dugdale, Baltimore.*

The Houser 'Profile'

EDITOR: I want to express my appreciation for the straightforward write-up. I also read your editorial with great interest. I don't know about immortality but I will do my best to protect the taxpayers investment in government.—*Thomas J. Houser,*

director, Office of Telecommunications Policy, Washington.

Unfortunately

Better deal for women urged upon media by women's year report

The media should establish as an ultimate goal the employment of women in policy-making jobs in proportion to their numbers in the work force, and should make "special, sustained efforts to seek out news of women."

These are two of the...

THE STUDIO. The ANNOUNCER uses a MICROPHONE and it is his voice you hear on the Radio. When he plays music, he uses a HEADSET and we call him a DISC JOCKEY.



For the crayon set. Your Radio Station Coloring Book, a product of the National Association of Broadcasters Radio Information Office, is part of this month's radio promotion packet being sent to NAB radio members.

(The two items above from the July 26 issue ran in tandem and are the subject of the letter below.)

EDITOR: I really can't believe this. At first I thought it was an illustration of the type of sexist practices referred to in the foregoing article. Then I realized, after the 10th reading, that it was for real. Will it never end?—*Patti Johnson, Maurer, Fleisher, Zon & Anderson Inc., Columbus, Ohio.*

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Broadcasting* magazine was founded in 1931 by
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1933. Telecast* in 1953 and Television in 1961.
Broadcasting-Telecasting* was introduced in 1946.

* Reg. U.S. Patent Office.
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Our Broadcasters Libel Insurance policy is nearly as crisp and concise as your evening news.

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

That's what experience will do for you. Forty years ago, the ERC Broadcasters Libel Insurance policy had more exclusions than it did coverage. Today, there are no exclusions. If you have trouble, you're covered, even for punitive damages.

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1. In any given month or year, it's probably not going to happen to you.
2. If you broadcast enough times, over enough years, it's bound to happen.
3. When you wind up in front of a jury, that group is going to try to sock it to you. They won't want to miss the opportunity to get even for your bad taste in programming.

These same facts of life make Libel Insurance one of the best buys in the insurance marketplace. It's an ideal setup for economical coverage: low incidence of claims, but very stiff expenses when you have to go to court...even if you win.

Much like Major Medical. You'll probably only need it once or twice, but it's curtains if you're without it when the time comes. If you (or your insurance representative) will fill out and mail the coupon, we'll respond by mail with full details.

Please do it soon. Some malcontent may have you in his sights right now.

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Please tell me more about your Broadcasters Libel coverage.

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CITY, STATE, ZIP _____
TELEPHONE _____



ALCOHOLISM. IT'S WHY HALF A MILLION TEENAGERS END UP ON THE ROCKS.

Storer Stations are concerned and are doing something about it.

Today 10 million Americans are hooked on alcohol.

A devastating breeding ground for misery, alcoholism breaks up homes and bankrupts families. It also causes 80,000 deaths a year, including half the nation's traffic fatalities and homicides. A fourth of its suicides.

Cost to society is estimated to be around \$15 billion a year.

Worst of all is the rapid rise in drinking among our youth. Arrests of girls 18 and younger on charges of intoxication, for example, have tripled in the past decade.

Today for every teenager on the needle, there are 40 on the bottle.

And while there's a hard core of some half-million teenage alcoholics, it's figured that 1.3 million Americans between the ages

of 10 and 17 have a serious drinking problem.

Something must be done and done now. Which is why Storer Stations are alerting their communities to the problem with an ever-growing number of programs and editorials.

WHN-Radio in New York, for instance, recently devoted two important programs to teenage alcoholism. One which included top people from area agencies that aid alcoholics, also included 17 year old "Judy," an admitted alcoholic. Judy's personal and intimate account of why she became an alcoholic, her feelings of inadequacy, peer pressure, and the social pressures of dating and drinking were revealing and moving.

WHN also aired "Alcoholism in the Public Schools," which pointed out that chronic alcoholism among New York City students is estimated to be a shocking 5%. Solutions were suggested.

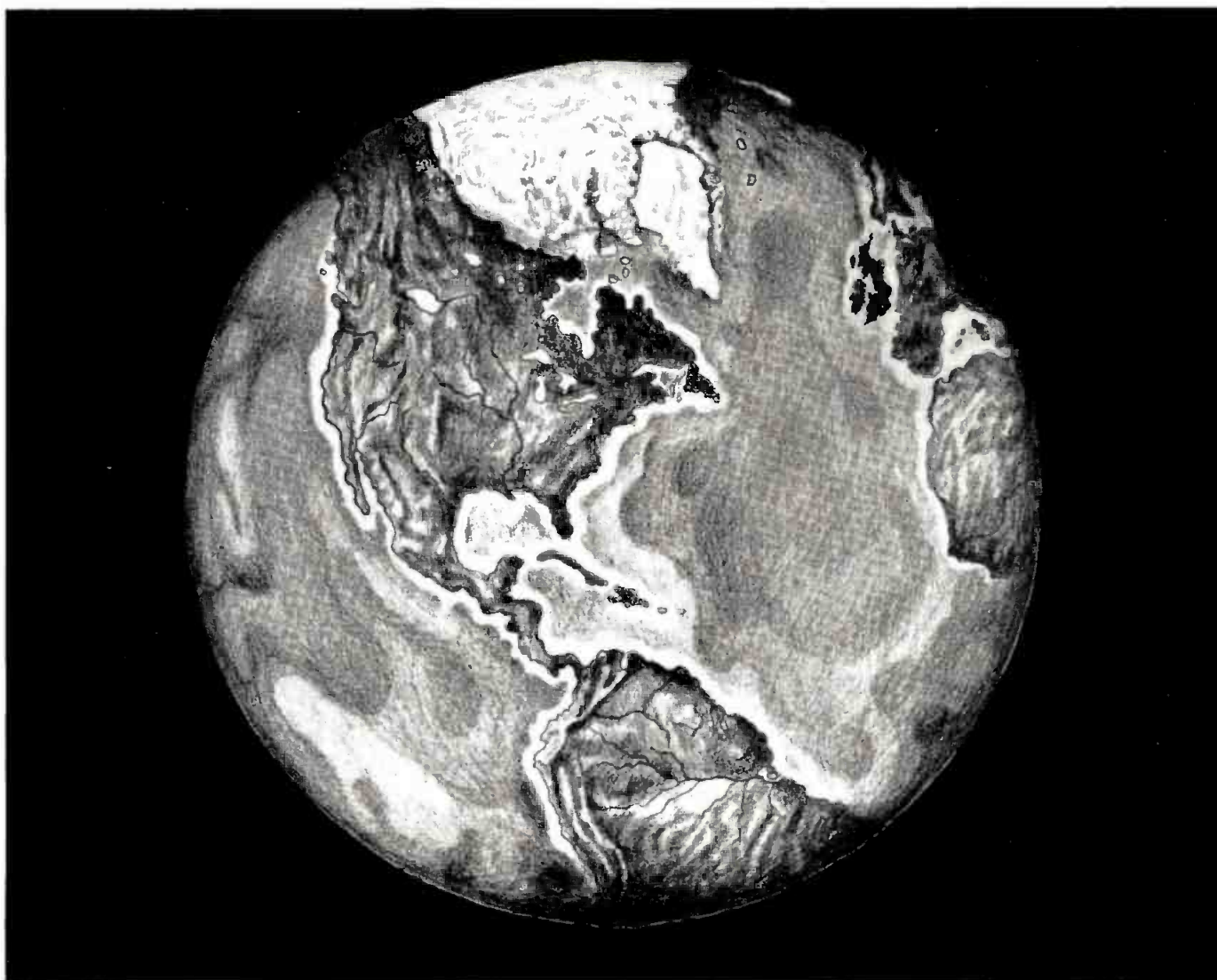
Miami's WGBS-Radio recently re-ran a documentary on alcoholism after the program received the "Excellence Award" from Ohio State University's School of Journalism. Featured were seven authorities, including a State Senator. Focus of the documentary was the alarming rise in alcoholism and alcohol abuse, particularly among the area's teenagers.

And this is typical of all Storer radio and television stations. As we see it, the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

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



WSOC NewsRadio 93

Today is the day. Today, WSOC inaugurates Charlotte's first all-news and information station. The switch to 24-hour news is a direct response to research that shows mobile Carolinians want and need this new service.

In addition to the largest news staff in the Carolinas, WSOC NewsRadio 93 will have Washington-based reporters, stringers in key

locations in the Carolinas, and the worldwide services of NBC's News and Information Service and the NBC Radio Network.

All News All The Time

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIIIC-TV
Pittsburgh

COX
Broadcasting

KTVU-TV
San Francisco-Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

Broadcasting Aug 16

Vol. 91 No. 7

Top of the Week

Catching up with TV's sales gains

Business watchers now say medium will gross 25% more than last year; something more than \$6.5 billion; TVB says there's room for more, especially in spot and local

For the second time, the Television Bureau of Advertising is raising its estimates of the revenue gains that television can expect this year.

TVB now anticipates total billings of \$6,565,000,000, up 25% from 1975's approximately \$5,272,000,000. That would be \$175 million more than it was expecting just two months ago, when its first upward revision forecast a gain of 21% (BROADCASTING, June 14). Early in 1976 its forecasts envisioned a 12% increase, to a little over \$5.9 billion.

In announcing the new estimates—which encompass even larger percentage gains for national spot—TVB officials also released new data showing TV set usage at an all-time high thus far this year.

On a broader scale, TVB also moved to counter the claims of competitive media that TV is so heavily sold that good positions are hard to find if not virtually unobtainable (see page 37). Leaders of a number of rep firms and station groups were quoted as emphasizing that, although business is good, no one need be frozen out.

In its new billings estimates, TVB anticipates a 32% growth in spot TV to a total of \$2,150,000,000. Early this year it had forecast a 12% gain, then boosted it to 27% in June. The 1975 spot figure was approximately \$1.63 billion.

TVB expects local TV billings to rise by 25% to \$1,665,000,000—unchanged from its June revision. At the start of the year it was looking for a 14% gain in local. In 1975, local reached \$1.332 billion.

For network TV, the new forecast is for a 19% gain to \$2.75 billion. That's four percentage points higher than the forecast in June, nine higher than at the start of the year. Network's 1975 total was \$2.31 billion.

Roger D. Rice, TVB president, noted that many factors contributed to televi-

Upward bound (part one). Billings aren't the only thing about television that's on the rise. Latest estimates show that the average TV home is spending 6 hours and 14 minutes with the TV set every day—a rate ahead of recent years and one that is beginning to challenge the all-time high of 6 hours and 15 minutes per day, set in 1973.

Hours of TV usage per TV home per day

	1972	1973	1974	1975	1976
Jan	7:01	6:58	6:56	7:04	6:59
Feb	6:52	6:52	6:49	6:55	6:49
Mar	6:31	6:30	6:37	6:31	6:35
Apr	6:12	6:13	6:16	6:20	6:11
May	5:35	5:50	5:49	5:39	5:52
Jun	5:28	5:29	5:32	5:31	5:36
Jul	5:14	5:29	5:19	5:12	5:33
Aug	5:26	5:35	5:31	5:16	
Sep	6:02	6:08	6:08	5:55	
Oct	6:28	6:31	6:24	6:04	
Nov	6:50	6:46	6:39	6:26	
Dec	6:48	6:38	6:46	6:36	
Yearly Average	6:12	6:15	6:14	6:07	
Y.T.D.	6:08	6:12	6:11	6:10	6:14

Boldface: All Time High

Source: A.C. Nielsen

Note: Changes in Nielsen's sample during 1975 (more "no child" households, more "one person" households) accounted for part or all of the decline in viewing during the year.

sion's 1976 bull market, among them the political campaigns, Bicentennial celebrations and summer Olympics on top of a broadly strengthening general economy. Citing the latest "time-spent" data from the A.C. Nielsen Co., Mr. Rice added: "But a key advertiser consideration is the public's continuing and growing loyalty to the medium . . . in contrast to print media, whose circulation is declining."

The figures showed that daily hours of TV usage averaged 6 hours 14 minutes per TV home across the first seven months of this year—two minutes more than the previous January-July high, set in 1973, and within striking distance of the previous calendar-year record of 6 hours 15 minutes, also set in 1973.

The totals for May, June and July 1976 were records for those respective months (see table).

Along with its new billings estimates and viewing data, TVB concentrated on print media's growing attempts to make advertisers believe it's too late to get into TV because the good buys are all gone.

"The networks have said that the fourth quarter is tight and they are selling further ahead into 1977," Mr. Rice said, "but we want advertisers to know they are not locked out from the use of television, now or in the fourth quarter. There are availabilities for spot and local TV campaigns."

"The only place the public sees a television commercial is on one of the 706 TV stations that serve their local communities. Viewers do not know whether the commercial was sold by a network, national sales representative or local station. From the advertiser's viewpoint, the key point is that his message reaches his prospects via television with maximum impact."

A TVB sampling of group owners, reps and individual stations, Mr. Rice said, showed that "while TV sales are running way ahead of 1975, and while advertisers

Upward bound. Estimates of how much advertisers will invest in television this year have been going up with each succeeding wave of new business. This chart compares the most recent estimate—issued by the Television Bureau of Advertising last week—with similar estimates made only two months ago ("That TV sales curve just won't stop rising," BROADCASTING, June 14).

August estimates (in millions)

	1975	1976	% change
Network	\$2,310	\$2,750	+19
Spot	1,630	2,150	+32
Local	1,332	1,665	+25
Total	5,272	6,565	+26

June estimates (in millions)

	1975	1976	% change
Network	\$2,310	\$2,660	+15
Spot	1,630	2,070	+27
Local	1,332	1,660	+25
Total	5,272	6,390	+21

Source: Television Bureau of Advertising; 1976-TVb estimates; 1975-McCann-Erickson figures.

ARB & PULSE AGREE! **wsyr** **radio**

#1

Mon. thru Sun. 6am
to midnight, April/
May 1976 Syracuse
ARB Total Survey
Area, Adults 18+,
Avg. Persons. Mon.
thru Fri. 6am to mid-
night, March/April
1976 Syracuse Pulse
Radio Station Area,
Adults 18+ Avg. Per-
sons.

ADULT STATION **wsyr** SYRACUSE NEW YORK



All measurement data are estimates
only — subject to defects and limita-
tions of source material and methods.

REPRESENTED NATIONALLY BY
THE CHRISTAL COMPANY

are buying earlier and committing to longer schedules in all three segments of television, there are availabilities in daytime, fringe, prime, late night, weekend sports and children's time periods in most markets in the country."

For support, TVB cited these remarks:

Walter A. Schwartz, president, Blair Television, Station Division — "Even though network availabilities are limited, our represented stations still have 40% of their avails in the September-to-December period. Advertisers would be ill advised to desert market-by-market sales power of television for magazines and other lower-impact media."

Stephen D. Seymour, president, Television Advertising Representatives — "It's hard to believe that advertising departments of major magazines would make the naive mistake in talking about television to lump network and spot together.

The networks may be sold out; spot is not. One of the greatest advantages of spot is it has immediate access. It's true this fall will be extremely tight as far as availabilities are concerned. But if properly planned and executed, spot will always be available."

D. Thomas Miller, president, CBS Television Stations Division — "We are not sold out for the third quarter and have availabilities for October, November and December. We have inventory to handle all the business we know of in the marketplace."

Patrick Gmitter, director of TV and radio sales, Cox Broadcasting Corp. — "Sales of the five Cox television stations are running well ahead of 1975 in both third and fourth quarters, but with a good inventory control that our stations have, we will be able to place advertisers into most or all dayparts in both quarters. No advertiser will be locked out."

What a difference a year made. There was a killing to be made on Wall Street over the past 12 months if an investor had the foresight to buy up certain broadcasting and allied stocks. From Aug. 13, 1975, to Aug. 11, 1976, Standard and Poor's industrial average rose some 20.7%, from 96.6 to 116.6. But that growth was minimal when compared to the whopping gains made by the likes of Metromedia (141%) and LIN Broadcasting (111%). Impressive showings were also made by ABC and Storer (each gaining 90%) as well as Combined Communications (84%) and Sponderling (83%). Avco, which had been hard hit financially and sold off all but two radio stations from its broadcast portfolio, rose 157%. Cable stocks also were represented in the high-profit columns, with Vikoa (108%) and American Television and Communications (86%) among the leaders. This list tracks the 12-month performance of 123 stocks reported by BROADCASTING in its weekly stock index (page 63).

Broadcasting	Aug. 11, 1976	Aug. 13, 1975	Net change in year	Percent change in year
ABC	37	19 1/2	+17 1/2	+89.74
Capital Cities	52 1/4	36 3/8	+15 7/8	+43.64
CBS	59 1/4	46 3/4	+12 1/2	+26.73
Cox	35 1/2	19 3/4	+15 3/4	+79.74
Gross Telecasting	11 3/4	10 1/4	+ 1 1/2	+14.63
LIN	16 3/8	7 3/4	+ 8 5/8	+111.29
Mooney	2 3/8	2 1/2	- 1/8	- 5.00
Rahall	5 1/4	5 5/8	- 3/8	- 6.66
Scripps-Howard	28 1/2	20	+ 8 1/2	+42.50
Starr	4	3 7/8	+ 1/8	+ 3.22
Storer	28 3/4	15 1/8	+13 5/8	+90.08
Taft	29 1/2	21	+ 8 1/2	+40.47

Broadcasting with other major interests

Adams-Russell	3 3/8	2 1/8	+ 1 1/4	+58.82
Avco	13 1/2	5 1/4	+ 8 1/4	+157.14
Bartell Media	1	1		.00
John Blair	11	5	+ 6	+120.00
Chris-Craft	4 7/8	4 1/2	+ 3/8	+ 8.33
Combined Comm.	17 1/2	9 1/2	+ 8	+84.21
Cowles	11 1/8	7 1/8	+ 4	+ 56.14
Dun & Bradstreet	26 1/4	25 1/2	+ 3/4	+ 2.94
Fairchild Ind.	10	7 1/4	+ 2 3/4	+37.93
Fuqua	8 3/4	5 1/2	+ 3 1/4	+59.09
Gannett Co.	37 1/2	33	+ 4 1/2	+13.63
General Tire	22 3/4	15 1/4	+ 7 1/2	+49.18
Globe Broadcasting	2 1/2	1 5/8	+ 7/8	+53.84
Gray Commun.	6 1/4	7	- 3/4	-10.71
Harte-Hanks	25 1/2	16 5/8	+ 8 7/8	+53.38
Jefferson-Pilot	29 5/8	30	- 3/8	- 1.25
Kaiser Industries	16	8 7/8	+ 7 1/8	+80.28
Kansas State Net.	3 3/4	3 1/8	+ 5/8	+20.00
Knight-Ridder	35 7/8	24 3/4	+11 1/8	+44.94
Lee Enterprises	16 5/8	18 3/4	- 2 1/8	-11.33
Liberty	18 3/8	9 7/8	+ 8 1/2	+86.07
McGraw-Hill	16	9 1/2	+ 6 1/2	+68.42
Media General	16 3/4	15*	+ 1 3/4	+11.27%
Meredith	15 1/4	10 1/2	+ 4 3/4	+45.23
Metromedia	28 7/8	12	+16 7/8	+140.62
Multimedia	20	13 1/4	+ 6 3/4	+50.94
New York Times Co.	14 3/4	12 7/8	+ 1 7/8	+14.56
Outlet Co.	16	13	+ 3	+23.07
Post Corp.	11	6 1/2	+ 4 1/2	+69.23
Reeves Telecom	2	1 5/8	+ 3/8	+23.07
Rollins	23 1/2	18 1/8	+ 5 3/8	+29.65
Rust Craft	8	7 1/8	+ 7/8	+12.28

	Aug. 11, 1976	Aug. 13, 1975	Net change In year	Percent change In year
San Juan Racing	8 1/4	9 3/4	- 1 1/2	-15.38
Schering-Plough	54	48 3/8	+ 5 5/8	+11.62
Sonderling	12 3/8	6 3/4	+ 5 5/8	+83.33
Tech Operations	2 3/4	4 1/4	- 1 1/2	-35.29
Times Mirror Co.	21 3/4	16	+ 5 3/4	+35.93
Washington Post Co.	39 5/8	26 1/2	+13 1/8	+49.52
Wometco	11 3/4	13 5/8	- 1 7/8	-13.76
Cablecasting				
Ameco	1/2	3/8	+ 1/8	+33.33
Amer. Elect. Labs	1	1 5/8	- 5/8	-38.46
Amer. TV & Comm.	20 1/2	11	+ 9 1/2	+86.36
Athena Comm.	1/4	1/4		.00
Burnup & Sims	3 3/4	6	- 2 1/4	-37.50
Cablecom-General	5 7/8	5	+ 7/8	+17.50
Cable Info.	5/8	1/2	+ 1/8	+25.00
Comcast	3 1/8	2 3/4	+ 3/8	+13.63
Commun. Properties	3 7/8	2 1/4	+ 1 5/8	+72.22
Cox Cable	16 1/8	11	+ 5 1/8	+46.59
Entron	1 5/8	1	+ 5/8	+62.50
General Instrument	15 3/4	9 7/8	+ 5 7/8	+59.49
Geneve Corp.	9 3/4	5 3/4	+ 4	+69.56
Tele-Communication	4 1/4	3 3/8	+ 7/8	+25.92
Teleprompter	7 3/4	5 7/8	+ 1 7/8	+31.91
Time Inc.	63	55 1/8	+ 7 7/8	+14.28
Tocom	2 3/4	2	+ 3/4	+37.50
UA-Columbia Cable	13 1/4	8 3/8	+ 4 7/8	+58.20
United Cable TV	2 1/8	2 5/8	- 1/2	-19.04
Viacom	9 3/4	6 3/4	+ 3	+44.44
Vikoa	3 1/8	1 1/2	+ 1 5/8	+108.33
Programming				
Columbia Pictures	5 1/4	6 3/4	- 1 1/2	-22.22
Disney	50 1/2	41 5/8	+ 8 7/8	+21.32
Filmways	7	4 1/2	+ 2 1/2	+55.55
Four Star	5/8	3/8	+ 1/4	+66.66
Gulf & Western	19 1/2	39	-19 1/2	-50.00
MCA	31 1/8	35 1/8*	- 4	-12.90
MGM	13 1/8	14 3/4	- 1 5/8	-11.01
Teletronics Int'l.	7 5/8	4 1/4	+ 3 3/8	+79.41
Transamerica	12 7/8	8 1/2	+ 4 3/8	+51.47
20th Century-Fox	10	12	- 2	-16.66
Walter Reade	3/8	3/8		.00
Warner	19 3/8	17 1/8	+ 2 1/4	+13.13
Wrather	5	3 1/2	+ 1 1/2	+42.85
Service				
BBDO Inc.	20 1/2	16	+ 4 1/2	+28.12
Comsat	26 1/8	36 3/4	-10 5/8	-28.91
Doyle Dane Bernbach	13 1/4	10	+ 3 1/4	+32.50
Foote, Cone & Belding	13 3/4	8 1/2	+ 5 1/4	+61.76
Grey Advertising	12 1/4	7	+ 5 1/4	+75.00
Interpublic Group	23 3/4	14 3/4	+ 9	+61.01
Marvin Josephson	7 5/8	6 3/4	+ 7/8	+12.96
MCI Communications	2	2 1/2	- 1/2	-20.00
Movielab	1 5/8	1 5/8		.00
MPO Videotronics	4	3	+ 1	+33.33
Needham, Harper	7 3/4	5 1/8 + 2 5/8	+51.21	
A.C. Nielsen	19 5/8	17	+ 2 5/8	+15.44
Ogilvy & Mather	26 3/4	17 1/4	+ 9 1/2	+55.07
J. Walter Thompson	12 7/8	6 7/8	+ 6	+87.27
Electronics/Manufacturing				
Ampex	8 5/8	5 3/8	+ 3 1/4	+60.46
Cetec	1 1/2	1 1/2		.00
Cohu Inc.	2 3/8	2 5/8	- 1/4	-9.52
Conrac	22 1/2	17	+ 5 1/2	+32.35
Eastman Kodak	95 7/8	91 7/8	+ 4	+ 4.35
General Electric	55 1/2	43 3/8	+12 1/8	+27.95
Harris Corp.	54	23 3/8	+30 5/8	+131.01
Harvel Industries	5	3 1/8	+ 1 7/8	+60.00
Int'l. Video Corp.	2	2 3/8	- 3/8	-15.78
Microwave Assoc.	20 3/8	16 1/4	+ 4 1/8	+25.38
3M	62	54 5/8	+ 7 3/8	+13.50
Motorola	54 1/2	45	+ 9 1/2	+21.11
Oak Industries	10 7/8	7 3/4	+ 3 1/8	+40.32
RCA	28 7/8	17 5/8	+11 1/4	+63.82
Rockwell Int'l.	29 1/4	24 1/4	+ 5	+20.61
RSC Industries	1 5/8	1 3/4	- 1/8	- 7.14
Scientific-Atlanta	17 1/4	15 1/2	+ 1 3/4	+11.29
Sony Corp.	9 3/8	11 1/8	- 1 3/4	-15.73
Tektronix	64 3/4	35 3/4	+29	+81.11
Telemation	5/8	1	- 3/8	-37.50
Varian Associates	14 1/4	13 3/8	+ 7/8	+ 6.54
Westinghouse	16 7/8	15 3/8	+ 1 1/2	+ 9.75
Zenith	32 3/4	23 3/8	+ 9 3/8	+40.10

*Adjusted for stock split.

**ARB & PULSE
AGREE!**

wsyr radio

#1

Mon. thru Sun. 6am
to midnight, April/
May 1976 Syracuse
ARB Total Survey
Area; Adults 18+
Avg. Persons. Mon.
thru Fri. 6am to mid-
night, March/April
1976 Syracuse Pulse
Radio Station Area,
Adults 18+ Avg. Per-
sons.

ADULT STATION

wsyr

SYRACUSE NEW YORK

**570
NBC**

All measurement data are estimates
only — subject to defects and limita-
tions of source material and methods.

**REPRESENTED NATIONALLY BY
THE CHRISTAL COMPANY**

Carter aligns with Nader on consumer affairs

Democrat hopeful says he would appoint regulators appealing to citizen advocate; he also says he would swing a heavy jawbone on TV violence and that the FCC could be doing more in that area

Democratic presidential nominee Jimmy Carter was in Washington last week, putting himself on record on some matters of interest to broadcasters. The result, for broadcasters, was not reassuring:

- If elected, he will appoint to the FCC and other regulatory agencies consumer advocates who would appeal to Ralph Nader.

- He believes that there is "too much violence on television" and that the President can and should speak out against it. Nor does he think the government need be limited to jawboning; the FCC would have a role in setting programing standards.

Mr. Carter discussed these and a broad range of other consumer-oriented issues in a speech to Mr. Nader's Public Citizen Forum. And his remarks for the most part won the approval of his audience. Indeed, he said he hoped to challenge Mr. Nader for the title of "top consumer advocate in this country."

A sampler of Mr. Carter's views:

He deplors the low estate to which he said the regulatory agencies have fallen. It is almost a joke, he said, to recall that President Franklin D. Roosevelt, under whom most such agencies were established in the 1930's, had referred to them as "tribunes of the people."

And he promised to end the "sweetheart" relationship he said has developed between the regulators and the industries they regulate. In part, he said, this arrangement exists because the ordinary citizen has no idea of agency procedures and is unable to see issues clearly and, therefore, doesn't participate. In part, too, the arrangement results from the "revolving door" through which individuals pass from regulated industry to regulatory agency and back again.

That "revolving door," Mr. Carter said, he would stop. Either through legislation or through an executive order and firm commitments from those he was considering for appointment would he prevent "that continuous egress and ingress..." Legislation now pending in Congress would prevent regulatory agency members and employees from practicing law before their former agencies for two years after leaving them.

He heartily supports a bill now pending in a Senate-House conference committee that would create an Agency for Consumer Advocacy, which would intervene on behalf of consumers before federal agencies. The bill is backed by Mr. Nader and

threatened with a veto by President Ford, who feels it would add an unnecessary layer to the bureaucracy. Mr. Carter said he is opposed to proliferation of government agencies—a streamlining of the bureaucracy is major commitment of his—but he contended that the proposed agency would more than pay the \$10 million or \$11 million it would cost annually in improving services and helping to "screen out obsolete aspects of government."

If the bill passes Congress and is vetoed and the veto sustained, he said he will make it an issue in the campaign and, if he wins the election, will fight for its adoption in the next Congress.

He does not, however, favor another Nader-backed idea—government reimbursement of the legal expenses of citizen groups that participate in regulatory agency proceedings. He would prefer to wait and see the effects of an Agency for Consumer Advocacy, and of changes in government he would make before deciding on whether federal reimbursement of the groups is necessary.

Mr. Carter's comments on broadcasting were elicited by questions from a panel of six reporters put to him following his prepared remarks.

Asked about the kind of people he would appoint to the FCC, Mr. Carter said, "I will appoint consumer or citizen advocates to the FCC and other agencies as well." He recalled that a year ago he had said his goal was to name regulators who would be "acceptable to Ralph Nader." And his intention, he said, "is to fulfill the original concept of the agencies as forums of the people."

Does he think there is too much violence on television?

He does not watch television "very

much," a comment that drew applause from many in the audience. But, yes, he does think there is "too much violence on television."

What would he do? Attempt to rally public opinion, for one thing. "I think the President has the right or even the obligation to express displeasure or criticism of programing content," he said. "If I should call on the parents of this nation to express displeasure... I think this would have a beneficial effect."

Mr. Carter also sees a role for the FCC. "I believe that within the framework of the law, that it would be appropriate to have the regulatory agency prescribe some standards." He does not favor censorship, he said, but, he added, there is a fine line to be drawn between censorship and trying to improve the quality of programing.

Mr. Hooks starts telegraphing his regulatory punches at FCC

Or: Jimmy Carter's not alone in wanting an activist agency

What kind of an FCC chairman would Benjamin L. Hooks make? A tough one probably—one who would take an activist approach to broadcast regulation. Indeed, he might even perform as the kind of consumer affairs advocate that Democratic presidential nominee Jimmy Carter says he would appoint to the commission.

The question regarding Commissioner

"I think the President has the right or even the obligation to express displeasure of criticism of programing content. If I should call on the parents of this nation to express displeasure... I think this would have a beneficial effect." Carter



Partisans. Democratic presidential candidate Jimmy Carter was flanked at last Monday's luncheon by Senator Warren G. Magnuson (l), the Washington Democrat who is chairman of the Senate Commerce Committee, and consumer activist Ralph Nader.

Hooks is being asked increasingly as he continues to figure in speculation as to Mr. Carter's choice for FCC chairman. A clue to that answer may have been provided last week in an 11-page statement the commissioner released in partially dissenting to the commission's rejection of the National Black Media Coalition's petition for rulemaking.

Increasingly over the four years he has served on the commission, Mr. Hooks has built a record as one who favors an activist approach. The statement puts it all together, urging commission action in programming, in equal employment opportunity matters, and in involving the public in commission procedures.

Where the commission, in rejecting many of the proposals in the NBMC petition, asked, in effect, "Why?" Commissioner Hooks is asking, "Why not?"

In response to an NBMC proposal for a rule requiring minority-oriented programming, in areas of significant minority population—in the prime-time access period, for instance—Commissioner Hooks said such a rule would be effective only to the extent it was enforced. But he said he favors "codifying" commission policy—a reference to the commission's stated expectation that stations will use some of their access time to address local needs, including those of minority groups. "Imposing sanctions for violations is always easier when there is a rule to cite," he said.

The commissioner would also require stations to air an "adequate" number of public service announcements for local groups, and in prime time. And he feels the commission should require licensees to report in their renewal applications the amount of programming directed at minorities.

Mr. Hooks is critical of the commission for what he considers an inadequate job in recruiting and promoting minorities and women: he says the number of them in higher grade levels is "deplorable." And he pledges "a continuing effort" to improve the commission's EEO performance. As for EEO rules for broadcasters, he is on record as favoring extending all of the requirements to more stations than has the commission.

Employment and programming are not the only concerns on the commissioner's mind in connection with minorities and women. He also wants to facilitate their entry into the ranks of owners. And he notes, as he has before in statements later endorsed by the courts, that the commission should give a plus for minority ownership in comparative-hearing cases. He also recalls that his criticism of the commission's decision to foreclose the creation of new newspaper broadcast crossownership in the same market involved the commission's failure to take steps to increase minority ownership of stations.

Evidence of Mr. Hooks's interest in increasing citizen participation in commission proceedings is scattered through out the 11 pages:

■ He sees merit—where the commission did not—in an NBMC proposal for



On the road. FCC Commissioner Benjamin L. Hooks, in Chattanooga, Tenn., for a speaking engagement, was a guest on WDEF-TV's weekly *Talk of the Town* program emceed by Lee Wallace (r), community affairs director. They discussed the progress of blacks, women and other minorities in the broadcasting industry—a subject in which Mr. Hooks evidences interest (see story).

field hearings at which the commission would obtain citizen views in rulemaking proceedings.

■ He favors commission reimbursement of legal expenses incurred by citizen groups that participate in regulatory proceedings "to vindicate certain wrongs."

■ He would assign personnel to offices throughout the country to answer the questions of local residents about matters under FCC jurisdiction.

■ And he would transform the commission's Consumer Assistance Office—established last March as a means of answering the public's questions—into a more active organization, one that would advise the commission on the likely impact of its actions on consumers, as well as on actions that ought to be taken to improve the consumer's lot. Such a transformed Consumer Assistance Office would not, however, eliminate the need for a "Minority Affairs Officer," another suggestion of the NBMC. Such an officer would help minorities who want to apply for broadcast stations. "Where the needs of minorities are in addition to those of the general public after years of *de jure* and *de facto* separation," Commissioner Hooks said, "a separate unit would be most helpful to the agency."

If there is a summing up in the statement, it comes in a paragraph in which the commissioner—the FCC's first black member—rejects the notion of some minorities that cable television offers the kind of ownership possibilities denied them in broadcasting. "I do not accept—and will never accept—the proposition that the broadcast media is a private club which may properly exclude minorities or women from full participation," he said. "Both during my tenure on the FCC and after, I intend to press for absolute integration in broadcasting: in employment, in ownership, on the boards of directors of noncommercial licensees, at the FCC and everywhere. I all but burn at the slightest hint that TV and radio are a lost cause and that sights should be fixed on this new 'promised land.'"

CBS-TV affiliates may get word soon on longer news

Network makes another dry run of doubled Cronkite program

A special meeting of the board of the CBS-TV Affiliates Association may be convened next month to hear the network's plans for lengthening *CBS Evening News*, affiliate sources said they were told last week.

A CBS-TV official confirmed the report and added that he thought such a meeting "probably" would be held. He declined to elaborate.

Thus the prospect of longer evening newscasts—on all three networks—seemed to be inching slowly nearer, although the earliest likely effective date still appeared to be September 1977. ("Closed Circuit," Aug. 9). ABC sources have said they expect to have a plan ready to discuss with the ABC-TV affiliates board at its regular meeting in October. NBC officials say they haven't really started planning, but it's considered virtually certain that longer news, with or without a specific plan, will be a major subject at the NBC-TV affiliates board's meeting in November, if not before.

CBS News meanwhile helped the speculation along by holding the first of its projected dry runs of a one-hour *CBS Evening News*, with Walter Cronkite in the anchor seat. CBS News authorities, although reluctant to discuss it, said it was essentially a 60-minute version of the half-hour newscast, with approximately twice as many news stories and no major innovations, and that "by and large, [CBS News] people seemed pretty well pleased with the way it turned out."

Affiliate sources said word of the possibility of a special meeting of the affiliates board came from John A. Schneider, president of the CBS/Broadcast Group, last Tuesday at a brief informal session of the board, which was in New York primarily to get acquainted with CBS-TV's new top echelon of programming executives.

Mr. Schneider also told them, participants said, that CBS had reached no firm decision to expand the newscast or, if it did, as to length or time period, or whether their payment—which he assured them they'd get—would be in conventional compensation or in availabilities for local sale (most board members were said to prefer avails). They said he also reassured them CBS would not act without first advising affiliates and would need approximately a year's leeway to get a longer newscast on the air (hence the apparent significance of a September board meeting, presumably shooting for a September 1977 start). Indeed, Mr. Schneider was quoted as saying, two or three years might be needed if, for example, CBS had to get FCC clearance (presumably a waiver of the prime-time access rule if the newscast

were scheduled into the 7-7:30 p.m. NYT period) or if CBS were challenged in court (presumably by film syndicators whose market would be curtailed by such a move).

Mr. Schneider, in Kansas City, Mo., for the Republican convention, could not be reached immediately for comment on these accounts.

CBS News's first trial run of the one-hour format, held Friday night (Aug. 6), followed closely the pattern laid out earlier in presenting approximately twice as many stories as usual with essentially the same staff of newsmen that appear on the 30-minute evening newscast (BROADCASTING, June 21). Contrary to some reports, officials said, it was not closed-circuited either to affiliates or to the CBS headquarters building. CBS News authorities said they didn't know whether further dry runs would be held, but other CBS sources were confident they would be, with the next probably shortly after Labor Day.

Olympic games, Olympus prices

U.S. network sources now talk of \$50-million minimum for rights to 1980 summer Olympic games in Moscow

Speculation centered last week on \$50 million to \$70 million as the price it may take to get exclusive U.S. network TV rights to the 1980 summer Olympic games in Moscow.

These estimates, double to nearly triple the \$25 million ABC-TV bid for this year's summer games in Montreal, circulated last week in the wake of reports that the Russian negotiators had informally said they would ask \$210 million for the rights.

That figure was quoted by the Russians to both CBS and NBC officials in preliminary discussions in Montreal during the games there—and may have been quoted to ABC as well, though ABC officials declined to comment. Nobody appeared to be taking the figure seriously, however. "They had to be joking," a CBS-TV official said. "I sure hope they were," an NBC source added. Earlier reports had put the Russian feeler in the \$100-million range.

Some sources speculated that perhaps the Russians thought they could get a \$70-million bid from one network and then sell the rights to all three at \$70 million each. But others said the Soviet negotiators exhibited far too much sophistication about the U.S. system to expect any sort of windfall from nonexclusive rights.

ABC, CBS and NBC are all preparing to bid for the rights and aren't about to say what their bids may be. The bids are to be submitted in September or October.

The \$50-million to \$70-million estimate apparently derived as much as anything from the fact that it's approximately twice what this year's winning bid was, this year's winning bid having been approximately twice that for the 1972 summer games.

