new and concentrated effort to bring UHF up to speed
Syndication: facing and surviving tough problems

Broadcasting Jul 28
The newsweekly of broadcasting and allied arts

Congratulations, Garnelle Jenkins.

Garnelle is host and producer of WTOG-TV's Black Forum. This series was recently given an "Outstanding Media - TV" award for 1975 by the Florida Association of Health and Social Services.

We would like to publicly recognize Garnelle and all the other WTOG-TV people who worked on this and other outstanding public service programming.

We're also proud to be part of the Hubbard Broadcasting 50-year tradition of award-winning service to the public, along with our sister stations—KSTP-TV-AM-FM in Minneapolis-St. Paul, KOB-TV-AM-FM in Albuquerque and WGTO-AM in Cypress Gardens.

WTOG-TV
TAMPA-ST. PETERSBURG
A DIVISION OF HUBBARD BROADCASTING INC.
**Donahue! A solid number 1 in 23 markets—and still growing!**

<table>
<thead>
<tr>
<th></th>
<th>Ratings/Share</th>
<th>Women Total (000)</th>
<th>Men Total (000)</th>
<th>Women 18-49 (000)</th>
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<tr>
<td>WRGB - Albany</td>
<td>6/35</td>
<td>29</td>
<td>24</td>
<td>14</td>
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<td>WAGA - Atlanta</td>
<td>7/48</td>
<td>64</td>
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<td>WKBW - Buffalo</td>
<td>7/43</td>
<td>41</td>
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<td>WCBD - Charleston</td>
<td>12/69</td>
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<td>16</td>
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<td>WRCB - Chattanooga</td>
<td>10/54</td>
<td>26</td>
<td>21</td>
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<td>WLWT - Cincinnati</td>
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<td>36</td>
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<td>WLWC - Columbus</td>
<td>8/41</td>
<td>44</td>
<td>42</td>
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<td>WLND - Dayton</td>
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<td>WJBK - Detroit</td>
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<td>86</td>
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<td>WBBH - Ft. Myers</td>
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<td>W1O - Lima</td>
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<td>WITI - Milwaukee</td>
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<td>31</td>
<td>20</td>
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<td>WESH - Orlando/Daytona Beach</td>
<td>7/43</td>
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<td>28</td>
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<td>WDTB - Panama City, Fla.</td>
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<td>WRAU - Pearsia</td>
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<td>Kool - Phoenix</td>
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<td>12</td>
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<td>5</td>
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<td>WSLS - Roanoke/Lynchburg</td>
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<td>27</td>
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<td>WJCL - Savannah</td>
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<td>WTV - South Bend/Ellkhart</td>
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<td>7</td>
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<td>KYTV - Springfield, Mo.</td>
<td>12/56</td>
<td>26</td>
<td>23</td>
<td>9</td>
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<tr>
<td>WTRF - Wheeling/Steubenville</td>
<td>11/52</td>
<td>38</td>
<td>33</td>
<td>12</td>
</tr>
</tbody>
</table>

For further information, call Don Dahlman, Lee Jackoway or Dalton Danon, (513) 241-1822.

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*Audience and related data are based on estimates provided by the source indicated and are subject to the qualifications issued by this service. Copies of such qualifications are available on request.
We'd like to claim that automation will make you number one. But we won't. That's because it can't work miracles by itself.

But an automation revolution in radio is going on. Automated stations have had to be more than just price competitive in ARB and rating.

Drake-Chenault's quality automation is no exception.

They're building music-controlled personalities that can be done more than "live."

So across the United States—in Detroit; in Greenville, South Carolina; in New York; in Waco, Texas, or in Loudon, New Jersey with Drake-Chenault—there are stations Number One in key ratings.

We think you get the picture. But these successes didn't occur by magic. Each station was determined and put in a lot of creative work.

There's no magic to Drake-Chenault, either. We're pioneers in our field.
We wrote the book on FM Antennas!

It's a fact.

The new sixth edition of the NAB Engineering Handbook contains an entire chapter on FM antennas, written by JAMPRO's General Manager, Peter Onnigian. A registered professional engineer, Onnigian holds a patent on the only circularly polarized FM broadcasting antenna now available to the industry. His complete in-depth technical description covers details on nearly all FM antennas currently offered by manufacturers in the United States and Europe.

YOUR FREE!

You can have a free copy of the NAB Engineering Handbook if you buy and take delivery on a JAMPRO FM antenna between August 1 and December 31, 1975. If you're not in the market for an FM antenna, we suggest you buy a copy of this excellent broadcast handbook, anyway.

Edited by George W. Bartlett, Vice-President of Engineering, National Association of Broadcasters, the book contains over 1,000 pages of information on the state-of-the-art of AM, FM and TV. Many illustrations, photographs, charts, circuit diagrams, and other engineering aids are also included. The price is $45.00 to non-members and $30.00 to members.

PETER ONNIGIAN
General Manager, JAMPRO Antenna Co.

This same expertise in FM broadcasting antennas also allows JAMPRO to offer the most complete line of antennas. SO WHY NOT BUY YOURS FROM JAMPRO — THE PEOPLE WHO WROTE THE BOOK.

JSCP — THE PENETRATOR
As its name indicates, this most popular model of the JAMPRO line has the penetrating power of the best circularly polarized FM antenna on the market. Each bay is conservatively rated for 10 KW of input power, with excellent VSWR bandwidth of ±200 Khz under 1.1 after mounting on the tower! It also has an excellent axial ratio, for better signal penetration into all sorts of FM receivers. Available for deicers or radomes.

JLCP — THE PERFORMER
For Class A stations, and low power educational stations, this ring stub antenna is an excellent elliptically polarized performer! Each Bay is rated at 3 KW, is lightweight, and may be mounted on smaller towers. Like all Jampro FM antennas, it comes complete with galvanized mounting hardware for normal uniform cross section tower mounting. Electrical deicers are available for moderate or heavy ice conditions.

JHCP — THE BRUTE
Each single bay of our JHCP line can handle full 40 KW, so we've named it the Brutel... excellent as a standby antenna, or for that 5 bay antenna with a 40 KW transmitter for 100 KW ERP, in the most difficult terrain. Not affected by snow, ice, heavy fog or rain. No corona or flashovers. The Brute is available with deicers for heavy icing conditions. A single bay with its own ten foot support pipe has an azimuth circularity of ±0.5 DB.

JSD — MULTI-STATION ANTENNAS
Designed to be mounted on the three sides of a triangular tower, or the four sides of a square tower, the JSD series operates throughout the 20 MHz FM band, with a VSWR of under 1.1 across the entire band! This antenna is supplied with two input connectors, and accepts as many as six stations operating on different frequencies, each with a 40 KW transmitter. Diplexers and radomes are available.

Olympic race □ ABC TV Spot Sales is about to launch major film and print presentation to major advertisers “fishing in” spot positions in 1976 Winter and Summer Olympics with spot avail in remainder of ABC-TV’s 1975 regular-season schedule. “It’s an attempt to generate $750 dollars to make up for what has been a relatively soft year in spot sales,” said ABC spokesman. ABC-TV is expected to put on at least 43½ hours of coverage for 1976 Winter games and 30½ of those will be in prime time. ABC-TV Spot Sales people figure that two-and-half average spot minutes are available each hour on five ABC-owned TV stations. ABC has already sold all of its network minutes for Winter Olympics.

Hi-C to TV □ Coca-Cola Co., begins television campaign Aug. 11 for 46-ounce size of its Hi-C fruit drink line. Spots will run for four weeks in range of major and secondary markets. Agency, Marschalk Co., New York, is buying daytime and fringe 30’s and aiming at women 25-49 and children 6-11. Markets will include Columbus, Ohio, Buffalo, N.Y., and Indianapolis.

Ruffles have spots □ Frito Lay will open six-week spot television campaign Aug. 18 for its Ruffles potato chips, using variations on “Ruffles have ridges” advertising theme. Agency, Young & Rubicam, New York, is buying daytime and fringe 30’s targeted at women 25-54 in markets including Syracuse, N.Y., Portland, Ore., and Louisville, Ky. Simultaneous six-week campaign for Lays brand potato chips will also begin on same day.

Band-Aid aid □ Johnson & Johnson Co., starts today (July 28) a six-week nationwide spot television effort on behalf of its Band-Aid adhesive bandages. Agency, Young & Rubicam, New York, is purchasing fringe and prime-time 30’s in a list of major markets that includes Dallas, Milwaukee and Tulsa, Okla. Campaign will be shooting for women 18-34.

TV with taste □ Charlie the Tuna will once again endorse himself to television audiences this fall through Starkist tuna television campaign. Spots will begin running as soon as Sept. 1 in some markets, by Sept. 15 in others and will continue for from seven to 10 weeks. Agency, Leo Burnett, Chicago, is buying daytime, fringe and prime-time 30’s aimed at women 18-49 in a national sample of markets.

Warming up □ Litton Microwave Cooking Products, division of Litton Industries, Minneapolis, is beginning extensive, $6.3 million multimedia advertising campaign in mid-September to introduce new line of microwave ovens. Network television will receive more than $2 million with spots running on seven ABC and NBC through Dec. 15. Extensive co-op advertising effort will be conducted in television in 49 major markets. Campbell-Mithun, Minneapolis, is agency.

Smell of success □ Church & Dwight Inc. will spend in area of $2 million to introduce The Baking Soda Deodorant primarily via network and spot TV in major markets. Lois, Holland, Callaway, New York, is handling campaign.

Looking ahead □ Chevrolet Motors Division of General Motors Corp., Detroit, is set to move in high gear this week with heavy spot radio campaign in upwards of 70 markets. Blitz will continue for three weeks to move 1975 models off dealers’ lots in preparation for new-car year. Campbell-Ewald, Detroit, is pegging 30- and 60-second spots at men, 18-49.

A first □ Benton & Bowles—Chicago, formed nine weeks ago, has landed its first account: Chicagoland Oidsmobile Dealers Association, which has been handled past eight years by Stern, Walters & Simmons Inc., Chicago. Account bills $1.2 million, heavily in broadcast, and represents 45 dealerships in greater metropolitan area.

Spot salad □ Kraft Foods, Chicago, is toasting together spot radio campaign in long list of Midwest and Southwest markets to push its Miracle Whip dressing. Effort will continue for 12 weeks through October and will be aimed at women, 18-49. Campaign was conceived and is being placed by J. Walter Thompson, Chicago.

Rep appointments □ Wometto Omaha has appointed Peters, Griffin, Woodward, New York, as national representative. GC Sales Inc., New York, named national representative for Sterling Recreation Organization stations (all AM’s—KBW Bellingham, KEDO Longview, KALE Tri-Cities and KZOK Seattle, all Washington; KASH Eugene, and KOLQ The Dalles, both Oregon, to the Oregon coast). Campaign started Aug. 1 with $12,000 in basic support. 

May flowers. Network TV billings in May reached $206.9 million, a gain of 14% from the May 1974 total of $181.5 million, the Television Bureau of Advertising said in a report released earlier this month. The estimates, compiled for TVB by Broadcast Advertisers Reports, give weekend daytime the largest gain of all day-parts, up 34.9%, thanks partly to one extra day this year. The May results raised network TV billings for the first five months past $1.0 billion, a 9.5% increase from 1974, with totals by network as follows: CBS-TV $368,530,200, NBC-TV $339,660,000, ABC-TV $302,084,200. The full report:

<table>
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<th>May</th>
<th>January-May</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td></td>
</tr>
<tr>
<td>$60,069.11</td>
<td>$71,424.2</td>
</tr>
<tr>
<td>Mon.-Fri.</td>
<td>44,136.7</td>
</tr>
<tr>
<td>Sat.-Sun.</td>
<td>15,932.4</td>
</tr>
<tr>
<td>Nighttime</td>
<td>121,397.8</td>
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<td>Total</td>
<td>$181,469.6</td>
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*Chg. = change

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<td>Total</td>
<td>$181,469.6</td>
</tr>
</tbody>
</table>

*Chg. = change
Delta's DASH guarantees delivery on the flight or routing you specify between most Delta cities. Packages accepted up to 50 lbs. with length plus width plus height not to exceed 90".

Bring your package to Delta's passenger counter or at freight terminal at the airport at least 30 minutes before scheduled departure time. Package can be picked up at DASH Claim Area next to airport baggage claim area 30 minutes after flight arrival at destination.

Charges for DASH shipments are nominal. Delta reservations will be pleased to quote actual charges between specific points. Payments accepted in cash, by company check, most general-purpose credit cards, special credit arrangements or on government shipments by GBL.

Rate examples (Tax included)
Atlanta-Washington ........  $21.00
Boston-Miami ................ $26.25
Los Angeles-New Orleans .. $31.50
Dallas/Ft. Worth-Los Angeles $26.25
San Francisco-Atlanta ...... $31.50
Philadelphia-Houston ...... $26.25
New York-Tampa ............. $26.25
Chicago-Orlando ............ $26.25
Detroit-Memphis ............ $21.00
For full details, call Delta reservations.

When you want a small package delivered fast, it's in the bag.

Delta is ready when you are:

BAR reports television-network sales as of July 13
ABC $370,340,200 (29.9%)  CBS $449,470,200 (36.2%)  NBC $420,346,000 (33.9%)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended July 13</th>
<th>Total dollars week ended July 13</th>
<th>1975 total dollars year to date</th>
<th>1974 total dollars year to date</th>
<th>Change from 1974</th>
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<tbody>
<tr>
<td>Monday-Friday</td>
<td>108 10 a.m.</td>
<td>602,200</td>
<td>$7,449,400</td>
<td>$12,573,800</td>
<td>+38.8</td>
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<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>884 2,670,100</td>
<td>277,502,500</td>
<td>244,414,600</td>
<td>+13.5</td>
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<td>Saturday-Sunday</td>
<td>234 6 p.m.</td>
<td>2,262,400</td>
<td>112,398,500</td>
<td>112,398,500</td>
<td>+10.7</td>
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<td>Monday-Saturday</td>
<td>1 p.m.-7:30 p.m.</td>
<td>100 1,824,400</td>
<td>66,638,400</td>
<td>59,855,900</td>
<td>+11.7</td>
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<td>Sunday</td>
<td>11 a.m.-7:30 p.m.</td>
<td>116,100</td>
<td>10,605,800</td>
<td>9,106,200</td>
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<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>399 17,229,800</td>
<td>657,995,800</td>
<td>629,231,000</td>
<td>+4.6</td>
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<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>185 2,940,100</td>
<td>85,570,100</td>
<td>75,891,700</td>
<td>+12.7</td>
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<td>Total</td>
<td>1,921 532,644,900</td>
<td>57,343</td>
<td>51,240,156,400</td>
<td>51,143,277,700</td>
<td>+6.5</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports

and xerox San Jose, Calif... Marv Roslin Inc., New York, has been named representative for Xerox/Wall Media in downtown Portland, Ore.... Selcom Inc., New York, has been appointed representative for Xerox/Wall Media Greensboro, N.C.

Well-heeled □ Cat's Paw Rubber Co., Baltimore, which returned to network radio year ago after long absence, is buying time in NBC Radio's 1975 World Series coverage. Through Eisein & Associates, Baltimore, purchase will augment Cat's Paw "Fall Shoe Tune-Up Time" campaign. Supporting spots will also be used in drive-time news schedules on NBC Radio.