In Brief

- **New license renewal legislation**, introduced in House last week by **Representative Richard Ottinger** (D-N.Y.), would require FCC to: revoke broadcast station license for changing format in mid-term; limit broadcast term to present three years; stagger license expiration dates within state and city; set quantitative standards for judging adequacy of informational programming and access programming, requiring that "such programming be presented in time periods reasonably calculated to reach a substantial portion of the licensee's audience"; set minimum standards of superior service to be applied as factor of major significance in favor of renewal applicant; set standards for ascertainment, crossownership, ownership participation in station management, and minority participation in ownership and management; make standards for setting renewal hearings and award discovery privileges to challengers before hearing is called; reimburse fees to public participants in renewal proceedings, in any other FCC rulemaking proceeding and in agreements with licensees for improved service. Finally, bill calls for two-year study by FCC to reduce scarcity in TV and radio spectrum and to improve UHF.
- Unsatisfied with clean bill from Justice Department on nomination of Margita White to FCC, **Senator John Pastore** (D-R.I.) **demanding another legal opinion** last week—from General Accounting Office—on possible conflict of interest with communications practice of her husband's law firm (BROADCASTING, Aug. 9). Senate aide said Mr. Pastore wants "another independent opinion." At same time **three powerful members of House Commerce Committee**, including Chairman Harley Staggers (D-W.Va.), John Moss (D-Calif.) and John Dingell (D-Mich.), **urged Senate not to confirm any Republicans** for agency posts. Singling out nomination of Mrs. White among three, they said they "communicated" with Democratic presidential nominee Jimmy Carter recently, urging him to make known his views "concerning President Ford's last-minute efforts to fill regulatory agency vacancies with party faithful ... We state that our view of the President's efforts was 'clearly an outrageous attempt to impose upon the American people as well as the incoming Carter administration the views of a thoroughly discredited and unelected President.'"
- **Citizen groups are approaching question of White nomination** with some wariness, but National Organization for Women has emerged as possible source of support. After she and several other women's movement members conferred with Mrs. White Thursday, NOW's Kathy Bonk said that group will not oppose Mrs. White, may yet decide to endorse her. NOW will oppose effort to block nomination on conflict-of-interest ground, particularly in light of Justice Department's view that not even appearance of conflict exists (BROADCASTING, Aug. 9). Ms. Bonk said women should not be denied promotion because of what husbands "do or don't do." Representatives of National Citizens Committee for Broadcasting and Charles Firestone of Citizens Communications Center are expected to seek meetings with Mrs. White before deciding on their positions regarding nomination.
- **WCVB-TV Bristol, Va.**, has been sold by Starr Broadcasting Group Inc. to Grit Publishing Co., Williamsport, Pa., for \$7.9 million cash and assumption of about \$700,000 in liabilities. Financially troubled seller announced deal is "part of its program to reduce senior indebtedness and to meet current obligations." Buyer is publisher of *Grit* newspaper and has no other broadcast interests. Starr announced it is also negotiating sale of its WLOK(AM) Memphis to unidentified buyer for \$725,000 cash. Starr declined to identify principals in buyer, reportedly named Gilliam Broadcasting Co., incorporated for purchase. WCVB-TV is NBC affiliate on channel 5 with 85.1 kw visual, 10.25 kw aural and antenna 2,220 feet above average terrain. WLOK is on 1340 khz with 1 kw day and 250 w night.
- First filings for public broadcasting's **\$39.5 million satellite interconnection project** (BROADCASTING, Feb. 9) were presented to FCC last Friday and include (1) distribution plan by Corporation for Public Broadcasting, (2) applications by first 13 TV stations to construct receive-only terminals, (3) application from Public Broadcasting Service to construct and operate main origination terminal and (4) application from Western Union to provide satellite circuits. Applicants hope to have system, with 150 receive-only earth stations, operational by early 1979. CPB and Bank of America have arranged for **\$32.5 million line of credit**, on reducing basis through September 1987. Remainder will come from CPB, public television stations (with aid from Kresge Foundation), PBS and grant and loan from Ford Foundation. Negotiations are underway for Collins Radio Group of Rockwell International to supply earth stations and for Comtech to supply major origination terminal.

- **NBC has been criticized** by one of its affiliates **for lack of blacks** among its reporters and commentators seen on camera at Democratic National convention. Criticism was contained in editorial aired by **WLBT(TV) Jackson, Miss.**, whose staff is 40% black. WLBT President Kenneth L. Dean sent copy to NBC President Herbert Schlosser. He also sent copy of news release saying government agencies should act to open network doors to black employment. Richard C. Wald, president of NBC News, replied last week for Mr. Schlosser, said criticism was **"unfortunately part right,"** blamed situation on lack of qualified blacks, and said that, in turn, was **result of "neglect" on part of networks and stations.** But he said situation complained of is one he expects to "correct within relatively short time."
- Chairman **William T. Bagley** of year-old Commodity Futures Trading Commission has concluded in that year that **regulatory agencies should be put out of business.** Mr. Bagley, in testimony submitted to Republican platform committee, said independent commissions lack accountability and real constituency and, as result, are bound to be "captured" either by industries they regulate or by their own "regulatory malaise." He suggests, as short-term solution, **"sunset law,"** under which agencies would go out of business unless they could persuade Congress they have useful function to perform. **But his preferred solution** is to eliminate them and assign their functions to cabinet-level secretary for regulatory affairs.
- Reporters who have provided opposition for Democratic presidential nominee **Jimmy Carter** when he and his Secret Service bodyguard want to play softball in Plains, Ga., refused to take field last Wednesday. Game was to be filmed by candidate's advertising director, and press didn't want to appear in political ad.
- ABC says its *Good Morning America* has made gains in early morning, putting dent in NBC's *Today* lead in households and increasing its lead over CBS's *Morning News*. ABC scored 101% gain (to 1,390,000 homes), CBS scored 8% gain (to 1,040,000 homes) and NBC lost 21% (to 2,230,000 homes) in average audience from July 1975 to July 1976.
- FCC has **denied renewal of license for WKYZ(AM) Madisonville, Tenn.,** on charges of double billing practices. Commission said two of station's principal owners, Bob E. Harrill and William W. Sloan Jr., participated in fraudulent billing that netted station \$58,000, 20% of its gross income between 1967 and 1973, when FCC field investigation uncovered alleged practices.
- Ohio Supreme Court found in favor of **WUW(TV) Cleveland** in suit brought against it in 1972 for invasion of privacy. Hugo Zacchini, "human cannonball," objected to station running film clip of his act during news story on local fair. Court said station "was privileged to report the facts ... because the performance was a matter of legitimate public interest."



Durgin



O'Connell

Don Durgin, one-time NBC-TV president and before that head of ABC Radio, was reported Friday to be out as president of McCaffrey & McCall, New York agency, under unexplained circumstances after year on job. Neither he nor other officials could be reached.

David N. McCall, chairman and chief executive, was said to be adding presidency to his roles for time being.

□ **Alan W. Livingston**, head of his own production company, Mediarts Inc., and before that chairman of Capitol Records, named vice president, entertainment group, 20th Century-Fox, supervising 20th Century Records, 20th Century Music Corp., 20th Century-Fox Television and Marineland. □ **John D. (Jack) O'Connell**, formerly head of his own investment and management firm in Houston, named president, Joe L. Allbritton's Perpetual Corp., which owns *Washington Star* and its broadcast station group. Mr. O'Connell has been screening prospects for sales of stations under divestiture ordered by FCC as condition to approving acquisition of *Star* and associated properties by Mr. Allbritton, ("Closed Circuit," Jan. 26). □ **Barry Cole**, former consultant to FCC, principally on license-renewal practices, joins House Communications Subcommittee next month as half-time consultant. First assignment: preparation for hearings on license-renewal legislation. **Christopher Payne**, chief engineer at KYW(AM) Philadelphia, will join National Association of Broadcasters Sept. 1 in new post of assistant to vice president for engineering, George Bartlett. Mr. Payne was staff technician at FCC from 1968 to 69.

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GOP's turn in news barrel: broadcasting focuses on Kansas City

The news spotlight moves to Kansas City this week, where more than 500 broadcast organizations will cover the Republican national convention.

The television pool (which falls to ABC-TV) and executives of all three networks say they have had fewer headaches in preparing for the GOP convention than they faced in New York's Madison Square Garden last month for the Democrats. The reason is partly that it's always easier the second time around, according to ABC News's Walter Pfister Jr., vice president-special TV news programs, and partly due to the physical layout in Kansas City.

The networks will stick to the general formats each established in covering the Democratic convention.

ABC-TV plans "selective" coverage: a pre-convention report was scheduled for 7-8 p.m. Sunday, Aug. 15; opening day report 10-11 p.m., Aug. 16; acceptance-of-platform wrap-up, 10-11 p.m., Aug. 17; nominations and balloting for presidential candidate, 9-11 p.m., Aug. 18 (earlier start and run-over possible); nominations and balloting for vice presidential candidate and both acceptance speeches, 9-11 p.m., Aug. 19 (start and finish options open).

CBS News was to present a pre-convention report, 7-8 p.m., Aug. 15; opening day proceedings will be carried from the start at 11:30 a.m., Aug. 16, for approximately two hours, and coverage will begin at 7:30 p.m. every other night, until the close of each session. A post-convention report will air 7-8 p.m., Aug. 22.

NBC News planned to carry a pre-convention report Aug. 15 at 10-11 p.m.; the opening session Monday starting at 11:30 a.m., for approximately two hours, and coverage of each evening session beginning at 7:30 p.m. (following the *NBC Nightly News* at 6:30 p.m. on Wednesday and Thursday).

The ABC News pre-convention program will be anchored by Harry Reasoner and Howard K. Smith, with commentary by Sen. Barry Goldwater (R-Ariz.) and Sen. George McGovern (D-S.D.), and pollster Louis Harris. Sen. McGovern will be guest commentator for ABC-TV and radio networks throughout the convention. The same team of floor reporters—Frank Reynolds, Ann Compton, Herbert Kaplow and Sam Donaldson—will serve with co-anchors Reasoner and Smith, as at the Democratic convention.

For NBC News, John Chancellor and David Brinkley will co-anchor, with correspondents Tom Pettit, Catherine Mackin, Tom Brokaw and John Hart again making

up the floor team. Carl Stern will be podium reporter and Edwin Newman will do off-the-floor interviews.

For CBS News, Walter Cronkite will anchor, with analysis provided by correspondents Eric Sevaried and Bill Moyers. Floor reporters will be Roger Mudd, Dan Rather, Morton Dean and Mike Wallace. Bruce Morton will be podium reporter, Charles Kuralt and Andrew Rooney will be "mood" reporters.

Each network has 15,000 square feet in Governors Exhibition Hall—located 200 yards across the railroad tracks from the arena, creating a wide-open inconvenience that will contrast to the cramped inconvenience of New York last month—plus 15,000 square feet in the adjacent parking area, where trailers will house production facilities. That compares with the 5,000 square feet CBS had, and the 7,500 NBC and ABC each had, inside the Garden for anchorbooths/workspace (which CBS and NBC augmented with rented offices).

The situation in Kansas City will be akin to the Miami Beach facilities for the 1972 GOP convention, according to Mr. Pfister. The exception, and the only major problem, was in finding housing for the massive staff each network will bring to the convention. All have had to go as far away as St. Joseph and Independence, Mo. (some 50-60 miles), to secure extra rooms. They have also found themselves in the interior decorating business—forced to rent space in apartments in Kansas City and to supply furniture, televisions, telephones, linen and maid service.

Nonnetwork broadcasters will also be there in full force: The House Radio-TV Gallery reports it has accredited about 1,700 people and has arranged for space in trailers and work areas for the independent broadcast groups and some stations.

Mike Michaelson of the House Gallery said that the limited number of floor passes in Kemper Arena (150 compared to 200 in the Garden), "will hamper our operation tremendously." He plans to appeal to the Republican National Committee for more passes before the start of the

And the kitchen sink.

NBC News reports that John Kerwin, director of unit managers in charge of care and feeding of more than 450 NBC News people in Kansas City, Mo., to cover the GOP convention, had taken stock and found that he had ordered: 310 automobiles, 12 golf carts (for getting around the Kemper Arena convention site), 100 paging beepers, 28 trailers (and 65 air conditioners to cool them), 20 security people, 525 telephones, 30 teletype machines, 45 miles of audio and video cable, nine refrigerators, three complete catering trailers, furniture enough for 20 seven-room homes, a mile and a half of chain for use in attaching credentials, 3,700 permanent and temporary credentials, 20 cleaning persons, three Xerox machines, 155 typewriters, 633 rooms, 170 apartments, six portable toilets, a first aid room on the premises, one ambulance service on call and one hospital on 24-hour call.

convention. But the major broadcast groups have been assigned glassed-in skybooths in the arena, at no rental fee.

Among those for whom the gallery has reserved space: Mutual Broadcasting System, Taft Broadcasting, UPI, Voice of America, National Public Radio, Canadian Broadcasting Corp., Group W, Independent Television News Association, Cox, Storer, Bonneville, Orion, Pacifica Broadcasting and a number of individual stations.

The liaison between the Republicans, the city officials (Kemper Arena is city-owned) and the three networks is ABC-TV's Elliot Bernstein. As pool producer he has, since last September, handled pool responsibilities budgeted at \$770,000 for the TV pool alone; \$900,000 including the audio pool and foreign broadcasters (500 strong, from over 30 countries).

From Mr. Bernstein's point of view, Kemper Arena is much easier to deal with than the Garden, partly because the existing booths conformed to broadcast requirements and were modified into anchor-booths, rather than being built from scratch as in New York.

The final products are, by all accounts, much less elaborate. The more complicated lighting system in Kemper Arena was abandoned and replaced to suit television standards at a cost of \$235,000. That compares with the \$200,000 spent in New York merely to redistribute existing lighting in the Garden.

The pool will have five cameras in the arena: two facing the podium head-on, one on either side of the podium, and one at a 15-degree angle to the right. The networks are allowed six unilateral cameras each, ringing the upper level, and two roving cameras each on the floor.

In addition, NBC-TV will have three PCP-90 portable cameras on the peripheral area, and nine cameras in mobile units deployed to delegations' hotels and the airport.

CBS-TV will have two of its new microcams (which will probably rotate with minicams on the convention floor), three portable cameras on the periphery and nine crews deployed around town, including one four-camera remote from the Crown Center hotel where President Ford will have his headquarters. It also will have seven cameras on mobile trucks and five "basket" on stationary cameras inside the arena.

ABC-TV will have three or four cameras immediately outside Kemper Arena, six one-camera mobile units, two two-camera mobile units at the Ford and Reagan hotels and one four-camera unit in downtown Kansas City to cover news conferences during the convention and the platform and rules committee meetings the week prior to the convention. In addition, ABC-TV will have eight film crews on hand.

The radio networks intend to provide the same spot reports, interviews and features as presented from the Democratic convention, with some variation among networks.

ABC News's radio coverage again com-

prises five reports per hour, three-and-one-half-minutes each, on each of its four radio networks, in addition to regularly scheduled newscasts. Live reports from floor correspondents will be included as events warrant. Joseph Keating, assistant director of ABC Radio special events, is again in charge.

Associated Press Radio plans to carry the Monday night keynote speech live, as it will the acceptance speeches by the presidential and vice presidential candidates, and live reports five minutes before and six minutes after the hour, whenever the convention is in session. The usual news feed every hour on the half-hour will also be fed to the 386 member stations. The budget, according to managing editor Ed deFontaine, will be somewhat higher than for the convention in New York, to cover extra travel and pool expenses.

CBS Radio Network will broadcast two nine-minute reports hourly in addition to bulletins as events warrant, to be anchored by correspondents George Herman and Neil Strawser. Three special reports on the Friday, Saturday and Sunday preceding the convention's opening also are scheduled. Jonathan Ward is executive producer, Peter Wells is producer for convention broadcasts on radio.

The Mutual Broadcasting System plans gavel-to-gavel coverage of each session, plus 15-minute reports three times each convention day, at 8:35 a.m., 12:05 p.m. and 5:05 p.m. A staff of 50 will be in Kansas City for MBS; co-anchors on the network will be Julian Barber and John Beignan.

The Mutual Black Network again plans to carry MBS's continuous coverage plus black-oriented special reports, three-minutes each at 8:50, 9:50, 10:50 and 11:30 p.m., each convention evening. Three additional five-minute reports will be fed by MBN at 12:50, 2:50 and 6:50 p.m. each day. A staff of about 10 will be there, with Paul Brock, vice president-news, anchoring.

The National Black Network plans gavel-to-gavel coverage, co-anchored by Hugh Morgan and Vince Sanders. Again, two five-minute analyses, titled *Blacks and the Making of a President*, feature correspondent Mal Goode and columnist Carl Rowen at 8:15 a.m. and 6:15 p.m., respectively.

NBC Radio Network will again present six-and-a-half-minute reports on the half-hour, from 7:30 p.m.-on. *Convention Perspective* reports will follow regular hourly newscasts. NBC News correspondent Mike Maus will again anchor the coverage. NBC Radio's News and Information Service (NIS) will provide continuous updates and interviews; anchor duties are to be divided among correspondents Alan Walden, Bill Lynch and Cameron Swayze. Chuck Eldridge is planning director for both NBC Radio and NIS coverage.

National Public Radio will carry special 24-minute morning wrap-ups of previous day's events, at 7:05, 8:05, 9:05 and 10:05 a.m. A major portion of the network's daily *All Things Considered* (5 p.m.) and

8 p.m. versions) will be devoted to convention happenings. In addition, keynote and acceptance speeches and possibly the roll-call, will be carried live.

UPI Audio will provide—as it did for the Democratic convention—complete live coverage of all evening sessions (Monday through Thursday) plus three-and-a-half-minute special reports each morning on a feed basis to the 900-plus member stations. Spot reports and five *Convention Reports* (three-and-a-half-minutes each) may also be scheduled each day, in addition to the regularly scheduled daily news roundups.

Schorr says he had a right to leak CIA report

In speech to ABA group, he says every reporter has same rights under the First Amendment as a news organization does

Suspended CBS reporter Daniel Schorr said last week there ought to be an "unofficial First Amendment" for journalists when dealing with their employers.

Mr. Schorr—who has been suspended from reporting at CBS since February because of the House's investigation into the leak of its embargoed CIA report to the *Village Voice*, in which Mr. Schorr admitted taking part—has generally confined remarks in speeches since then to the larger question of government secrets and reporters' rights. He and CBS have avoided comments about each other until the House completes its inquiry, still going on. But in his speech last week, Mr. Schorr made a specific, although indirect reference to the networks.

He said large media organizations should not discipline their reporters for going outside normal channels to have information published—as Mr. Schorr did with the CIA report, although he did not add that in his remark.

Mr. Schorr and CBS are at odds about who should control a document such as the CIA report after a journalist obtains it. Mr. Schorr defends the "propriety of acting on my own," while his superior, CBS News President Richard S. Salant, argued before another audience in May that the decision about how to dispose of the CIA report should have been CBS's, not Mr. Schorr's alone. Mr. Salant said the question of Mr. Schorr's action in disposing of the document is one of the more "important and complicated internal and external questions" involved in deciding Mr. Schorr's future with the network, and one "on which reasonable men may disagree."

Mr. Schorr last week asked, "When did freedom of the press evolve into a franchise to be exercised through large press enterprises? . . . I would suggest that the First Amendment is not only the news establishment's First Amendment, but it is every journalist's and every American's individual right and, what's more, in-

dividual responsibility."

Mr. Schorr made his remarks before a luncheon meeting of the Individual Rights and Responsibilities section of the American Bar Association in Atlanta Tuesday.

People want debates, but do candidates?

As poll shows popular demand, Carter, Ford retain options

A majority of Americans—seven in 10—favor televised debates between presidential candidates this fall. So far, neither Jimmy Carter, the Democratic nominee, nor President Ford, who was leading Ronald Reagan in the delegate count going into this week's Republican national convention, is making a commitment to participate. But at least they are not saying no.

It was the Gallup Poll that found most Americans favored the debates—and that those who did included supporters of Mr. Carter and the two Republican contenders. They feel debates are an effective way of reaching voters and of informing them on the issues.

The FCC last year adopted a new interpretation of the equal-time law that would permit broadcasters to provide live coverage of debates between the major candidates, as arranged by third parties, without having to afford equal time to fringe-party candidates.

For a time, it seemed the effort might

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have been wasted. Mr. Carter was reported in the *Atlanta Constitution* to have declined to make an unequivocal commitment to debate.

But later Mr. Carter's news secretary put a more positive polish on that sentiment. Mr. Carter is "very much inclined" to engage in televised debates with his Republican opponent, Jody Powell told UPI. Indeed, the former Georgia governor has "every hope and expectation" of doing so.

President Ford has in the past generally indicated a negative feeling about debates. The White House brushed off a challenge from Mr. Regan to debate at the Republican convention. But last week, in an interview with AP and UPI, he said he would not "rule out" debates with Mr. Carter.

NAB and RTNDA: let's work together

Executives of the National Association of Broadcasters and the Radio Television News Directors Association agreed in a Washington meeting last week to work on closer liaison between the two associations.

The concern that led to the get-together on NAB's turf in Washington Monday was that the two groups do not care enough about each other's problems, particularly that station managers are not sensitive enough to free-press problems. "Maybe we don't appreciate each others' concerns about things that happen as much as we could," NAB's new executive vice president and general manager, John Summers, said after the meeting. He said it is possible that radio and TV managers do not appreciate enough the impact on them of any attempt by the government to diminish the freedom of reporters.

Discussion at the meeting centered on First Amendment issues involving both management and news directors—the Supreme Court ruling in June overturning a Nebraska court's gag order on press trial coverage, for example.

NAB and RTNDA agreed to keep each other informed on developments and issues, and to exchange news letters. Len Allen, RTNDA's managing director in Washington, was designated that association's main contact.

Media

Who's to police minority gains in public TV?

**That question stays unanswered
at House hearings where prospect
of special task force comes up**

The House Communications Subcommittee is looking for an authority to enforce equal employment opportunity and anti-discrimination rules in noncommercial broadcasting. That prospect became clear last week as the subcommittee heard conflicting testimony from representatives of the organizations that may be involved.

The major controversy among witnesses was whether the Corporation for Public Broadcasting has the power to police its beneficiaries. But, as witnesses described the powers they thought they had or lacked, Subcommittee Chairman Lionel Van Deerlin (D-Calif.) observed that action has "just seemed to bog down" in too many layers of enforcement. That remark came shortly after Mr. Van Deerlin told FCC Chairman Richard E. Wiley that "the commission represents our only meaningful hope for getting the job done."

Lead-off witness was Representative Louis Stokes (D-Ohio) who proposed that CPB delegate its enforcement authority to the Department of Health, Education and Welfare, "with ultimate responsibility for enforcement remaining vested in CPB."

Unless his proposal is accepted, Mr. Stokes said, "the Congress will be in the untenable posture of unconstitutionally providing financial assistance to aid prohibited discriminatory conduct."

Mr. Stokes asserted that 50% of non-commercial, public radio stations receiving federal aid employ no minority persons full time; none of CPB's top five officers is black and only five department heads come from minorities; 16.2% of 145 CPB television grantees employ no minority person full time, and 31.4% fall below minority representation in their areas. Public Broadcasting Service's track record was described as showing "no better advantage."

CPB President Henry Loomis disagreed,

however, with many of the statistics that Mr. Stokes presented. He said that although public broadcasting and CPB may still have a long way to go, there has been "steady improvement." Attached to his testimony was a report of CPB's department of human resources showing, among other things, that between December 1974 and June 1976, females in management rose from 0% to 20% and minorities in management from 8% to 20%. That report had been partially delivered at CPB's last board meeting (BROADCASTING, July 19).

"CPB has met each of its hiring goals established by its affirmative action plan, adopted on July 7, 1975," Mr. Loomis said, adding that new goals and timetables should be ready next fall.

But, whatever the statistics, Mr. Loomis took a strong stance that CPB cannot police the industry. "CPB, as a private, nongovernment corporation, is not vested with the authority to act as an agency of government in undertaking the duties," he said.

Mr. Loomis said that Congress must look elsewhere for enforcement and he expressed discontent with a change in FCC rules which exempt stations with 10 or fewer employees from filing EEO programs (BROADCASTING, June 28). The previous cut-off point had been five.

"Thus," Mr. Loomis concluded, "we can be assured that equal employment opportunity performance of noncommercial broadcasters will substantially remain unchecked by the FCC." (FCC Chairman Wiley defended the commission's policy change during hearings the following day.)

PBS President Lawrence Grossman was in agreement that CPB's "principal roles—to assist and to insulate—would necessarily be jeopardized by CPB's assumption of the role of enforcer." And when asked by Mr. Van Deerlin whether PBS would participate in a task force on enforcement, he responded in a manner similar to that of Mr. Loomis: that PBS would assist such a group but that it would be inappropriate for PBS to be a member.

Mr. Grossman explained that PBS is ahead of its affirmative-action timetable and that since 1972, the percentage of women employees has increased from 27.5% to 32.5% and minorities, from 9.6% to 12.2%. He noted that public television is a small industry—with 7,560 employees—and that turnover in top management is slow, compounded by the importance of seniority in public television stations that fall within civil service systems.

Mr. Grossman also explained that within the next six weeks, a comprehensive and multifaceted career training program will have been shaped.

FCC Chairman Wiley, who was accompanied by Richard Shiben, chief of the FCC's renewal and transfer division, defended the liberalized exemption and claimed that although only 170 educational stations must file the comprehensive reports, they represent 87% of non-commercial broadcasting's work force.

The chairman noted that the FCC was the first regulatory agency to police dis-

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crimination among its licensees. He added that the commission has conditioned the license renewal of 25% of all stations that it has queried for more information on EEO matters.

He explained that the courts have rejected charges of discrimination "where the statistical universe is relatively small or insignificant." As an example he explained it would be hard to prove discrimination at a station with eight employees and no minorities where minority populations represent 10% of the workforce.

While questioning Mr. Wiley, Representative Van Deerlin said that any broadcaster who would wonder if it is possible to find qualified minorities would be "copping out from the outset."

Representative Lou Frey (R-Fla.) asked Mr. Wiley about EEO rules for the handicapped. The chairman said there were none at present and it would be up to Congress to make it public policy. A rulemaking prompted by PBS for captioning for the deaf, Mr. Wiley said, should come up for commission decision by year-end (BROADCASTING, May 17).

J. Stanley Pottinger, assistant attorney general of the civil rights division of the Justice Department, was another who urged CPB to assume enforcement responsibility. Although CPB is a private corporation, "being a recipient of federal funds, [it] is still subject to the non-discrimination provisions ... and more importantly, is obligated to insure that subrecipients do not use their subgrants in ways which will exclude racial and ethnic minorities from the benefits that those grants provide," he said.

Martin H. Gerry, director of the Office for Civil Rights of the Department of Health, Education and Welfare, said it would be in the best interests of all to have one agency handle enforcement.

He said that the license renewal process might be the most appropriate way to consider a station's performance and "we intend to examine more carefully the feasibility of providing the FCC with formal findings made by our office as a means of enforcing the nondiscrimination statutes effectively and promptly."

Sunshine bill about to dawn

House-Senate conferees settle differences on bill that would open agency meetings to all

The day is getting closer when lobbyists, broadcasters, citizen groups, ordinary individuals with an afternoon to kill and reporters will be able to wander in and sit down at meetings of the FCC and other federal agencies.

The so-called sunshine bill opening most meetings of government agencies to the public has been approved by a House-Senate conference committee. All that it requires to become law is passage in its

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new form by both houses of Congress and the President's signature.

Not all meetings would be open, under the bill. Those involving sensitive subject matter such as national security, trade secrets, internal personnel matters, investigatory matters and discussions of cases in hearing (adjudicatory cases) and matters that, if made public, would lead to financial speculation, could be closed. However, minutes would have to be kept for meetings dealing with adjudicatory matters or financial information, transcripts for the others. All but portions of those records that agencies are authorized to keep confidential would be made public.

One restriction now in effect and continued in the bill would prohibit ex-parte communications—that is, off-the-record contacts between agency members and interested parties.

But for all of those qualifications, it appears more likely than ever that citizen groups, industry types and reporters who have become accustomed to depending for information of what took place at meetings on leaks and briefings from friendly sources, will watch and listen to commissioners and staff members discuss rulemaking matters, station sales, policy proposals and the like.

The bill even requires that public notice be given a week in advance of all regularly scheduled meetings.

The bill does not provide for the imposition of any sanction on agency members

who violate the sunshine provisions. The only recourse open to citizens in event an agency refuses to abide by the provisions is injunctive relief from the courts. The Ford administration sought the protection from liability.

Changing Hands

Announced

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

■ **KDNT-AM-FM** Denton, Tex.; **WSLC(AM)-WSLQ(FM)** Roanoke, Va.; **KFDW-TV** Clovis, N.M.: Sold by Bass Broadcasting Stations to Mel Wheeler Inc. for \$2,171,000 plus assumption of about \$325,000 in liabilities. Seller of radio stations is owned by brothers, Robert M., Sid R., Edward P. and Lee M. Bass (25% each). **KFDW-TV** is owned 48.42% by brothers and 51.58% by their father, Perry R. Bass. Bass family has been selling broadcasting properties to devote resources to oil and gas exploration and production and has application pending for sale of **KFDA-TV** Amarillo, Tex. (BROADCASTING, May 10). Buyer is owned by Melvin L. Wheeler, president and director of seller. Mr. Wheeler also owns 50% of **KITT(FM)** San Diego, and is vice president and 25% owner of **KROD(AM)-KUOE(FM)** El Paso, Tex. **KDNT** operates full time on 1440 khz with 5 kw. **KDNT-FM** is on 106.1 mhz with 100 kw and antenna 265 feet above average terrain. **WSLC** is on

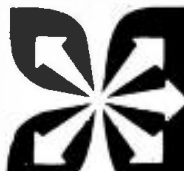
610 khz with 5 kw day and 1 kw night. **WSLQ(FM)** is on 99.1 mhz with 200 kw and antenna 1,890 feet above average terrain. **KFDW-TV** is CBS affiliate on channel 12 with 178 kw visual, 35.3 kw aural and antenna 670 feet above average terrain.

■ **KZAZ(TV)** Nogales (Tucson), Ariz.: Sold by I.B.C. to Roadrunner Television for \$1,985,000 plus assumption of \$187,000 in mortgage payments and liabilities. Seller is limited partnership owned 53.030% by television personality Danny Thomas; 17.677% by partnership of brothers Paul, Leo and Lester Ziffren; 17.929% by Carlotta Kirkeby; 5.682% by television personality Monty Hall and 5.682% by Stefan and Shirley Hatos. Sellers have no other broadcast interests. Buyer is limited partnership with Eugene D. Adelstein and Edward B. Berger as general partners and 110 other limited partners. Mr. Berger is Tucson, Ariz., attorney and Mr. Adelstein is general manager of **KZAZ**, which is independent on channel 11, with 150 kw visual, 15 kw aural and antenna 1570 feet above average terrain.

■ **WCTI(TV)** New Bern (Greenville), N.C.: Sold by Continental Communications Inc. to Malrite Broadcasting Co. for \$2 million. Seller is principally owned by Quanta Systems Corp., Rockville, Md., communication, electronic and mechanical engineering equipment production company. Quanta has been buying up stock in financially troubled seller to protect its original 20.76% investment. Buyer, group owner voted 100% by Milton Maltz, owns **WBRB-AM-FM** Mount Clemens, Mich., **KEYE-AM-FM** St. Paul, **WNYR(AM)-WEZO(FM)** Rochester, N.Y., **WHK(AM)-WMMS(FM)** Cleveland and **WZUU-AM-FM** Milwaukee. **WCTI(TV)** is ABC affiliate on channel 12 with 316 kw visual, 31 kw aural and antenna 940 feet above average terrain.

■ **WIKI(AM)-WDYL(FM)** Chester, Va.: Sold by WIKI Radio Inc. to Hoffman Communications Inc. for \$760,000. Seller is owned by John Laurino, who is also president and owner of **WYAL(AM)** Scotland Neck, N.C., is applicant for new FM in Suffolk, Va., and is 49% option holder in **WARR(AM)** Warrenton, N.C. Principals in buyer are Hubert N. Hoffman (51%) and his son, Hubert N. Hoffman III (39%), who are builders and developers based in Alexandria, Va., and have no other broadcast interests. Buyers are reserving 10% of stock of stations for management personnel not yet selected. **WIKI** is 5 kw daytimer on 1410 khz. **WDYL(FM)** is on 92.1 mhz with 3 kw and antenna 260 feet above average terrain. Broker: Larson/Walker & Co.

■ **WDIX-AM-FM** Orangeburg, S.C.: Sold by Frank Best Sr. (58%) and Frank Best Jr. (42%) to Smiles of South Carolina Inc. for \$625,000. Sellers have no other broadcast interests. Principals in buyer include Norman J. Suttles, Derwood H. Goodwin and John Ingram. Buyer also has interests in **WLPM(AM)-WFOG(FM)** Suffolk, Va.,



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8-16

WRNC(AM) Raleigh, N.C., WVBS-AM-FM Burgaw, N.C., and WSMY(AM) Weldon, N.C., and Messrs. Suttles and Goodwin were principals in sale of WSML(AM) Graham, N.C., two weeks ago (BROADCASTING, Aug. 9). WDX is on 1150 khz with 5 kw day and 500 w night. WDX-FM is on 106.7 mhz with 50 kw and antenna 323 feet above average terrain. Broker: Blackburn & Co.

■ WYNE(AM) Appleton, Wis.: Sold by Total Radio Inc. to Ned Hughes Broadcasting Inc. for \$347,500. Seller is owned by Melvin Andre (40%), Carl Como Tuter (40%) and Earl Gilling (20%). Seller also owns WYXE(FM) Sun Prairie, Wis., and Mr. Tuters is 20% owner of WBOO(AM) Baraboo, Wis. Buyer is owned by Ned H. Hughes (21.25%), his wife, Diane D. Hughes (21.25%), Carter W. Dennis (37.50%) and Carter Ray Dennis (20%). Diane Hughes and Carter Ray Dennis are children of Carter W. Dennis. Mr. Hughes owns Ned Hughes Advertising Agency of Green Bay, Wis. Dennises have banking and business interests in Iowa and Kansas. WYNE is 1 kw daytimer on 1150 khz.

■ KRMO(AM) Monett, Mo.: Sold by Lloyd C. McKenney to Monett Broadcasting Corp. for \$180,000. Seller also owns 25% of KMDO(AM) Fort Scott, Kan., with wife, Dorothy N. McKenney, owning 25% and son, Lloyd James McKenney, 50%. McKenney family also has interests in cable systems in Fort Scott, Kan., and Branson, Mo. Buyer is owned by Dewey Johnson, who also owns KZRK(AM) Ozark, Ark., and, with his mother, Ethel Johnson, owns KSPR(AM)-KCIZ-FM Springdale, Ark. KRMO is 250 w daytimer on 990 khz. Broker: Ralph E. Meador, Lexington, Mo.

■ KAVA(AM) Burney, Calif.: Sold by Hermiston Broadcasting Co. to Thomas C. Collins and Essie L. Collins for \$67,000. Principals in seller are Robert Chopping (30%), his wife, Margaret Chopping (30%), Dudley Goff (30%) and Harmon Springer (10%). Seller also owns KOHU(AM) Hermiston, Ore., and is applicant for new FM there. Mr. Chopping is general and commercial manager of KAST(AM) Astoria, Ore. Buyers own marine radio business in San Francisco. KAVA is on 1450 khz with 1 kw day and 250 w night. Broker: William A. Exline Inc., San Rafael, Calif.

■ Other sales reported at the FCC last week include: KMFB-AM-FM Mendocino, Calif.; WPSC(AM) Pageland, S.C.; KDLK-AM-FM Del Rio, Tex. (see page 50).

Approved

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

■ WERE(AM) Cleveland: Sold by ASI Communications to Oliva-Neuhoff Broadcasting Inc. for \$3.1 million. Seller, publicly owned, is licensee of WRYT(AM) Boston, KFAC-AM-FM Los Angeles, and KJTV(TV) Bakersfield and KROY(AM) Sacramento, both California, and owns

McGavren-Guild-PGW, New York, station representative firm. Buyer is owned by Paul Neuhoff, present WERE vice president and general manager, and George Oliva Jr., who owns WPAX(AM) Thomasville and WSIZ(AM) Ocilla, both Georgia, and WIPC(AM) Lake Wales and WAKA(AM) Gainesville, both Florida. WERE is on 1300 khz with 5 kw fulltime.

■ WGCL(FM) Cleveland: Sold by GCC Communications of Cleveland to Oliva-Neuhoff Broadcasting Inc. for \$2.5 million. Seller, owned by Alexander M. Tanger, president (100% common stock), and publicly held General Cinema Corp. (100% preferred stock), has been involved in years of litigation before courts and FCC to acquire WEFM(FM) Chicago and has been selling off other properties to cover Chicago losses (BROADCASTING, March 15). Seller also owns WFI(AM) Philadelphia, and General Cinema owns 97% of WCIX-TV Miami, with Mr. Tanger as station's president. It owns major theater chain, 21 bottling and canning plants and other enterprises. Buyer is owned by Paul F. Neuhoff, vice president and general manager of WERE(AM) Cleveland, and George Oliva Jr., who owns WPAX(AM) Thomasville and WSIZ(AM) Ocilla, both Georgia, and WIPC(AM) Lake Wales and WAKA(AM) Gainesville, both Florida. Buyer has application pending for purchase of WERE (BROADCASTING, April 26). WGCL is on 98.5 mhz with 40 kw and

antenna 600 feet above average terrain.

■ Other sales approved by the FCC last week include: KHBM-AM-FM Monticello, Ark.; KCLM(AM) Redding, Calif.; WKTP(AM) South Paris, Me.; WSML(AM) Graham, N.C.; WBBS(AM) Jacksonville, N.C.; WIDD-AM-FM Elizabethton, Tenn.; KBPO(FM) Beaumont, Tex.; WAJR-AM-FM Morgantown, W.Va. (see page 50).

Charlotte blacks and WNOK stations settle differences

Discrimination protest dropped by group after outlets make peace with the EEOC

After four years of controversy, Palmetto Radio Corp., licensee of WNOK-AM-FM-TV Columbia, S.C., may have gotten its relations with a local citizen group, the Columbia Black Media Coalition, on a more amicable basis. The group sought, and the U.S. Court of Appeals granted, a request for dismissal of the group's appeal of an FCC decision rejecting the group's informal objection and renewing the stations' licenses for the 1972-75 period.

The motion to dismiss followed conclusion of a conciliation agreement between Palmetto and four individuals who had complained to the U.S. Equal Employ-

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ment Opportunity Commission. That agreement, in turn, followed a finding by the Atlanta office of the EEOC that there was "reasonable cause" to believe Palmetto had discriminated in its employment practices on the basis of race. That finding was issued in March 1975.

Palmetto did not admit discrimination, and the commission, in renewing the WNOK stations' licenses in April 1975, concluded that, regardless of the EEOC's findings, its analysis of Palmetto's employment practices showed no "pattern of substantial failure" to afford equal employment opportunities.

The coalition appealed the commission's decision. But in the meantime the local blacks, represented by the NAACP

Legal Defense Fund, and Palmetto attempted to work out their differences in a conciliation agreement with the EEOC.

The successful attempt resulted in an agreement providing not only for a detailed EEO program and various enforcement measures, it requires Palmetto to file "compliance" reports with the district EEOC office. It also provides for a total of \$7,000 in back pay for four individuals who claimed they had been fired or passed over for promotion because of race, and \$2,449 in attorneys fees, paid to the NAACP Legal Defense Fund.

The agreement was cited in the motion to dismiss the court appeal.

The controversy in Columbia is not yet completely resolved, however. Still pend-

ing before the commission is a petition to deny that the coalition filed against the renewal applications Palmetto filed in November 1975. However, many of the charges are those contained in the 1972 informal objection and were the subject of the complaints dealt with in the EEOC conciliation agreement.

Sonderling successes

Sonderling Broadcasting Corp. reported record high revenues and earnings for the six months and second quarter ended June 30, and anticipated further records in the third and fourth quarters.

Net income for the first half was up 67% to \$946,000 or \$1.30 per share on gross revenues that rose 17% above year-ago levels to reach \$13,889,000.

"These excellent results were primarily due to strong performances by our [six] AM and [four] FM radio stations and our Albany, N.Y., television station [WAST]," according to Egmont Sonderling, chairman and president.

He said first-half radio revenues increased 24% while pre-tax profits rose 50%, and that "our FM stations contributed handsomely to these results." WAST(TV)'s first-half pre-tax profits were up 58% on a 28% increase in revenues.

Mr. Sonderling said the company's theater division continued to lag behind last year's levels in revenues and profits, primarily because of an industry-wide shortage of films with broad appeal.

"Our radio stations," he said, "continue to benefit from an improved broadcasting advertising climate. WAST(TV) has also felt the positive effects of this climate and has gained added strength from the increased viewer popularity of ABC-TV, with which we are affiliated . . .

"These factors have caused us to be optimistic for the balance of the year and believe that we will attain record revenues and earnings in both the third and fourth quarters."

Bigger battles

The Citizens for Reagan Committee has dropped its appeal of an FCC ruling rejecting an equal-time complaint it had filed against WCKT(TV) Miami. The station had edited a 30-minute interview with President Ford into six-minute segments and run them in its 6 p.m. news show in the week preceding the Florida Republican presidential primary, in which both men were entered (BROADCASTING, March 8). The Reagan forces had asked for equal treatment; they were not satisfied with the coverage the ex-California governor had received. But the commission said the news program exempt from the equal-time law. Mark Fowler, communications attorney for the Reagan campaign, said last week that time simply was running out on any effect appeal could have, and "resources" were needed for other matters.

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Addenda to the 1976 'Yearbook'

Following are additions and corrections to the **BROADCASTING YEARBOOK 1976**. They appear by page number in the same order as in the **YEARBOOK**.

Page A-42. Under Group Ownership add: **Summit Communications Inc.**—Stns: 3 AM, 3 FM. **WCOA(AM)** and **WJLQ(FM)** Pensacola, Fla.; **WSJS(AM)** and **WTQR(FM)** Winston-Salem, N.C.; **WREC(AM)** and **WZXR(FM)** Memphis. Ownership: Gordon Gray and family, 100%. Executives: Gordon Gray, chmn; Lee R. Wallenhaupt, pres; Richard C. Barron, exec VP/radio; J. Bryan McMurry, VP/cable; Fletcher R. Smith, VP/engr; Charles C. Styron, sec-treas. CATV: Summit Cable Services, Hqs: Box 3018, Winston-Salem, N.C. 27102. (919) 727-1515.

Page B-96. Under **KPIX** San Francisco increase station's carriage on cable systems to 74 CATV's—433,000 subs.

Page B-100. Under Miami change **WPLG-TV** to **WPLG**. Change personnel as follows: G. William Ryan, VP & gen mgr; Adam Polacek, gen sls mgr; Richard A'Hearn, prog dir; Norman Davis, VP for news & pub affrs; Richard Williams, news dir; Carol B. Workman, prom dir; William Latham, engr mgr. Also insert advertising rates: Rates: \$1,600; 275; 140.

Page C-8. Under **KICY** Nome, Alaska, add: Ralph V. Fondell, gen mgr.

Page C-19. Under **KFI** Los Angeles change listing as follows: **KFI**—April 16, 1922: 640 khz; 50 kw-U. Box 76860 (90076). (213) 385-0101. Cox Broadcasting Corp. (group owner; acq 6-1-73). Rep: Christal. Format: Personality/MOR. ■ Cliff Kirtland, pres; James Wesley Jr., VP-gen mgr; Elliot "Biggie" Nevins, prog dir; Steve Edwards, gen sls mgr; Don Dalton, natl sls mgr; Marge Velasquez, prom mgr; Rudy Magueri, mus dir; Mike Parker, news dir; Bernard Koval, chief engr.

Page C-25. Under San Francisco change personnel for **KCBS** as follows: Peter M. McCoy, VP & gen mgr; Wallace Hutchinson, gen sls mgr; Dave McElhatton, news dir; Howard Immekus, tech dir; Jack Wagner, dir of broadcast opns; Ms. Sydney Nickerson, pub affrs dir; Ms. Mary Lou Schram, prom dir.

Page C-43. Under **WCOA** Pensacola, Fla. change licensee name to read Summit Communications of Florida Inc. (acq 1-6-75). Group owner: Summit Communications Inc. Change personnel as follows: Change title of Gordon Towne to VP, gen & coml mgr; and delete Jerry Ray, mus dir.

Page C-43. Under **WJLQ(FM)** Pensacola, Fla. change power and antenna height to 100 kw and 500 ft. Also change format to: Adult contemporary.

Page C-74. Under **KQWC** Webster City, Iowa, change to read as follows: **KQWC**—Feb. 6, 1950: 1570 khz; 250 w-D. Box 222 (50595). (515) 832-1570. Gorich Radio Corp. Rep: Walton. Format: MOR, C&W. ■ Glenn R. Olson, pres; G.D. Warland, gen mgr; Jacques Severe, coml mgr; B.J. Wilson, prog dir; Craig Pringle, chief engr. ■ Rates: \$5; 5; 5.

Page C-74. Under **KQWC-FM** Webster City, Iowa, change to read as follows: **KQWC-FM**—1969: 95.9 mhz; 3 kw. Ant 195 ft. (Acq 1972.) ■ Glenn Olson, gen mgr.

Page C-90. Under **WJEF** Hagerstown, Md., delete reference to group owner, A.V. Tidmore Stns. (A.V. Tidmore holds only minority interest in station.)

Page C-128. Delete **KAVE** Carlsbad, N.M.

Page C-134. **WACK**, incorrectly listed under Nanuet, N.Y., is located in Newark, N.Y.

Page C-142. **WFAG** and **WRQR(FM)**, listed under Fairmont, are located in Farmville. **WFAL**, **WFLB**, **WFNC**, **WQSM(FM)** and **WIDU**, listed under Fairmont, are located in Fayetteville.

Page C-148. Under **WSJS** Winston-Salem, N.C. change listing as follows: **WSJS**—April 17, 1930: 600 khz; 5 kw-U, DA-2. Box 3018 (27102). (919) 727-0060. Summit Communications Inc. (group owner). Net: NBC. Rep: McGavren-Guild. Format: MOR/Contemp. ■ Lee R. Wallenhaupt, pres; Richard Barron, gen mgr; Roger Stockton, sls mgr; George Lee, prog dir; Suzanne DeLoach, prom mgr; Wayne Willard, news dir; Leon Lasley, chief engr.

Page C-148. Under **WTQR(FM)** delete phone number and personnel.

Page C-152. Under **WZAK(FM)** Cleveland add follow-

ing: special programing; Polish 34 hrs, Spanish 30 hrs, Polka 6 hrs wkly.

Page C-186. Change **WREC** Memphis listing as follows: **WREC**—September 1922: 600 khz; 5 kw-U, DA-N. Paabody Hotel (38103). (901) 528-0060. Summit Communications of Tennessee Inc. (acq 1-10-75). Group owner: Summit Communications Inc. Net: CBS. Rep: McGavren-Guild. Format: MOR, Spec prog: Farm ½ hr wkly. ■ Lee Wallenhaupt, pres; Bill Williams, gen mgr & gen sls mgr; Mike Murphy, loc sls mgr; Leonard Blakely, prog dir; Jay Boland, news dir; Howard Moran, chief engr.

Page C-186. Change **WREC-FM** Memphis listing as follows: **WZXR(FM)**—Co-owned with **WREC**. March 1967: 102.7 mhz; 100 kw. Ant 900 ft. Stereo. Prog sep from AM. Format: Country.

Page D-53. Under Producers, Distributors, add: **Radio Arts Inc.**, Suite 104, 210 North Pass Ave., Burbank, Calif. 91505. (213) 841-0225. Larry Vanderveen, pres; Phillip Koener, gen sls mgr.

Page D-90. Under Special Programing, insert **WZAK(FM)** Cleveland under the categories of Polish (34 hrs), Polka (6 hrs) and Spanish (30 hrs).

Page E-16. Under **Harris Corp.-Broadcast Products Division**, immediately following the heading International, delete listing for New York office and replace the listing as follows: Quincy, Ill. 62301: 123 Hampshire St. (217) 222-8200. James E. Barry, mgr, international mktg; Charles B. Patterson, area mgr, international sls; Donald R. Meier, area mgr, international sls; Fernando Perez, area mgr, international sls; Ernest Credgington, area mgr, international sls.

Page F-9. Under Attorneys insert: **Chase, Seymour M.**: 1250 Connecticut Ave. N.W., Washington, 20036 (202) 223-2320.

How to keep thieves from making what's yours theirs.

Burglary and car theft are among our nation's most prevalent crimes. They also are among the easiest to prevent . . . if people like your listeners would take the time to learn how.

The State Farm Insurance Companies have produced for radio a series of five public service programs and four spots on how your listeners can protect themselves against burglary and car theft. The programs, each four minutes, are on such topics as how to make it tough for burglars to get into your home; how to outthink the would-be thief; how to make it more likely he'll get caught; and how to get financial protection against theft. The spots—two are 60 seconds and two are 30 seconds—cover some of the same pointers in briefer fashion.

These non-commercial messages are aimed at informing your listeners . . . not advertising State Farm. For a free tape and scripts, return the coupon below or call us collect at 309-662-2625.



Robert Sasser
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Illinois 61701

Please send me your public service series on burglary and car theft prevention. I understand there is no charge.

NAME _____

STATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

(No P. O. Box Numbers, Please)

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

Company	Period/Ended	Current and change					Year		
		Revenues	Change	Net income	Change	Per Share	Revenues	Net income	Per Share
Adams-Russell.....	9 mo. 7/4	11,945,000	+13.9%	355,000	+53.6%	.28	10,482,000	231,000	.19
Avco.....	6 mo. 5/31	652,470,000	+ 7.4%	43,570,000	+390.3%	2.30	607,428,000	8,886,000	.77
BBDO.....	6 mo. 6/30	41,000,000	+18.1%	3,528,000	+19.7%	1.40	34,700,000	2,946,000	1.17
John Blair.....	6 mo. 6/30	51,348,000	+31.3%	2,055,000	+204.8%	.85	39,098,000	674,000	.28
Cotec.....	26 wk. 6/30	21,467,000	+29.4%	269,000	+28.7%	.12	16,581,000	209,000	.09
Conrac.....	6 mo. 6/30	62,135,000	+44.6%	2,607,000	+58.7%	1.64	42,963,000	1,642,000	1.10
Cowles Communications.....	6 mo. 6/30	5,167,000	+26.2%	2,095,000	+20.8%	.53	4,092,000	1,734,000	.44
Dun & Bradstreet.....	6 mo. 6/30	295,534,000	+ 8.8%	22,900,000	+11.8%	.86	271,741,000	20,490,000	.77
Fairchild Industries.....	6 mo. 6/30	117,955,000	+ 3.4%	2,011,000	+31.6%	.44	114,059,000	1,528,000	.33
Farinon Electric.....	3 mo. 6/30	11,737,382	+14.8%	781,794	+103.2%	.19	7,892,577	335,932	.09
Grey Advertising.....	6 mo. 6/30	188,801,000	+18.4%	1,614,000	+54.1%	1.46	159,453,000	1,047,000	.87
Gross Telecasting.....	6 mo. 6/30	3,624,966	+16.3%	683,512	+38.6%	.85	3,115,177	492,800	.61
Heritage Communications.....	6 mo. 6/30	2,112,052	*	(38,182)	*	(.24)	1,203,555	(159,201)	(.51)
Jefferson Pilot.....	6 mo. 6/30	261,059,000	+13.2%	31,870,000	+17.6%	1.32	230,464,000	27,085,000	1.13
Kingstip Communications.....	6 mo. 3/31	1,060,512	+103.1%	128,741	+16.7%	.28	52,193	768,106	.11
Liberty.....	6 mo. 6/30	79,324,000	+12.2%	10,319,000	+47.1%	1.49	70,662,000	7,014,000	1.02
MCA.....	6 mo. 6/30	372,293,000	+10.1%	44,253,000	+25.6%	2.54	338,126,000	35,230,000	2.03
Mooney.....	6 mo. 6/30	2,288,907	+14.3%	49,699	+70.3%	(.12)	2,000,803	29,167	(.06)
Motorola.....	6 mo. 6/30	730,541,000	+12.6%	39,072,000	+101.8%	1.38	648,725,000	19,360,000	.69
MovieLab.....	26 wk. 6/26	13,470,401	+18.6%	342,220	+11.9%	.24	11,352,714	305,698	.22
Oak Industries.....	6 mo. 6/30	73,354,595	+37.9%	1,647,461	+271.3%	.90	53,189,828	443,635	.17
Ogilvy & Mather.....	6 mo. 6/30	51,974,479	+13.8%	2,920,797	+29.8%	1.55	45,670,484	2,250,651	1.22
Post Corp.....	6 mo. 6/30	11,802,975	+17.3%	789,174	*	.91	10,060,030	(212,502)	(.24)
RCA.....	6 mo. 6/30	2,576,900,000	+14.7%	88,000,000	+104.6%	1.14	2,245,300,000	43,000,000	.55
Reeves Telecom.....	6 mo. 6/30	3,785,994	+12.1%	414,125	+20.2%	.17	3,376,805	344,274	.14
Rollins.....	Year 6/30	227,068,000	+16.1%	22,361,000	+17.1%	1.67	195,427,755	19,089,620	1.42
Technical Operations.....	9 mo. 6/26	61,887,000	-19.6%	(926,000)	*	(.69)	76,963,000	440,000	.33
Teleprompter.....	6 mo. 6/30	54,423,000	+18.3%	(2,076,000)	*	(.12)	46,010,000	(2,911,000)	(.18)
Trensameric.....	6 mo. 6/30	1,334,569,000	+14.9%	52,243,000	+54%	.84	1,160,674,000	33,923,000	.52
20th Century-Fox.....	6 mo. 6/26	160,894,000	- 4.4%	(2,543,000)	*	(.34)	168,185,000	12,381,000	1.64
UA-Columbia Cablevision.....	9 mo. 6/30	14,821,000	+24.2%	1,527,000	+46.8%	.86	11,930,000	1,040,000	.59
Zenith.....	6 mo. 6/30	450,000,000	+12.7%	15,200,000	+102.6%	.81	399,000,000	7,500,000	.40

*Change too great to be meaningful.

Public-interest law in bad financial shape, says report to ABA

More money is needed from lawyers, foundations, government, it's said

Public interest law—the name given to efforts to provide legal services to those who historically have been underrepresented if not unrepresented in the legal process—is on a shaky footing. And it is the responsibility of a variety of elements in society—including the legal profession itself—to strengthen that footing with financial assistance.

Those are some of the conclusions of the Council for Public Interest Law in the draft of a 377-page report that was released at the American Bar Association convention in Atlantic City.

The report notes that the budgets of all tax-exempt public interest law centers totaled about \$40 million—an amount less than the combined income of two major Wall Street law firms. And although the number of public interest lawyers has grown since the late 1960's, when the practice began to take hold, to about 600, they are still "vastly outnumbered by their corporate counterparts."

An example cited in the report: "By

1975, the public interest lawyers specializing in communications law had grown in number to eight, while the membership of the federal communications bar which primarily serves corporate interests exceeded 800."

Nevertheless, public interest law has become an important force for social, economic and political change, according to the report. A significant contribution has been the lesson that ordinary citizens can shape public policy decisions. And the report notes that, "through active participation in FCC licensing and rulemaking proceedings . . . public interest communications lawyers and the community groups they represent have had a significant impact on the broadcasting industry."

But the report contends that the financial problems of public interest law may be reaching a critical stage. It says recession, inflation, a court decision limiting court-awarded attorneys' fees, plans of foundations to reduce support and the failure of the private bar to take up the slack have contributed to the difficulties.

Concern over these problems led to the creation of the council in January 1975 after a meeting convened by the Ford Foundation—which itself accounts for 53% of all foundation grants to public interest law—in the spring of 1974.

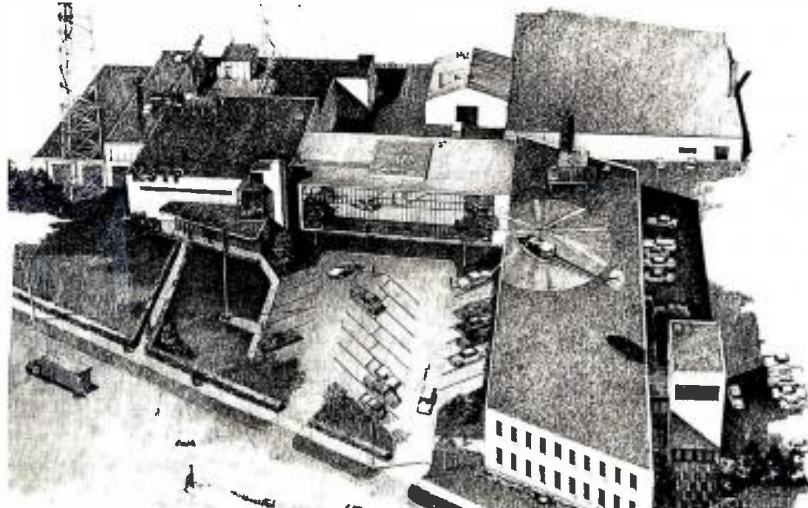
The council, which is headed by William D. Ruckelshaus, a former deputy attorney

general, and Mitchell Rogovin, a Washington lawyer who once served as an assistant attorney general, concluded the report with a number of recommendations for improving public interest law's financing, including one calling on the ABA to pitch in. The report suggests that the ABA establish a voluntary check-off system, under which members would contribute to the support of public interest law when they pay their annual dues.

The report also says that government assistance should be expanded (the budget of the federal Legal Services Corporation should be increased to provide for at least one lawyer for every 5,000 poor people), that administrative agencies should underwrite the costs of citizen participation in their proceedings to assure that citizen groups with limited resources can be heard on matters that affect them, and that attorneys' fees should be awarded to a party who successfully brings suit to vindicate a significant public interest when the economic interest involved "is small in comparison with the cost of bringing suit" or where the party lacks funds for a lawyer.

Foundations, too, are urged to continue their role in financing public interest law. The report notes that foundations and the general public each provide 37% of the funding public interest law receives, and government, 22%.

The problems public interest law firms



Building boom. Minneapolis-St. Paul and Milwaukee will each have new additions to their cityscapes. WITI-TV in Milwaukee and KSTP-TV in the Twin Cities have unveiled plans for their new broadcast homes. The Milwaukee facilities (top) will be the largest in the state, three times their present space. The structure will contain two buildings: one for business and news offices, the other for studio and engineering use. Proposed completion date is March 1978. WITI-TV is owned by Storer Broadcasting. The Twin Cities station is doubling the size of its present building, most of which goes to the news department, and a helicopter landing space on top of the new wing. Hubbard Broadcasting plans dedication of the new building for next month.

have in securing foundation money is illustrated by the experience of the Citizens Communications Center, established in Washington in 1969 as probably the first public interest law firm devoted to communications matters.

During its first two years, Citizens was supported by gifts from several small foundations—the Stern Family Fund, the Robert F. Kennedy Memorial Fund, the D.J. Bernstein Foundation, the Playboy Foundation and the Fairtree Foundation. "It was not until late 1971, after the Center had established a track record and reorganized its board to reflect a more prestigious range of supporters," the report notes, "that it was able to attract a sizable grant from a large national foundation."

Plank-carriers: CBS, NCTA, SAG pitch the Republicans

The Republican party's platform committee heard from the broadcasting, cable and acting communities last week in Kansas City, Mo. All three maintained their party lines.

As he had for the Democratic platformers in May, Bill Leonard, CBS Washington vice president, presented the

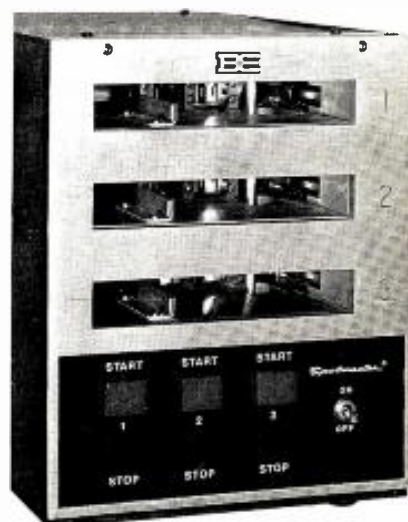
testimony of his company's president, Arthur R. Taylor—calling for (a) repeal of both the equal-time law and the fairness doctrine; (b) support for a strong federal shield law and opposition to Senate bill S. 1, which he said would "restrict the rights of the public to information through the press about government"; (c) support for broadcast coverage of Congressional proceedings, and (d) support for continued free television with cable service increasing diversity but not "eliminating or decreasing what is now offered free."

(In his statement to the Democrats, Mr. Taylor also pushed for federal regulation "not so constructed as to stand in the way of normal expansion of broadcast news service" [BROADCASTING, May 24]. That call was absent this time.)

Robert Schmidt, president of the National Cable Television Association, told the Republicans (as he had the Democrats) that there should be "a full-scale review of the nation's basic communications policy." He urged that prospective administrations "permit and encourage marketplace development of new broadband communications technologies" and suggested initiation of "legislation creating a separate section in the Communications Act to establish clear national policy on cable television, pay cable and other broadband communications technologies."

Kathleen Nolan, president of the Screen

Spotmaster® 5300 Multi-Deck



The most up-to-date multi-deck cart machine in the industry is now available for immediate delivery.

The 5300 provides these Spotmaster exclusives:

Phase Lok III head bracket — the most accurate technique available for head-to-tape positioning.

A unique cartridge guidance system — insures accurate, positive cartridge positioning.

Total modularity — the complete electronic and mechanical package is accessible and removable.

Rear panel LED displays — duplicate front panel functions; a significant aid in servicing and adjustment.

After sale service — backed by eight regional service centers in the U.S. and Canada.

Delivery from stock new low price

Call

BROADCAST ELECTRONICS, INC.
8810 BROOKVILLE ROAD
SILVER SPRING, MARYLAND 20910
PHONE (301) 588-4983



A Filmways Company

Actors Guild, repeating that organization's political pitch, presented a list of "artist's issues." They concerned: "legislative revision of FCC authority and function"; "reasonable limitation on reruns" during prime time; the encouragement of a home box-office for movies through pay cable, "copyright legislation establishing artists' and performers' rights."

Media Briefs

Not giving up. Los Angeles Women's Coalition for Better Broadcasting has appealed FCC renewal of licenses of two Los Angeles television stations—KTTV(TV) and KCOP(TV). Women's group, which filed notices of appeal in U.S. Court of Appeals in Washington, had opposed both renewals on ground stations failed to ascertain needs of women, had failed to program for them and had discriminated against them in employment practices.

More for Mutual. Mutual Broadcasting System, Washington, has added 15 affiliates to its radio network. New stations: WAVS(AM) Fort Lauderdale, Fla.; WJCK(FM) Rensselaer, Ind.; WBLY-FM Springfield, Ohio; WBOX(AM) Bogalusa, La.; KIEV(AM) Glendale, Calif.; KBJT(AM) Fordyce, Ark.; WJCO(AM) Jackson, Miss.; WMNA-FM Gretna, Va.; WTRL(AM) Bradenton, Fla.; WDHK(FM) Wilmington, Ohio; WDOE(AM) Dunkirk, N.Y.; KCLU-AM-FM Rolla, Mo.; KTRF-FM Thief River Falls, Minn., and WVLV(AM) Lebanon, Pa.

NOW against KOIN. National Organization for Women has appealed FCC's decision to renew license of KOIN-TV Portland, Ore. NOW had petitioned commission to deny renewal on ground station discriminated against women in its employment practices.

Fulltime with ABC. Three Midnight Sun Broadcasters Inc. radio stations in Alaska—KFAR(AM) Fairbanks, KENI(AM) Anchorage and KINY(AM) Juneau—have converted from limited to full-service affiliates of ABC Radio's American Contemporary Radio Network.

Country inn. A \$27-million Opryland hotel is under construction in Nashville in expansion of Opryland theme park built around Grand Ole Opry House, where WSM-based broadcast originates. Hotel, to be completed next year, will offer 90,000 square feet of meeting and exhibit space, 600 guest rooms and 56 suites.

How much? Dallas city government has appointed Doubleday Media to appraise its WRR(AM) Dallas, municipally owned station, in anticipation of sale.

Broadcast profits. New York Times broadcast group reported 56.9% increase in net income and 21% rise in revenues for second quarter of this year. Net sales of \$1.9 million for same quarter in 1975 rose to \$2.3 million and pre-tax income totaled \$876,000 compared with \$558,000 in same period last year.

Broadcast Advertising®

Texaco defense of its operations leads to filing of fairness case

Oil company's TV message asserting public benefits draws FCC complaint from advocates of big-oil breakup

The repeated airing earlier this year of a 60-second television spot citing the advantages the public allegedly derives from Texaco's integrated operations—from drilling for oil to sales at the gasoline pump—has involved ABC-TV, NBC-TV and two Washington stations, WRC-TV and WTOP-TV, in a fairness doctrine dispute.

Energy Action Committee, a public interest, nonprofit lobbying group, and Senators Birch Bayh (D-Ind.) and James Abourezk (D-S.D.) say the spot constitutes an editorial in opposition to pending legislation that would break up the nation's 18 largest oil companies. And, in a complaint filed with the FCC last week, they said the two networks and two stations should be required to make time available for contrasting views.

Senator Bayh, who with Senator Abourezk is a sponsor of the Petroleum Industry Competition Act of 1976, said at a news conference called to announce the complaint that the ad is part of "one of the most cleverly designed and financed propaganda blitzes I've ever seen." The company has used print media and mailings to customers as well as television to support the concept of integrated oil companies.

The commercial does not mention the word "divestiture" or refer to the pending legislation. But the complainants said the message is clear. They note that it "features a jigsaw puzzle consisting of the various components of an integrated oil company operation from the oil well to the service station." Then, the complaint said, "as the puzzle pieces are fitted together, an announcer on camera emphasizes how 'efficiently and economically . . . a company like Texaco' operates because it is 'in all phases of the business.'"

The controversy has been brewing for months ("Closed Circuit," May 24). The networks and stations involved have denied in letters to Energy Action that they have incurred fairness obligations as a result of carrying the spot. They contended that the spot does not raise a controversial issue of public importance. Furthermore, the networks said that even if it did, they carried stories dealing with divestiture of the oil companies. WTOP-TV said it had stopped carrying the commercial "to avoid any possible question." (The station subsequently ran the spot once more, but that was inadvertent, according to a station official.) WRC-TV, licensed to NBC, did not respond separately.

(Another Washington station, WMAL-TV,

also received a request for time as a result of carrying the spot. Unlike the other stations in Washington, WMAL-TV offered the committee free time—at least four one-minute spots.)

Energy Action argues that the commercial "presents a meaningful discussion on one side of a controversial issue of public importance"—that "a vertically integrated oil industry is the most efficient and economical structure for supplying oil and gasoline to the American consumer"—and that, it notes, is the test of a fairness issue.

As for the programing cited by the networks as presenting a contrasting view, Energy Action says it is "in most instances totally irrelevant and in all cases wholly inadequate to provide the public with contrasting views."

CBS apparently viewed the commercial in the same light as did Energy Action. Van Gordon Sauter, CBS vice president for program practices, said the network had rejected the spot in January. "We have a policy of not carrying commercials or PSA's that relate to controversial issues of public importance," Mr. Sauter said. "We thought that one did. We think such issues should be discussed in general news coverage."

Texaco, which is now running the message on only a "relatively small number of stations" on a spot basis, according to a spokesman, defended the spot last week in a prepared statement: "Texaco considers it necessary and proper to inform the American public how its integrated operations serve the needs of its customers. There is no mention of divestiture or any proposed legislation in the message."

Energy Action, which received its replies from the networks and stations three months ago, is urging the commission to act on its complaint promptly. The Senate is scheduled to act on the divestiture legislation shortly after Labor Day.

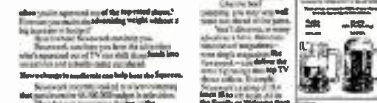
It would be a near thing, but the commission might be able to meet that request. Milton Gross, chief of the fairness/political broadcasting branch in the Broadcast Bureau, said letters would be sent immediately to the stations and networks involved, with a request for reply by Aug. 23. The complainant would then have seven days to respond to those replies.

Mr. Gross said the staff would work "as fast as possible" but he noted the item would probably have to be referred to the commission for a decision. The staff often acts on fairness complaints, with parties affected given the right to appeal to the commission. But the Energy Action complaint, Mr. Gross said, is "important enough to go directly to the commission."

Whether commercials can raise a fairness doctrine issue has been a controversial question at the commission. In its 1974 report on the fairness doctrine, the commission said it would not apply the doctrine to commercials designed to sell products, such as gasoline. But the commission said it would apply it to commercials clearly raising controversial issues of

Plan V The emerging social budget to be approved at the end of 2003 will be a landmark document, says a senior UAW official, but it is not a blueprint for 2004 profit improvements, and it's unlikely to increase the life expectancy of a job.

Plan V The new streamlined Plan V management framework is being called the "Miles to Go" because it's a long way from the status quo, according to W.R. Stanton, UAW's chief economist. It's a long way from the status quo, but it's not a blueprint for 2004 profit improvements, and it's unlikely to increase the life expectancy of a job.



Newsweek



public importance. And in one recent case involving Pacific Gas and Electric commercials promoting the construction of nuclear power plants the commission held that the commercials had raised such an issue and required eight California stations to afford time for contrasting views (BROADCASTING, May 24).

Normalizing fall survey

TIME

BIG»TIME

For a lot of advertisers, it may be the best single print buy you can make

Technically, we're talking about TDM's Private Smart Market Edition.

We call it TIME Big-time because that best describes where it goes: to thirty of the biggest markets in America. Places like Atlanta and Chicago. Dallas/Fort Worth and Detroit. Kansas City. Los Angeles, Miami and New York. Philadelphia and Phoenix. San Francisco and Seattle. And more.

Big-spending markets that account for the lion's share of liquor and cordal sales; foreign car registrations and airline passenger miles. TIME Big-time's circulation in these markets is 2.7 million, concentrated mainly in the top income quintiles.

You can use it as an alternative to a national schedule in, say, Newsweek or Sports Illustrated. TDGE's circulation in these markets is a million higher than Newsweek's.

Or you can use TIME Big-time as an alternative to the *Wall Street Journal* or *Forbes*.

Or you can use **TIME** Big-time as an alternative to local TV and newspapers. **TIME** Big-time is a better buy because it concentrates in the beeriest buying neighborhood.

Of you can use TIME Big-time as a merchandising vehicle for dealers. Any markets that account for much a tremendous output

TIME Big-time. It covers thirty major markets as no other medium does. For a lot of

For more details, call your TIME representative. Tell him you're interested in the Big-time.

TIME: Where innovation is nothing new.

Aug. 9 issue, stayed away from the shortage and high-cost theme but stressed the "Time Big-Time" plan—a spot-advertising concept to reach 30 major markets—and the advantages it offers as an alternative or supplement to TV, newspapers or other magazines. And *National Geographic* took seven columns on Aug. 11 to offer reasons for buying prime time and reasons for buying "prime print"; for prime print, meaning the *Geographic*, it added an extra reason: "You Can Still Buy It!"

Can't win them all. AT&T said last week that in the second year of advertising its Design Line telephones, the entire budget of \$1.6 million will be placed in magazines. Dan E. Hutchins, director of advertising and marketing for AT&T, explained that "television is too fast to convey the looks of the phone models and the information about them. We feel that visually, print is best."

Last year about \$1.2 million was spent on both magazines and television. The corporation spends more than \$35 million in television advertising for its various services to the public. The agency is N. W. Ayer ABH International, New York.

any event, commercials had long since been discontinued.

NAD's decision was appealed by Tom Ryan of the Missouri Public Interest Group, who alleged that the Top-Flite TV advertising implied guarantees of maximum distance for every golf shot. The panel found that Spalding's claim of superiority over competitive balls rested on a study of two shots (one from the tee and the second from its lie). The panel ruled that the supporting test was an arbitrary two-stroke combination selected by the advertiser and does not readily correspond to golfers' usual understanding of the term, "the longest ball." It also felt that "Top-Flite" made subordinate mention of its two-shot test in some of its advertising but didn't mention it at all in others.

Reversing an opinion of the National Advertising Division of the Council of Better Business Bureaus, a panel of the National Advertising Review Board has found TV commercials for the Spalding Top-Flite golf ball to be "misleading."

The panel recommended that the Top-Flite commercials in their present form be discontinued. Spalding said it disagreed but would be guided by the panel's comments in the preparation of future commercials for the golf ball. It added that in

TiO rolls swell

Station membership in the Television Information Office increased by 12 last week. The 12 included the four stations of the

Post Corp., Appleton, Wis., and the only TIO nonmember in the six-station Taft Broadcasting group, WTAF-TV Philadelphia.

The Post Corp. stations are WEAU-TV Eau Claire, Wis.; KTVO Ottumwa, Iowa-Kirksville, Mo.; WLUK-TV Green Bay, Wis., and WLUC-TV Marquette, Mich. Other new members in addition to WTAF-TV, according to TIO Director Roy Danish, are KELO-TV Sioux Falls, S.D.; KFVR-TV Bismark, N.D.; KTVV Austin, Tex.; KWWL-TV Waterloo-Cedar Rapids, Iowa; WDAY-TV Fargo and KXJB-TV Fargo-Valley City, N.D.; and WTEV Providence, R.I.-New Bedford, Mass.

Rifkin rebuffed on spot to answer Ad Council PSA's

NBC calls his controversial, says Ad Council's is not

NBC last week rejected a request by Jeremy Rifkin, head of the People's Bicentennial Commission, that it carry a spot critical of the American economic system. Mr. Rifkin had asked NBC to carry the 30-second announcement as part of a "counter-campaign" against Advertising Council spots carried on NBC-TV promoting a booklet explaining the American system (BROADCASTING, Aug. 9).

Hermínio Traviesas, NBC's vice president for broadcast standards, sent Mr. Rifkin a six-page letter which netted down to this:

"... We must reject your request on two principal grounds. First, your public service announcement as well as your booklet advocate positions on controversial issues and we do not accept such public service messages; second, it is wholly different from, and is not responsive to, the Ad Council campaign which does not advocate a position on a controversial issue but offers basic, nonpartisan economic information."

The purpose of the PBC booklet, "Common Sense II, The Case Against Corporate Tyranny," is "obviously to attack, rather than to explain," Mr. Traviesas wrote.

"It is certainly not our position that the public should be denied access to these

Agency profit margins up. Net profit at advertising agencies not only increased in 1975 (BROADCASTING, Aug. 4) but also turned in one of the best performances thus far in the 1970's. The annual survey by the American Association of Advertising Agencies showed it reached 3.88% of gross income, exceeded only once since 1969: In 1973, at 4.26%. For incorporated agencies, the bulk of the AAAA membership, it was 3.91%, the best since 1969's 4.03%. (As a percentage of billing it was 0.77%, second best of the 1970's.) Virtually all expenses were up in 1975 except payroll, which as a percentage of gross income dropped to 63.23%, lowest since AAAA started keeping these records 47 years ago. The track record for the last 10 years as compiled by AAAA (these are percents of gross income unless otherwise stated):

	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975
Number of agencies represented	239	246	216	209	220	215	240	240	230	233
Rent, light and depreciation	6.80%	6.99%	6.93%	6.88%	7.30%	7.81%	7.74%	7.29%	7.37%	7.81%
Taxes (other than U.S. income)	2.58	2.79	2.80	2.77	2.93	2.98	3.27	3.67	3.81	3.84
Other operating expense	14.28	15.06	14.56	15.09	15.40	15.86	15.95	15.83	16.20	16.52
Total payroll	66.05	67.06	66.16	65.79	66.67	65.26	64.53	64.37	64.11	63.23
Payments into pension or profit-sharing plans	2.00	1.79	2.29	2.21	1.67	1.87	1.96	1.85	2.03	2.00
Insurance for employee benefit	0.80	0.83	0.82	0.94	0.99	1.14	1.19	1.22	1.23	1.44
Total expenses	92.51	94.52	93.56	93.68	94.96	94.92	94.64	94.23	94.75	94.84
Profit before U.S. income tax* (as percentage of gross income)**	7.49	5.48	6.44	6.32	5.04	5.08	5.36	5.77	5.25	5.16
U.S. income taxes	2.00	1.49	2.11	2.13	1.58	1.76	1.60	1.51	1.59	1.28
Net profit (as percentage of gross income)**	5.49	3.99	4.33	4.19	3.46	3.32	3.76	4.26	3.66	3.88
Profit before U.S. income tax for incorporated agencies (as percentage of gross income)**	7.42	5.39	6.43	6.57	4.92	4.80	5.42	5.70	5.27	5.43
U.S. income tax for incorporated agencies	2.44	1.82	2.46	2.54	1.81	1.93	1.80	1.83	1.84	1.52
Net profit for incorporated agencies (as percentage of gross income)**	4.98	3.57	3.97	4.03	3.11	2.87	3.62	3.87	3.43	3.91
Net profit for incorporated agencies (as percentage of sales - i.e. billing)	0.98	0.69	0.76	0.80	0.66	0.56	0.75	0.82	0.65	0.77

* For all agencies—corporations, partnerships, proprietorships.

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

views," he said. "The only issue is whether public service announcements are an appropriate vehicle for advocacy of such views or other controversial issues. In our judgment and based on our experience they are not. We believe that political, partisan or controversial issues are better treated in news and public affairs programming, where we do in fact treat them. ..."

The Ad Council spot, on the other hand, "does not in any meaningful, direct or substantial way advocate positions on controversial issues of public importance," but invites people to send for a booklet that is "essentially a primer on economics" and "does not advocate points of view on controversial issues," Mr. Traviesas wrote.

"Indeed," he said, "a broadcast of your campaign, rather than being a 'counter-campaign,' could itself stimulate a sub-

stantial number of requests for free time from groups or individuals holding viewpoints different from yours."

The NBC letter did not mention Mr. Rifkin's request that NBC sell him a half hour of prime time on Oct. 11 for a speech. NBC spokesmen said, however, that this request would also be denied.

Colorado Springs host to ANA Oct. convention

Questions ranging from the advertiser's social responsibilities to his role in television's development, the broad issue of TV violence and where to draw the line, and the increasingly popular subject of "evaluating media alternatives in the face of spiraling costs" are among those scheduled for examination at the annual meeting of the Association of National Advertisers Oct. 13-16 at Colorado Springs.

ANA officials, releasing broad outlines of the agenda last week, said the meeting would focus on "management challenges in economic, creative and public policy areas" under the theme of "The Management of Communications."

Although exact subject assignments were not disclosed, the battery of speakers was said to include Herbert Schlosser, president of NBC; Don Johnston, president of J. Walter Thompson Co.; Mary Wells Lawrence, chairman of Wells, Rich, Greene; Jerry Della Femina, president of Della Femina, Travisano & Partners; J.L. Ferguson, chairman and president of Gen-

Why do the networks watch the news on WCCO-TV?