Ringing on radio □ Blue Bell Inc. will begin extensive spot radio campaign next month for its Wrangler Jeans with schedule in more than 40 major markets throughout U.S. Effort will last eight weeks and consist of several flights. Altman, Stoller, Weiss, New York, is seeking nighttime spots appealing to ages 12-24.

Never too early □ Aurora Products Corp., West Hempstead, N.Y., is presently plotting spot TV campaign in major markets throughout U.S. to push sales of its toys and games for Christmas season. Aurora's campaign will begin in October and continue until mid-December. Agency is Grey Advertising, New York.

Wiping up □ Crown Zellerbach Corp., San Francisco, is mounting spot TV effort on behalf of its Chiffon paper towels in substantial number of Western markets, starting in late August. Campbell-Mithun, Minneapolis, is lining up stations to appeal to women of all age groups in campaign that will continue until late October.

Doan's in nine of 10 □ Campana Corp., Batavia, New York, will support its Doan pills with 10-week spot campaign in about 90 of top-100 markets starting in late September. D'Arcy-MacManus & Masius, New York, will be pitching its messages at adults.

Taking it for Grant □ Retailer W.T. Grant Co., New York, will begin next month spot TV campaign that will run for two months in more than 40 top markets to sell high-ticket items such as appliances and quick-turnover items such as clothing. Vitt Media, International, New York, is handling buying.

TV application □ Mitchum Thayer Inc., Tuckahoe, N.Y., begins spot television treatment for its Esoterica facial cream Aug. 11 in 37 markets. Campaign is being created and placed by Marschalk, New York, will run for four weeks and is looking to women 36 and older.

Monopoly on television □ Parker Bros., Salem, Mass., game manufacturer, is assembling extensive list of markets for spot TV splurge throughout country in preparation for Christmas selling season. Campaign will break in late September and run through mid-December, with Humphrey, Browning MacDougall, Boston, aiming for time periods popular with children.

Progress in Chicago □ A.C. Nielsen Co. reports it is moving on schedule to provide Storage Instantaneous Audimeter (SIA) Service in Chicago by late September. Nielsen says that as of June 30, 1975, 192 sample households, or 64% target, have granted permission, and in 176 households, hardware has been installed as far as phone lines. Addition of Chicago will mean Nielsen "overnights" will be available in three markets accounting for about 18% of U.S. TV homes and 25% of spot TV dollars.

Broadcasting Jul 28 1975
Year one. One hundred markets!
Russ finds a good fit with television campaign

Monday Memo

A broadcast advertising commentary from Martin J. Wolff, president, Wolff/Whitehill Inc., New York

When the market research department tells us that it is time to move a client from print-only to a program including TV as well as print, the first hurdle is to convince the client. This is often a difficult task because of the dollars involved. In cases where the client is part of an industry that is almost totally print-oriented, the client finds another reason to balk. "We never did it before," he says.

But for our client, Russ Togs Inc., there were no negatives about going into TV. We were not surprised. What holds true for the fashion industry doesn't always hold true for Russ. Its management was convinced that TV was the next step and Russ is financially prepared to take that step in the fall.

Russ has become one of the world's largest manufacturers of women's sportswear and probably the most aggressive merchandiser. It generates sales of about $150 million annually. No other company on Seventh Avenue can match Russ for its sound business structure, its lack of debt, its working capital, and cash positions, or its ability to turn inventory. Despite the current economy, Russ continues stronger than ever. Although the company is not a fashion leader, it is an industry leader with highly creative business management and a long record of continuous growth. For an industry fraught with uncertainty and financial instability, Russ's performance is truly remarkable.

Value is what Russ markets. And the company's style in marketing is strength and innovation. Thus, it is the ideal client for an advertising project like this.

First of all, Russ has always known the importance of a "brand" in today's market and has always opted for advertising approaches that build the brand concept rather than rely solely on illustrations of the season's fashions described in the latest soda-fountain language. Therefore, advertising is a part of the company's business, not a stepchild. And in the unpredictable economic conditions that lie ahead, broadcasting the "Russ equals value" brand concept takes top priority.

And what is the best way to create universal brand identification? Of course--TV.

Few other clothing marketers have had the courage or foresight to move from the traditional fashion media of print into the mass merchandising arena of video. Few would be so bold as to take that step right now. But Russ's financial strength puts the company in a position to make seemingly negative economic indicators work to its advantage. Now is the time—if there is to be a time—to push mass marketing through TV.

Russ needs TV advertising to support the retailers that stock its merchandise. It is the retailer that is suffering the most in the current inflation spirals. Stores are reluctant to buy for fear they will be over-stocked, afraid not to buy since customers seem to be coming back to the counter and business forecasters are optimistic. With Russ, the TV advertising will also work for them, bringing customers into the stores.

Once TV advertising was given the go-ahead, all the decision-making was transferred from the Russ marketing department to our creative department. With a product that changes from season to season, what kind of spot should we produce? Obviously it had to be one that showed off Russ's "Basics" line to its best advantage. More important, it must highlight and magnify the name of the company—the brand name.

Thus, the first problem: Some kind of visual representation of the Russ logo is essential to realize fully the goal of brand recognition. To fulfill that purpose, we decided on a catchy, visually exciting animation of the重复次数times Russ logo as an eight-second tag to be used at the end of each of a series of commercials. To set up the equation between Russ and value, the animated logo would appear over the company's basic message, "Today's value."

The emphasis of every commercial in the series, of course, will be value—the one thing this brand offers through spring, summer, fall and holiday, no matter what new fashion becomes vogue. Value will never go out of style, and is especially important to today's consumer.

With the logo designed and the theme established, we concentrated on a format for displaying the merchandise. For those of us producing the commercial, "basic magic" was a natural: Russ is promoting basics; we hoped that TV would work its well-known magic in skyrocketing volume. But with more thought, we found it a good format for the consumer as well. For all of us, good clothes have a magic of their own in the way they make us feel; and in the way they accent the 'basic' beauty of others.

We stayed with the idea and soon we had a story board:

Instruction crackles in the air as a casually dressed, ruggedly handsome "magician" establishes the atmosphere. "If there's one thing women want in the clothes they buy," he says, "it's a little magic." A wave of this hand, and—abracadabra—a very surprised model materializes in the air, wearing a Russ "Basics" outfit. As she puzzled over her sudden arrival, the magician again waves his hand. Presto—she's in a new outfit. And still started. But it's not over yet. Again he waves his hand. Again a new outfit. She's beginning to like this. As she waits for the next, eager in anticipation, he nods his head and slowly disappears.

"Aww, how'd you do that?" she says, disappointed it's all ending like the Cinderella story.

"With a little bit of basic magic from Russ," says the magician. "It's today's value." Up comes the tag with the Russ logo and corporate message. "Russ—today's value," the last thing the viewer sees. The one thing she's sure to remember. But because the concept works well and the commercial is upbeat, she is likely to remember the three outfits she saw (in 22 seconds) and the message remains clear in her mind: Russ has fashion and value, the right look at the right price.

Current plans call for the campaign to break this fall, displaying fall basics, just in time to coincide with the expected "strong fourth quarter," predicted by financial experts. TV will be Russ's prime marketing thrust for the fall season. With the "basic magic" commercials, we want to prove to the retailers that the forecasted sales are not an illusion.
now we have 3
Alternative Rock.
Beautiful Music.
Classic M.O.R.

Choose one. Your station will make money.
Call us collect.
201-567-8800

274 County Road, Tenafly, N.J. 07670
A Division of Bonneville International Corporation
Antitrust/networks. Justice Department antitrust suit charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did. (Case nos. 74-3599 RJK et al.). Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court (BROADCASTING, May 5).

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

Cable legislation. FCC's proposed revisions in cable television legislation are scheduled for commission discussion on July 30.

- Cable rebuild deadline. FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14). Action concludes rulemaking in Docket 20363. Commission, however, has outstanding another rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. That search goes forward; comments are due Aug. 18; replies Sept. 6.

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

Citizen agreements. FCC policy statement and notice of proposed rulemaking (Docket 20469) in House, Government Operations Committee, has been issued. Comments are due July 25.

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

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

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

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

- CPB nominates. President Ford's nominations of eight people to fill slots on 15-member board of Corporation for Public Broadcasting are currently pending before Senate Commerce Committee. Hearings on seven of them, considered uncontroversial, were concluded last week and Senate Communications Subcommittee Chairman John Pastore (D-R.I.) announced then he would like to see Senate con-
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replies, and posed of which they will However. Circuit appealed FCC testify on rate hearing to him September 20 (Case nos. 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. In addition, number of parties petitioned commission to reconsider its order, but the commission has denied them.

Crossownership (television-cable television). FCC has initiated rulemaking (Docket 20423) aimed at easing restrictions it had imposed on common ownership of cable system and television station in same market (Broad- casting, April 27). Comments were due May 19; replies, May 30.

Distant sports. FCC has adopted "same-game" rule governing cable television's impor- tation of distant sports programs (Broadcasting, July 14).

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

Fairness doctrine bills. Senate Communications Subcommittee conducted five days of hearings on two bills intended to eliminate fairness doctrine. S.2 by Senator William Proxmire (D-Wis.) would delete Section 315 from Communications Act, section containing equal time requirement as well as statutory basis for fairness doctrine. Another bill in fact would prohibit FCC from influencing broadcast pro- gramming or scheduling in any way. S.1718 by Senator Roman Hruska (R-Neb.) would do that and also address other practices which "discriminate" against broadcasters (lowest unit rates, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled, on two mea- sures. Proxmire bill has twin in House, H.R.2189 by Robert Drinan (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

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

Fee schedule. Various parties have appealed FCC's order modifying its fee schedule (Broadcasting, Jan. 20) (Case nos. 75-1053 et al.). Some 60 appeals have been filed by broad- casters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Case nos. 75-1064 et al.). Several parties seeking refunds have filed in U.S. Court of Claims (Case nos. 82-74 et al.).

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

Leapfrogging. FCC has initiated rulemaking (Docket 20487) aimed at modifying or repealing rules that require cable systems to select lowest-cost distant signals. Comments originally were due July 8; date has been changed to July 29. Replies are now due Aug. 22.

License renewal legislation. At least 50 license renewal bills have been introduced so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference for substantially living up to his license commitments. None, however, is yet on the agenda of communica- tions subcommittee in either house. NAB has placed its stamp of approval on two renewal bills, H.R. 55-78 by Representative Louis Frey (R-Fla.) and S.2119 by Senator Paul Fannin (R-Ariz.).

Network exclusivity on cable. FCC ordered substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals (Broadcasting, April 21) in Washington by CBS, NBC and ABC television affiliates as- sociations. NAB is also urging FCC to reconsider rule with filed with commission.

Nutritional advertising. FTC has republished its proposed trade regulation rule on nutrition claims in food advertising in conformity with rulemaking procedures set out in Warranty FTC Improvements Act. Comments on dis- puted issues must be filed by July 28; deadline for comments not proposing disputed issues to be announced.

Obscenity. FCC's declaratory ruling on inde- cent and obscene broadcasts (Broadcasting, Apr. 17) is being appealed by U.S. Court of Appeals in Washington (Case no. 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Specific ruling involved station's broadcast of George Carlin album cut that commission ruled indecent and obscene.

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

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

Pensions' case. FCC decision holding that NBC violated fairness doctrine in connection with Pensions: The Broken Promise TV pro- gram was ordered void on appeal before three-judge panel of U.S. Court of Appeals which—acting at request of full nine-judge circuit—vacated its own earlier decision (Broadcasting, July 14). Petitioner, Accuracy in Media, has an- nounced its intention to appeal to Supreme Court (Broadcasting, June 30).

Performers' royalty. Senator Hugh Scott (R-Pa.) has attempted for some 30 years to push through legislation establishing performer's royalty to be paid by broadcasters. In last ses- sion of Congress, it was defeated as amend- ment to Senate's copyright bill. Senator Scott has subsequently introduced concept in sepa- rate bill, S. 1111. Scott bill was scheduled for hearing last Thursday, at which he was to preside. Duplicate of his bill has been intro- duced in House (H.R. 5345) by Representa- tive George Danielson (D-Calif.). Danielson bill was scheduled for hearing last Wednesday as part of House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice's running hearings on over-all copyright reform measure (see story, this issue).

Personal attack rules. FCC order asserting that WMCA(AM) New York violated personal attack rules has been appealed by licensee Strauss Communications Inc., which claims rules are unconstitutional (Case nos. 75-1083 and 75-1084) (Broadcasting, June 18).

Pole attachments. Since fall of 1970, National Cable Television Association and AT&T have been at stalemate in pole-rate negotiations. Most recent proposal by AT&T has been re- jected by NCTA (Broadcasting, June 9). FCC Chairman Richard E. Wiley has brought sides together once more in last effort to help them resolve their differences before commission finally faces question of whether to assert ju- risdiction in issue and impose its own rate for- mula.

Prime time access rule III. FCC on May 14 modified rule in response to decision by U.S. Court of Appeals in New York which essen- tially affirmed rule's constitutionality (Broadcast- ing, May 19). Two appellants—National Association of Independent Television Pro- ducers and Distributors and Sandy Frank Program Sales Inc.—asked court to reverse com- mission's decision on effective date of Sept. 6, 1975. They wanted date extended, but court rejected their requests. Frank has asked for rehearing (Broadcasting, June 30).

Public broadcasting funding. Public broad- casters have lost their fight for five-year fund- ing for Corporation for Public Broadcasting. Bill sought (H.R. 6461) had provision for five-year appropriation as well as five-year authoriza- tion. House Appropriations Subcommittee on Labor, Health, Education, and Welfare has re- jected concept of five-year appropriation and struck that provision from bill. II and when authorization part of bill passes House and Senate, subcommittee said it would vote three- year appropriation in separate measure. Sub- committee's action was to go before full App- propriations Committee last week (see story,
Seven Million Americans Spent The Night With Tom Snyder

In the early morning hours of July 4, NBC brought to viewers network television's first regularly scheduled all-night entertainment program.

The occasion was a six-hour, live edition of the Tomorrow Show, ushering in America's Bicentennial Celebration. And by the time host Tom Snyder signed off, more than seven million people had sampled the program's parade of features from across the country and, live via satellite, from London.

That's a lot of staying up by a lot of people, but viewers have been doing it regularly to watch Tom's late-nightly hour.

So the fact that so many stayed up even later with Tom is no surprise.

You know how time flies when you're having fun.

NBC

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this issue). Future of CPB funding bill now in Senate Appropriations Committee (S. 893), which, like House bill has both five-year authorization and appropriation, is uncertain in light of action on House side of Hill. All appropriations bills originate in House.

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

Star stations, FCC order stripping Star Broad- casting of KSNAM Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis has been appealed to U.S. Court of Appeals in Washington (Case no. 75-1203). VHF drop-ins. In April, FCC adopted inquiry (Docket 2041B) into feasibility of dropping as many as 83 VHF channels into top 100 markets (Broadcasting, April 7). Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Commission invited comments on economic and technical feasibility of drop-ins; deadline has been extended from July 11 to Oct. 15.