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eral Foods; A.B. Priemer, director of advertising services of S.C. Johnson & Son and chairman of the ANA television advertising committee; Howard K. McIntyre, advertising vice president of Plough Inc. and chairman of the ANA media policy committee; William M. Weilbacher, vice chairman of Dancer-Fitzgerald-Sample; Reva Korda, executive vice president and creative head of Ogilvy & Mather; George Simko, senior vice president and group executive of Benton & Bowles; Fred Lief, vice president of Compton Advertising; Robert J. Coon, vice president of McCann Erickson, and George C. Lodge, professor of business administration, Harvard Business School.

Goldwater outburst gets a CBS reply

Senator Barry Goldwater's (R-Ariz.) avowed intention to become a supporter of cable television if he has to continue to watch a glut of commercials on the networks like those he says he saw during the coverage of the July 4 celebration drew a reply last week from CBS's Washington vice president, Bill Leonard.

"I cannot believe you seriously mean what you wrote about cable," Mr. Leonard wrote the senator. "You must be aware that most cable is simply retransmission of network or local television coverage, including all commercials. And the small amount of original cable programming has reflected neither the capability nor the appetite to provide the kind of public affairs coverage of great events ... which are regularly offered by the networks, almost invariably at a financial sacrifice, despite the presence of commercials."

Mr. Leonard's letter was in reply to a complaint from Senator Goldwater to Senate Communications Subcommittee Chairman John Pastore (D-R.I.) about the networks' coverage of the Fourth of July. Senator Pastore shared it three weeks ago at a National Town Meeting, a debate forum broadcast live from Washington's Kennedy Center over National Public Radio (BROADCASTING, Aug. 2). "It just seems strange to me," Senator Goldwater wrote "that companies, who get the right to harass their fellow citizens with a license that cost them nothing, might have been able to have gone one full day, the Fourth of July, without advertising dog food, cat food, beans, soup, meatballs, etc. I am passing this on to you because, if I have to watch this any more, I am going to become a dedicated advocate of cable TV, which is paid for so we don't have to look at all of the stupidity classified as advertising."

Although the senator did not single out CBS, Mr. Leonard defended his network's July 4 coverage. He said the commercial time during CBS's 16 hours of coverage of events that day was 12% of the total and that revenues "came nowhere near paying for the day's costs of more than \$1.5 million."

Programming

'Douglas' troops stay in line despite slots sold by Group W

Only three of first 70 stations up for renewal turned it down

Group W Productions announced last week that stations representing more than 60% of the U.S. population had agreed to carry its *Mike Douglas Show* containing two minutes of commercial time that will be sold by Group W, and that, accordingly, the new concept will go into effect Oct. 4.

The plan, conceived as a way to finance increased production costs without substantial raises in the license fees charged to stations, generated controversy when initially disclosed early this year (BROADCASTING, March 1, et seq.). The two minutes to be sold by Group W to national advertisers are being carved out of program time and the 10-second and 15-second "bumpers" that are part of each major station break, and do not affect the 16 minutes and 40 seconds for local sale in each of the 90-minute segments.

David Salzman, chairman and chief executive of Group W Productions, and

George Back, vice president and general manager for sales, said in the announcement that 67 of the first 70 stations up for renewal of the Douglas show had accepted the new plan. They could not be reached immediately for identification of the three turn-downs. Others of the approximately 115 stations currently carrying the strip will face the question as they come up for renewal.

The announcement said groups represented in acceptances of the plan include CBS, Storer, Scripps-Howard, Wometco, McGraw-Hill, King, Taft, Poole, Combined Communications, Post-Newsweek, Belo, Gaylord, Outlet, Fetzer, Rust-Craft, Capital Cities, Harriscopco, Park, Community, Great Western and Group W Productions' own allied stations, Group W.

Stations named as having accepted the plan were WCBW-TV New York, KNXT Los Angeles, WJBK-TV Detroit, WTVJ Miami, WTOP-TV Washington, WEWS Cleveland, WAVE-TV Louisville, Ky., WKBW-TV Buffalo, N.Y., and WRTV Indianapolis.

Mr. Back said advertisers "jumped at the opportunity" to buy the national minutes, which he said have already been sold for the fourth quarter to S.C. Johnson & Son, Kellogg, Green Giant and Pillsbury (all through Leo Burnett Co., Warner-Lambert (through J. Walter Thompson Co.), Block Drug (Grey Advertising) and American Home Products (John F. Murray), among others. Mr. Back said the money was coming out of the companies'

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network budgets rather than their spot funds.

Inclusion of the national minutes made it possible for Group W Productions to meet "skyrocketing" production-cost increases and still avoid "exorbitant increases" in station license fees, Mr. Back said. He estimated that otherwise those increases might have been in the 50%-75% range. He also emphasized that even with the addition of the two commercial minutes, the Douglas show would still be under the limits set by the National Association of Broadcasters' television code.

Gays see progress in TV programming

But they still want more play in hard-news shows on networks

The upcoming television-network entertainment schedule holds promise of "more positive portrayals of gay characters than any other previous season," according to the National Gay Task Force, New York. At the same time, however, the group protested the lack of network coverage of "news of potential national interest" about homosexual issues.

The main problem "derives from the existence of a media establishment" which does not have easy access to new cultural trends as they emerge, the group said in a letter to network news executives. However, the group gives credit to all three networks where it feels that credit is due.

In a "Summary of National Gay News" the group includes what it considers the hopeful prospects of next season: The gay couple on *Mary Hartman, Mary Hartman* have become a regular feature on that Norman Lear show; ABC-TV's *Nancy Walker Show* will feature in the pilot episode "a gay man aspiring to be an actor who earns his keep by doubling as a secretary;" NBC-TV's *Snip*, a new situation comedy about a male hairdresser, has a gay character as the third lead; and CBS-TV's *Bob Newhart Show* will include a gay in the cast next season. All of these character and story sketches were said to have been explored in meetings between the networks and the Gay Media Task Force, Los Angeles, and were hailed by the national task force as steps forward. Two representatives of the task force appeared on NBC's *Today* program on Aug. 5, and a spokesperson for the group said limited contact with ABC-TV and with the program practices division at CBS-TV are ongoing.

"I would rate the networks' cooperation from excellent to good, depending on the network. They really want to be sensitized," said Dr. Newton Deiter of the Gay Media Task Force, who serves as consultant to all three networks. Dr. Deiter cited, in addition to the three series that plan ongoing gay character parts, six segments of other shows which "go into gay themes." He listed *Streets of San Francisco* (ABC), *The Practice* (NBC)

and *Barney Miller* (ABC) among them.

A two-hour, made-for-TV movie in development for NBC for this fall, titled "In the Glitter Palace" (Columbia), is to be a "lesbian-themed love story," another project on which Dr. Deiter is working as consultant. A spokesman for NBC-TV said final approval had not been given and casting decisions were still to be made.

The alleged paucity of hard news coverage is the group's remaining gripe: Since "coverage of gay-related issues has by no means kept pace with events in the field, we have come to believe that the networks' news judgments have been based on an incomplete understanding of the significance of these issues," the task force said.

Richard Fischer, vice president, news operations, NBC News, responded that NBC News carried "at least two stories on the gay representatives and demonstrators" at the Democratic convention" (in answer to the charge that "no mention" was made in network news coverage) and, Mr. Fischer said, "We will continue to cover your movement as news values dictate."

A spokesman for CBS News said that network's coverage of the gay issues and actions during the Democratic convention was "not a lot, but as much as the news warranted." Spokesmen for ABC News said they had no comment because the executives had not yet seen the task force's letter of protest.

Group W TV's fire first real shot in network battle

All five will pre-empt shows this fall with local programming

The five Group W television stations will each be pre-empting a prime-time network program this fall with a locally produced effort. It is the first overt action in what has been up to now a running verbal war that Westinghouse Broadcasting Co. President Donald H. McGannon has engaged in with the networks over what he sees as inequitable network compensation to affiliates and network encroachment into station time (BROADCASTING, May 24 et seq.).

NBC-TV's *Gemini Man* (Monday, 8-9 p.m.) will be pre-empted on WBZ-TV Boston by locally produced *Action 4*. NBC-TV's *Baa Baa Black Sheep* (Tuesday, 8-9 p.m.), which is reportedly facing clearance problems elsewhere as well ("Closed Circuit," Aug. 2), will be pre-empted by KYW-TV Philadelphia, and replaced by locally produced *Meeting House*.

CBS-TV's *Spencer's Pilots* (Friday, 8-9 p.m.), similarly reported to be facing clearance problems, will be pre-empted on KPIX San Francisco by *People's 5*. And CBS-TV's *Doc* (Saturday, 8:30-9 p.m.), will be pre-empted on KDKA-TV Pittsburgh by a new locally produced program, *Eyewitness Magazine*.

ABC-TV's *Holmes and Yoyo* (Saturday,

8-8:30 p.m.), will be pushed aside by WJZ-TV Baltimore in favor of a new minority-oriented program, the title yet to be announced.

Win Baker, president of the TV station group, explained the pre-emptions as due to "our concern that there is not enough discussion of community affairs in times where there is the potential for a high audience." Although all five stations do some local public affairs programming in access time, the prime-time half-hour and hour programs will "assure a shot at the high audience," Mr. Baker said. The program budgets are high for local station standards, he said, and basically sales are not very high. "All are money-losing ventures, there's no question," he said.

Church group notes low proportion of women TV characters

Women are "underrepresented in the world of television," according to findings of the United Methodist Women's television monitoring project, "Sex Role Stereotyping in Prime Time Television."

Of a total of 1,095 characters in programs on the three networks in a 12-week period, 32% were female (compared with 51% female representation in the U.S. population), and the percentage of female leading characters was "even less," the study reported. In both family and adult viewing periods, "CBS programs had more female characters than either ABC or NBC. During the family viewing period, ABC had only 18.3% of the females seen," the study found.

Monitoring was done from November 1975 through February 1976 for 19 situation comedies and 25 adventure/drama. Differences between family and adult viewing times were analyzed, noting for each such variables as the character's behavior, marital status, problem-solving abilities, nature of the TV role and occupation.

The findings: during family viewing time, a smaller percentage of the characters were female; during adult viewing time (defined in the study as 9-11 p.m.), females were more likely to act to resolve problems of others; and the percentage of women portrayed in occupations was the same or higher in adult viewing of TV programs.

"We conclude," the authors said, "that children who stay up to watch 'adult' programs may see more overt sex and violence depicted, but they also see a somewhat more realistic portrayal of women."

The study was sponsored by the Women's division of the Board of Global Ministries of the United Methodist Church, in consultation with representatives of the Center for Media Studies, Pacific School of Religion, Berkeley, Calif., and with help in preliminary monitoring from the National Organization for Women's Image of Women Task Force.

British are coming on WOR-TV showcase

Sponsors on both sides of Atlantic will back five days of Thames Television offerings

Twenty British and American advertisers are signed to sponsor *Thames on 9*, a five-day showcase of programs from England's Thames Television, on WOR-TV New York Sept. 6-10 from 5:30 p.m. to 3 a.m. each day.

There will be an assortment of comedy, adventure, dramatic and documentary programming produced plus a special program to be carried live via satellite from London to New York at 6-7 p.m. each night, featuring Dick Cavett and Eamonn Andrews, British anchorman. This show, titled *New York/London*, will feature Mr. Cavett in interviews with celebrity guests and Mr. Andrews in a series of commentaries on news from the U.S.

Among the advertisers already signed are Harrod's department store, EMI, Harvey's Bristol Cream, Laker Airways, Trust House Forte, British Railway International, Strand Hotels, Cunard Lines, Savoy Hotel (all direct); British Airways (Media Buying Services, New York and London); British Tourist Authority (Ogilvy & Mather, Montreal); British Leyland (Bozell & Jacobs, New York and Shima/Passberger, New York); Air India (Van Brunt & Co., New York); Yardley and Paine Weber Jackson & Curtis (both Marschalk Co., New York); New York Telephone Co., General Foods, *Time* Magazine and Eastern Airlines (all Young & Rubicam International, New York, and Dannon [Marsteller, New York]).

The five-day showcase is intended to give U.S. viewers a sampling of Thames programming, including *Father, Dear Father, Man About the House* and *Love Thy Neighbor*. Thames officials hope the approach will help sell some of its series to U.S. television. It is represented here by Gottlieb-Taffner, New York.

Undaunted, Frank will push on with stripping fight

He vows he'll go to court and fight FCC rejection of his proposal

Sandy Frank, of Sandy Frank Program Sales Inc., has been fighting for a long time for an amendment to the prime time access rule that would bar the showing of two or more shows from the same series in access time. And he apparently does not intend to abandon the fight simply because the FCC has rejected his petition to issue a notice of rulemaking aimed at prohibiting the multiple exposure of entertainment programs in prime time (BROADCASTING, Aug. 2).

"Our company is actively planning to take all steps that can possibly be taken to

pursue this matter, including appeal to the courts," Mr. Frank said in a statement.

The FCC's contention that, whatever may be thought of "stripping," it is not the government's business to prohibit it, is "pure sophistry." The commission's rules on syndication, its establishment of the prime time access rule, are all clearly in the area of programming.

Mr. Frank called the multiple exposure of entertainment programs "the single greatest obstacle to the achievements of the objectives of the prime time access rule." He says such programming denies access time to single-episode syndicated programming—the type which Mr. Frank and his firm distribute.

He noted that 86 producers, syndicators, broadcasters, labor organizations and others supported the petition for rulemaking, while eight opposed it. "The decision to confirm the opinion of the eight," he added, "is clearly undemocratic, unjust and unprecedented."

Religious telethon takes heavenly path

More than 50 hours of television programming made up the Christian Broadcasting Network's annual telethon, which was fed to affiliates by satellite.

The show produced \$2.6 million in pledges. CBN, produces 15 hours of non-denominational, religious programming each week and operates crisis counseling centers.

The telethon originated at CBN's Portsmouth, Va. studio Aug. 2-8, was sent by landline to Vernon Valley, N.Y., and then beamed up to the RCA Satcom II satellite. Ground stations in Los Angeles, San Francisco and Tacoma, Wash., then fed the signal to nine stations in California, Oregon, Washington, Nevada and Arizona. On Aug. 4, 5, 6 and 8 the signal was retransmitted from San Francisco to Comsat's Comstar satellite for pickup by three stations in Hawaii. Hughes Television Network was responsible for distributing the telethon.

The program was sent free to the stations and offered at no charge to any cable system with a satellite receive station. According to CBN, five systems in South Dakota, New Jersey, Alabama and Kentucky picked it up.

A boost from Ford for concert music

The Concert Music Broadcasters Association, with 250 members, is a relatively small group in the broadcaster universe, that didn't prevent its receiving greetings from President Ford at its seventh annual conference, in Chicago.

The President, in a message read by Thomas J. Houser, new director of the Office of Telecommunications Policy (and former Chicago lawyer), commended the CMBA members "for providing enter-

tainment for those whose interests fall outside popular, mass audience programming. "And," he added, "you can take deep satisfaction in the knowledge that your news and public affairs coverage has earned you the respect and gratitude of so many listeners."

Mr. Houser noted that money has sometimes been scarce and technology slow to catch up with the special needs of the CMBA stations. But, he added, the time may soon be here "when the music you hear will be available through new technology to all of the people who wish to join you in following your different drummer."

Humanitas winners

Jeanne Wakatsuki Houston, James D. Houston and John Korty have won the 1976 Humanitas Prize of \$25,000 for a teleplay of 90 minutes or longer. They wrote *Farewell to Manzanar*, an NBC-TV special.

Jay Presson Allen won the \$15,000 prize for a 60-minute teleplay for her pilot script for *Family* on ABC-TV.

Larry Gelbhart won the \$10,000 prize for a half-hour teleplay for "The Interview," an episode of *M*A*S*H*.

The Humanitas annual awards are given annually by the Human Family Institute, Pacific Palisades, Calif., to "the writers of nationally broadcast teleplays which most fully communicate human values."

Programming Briefs

Northeast NATAS. More than 200 TV people in New England area have paid initiation fees as first step in formation of Boston/New England chapter of National Academy of Television Arts and Sciences. New chapter's creation is being spearheaded by Robert Bennett, executive vice president and general manager of WCVB-TV Boston, who hopes to climax first year of its operation with formal presentation of Emmy awards to New England broadcasters.

Latin flavor. First effort of newly formed Pan-American Entertainment Group, Hollywood, is *The Mean Salsa Machine*, daily half-hour TV music show. Syndicator is West Coast Broadcasting Consultants, Sacramento, Calif.

Helping hand. House maintenance is topic of *Maintenance Ms.* 90-second feature breaking 35-station mark. Number 36 is WTOP-TV Washington, which joins recent signees: KTVI St. Louis, KMBC-TV Kansas City, Mo.; WHC-TV Pittsburgh and KPHO-TV Phoenix. Distributor of 117-program series is Alcare Communications.

Day in court for Crocker. Trial date has been set for Nov. 1 for Frankie Crocker, program director of WBLS(FM) New York, who pleaded not guilty to charges of falsely denying to grand jury in Newark, N.J., that he had received \$10,000 and \$400 payments from record promoters. Mr.

Total	8
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Crocker was released on \$20,000 bail pending trial at U.S. District Court in Newark.

NRBA debut. Progressive Radio Network, New York, is readying *Sound Advice*, 65 three-minute programs on what to look for in hi-fi/stereo receivers and amplifiers. Demo tape of projected series will be introduced at National Radio Broadcasters Association Conference in San Francisco on Sept. 19.

Covering both bases. Agreement is being finalized between Westinghouse Broadcasting Co. and KQED(TV) San Francisco for 1977 showing of Group W's *Six American Families* on both Group W and Public Broadcasting Service stations. Joint plan would have shows aired on both commercial and noncommercial television during same week. In markets with both Westinghouse and public stations, latter would delay showings for few days.

In with a bang. As its first attraction on its new series, *The Big Event*, NBC-TV will show "Earthquake" as two-part presentation on Sept. 26 (8-9:30 p.m.) and Oct. 3 (9:30-11 p.m.). NBC-TV's version of "Earthquake" will feature 22 minutes of new and original footage.

Hi-fi buy. Progressive Radio Network, New York, will introduce *Sound Advice*, radio feature concerned with "myths and complexities" confronting average audio equipment buyers, at National Radio Broadcasters Association conference in San Francisco Sept. 19-22. Network has put together sales package for radio stations to offer hi-fi advertisers including book tie-in written by series host, Dave Corry. Information and demo tape: *Eric Riback*, sales manager, Box 172, Bronx, N.Y. 10451. (212) 585-2717.

Five more for Archie. Mattel Toys, Hawthorne, Calif., has purchased *Everything's Archie*, series of 104 half-hour animated episodes assembled from eight-year run on CBS-TV, for syndication over next five years. To be syndicated on barter basis by Vitt Media International, series will be available in January, 1977. Mattel will share sponsorship with Continental Baking, division of ITT, Continental getting most of its spots in first three quarters of each year, leaving Mattel last quarter (heavy toy buying season).

Ziv active. *James Brown Future Shock* variety/dance-party show will be syndicated by Ziv International, with rights acquired everywhere but Africa. Package consists of 26 hour shows with guest stars including Dick Clark, Joe Tex, The Drifters and The Manhattan. Ziv has also purchased rights from Pathe News to *Milestones of the Century*, series of 365 short film documentaries, and *Men of Destiny*, 130 three-and-one-half-minute film biographies.

For children. Scholastic Magazines, New York, and Tower Productions, Los Angeles, have announced arrangement to produce children's programs for television. Scholastic produces magazines, textbooks and other educational material; Tower is affiliated with Chicago Tribune-New York News Syndicate.

Cablecasting®

Mobile-home park operates CATV, not MATV, says FCC

Since residents pay for service, it falls under commission rules

What constitutes "payment" as the term is used in the FCC's definition of a cable television system? A lot of things.

The commission indicated as much in ordering the operator of a mobile-home park in Sarasota, Fla., to show cause why it should not be ordered to stop violating the commission's cable television rules by operating an unauthorized cable system.

Mobile Home Communities management had contended it was operating a master antenna television system for its 457 residents, not a cable system, and, therefore, was not subject to commission regulation. Mobile Homes Communities said service is provided through a single headend master antenna system and that the residents pay an installation charge of \$25 but no other direct charges.

The commission defines a cable system as one that receives television or radio signals directly or indirectly over the air and retransmits them to subscribers who pay for the service. MATV systems that serve

apartment dwellings are excluded from the definition.

But the commission said it does not exempt cable TV facilities simply because they are located within a private mobile-home park. Furthermore, the commission said, the residents of the Sarasota mobile-home park pay an installation charge.

And, it said, for the purposes of its definition of a cable system, it does not matter whether the payment is separate or combined with a general service, recreational or rental fee, whether payment is made directly or indirectly, whether the payment is in the form of a capital contribution or service fee, or whether payment is in bulk for a number of subscribers, or for an individual.

The commission said it appeared that the system was supported by fees paid by occupants of spaces in the mobile-home park. This indirect payment coupled with the admitted installation charge, the commission said, is a sufficient indication of "payment" to warrant an inquiry into whether the mobile-home park is in violation of the rules.

Cable Briefs

Theirs and more. FCC issued public notice that cable television operators licensed for domestic satellite receive-only earth stations can serve not only their own system but nonaffiliated systems as well, in cost-sharing arrangement. Commission is planning to make ruling "in the near future" allowing cost-sharing arrangement, so long as licensee doesn't make profit. Notice was issued, FCC said, to clear up "apparent misunderstanding" in cable TV industry that cost-shared use of privately owned earth station between licensee and nonaffiliated system was either not permitted by FCC rules, or would lead to delay.

Change, please. FCC proposed changing cable television rules regarding definition of "legally qualified candidate" to match that just adopted for broadcast stations (BROADCASTING, July 26). New rule would cover anyone who has "publicly committed himself" to run as write-in and is eligible under law. Comments are due Sept. 9 with replies due Sept. 20.

It pays to be 500,000th. Two elementary school teachers from San Leandro, Calif., have received more than they expected by subscribing to Home Box Office on United Cable Television's system there. As HBO was searching for its 500,000th subscriber ("Closed Circuit" Aug. 2), the names of Lester and Carole Diehl came out of the computer. Their reward: a five-day all-expense-paid vacation in Honolulu, \$200 spending money, and a press conference and appearance in San Francisco with comedian John Byner, which will be presented on HBO in October preceding Mr. Byner's *On Location* performance.

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WARC groups seek to protect their turfs, add on more

Advisory committees to FCC for U.S. position at 1979 conference say their services—AM, FM, TV, land mobile, direct satellite, short wave—will all need extra spectrum space in coming years

Government-industry committees working with the FCC in developing the position the U.S. will take at the International Telecommunication Union's Radio Conference in 1979 are demonstrating they believe the best defense is a good offense. The WARC 1979 will establish spectrum allocations for the various services through the rest of the century, and the working groups are not only urging a defense of the existing spectrum space assigned to the services of concern to them. Some are urging an expansion of it.

The Television Broadcasting Service Working Group, in a report made available two months ago, said retention of the full complement of VHF and UHF frequencies "is fundamental to the protection and advancement of the American public interest" (BROADCASTING, June 14).

Since then, groups concerned with the AM and FM services have filed reports detailing growing needs for additional spectrum space for those services. Similar needs were cited for direct-broadcast satellite and the international broadcast services, while the group studying the spectrum needs of auxiliary services, such as remote broadcasts, advised caution in permitting sharing of that space with other services.

Not infrequently, interservice rivalries cropped up among the total of 18 reports that were filed. The FM advisory group, for instance, calls for reallocation of some UHF spectrum space. The Private Land Mobile Advisory Committee Report, not surprisingly, suggests that large chunks of UHF space be made available for land-

mobile services.

The report on AM needs noted that the number of authorized AM stations had risen to 4,477 last year and said that the need for spectrum for AM service is still great. Indeed, it projected a need, based on an increased population, for 5,850 AM stations by the year 2000. And that many more stations, the report said, would require "a minimum of 17 new channels." Actually, the report talks of 21 channels—20 to be added to the existing band, extending it to 1805 khz, and one, at the lower end, at 525 khz.

FM broadcasting, once thought of as the forgotten medium of broadcasting, is pictured in the report filed by the advisory group assigned to that service's needs as having grown too popular for the 20 mhz of spectrum assigned to it. The FM band cannot meet the standards for service the commission has set, the report said.

According to the report, the FM table of commercial assignments established in 1963 plus an additional 685 locally requested channels is now 84% occupied, and noncommercial FM is quickly outgrowing the space assigned to it: "We now estimate that 1,000 stations should be active by the year 2000." There are now 845 noncommercial FM's on the air.

The group's suggestion is the addition of a new and separate band to provide for the needs it sees. The new band would be in a portion of the spectrum "not heavily used at present"—782-806 mhz, UHF channels 66-69. "Just as television can effectively utilize three separate bands," the working group said, "we feel that FM broadcasting can utilize two bands in a like manner."

Land-mobile radio operators, who have long challenged television broadcasters for a share of the UHF spectrum, appear hungrier than ever for additional space in the report filed by the working group assigned to study private land mobile's needs. It says that its projections indicate that by the year 2000, the number of land-mobile transmitters will increase by at least 5.5 times, perhaps by even more than 7.7 times. To accommodate that growth, the working group recommends some wholesale reallocations of spectrum space. And among the recommendations is one that land mobile be given access to the 470-806 mhz band (chs. 14-69) "either by outright allocation, where ap-

propriate, or by a sharing arrangement" similar to that which now exists in the 470-512 mhz band (chs. 14-20).

The land-mobile group does not see their proposed reallocation removing television from that portion of the spectrum nationwide. But it says that by 1990 there may be a "cost-effective cable or [fiber] optic substitute for the radio spectrum, at least in the urban areas."

As for direct broadcast satellite service, the advisory committee working on its needs said its requirements in ITU Region 2, which includes the western hemisphere, amount to up to 2,487 broadcast channels in the 2,500 mhz and 12 ghz bands by the year 2000, while only 858 channels are now assigned to the service—1,716, if improved sharing techniques are used.

The report recommends that the commission consider the spectrum above and below 4 ghz in searching for additional channels. In most cases, sharing with existing nonbroadcast services is proposed. But one recommendation—for 420-450 mhz—would involve the deletion of 35 FM channels.

The report does not envision the transmission of satellite-to-home entertainment programming. Rather, it is based on the assumption that some communications satellite services are more applicable than other forms of communication to thinly populated areas.

ITU decisions regarding the 12 ghz band for broadcast satellite service are to be made at the WARC to be held next year, and the FCC is recommending that the U.S. urge adoption of an "evolutionary plan." The commission, in an order released on Aug. 6, said that use of the band in the Western Hemisphere "can be forecast only in the vaguest general terms" and expressed concern about the danger of hindering the development of technology to be used in the service. Accordingly, it said, "the U.S. should put forth a position of flexibility in the development and implementation of services within the band."

The fixed satellite service—in which satellites now provide telecommunications services, including intercontinental television, is also in need of additional spectrum space, according to the advisory committee studying that service's needs. It says that 1400 mhz for both up and down links will be needed in the 10.7-15 ghz band by 1985, as well as up to 5.5 ghz for up and down links in the 15-40 ghz band.

The advisory committee concerned with international broadcasting sees a need for an additional 2210 khz between 4 and 27.5 mhz for that service in the ITU's three regions. The report noted that the proposed allocations represent little more than twice the spectrum space currently allocated exclusively to international short wave broadcasting, and said they "are modest in terms of the extent of current overloading and broadcast requirements." International is now assigned 2150 khz.

The view of the group that studied the needs of auxiliary service is that since spectrum space availability is decreasing and sharing of the service with other

Why do the networks watch the news on WCCO-TV?

See August 23 Broadcasting for answer!



services is "impractical," the commission should "maintain a policy of flexibility." The commission should recognize, it said, that sharing should be permitted only where it can be shown that sharing will improve the efficient use of the spectrum. "We urge the commission to resist the emasculation of the auxiliary broadcast service."

The reports are one step in a series that will lead ultimately to the U.S. position at WARC-1979. An allocations committee, composed of FCC staff members, is now reviewing the reports and attempting to mold them into a coherent statement. This, in turn, will be discussed with IRAC—the Intergovernmental Radio Advisory Committee—and the Office of Telecommunications Policy, which are reviewing the government's spectrum needs. The allocations plan that results from those conferences will be issued for comment in another (there have been two thus far in the proceeding) notice of inquiry.

Hands-off operation of transmitters gets wide support

Automatic gear is held reliable in comments filed with FCC

Broadcasters and equipment manufacturers agreed with the FCC last week that unattended automatic transmission system at AM, FM and television stations are an idea whose time has arrived.

The commission, in a notice of proposed rulemaking last April, said it felt automatic transmission systems can now "provide the public with a more reliable, higher quality broadcast service."

Most broadcasters agreed with RCA that automatic transmitter systems can be technically monitored by innovative, high-quality equipment.

McClatchy Newspapers, licensee of radio and television stations in California and Nevada, said it supported the commission's efforts "in fostering the growth of the new ATS technology."

The Society of Broadcast Engineers, while applauding ATS as a "viable concept," cautioned against the completely automatic broadcasting station. SBE said it was concerned with the definition of ATS, and said while ATS was a good idea, the transmitter should not be "locked and forgotten."

SBE said stations purchasing or constructing ATS controls should be required to submit "proof of performance" reports to the FCC before authority is granted.

Several broadcasters agreed with SBE that automatic shutdown and alarm controls should be incorporated within automatic transmission systems, so that in case of a malfunction, interference to other stations could be avoided.

Johnny Appleseed Broadcasting Co., licensee of WVNO(FM) Mansfield, Ohio, said it conducted tests with its own home-

made ATS system, and found that an alarm system was essential. WVNO's system had alarm indicators that would show the different types of malfunctions.

RCA disagreed with the FCC proposal of alarm control centers, monitored by an operator, stating that experiments it participated in at KDKA-TV Pittsburgh and UHF TV station WNJT Trenton, N.J., "clearly indicated" the transmitters could be operated without manual adjustment between maintenance periods.

RCA said it supported "completely unattended automatic transmission systems without an operator-attended alarm system."

The National Association of Broadcasters said it was "greatly distressed by the number of conditions and requirements" the FCC would require for implementation of ATS controls. NAB said the commission's safeguard requirements would "hamstring" the ATS concept, making it little more "than an extension of the existing remote control rules on a somewhat more elaborate or sophisticated basis." NAB said FCC requirements for human observation, alarm or alerting systems or operator surveillance will "negate the entire concept" of ATS.

SBE said automatic technical logging was also essential, and that the FCC should require annual inspection and documentation of the systems.

NRBA sells out exhibit space in San Francisco

Fifty firms take up limited space at Regency; broadcaster registration running far ahead of last year

All exhibit space and all hospitality suites in the headquarters hotel have been sold out for next month's 1976 radio broadcasters conference and exposition in San Francisco. Abe Voron, executive director of the National Radio Broadcasters Association, the sponsoring organization, reported last week.

"We underestimated the interest," Mr. Voron said. More than 50 exhibitors have signed for all 95 booths available at the Hyatt Regency Embarcadero hotel and close to 50 firms have signed for all the hospitality suites available there, he said. At last year's conference and exposition in Atlanta, he recalled, exhibitors occupied 89 booths and about 30 firms maintained hospitality suites.

Mr. Voron said NRBA accepted the relatively limited space available for exhibits because "we were so impressed by the beauty and physical layout" of the hotel's ballroom, where the booths will be set up. But, he added, "we're planning on nearly twice as much exhibit space when we meet in the Palmer House in Chicago in 1977."

Registrations have already been received from about 500 AM and FM broadcasters, or about twice as many as had registered at this point a year ago, Mr. Voron reported.

He anticipated a total attendance of 1,500 to 1,600 or more, perhaps closer to 2,000, as compared with 1,000 to 1,100 at the 1975 sessions in Atlanta. This year's will be held Sept. 19-22.

Technical Briefs

Remote readjustment. FCC has modified AM antenna monitor rules to allow type-approval and use of antenna (phase) monitors designed for stations not having remote control operators. Previous rule specified antenna monitor equipment design serve for both remote control stations and stations having operator at transmitter site at all times. Commission said rule was intended to include remote control functions in equipment specifications, but not meant to add requirement of unnecessary, costly equipment for stations not using remote control. FCC eliminated requirement that all monitors be designed for remote control use.

A little help. Japan has awarded \$6-million contract to General Electric Space Division, which is already building satellite for country, for development of support system. Satellite has scheduled launch date of early 1978 and will provide experimental transmission of two color channels to mainland and remote islands and will test feasibility of satellite transmission to aid Japan's terrestrial system.

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The Broadcasting Playlist™ Aug 16

Contemporary

Over-all-rank	Last This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	Don't Go Breaking My Heart (4:23) Elton John & Kiki Dee—Rocket/MCA	1	1	1	1
2	2	Afternoon Delight (3:10) Starland Vocal Band—Windsong	3	2	2	2
3	3	You'll Never Find Another Love... (3:36) Lou Rawls—Phila. Int'l.	2	4	3	3
6	4	You Should Be Dancing (3:23) Bee Gees—RSO/Polydor	6	3	4	4
5	5	Let 'Em In (5:08) Paul McCartney & Wings—Capitol	4	5	5	5
15	6	Get Closer (3:45) Seals & Crofts—Warner Bros.	5	6	7	7
4	7	Kiss and Say Goodbye (2:24) Manhattans—Columbia	7	7	6	8
21	8	(Shake, ...) Shake Your Booty (3:06) K.C. & Sunshine Band—TK Records	8	8	8	6
12	9	I'd Really Love to See You... (2:36) England Dan & John Ford Coley—Big Tree	10	11	11	11
8	10	Rock N' Roll Music (2:26) Beach Boys—Reprise	14	9	12	9
7	11	Heaven Must Be Missing an Angel (3:28) Tavares—Capitol	9	14	9	15
11	12	This Masquerade (3:17) George Benson—Warner Bros.	11	16	10	14
16	13	I'm Easy (2:59) Keith Carradine—ABC	12	10	17	12
20	14	A Fifth of Beethoven (3:02) Walter Murphy—Private Stock	13	13	14	13
10	15	Got to Get You Into My Life (2:27) Beatles—Capitol	16	12	16	10
13	16	Love Is Alive (3:24) Gary Wright—Warner Bros.	15	15	19	16
18	17	Play That Funky Music (3:12) Wild Cherry—Epic	17	18	15	17
14	18	Turn the Beat Around (3:21) Vicki Sue Robinson—RCA	18	17	13	19
26	19	With Your Love (3:33) Jefferson Starship—Grunut	20	22	18	18
19	20	Baby, I Love Your Way (3:28) Peter Frampton—A&M	19	20	21	24
17	21	Moonlight Feels Right (3:38) Starbuck—Private Stock	21	19	22	22
—	22	If You Leave Me Now (3:40) Chicago—Columbia	23	25	20	20
28	23	Say You Love Me (3:58) Fleetwood Mac—Reprise	25	21	23	21
37	24	Devil Woman (3:21) Cliff Richard—Rocket	22	26	25	28
36	25	Lowdown (3:15) Boz Scaggs—Columbia	24	24	27	26
24	26	You're My Best Friend (2:49) Queen—Elektra	29	23	24	23
31	27	A Little Bit More (2:56) Dr. Hook—Capitol	27	28	28	29
23	28	Let Her In (3:03) John Travolta—Midland Int'l.	26	27	29	30
29	29	Summer (3:59) War—United Artists	30	30	26	27
30	30	Young Hearts Run Free (3:51) Candi Staton—Warner Bros.	28	29	30	31
34	31	Crazy on You (4:06) Heart—Mushroom	32	32	33	25
9	32	More, More, More (3:02) Andrea True Connection—Buddah	31	31	31	32
—	33	Still the One (3:42) Orleans—Asylum	34	34	32	33
40	34	I Can't Hear You No More (2:49) Helen Reddy—Capitol	36	35	34	34
27	35	Silly Love Songs (3:28) Paul McCartney & Wings—Capitol	37	33	35	36
33	36	If You Know What I Mean (3:43) Neil Diamond—Columbia	33	37	36	35
—	37	Don't Stop Believin' (3:24) Olivia Newton-John—MCA	35	38	38	39
—	38	Wham Bam Shang-A-Lang (3:32) Silver—Arista	39	39	37	37
35	39	The Boys Are Back in Town (3:26) Thin Lizzy—Mercury	*	36	*	38
—	40	Howzat (3:39) Sherbet—MCA	40	*	40	*

Playback

Upstaged. Advancing 19 positions in its debut, *If You Leave Me Now* (Columbia) by Chicago rates as chartmaker of the week. This is the second single from their 10th album; it has deposed that earlier number, *Another Rainy Day in New York City*, which made it to 29 on "Playlist" (BROADCASTING, July 12) before being displaced from the top 40. *If You Leave Me Now* is an add at WPGC(AM) Washington, KAFY(AM) Bakersfield, Calif., and WFB(AM) Baltimore; at the last named, Andy Szulinski forecasts "this song is really nice and will probably be our next number one." **Elite.** Moving into the top 10 is *Get Closer* (Warner Bros.) by Seals and Crofts. Carolyn Willis joins the duo as additional harmony on this mellow beat record. Also new to that elevation: *I'd Really Love to See You Tonight* (Big Tree) by England Dan (brother of Jim Seals) and John Ford Coley and *Shake Your Booty* (TK Records). **On the make.** *Still the One* (Asylum) by Orleans is on with a bolt this week as WBBF(AM) Rochester, N.Y., and WSAI(AM) Cincinnati highlight it as a main mover. Sue Dixon of KCBQ(AM) San Diego reports "it's really started moving out" and Andy Ryan of WSGA(AM) Savannah, Ga., predicts "it'll go top five."

Country

Over-all-rank	Last This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	Golden Ring (3:01) George Jones & Tammy Wynette—Epic	1	1	5	3
2	2	Say It Again (2:56) Don Williams—ABC/Dot	2	4	1	10
19	3	Misty Blue (2:36) Billie Joe Spears—United Artists	5	2	2	3
5	4	Bring It on Home to Me (2:20) Mickey Gilley—Playboy	4	6	3	2
16	5	(I'm a) Stand By My Woman Man (2:57) Ronnie Milsap—RCA	13	3	4	1
—	6	I Wonder If I Ever Said Goodbye (3:30) Johnny Rodriguez—Mercury	3	8	9	7
9	7	One of These Days (3:03) Emmylou Harris—Reprise	8	5	7	8
7	8	You Rubbed It in All Wrong (2:32) Billy "Crash" Craddock—ABC/Dot	7	10	6	5
24	9	Cowboy (3:10) Eddy Arnold—RCA	12	9	8	6
14	10	The Letter (2:53) Conway Twitty & Loretta Lynn—MCA	10	7	10	13
3	11	Rocky Mountain Music (3:32) Eddie Rabbitt—Elektra	6	13	11	9
10	12	Teddy Bear (5:03) Red Sovine—Starday	9	11	13	12
15	13	Love Revival (2:58) Mel Tillis—MCA	11	12	14	15
25	14	Here Comes That Girl Again (2:54) Tommy Overstreet—ABC/Dot	14	14	12	11
18	15	I Met a Friend of Yours Today (3:09) Mel Street—GRT	15	16	15	14
11	16	Solitary Man (2:39) T.G. Sheppard—Hitsville	16	15	16	17
13	17	Save Your Kisses for Me (3:04) Margo Smith—Warner Bros.	17	17	19	18
—	18	If You've Got the Money... (2:05) Willie Nelson—Columbia	21	18	17	16
8	19	The Door Is Always Open (2:42) Dave & Sugar—RCA	18	20	23	24
20	20	In Some Room Above the Street (3:10) Gary Stewart—RCA	19	22	18	21
12	21	Is Forever Longer Than Always (2:30) Porter Wagoner & Dolly Parton—RCA	23	19	21	19
22	22	Vaya Con Dios (2:28) Freddie Fender—ABC/Dot	22	23	20	20
21	23	When Something Is Wrong... (2:59) Sonny James—Columbia	20	24	25	23
6	24	Stranger (3:10) Johnny Duncan—Columbia	24	25	24	22
—	25	I Don't Want to Have to Marry You (3:03) Jim Ed Brown & Helen Cornelius—RCA	*	21	22	*

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.

Media



Hauptman

Michael Hauptman, VP, ABC Radio, New York, elected to new post of senior VP, to assist heads of ABC Radio Network, ABC-owned AM and FM station groups and ABC-FM Spot Sales in establishing and achieving operating goals.

Johnna Levine, associate director of business affairs, East Coast, ABC Television, New York, promoted to East Coast business affairs director, succeeded by **Patricia Thompson**, program attorney, ABC Entertainment there. **Marvin Mord**, research services VP, ABC-TV Planning, given additional duties for development of marketing applications and techniques in restructuring of research services department. **Stanley Simon**, salesman for Markets in Focus, New York, syndicated research firm, named director of affiliate research, ABC-TV Planning, replacing **Leonard Feldman**, who recently was appointed director of research and sales promotion, ABC Television Spot Sales (BROADCASTING, July 12).

Donald F. Snyder, general manager, WLYH-TV Lancaster, Pa./VP of owner, Gateway Communications, named general manager of co-owned WBNG-TV Binghamton, N.Y., succeeding **Robert W. Harkness**, resigned.

Hal Vester, general manager, WDCN(AM)-WDCG(FM) Durham, N.C., joins WRUN(AM)-WKGW(FM) Utica, N.Y., in same capacity.

James A. Tandy, general manager, WSIX-AM-FM Nashville, joins KAAY(AM) Little Rock, Ark., as VP/general manager.

Stuart C. Jones, liaison with ABC Information network for affiliated KKIT(AM) Taos, N.M., elected KKIT president.

Ray Wanty, sales manager, KVOY(AM)-KJOK(FM) Yuma, Ariz., appointed manager, KCGM(FM) Scobey, Mont.

Ronald M. Miller, salesman/consultant, WSLT-AM-FM Ocean City-Somers Point, N.J., named station manager.

Broadcast Advertising

James I. Bernardin, senior VP/creative director, Campbell-Ewald, Detroit, elected executive VP/director of creative services and becomes member of board of directors and executive committee.

Albert Shapiro, executive VP, E.T. Howard Co., New York, joins Bozell & Jacobs there as

senior VP/management supervisor.

Philip Guarascio, VP/associate media director, Benton & Bowles, New York, named to newly created position of VP/manager of media department. **Michael Lepiner**, VP/director of broadcast programming, and Mr. Guarascio will head two divisions in newly restructured media management department. **Frank Henderson**, VP/associate media director, B&B, succeeds Mr. Guarascio, and **Alan Johnson**, assistant media director, B&B, becomes associate media director.

Allen C. Falcone, VP/director, Wasey-Campbell-Ewald, London, joins Gaynor & Ducas, New York, as executive VP, management services. **Michael Schiffrin**, former associate creative director of G&D, returns as executive VP/creative director after year with J. Walter Thompson.

Steve McCloskey and **Mel Sokotch**, account supervisors, Ted Bates, New York, elected VP's.

Barbara Michael and **Wallace Lepkin**, research group heads, Doyle Dane Bernbach, New York; **Allan J. Reed** media planning director, and **Burton Fradin**, account supervisor, appointed VP's.

Victor Gutierrez, financial liaison executive at J. Walter Thompson Co., New York, with agency's offices outside U.S., named VP. **Terry Laughren**, executive VP of Aamco Automatic Transmissions, Bridgeport, Pa., appointed general manager of J. Walter Thompson Co.'s Detroit office, replacing **George Eversman**, who will announce his plans shortly.

Jack DiGiuseppe, executive art director, Earle Ludgin & Co., Chicago, named associate creative director, Needham, Harper & Steers there.

Paul Benjou, media supervisor, Ketchum, MacLeod & Grove, Pittsburgh, named senior media planner, Warren, Muller, Dolobowsky, New York. **Lois Friedman**, media research analyst, Ted Bates & Co., New York, joins WMD in same capacity.

Duane E. Loftus, VP, account services/program development, American Asset, Phoenix, joins Foote, Cone & Belding/Honig, Los Angeles, as account executive.

Sanford H. Crozier, VP/director of account service, Bozell & Jacobs/Pacific, Phoenix, named associate general manager.

John Gude, executive VP, Norman, Craig & Kummel, New York, named executive VP and management supervisor of Daniel & Charles Associates there. **Martin Smith** and **Richard Tarlow**, both senior VP's/creative directors, appointed executive VP's of D & C.

Jon Nottingham, national sales manager, KHOU-TV Houston, joins KOTV(TV) Tulsa, Okla., as general sales manager. Both are Corinthian Broadcasting stations.

Martin Edelman, account executive, RKO Television Representatives, Chicago, joins KBHK-TV San Francisco, as sales manager.

Jack Ryan, sales manager, WTAF-TV Philadelphia, named VP/general sales manager, WZTV(TV) Nashville.

Gary Lico, salesman, WCHP-AM Mount Pleasant, Mich., appointed sales representative, SFM Media, New York.

James Keeley, assistant sales manager, KMGH-TV Denver, named general sales manager.

Marjorie A. Bittel, coordinator of research for NBC's owned-and-operated radio stations, New York, named director of data systems for Blair Television there, responsible for sales availability and research information system.

Ronald M. Gilbert, general manager, WHPN(AM)-WHVS(FM) Hyde Park, N.Y., rejoins WICC(AM) Bridgeport, Conn., as general sales manager.

Bud Northern, account executive, KARK-TV Little Rock, Ark., named local sales manager.

Marilyn Berg, traffic assistant, KTLA(TV) Los Angeles, joins KTTV(TV) there as sales traffic manager.

Mike Braker, San Francisco manager, Avery-Knode Television, named national sales manager, KMPH(TV) Tulare, Calif.

Linda Stalbaum, acting traffic manager, WDCA-TV Washington, appointed sales service director.

Larry Reilly, freelance salesman of syndicated television programs, joins WAST(TV) Albany, N.Y., as general sales manager. **Jack Lee**, WAST regional sales manager, named local sales manager.

Larry K. Matlock, account executive, Impact Designs, San Francisco, named general sales manager, KKIS(AM) Pittsburg, Calif., and co-owned KDFM(FM) Walnut Creek, Calif.

Programming

Matt Pouls, Midwestern sales manager, syndication division, Columbia Pictures Television, Chicago, promoted to sales operations director for CPT International, Burbank, Calif.

Michael C. Green, director of development of movies, 20th Century-Fox, Los Angeles, assumes additional responsibilities with firm's specials and movies for television department, handling ABC's movie projects with Fox.

Robert T. Quinlan, president, Golden Gate Productions, San Francisco, named assistant to president of King's Productions, Glendale, Calif.

Scott Moger, VP, advertising and public relations, Worldvision Enterprises, New York, has resigned, effective last Friday (Aug. 13) to form his own independent motion picture and television production firm, Prospect Productions Inc., based at 40 East 34th Street, New York 10016.

(212) 532-5568 or 768-3689. Successor to Mr. Moger has not been announced.

Kevin O'Malley, associate director of program planning, *CBS Sports Spectacular*, named director of program planning on series; **Perry Smith**, producer of *Spectacular*, named coordinating producer. **Jimmy (The Greek) Snyder**, Las Vegas analyst and public relations man, has joined CBS Sports and will be featured in four-minute segment on *The NFL Today* over CBS-TV (12:30-1 P.M.), starting Sept. 12. **Bernie Hoffman**, associate director, ABC Sports, New York, joins CBS Sports as producer/director.



Reilly

Jack Reilly, president, Group W Productions/executive producer, *The Mike Douglas Show*, Philadelphia, relinquishes these duties to take post of producer of *Douglas* show.

Chad Mason, Southern sales manager of American International Television, New York, named to same post

with Teleworld Inc. there, feature film distributor to TV, based in Orlando, Fla.

Sy Kravitz, assignment editor/newswriter, WABC-TV New York, joins T.A.T. Communications, Los Angeles, as public affairs program development executive.

Chet Falzerano, operations director, WBRC-TV Birmingham, Ala., appointed program/promotion director, WDSU-TV New Orleans.

Murray H. Schweitzer, producer/director, WCMH-TV Columbus, Ohio, named production manager, WLEX-TV Petersburg, Va.

Bob Everland, production director, WSLT-AM-FM Ocean City-Somers Point, N.J., appointed program manager, succeeded by **Mike Sieber**, air personality.

Broadcast Journalism

Kevin Cox, Eastern sales manager, NBC Radio's News and Information Service, named director of sales for NIS, New York. **John Patt**, account executive, NIS, named manager, new business development.



Moore

Bob Stahly Moore, Washington news bureau chief, Mutual Broadcasting System, named MBS news director.

Paul J. Cunningham, reporter-at-large for *Today* program, NBC-TV, for more than 20 years, named NBC News correspondent based in London. He will leave

Today program in September.

Don Scott, reporter/producer, WSM-TV Nashville, named news producer, KDKA-TV Pittsburgh.

Kathy Smith, anchor, KATU-TV Portland, Ore., named co-anchor, KIRO-TV Seattle.

Barry Judge, reporter/anchor, WITC-TV Pittsburgh, joins WISN-TV Milwaukee as anchor.

Roger Sockman, electronic media coordinator for Jay Rockefeller for Governor, W. Va., joins KPLC-TV Lake Charles, La., as reporter.

Debbie Denechaud, intern with WWL-TV New Orleans, joins WKRG-TV Mobile, Ala., as reporter.

Steve J. Caminis, executive news producer, WJAR-TV Providence, R.I., appointed news director.

George Wolf, producer/assignment editor, WTOL-TV Toledo, Ohio, appointed assignment editor, WBNS-TV Columbus, Ohio.

Rick Bernard, program director, WFMS(FM) Indianapolis, joins co-owned WHLO(AM) Akron, Ohio, as news editor/anchor.

Leslie Miller, reporter, KRNA(FM) Iowa City, Iowa, named assistant news director.

Doug Ross, news director, WFMS(FM) Indianapolis, joins KEYH(AM) Houston as reporter/editor. **Harley Carnes**, news director, WTOG(AM) Savannah, Ga., named KEYH local editor. **Ed Weinstock**, WNEB(AM) Orlando, Fla., anchorman, named KEYH reporter.

Alex Cuellar, reporter, KTSA(AM) San Antonio, Tex., joins KOB(AM) Albuquerque, N.M., in same post.

Paul (Doug Allen) Bubel, air personality/newscaster, WSLT-AM-FM Ocean City-Somers Point, N.J., named news director.

Texas Associated Press Broadcasters' newly elected officers: **Bob Guthrie**, WOAI(AM) San Antonio, president; **Russ Thornton**, KXAS-TV Fort Worth, VP for television; **Steve Hawkins**, KKIK(AM) Waco, VP for radio, and **Larry Beaulieu**, KFDM-TV Beaumont, secretary.

James J. Neustadt, news producer/writer, WFRV-TV Green Bay, Wis., joins WTMJ-TV Milwaukee as newswriter.

Michael Sheehy, air personality, KGB-FM San Diego, appointed music director, KNX-FM Los Angeles.

Victoria Lopez, associate producer, noncommercial KQED(TV) San Francisco, appointed producer of *Newsroom*. **Bill Hazelwood**, producer/director, KPIT(TV) there, named KQED *Newsroom* director. **Andrew Ross**, West Coast correspondent, *Manchester (England) Guardian*, joins KQED series as assignment editor.

Edwin A. Hooper, executive VP/board member, United Cable Television Corp. and Video Common Carrier Service, New York, appointed consultant in affiliate sales and development, Home Box Office, there.

Cable

Frank C. Prosen, assistant controller for Delta township, Mich., joins Continental Cablevision, Lansing, Mich., as controller.

Thomas R. Jokerst, regional chief technician, Cable Information Systems, Carbondale, Ill., appointed engineering director, Quincy Cablevision, Quincy, Ill.

Bob Curtiss, sales manager, syndication division, BBDO, New York, appointed director of

local origination programing, Telemation Program Services there.

Equipment & Engineering

John Feight, president, Feight & White Advertising, Atlanta, appointed manager of marketing communications, Scientific-Atlanta there, responsible for advertising, sales promotion and public relations programs.

Harry G. Hensman, manager of engineering/development, computer tape division, Memorex Corp., Santa Clara, Calif., promoted to general manager, video division. **David P. Berry**, product manager, video division, named marketing manager for that division.

Donald J. Schmitt, government manager for sales in northeastern U.S., Telemation, Kensington, Md., appointed Eastern regional distributor/OEM (original equipment manufacturing) sales manager.

Ken Bleber, engineering supervisor, WNJR(AM) Newark, N.J., joins WINS(AM) New York as assistant chief engineer.

Ben Linder, chief supervisor, television operations, noncommercial WNYE-TV New York, appointed chief engineer, noncommercial WLW(TV) Garden City, N.Y.

Allied Fields

Arnold Klugerman, executive VP, Consumer Data Research Inc., Princeton, N.J., joins Audits & Surveys Inc., New York, as research executive, survey division.

Ted Koop, retired VP of CBS News, Washington, and past president, Radio Television News Directors Association there, named to receive RTNDA's Paul White Memorial Award for outstanding contributions to broadcast news ("Closed Circuit", June 7).

Ernest A. Gudridge, president/general manager, WKLO-AM-FM Louisville, Ky., appointed program production adviser, Radio Free Europe/Radio Liberty, Washington.

Deaths



Cunningham

James D. Cunningham, 76, former FCC chief hearing examiner, died Aug. 9 at Sibley Memorial hospital, Washington. He joined FCC in 1934 as senior attorney in radio division of law department. One of original group of hearing examiners (now administrative law judges) appointed in 1947, he became chief hearing examiner in 1954 and retired in 1969. Among his famous cases: the star-crossed ITT-ABC merger.

Frank Mariano, 45, former Saigon bureau chief and Vietnam war correspondent for ABC News, died of complications following heart surgery at George Washington University hospital, Washington, Aug. 9. Mr. Mariano covered war during several tours, 1969-1975, was Saigon bureau chief from 1973 until bureau

closed, and served on news staff of ABC O&O KGO-AM-FM San Francisco between assignments in Vietnam. He is survived by his wife, Ann Bryan; son, Frank Anthony Jr., and two adopted Vietnamese daughters, Jane and Anna.

Frank Bove, 42, account executive, KHTV-TV Los Angeles, died after heart attack while exercising at YMCA there Aug. 2. He is survived by his wife, Helen, and four children.

Juanita R. Lueders, 42, who taught Chinese

cooking and appeared regularly on WTOP-TV Washington *Nine in the Morning* program, died of pneumonia Aug. 1 at Alexandria (Va.) hospital. She is survived by two sisters.

Scott Andrews, 25, son of William Andrews, VP in charge of domestic syndication, Viacom Enterprises, died early Aug. 6 while attempting to rescue his stepchildren from fire that destroyed their home in Fairfield, Conn. He succeeded in rescuing two and had returned for

7-year-old stepdaughter when structure collapsed, killing him and seriously injuring her when she jumped from third-floor roof. Survivors include his wife of two months, Barbara, who was also injured; seven stepchildren; mother, Mrs. Katherine Andrews of Mountain View, Calif.; father, brother and two sisters. Contributions may be sent to Scott Andrews Family Fund, care of Herman Frillip, Citizens National Bank, Black Rock Turnpike Branch, Fairfield 06430.

For the Record

As compiled by BROADCASTING for the period Aug. 2 through Aug. 6 and based on filings, authorizations, petitions and other actions announced by the FCC.

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

New stations

TV application

■ Fort Worth, Tex.—Channel 21 Inc. seeks ch. 21 (512-518 mhz); ERP 4529 kw vis., 239 kw aur., HAAT 1311 ft.; ant. height above ground 1555 ft. P.O. address: Suite 600, 777 S. Post Oak Rd., Houston 77056. Estimated construction cost \$1,710,000; first-year operating cost \$775,000; revenue \$1,130,400. Legal counsel Cahill, Kaswell and Nerenberg, Wash.; consulting engineer Cohen and Dippell. Principals: Sidney L. and Bertha Alyce Shlenker, J. Livingston Kosberg and Barry M. Lewis (23% each). Mr. Shlenker is president of sports association, and has interest in management corporation. Mr. Kosberg has interests in insurance company, holding company for savings and loan institution, and Kennel. Ms. Shlenker has real estate and banking interests. Mr. Lewis has real estate and grocery interests. Ann. Aug. 5.

TV action

■ *Macomb, Ill.—Western Illinois University. Broadcast Bureau granted ch. 22 (518-524 mhz); ERP 354.8 kw vis., 35.5 kw aur., HAAT 1,218 ft.; ant. height above ground 1,259 ft. P.O. address: 900 W. Adams St., Macomb 61455. Estimated construction cost \$1,908,000; first-year operating cost \$640,000. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer Steel, Andrus & Adair. Principal: Dr. Robert L. Milkman, director of office of instructional technology (BPET-508). Action July 13.

TV start

■ KIVV-TV Lead, S.D.—Authorized program operation on VHF ch. 5 (76-82 mhz); ERP 95.5 kw vis., 9.55 kw aur., HAAT 1851 ft.; ant. height above ground 1900 ft. Action July 9.

AM actions

■ KMAI(AM) Agana, Guam—Broadcast Bureau dismissed application for additional time to construct station; canceled construction permit and deleted call letters. Action July 13.

■ Amery, Wis.—Polk County Broadcasting. Broadcast

Bureau granted 1260 khz, 5 kw-U, DA-2, P.O. address: 2491 Lake Elmo Ave., N. Lake Elmo, Minn. 55042. Estimated construction cost \$34,550; first-year operating cost \$64,500; revenue \$115,000. Format: MOR. C&W. Principals: David L. Carlson (50%) is former part owner of farm equipment sales firm. Reynold P. Lark (50%) is chief engineer of WYOO(AM) Richfield, Minn. (BP-20071). Action July 19.

Broadcast Bureau granted following CP modifications to extend completion time to date shown:

■ WDJZ Bridgeport, Conn. to Dec. 15 (BMP-14,216); WINZ Miami to Feb. 1, 1977 (BMP-14,218); WIAD Jacksonville, Fla. to Oct. 16 (BMP-14,215); WHHL Pine Castle-Sky Lake, Fla. to Jan. 26, 1977 (BMP-14,212); WQCK Warner Robins, Fla. to Dec. 24 (BMP-14,197); KIKI Honolulu to Oct. 16 (BMP-14,214); WBFN Quitman, Miss. to Oct. 20 (BMP-14,201); WRNJ Hackettstown, N.J. to Oct. 18 (BMP-14,217); WLAS Jacksonville, N.C. to Jan. 22, 1977 (BMP-14,222); WAMB Donelson, Tenn. to Nov. 1 (BMP-14,213); KIXZ Amarillo, Tex. to Aug. 16 (BMP-14,212); WISN Milwaukee to Jan. 1, 1977 (BMP-14,220).

FM applications

■ Largo, Fla.—Bie Broadcasting Co. seeks 92.1 mhz, 3 kw, HAAT 300 ft. P.O. address: 800 SE 8th Ave., Largo 33540. First-year operating cost \$13,016,000; revenue \$75,000. Format: Gospel. Principals: O.N. and E.W. Bie (50% each). O.N. Bie has realty interests. E.W. Bie is general manager of KWAM Memphis, Tenn. and has 50% interest in WSST(AM) Largo. Ann. July 7.

■ Portland, Tex.—Media Properties seeks 105.5 mhz, 3 kw, HAAT 300 ft. P.O. address: 1918 E. Elizabeth, Brownville, Tex. 78520. Estimated construction cost \$83,680; first-year operating cost \$72,000; revenue \$75,000. Format: MOR. Principals: Paul G. Veal (37%), G.E. Roney (37%) and Ron Whitlock (25%). Mr. Veal has interest in KDUV(FM) Brownsville, Tex., and has real estate interests. Mr. Roney also has interest in KDUV, and Mr. Whitlock is general manager of that station. Ann. July 7.

FM actions

■ Kenai, Alaska—KSRM Inc. Broadcast Bureau granted 100.1 mhz, 3 kw, HAAT 193.75 ft. P.O. address: Box 950, Soldotna, Alaska 99669. Estimated construction cost \$48,385; first-year operating cost \$28,200; revenue \$25,000. Format: C&W. Principals: Walt Stephen (21.9%), Robert Clay (43.8%), Dave Goodwin (24.1%), et al., own KSRM(AM) Soldotna (BPH-9619). Action July 16.

■ Key West, Fla.—David W. and William A. Freeman. Broadcast Bureau granted 107.1 mhz, 2 kw, HAAT 96 ft. P.O. address: 513 Southard Street, Key West 33040. Estimated construction cost \$23,000; first-year operating cost \$10,000; revenue \$40,000. Principals: Messrs. Freeman (50% each) are both insurance agents in Key West; David Freeman owns accounting and real estate business (BPH-8822). Action July 19.

■ Chillicothe, Ill.—Chilli Communications. Broadcast Bureau granted 94.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 2300 Lincoln Park West, Chicago, Ill. 60614. Estimated construction cost \$44,336; first-year operating cost \$60,900; revenue \$89,445. Principals: William D. (51%) and Helen J. Engelbrecht (29%) and Charlotte D. Snyder (20%). Mr. Engelbrecht is adver-

tising account executive; Ms. Engelbrecht is advertising media director; Ms. Snyder is store manager (BPH-8942, BPH-9472). Action Aug. 2.

■ *Kokomo, Ind.—Kokomo-Center Township Consolidated School Corp. Broadcast Bureau granted 89.1 mhz, 10 w P.O. address: 100 W. Lincoln Rd., Kokomo 46901. Estimated construction cost \$1,142; first-year operating cost \$2,700. Principal: Neil Kunkle, instructor (BPED-2183). Action July 19.

■ Poplar Bluff, Mo.—River Valley Broadcasting. Broadcast Bureau granted 95.5 mhz, 100 kw., HAAT 477 ft. P.O. address: Box 437, Ironton, Mo. 63650. Estimated construction cost \$90,011; first-year operating cost \$48,000; revenue \$72,000. Format: Standard pops. Principals: Gaylon Watson, owner of KPIA(AM) Ironton, Mo.; L. Michael Lorch, attorney and cattle operator; C.H. Parsons Jr., attorney and real estate developer (1/3 each) (BPH-9259). Action July 20.

■ Fuquay-Varina, N.C.—Wake County Broadcasting Co. Broadcast Bureau granted 103.9 mhz, 2.1 kw., HAAT 350 ft. P.O. address: Box 588, Fuquay-Varina



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27526. Estimated construction cost \$30,595; first-year operating cost \$12,000; revenue \$10,000. Format: stereo country. Principals: Joseph B. Wilder (40%) James M. Butts Sr. (40%) and L. Keith Whittle (20%) own WAKS(AM) Fuquay-Varina. Mr. Wilder also owns WBAW-AM-FM Barnwell and WBHC-AM-WJBW-FM Hampton, both S.C. (BPH-9516). Action July 8.

Broadcast Bureau granted following CP modifications to extend completion time to date shown:

■ KEDY Mt. Shasta, Calif. to Jan. 2, 1977 (BMPH-14,843); WDMG-FM Douglas, Ga. to Nov. 28 (BMPH-14,809); KEEY-FM St. Paul, Minn. to Nov. 5 (BMPH-14,812); WNYC-FM New York to Dec. 29 (BMPH-14,832); WZVS-FM Vieques, P.R., to Jan. 16, 1976 (BMPH-14,847); KSUB-FM Cedar City, Utah, to Dec. 12 (BMPH-14,833); WBHJ Trenton, N.J., to Oct. 1 (BMPH-14,510).

FM start

■ KVVJ-FM Logan, Utah—Authorized program operation on 94.5 mhz, ERP 25 kw, HAAT —970 ft. Action July 23.

Ownership changes

Applications

■ KMFB-AM-FM Mendocino, Calif. (AM: 1300 khz, 1 kw-D; FM: 92.7 mhz, 3 kw)—Seeks assignment of license from Mathew V. and Maria J. Huber to Stephen M. Ryan for \$130,800. Sellers: Mathew V. and Maria J. Huber own KMFB-AM-FM, and have no other broadcast interests. Buyer: Stephen M. Ryan owns photography business in Mendocino. Ann. Aug. 4.

■ WRD(AM) Daytona Beach, Fla., WMEL(AM) Melbourne, Fla.; WEOL(AM)-WBEA(FM), Elyria, Ohio—Seeks transfer of control of Elyria-Lorain Broadcasting Co. from Otto B. Schoepfle, trustee (100% before; none after) to Arthur D. Hudnutt and Molly H. Young (none before; 50% each after). Consideration: none. Principals: In accordance with terms of will of Arthur C. and Marian B. Hudnutt, Mr. Schoepfle wishes to distribute stock evenly between their son and daughter, Arthur D. Hudnutt and Molly H. Young. Ann. July 26.

■ WSAV-TV Savannah, Ga. (ch. 3)—Seeks assignment of license from WSAV, Inc. to News-Press and Gazette Co. for \$4,750,000 and \$500,000 noncompetition covenant. Seller owns WSAV(AM) Savannah; its principals are Harben Daniel, W.K. Jenkins estate and Arthur Lukas estate. Buyers: David R. (31%), Henry H. (21%) and David R. Bradley Jr. (21%) have newspaper interests. Ann. July 26.

■ WVUE(TV) New Orleans (ch. 8)—Seeks assignment of license from Screen Gem Stations to Gaylord Broadcasting Co. for \$12.5 million. Seller: Columbia Pictures Industries, parent company of Screen Gems, owns WNUJ-TV Linden, N.J.; WOLE-TV Aguadilla, P.R.; WYDE(AM) Birmingham, Ala.; KCPX-AM-FM Salt Lake City, and WWA-AM-FM Wheeling, W. Va. Buyer: Gaylord owns WTVT(TV) Tampa, Fla.; KTVT(TV) Fort Worth; KHTV(TV) Houston; KSTW(TV) Tacoma, Wash.; WTTV(TV) Milwaukee; KRKE(AM) Albuquerque, N.M., and WKY(AM) Oklahoma City. Ann. Aug. 5.

■ WBKR-AM-FM Pittsfield, Mass. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 101.7 mhz, 3 kw)—Seeks transfer of control of Greylock Broadcasting Co. from Lurette S. and Elmer H. Close, executor of estate of Joseph K. Close (41.7% before; none after) to E.H. and Margot P. Close, Lurette C. Borne and Lurette S. Eaton (13.18% before; 52.86% after). Consideration: none. Principals: In accordance with will of Joseph K. Close, control of licensee is to be transferred to his wife and children, who also have interests in WKNE(AM)-WNBX-FM Keene, N.H. Ann. Aug. 4.

■ WAAM(AM) Ann Arbor, Mich. (1660 khz, 5 kw)—Seeks assignment of license from WAAM Inc. to WAAM Radio, Inc. for \$825,000. Seller: Owned by John L. Sinclair, who also owns licenses of WLVL(AM)-WLFQ(FM) Crawfordsville, Ind. and WANT(AM) Richmond, Va. Buyer: Owned by Lima Broadcasting Corp., which operates WIMA-AM-FM Lima, Ohio. Lima Broadcasting is owned by 26 stockholders. Ann. Aug. 4.

■ WGGR(FM) Duluth, Minn. (105.1 mhz, 100 kw)—Seeks transfer of control of Titanic Corp. from Herbert Gross and William D. Gregory (33-1/3% each before; none after) to Gordon H. Ritz (33-1/3%

before; 100% after). Consideration: To be determined upon closing. Principals: Messrs. Gross and Gregory wish to sell their shares of Titanic to Mr. Ritz. Mr. Ritz has interest in KSOO-AM-FM Sioux Falls, S.D. and KABY-TV Aberdeen, S.D. He also has financial and grocery interests. Ann. Aug. 4.

■ WKNE(AM)-WNBX-FM Keene, N.H. (AM: 1290 khz, 5 kw; FM: 103.7 mhz, 42 kw)—Seeks transfer of control of WKNE Corp. from Elmer H. Close, executor of estate of Joseph K. Close (64.36% before; none after) to E.H. Close, Lurette C. Borne, Margot P. Close, Lurette S. Eaton, and Palmer Worthen. Consideration: none. Principals: In accordance with will of Joseph K. Close, control of licensee is to be transferred to deceased's wife and children (53.37%) and to Joseph K. Close Trust (22.22%), latter in care of Palmer Worthen and Lurette S. Eaton. E.H. Close and Lurette S. Eaton have interest in Greylock Broadcasting Co., licensee of WBRK-AM-FM Pittsfield, Mass. Ann. Aug. 4.

■ KFDW-TV Clovis, N.M. (ch. 4)—Seeks assignment of license from Bass Broadcasting Co. to Mel Wheeler Inc. for \$600,000. Principals: See KDNT-AM-FM Denton, Tex. below. Ann. Aug. 5.

■ WFID(FM) Rio Pedras, P.R. (95.7 mhz, 30 kw)—Seeks transfer of control of Fidelity Broadcasting Corp. from estate of Rafael Jose Acosta (51% before; none after) to Carola A. de Camaro and Jose Julian and Victoria Acosta (49% before; 100% after). Consideration: none. Principals: Stock is being transferred to wife and children as part of deceased's will provisions. Ann. July 22.

■ WPSC(AM) Pageland, S.C. (1510 khz, 500 w-D)—Seeks assignment of license from Pageland Broadcasting Corp. to Robert Broadcasting for \$73,426 plus assumption of liabilities (\$43,419). Seller: Pageland Broadcasting has number of small stockholders. Buyer: Laura Stallings (70%) and Earl Wayne Haas (30%) are officers, directors and stockholders of Robert Broadcasting, licensee of WCLP(FM) Pageland. Ms. Stallings has retail, clothing and grocery interests. Ann. Aug. 4.

■ WETE(AM) Knoxville, Tenn. (620 khz, 5 kw)—Seeks assignment of license from Knoxville Broadcasting Corp. to Basic Media Ltd. for \$800,000. Seller: Knoxville Broadcasting is wholly-owned subsidiary of Hall Communications, Delaware corporation. Hall is licensee of WLVL(AM) Lockport, N.Y.; owns 100% of stock of licensees of WICH(AM)-WCTY(FM) Norwich, Conn., WNBH(AM)-WMYS(FM) New Bedford, Mass., and WBVP(AM)-WWKS(FM) Beaver Falls, Pa.; also is proposed assignee of WGAL-AM-FM Lancaster, Pa. Robert M. Hall and wife Ruth own majority of stock of Hall Communications. Buyer: Basic Media is owned by Norman Eric Jorgensen. It is licensee of WISE(AM) Asheville, N.C. Ann. Aug. 4.

■ KDLK-AM-FM Del Rio, Tex. (AM: 1230 khz, 250 w; FM: 94.1 mhz, 3 kw)—Seeks assignment of license from Western Plains Broadcasting Co. to Forum Broadcasting for \$165,000 plus \$17,000 note on property. Seller: Owned jointly by Rodney C. Robertson and Fletcher R. Lawson, who have no other broadcast interests. Buyer: Owned by Center Atkins Jr., who also owns S.S.S. Broadcasting, licensee of KAPE(AM) San Antonio, Tex., and has advertising interests. Ann. Aug. 4.

■ KDNT-AM-FM Denton, Tex. (AM: 1440 khz, 5 w-D; FM: 106.1 mhz, 100 kw)—Seeks assignment of license from Bass Brothers Telecasters to Mel Wheeler Inc. for \$427,000, plus assumption of liabilities with respect to KDNT-AM-FM. Seller: Bass Brothers Telecasters is owned by Bass Brothers Enterprises, which is in turn owned by Robert M., Sid R., Edward P. and Lee M. Bass (25% each). Bass Brothers Enterprises also has interest in Bass Broadcasting Co. Bass brothers are in process of selling all broadcast interests, in order to devote resources to oil and gas interests. Buyer: Owned by Melvin L. Wheeler, who is president and director of Bass Broadcasting and Bass Telecasters. Mr. Wheeler has interest in KITT-FM Radio, licensee of KITT(FM) San Diego, Calif. and in WCK Media, Inc., licensee of KROD(AM)-KUDE(FM) El Paso, Tex. Ann. Aug. 4.

■ WSLC(AM)-WSLQ(FM) Roanoke, Va. (AM: 610 khz, 5 kw-D, 1 kw-N; FM: 99.1 mhz, 200 kw)—Seeks assignment of license from Bass Brothers Telecasters to Mel Wheeler, Inc. for \$1,145,000 plus liabilities with respect to WSLC(AM)-WSLQ(FM). Principals: See KDNT-AM-FM Denton, Tex., above. Ann. Aug. 4.

Actions

■ KHBM-AM-FM Monticello, Ark. (AM: 1430 khz, 1 kw-D; FM: 93.5 mhz, 3 kw)—Broadcast Bureau

granted assignment of license from Baker Broadcasting Co. to Andres Broadcasting Co. for \$240,000. Seller is owned by Edward K. Baker who has no other broadcast interests. Buyer is owned by Charles H. Andres who is national sales manager for KTVT(TV) Fort Worth. Ann. Aug. 2.

■ KXQR(AM) formerly KGPD Clovis, Calif.—Broadcast Bureau granted transfer of control of licensee from George E. Gautney (50% before, none after) to Carl T. Jones (50% before, 100% after). Mr. Jones will assume all debts, and will pay Mr. Gautney sum to be determined at closing. Action July 14.

■ KCLM(AM) Redding, Calif. (1330 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from California Northwest Broadcasting to Colgan Communications for \$200,000. Seller: Also owns KVIQ-TV Eureka, Calif. Buyer is John A. Colgan (100%), who works for news magazine (BAL-8658). Action July 20.

■ WAUG-AM-FM Augusta, Ga.—Broadcast Bureau granted involuntary transfer of Hunter Group from Robert W. Hunter Jr., to Roy V. Harris, executor of estate of Robert W. Hunter Jr. (BTC-8080). Action July 29.

■ WKY—AM-FM Evansville, Ind. (AM: 820 khz, 250 w-U; FM: 104.1 mhz, 50 kw) and WEZK(FM) Knoxville, Tenn. (97.5 mhz, 100 kw) and WTVK(TV) Knoxville (ch. 20)—Broadcast Bureau granted transfer of control of South Central Broadcasting from John D. Engelbrecht, individually and as representative, (74.8% before; none after) to John D. Engelbrecht (none before; 74.8% after). Consideration: none. Principals: John D. Engelbrecht is receiving stock from estate of father, John A. Engelbrecht, deceased (BTC-8033). Action July 20.

■ WJCD-AM-FM Seymour, Ind.—Broadcast Bureau granted involuntary assignment of licenses to Edna Gertrude Baker, executrix of estate of Azra C. Baker (BAL-8716, BALH-2304). Action July 28.

■ WBKO(TV) Bowling Green, Ky. (ch. 13)—Broadcast Bureau assigned of license from Professional Telecasting Systems to Bluegrass Media for \$1.75 million. Sellers: D.C. Combs and John M. Berry who have no other broadcast interests. Buyer is owned by Clyde Payne (20%), present general manager, and eight business and professional men from Bowling Green, none of whom has any broadcast interests (BALCT-591). Action July 14.

■ WKTP(AM) South Paris, Me. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Oxford Broadcasting Corp. to Richard D. Gleason for \$130,000. Sellers: Robert and Pamela Healy plan to leave broadcasting to carry on "Christian work." Buyer: Mr. Gleason, owns and manages WOXA(AM) Norway, Me. (BAL-8670). Action July 16.

■ WMAR-FM-TV Baltimore, Md.—Broadcast Bureau granted assignment of license from A.S. Abell Co. to WMAR Inc. Corporate reorganization, name change only. Ownership remains same (BALH-2308, BASCA-750, BALCT-594, BALRE-3044, BALTS-413, BALTP-477, BALQ-83). Action July 16.

■ WDDT(AM) Greenville, Miss. (900 khz)—Broadcast Bureau granted transfer of negative control of Clearwater Broadcasting Corp. from Betty W. Carter, executrix (50% before; none after) to Betty W. Carter (none before; 50% after). Consideration: none. Principals: Mrs. Carter receives 50% ownership through husband's death. She shares 50% negative control with John T. Gibson, general manager of WDDT, with whom she also owns Delta-Democrat Times newspaper in Greenville (BTC-7964). Action July 29.

■ WSM(AM) Graham, N.C. (1190 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Smiles of Graham Inc. to Acme Communications for \$325,000. Principals in seller are Norman J. Suttles, Young A. Pulley, Derwood H. Goodwin, James C. Davis, John T. Minges and J. Norman Young, who have no other broadcast interests except Mr. Young who is principal in buyer. Others in buyer are Aubrey W. Aycock and W. Glenn Thompson. Mr. Aycock is present WSM general manager, Mr. Young is station manager and Mr. Thompson is air personality and account executive there. Ann. Aug. 2.

■ WBBS(AM) Jacksonville, N.C. (1290 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Brown Broadcasting Co. to Sun Broadcasting for \$325,000 and \$145,000 noncompetition covenant. Sellers: Herschel and Norman Brown wish to leave broadcasting. Sun is owned by David A. Manko, special agent for FBI (BAL-8672). Action July 15.

■ **WIDD-AM-FM** Elizabethton, Tenn. (AM: 1520 khz, 1 kw-D; FM: 99.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Walter A. Curtis, trustee to Metro Broadcasting Corp. for \$250,000. Seller: Mr. Curtis is trustee for former owners, J.H. Lewis and C.M. Taylor who declared bankruptcy in Dec. 1975. Buyers: Metro Broadcasting is owned by Haynes E. Elliot (40%), Fred P. Davis (40%) and Orville F. Surber (20%). Mr. Elliot has real estate and farming interests in Elizabethton. Mr. Davis owns jewelry store there and has local real estate interests. Mr. Surber sold 50% of WNEB-AM-FM Jamestown, Tenn. for \$10,000 (BROADCASTING, Feb. 16). Ann. Aug. 2.

■ **KBPO(FM)** Beaumont, Tex. (94.1 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Radio Beaumont to Air-Waves for \$295,000. Seller: John H. Hicks also has interest in KLVJ(AM) Beaumont; WTAU-AM-FM College Station; KJAR(AM) Laredo, and KLUF(AM) Lufkin, all Texas. Principals in buyer, Herman E. Nelson Jr. and Jesse B. Chapman, also own WLCS(AM)-WQXY(FM) Baton Rouge (BALH-2278, BASCA-742). Action July 29.

■ **WKLV(AM)-WBBC(FM)** Blackstone, Va. (AM: 1440 khz, 5 kw-D; FM: 93.5 mhz, 1.8 kw)—Broadcast Bureau granted transfer of control of Blackstone Broadcasting Corp. from Harris L. Umstead (69% before; 38.3% after) to David L. Umstead (24.6% before; 55.1% after). Consideration: none. Principals: Harris Umstead is giving stock to his son so that former may retire (BTC-8025). Action July 16.