WNCN(FM) (now WQIV). Citizen groups have appealed to U.S. Court of Appeals in Washing- ton FCC action authorizing New York station to change its call letters before time for protest had expired and from denial of stay (Case nos. 74-1925, 74-1926). They have also petitioned commission to deny station's renewal application. Principal issue is format change from classical to rock. Competing application for WQIV's frequency has been filed by Concert Radio Inc. GAF Corp. has offered to buy station for $2.2 million, return it to classical format and reimburse citizen groups and Concert Radio for legal expenses.
videotape recordings in comparison with super 8 and developments in 16mm and 35mm films. Rochester Institute of Technology, Rochester, N.Y. For further information on program: Professor Peter Dart, University of Kansas, Lawrence 66545. (913) 864-3991. For queries on local arrangements: Professor Red H. Ray, RIT, Rochester 14623; (716) 461-2772.

Aug. 21-24 — West Virginia Broadcasters Association fall meeting. Greensbrier, White Sulphur Springs.


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

September

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


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


Major meeting dates in 1975-76


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

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

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


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


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15
Rep response

EDITOR: I'm sure that you will get many bouquets for your comprehensive July 14 special report about station representatives, their business and future developments. I've never read a better article on the subject. It deserves reading by everyone in the industry. Congratulations on an excellent article.—M. S. Kellner, managing director, Station Representatives Association, New York.

EDITOR: I just put down the July 14 issue and would like to congratulate you on your in-depth article on the rep business. Congratulations on a truly professional piece of writing.—Richard N. Savage, president, ABC-TV Spot Sales, New York.

EDITOR: You've written the definitive article on the status of the spot television business today.—Roger D. Rice, president, Television Bureau of Advertising, New York.

EDITOR: You really did a very thorough job in your article on the rep business. It's one of the few articles where it is obvious that the persons who were interviewed really let their hair down and gave you their behind-the-scenes thinking. Nice going.—Leonard F. Auerbach, president, Regional Reps Corp., St. Petersburg, Fla.

Grounds for divorce

EDITOR: Increasing comments concerning separate radio and television broadcasting associations might very well be the tip of the iceberg. Personally, as a radio broadcaster for 20 years, I feel the separation of the two would make for a very healthy situation, as indeed radio broadcasting serves a much different need in many respects than television. By separating the two, it would allow radio broadcasters to shed some of the cumbersome rules and regulations that are directed primarily toward television. It would also allow radio to develop further its role as the medium with the personal appeal.

It is my opinion that a smooth and effective transition could be made, with little if any animosity between the two media. I see no need to continue outdated policies which if continued will prevent both radio and television from reaching their full potential in providing service to their customers.—Bill Merrell, sales manager, KVMA-AM-FM Magnolia, Ark.

No surprise

EDITOR: I have noticed the continuing compliments about the revision in the make-up of your magazine. I can't really understand why everyone is so impressed by it, since it's just a part of the continuing changes that one should expect from a publication as good in its field as yours is.

However, I did get a tremendous kick out of the letter in your June 23 edition from Arnold M. Huberman of NBC-TV in New York in which he objected to some rearrangements caused by your change in production schedule. Mr. Huberman reflected the typical closed world attitude of so many of his fellowmen when he said, "Give us the news—Closed Circuit" and 'Week in Brief'-up front where we can get to it. We'll read the rest on the train."

I, personally, have been reading your magazine for 16 years and have yet to read it on a train and I discovered a long time ago that wherever you put something, I'll find it, because the whole publication is worth reading.—Pat Walsh Jr., general manager, KAAY(LAM) Little Rock, Ark.

Speaking for himself

EDITOR: The account in Broadcasting for July 21 of the FCC future planning conference might leave the impression that my participation in the conference was on behalf of the Association of Maximum Service Telecasters. Although we have represented AMST since its inception and are pleased that we continue to do so, I would like it known that my participation in the commission's conference was on my own behalf and not that of AMST.—Howard J. Head, A.D. Ring and Associates, Washington.

No part of it

EDITOR: The story in Broadcasting June 23 headlined "Agreement reached between KQED, EEOC over CCM petition" gives the misleading impression that the Community Coalition for Media Change pressured KQED to make substantial concessions regarding employment goals and timetables.

CCMC, which has petitioned to deny the KQED TV renewal application, was not involved at any stage of the conciliation process between KQED and the U.S. Equal Employment Opportunity Commission, was not the initiator of the EEOC complaint and was not a party to the conciliation agreement. Indeed, KQED was in the conciliation process with EEOC long before CCMC filed its petition.—William E. Osterhaus, president, KQED Inc., San Francisco.

(The story should have more clearly attributed to the Community Coalition for Media Change the claim that it had a hand in forcing the EEOC settlement.)

Golden rules

EDITOR: I would like to address myself to radio and television station managers who may have handicapped persons on their staff now or in the future.

Don't use your employees' handicaps as an excuse for not letting them progress. If possible, don't let your listeners or viewers know you have a handicapped employee. It will prejudice their opinions.

Be consistent and be organized. Nothing is more frustrating to the han-
dicapped employee than to have to search for something that is out of place.

If you hire a handicapped worker who doesn’t make the grade, don’t give up. For every handicapped worker who doesn’t make it, there are two that can.

I can speak with some authority, having been born blind. I now have 20/80 vision corrected and have been working with a Midwestern AM-FM on weekends while continuing my education in college.—Ken Mallory, Highbee, Mo.

One answer to third phone
EDITOR: I read with interest Mr. Hallikainen’s letter on third-class operators and the content of the element-nine examination in the July 14 issue.

Section 73.93 of the FCC rules provides that lessee grade duty operators must terminate emissions if the system is observed to be operating in any manner inconsistent with the rules or the station license.

Common sense dictates that a third-class operator must be able to recognize symptoms of a malfunction and know the rules if he is to carry out his duties and responsibilities in a conscientious manner.

Mr. Hallikainen’s statement about current ratios and power measurement not being within the scope of a third-class operator’s responsibility isn’t credible. Current ratios and operating power have definite legal tolerances.

One need only glance through the last few pages of this magazine to get an idea of the number of operators that apparently don’t know how to determine power output or are unaware of the rules concerning same.

If anything, the current examination for element nine should be made more comprehensive in its content, not less. Experience has shown that with as little as 20 hours of self-study any reasonably intelligent individual can successfully complete element nine. If the “star” is unwilling to invest this amount of time in the furtherance of his career then one must seriously question his sense of values.—Jack Layton, Abingdon, Pa.

Half the time
EDITOR: Your July 14 issue states that I was in Alaska for 26 days. In actuality, I flew to Fairbanks on Sunday, May 18, and departed Anchorage May 29 for Medford, Ore., spoke to the Oregon Broadcasters that evening and flew back to Washington the following day, Friday, May 30. Total elapsed time away from Washington: 13 days.—Abbott Washburn, member, FCC, Washington.

W.C. Thornton Cran
EDITOR: Just for the record: In “Deaths” in the June 30 issue, W.C. Thornton’s name should have been W.C. Thornton Cran. He was the retired president of Standard Broadcasting Corp., Toronto.—Andy McDermott, Andy McDermott Sales, Toronto, Canada.
WBEN in Buffalo has designed and built probably the most modern broadcasting facility in America. And ITC is there with 9 open reel units and 37 cartridge machines!

Jerry Klabunde, WBEN’s Director of Engineering, chose ITC 850 Reel-to-Reel Units for this innovative station.

"These reel-to-reel machines just won't quit! We've had no mechanical problems, no electrical problems, no failures. And we have 9 of them operating 24 hours a day 7 days a week. The 850 Series is fantastic in automation, where we use ours, particularly with motion sensing. The people who load the machines, since the tape is supplied "tails-out," have to rewind the tape and cue fast. With motion sensing they don't damage the tape. And from a mechanical standpoint, the thing is built like a battleship!

"I'm not just satisfied . . . I'm overjoyed! I mean the machines are dynamite. Quality has to be up front if you're concerned about sound. I don't care what kind of guarantee some of the others have. I know guys are there. I know when I pick up the phone there's a Boss Tria, a Kerry Meyer, or someone, and ten seconds later there's something in the mail to me. And not because it's Jerry Klabunde, but because that's the way the company operates.

"ITC itself sold me on the 850 because you and your equipment have never given me any real trouble. I believe in a company that puts its customers first, and that's the philosophy you people live by . . . I like people like that."

Why don't you find out for yourself? Call us collect (309/829-1381) and ask us some questions about ITC's 850 Series open reel equipment.

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Not in the family
There's serious talk in Hollywood of legal attack on family-viewing provision recently inserted in National Association of Broadcasters television code. Writers Guild of America, West, has hired Los Angeles law firm of Tuttle & Taylor to prepare a potential suit against FCC, networks, NAB, perhaps on antitrust grounds. Guild is soliciting support from producers and other unions.

Bigger brother
Cable Television Bureau of FCC will present commission this week with draft legislation on cable television regulation. Proposed bill, which would be commission's answer to Office of Telecommunications Policy measure still stuck in White House clearance process, would solidify commission's authority to regulate cable. Among other things, it would define roles of states and localities in regulating cable, but not at expense of reducing commission's role, as OTP bill would do; it would empower FCC to decide regulatory authority nonfederal governments could exercise.

Bill would also eliminate present doubts over commission's authority to limit franchise fees, regulate pay cable, set technical standards and resolve disputes between cable and telephone and power companies over pole attachments. And it would authorize FCC to fine cable systems and exercise cease and desist powers.

Another yardstick
Prospects for new radio rating service are being explored. Willard R. Simmons's Three Sigma Research Center, New York, reportedly soliciting sound among broadcasters interested in new approach that would offer more audience demographics than existing syndicated services do. In addition, it would offer optional add-ons, such as comparison of radio audiences with TV and newspaper audiences. Three Sigma handled research for current ARMS II project, marketing-oriented audience study designed by Radio Advertising Bureau and underwritten by stations in New York and Los Angeles.

Jaundiced eye
FCC Chairman Richard E. Wiley intends to begin new approach to budget making that could lead to major overhaul of commission programs. Instead of simply looking at what bureaus say they need to carry out their missions, commission will assign analysts from Office of Plans and Policy and executive director's office to review ongoing programs from ground up, to determine value and effectiveness. Commission would get into process after chairman reviewed analysts' findings with staff preparing budget request.

As for budget request for fiscal 1977, which begins Oct. 1, 1976, commission is seeking $7 million increase that would provide for 300 new positions, with Common Carrier Bureau and chief engineer's office to get most of them. Broadcast Bureau would get about 40. Cable Television Bureau, fewer than 10. Total request to be submitted to Office of Management and Budget is for $57 million, providing total of 2,400 positions.

Pay pals
Senate Antitrust Subcommittee staff is working on several options to present to Chairman Philip Hart (D-Mich.) for action to follow hearings on pay-cable access to theatrical films (BROADCASTING, July 14). Among them: filing amicus brief in appeal of FCC pay-cable antishoping rules, recommending FCC lift restraint on pay-cable use of films, drafting legislation to shelter pay cable from restrictive regulation.

Whose voice?
Broadcasters were skeptical last week when Nancy Hanks, chairman of National Endowment for the Arts, told Senate Copyright Subcommittee that administration supports Senate Hugh Scott's performance royalty bill (see page 23). Aide to Miss Hanks said she would not have said it if it weren't true. But spokesman at Office of Management and Budget said Miss Hanks's testimony was not cleared there and that OMB does not know whether her statement is correct. National Association of Broadcasters is hoping legislators studying copyright will write OMB Director James Lynn for clarification.

Viewers to count
FCC is moving toward measurements of audience rather than signals as means of defining viewability, following intra-agency dispute in which Broadcast Bureau appeared to prevail. At issue is proposal for rulemaking to submit when cable system would not be required to blackout signal of station outside 35-mile protective ring around major markets, 55-mile ring around smaller markets. Cable Television Bureau and Office of Plans and Policy had jointly suggested signal-measurement test; cable system would not be required to blackout distant signal if it is stronger over community than local station's. Broadcast Bureau, however, opposed idea, said it would lead to complications, offered audience-measurement test; system would not be required to blackout signal of station whose share of audience was larger than local station's. Commission preferred that approach, and will cite it as proposal in rulemaking, but will also ask for comment on signal-measurement idea.

Hot properties
Add to signs of FM's coming of age: ABC has one owned FM station and maybe two—KLOS Los Angeles and probably WRIF Detroit—that will make more money this year than some ABC-owned AM stations, which have long been regarded as probably most profitable AM group in country. And it's not case of AM slippage. AM sales reportedly are up 20% from year ago, while FM sales are up 25%. ABC Radio networks are also well ahead of 1974 (as are most other radio networks).

Plugged up?
Word at White House continues to be that nomination of Robert Wells, broadcaster and ex-FCC commissioner, as director of Office of Telecommunications Policy is still in pipeline, as it has been for weeks. But there are signs it may be stuck in pipe. Its emergence won't be accelerated by charges due for release this week by Albert Kramer, president of National Citizens Committee for Broadcasting, who has been compiling case for opposition to Wells appointment.

Too much glare
FCC members and staff indicated last week they are not completely taken with idea of government in sunshine. At issue was request from Association of Maximum Service Telecasters for information connected with rulemaking to create Offshore Radio Telecommunications Service. Chief Engineer Raymond Spence would have opened files to AMST lawyers, thus avoiding heavy burden of separating factual stuff clearly subject to Freedom of Information Act from staff opinions that are not. He got some support from general counsel's office. But Broadcast and Common Carrier Bureaus objected, warning that to expose staff opinions would deter staff from putting views in writing in future.

That position prevailed with FCC, which takes up this week.

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BRINGING UHF UP TO PAR  “Action Plan for Further UHF Development” places main burden on FCC to force upgrading of UHF transmitting and receiving equipment. Aim is parity with VHF. Action comes from noncommercial broadcasters, Council for UHF Broadcasting, Association of Maximum Service Telecasters and NAB. PAGE 22.

LONESOME OPPOSITION  NAB had no company in opposing performance royalties at hearings on both sides of Capitol Hill last week. Vincent Wasilewski deplored prospect of “unfair burden on the broadcast industry and windfall for the record industry.” PAGE 23.

WJXT(TV) FREE AT LAST  FCC law judge ruling, still subject to appeal, denies application of St. John’s Television Co. for channel 4 in Jacksonville, Fla., calls filing “overt deception” and “sham.” Post-Newsweek’s renewal application is granted. PAGE 24.

END IN SIGHT  An 11-year contest over channel 3 in Jackson, Miss., verges on resolution with two of five applicants forming a new licensee corporation and others dropping out. PAGE 26.

THE CPB SEVEN  It’s bound to be downhill from here, as Corporation for Public Broadcasting’s seven “noncontroversial” board nominees glide through Senate Commerce Committee hearings. But Joseph Coors, who faces opposition, will be up Sept. 9 and 10. PAGE 26.

DITCHING AN INQUIRY  Three citizen groups think the FCC should reconsider its decision to terminate a six-year-old study of conglomerate ownership. Continued inquiry at least and preferably a ruling preventing such ownership are in order, they say. PAGE 26.

NETWORK HOUSECLEANING  Affirmative action is for real, FCC’s Clarence McKee tells the networks. Consent orders have been served on larger entities, he says, notably AT&T. PAGE 29.

SYNDICATION PICTURE  Network O&O’s have four potential winners to introduce this fall—Match Game and High Rollers (ABC), The Bobby Vinton Show (CBS) and Don Adams’s Screen Test (NBC). But the syndication trend in general is toward sitcoms and movie packages. PAGE 30.

MILITARY MEDIA  Still testing cost effectiveness of broadcast advertising, Defense Department has announced second round of radio spot, this time for Army, Navy, Marines and Air Force. PAGE 33.