■ **WAJR-AM-FM** Morgantown, W.Va. (AM: 1440 khz, 5 kw-D, 500 w-N; FM: 101.9 mhz, 50 kw)—Broadcast Bureau granted transfer of control of West Virginia Radio Corp. from estate of Agnes Greer (100% before; none after) to Richard, John and David Raese (none before; 100% [but for two shares] after). Consideration: \$174,000. Principals: Transferees are grandchildren of Agnes Greer, deceased, and are combining inheritance and purchase of stock from estate to consolidate ownership (BTC-8016). Action July 20.

Facilities changes

TV actions

■ **KTVH** Hutchinson, Kan.—Broadcast Bureau granted modifications of license covering change in studio location to 2815 E. 37th St., N. Wichita (BMLCT-810). Action July 13.

■ ***KYVE-TV** Yakima, Wash.—Broadcast Bureau granted CP to change ERP to 646 kw vis., 65 kw aural; change type trans. and ant.; make changes in ant. structure (BPET-515). Action July 13.

■ ***WHWC-TV** Colfax, Wis.—Broadcast Bureau granted modifications of license covering change in station location from Colfax to Menomonie, Wis. (BMLET-133). Action July 20.

AM actions

■ **WJBY** Gadsden, Ala.—Broadcast Bureau granted CP to increase daytime power to 5 kw and change type trans. (BP-20085). Action July 21.

■ ***WBWC** Berea, Ohio—Broadcast Bureau granted CP to install new trans. and ant.; ERP 1.45 kw; ant. height 59 ft.; condition (BPED-2181). Action July 20.

■ ***WOBL** Oberlin, Ohio—Broadcast Bureau granted CP to change frequency to 1320 khz, increase power to 1 kw, directional antenna, change hours to operation to unlimited (BP-20060). Action July 22.

■ **WJLJ** Tupelo, Miss.—Commission dismissed application of Town and Country Broadcasting of Tupelo to change facilities of WJLJ. At same time it granted two petitions to deny WJLJ's application, filed by West Alabama Broadcasting, licensee of WNPT(AM) Tuscaloosa, Ala., and Lee Broadcasting Corp., licensee of WTUP(AM) Tupelo. WJLJ sought to change its operating frequency from 1060 khz to 1280 khz, increase daytime power from 250 to 500 watts, and add nighttime operation at 500 watts. However, FCC said, West Alabama and Lee submitted field intensity measurements for WNPT that indicated WJLJ's proposed daytime service area (0.5 mV/m contour) was overlapped by WNPT's daytime (0.025 mV/m) contour by 35 miles. Action July 20.

■ **WMIM** Mt. Carmel, Pa.—Broadcast Bureau granted CP to increase daytime power to 1 kw, change type trans. (BP-20089). Action July 21.

AM start

■ Following station was authorized program operating authority for changed facilities on date shown: **WPJD** Soddy Daisy, Tenn. (BP-19581), July 23.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KFMA** Jerome, Idaho (DKT-20359), July 26; **KMOE** Butler, Mo. (DKT-19828), July 23; **WDYL(FM)** Chester, Va. (BPH-9727) July 23; ***WAMH** Amherst, Mass. (BPED-1261), July 26; ***WGLT** Normal, Ill. (BPED-1905), July 23; ***WTUL** New Orleans, La. (BPED-2026), July 23.

In contest

Designated for hearing

■ **Otsego and Plainwell, Mich., FM proceeding:** Allegan County Broadcasters and Robert B. Taylor, respectively, competing for new station to operate on ch. 265 (100.9 mhz)—Commission designated for consolidated hearing mutually exclusive applications. Allegan is licensee of WAOP(AM) Otsego, and Taylor is licensee of WBUK(AM) Portage, Mich. (Docs. 20864-5). Action July 16.

■ **Honea Path, S.C.—Commission designated for hearing applications of FM 103 Inc., and Radio Inc., for new FM station in Honea Path to operate on ch. 276A (103.1 mhz) (Docs. 20882-3). Action July 27.**

Case assignment

■ **Philadelphia, TV proceeding:** Vue-Metrics and Radio Broadcasting Co., competing for ch. 57 (Docs. 20842-45)—Designated ALJ Joseph Stirmer to serve as presiding judge; set prehearing conference for Sept. 8 and hearing for Oct. 26. Action Aug. 3.

Procedural rulings

■ **St. Louis, TV proceeding:** Midwest St. Louis Inc. and New Life Evangelistic Center, competing for ch. 24 (Doc. 20820-1)—ALJ Joseph Stirmer granted petition by New Life for leave to amend financial portion of application. Action Aug. 2.

■ **Las Vegas, TV proceeding:** Western Communications (KORK-TV Las Vegas) and Las Vegas Valley Broadcasting Co., competing for ch. 3 (Docs. 19519, 19581)—ALJ Chester F. Naumowicz granted petition by Western for leave to amend its application to reflect certain stock transactions. Action Aug. 3.

Joint agreement

■ **KWK(AM)** St. Louis—ALJ Lenore G. Ehrig granted applications of Curtis L. Mann, trustee in bankruptcy, and Doubleday Broadcasting Co. for renewal of KWK's license, construction permit to improve station's facilities, and assignment of station's license from Mann to Doubleday. Judge Ehrig also granted Doubleday's motion for summary decision after finding that all issues in proceeding had been rendered moot or resolved favorably without need for further inquiry (Docs. 20277-80). Ann Aug. 3.

Initial decision

■ **Wallingford and Ridgefield, Conn., AM proceeding:** Westport Broadcasting and Quinnipiac Valley Service and Radio Ridgefield, competing for 850 khz Ridgefield 19587. (Docs. 19686-7)—ALJ Chester F. Naumowicz, in supplemental initial decision granted application of Radio Ridgefield (RRI), for new station. In initial decision issued April 23, 1975, Judge Naumowicz had denied RRI's application for failure to satisfy "suburban community" issue on grounds that RRI failed to prove it was not, in fact, proposing to serve larger community of Danbury, 10 miles from Ridgefield. On March 3, 1976, Review Board remanded proceeding to Judge Naumowicz to consider petition by RRI for leave to amend site availability portion of its application. At same time, Board enlarged issues to determine, in event RRI's petition was denied, whether it had reasonable assurance that its proposed antenna site was available. Action Aug. 4.

Review board decisions

■ **WAMA(AM)** Selma, Ala., **renewal proceeding:** Vogel-Hendrix Corp. (Doc. 20722)—Review Board enlarged issues in proceeding, in response to petitions by Broadcast Bureau seeking addition of issues to determine whether Vogel-Hendrix had violated rules by exceeding authorized power of WAMA and whether licensee had exercised proper supervision over its employees. Bureau submitted engineering analysis of WAMA's transmitter logs indicating operation at excessive power on 40 days within period extending from Sept. 12, 1974, to Jan. 9, 1976. In view of this indication, Bureau also contended issue was warranted to determine whether licensee exercised proper control and supervision over its station. Action Aug. 3.

■ **Ripley, Mass., FM proceeding:** Country-Politan Broadcasting and Tiphah Broadcasting Co., competing for 102.3 mhz (Docs. 20343-4)—Review Board has granted application of Country-Politan Broadcasting. It dismissed with prejudice, competing application of Tiphah Broadcasting Company. Last April 8, FCC ALJ James F. Tierney denied CPB's application. Judge Tierney concluded that Kerry Hill, president and sole stockholder of CPB, was less than candid with FCC when he stated he had neither paid nor promised any consideration to Jesse R. Williams (100 percent owner of TBC) in return for dismissal of TBC application. Judge also found that Hill used certain affidavits in his possession as leverage to obtain agreement to dismiss. Review Board said while it generally agreed that Judge Tierney's findings of fact adequately and accurately reflected record in this proceeding, it was unable to agree with his conclusions that Hill's candor and conduct during his negotiations with Williams warranted denial of CPB's application. Action July 21.

FCC decisions

■ **Lexington Park and Leonardtown, Md., FM proceeding:** Sound Media and Key Broadcasting Corp., competing for 97.7 mhz (Docs. 19410-11)—Commission granted application of Key Broadcasting Corp. for new station at Lexington Park. It denied competing application of Sound Media, for new station at Leonardtown. In initial decision released March 11, 1974, ALJ David I. Kraushaar granted application of Key and denied application of Sound Media. He found both applicants qualified, but said Key was superior in terms of fair, efficient and equitable distribution of radio service. In decision released Jan. 2, 1975, Review Board

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Summary of broadcasting

FCC tabulations as of June 30, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,450	4	25	4,479	46	4,525
Commercial FM	2,772	0	48	2,820	127	2,947
Educational FM	814	0	31	845	68	913
Total Radio	8,036	4	104	8,144	241	8,385
Commercial TV	700	1	7	708	56	764
VHF	509	1	3	513	10	523
UHF	191	0	4	195	46	241
Educational TV	231	9	13	253	15	268
VHF	90	3	5	98	6	104
UHF	141	6	8	155	9	164
Total TV	931	10	20	961	71	1,032

*Special temporary authorization

**includes off-air licenses

reversed initial decision, disqualifying Key for deceiving advertisers and general public as to location of its station, WKTK-FM Catonsville, Md., and authorized nighttime power of its station WPTX Lexington Park. It granted Sound Media's application. Commission noted that Review Board in its decision essentially agreed with Judge Kraushaar's findings and conclusions respecting Key's promotional practices, except with regard to element of intent. It said Board's assessment of Key's motivation was incorrect and that Judge Kraushaar correctly resolved this matter in initial decision. Action Aug. 5.

■ Commission granted application of Virginia Seashore Broadcasting Corp. for new FM broadcast station to operate on 94.9 mhz at Virginia Beach, Va. At same time it denied competing application of Payne of Virginia, for same facilities. In initial decision released Nov. 14, 1972, ALJ Charles J. Frederick concluded VSBC filed misleading application and was not qualified to be licensee. Judge Frederick granted Payne's application. Review Board, in decision issued Jan. 30, 1974, affirmed ultimate result of initial decision, though it found Payne's general public survey "markedly deficient." In addition, Board found VSBC's violation attributable to negligence rather than attempt to deceive commission. It reversed Judge Frederick's disqualification of VSBC, and granted Payne's application on comparative basis. Commission found Review Board erred in its resolution of ascertainment issue and in granting Payne's application. Payne's failure to meet general public survey requirements, commission said, rendered its ascertainment showing fatally defective. Because, as Review Board concluded, VSBC is qualified to be licensee, FCC said it application would be granted (Docs. 19095-6). Action July 27.

Complaints

■ Total of 4,153 complaints from public was received by commission during June, increase of 1,157 over May. Other comments and inquiries for June totaled 1,295, decrease of 421 from previous month. Commission sent 1,209 letters in response to comments, inquiries and complaints. Ann. Aug. 5.

Fines

- WTHD(AM) Milford, Del.—Broadcast Bureau notified licensee that it incurred apparent liability of \$500 for failing to make required entries in maintenance log. Action July 29.
- WNER(AM) Live Oak, Fla.—Broadcast Bureau ordered licensee to forfeit \$500 for failing to maintain required maintenance log. Action July 29.
- WCOU-AM-FM Lewiston, Me.—Broadcast Bureau notified licensee it incurred apparent liability for forfeiture of \$750 for allowing persons who did not hold required operator permit to operate transmitting equipment, by failing to make required entries in operating logs and failing to conduct weekly off-the-air monitor tests. Action July 29.
- WLRQ(FM) Detroit—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$600 for having operators on duty fail to sign off duty in operating log on various dates. Action July 15.

■ KNOR(AM) Norman, Okla.—Broadcast Bureau notified licensee it incurred apparent liability for forfeiture of \$500 for failing to have logs kept by station employees competent to do so having actual knowledge of facts. Action July 29.

■ WNAD(AM) Norman, Okla.—Broadcast Bureau notified licensee it incurred apparent liability of \$500 for operating with excessive antenna input power. Action July 29.

■ KVKM(AM) Monahans, Tex.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$1,000 for not conducting required weekly calibrations of indicating instruments at remote control point. Action July 19.

Other actions

■ WIFE-FM Indianapolis, KOIL(AM)-KEFM(FM) Omaha and KISN(AM) Vancouver, Wash.—Commission denied Star Stations, parent corporation of licensees, authority to continue to operate these stations until commission grants applications for interim authority. On Jan. 30, 1975, commission denied renewal applications for these stations and WIFE(AM) Indianapolis, on grounds that serious misconduct had occurred in operation of station. Action July 27.

■ Commission acted on informal objection by Louisiana State Chapters of National Organization for Women, Southern Media Coalition and Louisiana Chapter of National Welfare Rights Organization against license renewal of 38 Louisiana broadcast stations. Complainants asserted that designated stations were responsible for discrimination against employees, applicants and potential applicants on basis of sex, race and national origin, and that stations' EEO programs filed with applications for renewal of license were inadequate. Commission said following stations performed satisfactorily in employment of minorities and women and/or have proposed adequate EEO programs: WIBR(AM) and WLCS(AM)-WQXY-FM, all Baton Rouge, WIKC(AM) Bogalusa, KEUN(AM) Eunice, KLFY-TV Lafayette, KLOU(AM) Lake Charles, KNOE(AM) Monroe, WVUE-TV New Orleans, KSLA-TV Shreveport and KVCL-AM-FM Winnfield. Commission granted renewal for KEUN, KNOE, KVCL-AM-FM, WIKC, WLCS, and WQXY-FM. Remaining stations, it said, could not be granted at this time due to other pending matters. FCC dismissed objection with respect to following stations: KAOK(AM) Lake Charles, KDLA(AM) and KEAZ(FM), both De Ridder, KJEF-AM-FM Jennings, KLNI-TV Lafayette, KROK(FM) Shreveport, WLPB-TV and WYNK-AM-FM Baton Rouge. Commission granted license renewals for following stations subject to certain EEO reporting requirements: KDSB-AM-FM Alexandria, KTBS-TV Shreveport, and WRBT-TV Baton Rouge. Remaining 12 stations will receive inquiries asking for more detailed EEO information. Action Aug. 5.

■ Commission acted on informal objections by National Association for Advancement of Colored People (NAACP) against license renewals of 73 Mississippi broadcast stations. Last June 8, FCC dismissed petition to deny license renewal applications of 73 Mississippi stations. However, it elected to treat pleading as informal objection filed by Mississippi State Branch of NAACP, 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 (referred to collectively as NAACP). Commission said that based on analysis of EEO performance for 53 of stations, informal objection would be dismissed, and renewals for 38 of those stations would be granted. Remaining 15 stations will receive inquiries asking for more detailed EEO information, commission said. It added that while two stations, WELO and WELO-FM, Tupelo, also were subject to NAACP's informal objection, they also have been challenged by Lee County Chapter of NAACP, and would be considered in connection with Lee County's petition to deny.

Allocations

Actions

■ Oakland, Md.—Broadcast Bureau reassigned television ch. *36 from Cumberland, Md. to Oakland. Reassignment was proposed in response to petition by Maryland Center for Public Broadcasting (MCPB). MCPB, state agency responsible for public broadcasting and educational television, determined Garrett County (in which Oakland is located) lacks public television service while Allegany County (in which Cumberland is located) is served adequately by public television from WWPB-TV Hagerstown, Md., as well as cable service (Doc. 20655). Action July 29.

■ Park City, Utah—Broadcast Bureau proposed assigning FM ch. 300 (107.9 mhz) to Park City. Action was in response to petition by Richard H. Albert, who stated that, if channel were assigned, he would file application for CP. Park City has neither AM nor FM assignment. Although it is approximately 21 miles from Salt Lake City, due to rugged terrain separating two cities, Park City is unable to receive reliable reception from existing broadcast facilities in Salt Lake City (Doc. 20885). Action July 29.

■ Park Falls, Wis.—Broadcast Bureau assigned TV ch. *36 to Park Falls as that community's first television assignment. Action was proposed in response to petition by State of Wisconsin—Educational Communications Board (ECB). ECB, which owns or is affiliated with seven stations in state, said its proposal would provide first educational service to 75,600 persons or 57 percent of population within proposed station's service area. It estimated that station operating on ch. *36 at Park Falls when combined with other ECB-owned or affiliated stations would enable approximately 97.4 percent of Wisconsin residents to receive educational television service (Doc. 20803). Action July 29.

Rulemaking

Actions

■ Commission amended its rules with regard to what materials will be counted in determining length of pleadings submitted to FCC. In its recent report and order in adjudicatory reorganization proceeding, commission stated that "pleadings in excess of the prescribed length because of appendices and other ... attachments will be returned without consideration." However, it failed to amend pertinent rule provision, which reads: Affidavits, statements and other materials which are submitted with and factually support a pleading are not counted in determining the length of the pleading. Other materials submitted with the pleading will be disregarded. Since affidavits and other materials factually supporting pleading often are required or appropriately submitted, FCC said it did not intend that they be counted in determining length of pleading. Other argumentative materials would be counted, it said, in determining length of pleading, and if length is greater than permitted, pleading and all attachments would be returned without consideration. Action Aug. 5.

■ Commission denied rulemaking petition by Norman E. Jorgensen, attorney practicing before FCC, proposing to increase time allowed for filing pleadings. Action Aug. 5.

■ Commission amended its rules which now require broadcast stations and cable television systems to keep complete record (political file) available for public inspection, of all requests for broadcast time made by or on behalf of candidates for public office, action taken by station, and charges made, if any, if request is

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granted. Amendment resulted from rule-making notice adopted April 1 and requires station which provides free time for use by or on behalf of candidates within 72 hours before day of election, to immediately place record of any free time provided in station's political file. All records related to amendment must be retained for two years, it said (Doc. 20764). Action July 27.

■ **KFPR (AM)** San Francisco—Commission denied petition requesting establishment of special noncommercial experimental class of low-power AM broadcasting (RM-1774). Action July 15.

■ Commission adopted new internal guidelines for Broadcast Bureau, effective Sept. 1, 1976, for rulemaking. Guidelines require that petitions for rulemaking shall be brought to commission for action within 120 days of their acceptance for filings. Such action may be denial of petition, notice of inquiry, notice of proposed rulemaking, or explanation by staff as to why one of above cannot be accomplished within 120-day time period. Should later action occur, commission said it then would establish further deadline for staff. Commission took this action in lieu of adoption of formal rulemaking proceeding sought by Public Interest Research Group which had proposed that commission make rule change for action to be taken on petitions for rulemaking within 60 days after period for filing statements and reply statements has expired. Action July 28.

■ Commission terminated its complaint proceedings against Straus Communications, licensee of WMCA (AM) New York, and clarified its policy with regard to personal attacks which relate to discussion of controversial issues of public importance. Action was in response to opinion handed down by United States court of appeals which vacated Jan. 8, 1975, commission order admonishing Straus for its broadcast of personal attack on Congressman Benjamin S. Rosenthal (D-N.Y.). Commission said in past, it was stated that "an attack must occur within the context of a discussion of a controversial issue of public importance in order to invoke the personal attack principle." It also noted that Broadcast Bureau ruled that attacks against individuals which occur during series of programs where particular controversial issue is being discussed, and where individual portions of this series "are so closely related as to constitute a continuing discussion of the same issue," are personal attacks even if they are not directly adjacent to references to that issue. Commission stated that in future personal attack rule will be applied in circumstances where it is apparent that attacks are made either during continuing discussion or in relation to discussion of controversial issue of public importance. In case of controversial issue of public importance, it said attack must occur within reasonable period of time following discussion. Action July 28.

Translators

Actions

■ **K10KB** Austin, Nev.—Broadcast Bureau granted CP for new VHF TV translator to operate on ch. 10 rebroadcasting KTVN Reno (BPTTV-5525). Action June 30.

■ **K68AX** Price and rural county, Utah—Broadcast Bureau granted CP for new UHF TV translator to operate on ch. 68 rebroadcasting KSL-TV Salt Lake City (BPTT-2972). Action June 28.

■ **K05FY** Tropic and Cannonville, Utah—Broadcast Bureau granted CP for new translators on ch. 5 rebroadcasting KSL-TV (BPTTV-5515), and K07OB Cannonville, Utah—granted CP for translator on ch. 7 rebroadcasting KUED (BPTTV-5516) and K08IT Henrieville, Utah—granted CP for translator on ch. 8 rebroadcasting KUTV (BPTTV-5517) and K09MW Bryce Canyon Airport area, Utah—granted CP for translator on ch. 9 rebroadcasting KTVX (BPTTV-5518) and K10KA Henrieville, Utah—granted CP for translator on ch. 10 rebroadcasting KTVX (BPTTV-5519) and K11NK Bryce Canyon Airport area, Utah—granted CP for translator on ch. 11 rebroadcasting KUTV (BPTTV-5520) and K12KQ Henrieville, Utah—granted CP for translator on ch. 12 rebroadcasting KSL-TV (BPTTV-5521) and K13OG Bryce Canyon Airport area, Utah—granted CP for translator on ch. 13 rebroadcasting KSL-TV all Salt Lake City (BPTTV-5522). Actions July 7.

■ **K02IF** and **K04IN** Tropic and Cannonville, Utah—Broadcast Bureau granted CPs for new VHF TV translators to operate on ch. 2 rebroadcasting KUTV Salt

Lake City (BPTTV-5513) and ch. 4 rebroadcasting KTVX Salt Lake City (BPTTV-5514). Actions July 7.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced July 30 (stations listed are TV signals proposed for carriage):

■ **Rolette Cable TV**, Box 487, Grand Forks, N.D. 58201, for Rolette, N.D. (CAC-06926): KFME, KTHI-TV, Fargo, N.D.; CKY-TV Winnipeg, Manitoba, Canada; CKX-TV Brandon, Manitoba, Canada; WDAZ-TV Devils Lake, N.D.; KXMC-TV, KMOT, Minot, N.D.

■ **Gerity Broadcasting Co.**, for Bay City, Essexville, Bangor township, Monitor township, Kawkawlin township, Frankenlust township, all Mich. (CAC-06927-32): WGPR-TV Detroit.

■ **Cable Communications Systems**, Box 777 Hector, Minn. 55342, for Aurora, Hoyt Lakes, Biwabik, White township, all Minn. (CAC-06941-44): KDAL-TV, WDSE-TV, WDIO-TV, Duluth, Minn.; CBWCT Ft. Francis, Ont., Canada; KNMT Walker, Minn.; WLUC-TV Marquette, Mich.; KBJR-TV Superior, Wis.; WTCN-TV Minneapolis; WIRT Hibbing, Minn.; WAEQ-TV Rhinelander, Wis.

■ **Louisiana CATV**, for West Monroe, and Monroe, both La. (CAC-06945-46): WTCG Atlanta; and delete KTVT Ft. Worth, Tex.

■ **Groveton Cable TV Co.**, for Groveton, Tex. (CAC-06947): KPRC-TV, KHOU-TV, KTRK-TV, KHTV, KUHT, KDOG, Houston; KTRE-TV Lufkin, Tex.; KLTV Tyler, Tex.

■ **Cablecom-General of Altus**, for Altus, Okla. (CAC-06948): Requests certification of existing operations.

■ **Teleprompter of Baytown**, for Baytown, Tex. (CAC-06949): WTCG Atlanta.

■ **Video Link of Allegheny County**, for Etna borough, Sharpsburg borough, Dormont borough, Baldwin township, all Pa. (CAC-06963-66): WOR-TV New York.

■ **Liberty TV Cable Co.**, Box 203, Junction City, Ore. 97448, for Harrisburg, Ore. (CAC-06967): KATU, KGW-TV, KOIN-TV, KPTV, Portland, Oregon; KVAL-TV, KEZI-TV, Eugene, KVDQ-TV Salem, KOAC-TV Corvallis, KOB Medford, all Oregon.

■ **Gerity Broadcasting Co.**, for Hampton township, Portsmouth, Midland, Midland township, Auburn, Williams township, all Mich. (CAC-06933-39): WGPR-TV Detroit.

■ **Monroe County Cable TV**, 104 S. Main St., Clinton, Tenn., 37716, for Sweetwater, Tenn. (CAC-06939): WTCI, WRCB-TV, WDEF-TV, WTV, WRIP-TV, Chattanooga; WCLP-TV Chatsworth, Ga.; WBIR-TV, WATE-TV, WTVK, Knoxville, Tenn.; WSJK-TV Sneedville, Tenn.; WKSO Somerset, Ky.; WCTE Cookeville, Tenn.; WTCG, WMAE-TV Atlanta.

■ **Crystalvision CATV**, 413 Benzie St., Beulah, Mich. 49617, for Frankfort, Mich. (CAC-06940): WBAY-TV, WFRV-TV, WLUC-TV, WPNE, Green Bay, Wis.; WCML-TV Alpena, Mich.; WPBN-TV, WGTU, Traverse City, Mich.; WWTW Cadillac, Mich.; WKBD-TV Detroit.

■ **Cass Community Antenna TV**, 209 S. Main St., Virginia, Ill. 62691, for Virginia, Ill. (CAC-06959): WCIA, WICD, Champaign, Ill.; WAND Decatur, Ill.; WICS Springfield, Ill.; WILL-TV, Urbana, Ill.; KHQA-TV Ilaninbal, Mo.; WGEN-TV Quincy, Ill.; WMBD-TV, WRAU-TV, WTVP, Peoria, Ill.; KPLR-TV, KDNL-TV, St. Louis.

■ **Warner Cable of Pottsville**, for Pottsville, Pa. (CAC-06960): Requests certification of existing operations.

■ **General Television of Michigan**, for Tawas township, Mich. (CAC-06961): Requests certification of existing operations.

■ **County TV Cable**, for unincorporated areas of San Mateo county, Calif. (CAC-06962): Requests certification of existing operations.

■ **Border Area Cable TV**, for Baudette, Minn. (CAC-06950): WTCN-TV Minneapolis.

■ **Big Valley Cablevision**, for (unincorporated areas of) San Joaquin county, and Stockton, both Calif. (CAC-06951-52): KVOF-TV, KDTV, San Francisco.

■ **Claremore Cable Television**, for Claremore, Okla. (CAC-06953): KXTX-TV Dallas.

■ **Robinson TV Cable**, for Robinson, Ill. (CAC-06954): WGN-TV Chicago.

■ **Berks TV Cable Co.**, for Temple borough, Pa. (CAC-06955): WPIX New York.

■ **Danville Cablevision Co.**, for Danville, Va. (CAC-06956): Requests certification of existing operations.

■ **Danville Cablevision Co.**, for Danville, and (specified unincorporated areas of) Pittsylvania county, both Va. (CAC-06957-58): WTCG Atlanta.

Certification actions

■ **University City Television Cable Co.**, Gainesville and Alachua county, Fla.—Commission granted certificates of compliance to University City for existing cable television systems. However, commission found unreasonable equalization charge University proposed to assess on subscribers residing outside of Gainesville equal to utilities tax (up to 10 percent of gross revenues) charged to residents of Gainesville by city. Action July 28.

■ **Lebanon Valley TV Cable**, Pa.—Commission granted Lebanon Valley TV Cable certificates of compliance to add signals of KYW-TV (NBC), WPVI-TV (ABC) and WCAU-TV (CBS), Philadelphia, to its cable TV systems at Richland and Millcreek township, Pa. Systems are in Harrisburg-Lancaster-York, Pa., major television market. Systems now carry following signals: WHP-TV (CBS), WTPA (ABC) Harrisburg; WLYH-TV (CBS), WGAL-TV (NBC), Lancaster; *WTF-TV Hershey; WSBA-TV (CBS), York; WPHL-TV (Ind.), WTAF-TV (Ind.), Philadelphia, all Pa. Action Aug. 5.

Other actions

■ **Service Electric Cable TV**, West Mahanoy township, Pa.—Commission authorized Service Electric to carry WPHL-TV, WTAF-TV Philadelphia, and WKBS-TV Burlington, N.J., on its cable system at West Mahanoy township. Service Electric's request to carry same signals on systems at Mahanoy City and Mahanoy township, Pa., were denied. Action was in response to requests by Service Electric for reconsideration of those portions of previous commission action denying its authority to carry three signals on three systems. Action July 27.

Rulemaking

■ Commission proposed amending its cable television rules to make definition of "legally qualified candidate for public office" consistent with definition recently adopted for broadcast services. Legally qualified candidate is any person who has publicly announced that he is candidate for nomination by convention of political party or for nomination or election in primary, special, or general election, municipal, county, state or national, and who meets qualifications prescribed by applicable laws to hold office of which he is candidate. Commission noted that report and order adopted on July 20 in Docket 20775 amended this definition in its broadcast rules to provide that such candidate is one who "either" has qualified for place on ballot or "has publicly committed himself to seeking election by the write-in method," and is eligible under applicable law to be voted for. Action July 27.

■ Commission set forth guidelines to be used by local educational stations in proving adverse economic impact when they object to importation of distant educational stations by local cable television systems. Commission said evidence should be presented by local educational station in proving reasonable probability that importation of distant educational station by local cable system will significantly impair ability of local station to provide service to local market. Action July 28.

■ FCC proposed amending its rules relating to non-discrimination in employment policies and practices of cable television applicants and certificate holders and licensees of cable television relay stations (CARS). Under proposed rules, FCC would: require each cable operation or CARS licensee having five or more (or perhaps 10 or more) full-time employees to file statement of its EEO program, indicating specific practices to be followed in order to assure equal employment opportunities in such aspects of employment practices as recruitment, selection, training, placement, promotion, pay, working conditions, demotions, layoffs, and terminations; and require those filing to update their program each third year, or perhaps each fifth year, thereafter, including current statistical data and availability surveys, together with any changes or amendments to existing programs (Doc. 20829). Action July 30.

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

Immediate opening for experienced General Manager to head MSO System serving approximately 7,500 subscribers in western Pennsylvania. Excellent company paid benefits, including family health insurance, vacations, life insurance, tuition refund, etc. An Equal Opportunity Employer. Send resume and salary requirements to: Box V-149, BROADCASTING.

General Manager wanted for small Midwest AM/FM. Must be strong on sales. EOE Box V-176, BROADCASTING.

Manager for progressive-formatted university FM station who also will have rank of assistant professor and teach broadcast courses. Requirements include two years of radio experience and Masters Degree. Salary \$13,000 minimum for 12 months. Deadline for applications Oct. 31. More information from School of Communication, University of Idaho, Moscow ID 83843. An EEO/AA Employer.

General Manager wanted for full time AM, no. 1 in market. Seasoned, experienced general manager with proven track record. Career opportunity. No job hoppers. Send resume to D. Stone, Box 1260, Nashville, TN 37202. Salary open.

Partner needed to manage Kentucky small market station, investment \$5200.00. Phone 317-653-6583 after 6 p.m. E.S.T.

Top rated medium market Northern California station near San Francisco needs sales manager. Must have some sales management experience and the desire and ability to motivate and personally perform to the "nth" degree. Beautiful living conditions, top income. Please call Rick Davenport, 312-693-6171, Ron Curtis & Company.

High potential radio station in rich Texas market needs sales manager. Position will quickly lead to general management. Low 20's first year. Contact Mr. Davenport, 312-693-6171.

HELP WANTED SALES

Top sales opportunity for experienced, willing salesperson. Excellent single market Wisconsin AM-FM. Draw, expenses, hospitalization, life insurance, retirement plan. Send resume Box V-117, BROADCASTING.

Account executive. One of the nation's leading marketing research firms specializing in radio and TV audience measurement has an immediate need for an individual with 2+ years of solid radio sales experience. Position is in our Chicago sales office and territory covered will be the midwest U.S. An Affirmative Action Employer M/F. Send resume with salary history to Box V-129, BROADCASTING.

\$13,000-\$18,000 sales earning opportunity at Gulf Coast MOR radio station. Requires aggressive self starter, minimum 3 years radio sales experience. Excellent benefits and environment, joining staff of professionals. You will be sales person no. 3. Send resume to Box V-161, BROADCASTING.

Radio sales for St. Louis with track record managing now or capable. Top opportunity unique situation. Good starting salary. Box V-179, BROADCASTING.

Experienced salesperson, proven sales record for top pay. Largest "share of audience" (18-49) ARB. Liberal salary, liberal incentive. KFMO Radio, Terminal Bldg. Lincoln, NE.

Large market income with the benefit of small market living gives the best of two worlds for salespeople at KWIX in Moberly, Missouri. The payroll shows our sales people earn anywhere up to and in excess of \$18,000 a year. Excellent daily training programs can help you become a better salesperson. Contact J.A. Shepherd, KWIX, Moberly MO, 816-263-1230, preferably from Missouri and surrounding states.

Aggressive salesperson for Long Island area, AM-FM operations in excellent market, managerial opportunity. WHLI, Box 219, Hempstead, NY 11550.

HELP WANTED SALES CONTINUED

We are the top station, and have one of the best facilities in the state. We need a qualified salesperson who knows how to sell medium market radio to replace a 25-year veteran earning significant 5 digit figures. Excellent benefits, good list. Management opportunities possible. Contact Ron Frizzell, WLAM, Box 929, Lewiston, ME 04240. Equal Opportunity.

Southern Chain needs sales applicants for small-medium-large markets. Men or women. Good money-solid future with progressive group. Openings now. Resume to Tom Joyner-V.P.-Beasley Broadcasting P.O. Box 1355 Goldsboro, NC 27530. 919-734-8003.

Three professionals with radio/TV local sales/sales management backgrounds to sell proven annual renewable services to broadcast management. Not a gimmick. We are industry's leading independent producer of proven local sales support and training services utilized by large and small independents and groups, including ABC, CBS and NBC. If you enjoy a consultant sales approach using the finest of audio/visual tools and have potential ability to conduct workshops/seminars, you can expect an excellent income with job satisfaction. Considerable travel first year; relocation unnecessary. Qualified candidates will be interviewed in and selected for Eastern, Midwestern and Western territories. First year potential \$36,000+ with continuing/renewable income. Positions available on a draw vs. commission plus equity option basis or, subject to financial qualifications, as self-employed rep. Rush confidential detailed resume, with references in first letter, to Bill McGee, President, Broadcast Marketing Corp., 2671 Harrison Street, San Francisco, CA 94110 for additional information and interview itinerary.

HELP WANTED ANNOUNCERS

Delaware Top 40. Tight Board. Fun sound. Announcer opening. Also, sales opening. Will train good potential salesperson. Box V-125, BROADCASTING.

Two announcers and one newperson needed immediately for placement at one of several AM/Stereo FM facilities owned by Northern New England based group. Salary based on experience/ability to \$180.00 per week. Send resume, salary requirement to Box V-154, BROADCASTING.

50kw Top 40 Pennsylvania powerhouse looking for full and part-time communicators. Good production a must. Box V-181, BROADCASTING.

Looking for ambitious, rich voiced announcers with some board experience and strong on news. Send tapes and resume to Frank C. Carman, KLUB AM/FM, Box 389, Salt Lake City, UT 84110.

Respected Midwest news operation seeks qualified dedicated morning person. This excellent station wants to improve. KWIX Radio, Moberly, MO 65270.

Announcers who have had at least a year in part-time sales and really like sales work have a great opportunity at our Radio Station to receive daily sales training and earn a lot more income. If you fit the above and live in the midwest, call me collect and let's discuss your future. J.A. Shepherd, KWIX, Moberly, MO, 816-263-1230.

First phone announcer with other ability. Send tape and resume to WAMD Aberdeen, MD 21001.

One announcer combo; one salesperson. Contemporary; serving rural area near metro. WEEO Box 339, Smithfield, VA 23430. E.O.E.

FM announcer. Ready to move to AM-FM combo? Call 815-539-6751. WGLC Mendota, IL.

WIOS Radio AM. Tawas City Michigan. Small Market. Northeastern Mich. Automated contemporary MOR format. Good production required. Tape, resume to: John Carrou WIOS Tawas City, MI.

HELP WANTED ANNOUNCERS CONTINUED

Southern Maryland adult contemporary/MOR desires night personality, 3rd phone. Experience desired: education, production, news skills important. Tape, resume, to P.D., WKIK, P.O. Box 346, Leonardtown, MD 20636.

Immediate. Experienced staff announcer needed for top-rated FM-Stereo beautiful music station. Must also have production/copy skills. Tape & resume to WSRB, West Side Station, Worcester, MA. 01602. An Equal Opportunity Employer.

Top rated contemporary has rare opening for announcer for all night shift. Great chance to polish your act. Tape to WTKO, Box 10, Ithaca, NY 14850. No calls.

One of the first Bonneville MOR programmed stations needs pleasant sounding announcer. Some production and copy writing. Send tape and resume to Mr. Reilly, WWOM, Box 5146, Albany, NY 12205.

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.

Announcer for big, small market country AM and all news FM that is growing fast. Good chance for advancement. Extra talent for remotes, bonuses for some news and production. Excellent opportunity for person who likes rural living and can contribute to this unusual operation. E.O.E. We hire only by interview. Call for appointment Mr. Smith, 503-882-8833, Klamath Falls, OR.

P.D., announcers and newperson needed for contemporary N. Dak. Radio. Tape, resume and requirements to: Jack Ingstad, Box 2072, Minot, N. DA. 58701. Replies confidential.

Personality-oriented radio station needs DJ for request time evening shift starting at 6 PM. Secretary takes request calls for you. Located in growing Washington DC suburban market. AM & FM, playing modern C/W. Good ARB ratings. Salary negotiable. EOE. Send tape & resume to Frank Manthos, Box 19, La Plata, MD 20646.

Announcer/sales combination. We're a top-rated small market station with a track record of moving our people to major markets. If you have a degree, but need experience, send tape/resume to Box 1140, Hawesville, KY 42348.

No. 1 rated 50kw FM rocker in 9 station market seeks experienced super jocks for immediate openings. Tape and resume to: Greg MacArthur, Box 1228, Parkersburg WV 26101.

HELP WANTED TECHNICAL

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.

Chief Engineer wanted for AM/FM combination in one of midwest's finest medium sized cities. Need knowledge and experience on non-directional AM, Stereo FM, automation. Equal Opportunity Employer. Send resume to Box V-76, BROADCASTING.

Chief engineer for upper Midwest directional AM daytime. Must also have announcing and news skills. Group operation, Equal Opportunity Employer. Box V-142, BROADCASTING.

Chief engineer, northeast. Must have good knowledge of audio and be able to run a one-man engineering department. Equal Opportunity Employer, group ownership, all benefits. Send resume to Box V-143, BROADCASTING.

HELP WANTED TECHNICAL CONTINUED

Electronic Communication Technician. 1st Class FCC license, studio and remote recording, maintenance, no air work. Minimum one year experience, salary \$767.00 per month. Midwest university station. Equal Opportunity Employer. Send resume to Box V-148, BROADCASTING.

Do you like radio best? Had a go at the World? Like life in a small city? Know directional rigs, preventive maintenance? Tell us about you. Mid-Atlantic area. E.O.E. Box V-186, BROADCASTING.

Announcer-Engineers for 10,000 Watt 24 hour facility. Experienced in production. First class ticket. Also interviewing for experienced news editor and newscasters. Salary negotiable. Send resume and tape or call to Operations Manager, KTRB, P.O. Box 3839, Modesto, CA 95352, 209-523-0737.

Chief Engineer for WDBO-KIWI Dubuque, IA. Excellent facility in a fine city. Salary and benefits above average. For job fulfillment contact Philip Kelly 1-319-583-6471. EOE Employer.

Immediate opening for experienced, hard-working, take-charge chief engineer for well equipped 5kw AM and 3kw stereo FM in Minneapolis-St. Paul metro market. Some air work helpful but not required. Salary open. Contact Box Smith, WIXX, New Richmond, WI 54017.

Experienced Chief Engineer for WRUN/WKGW, Utica, N.Y. Contact Hal Vester, WRUN, Utica, N.Y.

Wanted: Combination 1st class eng. ann. Salary open. Good voice. Equal opportunity employer. Contact, Bill Mahoney, WSEW, Selinsgrove, PA, 717 374-1155.

Chief Engineer. Contemporary station, excellent facilities, good pay. Must know directional AM, studio maintenance. Relaxed, high morale station in beautiful area. Rush resume to WTKO, Box 10, Ithaca, NY.

Chief Engineer. College FM station. Repair and maintain equipment, some technical instruction. First class FCC and experience required. Apply by Aug. 23 to Michael Donovan, Communications Dept., Glassboro State College, Glassboro, N.J. 08028. An Equal Opportunity. Affirmative Action Employer.

Chief engineer with first class radio telephone license wanted for University-owned non-commercial FM radio station (1600 watts). Responsibilities would also include maintenance and repair of closed-circuit color television system serving campus and feeding head-end of local community cable television company; audio dial access system; and PA systems and A-V equipment used in auditoriums and classrooms. Five years of experience with electronic systems is desirable. Salary range: \$13,000-\$17,000. If interested please contact Mr. Charles T. Buford, Personnel Director, 323 Clark Hall, Indiana University of Pennsylvania, Indiana, PA 15701, for application instructions by September 10, 1976. An Affirmative Action/Equal Opportunity Employer.

HELP WANTED NEWS

New Jersey shore station needs resumes from experienced newscasters who can write, edit and deliver local newscasts. References will be thoroughly checked. Equal Opportunity Employer. Send resume to Box V-66, BROADCASTING.

Full time news station in major market needs news person with first phone. Good benefits, minimum two years experience. Midwest. Send resume and salary requirements to Box V-139, BROADCASTING.

News director progressive small Wisconsin market near metro area. Outstanding opportunity. Predecessor well organized. College preferred. Experience helpful. Box V-189, BROADCASTING.

Montana's Big Sky country needs experienced, proven, news director at full time, 5 KW, CBS station. Self motivated professional to gather, write, deliver, area news. Active community involvement required. Equal Opportunity Employer. Minimum salary 10M. Send tape and resume to KSEN radio, 120 Pine Ave., Shelby, MT 59474.

HELP WANTED NEWS CONTINUED

Midday news pro. Live newscasts, short interviews. Previous feature experience, communications degree preferred. Top 10 market in Southwest. Tape and resume to Carl Cramer, WBAP, 3900 Barnett, Fort Worth, TX 76103. Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production Director, full time. No air shift involved. Voice, experience at writing and producing creative commercials and promos a must. If your first love is production, but you're trapped on the air, you may be what we want. Excellent facilities, benefits. Medium market, midwest. If you don't have at least 2 years commercial experience, don't apply. Equal Opportunity Employer. Resume to Box V-158, BROADCASTING.

Afternoon airshift, production, help program adult contemporary station. Progressive small Wisconsin market near metro area. Experience required. Box V-189, BROADCASTING.

Immediate opening first ticket with other abilities such as sales, announcing, etc. 5kw AM in metropolitan market east coast. Primarily inspirational format. Excellent opportunity for qualified person. Equal Opportunity Employer. Contact Chuck Sherman, WPMH General Manager, Portsmouth-Norfolk, VA 804-488-8364.

National Public Radio has the following 3 positions open:

(1) **Director of Development:** Supervises Development Department; plans organizes, and manages all Development activities for NPR programs, promotion, and general operating budgets. Extends awareness of NPR to government agencies, foundations, and corporations. Supervises the preparation and presentation of proposals for funding and participates in evaluating projects to be funded. Ensures compliance with FCC regulations. Specifications: B.A. and 4 years' development experience. Demonstrated success in planning, organizing, managing, and presenting fundraising programs. Minimum salary: \$23,500. Excellent benefits.

(2) **Assistant Director of Development:** Assists the Director in all Development activities. Coordinates presentations of all proposals related to government funding sources. Ensures that all external and internal reporting requirements are met. Specifications: B.A. and 3 years of fund-raising experience. Demonstrated success in securing project funding from government agencies. Minimum salary: \$19,000. Excellent benefits.

(3) **Development Associate:** Prepares all proposals for internal approval and submission to funding sources. Prepares follow-up reports for funding agencies and other constituencies. Assists in establishing internal procedures for proposal development, preparation, and submission. Specifications: B.A. and 2 years of funding proposal and report-writing/editing experience. Minimum salary \$16,000. Excellent benefits. AA/EOE Employer.

Please send resumes by August 23rd to: Kate Roe, National Public Radio, Personnel Office, 2025 M Street, NW, Wash., D.C. 20036.

Program director for 1 year old MOR FM stereo. Great opportunity for creative ambitious individual. Send resume or call 308-284-2051 P.O. 733, Ogallala, NE 69153. Position open now.

SITUATIONS WANTED MANAGEMENT

Attention: Major Market Radio. Dynamic sales personality desires position as local/national sales manager for group or individual station. Strong credentials, personable, highly creative with unusual sales techniques. Build your sales with a fresh, energetic, hard-working talent. Write Box V-96, BROADCASTING.

Have 30 years experience in radio management-operations-sales-production and announcing. Great voice. Have put stations in no 1 rating. Looking for station in small market that needs man to run his station, sell, announce, do it all and make it money. Dependable, hardworking family man. Seeking permanent employment. I'm community oriented. Call Al. 305-287-5599 evenings or write: Box V-126, BROADCASTING.

SITUATIONS WANTED MANAGEMENT CONTINUED

Just left Kentucky C&W AM after 15 years owner-manager. Total 20 years experience all facets. Seeking Southern location, preferably Florida as manager, asst. mgr., or program director. First phone. Box V-131, BROADCASTING.

Looking for a manager for your small market operation. If you can stay out of my way I will set up dictatorship to put money in both our pockets. Experienced street fighter, 27, married, available for right deal. Stock options preferred. Also can bring other hired guns. Reply to Box V-145, BROADCASTING.

Southeast, vast experience in management, personnel, public relations. Box V-162, BROADCASTING.

Looking for a manager who will handle sales, administration, and programing with the same care you would? Excellent track record and references. Box V-163, BROADCASTING.

MGR./G.S.M. (Small or medium market). Proven record as A.E. Young, aggressive, knowledgeable. Will develop sales campaigns. Ready to move into management. First ticket. Permanent future in Southeast. Box V-171, BROADCASTING.

11 years experience all markets, first phone. John Bowles, 606-293-0770.

Let us manage your station! Small market oriented husband-wife team. 14 years experience all phases. Must relocate outside the South because of allergies. Bob Clark 703-371-3840.

SITUATIONS WANTED SALES

Manage and sell. Sales Manager built regional powerhouse. Worked with nation's best programmers. Strong, creative promotion. Soft-sell/super service. 27, degree. Box V-107, BROADCASTING.

Experienced salesman! Good radio background and over 5 years on the street! Box V-128, BROADCASTING.

Top man on staff, 15 years experience, prefer Midwest small market. Box V-140, BROADCASTING.

Over 10 years experience, sales manager, early 30s, family, professional in P.B.P., sales, management, college degree. Will relocate. Box V-167, BROADCASTING.

Seeking sports PBP-Sales position in medium market. 2 years experience. College graduate. Professional attitude. Call 812-275-3200.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

First phone Top 40 jock. Recently worked in Oklahoma City area. Former production director (2 years) and jock (3 years) at open format College Station. Currently employed as disco jock. Steve 312-439-2884 or Box V-79, BROADCASTING.

Classical announcer. Ten years in the business. Worked as commentator for major symphony orchestra series. Good production. Seeking full time fine arts station that can make classical music pay. Top references. Reply Box V-100, BROADCASTING.

New York City air personality available for Jazz-oriented format. 6 years experience as host and producer of Jazz program which has included interviews w/Stan Kenton, Charles Mingus, Bill Evans and many other Jazz artists. Box V-103, BROADCASTING.

Any market, any format. Experienced, dependable, stable, no problems. Dave, Box V-132, BROADCASTING.

"The Dean of Talk Radio." (Honolulu star-bulletin, June '76). A decade of experience. 3rd endorsed. Excellent sales ability. Will relocate. Box V-138, BROADCASTING.

Experienced DJ, 1st phone, exc. news, production, board, sports announcer. B.A. Like silly putty, easily molded to your needs. West or Northwest market. 415-726-6217 or Box V-147, BROADCASTING.

SITUATIONS WANTED ADVERTISING CONTINUED

Young, creative, hard-working announcer who's done it all. (successful morning show, sports PBP, production, good copy, some news) in under 3 yrs. Would like medium mkt. airwork and/or sports position. Mid. to 6 a.m. in upper medium mkt. Would be nice if available. You'll be pleased with results! Good family man. Box V-169, BROADCASTING.

Capable PBP, announcer seeks employment for hockey, basketball, baseball, B.A., 3 years experience, tapes, resume, Box V-173, BROADCASTING.

Black female DJ newscaster 3rd phone, college educated, professionally broadcast trained. Tape available. Box V-177, BROADCASTING.

Female announcer/news. Prefer northeast, south, southeast MOR-contemporary/modern country. Third, 2 years experience. Box V-183, BROADCASTING.

22 year pro seeks return to radio or TV. Northeast Wis. 779-6656. Box V-190, BROADCASTING.

They wouldn't let me play P.D.Q. Bach Inventive classical music host-announcer available. Bruce Thomson, 1508 Vallejo Drive, San Jose, CA 95130.

26 married P.D. strong production including 4 track recorders, 10 years air work including talk shows, news, some video and sales. Looking for top 40 MOR talk show. Willing to relocate. Steve Christopher 346 73rd Street Niagara Falls, NY 14304, 716-283-4752.

Attention Florida! DJ 3rd endorsed, light board, excellent commercials and news, ready now! Glenn Miller, c/o Martine, 7600 S.W. 133 Court, Miami, FL 33183 305-595-1342.

DJ, news, copywriter 3rd/w. Tapes, resume. Clay Reid 714-477-5751. 2717 Plaza Blvd. no. 101, National City, CA 92050.

First phone, degree, reliable, mature, inexperienced but willing. Try me. Box 682, Harbor City, CA 90710.

Entertainer with 7 years experience. Bright and dependable. Seeking medium or large market position. 219-749-9342 or 219-638-4129.

Philadelphia and surrounding areas: experienced broadcaster seeks airshift, production or news gig. 215-256-6330. John LaMonica.

C&W announcer. Currently PD in western small-medium market. Automation experience as well as copy, production, & MD. Seek similar position in mid-west or south, or announcer in medium market. 1-307-265-0122.

Northeast, Florida, Top-40, contemporary nite-man. 1 year experience, 3rd endorsed, and college. Worked Cocoa Beach market. Call 305-721-0582.

Creative experienced announcer, production, copy, news, seeks on air position. Ken Windheim, 99 Swezey St., Patchogue, N.Y. 11772. 516-475-4122.

B.A. Broadcasting, 3rd, married, one year experience: announcing, news, sports, production, copy, sales. Bob Axtell, 424 River Run Drive, Macomb, IL 61455. 309-833-2663.

Young, single DJ seeking advancement, 2 years experience, 1st phone, relocate anywhere. 612-339-2697.

Swinging young disc jockey with strong voice and personality wants to work with you. Day or night man. 3rd endorsed. Limited to eastern states. Call me 717-454-0446. Ask for Mark O.

SITUATIONS WANTED TECHNICAL

East Tenn. Stations: maintenance contracts available: Audio, DA proofs, installation, FCC filings. Box V-92, BROADCASTING.

Major market AM/FM chief engineer, B.S. degree, first class license, now with consulting firm seeks position with S. Florida group firm. Box V-155, BROADCASTING.

Experienced 1st phone Young assistant chief engineer. Excellent production routine maintenance. Public affairs oriented. Good references. Available any area. Box V-193, BROADCASTING.

SITUATIONS WANTED NEWS

News director 20 years experience wants Iowa or other midwest permanent location. Box V-153, BROADCASTING.

ND-Ed-motivator looking for medium market growth opportunity. Covered city hall to statehouse, politics, court and consumer. Tape, phones, documentary. Invest in a stamp. Box V-165, BROADCASTING.

Medium market all-news changing format. Young aggressive news director available. Seeking advancement. Also very strong in sports. Box V-166, BROADCASTING.

Sportscaster: persevering for first commercial break. 3 years college radio PBP football, basketball, hockey, baseball, sports talk shows. 3rd endorsed, B.S. sociology, private school teaching-coaching since 1973 graduation. Available now, will relocate. Peter Cooney, Tanager Road, Attleboro, MA. 617-222-4796.

Sports director. 23 Over five years experience small market radio. Solid radio background includes sports. PBP, News, production, copy, sales, air shift. College degree in broadcasting. Dedicated and dependable. Looking for the right move up. For details contact Cliff Yeagin Box 584 Elberton, GA 30635. 404-283-3062.

Experienced PBP broadcaster looking for chance to grow with sports-minded small or medium market station. Have major market commercial sports experience in writing, producing, voice reporting. Also experienced in news, television, radio telephone talk. Will consider additional duties as necessary. College grad. 1126 East Vienna Ave. Milwaukee, WI 53212. 414-964-2676.

Heavy voice newsmen, has worked major Northeast market. Four years experience. Looking for more lucrative position. Will re-locate. For resume and tape call 1-401-766-8819 or write Mario J. Brunetti, 263 Morse Avenue, Woonsocket, RI 02895.

Film/ENG editor. Diverse experience. Ray Etheridge, Box 8799, Portland, OR 97208.

Need challenging news job for reporter who digs under the surface of things. Newspaper and TV experience. Washes his own car. Gregory Mysko, 402 W. Hampton Apt. 1, Sumter, SC 29150. 803-775-2566. Shanti.

Radio-TV news director. Twelve years; talk shows Location open. Call Robert James, collect. 805-482-4469 or 1577 Calle La Cumbre, Camarillo, CA 93010.

Sportscaster/newscaster, award winning, strong PBP, DJ, light board, six years experience, third endorsed, B.A. English. Looking to learn more radio. Dave Ochs, 556B Senate Court, Jefferson City, MO 65101. 314-634-2438.

Experienced radio-TV sports personality. Excellent PBP on all sports. Will relocate. ph. 701-746-5926.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Success and ratings have been my constant pals emanating from over ten years of hard work. Small market P.D. and talent rising to major 50 KW. Clear channel P.D. and talent, national P.D., respected winning independent consultant. Turnaround appointments my craft. Family man, no hang-ups, young 33. Personal motivation inspires search for position commanding the best. Two considerations a must for my family: non polluted climate, excellent compensation. Top references. Degree, mass communications. Box U-50, BROADCASTING.

Country music PD employed at one of the nations most successful medium market operations. Wants to help your team win. Box V-69, BROADCASTING.

12 year veteran program director-personality jock, major market experience, contemporary top 40, Ohio-Indiana-Kentucky-West Virginia. Knowledgeable-personable. Box V-97, BROADCASTING.

Film director/producer. Commercials, public affairs, documentaries, R-TV degree, experienced, self starter. Box V-178, BROADCASTING.

SITUATIONS WANTED PROGRAMING PRODUCTION OTHERS CONTINUED

Commercial announcer. Background for TV, film or radio. Station news/production P.D. 30 years experience. Will relocate. Available now. Have 1st phone-automation experience. Henry Hoppe 22605 S.W. 66th Ave, apt 212, Boca Raton, FL 33433 305-391-5132.

Talented beginner wants job in radio, excellent appearance and writing skills, 20 years old, 2 years college. Jim Maxwell, 6130 Longmont, Houston, TX 77057 713-781-1218.

Wayne Shayne, G-98 Cleveland. Program director. 16 years rock experience. Seeks programming position. 216-333-9687.

TELEVISION

HELP WANTED MANAGEMENT

Sales Manager, group-owned network affiliate in top-ten eastern market. National and local sales experience required. Equal Opportunity Employer. Box V-120, BROADCASTING.

HELP WANTED SALES

Account executive needed by major group owned Independent. Strong local TV sales background needed. An Equal Opportunity Employer. Send resume to Box V-73, BROADCASTING.

Account executive, group-owned network affiliate in top-ten eastern market. Local sales, especially retail, experienced preferred. Equal Opportunity Employer Box V-121, BROADCASTING.

Broadcasting station has need for local account executive. Sales experience helpful for right person to secure a job with good promotion opportunities. An Equal Opportunity Employer. Send brief resume and salary requirements to Box V-187, BROADCASTING.

Wanted aggressive local television Account Exec. with Agency experience. Management opportunity in Miami Market on a successful Ind. Mail Resume: Michael G. King 2832-M Sterling Road, Hollywood, FL 33020.

If you are experienced and a strong closer, male or female, and you are free to travel extensively selling to television and newspaper executives on straight commission, then, and only then can we train you to average 2 to 3 high commission sales per week. Background in broadcasting sales not limited to TV. Send resume to Mr. Boyd, P.O. Box 650, St. Petersburg, FL 33731 or call him at 813-821-0986. No collect calls please.

Can you sell? TV sales pay good commissions plus on air opportunities. Send resume-picture. Dick Brian or Fred Adams, P.O. Box 2220, Florence, AL 35630.

HELP WANTED TECHNICAL

Microwave engineer. Maintenance and repair of microwave system in Nevada and California. Two year minimum microwave experience required and some broadcast experience helpful. Person must be able to work on his own. Good starting salary, company car and excellent corporate benefit program. Send resume and salary history to: Box V-78, BROADCASTING.

Chief Engineer for University based Public TV-FM-CCTV facility. Responsibilities include design, maintenance and technical supervision of a modern full color facility. Minimum requirements: BSEE or equivalent, FCC first, three years' experience in engineering management capacity and complete knowledge of state-of-the-art broadcast electronics systems. Available: Immediately. Salary: Open. Please send resume with references and salary history to Box V-119, BROADCASTING. An Equal Opportunity Employer.

Assistant chief engineer-operations, reports directly to the Director of Engineering and has responsibility for all studio operations at a top ten market network affiliate. This is an extraordinary engineering management opportunity. While the professional chosen for this position must have a strong technical background with emphasis on state of the art conversion (Eng., digital, automation, i.c., etc.), management of people is the single most important function. An Equal Opportunity Employer. M/F. Box V-191, BROADCASTING.

**HELP WANTED TECHNICAL
CONTINUED**

Fast-growing new TV station in Winnipeg, Canada, the friendly capital city in Manitoba, needs technicians with good basic training in electronics and 3 to 5 years experience in broadcast engineering. Send resume to: Mr. Robert Hall, Chief Engineer, CKND-TV, 603 St. Mary's Road, Winnipeg, Manitoba, Canada.

Immediate opening for transmitter maintenance engineer. Contact Karl Black, CE, KRTV, Great Falls, MT.

TV Engineer wanted to work in all color, remote-controlled UHF public television station in Western Michigan. Must have first class license and television experience. Send resume to: Paul Bock, Chief Engineer, WGVC-TV, Grand Valley State Colleges, Allendale, MI 49401. An Equal Opportunity Employer.

Videotape editor/master control technician needed at well established major market CBS affiliated VHF station in new facility. Both first class license and minimum four years experience in commercial TV technical operation required. Excellent benefits, profit sharing, health/life insurance, etc. An Equal Opportunity Employer. Write or call: T. Arthur Bone, WPRI-TV, 25 Catamore Blvd., East Providence, R.I. 02914. 401-438-7200.

Transmitter and Maintenance engineer needed. 1st class license required. Transmitter eng. to maintain remote control UHF transmitter. Maintenance eng. for control room equipment. Write or call WRBT-TV, Baton Rouge, LA. 504-766-3233.

Transmitter supervisor to maintain remote control UHF transmitter. Minimum 5 years maintenance experience on RCA TTU 50-60. FCC first class license required. Contact chief engineer at WTOG-TV, St. Petersburg, FL. 813-576-4444. An Equal Opportunity Employer!

Assistant chief engineer for midwest UHF network affiliate. Must have good maintenance background including R.F. ability to work with, and supervise people. We are an Equal Opportunity Employer. Reply to: A.W. Taylor, C.E. WYTV, Inc. 3800 Shady Run Road, Youngstown, OH 44502.

Television control room technician. Prefer FCC First license with 3/4 inch cassette, color camera and VTR experience. Salary 200.00 wky. WZTV Nashville, TN. 1-615-385-1717 C.E.

Maintenance engineer live in Texas. Southwest largest video tape facility needs maintenance engineer familiar with Ampex 2000, 1200, RA 4000 and Norelco PC 70 cameras. Please send resume to MCI Productions, 9816 Harwin, Houston, TX 77036 or call Bill Denton 713-785-0420.

Closed Circuit TV technician. Thorough knowledge and experience in TV maintenance and operation. Rush resume to Robert Hunyard, Altgeld Hall, Northern Illinois University, DeKalb, IL 60115. Phone collect 815-753-0171.

TV maintenance engineer, must have heavy Ampex VTR background and knowledge of logic. Also need good general tech. Resume ASAP or call Chief Engineer, 1534 Kapiolani, Honolulu, HI. 96814 808-941-3011.

Broadcast engineer. Ball State University has an opening for a Broadcast Engineer, who must be able to operate and maintain GE 250 color television cameras, VTR and related electronic equipment. Three years experience with first class FCC license preferred. Excellent fringe benefits, 18 days paid vacation. Application deadline Sept. 3, 1976. Send resume to: Personnel Services Office, Ball State University, Muncie IN 47306. An Equal Opportunity Employer Affirmative Action Employer.

Director Engineering. Public VHS-TV FM direct staff of five. Plan satellite earth station facilities. Modern equipment. Write for details to: Don Upham, general manager, KUAC University of Alaska, Fairbanks 99701. The University of Alaska is an Equal Opportunity Employer.

HELP WANTED NEWS

TV Reporter. Need experienced general assignment reporter. Minimum 3 years TV experience with ability to dig. Salary depends on experience. Send resume, I'll contact you. Box V-50, BROADCASTING.

**HELP WANTED NEWS
CONTINUED**

Field reporter wanted for small market station. Must have reporting and news film experience. Some anchor work possible. Send resume to Box V-70, BROADCASTING.

Major midwestern vacationland area station currently seeking mature, strong-voiced anchor for prime nighttime newscasts. Need one who knows how to win and hold loyal news audiences with network style commitment and delivery. Just plain readers shouldn't apply. Send letter, resume and salary expectations to Box V-116, BROADCASTING.

Western medium market, ABC affiliate needs sports dir to head up one person dept. Will create film/mini-cam vtr pieces and deliver segments in two daily newscasts. Addition tapes will be requested. Send resume to Box V-141, BROADCASTING.

Top rated news operation in Florida is looking for a Director for 11 news for a Monday through Friday shift. Fast pace show filled with visuals. Other duties would include public affairs and commercial production. Experience required. Salary open. Applications from women and members of minority groups encouraged. Reply to Box V-151, BROADCASTING.

Anchor-Producer/Midwest affiliate now seeking accomplished PRO. No beginners. Somewhere there is among you a talent able to communicate on a person-to-person basis. One who can relate, write, and generally put it all together twice a day. Tape, resume and references now being accepted. c/o News Director, WYTV, 3800 Shady Run Road Youngstown, OH 44502.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

We're Expanding. Top 20 Market seeks eng producer, production assistants, desk assistants, reporters, weathercaster, entertainment critic and co-anchor. Equal Opportunity Employer. Box U-198, BROADCASTING.

General accountant/office manager. Leading television station and production center needs person with good broadcasting accounting experience. Individuals without broadcast experience need not apply. This is a heavy position requiring excellent accounting skills and the ability to contribute. Will assist in supervising office. Good growth and visibility. Excellent benefits. Equal Opportunity Employer. Send resume to Box V-80, BROADCASTING.

Art director. Top-rated television station in southern market needs art director to produce advertising/promotion, sales and programming materials. Prefer candidate with broadcasting experience but will consider agency background if broadcast included. Excellent working environment. Low cost metropolitan community. Good career move into one of the country's top broadcast groups. An Equal Opportunity Employer. Send resume with salary needs to Box V-135, BROADCASTING.

Public affairs director Florida market. Good solid reporting background required. Applications from women and member of minority groups encouraged. Box V-152, BROADCASTING.

Promotion Manager for vibrant, top-flight operation in good-sized market. AM, FM, TV. Must be energetic and experienced, know both print and television production. Attractive city, superior working conditions, nice salary and fringes. An EEO/Affirmative-Action Employer. Box V-175, BROADCASTING.

TV producer/director: Powerful California TV station looking for experienced on-air person. Must be capable of producing/writing/directing TV commercials and programs. Must have hands-on experience wity VTR board switching. Send tape and resume only to Sam Dalton, KMPH-TV, 2600 Mooney Blvd, Visalia, CA 93277. An Equal Opportunity Employer.

Producer/director/filmmaker for Southeastern Public TV Station. Requires three years experience, graduation from a four year college or equivalent or professional competence in shooting and editing 16mm color film with sound. Ability to manage a small production unit in the development of instructional series. \$14,412 annually. Send resume, film and videotape sample to Don Gilpin, WETV, 740 Bismark Rd., N.E. Atlanta, Ga. 30324. Phone number 404 873-4471. Deadline for receiving, August 27.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS, CONTINUED**

Instructional Television Staff writer for Southeast Urban TV Station. Demonstrated ability to write creatively for broadcast and print media. Must script exercises developed by the station. Bachelor's degree required. Master's preferred. Deadline for application August 25. An Equal Opportunity Employer. Send applications to Dr. Mary Kohlmeier, WETV, 740 Bismark Road, N.E. Atlanta, GA 30324. Phone number 404-873-4471.

Creative commercial producer-director with strong experience in film and studio production. VTR editing and close client contact. Send resume and tapes to Prod. Mgr., WFRV-TV, P.O. Box 1128, Green Bay, WI 54305. Equal Opportunity Employer.

Production technician for operating shifts. Including video switching and telecine operation. Some experience and/or first phone required. Reply to A.W. Taylor, C.E. WYTV, Inc. 3800 Shady Run Rd., Youngstown OH 44502.

Graphic Artist/photographer. Full-time. To set up and operate graphic arts department for PTV licensee. Minimum of two years experience in television graphics design and preparation. Available October 4; closing date September 3; annual salary \$8,000 to \$9,000. For description and application, write: University Regional Broadcasting, Inc., 3440 Office Park Drive, Dayton, OH 45439.

TV producer-director with B.A. and 3 years experience that wants to supervise a 3 person TV section in a University Media Department. Must be able to produce and direct TV programs and other media presentations, schedule and supervise work assignments, and coordinate operations. Starting salary \$12,000-\$13,000. Send resume to Instructional Media Laboratory, University of Wisconsin-Milwaukee, P.O. Box 413, Milwaukee, WI 53201. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Former network executive with extensive key market general management success seeks opportunity and tough challenge; can provide unique references and background story; will relocate; for immediate interview, reply Box V-137, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

Staff TV announcer. Thirteen years experience with diversified background. Large market weatherman, news anchor/reporter, emcee. Thirty-five. Straight, professional delivery. Consider news or weather. Box V-180, BROADCASTING.

Professional, 20 years, sports, weather, news, directing. Excellent voice and appearance. 609-883-8990.

SITUATIONS WANTED TECHNICAL

Chief engineer 20 years broadcast experience all phases UHF VHF seeks more challenging position. Box V-90, BROADCASTING.

First phone, solid state, excellent background. XMTR or maint., Florida, east coast. Box V-127, BROADCASTING.

Top TV cameraman seeks major market station. 1st phone with 9 years studio experience. Resumes available upon request. Reply to Box V-174, BROADCASTING.

Chief Engineer experienced in VHF and UHF; large and small markets. Heavy maintenance experience on Ampex, Norelco, GE, RCA. Thourly familiar with all phases of Broadcasting and production. Contact Bill Taylor 1311 Ski Lodge, Montgomery, AL or call 205-277-4864.

SITUATIONS WANTED NEWS

Reporter Top 75 experience, field reporting PBP, production. BA Journalism, VTR available. Currently full time radio, want back into TV. Box U-164, BROADCASTING.

Puerto Rican Broadcaster seeks on-air entry level position in television news. Credits include talk radio, British television, and UPI. Experienced in all areas of radio, television, and film production. Call 202-232-8509. Or write Box V-72, BROADCASTING.

SITUATIONS WANTED NEWS CONTINUED

News Director: Troubled news department? I can produce ratings, profits and solid journalism. Box V-77, BROADCASTING.

News Management: Presently employed assistant news director medium market. Desire similar position in larger market, or ND in smaller or medium market. BA, Awards. Box V-84, BROADCASTING.

Ratings getting weatherman/anchorman/legman. Am also a 16mm cameraman with my own equipment. Box V-88, BROADCASTING.

Best play-by-play man around. 3 sports. News director and anchorman of all-news format. Box V-99, BROADCASTING.

Experienced female reporter/newscaster with solid reporting and on-camera skills. Excellent voice and appearance. Box V-102, BROADCASTING.

Cameraman with film and ENG experience. Presently employed in major market. Seeks new challenge. Box V-130, BROADCASTING.

25 year old, attractive, experienced female television anchor-reporter-producer in 30's market with background in state government and congressional campaigns seeks a reporter or anchor position with a smaller market. Box V-146, BROADCASTING.

Talented anchor desires anchor/reporter opportunity. Thirty-one. Dedicated and industrious. Box V-150, BROADCASTING.

Polished, attractive female desires move into major market as co-anchor. Outstanding qualifications. Reply Box V-170, BROADCASTING.

Executive branch press official (female) desires reporting, writing or producing job not in government. Former TV reporter, Capitol Hill press assistant producer. Washington or Baltimore area. Box V-182, BROADCASTING.

Enthusiastic, articulate, attractive young woman with M.S. in Bcst. Journalism and ENG schooling. Seeks reporter/on-air position. Solid sports background. Incredible potential in field. Will travel. Box V-192, BROADCASTING.

Versatile newsman, writer, BA, seeks position with small station. Experience with VTR production and editing. Will relocate. I. Lubinsky 212-444-6948.

Experienced reporter/photographer will travel to get right job. Available immediately. Standups 16mm sil/sol and some ENG. Investigative background. Doug Cummings. 913-267-1165.

Photographer/reporter newspaperman seeks challenging TV spot. Jack of all trades, ectachrome, electronics, pilot license, extensive 35 mm. Outfit, enthusiasm. David Vine. 203-777-0765.

News photographer with 8 yrs newspaper, 3 yrs TV seeks position as general assignment photographer. Vehicle is 2 way radio equipped VHF-high band. Film and VTRs are available. Any area OK, prefer SW or Texas area. J.L. Keener 4337 Clyde Park SW 49509.

Anchor. Medium-small market. 5 years' experience including top-25 market. Good writer, interviewer. Street reporter, statehouse correspondent, documentaries. 217-352-4560.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Production Manager of 2 VHF stations. 25 yrs. experience in all TV production, administration, primarily major market background. Recent recipient of AAF Award. Box U-174, BROADCASTING.

Producer-director. 12 years commercial experience New York and Hollywood. Seeks growth position in first rate production facility. Box V-134, BROADCASTING.

Experienced director/producer seeking challenge in quality production/operations leading to management. Multi talented (you must consider this an asset), young, eager, and able. 6 yrs radio. 4 yrs TV. Reply soon: Box V-160, BROADCASTING.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Producer/Director with 7 years extensive production experience seeking challenging position. Samples available. GLB 215-664-3346.

Production. Any job. Have commercial experience, but need more. Recent graduate. Tom Miller. 2900 N. Nordica Chicago 60634 312-622-6952

CABLE

HELP WANTED TECHNICAL

Chief engineer-CATV. MSO, major market. Must know construction, solid technical background, understand people and budget. Second Class or better FCC license. All replies confidential. Send letter or resume to Box V-185, BROADCASTING.

HELP WANTED NEWS

Part-time editor for video/cable newsletter aimed at business market. Must be knowledgeable in field. Would have general editorial responsibilities including creation of stories and other chores necessary to produce news-packed biweekly. Send resume to Box V-144, BROADCASTING.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Take charge, total production program director looking for new opportunities. 5 years experience in local origination. Lots of ideas, lots of energy. Available September 1, 1976. Box V-123, BROADCASTING.

WANTED TO BUY EQUIPMENT

2-Highband VTR's with DOC and CAVE. Contact Chief Engineer at 605-996-7501 or write: P.O. Box 1049, Mitchell, SD 57301

Want to buy any type of Video TV equipment, switchers, camaras, etc. Call Dayton OH 513-258-8251.

We need used 250, 500 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Ilurbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

210 Insulated tower complete, lighting, fiberglass guys, for FM, dismantled. \$2,800 firm. WCLG, Morgantown. Phone 304-292-2222.

Harris/Gates 855 Multiple Cartridge Handler. Brand new, used only 6 months. \$900 fob WGTR. Natick, MA. Bob or John 617-655-2500.

BTA-ST1 RCA 5 KW AM transmitter in service on 1310 Khz. WNIC, Dearborn, MI 48126. 313-846-8500.

Test equipment: GR-916-AL Bridge, complete S450, Singer-Empire NF-105 Field Strength Meter 150khz to 1000mhz with all plug-ins \$1,250 Communication Radio Service, Charlotte, N.C. 704-597-1464.

One stop for all your professional audio requirements. Bottom line oriented. F.T.C. Brewer Company. Box 8057, Pensacola, FL 32505.

Tektronics 1L20 Spectrum Analyzer. 545-B Mainframe, 1A1 Scope plug-in, manuals. Best offer. I.B.C., Inc., Box R-181, Freeville, NY 13038 Phone 607-273-2970.

RCA TK 28 film camera: used only a few months. RCA TP 66 projector: used only a few months: magnetic sound 1 (dual) Raytheon KTR-1000 Microwave (2 transmitters and 2 receivers) less dishes and waveguide. RCA TR 22 high band video tape machine in good condition. LCL Associates, PO Box 1011, Metairie, LA 70001 (suburb of New Orleans) 504-885-9010.

Hellax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

AM Transmitters: Good selection of used 1 KW, 500 Watt, 250 Watt, and a few good 5 KW AM transmitters. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. Phone 314-334-6097

FOR SALE EQUIPMENT CONTINUED

One million dollar color mobile unit. The very best of everything including (8) complete Norelco PC-100A camera chains with lens, CDL Switcher, Audio Ampex 1200B Hi Band Quad Record/Play plus HS-100 Slo-Mo, 1972 40' Air Ride Trailer with Mack Tractor. 1-205-956-5800. Call for details, brochure and appointment to inspect.

Limiter-spotmaster. Like new. Two units for stereo or two mono sources. Box 33098, Washington, D.C. 20028.

2 ITA-AM-5000A-10M and 1 very late model (less than 6,000 hours) 5 KW AM transmitters. 1 Westinghouse FM-10, 10 KW and 1 three year old 20 KW FM transmitters. Contact Bud Aiello 301-589-7100.

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Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

Contemporary comedy! Most usable deejay service available! Hundreds have renewed! Freebie! 5804-B Twineing, Dallas, TX 75227.

Fresh 1 to 4 lines humor bi-weekly. 3 month trial \$20. Free sample Farquhar: 2315A S. Tekoa, Spokane, WA 99203.

Recorded multi-voice comedy quickies and image builders. 15 min. \$30,000. Useable samples \$5.00. Ford's Funnies, 1940 Hattom Rd., Fort Worth, TX 76117.

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.

45 RPM reinforced 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.

For Sale Private record collection. Over 7,000, all categories LPs, 45's, oldies, new mint bid. Ed Gould 1258 Pickwick Flint MI 313-233-0822.

Radio announcements recorded. Single voice 7 1/2 ips, full track, \$5.00 ea. Don Pendergrass, 33 S. Spelling, Dayton, OH 45403.

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The best "CB Radio" feature going! 2-min, current, factual, interesting! Demo! "CB Update", Box 3208, Mankato, MN 56001.

TECHNICAL OPPORTUNITIES

MATV installation business your city, part time. \$200.00 day possible. Melvin Cohen, Box 809, Boynton Beach, FL 33435.

INSTRUCTION

FCC license. New course material, new low prices. Free home study catalog. Genn Tech, 5540 Hollywood Bv., Hollywood, CA. 90028.

1st Class FCC, 6 wks. \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

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INSTRUCTION CONTINUED

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REI. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

REI. 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

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Free booklet demonstrates "Job Power" of our FCC 1st class license preparation. Write Announcer Training Studios (A.T.S.), 152 West 43 St., New York City, 10036 (Vets benefits). 212-221-3700.

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.

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SALES POSITIONS

An opportunity to join a young expanding broadcasting company. We are looking for aggressive creative salespeople for our stations.

Our group consists of WBNY, Buffalo; WEZE, Boston and WLKW AM/FM, Providence. In three years of operation all three General Managers have been promoted from within our company.

Tremendous opportunity for financial and career growth. Send resume to:

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President
McCormick Communications, Inc.
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Help Wanted Announcers

ENTERTAINING MORNING NEWSPERSON FOR TOP MIDWEST CONTEMPORARY

We are a fun and exciting contemporary operation in a preferred living area of the midwest. Top 15 market. Excellent working conditions. If you are good, starting salary will be no less than \$20,000 annually with automatic union raises. Replies held confidential. We are seeking somebody particularly creative who can work with an established morning personality. Send resume.

E.O.E.
M/F
Box V-188, BROADCASTING.

Help Wanted Announcers Continued

56/KLZ Denver - one mid-day opening remains for PERSONALITY experienced person. Current drive people considered for this choice 10-2 PM slot in great market at great station. Send tapes and resumes to D. Ianni, General Manager, Radio Station KLZ, 2149 South Holly Street, Denver, Colorado 80222 EEO.

Help Wanted Technical

Director of Engineering
Expanding radio group offers unique opportunity to ambitious Chief Engineer with exceptional technical and management qualifications. Candidates must be thoroughly familiar with all phases of AM/FM and enjoy building new state of the art facilities. Little Rock or Tulsa base. Send resume and salary requirements to Ronald E. Curtis, Suite 635, O'Hare Plaza, 5725 E. River Road, Chicago, Illinois 60631. All replies answered.

Help Wanted News

PUBLIC RELATIONS ASSISTANT
Major NYSE company, based in Atlanta, seeks a person with excellent writing and reporting skills. Responsibilities will include initiation of a new management information program. Entry level position requires degree and a minimum of one year experience in news or public information. Competitive benefits. Salary open. Send resume with salary history, in confidence, to:

Box V-172, BROADCASTING.

Sportscaster For Radio. WERE News 13 is looking for a staff sportscaster who can script and read scores, stories and comments—mornings and afternoons, weekdays. Excellent pay and working conditions for dedicated professional looking for personality spot on Cleveland's only all news station. No TV, no play-by-play, but writing and conversational skills must be first rate. Send tape and resume to: John Webster, Program Manager, WERE, 1500 Chester Ave., Cleveland, Ohio 44114.