BLEMISHED CAREER  One-time co-anchor of CBS Morning News, Sally Quinn, documents in a new book the reasons for her exceptional failure on the air. PAGE 34.

NO MALICE  $12 million libel suit against CBS, Walter Cronkite and CBS affiliate WTOP-TV Washington, residue from Watergate scandal, is dismissed by U.S. District Court. PAGE 35.

RTNDA IN SEPTEMBER  It will be down to business in Dallas at the annual meeting of the Radio Television News Directors Association. Line-up of speakers accents professionals. PAGE 35.

A WINNING HANDSHAKE  Television coverage of joint Soviet-American space venture, including earth landings, flies without a hitch. July 17 meeting of two spacecrafts was viewer favorite. PAGE 35.

CATA’S NEW FACE  Disturbed about its one-sided image, Community Antenna Television Association is preparing to move beyond copyright into other issues. PAGE 36.

ABC’S SALES AND EARNINGS  Disappointing prime-time ratings in the 1974-75 season are blamed for ABC Inc.’s income decline in second quarter and first half of 1975. PAGE 39.

PERFECTIONISM: A TOUGH BOSS  Hard work and strict professionalism have carried Barbara Walters to the top of TV’s talk show genre. Overly demanding of herself, she shows no signs of slackening. PAGE 57.
WSB-TV, Channel 2 in Atlanta, and KTVU, Channel 2 in San Francisco-Oakland, have each received an Emmy award for airing the outstanding, regularly scheduled, local news program in their markets. Cox Broadcasting Corporation salutes them for their superior performances.

A Communications Service of Cox Broadcasting Corporation. COX BROADCASTING STATIONS: WSB AM-FM TV, Atlanta; WHIO AM-FM TV, Dayton; WSOC AM-FM TV, Charlotte; WIOD-AM, WAIA-FM, Miami; WIIC-TV, Pittsburgh; KTVU, San Francisco-Oakland; KFI-AM, Los Angeles. Represented Nationally by TeleRep and The Cristal Co.
Broadcasters organize rescue mission for UHF TV

Wiley promises cooperation in plan to elevate standards of receiving and transmitting gear so U's may compete with V's

Leaders of five broadcasting organizations last week presented the public and the FCC with a six-point action plan aimed at making UHF television "as comparable to VHF as possible." The FCC is prepared to cooperate.

The plan, a year and a half in the making, sets forth a program to cure the defects in UHF receiving and transmitting equipment and bring a better UHF picture to more people. A third of all U.S. television stations are on UHF channels; nearly two-thirds of the noncommercial stations are U's.

Announcing the plan at a news conference at the Washington headquarters of the National Association of Broadcasters were Richard C. Block, chairman of the Council for UHF Broadcasting; Harold N. Gunn Jr., president of the Public Broadcasting Service; Lester W. Lindow, executive director of the Association of Maximum Service Telecasters; Henry Loomis, president of the Corporation for Public Broadcasting; and Vincent T. Wasilewski, president of the NAB. The joint conference was attended by lawyers, engineers, FCC staffers and Commissioner Robert E. Lee, in addition to news representatives.

The "Action Plan for Further UHF Development" calls for across-the-board cooperation to reduce UHF receiver noise, facilitate UHF tuning, improve UHF indoor antennas, improve outdoor antennas and lead-in wire, increase the efficiency of UHF transmitters and improve transmitter and antenna installations.

While the plan depends for support from Congress, government agencies, broadcasters, manufacturers and other organizations, the FCC will be asked to bear the brunt of responsibility.

In a cover letter sent with the plan to FCC Chairman Richard E. Wiley, the groups urged the commission to issue a policy statement affirming its commitment to UHF and supporting the recommended actions. The commission was also asked to resist the reallocation to UHF channels for other services and to create a special committee to coordinate actions on UHF development.

The letter also informed the commission that two related rulemaking petitions will be filed within the next week or two. The first will ask the commission to immediately reduce the highest permissible noise figure from 18 to 14 decibels in UHF tuners and require further reductions in the future.

The plan cites a study showing that, nationally, UHF receivers average nearly six decibels higher in noise than VHF receivers. As the level of noise increases, so does the snow in the picture. The plan says a three-decibel reduction would be the equivalent of doubling the UHF transmitting power. And the first reduction to 14 decibels, it notes, could be handled at minimal cost through quality control on the part of manufacturers.

A later drop to 10 decibels might add $9 to the retail cost of a set, David Wells, PBS director, engineering/technical operations, explained at the conference.

Norman Jack Wayman, senior VP of the Consumer Electronics Group of the Electronics Industries Association, however, set a higher price, between $15 and $20.

The other petition will ask the commission to require television sets with permanently attached VHF antennas to have a permanently attached UHF antenna. The plan points out that UHF antennas that purchasers must attach frequently become detached.

Discussing the plan later, Mr. Wayman questioned the practicality of permanently affixed UHF antennas. He said loop antennas would break off in the packaging, and it would be highly expensive to change package design.

An integrated UHF/VHF tuner would bring real comparability, the group said. But it points out that it is not economically feasible to require one at present. The plan urges the FCC and manufacturers to work on tuner development.

While random access digital tuners are available now, Mr. Wayman said that Magnavox's model, for example, adds $150 to the price of a set. Through mass production, he said later, the price could be cut to $75-100 in the foreseeable future. Others at the conference challenged the $150 figure but did admit that integrated tuners are now out of reach.

However, once inexpensive models are developed, the plan says the FCC will be petitioned to require them.

In the meantime, a public information campaign by broadcasters and others is proposed to inform the public of the proper use of UHF continuous and detent tuners.

Mr. Gunn explained that the Children's Television Workshop is producing a series of spots to demonstrate how to bring in good UHF reception. The spots will feature two Muppets from the Sesame Street program and are planned to run on both UHF and VHF stations.

According to the plan, a more knowledgeable public would also demand improvements in outdoor antennas and the lead-in wire that connects them to sets. The Federal Trade Commission was called upon to crack down on false advertising claims and, with consumer organizations, to test the efficiency of various outdoor receiving antennas. The plan recommends the use of a shielded lead-in which is resistant to the dirt and water that cause signal loss. It says master antennas must also be improved.

As for transmitter efficiency, the plan advocates research and development to create transmitters that use less energy...
than those now in service. Present UHF transmitters must use 10 to 20 times the energy that VHF antennas use to equalize VHF service, the plan asserts. The broadcasters said energy can be saved through the development of more efficient klystron amplifier tubes and pulse modulation.

The plan also advocates further upgrading of transmitter and antenna installations. For public stations, the plan urges the Congress to increase the funding of the educational broadcasting facilities program now administered by the U.S. Department of Health, Education and Welfare. Mr. Loomis noted that the current administration bill would do just the opposite and bring it down from about $13 million this year to $35 million over a five-year period.

According to Philip Rubin, CPB's director of engineering research, approximately $30 million would be needed to upgrade UHF public TV facilities in terms of antenna design and location and power increases. Discussing the plan later, he said about $150 million would be necessary for those stations to operate "up to snuff."

The plan calls for a campaign to inform broadcasters of the advantages of further upgrading. Although commercial broadcasters would have to pay the price themselves, Robert Cantor, an attorney from the Washington firm of Corcoran & Burling, commissioned by AMST, claimed the benefits from improved service could reduce or trade off the initial costs. Mr. Cantor noted that for some installations better transmission could be made by just tilting the beam.

After the conference, Mr. Wayman said many of the problems of UHF could be solved through improved programing. His claim is that the consumers themselves would find the answers if the programing were there. He said that viewers in UHF markets such as Wilkes-Barre and Scranton, Pa., and Fresno, Calif., have no complaints, because they have complained that outdoor antennas for outside antennas as the UHF answer.

Toward the end of August, he said he will be meeting with television receiver engineers to discuss the proposals and possible costs stemming from them. He criticized the sponsors of the plan for being unrealistic about the eventual costs to the consumer. However, broadcasters have said the same of Mr. Wayman.

FCC Chairman Wiley said he was sympathetic to the objectives of the help-UHF campaign and that the FCC would "cooperate." He said he had not studied the limits of the commission's authority over television manufacturing. It was pointed out that the FCC was given some enforcement powers in the all-channel law of 1962 which required the inclusion of UHF and VHF capacity in receivers.

Mr. Wiley said the commission was already working on receiver standards and detuning. A research project aimed at developing a model receiver good enough to permit reduction of UHF taboos is under way (Broadcasting, June 2).

As for the groups that devised the plan, they continue to keep meeting. According to Mr. Lindow, they will keep prodding to get some action.

The groups that devised the plan were reportedly brought together at the suggestion of Mr. Block, who was at one time president of the Kaiser group of UHF stations. Each organization is donating its own legal and engineering resources to the UHF-development project.

Mr. Block last week began mailing copies of the plan to all television station licensees. In another three weeks he expects to send a second wave of letters soliciting contributions of $100 each.

Record royalties gain support in new hearings

Broadcasters are by themselves in opposing bills to make them pay record manufacturers, performers

Copyright committees on both sides of Capitol Hill last week held hearings on identical pieces of legislation to create a performance royalty which broadcasters, juke-box operators and background-music purveyors would have to pay to record performers and music publishers. The National Association of Broadcasters was alone in opposing the bill at the hearings, plainly on the defensive against the record industry, the AFL-CIO, two skeptical subcommittee chairmen and the Ford administration.

The performance royalty was stricken from the omnibus copyright revision bill on the Senate floor by a vote of 67 to 8 last year.

Performance royalty had eight supporters in the Senate Judiciary Committee last year, and eight opponents. The eight supporters are still on the committee, but eight senators attached to the legislation and the over-all size of the committee has been reduced by one. If Senator Hugh Scott (R.-Pa.) author of the performance-royalty bill now in the Senate can hold onto the eight supporters, the bill will pass the Senate Judiciary Committee.

At both hearings last week, NAB President Vincent Wasilewski said, "we are asked to defend ourselves against the payment of a fee which flies directly in the face of trade practices, economic realities and the Constitution of the United States." He said recording artists and record companies "are compensated already, albeit indirectly [by radio stations using and therefore promoting their records] and that any additional assessment would represent an unfair burden on the broadcast industry and a windfall for the record industry.

No one argued Mr. Wasilewski's point that radio sells records, but Representative Robert Kastenmeier (D.-Wis.), chairman of the House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, before whom Mr. Wasilewski testified Wednesday, thought more important "the point of whether the so-called performances should be copyrighted." He asked Mr. Wasilewski if the contributions of musicians are creative under the meaning of copyright law.

Mr. Wasilewski said performers are creative, but not that they are guaranteed protection under the Constitution. He said the Constitution places greater emphasis on promoting the progress of science and the arts than on securing exclusive rights to performances.

Senator Scott, who presided over the Senate Copyright Subcommittee's hearing Thursday, where Mr. Wasilewski also testified, was clearly persuaded, however, that statutory protection for record performers and manufacturers is mandated by the Constitution. He indicated he relies on the Supreme Court's recent affirmation of copyright, who testified Thursday: "I have no doubt whatsoever about the constitutionality of record performance royalty." Miss Ringer said the absence of copyright protection for performers has produced "tragic" results: "the loss of a major part of a vital artistic process and the drying up of an incalculable number of creative wellsprings."

Miss Ringer said she objected to some technical features in the bill (S. 1111 by Senator Scott and H.R. 5345 by Representative George Danielson [D-Calif.]), but a valuation of the performance royalty is a "matter of justice and fairness" and is of "paramount national interest." Senator Scott called it "simple justice."

Speaking for the Administration, Nancy Hanks said Senator Scott's bill "would go a long way in correcting the present inequitable situation with regard to the commercial exploitation of the creative efforts of performing artists and record producers." Miss Hanks said the National Endowment for the Arts, of which she is chairman, favors weighting the distribution of performance royalties in favor of "symphonic, folk, operatic or other musical works involved in the creation of artistic works which . . . do not have, at this time at least, the ability to generate mass sales."

Miss Hanks argued that the proposed performance royalty would impose "no undue hardship" on broadcasting and the other industries that would be affected.

The bill provides that radio stations would pay annual fees under a compulsory licensing scheme based on their advertising receipts. Initially, stations with gross annual receipts of from $25,000 to $100,000 would pay $250 a year; stations with receipts of from $100,000 to $200,000 would pay $750; stations with gross receipts of more than $200,000 would pay 1% of their net advertising receipts, or a fraction of that depending on how much time they devote to playing music.

Television stations would pay $1,000 a year, a compulsory annual advertising receipts of from $1 million to $4 million would pay $750 annually, and those with more than $4 million would pay $1,500.

Leading the allied forces of labor and
the recording industry at the hearings was Sanford I. Wolff, chief executive of the American Federation of Television and Radio Artists. Mr. Wolff expressed moral outrage that broadcasters "have the chutzpah to insist upon perpetuating an unconscionable exploitation." He said: "Where else in these United States does one have to beg to get paid for the use of his work when the users of his work acknowledge the value of the product and grow rich on it?"

In written testimony delivered in his absence by a colleague, Andrew Biemiller, who is legislative director for the AFL-CIO, said broadcasters are a parasite on the record industry just as they claim the cable industry is a parasite on them. He noted that 75% of radio programing "consists of recordings without payment to those who made the recorded works possible."

He said, too, that the "overwhelming number of performers . . . are not famous and wealthy." He quoted 1970 census figures showing that the median income for American musicians was $4,668. He said there are "thousands" of supporting artists who remain unknown and unemployed. The performance royalty bill, he said, "will insure that these people are justly rewarded for their labor and encouraged to continue in their creative professions."

Stanley Gortikov, president of the Recording Industry Association of America, told both subcommittees that "airplay of sound recordings does more to attract advertising profits to radio stations than it does to sell sound recordings. Only some recordings played over the air benefit performers and companies. But all recordings played over the air benefit the broadcasters — old recordings, new recordings, popular ones, and classics." Mr. Gortikov said 75% of all recordings released fail to recover their costs and that 95% of all classical recordings lose money. During the hearing at the Senate, Mr. Scott said he will "explore the possibility" of inserting his performance royalty bill into the over-all copyright revision bill (S.22) now pending before the Judiciary Committee. The House subcommittee is also considering the bill as a possible amendment to the copyright bill (H.R. 2223) pending there.

McClennen dismisses remaining challenge to Post-Newsweek TV as 'sham' and 'fraud'

ALJ rejects in initial decision application by St. Johns TV against P-N's WJXT Jacksonville

The January 1973, the Washington Post's Post-Newsweek Stations faced the prospect of defending its two Florida television licenses against challenges of four competing applicants. Last week, an FCC administrative law judge denied the application of the last challenger still in contention — St. Johns Television Co., which was seeking to take over Jacksonville, Fl., channel 4, on which wixt(tv) now operates — and granted Post-Newsweek's renewal application.

Judge Forest L. McClennen issued his rulings — which are subject to appeal to the commission — in a summary decision in which he lashed St. Johns for practicing "overt deception" in filing its application. The record indicates that a finding could not be made that a grant of St. Johns' application would be in the public interest, he said, adding, "It is, therefore, concluded that [St. Johns] should be disqualified from becoming a commission licensee."

Judge McClennen ruled on a bona fides issue the commission added to the hearing in response to a Post-Newsweek motion for summary decision. The commission questioned the fact that St. Johns' application underwent substantial change after it was filed, on Jan. 2, 1973, specifically as to St. Johns' financing plans.

Judge McClennen held that the application, hastily assembled over the New Year's, 1973, weekend, was a "sham" designed to circumvent the commission's criteria rules.

Judge McClennen held that the three original partners — Edward L. Baker, Winthrop Bancroft and George D. Aucater III — did not intend to prosecute the application by themselves or in the form in which it was filed. He also said there was no intent to finance the proposal in the manner stated in the application.

Furthermore, he said, the community-leader survey was "pure sham" and the public survey was done by employees of St. Johns' local counsel, while the program proposals, policies and statements were prepared by a consultant in the office of St. Johns' Washington counsel, Welch & Morgan.

Judge McClennen said St. Johns principals and counsel understood that when the application was filed, the plan was to incorporate "in order to add stockholders representing a strong cross-section of the community." Yet, he said, St. Johns failed to disclose that the application was not filed in good faith, "that the only purpose of its filing was to permit filing by a group to thereafter be organized."

"Stated simply," he said, "a fraud was practiced upon the commission."

If the renewal of wixt(tv) is upheld, the station will have survived challenges by three applicants. Last January, the other two — Trans-Florida Television Inc. and Florida Television Broadcasting Co. — dropped out.

And in the preceding month, Tropical Florida Broadcasting Co., an applicant challenging Post-Newsweek for channel 10 Miami, on which wplg-tv operates, withdrew from the contest.

FCC shows which way the wind blows on EEO matters

18 stations in West and two in D.C. are under gun from commission for employment policies

If further evidence was needed that equal employment opportunity is providing the FCC with a major share of its—and its licensees—problems it was provided last
week. The commission in one action dealt with renewal applications of 18 stations in five Western states where new minority group members were minority members of full time employees who were minority. The 18 stations were asked to submit within 30 days proof of employment practices that met with renewal applications. The commission also directed the stations to file with their next license renewal applications a list of all persons hired between the renewal and the beginning of the second quarter of 1974. Such lists should include the name, sex, race, and sex, and a description of their efforts to broaden the base of all applicants to those who would have an equal opportunity for employment. The commission also directed the stations to file with their next license renewal applications a list of all persons hired between the renewal and the beginning of the second quarter of 1974. Such lists should include the name, sex, race, and sex, and a description of their efforts to broaden the base of all applicants to those who would have an equal opportunity for employment. The commission also directed the stations to file with their next license renewal applications a list of all persons hired between the renewal and the beginning of the second quarter of 1974. Such lists should include the name, sex, race, and sex, and a description of their efforts to broaden the base of all applicants to those who would have an equal opportunity for employment.

But the commission noted that, in 1974, minorities had made up 25.1% of the Washington metropolitan area population and 24.5% of the labor force. Those are the figures to use in evaluating the petitioner's allegations, not the minority population of the city itself, the commission said.

But the commission did analyze the employment practices and policies of the 17 stations, and found that it could renew without conditions the licenses of WETA-FM-TV, WTOP-AM-TV, WMAL-AM-FM-TV, WRC-AM-TV, WWDC-AM-TV WDCA-TV and WASH-FM.

The commission conditioned the renewal of WGMS-AM-FM on its receipt of EEO information that would enable it to evaluate future affirmative action at the stations following a period of declining over-all minority employment.

The station whose renewal application action was deferred until it supplied additional EEO information is WKGY-FM. Its minority employment declined from four to two between 1972 and 1974 while its over-all employment was increasing. The one station in the market whose qualifications were not reviewed in connection with the Media Task Force petition was WTG-TV. The commission has yet to consider a second petition to deny the station's renewal, one filed by the Black United Front.

Although WRC-AM-TV were renewed, NBC's renewal troubles in Washington are not over. The commission conditioned the renewal of the stations on the outcome of the Justice Department antitrust suit filed against NBC. In addition, the WRC-TV renewal involved in a sex-bias case now pending before the U.S. Equal Employment Opportunity Commission.
Compromise looming in Jackson, Miss.

Resolution of long-standing fight for channel 3 is contained in proposed agreement in which principals in two of applicants would licensee corporation, paying off certain expenses of others involved in proceeding.

For 11 years, WLBT-TV has spelled trouble at the FCC. Now, an agreement among the five applicants for the channel on which WLBT operates—channel 3, in Jackson, Miss.—has worked out and may finally settle things.

Under the proposed agreement, a new corporation would be formed from among residents of Jackson who are now stockholders in two of the applicants—Dixie National Broadcasting Corp. and Channel 3, Inc.—and assume responsibility for operating channel 3.

And the agreement provides that the station, whose previous owner, Lamar Life Broadcasting Co., lost its license because of discrimination against blacks in its programming, would be about 25% owned by lawyers for Dixie and Jackson Television say they know of no other major television station in the country with as much minority participation.

However, blacks own about 35% of Jackson Television.

None of the other three applicants—Lamar Life, Civic Communications Corp. and Channel 3 Inc.—nor any of their principals or stockholders—would own any interests in the new corporation.

The dispute over channel 3 erupted in 1964, when the United Church of Christ and several local residents petitioned the commission to deny the renewal application of a subsidiary of Lamar Life Insurance Co., on the ground the station ignored the needs of the local black population.

The commission proved reluctant to take that action. But it was eventually compelled to by the U.S. Court of Appeals, in a strongly worded opinion written by the present chief justice, Warren E. Burger, his last opinion as a member of that lower court, in June 1969 (Broadcasting, June 30, 1969).

The commission later that year invited new applicants to file for the station, and eventually four did, along with Lamar Life. The others were substantially owned by local residents, many of them blacks. Subsequently, a non-profit organization, Communications Improvement Inc., was granted authority to operate on the channel pending a decision in the hearing.

Notification of the proposed agreement was contained in a letter that lawyers for Dixie and Jackson Television filed with FCC Administrative Law Judge Lenore G. Ehrig, who has been presiding over the comparative hearing.

They said that the successor corporation would operate with the facilities now being leased by Lamar Life. The new corporation would either lease the facilities or purchase them from Lamar. The letter said that Lamar Life’s out-of-pocket expenses will be capitalized and paid out over a period of years. How many years has not yet been determined.

It also said the new corporation would be capitalized at $1,500,000, which would be used to pay “irrecoverable and substantiated out-of-pocket expenses” incurred by the other applicants. Civic’s expenses would be limited to those incurred by one of its major stockholder’s, Walter G. Hall, a Texas banker, who is said to have spent some $113,000. Channel 3 Inc. would be reimbursed about $200,000, and Lamar Life, Jackson Television, and Dixie, between $225,000 and $250,000 each.

The letter also indicates that the agreement provides for the removal of a major source of controversy in the case. Rubel Phillips, chairman of the board and 6% power of Dixie National Broadcasting, tends to retain general counsel of Dixie National Life Insurance Co., which owns 40% of the applicant. Accordingly, Mr. Phillips has agreed not to acquire any interest in the successor corporation.

Judge Ehrig in April 1973 had issued an initial decision recommending that Dixie be granted a license. However, the review board remarshaled the case to her after Civic filed a petition alleging that Mr. Phillips had failed to report his interest in Stirling-Homex Corp. The company is a modular housing concern that filed for bankruptcy and had been investigated by the Securities and Exchange Commission.

While FCC vacations, lawyers face overtime

A cry for relief arises from litter of rulemakings

If the FCC was attempting to find out how much work it could load on a communications lawyer before he hollered for help, it has its answer. Twenty-eight comment and reply filing deadlines in the next two months—19 between July 25 and Labor Day, with as many as five on one day (Aug. 29), four on another (Aug. 11)—are just too many, Warren E. Zwicky, Washington counsel for Storer Broadcasting Co., said in a pleading filed with the commission last week.

Mr. Zwicky related the statistics in support of a plea for some relief in the form of a two-month extension of the comment deadlines in three of the proceedings: Docket 20496—signal contours vs. fixed mileage standards for cable carriage purposes; Docket 20499-501—fraudulent billing, licensee contests and ratings distortion, and Docket 20508—access and capacity requirements. The present deadlines are Aug. 11, Aug. 29, and Aug. 18, respectively.

Mr. Zwicky said Storer appreciates the commission’s desire to conduct its proceedings expeditiously. But, he added, there is a point beyond which it is unrealistic to expect meaningful comments from licensees, law firms, engineers, and public interest groups.

Furthermore, he said, the requested deadline postponements would cause no delay in commission action. For the pre-Labor Day period is one in which no special meetings are held and in which commissioners and staff traditionally seek much-needed vacations.

Committee saves its strength for Coors on CPB

Seven other nominees seem headed for unobstructed confirmation

Seven "noncontroversial" nominees to the board of the Corporation for Public Broadcasting sailed through a hearing before the Senate Commerce Committee last week and are apparently headed for confirmation by the Senate, perhaps this week before the Senate recesses for the month of August. Hearings on an eighth nominee, Joseph Coors, whom Communications Subcommittee Chairman John Pastore (D-R.I.) has labeled "controversial," were announced for Sept. 9 and 10.

Mr. Coors, of the Colorado brewery, has been opposed for his conservative political views, for alleged conflict of interest in his ownership of Televison News Inc., the TV news service, and for alleged discrimination against minorities in employment (Broadcasting, June 30).

The seven nominees heard last week were Robert Benjamin, current chairman of CPB; Virginia Bauer Duncan, producer and director for noncommercial KEDIV-TV in Chicago; John J. Pastore, dean of the first Chicago University Finance Corp. and vice president, The First National Bank of Chicago; Lillie Herndon, president of the National Congress of Parents and Teachers; Amos Hostetter, executive vice president, treasurer and director of Continental Cablevision Inc.; Donald Santarelli, former administrator of the Justice Department Law Enforcement Assistance Administration, now a partner in the Washington law firm of Amram, Hahn, Sandground & Santarelli, and W. Allen Wallis, chancellor, professor of economics and statistics and trustee of the University of Rochester, Rochester, N.Y.

Mr. Benjamin, a lawyer and executive at United Artists and Transamerica Corp., defended CPB's advances in all areas to date. "My contribution to public broadcasting would I hope, to be continuation of the services I have rendered in public broadcasting the past seven years," he said.

Virginia Duncan said local public stations should be responsible for developing public affairs programming. CPB's money...
should be used to develop programs of "more general and broader interest," she said. CPB should encourage local stations to comply with equal opportunity employment laws and the public "should be encouraged to participate in public broadcasting at all levels." She said she will exclude herself from board discussions of funds for the public stations she produces for and will continue to produce on a contract basis with funds raised privately.

Mr. Gregg, a black, said "equal employment should . . . be one of the most important goals to be achieved." He supported long-term financing for CPB and said more attention in programming should be devoted to children.

Lillie Herndon told the committee she has a strong interest in programming for women and that the public "has the right of input."

AmosHostetter said that "given . . . important demands on public broadcasting's limited resources," and until long-term financing is assured, higher priority should be given to educational and cultural programming than to public affairs. He said CPB "must go beyond mere legal compliance" with equal employment laws by developing model recruiting and training programs.

Mr. Santarelli told the committee "my particular area of interest in public broadcasting will be public affairs," and "I am generally very much in favor of public participation" in CPB policymaking.

Mr. Walis begged off committing himself to firm stances on controversial questions until he had a chance to familiarize himself with public broadcasting. To ensure that public broadcasting's public affairs programming is different from that on commercial stations, he suggested talk shows with scholars as participants rather than journalists and politicians. Public broadcasting should take a "completely independent, fresh look" at public affairs, he said, then added, "I can readily imagine however, that this would be extremely difficult—perhaps impossible—so it would be premature for me to take a position."

All the nominees said they would resist any pressure from the White House or Congress.

This was the second hearing at which the seven nominees appeared. They were recalled after citizen group representatives protested that the questioning at their first hearing (BROADCASTING, June 23) had been superficial.

Hollings bill seeks five-year renewals, public benefit cited

Senator Ernest Hollings (D-S.C.) last week introduced a broadcast-license renewal reform bill (S. 2147) identical to that passed by the Senate last year. It would lengthen the license term from the present three years to five and would grant the renewal applicant a "presumption" in favor of renewal if the applicant had "substantially" met the renewal criteria set out in the bill (BROADCASTING, Dec. 16, 1974).

"It is my belief that when broadcasters are better informed of what standards they must meet in order to retain their licenses," Mr. Hollings said, "they will then be better able to serve the public." He said the longer license term is needed because "both sides (broadcasters and the FCC) are now spending too much time on the procedural aspects of renewal and too little on the quality of service."

**Conglomerate study: not so fast, FCC**

NCCB, two cable-oriented groups seek commission reconsideration of decision to terminate inquiry

Three citizen groups do not intend to permit the FCC to walk away as quietly as it might like from its six-year-old inquiry into conglomerate ownership of broadcast properties. The National Citizens Committee for Broadcasting, in one pleading, and the Citizens for Cable Awareness in Pennsylvania and the Philadelphia Community Cable Coalition, in another, have petitioned the commission to reconsider its termination of the inquiry. They say the commission failed to offer any justification for the action; they also say rules are required to ban conglomerate ownership of media.

NCCB, furthermore, filed a freedom of information request for data that the commission compiled in the inquiry. NCCB said it would use the material—including responses to questionnaires sent to the 37 conglomerate licensees involved in the study and staff analyses of the information collected and recommendations made—to amend its petition for reconsideration.

The commission last month ended the inquiry, as well as the reporting requirements that had been imposed on the conglomerates being studied, with a three-paragraph order which said that, although "the study developed factual data of interest and value . . ., that data did not establish a need to continue the inquiry or a need to adopt rules which would treat "conglomerate" companies in a manner different from other corporate licensees" (BROADCASTING, June 16).

The petitioners contend that the commission failed to heed statutory requirements to state in detail its reasons for concluding the inquiry. What's more, NCCB said, the publicly known facts indicate that a continuation of the inquiry is warranted. It noted that the commission undertook its study of 37 conglomerates in August 1970 after considering the results of a pilot study involving six companies, and that press accounts indicated that the initial study had raised serious questions (BROADCASTING, Aug. 17, 1970).

The petitioners said the commission is moving in the wrong direction on the issue. Instead of terminating the inquiry, NCCB said, the commission should issue a rulemaking aimed at preventing conglomerate ownership of broadcast and cable properties, and at devising means of measuring the extent of conglomerate control, as well as at preventing abuses such control might cause. The groups interested in cable television said it was "incredible" that the commission should terminate the inquiry rather than adopt rules...
barring newspaper-cable crossownership; the groups had filed a letter with the commission indicating that 6% of all operating cable systems were owned by newspapers with some crossownership with newspapers in the same market.

The issue may not be confined to the commission. NCCB was to send copies of its petition to a number of House and Senate members who have indicated an interest in the conglomerate issue.

Changing Hands

Announced

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

- WHCT-TV Hartford, Conn.: Sold by Faith Center Inc. to The Christian Broadcasting Network Inc. for assumption of $463,567 in notes and settlement of $277,181 in claims against seller. Glenville, Calif.-based seller owns KHOW-FM San Bernardino, Calif., has sold KFJM(FM) Bakersfield, Calif., to International Church of the Foursquare Gospel (see below) and is negotiating to sell KVOF-FM San Francisco and KVOF-FM Los Angeles to Trinity Broadcasting Network, licensee of KLAX-TV Los Angeles. Price for KVOF-TV and KHO(FM) has not been determined. Portsmouth, Va.-based buyer owns WHVIP Portsmouth; WHAE-TV Atlanta; KXKT-TV Dallas, WXR(FM) Norfolk, Va., and WBIV(FM) Wethersfield, WEIV(FM) lithica, WMIV(FM) South Bristol, WOIV(FM) New York, and WJIV(FM) Cherry Valley, all New York. It has CP for WNEX-TV Bosion (ch. 25) and has applied for CP for WMTL-TV Memphis (ch. 30). Both buyer and seller are nonprofit corporations. WHCT-TV operates on ch. 18 with 158 kW visual, 31.6 kW aural and antenna 6405 feet above average terrain.