SPORTSCASTER

Strong delivery - real pro wanted for top station. Top 10 market. Send tape and resume to: Bill Moyes, Frank N. Magid Associates, Inc. One Research Center, Marion, Iowa 52302.

Situations Wanted Management

GM/GROUP EXEC
Excellent record suburban and regional. 25 years all phases. Reputation strong leadership, sales, personnel development. Energetic, late forties. Prefer greater NY or Philadelphia area (not active in market now). GM, group trouble shooter, etc. BOX V-184, BROADCASTING. Complete confidence.

Don't sell—retire! Attention Kansas, Nebraska, Oklahoma, Missouri. I'll manage your station on buy-out arrangement. I'm a general manager now. Successful in a major market. I'm 34, have finest references, great track record. Will settle in small to medium market.
Box V-184, BROADCASTING.

Situations Wanted News

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NEWSMAN
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Professional in every respect
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Situations Wanted Programing, Production, Others

I've HAD IT
2 years top 40 mornings
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1 year beautiful music programing/announcing
2 years radio news, some T.V.
6 months commercial sales. Recently married man, 24, desires med. or small mkt. career. Solid credibility.
PH. (502) 651-3410 Ron O'Brien
BOX V-136, BROADCASTING.

TELEVISION

Help Wanted Management

BUSINESS MANAGER

Major Market Group-owned TV/AM/FM Combination needs Financial MANAGER for Midwest facility. Excellent opportunity with growth-oriented company. Reply in confidence to Box V-104, BROADCASTING.

Equal opportunity employer M/F.

NEWS MANAGEMENT—Dynamic, creative person with solid TV news experience who wants to move to top management. Broad knowledge of TV news operations, ability to work with people, make decisions, think and work hard a must. Management oriented reporters, producers and executives are preferred. Resume and photograph to Box V-156, BROADCASTING.

Help Wanted Sales

VIDEO SWITCHER SALES:

Locate L.A. area, willing to travel West Coast. Like to sell quality products. Video technical background essential.

Write: Nubar Donoyan
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Gainesville, FL 32601
Tel.: 904-378-1581

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World leader in the manufacturing of electronics test equipment is expanding video sales. An immediate opening exists in our Orlando Field Office. If you have Broadcast Video Sales Experience, an E.E. or related degree and are ready to accept a challenge, we want to talk to you.

Salary incentives, commission and company automobile furnished. Please call to arrange a personal interview.

214/233-7791
or send business experience and educational information or resume to: Austin Basso, Eastern Region Sales Manager, Communications Division, 4455 Sigma Road, Dallas, Texas 75240.

Situations Wanted Management

RADIO-TV GENERAL MANAGER

Goal-oriented GM committed to success. Strong management and sales training skills. Track record and more.
Box V-124, BROADCASTING.

Situations Wanted News

NEWS DIRECTOR/ANCHOR

Early thirties, credible, successful. Currently employed in 35-K range. Interested in moving to a quality station in a nice city within the top 30 markets. Box V-157, BROADCASTING.

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Call us before you put it up for sale. We have ideas that will turn your station into a real money-maker! Call now for more information. Strictly confidential.
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Investor group headed by experienced broadcaster seeks fulltime AM or AM/FM combination in small or medium market in Md., Pa., Va., W.Va., N.Y., N.J., Del. or Ohio. Range 250-400K. Must have excellent growth potential. Will also consider powerful FM only. Replies handled with utmost discretion. Brokers welcome.
Box V-159, BROADCASTING.

Mid West

13 years directional antenna experience 25 K to invest in a small station or 25K sales partner to acquire a bigger station.
Steege, 510 7th Ave., Coralville, Ia. 52241.

For Sale Stations

UHF television station in Northeast, full color, network affiliated. Financially qualified buyers only. No brokers.

Reply Box V-41, BROADCASTING.

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Top 50 Markets
Principals only

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1kw—D 250 w-N
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Books for Broadcasters

403. **AM-FM BROADCAST STATION PLANNING GUIDE** by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2 x 11", illustrated. **\$12.95**
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405. **BROADCAST STATION OPERATING GUIDE** by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. **\$12.95**
406. **THE BUSINESS OF RADIO BROADCASTING** by Edd Rautt. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages., illustrated. **\$12.95**
411. **COMMERCIAL FCC LICENSE HANDBOOK** by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations. **\$9.95**
419. **HOW TO BECOME A RADIO DISC JOCKEY** by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. **\$7.95**
421. **HOW TO SELL RADIO ADVERTISING** by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportune moment", and how to convert a "No" to a "Yes". 320 pages. **\$12.95**

BROADCASTING Book Division

1735 DeSales St., NW
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Please send me book(s) numbered _____
Payment for the full amount
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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.**
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- 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.**
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- AM/FM in Mississippi. These are the only two stations in a two county area. About \$115,000 annual sales. A good buy at \$250,000.
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Payable in advance. Check or money order only

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included

The Publisher is not responsible for errors in printing due to illegible copy Type or print clearly all copy

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036

BROADCASTING does not forward tapes of any kind. PLEASE do not send them to us they will be returned to you

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

For Sale Stations Continued

Old established fulltimer in fast growing market. Present billings \$385,000—absentee owned. Good cash flow, but room for significant improvement. Management Available.

Price: \$700,000 cash.

George MOORE
& ASSOCIATES

6116 No. Central Expressway Suite 712
Dallas, TX 75206 (214) 361-8970

SE	small	fulltime	\$186K	nego
MW	major	FM	\$1MM	\$290K
West	small	daytime	\$ 77K	\$35K
NE	metro	daytime	\$700K	nego
MW	small	CATV	\$275K	29%

Atlanta—Boston—Chicago—Dallas
New York—San Francisco



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nationwide service

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Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space

Word Count: Include name and address Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word (Publisher reserves the right to omit Zip code and/or 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

Stock Index

	Stock symbol	Exch	Closing Wed. Aug. 11	Closing Wed. Aug. 4	Net change in week	% change in week	High	1976 Low	PIE ratio	Approx shares out (000)	Total market capitali- zation (000)
Broadcasting											
ABC	ABC	N	37	35 3/4	+ 1 1/4	+ 3.49	38 1/2	19 7/8	32	17,289	639,693
CAPITAL CITIES	CCB	N	52 1/4	53 3/8	- 1 1/8	- 2.10	55 1/8	42 1/4	15	7,759	405,407
CBS	CBS	N	59 1/4	59 1/2	- 1/4	- .42	60 3/8	46 3/4	13	28,313	1,677,545
COX	COX	N	35 1/2	34 7/8	+ 5/8	+ 1.79	37 3/4	28 3/4	14	5,861	208,065
GROSS TELECASTING	GGG	A	11 3/4	12	- 1/4	- 2.08	12 3/8	10	8	800	9,400
KINGSTIP COMMUN.*	KTVV	O	3 1/8	3 1/8		.00	3 1/8	2 1/4	11	461	1,440
LIN	LIN8	O	16 3/8	16 3/4	- 3/8	- 2.23	17 3/4	9 5/8	9	2,382	39,005
MOONEY	MOON	O	2 3/8	2 3/8		.00	3 7/8	2 1/4	4	425	1,009
RAHALL	RAHL	O	5 1/4	5 3/8	- 1/8	- 2.32	5 3/4	4 1/2	11	1,297	6,809
SCRIPPS-HOWARD	SCRIP	O	28 1/2	28	+ 1/2	+ 1.78	28 1/2	20 1/2	8	2,589	73,786
STARR**	SBG	M	4	4 1/2	- 1/2	- 11.11	5	2 1/2		1,202	4,808
STORER	SBK	N	28 3/4	27 3/4	+ 1	+ 3.60	28 3/4	15 7/8	10	3,902	112,182
TAFT	TFB	N	29 1/2	30 1/8	- 5/8	- 2.07	31 1/2	23 1/4	10	4,070	120,065

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	3 3/8	3 3/8		.00	4 3/4	2	8	1,258	4,245
AVCO	AV	N	13 1/2	13 1/2		.00	14 1/2	4 1/2	2	11,541	155,803
BARTLETT MEDIA**	BMC	A	1	1		.00	1 1/4	1/2		2,257	2,257
JOHN BLAIR	BJ	N	11	10 3/4	+ 1/4	+ 2.32	11	5	9	2,403	26,433
CHRIS-CRAFT**	CCN	N	4 7/8	4 3/4	+ 1/8	+ 2.63	6 3/8	4 5/8		4,162	20,289
COMBINED COMM.	CCA	N	17 1/2	17 1/2		.00	20	12 5/8	10	6,269	109,707
COWLES	CWL	N	11 1/8	11	+ 1/8	+ 1.13	11 3/8	6 1/8	15	3,969	44,155
DUN & BRADSTREET	DNB	N	26 1/4	27 1/4	- 1	- 3.66	33 3/4	24 5/8	16	26,581	697,751
FAIRCHILD IND.	FEN	N	10	10 5/8	- 5/8	- 5.88	11 1/2	6 1/8	14	5,708	57,080
FUQUA**	FOA	N	8 3/4	8 5/8	+ 1/8	+ 1.44	9 3/4	4 1/2		8,551	74,821
GANNETT CO.	GCI	N	37 1/2	36	+ 1 1/2	+ 4.16	40	32 7/8	20	21,108	791,550
GENERAL TIRE	GY	N	22 3/4	23 1/4	- 1/2	- 2.15	23 1/4	17 5/8	6	21,853	497,155
GLOBE BROADCASTING**	GLBTA	O	2 1/2	2 5/8	- 1/8	- 4.76	2 7/8	1 1/2		2,783	6,957
GRAY COMMUN.	O	O	6 1/4	6 1/4		.00	6 1/2	6	5	475	2,968
HARTE-HANKS	HNN	N	25 1/2	25 3/4	- 1/4	- .97	25 3/4	17 1/8	13	4,381	111,715
JEFFERSON-PILOT	JP	N	29 5/8	29 3/4	- 1/8	- .42	31 1/4	25 5/8	12	24,078	713,310
KAISER INDUSTRIES	KI	A	16	15 3/8	+ 5/8	+ 4.06	16	8	8	27,598	441,568
KANSAS STATE NET.	KSN	O	3 3/4	3 3/4		.00	4 7/8	3	5	1,815	6,806
KNIGHT-RIDDER	KRN	N	35 7/8	35 5/8	+ 1/4	+ .70	37	28 7/8	16	8,305	297,941
LEE ENTERPRISES	LNT	A	16 5/8	16 1/2	+ 1/8	+ .75	25 1/2	15 3/8	11	3,352	55,727
LIBERTY	LC	N	18 3/8	17 7/8	+ 1/2	+ 2.79	18 3/8	9 1/2	7	6,762	124,251
MCGRAW-HILL	MHP	N	16	15 3/8	+ 5/8	+ 4.06	17	12 3/4	11	24,700	395,200
MEDIA GENERAL	MEG	A	16 3/4	16 1/2	+ 1/4	+ 1.51	19 1/2	14 1/4	8	7,276	121,873
MEREDITH	MOP	N	15 1/4	14 1/2	+ 3/4	+ 5.17	17 5/8	10 1/4	4	3,041	46,375
METROMEDIA	MET	N	28 7/8	27 1/2	+ 1 3/8	+ 5.00	29 3/4	15	10	6,721	194,068
MULTIMEDIA	MMEO	O	20	19 1/2	+ 1/2	+ 2.56	20	14 1/4	12	4,390	87,800
NEW YORK TIMES CO.	NYKA	A	14 3/4	14 1/4	+ 1/2	+ 3.50	17 3/8	11 1/2	14	10,931	161,232
OUTLET CO.	OTU	N	16	15 7/8	+ 1/8	+ .78	19	12 7/8	5	1,433	22,928
POST CORP.**	POST	O	11	10 1/2	+ 1/2	+ 4.76	11	8		873	9,603
REEVES TELECOM**	RBT	A	2	1 3/4	+ 1/4	+ 14.28	2 1/4	1 1/8		2,376	4,752
ROLLINS	ROL	N	23 1/2	24	- 1/2	- 2.08	27 3/8	20 3/4	15	13,404	314,994
RUST CRAFT	RUS	A	8	8 1/4	- 1/4	- 3.03	9 7/8	5 5/8	6	2,291	18,328
SAN JUAN RACING	SJR	N	8 1/4	8 3/8	- 1/8	- 1.49	9 1/4	7 1/4	6	2,509	20,699
SCHERING-PLOUGH	SGP	N	54	53 7/8	+ 1/8	+ .23	59 3/4	47 1/2	20	54,023	2,917,242
SONOERLING	SOS	A	12 3/8	11 3/4	+ 5/8	+ 5.31	13	6 3/4	5	729	9,021
TECH OPERATIONS**	TO	A	2 3/4	2 7/8	- 1/8	- 4.34	4 3/4	2 3/4		1,344	3,696
TIMES MIRROR CO.	TMC	N	21 3/4	22 1/4	- 1/2	- 2.24	23 3/4	18 1/4	14	33,881	736,911
WASHINGTON POST CO.	WPO	A	39 5/8	39 5/8		.00	40	21 3/4	15	4,546	180,135
WOMETCO	WOM	N	11 3/4	12	- 1/4	- 2.08	19 1/2	11 1/2	8	9,467	111,237

Cablecasting

AMECO** *	ACD	O	1 1/2	1 1/2		.00	1 1/2	3/8		1,200	600
AMER. ELECT. LABS**	AELBA	O	1	1 1/4	- 1/4	- 20.00	2 1/8	3/4		1,672	1,672
AMERICAN TV & COMM.	AMTV	O	20 1/2	20	+ 1/2	+ 2.50	21 3/4	13 1/2	22	3,330	68,265
ATHENA COMM.**	O	O	1/4	1/4		.00	1/2	1/8		2,125	531
BURNUP & SIMS**	BSIM	O	3 3/4	3 7/8	- 1/8	- 3.22	6 1/2	3 3/4	75	8,349	31,308
CABLECOM-GENERAL	CCG	A	5 7/8	5 7/8		.00	8 1/8	4 1/2	5	2,560	15,040
CABLE INFO.	O	O	5/8	5/8		.00	1	1/4	3	663	414
COMCAST	O	O	3 1/8	3 1/8		.00	3 1/8	1 7/8	39	1,708	5,337
COMMUN. PROPERTIES**	COMU	O	3 7/8	3 5/8	+ 1/4	+ 6.89	3 7/8	1 7/8		4,761	18,448
COX CABLE	CxC	A	16 1/8	15 1/2	+ 5/8	+ 4.03	17 3/4	13	19	3,560	57,405
ENTRON	ENT	O	1 5/8	1 5/8		.00	1 3/4	1 1/2	2	979	1,590
GENERAL INSTRUMENT	GRL	N	15 3/4	16 1/4	- 1/2	- 3.07	17 5/8	8 1/4	66	7,178	113,053
GENEVE CORP.	GENV	O	9 3/4	10	- 1/4	- 2.50	10	6 1/2	65	1,121	10,929
TELE-COMMUNICATION	TCOM	O	4 1/4	3 1/2	+ 3/4	+ 21.42	5 1/4	2 7/8	85	5,181	22,019
TELEPROMPTER**	TP	N	7 3/4	8 1/4	- 1/2	- 6.06	9 3/8	5 3/4		16,634	128,913
TIME INC.	TL	N	63	64	- 1	- 1.56	69 1/2	57 7/8	13	10,065	634,095
TODOM	TOCM	O	2 3/4	2 3/4		.00	3 1/4	1 5/8	10	617	1,696
UA-COLUMBIA CABLE	UACC	O	13 1/4	11 3/4	+ 1 1/2	+ 12.76	13 1/4	9	13	1,700	22,525
UNITED CABLE TV**	UCTV	O	2 1/8	2 1/4	- 1/8	- 5.55	3	1 5/8		1,879	3,992
VIACOM	VIA	N	9 3/4	9	+ 3/4	+ 8.33	11 3/4	7 7/8	11	3,701	36,084
VIAKOA	VIA	A	3 1/8	3 1/8		.00	3 3/4	1 1/8	26	2,608	8,150

	Stock symbol	Exch	Closing Wed. Aug. 11	Closing Wed. Aug. 4		Net change in week	P. change in week		1976		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
								High	Low				
Programing													
COLUMBIA PICTURES	CPS	N	5 1/4	5 3/8	-	1/8	-	2.32	7 7/8	4 1/2	6	6,748	35,427
DISNEY	DIS	N	50 1/2	51 1/4	-	3/4	-	1.46	63	50 1/8	22	31,010	1,566,005
FILMWAYS	FWY	A	7	6 7/8	+	1/8	+	1.81	10 1/4	5 1/4	6	2,121	14,847
FOUR STAR			5/8	1/2	+	1/8	+	25.00	5/8	3/8	6	666	416
GULF + WESTERN	GW	N	19 1/2	19 1/4	+	1/4	+	1.29	26 7/8	19 1/4	4	30,058	586,131
MCA	MCA	N	31 1/8	30 1/2	+	5/8	+	2.04	79 1/8	29 3/8	5	17,344	539,832
MGM	MGM	N	13 1/8	13 1/2	-	3/8	-	2.77	15 3/4	12 7/8	7	13,102	171,963
TELETRONICS INTL.		O	7 5/8	7 1/4	+	3/8	+	5.17	9 5/8	3 3/4	13	837	6,382
TRANSAMERICA	TA	N	12 7/8	12 3/4	+	1/8	+	.98	12 7/8	8 1/4	10	64,947	836,192
20TH CENTURY-FOX	TF	N	10	9 3/4	+	1/4	+	2.56	15	8 7/8	6	7,558	75,580
WALTER READE**	WALT	O	3/8	3/8				.00	3/8	1/8	19	4,296	1,611
WARNER	WCI	N	19 3/8	19 5/8	-	1/4	-	1.27	24	17 1/2	30	17,001	329,394
WRATHER	WCO	A	5	4 1/2	+	1/2	+	11.11	5 1/8	3 1/8	10	2,244	11,220
TOTAL												197,932	4,175,000

Service

8800 INC.	8800	O	20 1/2	19 1/2	+	1	+	5.12	21	16 3/4	8	2,513	51,516
COMSAT	CO	N	26 1/8	27 3/8	-	1 1/4	-	4.56	31 3/4	23 7/8	6	10,000	261,250
DOYLE DANE BERNBACH	DOYL	O	13 1/4	12 1/2	+	3/4	+	6.00	13 1/4	8 7/8	8	1,816	24,062
FOOTE CONE & BELOING	FCB	N	13 3/4	13 1/2	+	1/4	+	1.85	14	10 1/4	7	2,130	29,287
GREY ADVERTISING	GREY	O	12 1/4	11 1/4	+	1	+	8.88	12 1/4	6 7/8	6	1,104	13,524
INTERPUBLIC GROUP	IPG	N	23 3/4	24 1/4	-	1/2	-	2.06	26 5/8	16 3/8	7	2,290	54,387
MARVIN JOSEPHSON	MRVN	O	7 5/8	7 3/4	-	1/8	-	1.61	10 3/8	6 3/4	8	1,952	14,884
MCI COMMUNICATIONS**	MCIC	O	2	1 1/2	+	1/2	+	33.33	3 3/8	1 3/8		15,826	31,652
MOVIELAB	MOV	A	1 5/8	1 1/2	+	1/8	+	8.33	2 5/8	1	7	1,409	2,289
MPO VIDEOTRONICS**	MPO	A	4	3 1/2	+	1/2	+	14.28	4	2 3/8		537	2,148
NEEDHAM, HARPER	NOHMA	O	7 3/4	7 1/8	+	5/8	+	8.77	7 3/4	5 5/8	5	816	6,324
A. C. NIELSEN	NIELB	O	19 5/8	19 3/4	-	1/8	-	.63	24 5/8	16 3/4	13	10,598	207,985
OGILVY & MATHER	OGIL	O	26 3/4	26	+	3/4	+	2.88	27 1/2	17	9	1,805	48,283
JW WALTER THOMPSON	JWT	N	12 7/8	12 1/4	+	5/8	+	5.10	13 7/8	7 7/8	11	2,649	34,105
TOTAL											55,445	781,696	

Electronics/Manufacturing

AMPEX	APX	N	8 5/8	8 5/8				.00	9 1/4	4 3/4	14	10,885	93,883
ARVIN INDUSTRIES	ARV	N	15 1/4	15 1/8	+	1/8	+	.82	16	9 5/8	8	5,959	90,874
CETEC	CETC	A	1 1/2	1 5/8	-	1/8	-	7.69	2 3/4	1 1/4	9	2,244	3,366
COHU, INC.	COH	A	2 3/8	2 1/2	-	1/8	-	5.00	3 5/8	2	12	1,617	3,840
CONRAC	CAX	N	22 1/2	22 7/8	-	3/8	-	1.63	29 1/8	20	9	1,427	32,107
EASTMAN KODAK	EASKD	N	95 7/8	97 3/4	-	1 7/8	-	1.91	116 3/4	93 5/8	24	161,347	15,469,143
FARINON ELECTRIC	FARN	O	10 1/2	10 1/2				.00	11 1/2	7	21	4,059	42,619
GENERAL ELECTRIC	GE	N	55 1/2	55	+	1/2	+	.90	58 3/4	46	16	184,427	10,235,698
HARRIS CORP.	HRS	N	54	53 1/2	+	1/2	+	.93	54	33 3/4	14	6,066	327,564
HARVEL INDUSTRIES	HARV	O	5	5				.00	6 1/2	4	13	480	2,400
INTL. VIDEO CORP.**	IVCP	O	2	2				.00	3 1/8	1 1/8		2,701	5,402
MICROWAVE ASSOC. INC	MAI	N	20 3/8	20 5/8	-	1/4	-	1.21	21 7/8	13 3/4	13	1,320	26,895
3M	MMM	N	62	60	+	2	+	3.33	63 1/2	52 1/2	26	114,240	7,082,880
MOTOROLA	MOT	N	54 1/2	55 1/2	-	1	-	1.80	57 3/4	41 1/4	30	28,323	1,543,603
N. AMERICAN PHILIPS	NPH	N	32 3/4	32	+	3/4	+	2.34	33	19 7/8	10	12,033	394,080
OAK INDUSTRIES	OEN	N	10 7/8	11 3/4	-	7/8	-	7.44	12 1/4	7 1/4	15	1,639	17,824
RCA	RCA	N	28 7/8	29 1/8	-	1/4	-	.85	30	18 7/8	18	74,728	2,157,771
ROCKWELL INTL.	ROK	N	29 1/4	28 5/8	+	5/8	+	2.18	32 1/2	23 3/8	9	31,200	912,600
RSC INDUSTRIES	RSC	A	1 5/8	1 5/8				.00	2 1/2	1 3/8	8	3,440	5,590
SCIENTIFIC-ATLANTA	SFA	A	17 1/4	16 1/8	+	1 1/8	+	6.97	18 5/8	10 1/4	13	1,601	27,617
SONY CORP.	SNE	N	9 3/8	9 5/8	-	1/4	-	2.59	9 7/8	7 1/4	28	172,500	1,617,187
TEKTRONIX	TEK	N	64 3/4	65	-	1/4	-	.38	66 1/4	44 1/4	20	8,671	561,447
TELEMETRON	TIMT	O	5/8	3/4	-	1/8	-	16.66	1	1/2	1	1,050	656
VARIAN ASSOCIATES	VAR	N	14 1/4	14 1/2	-	1/4	-	1.72	17 1/4	12	12	6,838	97,441
WESTINGHOUSE	WX	N	16 7/8	16 5/8	+	1/4	+	1.50	17 3/4	13	8	87,498	1,476,528
ZENITH	ZE	N	32 3/4	34 1/8	-	1 3/8	-	4.02	38 1/4	23 5/8	19	18,799	615,667
TOTAL												945,092	42,844,682

GRAND TOTAL 1,735,554 61,881,241

Standard & Poor's Industrial Average 116.6 117.1 -.5

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

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

*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.

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:

CCA Electronics...	1/8	11/20/74
Concert Network...	1/4	6/1/75
Elkins Institute...	1/8	11/20/74
Hentage Communications...	3	3/8/76
Lamb Communications...	1 1/4	3/6/74
Tele-Tape...	1/4	2/5/75
Universal Communications...	1/4	4/2/75
Woods Communications...	1/2	1/29/75

At the controls of HRP: Jay Walters

Jay Walters's early ambition was to become an airlines pilot. But he kept his feet on the ground instead, and eventually soared to the top of one of the largest independent TV station representatives, Harrington, Righter & Parsons Inc., New York.

Two weeks ago, after a 16-year association with HRP, Mr. Walters was elevated to president, succeeding John Dickinson, who retired. Mr. Walters functions, in effect, as chief operating officer of the rep company, though that title does not exist at HRP. One of the founders, James Parsons, is board chairman and chief executive officer.

"Though Harrington, Righter is only 27 years old, we're already into the second-generation of top executives," Mr. Walters says.

John Joseph Walters Jr. (called Jay by his friends and business colleagues) cuts an imposing six-foot, four-inch figure. He is outgoing and friendly but weighs his words carefully ("After all, we are middlemen in this business and we have to judge the effect of what we say," he explains.)

Jay Walters had no idea of a career goal when he was released from the Air Force in 1958, but acknowledges he was "toying around with the notion of becoming an airline pilot." He had served as a jet pilot in the Air Force.

"But I kept thinking that flying planes for a living might be good for the short term but not over the long haul," he says. "I started to think of other fields. Since I had a sister and brother-in-law who were account executives at Kenyon & Eckhardt and my brother Bill was a TV salesman, I decided to take a crack at the advertising business." (His brother, William G. Walters, is now president of Peters, Griffin, Woodward Inc., New York, and, according to Jay, "that may make us the only presidential brother act in the station representative business.")

Mr. Walters's initial exposure to broadcasting came in 1958 when he joined Dancer-Fitzgerald-Sample, New York, as an estimator. The following year he became a timebuyer at the agency.

It does not surprise Ave Butensky, now senior vice president and director of spot-TV buying at D-F-S, that Mr. Walters has risen to such a lofty position.

"We started out here at Dancer at about the same time in the 'bullpen' and even then Jay knew that some day he would become a TV salesman," Mr. Butensky says. "He was a bright, hard-working guy with a personable manner. Jay and I have kept up all these years, and now when I have to get some information on spot I call



John Joseph (Jay) Walters Jr.—president and treasurer, Harrington, Righter & Parsons Inc., New York; b. June 15, 1933, Englewood, N.J.; BS, economics, Fordham University, 1955; pilot, Air Force, 1955-58, released as captain; estimator, Dancer-Fitzgerald-Sample Inc., New York, 1958-59; media buyer, D-F-S, 1959-60; account executive, Harrington, Righter & Parsons, New York, 1960-1964; served firm since as vice president, Midwestern sales manager, Chicago, 1964-67; vice president-national sales manager, New York, 1967-71; executive vice president, 1971-76; president since Aug. 1, 1976; treasurer since 1973; m. Geraldine Donohue, 1960; children—Sharon, 15; Steven, 14; Kathleen, 13; Linda, 10; Douglas, 9.

Jay, and he in turn calls me when he needs an agency viewpoint."

Mr. Walters left Dancer in 1960 for HRP and has remained there ever since. He began as a New York salesman; was shifted to Chicago in 1964 as vice-president, Midwestern sales; was returned to New York in 1967 as vice president, national sales manager; was pushed up to executive vice president in 1971, and was elected president on Aug. 1.

He oversees a staff of 130 people in New York and in nine other cities: Chicago, Atlanta, Boston, Dallas, Detroit, Los Angeles, Philadelphia, St. Louis and San Francisco.

In the 16 years he has been with HRP the billings of the firm have more than quadrupled. But he is quick to say that a substantial portion of this growth is attributable to television's rapid expansion during this period.

"But, of course, we feel that part of the growth is because of the good job we have done down through the years with our stations and with advertisers and agencies," Mr. Walters says. "We like to think of our-

selves as a people-oriented company, and I really think we fit that description."

He stressed that HRP, since its founding in 1949 as a television-only rep firm, has adhered to a philosophy of limited-list representation. Mr. Walters notes the company handles only 26 stations at present.

"We think we have a good and well-balanced list," he says. "We are not always number one but we're in markets that have excellent growth potential. We are diversified in terms of geographical spread and network affiliation."

He says that HRP operates on a system of three teams—Blue, Gold and Green. Within each team, he adds, there is a mix of market sizes, geographical locations and network affiliation so that sales personnel have "exposure to all kinds of problems."

Like his other colleagues in the spot-TV industry, Mr. Walters is ebullient over the bullish business in 1975. But unlike some of them, he is reluctant to pinpoint the percentage advance made in 1976 over 1975 or discuss projections for 1977. "But we certainly are enjoying the fruits of the economic recovery," he says.

He is confident that 1977 will be another banner year for spot TV and pointed to network TV as "the barometer." The word, he says, is that TV networks have been selling well into 1977.

"And I can say we have had inquiries from sophisticated advertisers about 1977," he says. "We feel that gains in 1977 over 1976 will be at least 8% to 10% for spot TV."

Mr. Walters is not at all defensive about escalating spot-TV rates in 1976. "After all this is really a 'catch-up' year," he says. "Tending to keep rates down in the past were the trend toward 30-second to one-minute and the prime-access rule that expanded inventories and at about the same time we had price controls."

"Now I'm sure agencies and advertisers are taking a hard look at spot TV, but when they examine the facts I think they will realize that spot television is very worthwhile."

Mr. Walters is concerned about regional selling by the TV networks, particularly because he feels this approach has not accomplished its prime objective of giving the smaller advertiser a chance to use TV. Careful study has shown, he says, that the large advertiser is the predominant user of regional network TV.

Mr. Walters is a firm adherent of the computer in spot TV but tosses aside suggestions it can lead to the elimination of the representative some time in the future. "I've been hearing that since I left the agency business," he says. "The computer is and will continue to be a big help, but you are going to need the man on the street to make the sale."

Seven-year itch

In Washington it has suddenly become fashionable to talk of modernizing the Communications Act of 1934. Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, wants "a basement-to-penthouse revamping" to be given priority in the next Congress. Senator Vance Hartke (D-Ind.), headed for the chairmanship of the Senate Communications Subcommittee if he wins re-election next November, has promised a review of the "whole spectrum of communications" to determine whether the Communications Act is up to date.

It all sounds reasonable enough. The present act was written before FM broadcasting, before television broadcasting, before cable television, before computers, before communications satellites, before lasers, before fiber optics. The current serviceability of an act that so predates the devices and systems it regulates is naturally open to question.

But what is meant when a cry goes up for modernization of the act? It depends upon the special interests of the crier. If the Congress really buckles down to a revamping job, it may expect to be deafened by a cacophony of conflicting cries for legislative recognition of this service's desires and that service's problems. Magnify the dispute over cable copyright liability perhaps a thousand times, and you get a faint idea of the lobbying that will go on if a wholesale reconsideration of the Communications Act is undertaken.

Still, the prospect must be faced, and if broadcasters are wise they will begin seriously thinking about an ideal Communications Act that would encourage a diversity of communications services operating with the freedom that the First Amendment contemplates. The objectives would be to reduce the federal role and free the marketplace for innovation, not only in delivery systems but, more important, in content.

It is not too soon to begin drafting the next Communications Act if only to set out legislative philosophy to be consulted in the years that are sure to be consumed by the process of adoption. Mr. Van Deerlin spoke of 1984 as a possible date for final action. Perhaps he was thinking of the seven years it took to rewrite the Radio Act of 1927 into the Communications Act of 1934, back when communications were simple.

Let the sunshine in

"Government in the sunshine." The first impulse is to cheer legislation that would require federal agencies to throw their meetings open to public and press. And, indeed, all news media should welcome what President Woodrow Wilson characterized as "open covenants openly arrived at."

Senator Lawton Chiles (D-Fla.) confidently predicts his bill will clear Congress following the recess for this week's Republican national convention in Kansas City, Mo. Whether President Ford will give his assent isn't clear.

It must be agreed that under ordinary circumstances open meetings of the FCC, Federal Trade Commission and other government agencies identified with media and business would provide hot copy. But the question is whether those agencies would make the exceptions permitted in the Chiles legislation the rule. As approved in conference, the legislation permits agencies to exclude public and press when necessary to protect national security, trade secrets, criminal investigations and sensitive economic policy-making.

Almost every decision of the FCC, for example, could involve

trade secrets including incomes of individual station licensees. Sensitive economic policy-making is fundamental in FTC regulation.

We wonder, moreover, whether members of these commissions would engage in the kind of robust and uninhibited discussions that now animate decision making if there's an audience of other than staff employees. Some we have known would play to the gallery and none-too-innocently drop a figure or a phrase that would transgress the rules, thereby grabbing headlines.

The underlying purpose of the Chiles legislation is to eliminate chicanery and ex parte communications between the regulators and the regulated. For that reason alone the legislation deserves a trial.

Carter's pill

If Jimmy Carter is elected President, the heads of television networks may expect a resumption of those calls they used to get from the White House during the Nixon administration. This time, however, they will hear from the man himself, if Mr. Carter may be taken at the word he gave in Washington last week.

Appearing at a forum arranged by Ralph Nader, who invented the American consumer, Mr. Carter observed that there was too much violence on television and added that he thought a President had a right to express himself on program quality, although he recognized that there was a fine line between presidential expressions and government censorship. In the latter connection Mr. Carter was at least paying lip service to a principle that was not in evidence when Nixon functionaries were trying by every means to alter network news content.

Broadcasters would be less troubled by Mr. Carter's appearance before the Nader group if he had not volunteered that he thought it "within the framework of the law" for the FCC to impose controls over television violence. At that point Mr. Carter was betraying a politician's response to a perceived public interest. Never mind the legal niceties that suggest it is unconstitutional for government to meddle in program content.

Mr. Carter's strategists have reported that they considered but discarded a plan to create a task force to advise the candidate on communications policy ("Closed Circuit," Aug. 9). In his answer last week, the absence showed.

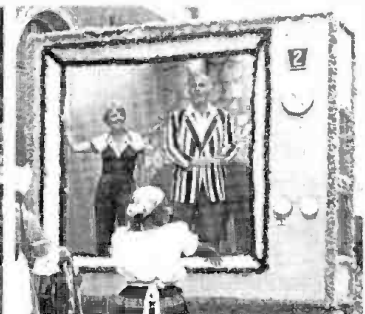


Drawn for BROADCASTING by Jack Schmidt

"You got assigned to both political conventions? Man, what did you do wrong?"



WSB-TV 2 The People's Choice



WSB-TV SALUTES

The nation's largest Independence Day parade was produced and staged by WSB-TV for the 16th year. This Bicentennial year, the "WSB-TV Salute to America Parade" attracted an estimated 500,000 people on famed Peachtree Street.

Our special thanks to the celebrities, Robert Fuller, Sid Caesar, Tom Kennedy, Gavin MacLeod, Garrett Morris, Jim and Jon Hager, Patty Weaver and Alex Trebek, as well as the thousands of others who participated and those who

watched on WSB-TV, for making this a star spangled celebration.

WSB-TV: Bringing people together in the spirit of the Fourth.

WSB-TV 2 The People's Choice
ATLANTA

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIBC-TV
Pittsburgh

COX
Broadcasting

KTVU-TV
San Francisco-Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

The Carolinas Made History in the American Revolution.

The Greenville-- Spartanburg-- Asheville Market Is Still Making It.

Bicentennial Note:
The Battle of Cowpens
(Jan. 17, 1781) gave the
British a good push up
the road to Yorktown.

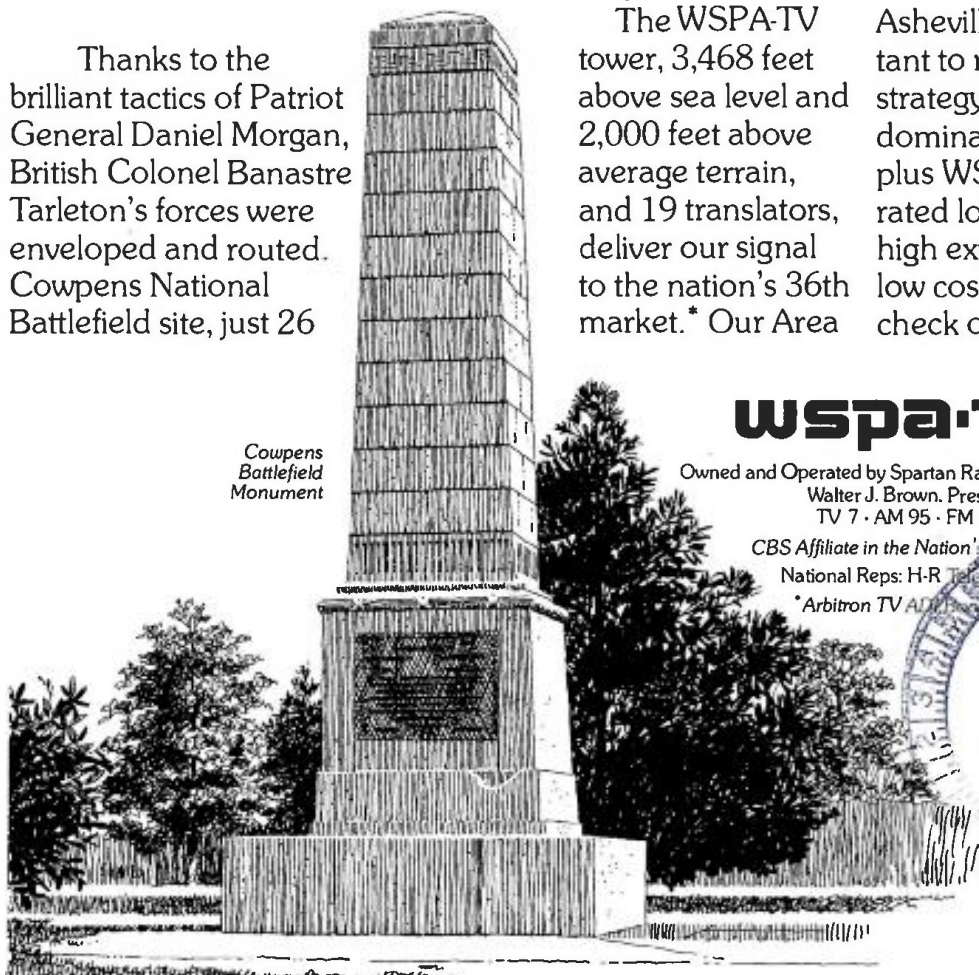
Thanks to the brilliant tactics of Patriot General Daniel Morgan, British Colonel Banastre Tarleton's forces were enveloped and routed. Cowpens National Battlefield site, just 26

miles from WSPA-TV's transmitting tower on Hogback Mountain, marks the scene of this decisive Revolutionary War battle.

The WSPA-TV tower, 3,468 feet above sea level and 2,000 feet above average terrain, and 19 translators, deliver our signal to the nation's 36th market.* Our Area

of Dominant Influence (481,800 TV households* in 31 counties in the Carolinas and Georgia) makes the Greenville-Spartanburg-Asheville TV market important to regional marketing strategy. Market size and dominant CBS programming plus WSPA-TV's highly rated local programs provide high exposure at efficiently low cost. For availabilities, check our national reps.

Cowpens
Battlefield
Monument



WSPA-TV

Owned and Operated by Spartan Radiocasting Company.
Walter J. Brown, President
TV 7 - AM 95 - FM 98.9

CBS Affiliate in the Nation's 36th Market
National Reps: H-R Television, Inc.
*Arbitron TV AD 15-76