- WTLG(AM) Evansville, Ind.: Sold by Cummings Communications Corp. to Kovas Communications Inc. for $400,000. Seller is Alan H. Cummings who owns WNA(M) Neenah-Menasha, Wis.; WRRR(AM) Rockford, Ill., and KARR(AM)-KOPR-FM Great Falls, Mont. Buyer is owned by Frank S. Kovas Jr. (65%) and son, Kenneth S. Kovas (35%). Frank Kovas owns Chicago broadcasting consulting firm and Wheeling, Ill., travel agency and has interest in oil producing firms. Kenneth Kovas is former student of WTLG is daytimer on 1590 kHz with 1 kw.

- WAAM(AM) Dallas, N.C.: Sold by Fred H. Whiteley to Broadband Information Services Inc. for $300,000. Mr. Whiteley also owns WTGL(AM) Kannapolis, N.C. Principals in buyer are Charles C. Lenz Jr., publisher, and James A. Lippke, editor, of Broadcast Management Engineering and Cable Management Engineering. WAAM is daytimer on 960 kHz with 1 kw. Brokers: John H. Vondell Jr. and Avpro Inc.

- KFJM(FM) Bakersfield, Calif.: Sold by Faith Center Inc. to International Church of the Foursquare Gospel for $150,000.

Fair Center is negotiating sale of KVOF-FM San Francisco and KHO(FM) Los Angeles and has sold WHCT-TV Hartford, Conn. (see above). Buyer for KVOF Inc. to Broadband Information Services Inc. for $4,650,000. Seller, owned by voting trust of Booth Newspapers Inc., which publishes eight Michigan daily and Sunday newspapers and Parade magazine, acquired station four years ago for $5 million (BROADCASTING, Jan. 18, 1971). Newspaper firm is publicly traded. John L. Booth who with other members of Booth family is stockholder in Booth newspapers, is president and chairman of Booth American Co., licensee of WIOU(AM)-WMKO(FM) Kokomo and WYAI(AM)-WRBF(FM) South Bend, both Indiana; WILB(FM)-WMIZ(FM) Terre Haute, Ind.; WOWI(AM) WBM(AM) Jackson and WGBK(AM)-WBCF(FM) Saginaw, both Michigan; WBOQ(AM)-WKLR(FM) Toledo, Ohio. Booth family additionally owns cable systems in Michigan and Virginia. Buyer, Malcolm Glazer, is Rochester, N.Y., businessman with interests in banking, shopping centers and mobile-home parks. He has no other broadcast interests.

WTWOTV is an NBC affiliate on ch. 2 with 100 kw visual, 19.5 kw aural and antenna 90 feet above average terrain.

- WKWM-AM-FM Wheeling, W. Va.: Sold by Camptown Industries Inc. to Community Service Broadcasting Inc. for $650,000. Seller, which also owns WONS(AM)-WBM(FM) Tallahassee, Fla., is subsidiary of Pubco Corp., Washington-based printing and book publishing firm. Jerome Glassman and sons, Bill and Jim Glassman, are principals in buyer and also owns WMC(AM) McLeanboro, Ill., and WDXI(AM)-WJTV(FM) Jackson, Tenn. WKWM operates on 1400 kHz with 1 kw day and 250 kw night. WKWM-FM operates on 97.3 mhz with 50 kw and antenna 460 feet above average terrain.

- WLYC(AM)-WLOP(FM) Williamsport, Pa.: Sold by Alpha Broadcasting Co. to Pennsylvania Radio for $617,500 plus other consideration. George Vajda is president and principal of seller which has no other broadcast interests. Principals in buyer are Kerby E. Confer (50%) and Paul H. Rothfuss (50%). Mr. Confer has interest in and is VP and general manager of WYRE(AM) Annapolis, Md., which has been sold to Atlantic Broadcasting Corp. (Sydney Abel, 51%) for $950,000, subject to FCC approval (BROADCASTING, May 19). Mr. Rothfuss is national sales manager of WYRE. WLYC is daytimer on 1050 kHz with 1 kw. WILOFM is daytimer on 105.1 mhz with 3.8 kw and antenna 1140 feet above average terrain.
all
WANB(AM) Joe Webb) Borger, Tex., and KOXE(FM) Rice.
are “Tut” mit Asby, general manager, and W. L. “Tut” Tawwater, station manager. They have no other broadcast interests. Buyers are William W. Jamar Jr. and William R. Rice. Mr. Jamar owns KWB(AM)-KOXE(FM) Brownwood and KVMM(AM) Monahans, Tex., has interest in KQTY(AM) Borger, Tex., and has brought KAWA(AM) Waco, Tex., from Centrum Corp. (Dwight Parks, Ron Romanski, David Fricker and Joe Webb) for $265,000 (BROADCASTING, July 21). Mr. Rice was formerly with WLCP-FM St. Petersburg, Fla. KVOP is on 1400 kHz with 1 kw day and 250 w night. KPLA(FM) is on 97.3 mhz with 3 kw and antenna 125 feet above average terrain.

Other sales approved by the FCC last week include: KROP(AM) Brawley, Calif.; KUAD(AM) Windsor, Colo.; WKKO(AM) Cocoa, and WKKX(AM) Deland, both Florida; WBLM(FM) Lewiston, Me.; WNB(AM) Wayneburg, Pa.; WYKE-FM Bristol, Tenn. and KWGO-FM Lubbock and KRRV(AM) and KSNN(FM), both Sherman, all Texas (see page 45).

11 survive challenges

Petitions to deny 11 broadcast renewal applications have been rejected by the FCC. But the commission was able to renew the licenses of only six of the stations, some with conditions.

The commission rejected petitions the Committee for Open Media filed against KPGO(FM) and KCSB(AM), and one the Community Coalition for Media Change filed against KSFX(FM), all in San Francisco. The licenses of KPGO and KSFX were renewed, although the grant for KSFX was conditioned on the outcome of civil antitrust suits in which the licensee, ABC, is involved. KCSB still faces another citizen group's petition to deny.

The commission also rejected the petitions the Committee for Black People in Media filed against five stations in San Jose, Calif.—KEEN(AM), KLIV(AM), KLOK(AM), KRRX(AM) and KSOJ(AM). However, it renewed the licenses only of KRRX and KLOK—and the latter's renewal was conditioned on its filing information on equal employment practices. Action on the other three was held up by other problems.

The other petitions rejected were those filed by 48 residents of McPherson, Kan., against KNEX(AM) McPherson; by the Community Coalition for Media Change, against KNEW(AM) Oakland, Calif., and by the Bilingual Bicultural Coalition on Mass Media, against KONO(AM) San Antonio, Tex.

The KNEW and KONO licenses were renewed, although the commission attached EEO reporting conditions to the KONO grant. KNEW's renewal was deferred pending resolution of another petition to deny.

FCC's number-two EEO officer warns networks on hiring

Look what happened to AT&T, McKee tells gathering in Beverly Hills

The word is going forth from the FCC that although it does not directly regulate the networks, it is in their self-interest to analyze their equal-employment opportunity records and root out whatever evidence of discrimination against women and minority-group members they find. Clarence V. McKee, deputy chief of the FCC's industry equal employment unit, who played a major role in drafting the rulemaking notice in which the commission two weeks ago proposed guidelines for implementing its EEO policies (BROADCASTING, July 21), delivered that message last week in a speech to representatives of the broadcasting and motion picture industries in Beverly Hills, Calif., last week.

The networks, he said, should not wait for the Equal Employment Opportunity Commission, some other federal agency or even the courts, to determine "that their practices are discriminatory, if they indeed are." He noted that AT&T and its Bell System, in implementing a consent decree growing out of complaints of discrimination, has paid out more than $90 million over the past two years.

"If this could happen to AT&T—certainly not one of the smaller or less influential corporations in this world," he said, "then it most certainly could and can happen to ABC, CBS, NBC or any other entity of this massive industry if their houses are not in order."

Mr. McKee said affirmative action programs, such as those the commission has proposed for its licensees, are not designed to "establish preferential treatment for minorities and women." Rather, he said, their purpose is "to eliminate the institutional barriers that minorities and women encounter, in seeking employment and thereby to redress the historic imbalance favoring white males in the job market, in this industry as well as in all others."

To Mr. McKee, discrimination against women and minorities by the networks and independent producers—to the extent it exists—not only harms the persons directly affected but results in a distorted view of minorities and women in television programming. "Discrimination," he said, "eliminates new and innovative approaches to old topics and new issues and discrimination perpetuates old stereotypes of blacks, Spanish surnamed Americans, American Indians, Orientals and women."

Mr. McKee also said that networks and independent producers should not simply dismiss as "militants" or...
"troublemakers" those women and minority-group members who seek to have grievances redressed. The industry would not do its best to work in a constructive manner with those women and minorities who are attempting to make them 'see the light' of the law. Is it not better to have problems discussed in an office rather than set forth in an appellate brief to a court as a defendant? "The best defense in EEO," he said, "is a good offense."

**Full committee cuts appropriation part of CPB funding bill**

Following subcommittee action it deletes that half of measure, leaving only five-year authorization; indications are that ultimately, funding will only be for three years

The House Appropriations Committee last week followed a subcommittee recommendation on H.R. 6461, the Public Broadcasting Financing Act, and struck language dealing with appropriations and passed on the remainder, a five-year authorization. Chairman George Mahon (D-Tex.) reiterated the subcommittee's recommendation that authorization and appropriation actions belong in separate pieces of legislation (BROADCASTING, July 21).

If both houses pass the authorization-only bill, the Appropriations Committee then will report out a separate appropriations bill, which would provide for three-year appropriations, but require annual reviews.

Public broadcasting officials formally conceded Wednesday, issuing a communique to all public TV and radio stations over the signatures of Henry Loomis, president of CPB; Hartford Gunn, president of PBS, and Matthew Coffey, president of the Association for Public Radio Stations. In it they said, "Although we are disappointed that the Appropriations Committee adversely reported five-year appropriations which would mean mistrust in the station's parking lot.

Repercussion from '72. FCC has designated new renewal application of KCMC(AM) McMinnville, Ore., for hearing to determine if licensee, Norjud Broadcasting Inc., discriminated against political candidates, aird personal attacks and violated fair doctrine. Charges were brought by two candidates who ran in 1972 Oregon elections.

**Checksers in Jacksonville**

A four-way deal which saw the sales of Jacksonville, Fla., stations wpdq-am-fm, WMBR(AM) and WOBS(AM) (BROADCASTING, June 23) caused some complex call letter and frequency changes as of July 19.

WPDQ-FM remained on 96.9 mhz but has taken WAJF(AM) as new call letters. WOBS moved from 1360 to 1460 khz and changed its call to wpdo(AM). WMBR(AM) moved from 1460 to 600 khz. A new station, WCGL(AM) will take over 1360 khz. WCGL, which will format country music, has FCC authority to remain off the air until Aug. 18. It was told the commission that it needed the time because as part of the switch, it received the old WOBS transmitter and tower and the WPDQ(AM) building, studio and office equipment.

**Telecommunications office to stay under wing of Commerce Department**

The Office of Telecommunications of the Department of Commerce will remain under the department and will not be merged with the National Bureau of Standards. Secretary of Commerce Rogers Morton, in a letter to House Communications Subcommittee Chairman Torbert Macdonald, said he would not implement such a proposal, contained in the President's proposed fiscal 1976 budget. In a hearing earlier this month, witnesses told the subcommittee that the U.S. was falling behind in telecommunications technological development and was becoming a net importer of technology. Mr. Macdonald had written the secretary that "this proposed merger would further downgrade the role of the telecommunications within the Department of Commerce at a time when that role should be upgraded."

**Media Briefs**

Down but not out. KOJO(AM) and KJOZ(AM) Laramie, Wyo., whose office and studios were destroyed in July 11 explosion, are temporarily operating from University of Wyoming's campus station, KUWR.

School's facility is normally shut down during summer vacation. KOJO News Director Al Harris and disc jockey Wayne Deahl suffered second-degree burns in explosion, initially attributed to gas leaks. Damage to building and contents was estimated at $65,000 along with $3,000 for damages to vehicles in students' parking lot.

Picking up the tab. Despite station sales or transfers within last year, FCC has notified licensees that they are liable for full payment of annual fees if they hold license on day fee falls due. Recalculated annual fees, due Aug. 1 as result of commission's decision to suspend broadcast fees while it studied impact of court case that struck down cable annual fees, will also fall on shoulders of party currently holding license.

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**Programing**

How syndication is shaping up for new season

New shows on bellwether &O's are games, Vinton, Don Adams; 'Hee Haw' and Welk still strong; comedies and features are moving

The line on the hot shows in the prime-access time periods leads to the network-owned stations which have grabbed up both the programs with proved Nielsen track records and it seems to show the most promise for the fall.

However, the balance among off-network reruns in syndication has shifted somewhat in the direction of situation comedies and movie packages because the new family-hour rule is making stations cautious about programming police shows containing violent action ("Closed Circuit," July 21).

In the prime-access area, the network-owned stations are introducing four new shows beginning in September — Match Game and High Rollers on the ABC-owned stations, The Bobby Vinton Show on the CBS-owned and Don Adams's Screen Test on NBC's. Of these four — Match Game (a Goodson-Todman production, syndicated by Jim Victory Television Inc.), The Bobby Vinton Show (a Chuck Barris production, distributed by Sandy Frank Film Syndication Inc.) and Don Adams's Screen Test (MCA TV's first venture into prime access)— are being touted as potential winners.

Robert J. Kolb, the sales vice president of Jim Victory, cites The Match Game's season-to-date 11.5 Nielsen rating and 35 share as a CBS network program (Monday through Friday, 3:30-4 p.m., NYT) and that it has the celebly-entertainment appeal of a Hollywood Squares (which has chalked up big numbers since it went nighttime in 1972) as the main elements in its favor. At latest count, The Match Game had been sold in 71 markets, according to Mr. Kolb.

E. Hal Hough, vice president for program and broadcast services for the CBS-owned television stations division, says the initial turmoil surrounding The Bobby Vinton Show, which was caused by the splitting up of Allan Byline and Chris Beard, the original producers of the program, has subsided with Chuck Barris's entrance on the scene (Mr. Barris is best known for creating and producing The Dating Game and The Newley and Wayne Game.) "The show now has the look and feel of a Tony Orlando and Dawn," says Mr. Hough, referring to the CBS network's weekly variety series (Wednesday, 8-9 p.m.).

In addition to the NBC-owned stations, the following stations are among the 74 to date that have purchased Don Adams's Screen Test: WCAU-TV Philadelphia, WMMJ-TV Detroit, WAGA-TV Atlanta, WBZ-TV
Boston, WJZ-TV Baltimore and KRON-TV San Francisco. MCA TV sources say the program will be the most expensive prime-access half-hour on the air (a reported $60,000 per episode). The format of Screen Test is described more in terms of comedy entertainment than of game-show hysteric. Two aspiring actors/actresses re-enact scenes from well-known movies of the past with various guest stars. (Mel Brooks, Don Rickles and Ernest Borgnine are among the dozens of performers already taped their bits.) The show captures the flubs and goofs as well as the perfect takes.

**High Rollers** (produced by Heather-Quigley, syndicated by Rhodes Productions), the fourth new access show on the network-owned stations, was part of a deal that will transfer H-Q’s prime-access hit, Hollywood Squares, from the NBC-owned stations to the ABC-owned stations, where it will also run twice a week, beginning in September of 1976 (BROADCASTING, Feb. 17). ABC station officials say the deal for Hollywood Squares constitutes insurance against a ratings erosion of Let’s Make a Deal’s Nielsen performance.

The February-March 1975 Nielsen sweeps showed that the top two syndicated shows again are Yongestreet’s Hee Haw (in 191 markets) and Don Fedderson Productions’ The Lawrence Welk Show (in 198 markets). These two barter shows have not been taken by any of the network-owned station groups, mainly because of their 60-minute length, which makes it too difficult for a network O&O to slot them in access periods.

That same problem forced Abe Mandell, the president of Independent Television Corp., to take his new Space: 1999 series. Mandell became science fiction melodrama that also runs 60 minutes, to independent stations in New York, Los Angeles and Chicago. “The network O&O’s just didn’t have an hour a week available,” he says. But he’s not complaining now, he adds, because “we’ve sold it to 126 stations already, including all of the top-10 markets and 46 of the top-50.”

Mr. Mandell also claims that if Space: 1999 had been filmed in this country it would have been “the most expensive one-hour series in the history of television.” (The first season’s 24 episodes are in color. Whether or not it goes a second season will depend on the ratings.) He says he has assurances from as many as 85% of the network-affiliated stations that have bought the show that they’ll be pre-empting or delaying network prime-time series for Space: 1999.

Returning prime access shows that seem headed for another solid year, based on past Nielsen performance and on network-owned station deals, are Media Affiliates’ Wild Kingdom, two from Viacom Enterprises (The Price Is Right and The $25,000 Pyramid), Rhodes Productions’ twice-a-week Hollywood Squares, Len Firestone’s The New Candid Camera, and two Sandy Frank Film Syndication Inc. shows, Name That Tune and The New Treasure Hunt.

Syndicators of five stripped game shows have announced the halting of new production. The shows are Truth or Consequences (Metromedia Producers Corp.), What’s My Line (Viacom), Jeopardy (also Metromedia), Diamond Head (Columbia Pictures Television) and Dealer’s Choice (also Columbia). William S. Hart, senior vice president in charge of syndication sales for Columbia, said that the company would continue to market the 260 episodes of Dealer’s Choice and the 130 episodes of Diamond Head (some stations haven’t played all the half-hours) but it was going to turn down any more orders. The company also has turned down several offers from other networks for coverage of the 1976 Summer Olympic Games.

The two most conspicuous syndicated strip shows continuing in production, according to various sources, are Len Firestone’s To Tell the Truth (97 markets, at latest count) and Jim Victory’s Concentration (50 markets to date).

Shifting to the sales picture for off-network reruns, Alan Silverbach, senior vice president of 20th Century-Fox Television, sets the tone when he says, “I’m glad I don’t have any big violent cop shows ready to go onto the market right now. If the FCC climate stays the way it’s been over the last year or so, these shows will be seriously hurt.”

As usual, MCA TV, which traditionally sells as many new series to the networks as any other major studio, has come up with three off-network drama series that are racking up sales as acceptable family fare. The first of the three, Adam-12, the half-hour police series that ends its successful seven-year run on the NBC network next month, will begin its syndication life a month later in “in excess of 130 markets,” according to MCA sources. Lou Friedland, president of MCA TV, says network affiliates will probably strip the series some time between 4:30 and 6 p.m., whereas independent stations will be more likely to strip it at 7:30 p.m. as counterprogramming to the celebrity game shows and wildlife series in prime access.

MCA is also making Marcus Welby, M.D., available for syndication in two months despite its continuation in its regular Tuesday-night (10-11 p.m.) time period on the ABC-TV network. (To avoid confusion, its title in syndication will be Robert Young, Family Doctor.) “Over 100” markets have already signed for Welby, said a source at MCA.

Emergency, because its 60-minute episodes stress rescue-of-people-in-jeopardy rather than violent gunplay, is a hot pre-sale property for MCA, according to various sources. Stations are buying it now for a September 1976 start. (The show is about to begin its fifth year on the NBC network and if it continues to harvest solid ratings, Emergency may end up, like Marcus Welby, running simultaneously on the network and in syndication.)

A number of stations have reported somewhat disappointing ratings for MCA’s Ironside, starring Raymond Burr, and Mr. Friedland conceded that “we expected fantastic numbers for the series and ended up with only adequate numbers.”

Syndication experts like Columbia’s William Hart say that in general the long-off-network series haven’t done as well as sitcoms and movie packages. For one thing, Mr. Hart says, it’s much more painful for a viewer to look a second or third time at a half-hour comedy of a big-budget movie with a lot of production
values than it is to tune in again to a repeat episode of an F.B.I or an Ironside, shows that tend to rely on "gimmicks," as he put it (like Chief Ironside’s wheelchair, or Michael Dante’s broom). The ABC-owned stations’ Phil Boyer, who buys more movie packages than his two competitors and who hasn’t picked up any off-network series in recent years, puts his emphasis on "the production values, the stars, the budgets" of theatricals, of which you just can’t match in the typical episode of an off-network series.

And, besides, Mr. Boyer continues, "you can be more flexible with a movie package—you can take specific themes and run a week, say, of outdoor-adventure stories or Westerns.

Jack Jacobson, the vice president and program manager of WGN-TV Chicago and of the other WGN Continental stations, suggests that The F.B.I hasn’t performed all that well in a number of markets because "of all the bad publicity the F.B.I has been getting in the last six years," and Mr. Terrell, the vice president, general manager and film buyer of KTVT(TV) Fort Worth, says he gets great results stripping The F.B.I at 7 p.m. A spokesman for Warner Bros. Television, which distributes The F.B.I, said the company had no comment on the ratings performance of that series.

Mr. Hart at Columbia Pictures Television and sources at Paramount Television say their companies will stress comedies and feature packages (although the latter has Star Trek in 142 markets, Mission: Impossible in 95 markets and The Untouchables in 90). Mr. Hart says that The Partridge Family sitcom, which began in syndication last September, is now playing "about 80 markets," and the company’s hard perennials, Bewitched, has "over 100" stations in the fold. In addition, "we’re making a push for The Partridge Family, which we think is perfect for the family hour," he says. The Monkees were a Beatles-imitation musical group that achieved brief popularity in the sixties, and the 58 half-hours feature zippy editing and screwball comedy (like the Beatles’ two live-action theatrical movies A Hard Day’s Night and Help!).

Columbia is about ready to market a new theatrical-movie package with titles like "The Guns of Navarone," "The New Centurions," "A Man for All Seasons" and "Dollars.") Mr. Hart said, adding that its current package ("The Bridge on the River Kwai," "Easy Rider" and "To Sir With Love") are among the titles that has racked up sales in 65 markets. Paramount’s family-hour fare is led by the newly available off-network situation comedy, The Brady Bunch (89 markets), and the umpteenth reruns of The Lucy Show (31 markets). The company is sitting on Mannix (coming off CBS after a lucrative eight-year run on the network), company sources say, until the industry gets a fix on the family hour and how it will eventually affect the sales of heavy-action shows. Paramount’s current feature package ("Love Story," "Barefoot in the Park" and "Gunfight at the O.K. Corral") has been sold in 94 markets. Also, as reported recently ("Closed Circuit," July 21), Paramount has begun to sell another family-oriented comedy, The Odd Couple, which is just coming off a healthy five-year run on the ABC network, to stations for use beginning in September of 1976. At least three other series currently holding down slots on CBS’s prime-time schedule—MGM’s McHale’s Navy, the milk-and-water series, The Mary Tyler Moore Show (through Viacom) and Twentieth Century-Fox’s M*A*S*H—are being pre-sold to stations. M*A*S*H, if it continues to chalk up big numbers in its new time slot (Friday, 8:30-9 p.m., opposite NBC’s comedy blockbuster, CHiPs and The Man), may not be available for actual station use until the fall of 1979. But if Chico damages it in the Nielsen’s, M*A*S*H could become available sooner.

MGM sources acknowledge that Medical Center sales have been slow going (12 markets have signed on for a proposed starting date of September 1976) but they say the company is putting its stress on the series of six half-hour originals called America: The Young Experience, which it’s bartering to stations in association with Avco Broadcasting and Meredith Broadcasting (BROADCASTING, May 19). So, far, 74 markets have agreed to take the series.

Viacom’s Bill Andrews says his company’s leading situation comedy these days (with 96 markets in the fold) is Family Affair, which stations started stripping last September.

Mr. Andrews adds that Viacom is doing well with its robust kiddies Chico and the Man, package ("The African Queen," "Walking Tall," and "The Autobiography of Miss Jane Pittman," along with 18 others), which has already been bought by 51 stations. The 226 hours of Gunsmoke that became available for syndication this summer, he continues, have run into an invigorating logjam in the major markets, but 43 smaller-market stations have signed up.

ABC out in prime time for two weeks in Huntington

Much to the distress of ABC-TV, its affiliate WOKW-TV Huntington, W. Va., will pre-empt the entire network prime-time line-up for 15 days late in August and early September and will run two movies each evening. The station has installed a new antenna, tower and transmitter set-up and hopes to attract viewers to its improved signal and give the new-season network line-up a strong lead-in.

The station will cull 30 films from five distributors. The titles include old and new box-office successes such as Bullitt, Bonnie and Clyde, On the Waterfront, "All the King’s Men," The Wild One, "Hombre," Von Ryan’s Express" and "Mr. Smith Goes To Washington.

Richard L. Beezeymer, ABC-TV vice president in charge of affiliate relations, was obviously upset by WOKW-TV’s move. He told a reporter that "we’re talking with them" in an effort to dissuade station officials from making the pre-emption, but he did not appear overly hopeful. In response to another question he said there was no station available to carry the pre-empted network programs into the area—a circumstance that presumably did nothing to daunting WOKW-TV in reaching its original decision to pre-empt on such a scale.

Program Briefs

Humaness in writings. Humanitas Prizes, sponsored by the Human Family Educational and Cultural Institute, Los Angeles, went to David Seltzer for his 90-minute special, Larry, about young man mistakenly thought to be retarded, broadcast by CBS April 23, 1974, $25,000; Joel Olianski for his "Complete American." The Norwegian series of NBC’s The Law series, broadcast March 19, 1975, $15,000, and M. Charles Cohen for his "Angel of Doom" 30-minute episode in NBC’s Sunshine series, broadcast April 24, 1975, $10,000. Institute, whose president is the Reverend Eilwood Kieser, CSP, is funded by Lilly Endowment of Indianapolis. Prizes were first Humanitas awards, established only last year.

Developing. Cy Chermak, former executive producer of Ironside, Amy Prentiss and Night Stalker at Universal TV, and currently producing Barby Coast at Paramount TV, has signed for development seven projects at 20th Century-Fox Television, Hollywood.

Disco sight and sound. Half-hour weekly program, Disco ’76, for national syndication on TV and utilizing stereo radio simulcast is planned by Marcus Productions, North Miami, Fla. Disco jockey and dancing format will be directed by Peter Marcus, produced by Arnie Wish, with technical supervision by Ken Chambliss, head of Video Tape Associates. Firm plans August syndication sales and for September half-hour special on Miami station.

Sellers for sale. Gold Key Entertainment, New York, will syndicate, on straight cash basis, 101-minute British theatrical movie Alice’s Adventures in Wonderland (1972). Movie, which stars Peter Sellers, Ralph Richardson and Dudley Moore, features live-action photography interspersed with elaborate special effects.

Fruit and veggies. One minute daily television feature, "Joe Carcione—the Greengrocer," is available for national syndication. Information on buying and preparing fresh produce, economic and nutritional pointers, are included. Mighty Minute Programs Ltd., 156 Montgomery Street, San Francisco 94104.

Four for CBS. Three stations, all former NBC Radio affiliates, have joined CBS Radio: WOAI(AM) San Antonio, Tex., WJX(I) Jacksonville, Fla., and KOCY(AM) Oklahoma City.
The Department of Defense is planning a second test of paid radio advertising, a 13-week experiment to run in 16 cities beginning Sept. 8. This one will involve all the services—Army, Navy, Marines and Air Force. The test that began last May involved only the Army (Broadcasting, April 21).

A Defense Department spokesman last week cautioned that this does not mean the armed services are preparing to accord broadcasting permanent status in their media plan. This is just another step, he said, in the department’s ongoing analysis of the “relative cost effectiveness” of paid broadcast advertising.

The department has a hunch that paid broadcast advertising will improve its media mix, as evidenced in a policy statement released last March. That statement said that the department “continues to favor a balanced media approach to recruitment advertising, free from prohibitions with respect to media options.” But there has been an implicit prohibition on the use of the broadcast media to advertise for recruits in recent years, largely due to the objections of Representative F. Edward Hebert (D-La.), chairman of the House Armed Services Committee until he was ousted by the House Democratic caucus at the start of this session.

The spokesman said the amount of money that will be devoted to the fall test has not been finally determined, nor have the stations been finalized. He did release a tentative list of cities in which the spots will be placed, however. They are Bowling Green, Ky.; Columbus, Ohio; Augusta, Ga.; Lansing, Mich.; Boise, Idaho; Atlanta; Dothan, Ala.; Knoxville, Tenn.; Denver; Louisville, Ky.; Valdosta, Ga.; Altoona, Pa.; Kansas City, Mo.; Seattle; Baton Rouge, and Spokane.

The campaign is being coordinated by the Defense Department, but the commercials are being produced and placed by the services’ agencies, N. W. Ayer for the Army, Grey Advertising for the Navy, D’Arcy-MacManus & Masius for the Air Force and J. Walter Thompson for the Marines.

NH&S sues Falstaff

Needham, Harper & Steers Advertising Inc., New York, has filed a suit in New York State Supreme Court for approximately $1.8 million against Falstaff Brewing Co., St. Louis. NH&S claims this amount is owed to the agency by Falstaff for advertising and commissions, principally during the second quarter of this year. Falstaff notified NH&S in late May that it would lose the account on Aug. 1 (Broadcasting, June 9). Brewery has named Asher/Gould Advertising, Beverly Hills, Cal., as agency for an estimated $5.2 million in billings, of which more than $4 million is in broadcast. Falstaff said last week it is reviewing all bills from Needham and will pay those it considers legitimate.

PRO Time merges with Meeker radio

Merger of the Meeker Co.’s radio division with PRO Time Sales to form PRO/Meeker Radio, a radio-only station representation firm, was announced last week, effective Aug. 1 (“Closed Circuit,” July 14).

Fin Hollinger, who has been president of the Meeker radio division, will be chairman of the board of directors of the new firm, which will also house its plans board. Sam Brownstein, president of PRO Time Sales, will be president and chief executive of PRO/Meeker.

The new firm will have 13 U.S. offices, divided into three sales divisions. The eastern division, headed by Mr. Brownstein at the New York headquarters, also includes offices in Philadelphia, Atlanta, Raleigh, N.C., and Memphis. The central division, under Tom Hayes of PRO Time Sales in Chicago, also includes Detroit, Dallas, Kansas City, Mo., and Denver.

The Pacific division, under Bill Warren, also of PRO Times Sales, is composed of offices in Los Angeles, where Mr. Warren is based, and San Francisco and Seattle.

The Meeker radio division and PRO Time Sales represent something more than 100 stations each. Officials said about 20 would be dropped because of conflicts, and that the two companies were assisting in finding new reps. When the conflicts had been resolved, they estimated PRO/Meeker Radio will represent about 150 markets.

The Meeker Co., headed by Robert L. Dudley, plans to concentrate on TV station representation, which led it to initiate the radio merger. Meeker will have an unspecified stock interest in PRO/Meeker, but officials said it will not be involved in day-to-day operations of the new company.
Broadcast Journalism

Apologia pro Sally Quinn

Former 'Morning News' co-anchor puts burden of her failure on network in new book, 'We're Going To Make You a Star,' and in excerpt in current 'Esquire'

Sally Quinn's much-publicized failure as co-anchor of the CBS Morning News a couple of years ago was due in large part to CBS News's failure to provide help for either her or the newscast. That's her side of it, at least, as she writes it in a book to be published next month and in an article, based on the book, in the August issue of Esquire magazine, now on the newsstands. For its part, CBS News had no official position—or comment—on either article or book.

A lot of things contributed to her spectacular failure, Ms. Quinn acknowledges, and among these was the spectacular build-up she was given beforehand. By far the worst of that lot, she writes, was the New York magazine cover story that, in her words, "was written in a snide way, a sort of pornographic primer of 'Look, look, see Sally run, see Sally sleep her way to the top.'"

"I think the New York article was most responsible for my unhappy experience at CBS," she writes in the book, "We're Going To Make You a Star" (New York: Simon & Schuster, 256 pages, $7.95). "Clearly there were a hundred other reasons for it, but that article set the tone for the rest of the publicity, and the publicity created an atmosphere of open hostility and resentment toward me. Instead of sympathy for being caught in a corporate disaster or for my own lack of experience, I got destroyed, almost always in a personal way, by the majority of critics and reporters, who continued to write about me long afterward."

In addition to being "vastly over-promoted" and "painfully under-prepared," she offers a long catalogue of problems, starting with a sore throat and fever on the morning of her first broadcast. Among others there were the highly publicized gaffes she pulled on the air, and the unpublicized difficulties she (and co-anchor Hughes Rudd) had in adjusting to the early-morning schedule, which led them both to discover, she writes, "that the only way to sleep in the afternoon was to get drunk enough [at lunch] to pass out."

But repeatedly she emphasizes the absence of help from CBS News—aside from that given by co-anchor Rudd, whom she describes as sympathetic and supportive. She says that Jim Ganser, one of the Morning News producers, was "the only one at CBS who really tried to help me." Gordon Manning, then CBS News director of news (now director of special events at NBC News), is cast as the key figure in talking her into taking the job but is given few eyebrow points for help thereafter. "We were constantly making suggestions and never hearing about them again," she writes. Early on, she says, producer Ganser had told her that "you're a big star now [and] nobody's going to stick his neck out to help you."

Indeed, she writes, some of the strongest encouragement she received came—privately—from NBC News's John Chancellor and Barbara Walters. Ms. Quinn lasted a little over five months before she resigned in mid-January 1974 to join the New York Times (though she went back instead to the Washington Post, where she writes for the "Style" section). By her own account CBS News went along with her at the end, giving her time to find a new job so she could make "a good exit" that "had class."

CBS won't play ball by Ghandi rules; ABC, NBC will, but with disclaimer

ABC News and NBC News have agreed and CBS News has refused to comply with restrictions on news reporting instituted in India by Prime Minister Indira Ghandi. The restrictions forbid the reporting of the

Happier days. Sally Quinn and her then co-anchor, now the sole anchor, of the CBS Morning News, Hughes Rudd, rehearsing before the debut of the show.
Buchanan suffers second setback

Flannery rules no malice proved in 'CBS Evening News' report

A U.S. District Court judge has followed his dismissal of a $12 million libel suit against the Associated Press (BROADCASTING, June 30) with a dismissal of a $12million libel suit against CBS, Walter Cronkite and CBS's Washington affiliate, WTOP-TV. As in the first case, Judge Thomas A. Flannery said, in issuing a summary judgment, the plaintiff could not prove "malice." The suits had been filed two years ago, as the Watergate scandal was unfolding, by Henry Buchanan, a Bethesda, Md., accountant and brother of former White House aide Patrick Buchanan, as the result of a story that moved on the AP wire on May 8, 1973, and that provided the lead story on the CBS Evening News that evening.

The AP story, based on a court hearing, said Mr. Buchanan's accounting firm had been used to convert Nixon campaign checks into cash during 1971 and then went on to note an earlier "revelation" concerning the cashing of checks for Nixon campaign -- involving the "Miami bank account of convicted Watergate conspirator Bernard L. Barker." Mr. Cronkite's account used the term "launder," shorthand for a technique used to hide the source of funds.

Mr. Buchanan said that both accounts were dismissed and that the court hearing which provided the basis for the story dealt only with campaign expenditure checks, not contribution checks, and that AP and CBS reports attributed criminal activities to Mr. Buchanan's firm.

Judge Flannery had held that the AP report of the court proceeding was an "accurate and fair abridgement" but that the addition of the Barker analogy created an issue of fact as to whether the report was defamatory. The CBS version, he added, made the analogy "much more pronounced."

However, Judge Flannery concluded that malice could not be proved against any of the defendants -- that anyone persisted in broadcasting a report known to be false. He said the malice test was appropriate since Mr. Buchanan was a "public figure."

CBS reporter Leslie Stahl had covered the hearing and filed in Ed Foulhy, a CBS Washington bureau producer, who in turn telephoned Paul Greenberg, then executive producer of the Evening News, in New York. However, Judge Flannery said there was "no clear and convincing evidence" to support a finding that Mr. Foulhy told Mr. Greenberg "the actual account of the court hearing and that CBS "nevertheless consciously published a different account." The evidence indicates "the main facts were learned from the AP wire," Judge Flannery said.

Ms. Stahl has said she recorded a radio spot detailing the court hearing, and Mr. Buchanan has cited that assertion in support of his claim against CBS's part.

However, Judge Flannery noted that there is no record of the recorded spot being broadcast in Washington, or being sent to New York and broadcast there or of being transcribed in New York, with copies distributed to the Evening News staff.

Judge Flannery said there is no evidence that Mr. Cronkite knew the account was false. And as for CBS, he said, it would be liable if Charles West, the Evening News writer who prepared the piece, knew the story was false or entertained serious doubts about it. Mr. West denies discussing the Barker analogy with Mr. Foulhy.

RTNDA concentrates on itself at upcoming convention

September conference in Dallas features newsmen as speakers, shirtsleeves workshop sessions

According to conference chairman John Salisbury, the Radio Television News Directors Association annual meeting in Dallas, Sept. 17-19 at the Fairmont hotel will be a working convention. "We have had bids from people in industry and government eager to present their views to us on a number of subjects. We have turned them down because the thrust of this conference is to be our profession, its problems and its challenges," he said in an open letter to RTNDA members.

A keynote address will be given Wednesday, Sept. 17, by NBC newsmen Bill Monroe, past president of RTNDA. Luncheon speakers are Tom Brokaw, NBC White House correspondent, and Charles Kuralt, CBS roving correspondent. Among scheduled seminars are: a TV workshop coordinated by Ernie Schulz, WJTV, Oklahoma City, including discussion of ENG and ethics; a radio workshop coordinated by Bud Miller, WLSAM, Chicago; a news and management session led by Ed Godfrey, KGW-TV Portland, Ore., and a workshop on economics, led by Curtis Beckmann, WCCO

Other convention activities include elections of new officers, presentation of Paul White Memorial awards and RTNDA national awards.

John Salisbury, KXL-AM-FM Portland, Ore., current president, will be installed as president succeeding Tom Frawley of Cox Broadcasting, Washington. Nominees for VP are Roger Allen, WKRD-AM Boston and Wayne Vriesman, KGW-TV Denver. Nominees for directors-at-large (from which two will be selected) are Charles Bundline, WDAF-TV Kansas City, Mich.; Ted Landhais, WMAL-AM-FM Washington; Tom Petersen, KWL-AM-FM Waterloo, Iowa, and Bob Schafer, KMOX-TV St. Louis.

The advance registration fee prior to Sept. 1 is $75, payable to Rob Downey, executive secretary, RTNDA, c/o WKAR, Michigan State University, East Lansing, Mich. 48824. Fee is $90 after Sept. 1.

TV coverage almost as flawless as Apollo-Soyuz itself

Tune-in favorite was space handshake with Soviet landing a welcome extra

As the Apollo spacecraft prepared for splashdown late last week, all had gone with impressive precision in the first link-up between Soviet and American spacecraft, and American broadcast media had covered the major events of the mission much as they had expected. Early ratings information showed NBC's coverage to be the New York television audience's favorite.

ABC, CBS, and NBC all tailored close to the seven hours of live television coverage they had anticipated. The heavy favorite among viewers was the July 17 meeting between the American and Soviet astronauts, which also featured greetings from President Gerald Ford and Soviet Chairman Leonid Brezhnev. NBC estimated the total television audience for the Thursday afternoon event at 30 million, with 26 million tuned in for the historic astronauts' handshake.

The pleasant surprise for radio and television was that the Soviets elected to provide coverage of the touchdown of the Soyuz module, the first time a spacecraft's touchdown on land had been televised. Viewers saw the Soyuz land in a cloud of dust, which was followed by close-ups of the cosmonauts emerging from the vehi-
Westin alters own status

Av Westin, executive producer of documentaries and executive in charge of the ABC Evening News for that network, last week gave up his news vice presidency in a move that was largely motivated by financial considerations, and will apparently not affect his duties at ABC News.

By relinquishing his title, officials said, Mr. Westin will earn more in salary than he could as a vice president. He will receive less, however, in other compensations, including stock and profit shares. The decision to opt for greater cash benefits was said to be Mr. Westin’s, and details were worked out between him and ABC during the summer.

He gives up neither of his principal ABC responsibilities in the move. He will continue to oversee the creative areas of the Evening News and of ABC News’ documentary programming.

Radio-TV spotlights on law earn lion’s share of ABA awards

Forty-six broadcast organizations were among the 73 winners of Silver Gavel awards and certificates of merit given annually by the American Bar Association to communications media and the entertainment industry for “outstanding public service.” The awards will be presented at ABA’s annual meeting Aug. 12 in Montreal. Gavel winners included:

ABC News, CBS News, NBC News and PBS for their coverage of the House Judiciary Committee impeachment proceedings; CBS News for its three-part program, What’s It All About; NBC for its documentary, A Close of Rape. WNBC-TV New York, for its program from


Certificate of merit winners included:

NBC News for its “Hastings House” from NBC News Presents: Special Edition; WNBC-TV New York, two certificates of merit awards, for New York Illustrated: Does Parole Work? and New York Illustrated: Rape; WKYC-TV Cleveland, for Man to Man; WMAQ-TV Chicago, for Women’s Special; KTTV(TV) Los Angeles, for “Prison Preventer” from Broadcasting Explorer-11 Program; WFAA-TV Dallas for Texas Prisons; From the Inside Out; KTAR-TV Phoenix for The Role of Justice; Part I, Civil Court, WCCO-TV Minneapolis, for “Grand Jury on Trial” from Scene Tonight; WKTV-TX Oklahoma City, for “Riot Plus One” from Special series, KSTV(TV) Dayton, Ohio, for Crime and Alternatives: KOMO-TV Seattle, for Closing Down the Prisons; WBNS-TV Columbus, Ohio, for Municipal Court: The People vs. Spectre; KSL-TV Salt Lake City, for The Justices; WTPA(TV) Harrisburg, Pa., for its News series program: KTVV-TV Austin, Tex., for Constitution: The People vs. samtelle;rejected, KTLA-TV Los Angeles, for “Grand Jury: Protector or Persecutor”; WEN(NY) New York, for “A Question of Impeachment” from the weekly public affairs series, Journal: Missions Authority for Educational TV for “Our Friend the Policeman” from Words Are For Reading program. WNOX(AM) and WOH-AM, both in five-part series, The Grand Jury: Protector or Persecutor; WZI(AM) Boston, for its 10-part series, Disorder in the Court System; WIRE(AM) Indianapolis, for its documentary, A Matter of Life and Death; KTVN-TV Las Vegas, for The Keepers & the Keep; WNET(TV) New York, for “A Question of Impeachment” from the weekly public affairs series, Journal: Missions Authority for Educational TV for “Our Friend the Policeman” from Words Are For Reading program. WNOX(AM) and WOH-AM, both in five-part series, The Grand Jury: Protector or Persecutor; WZI(AM) Boston, for its 10-part series, Disorder in the Court System; WIRE(AM) Indianapolis, for its documentary, A Matter of Life and Death; KTVN-TV Las Vegas, for The Keepers & the Keep; WNET(TV) New York, for “A Question of Impeachment” from the weekly public affairs series, Journal: Missions Authority for Educational TV for “Our Friend the Policeman” from Words Are For Reading program.

Nixon tells all ... well almost.

The literary agent for former President Richard M. Nixon last week began contacting television networks concerning the possibility of a broadcast interview or “television memoir” with the former President, who approved the project given his approval to such negotiations. The agent, Irving Lazar, made his first overtures to CBS News, where the network confirmed that CBS News President Richard Salant had turned down a suggested “memoir” for which CBS would pay and that would exclude discussion of Watergate. No specific payment or format were said to have been discussed. Officials at ABC News and NBC News said that they had not been contacted by Mr. Lazar, but were skeptical of the chances of their broadcasting an interview such as was suggested to CBS News.

No longer a copyright crusader, CATA seeks new issues to conquer

Having been labeled a one-issue organization, NCTA’s competitor now addresses wider problems.

“FCC involvement in the daily and weekly affairs of cable operators is a much more important issue than copyright,” contends Robert Cooper, executive director of the Community Antenna Television Association. Indeed for an organization that Mr. Cooper admits held onto copyright as the all-important rallying point two years ago, CATA is now showing signs of diversification.

Two summers ago, a meeting of more than two dozen cable operators in Dallas called by Kyle Moore to discuss the copyright issue, sparked the formation of CATA. Last May, Mr. Moore launched a test of the FCC’s authority to regulate cable by challenging the commission to close down his system in Gridley, Kan., which had been operating without a certificate of compliance (BROADCASTING, May 26).

That challenge is still pending further litigation. In June, CATA for the first time initiated a rulemaking with the FCC seeking to waive all signal carriage restrictions in time of national and local emergency. Additional rulemaking initiatives can be expected from CATA at the rate of one a month, said Mr. Cooper, who declined to outline what the next rulemaking inquiry will involve.

Since hiring Richard Brown as its Washington-based legal counsel last May, CATA now expects to file in various commission docket cases concerning cable regulation. Furthermore, CATA has made overtures to AT&T which is an impasse with the National Cable Television Association over pole rates. In a different approach, CATA has suggested a formula designed on a regional basis (BROADCASTING, July 7).

Another noncopyright venture has been the publication of its monthly Community Antenna Television Journal designed to provide technical information for CATV operators. Mr. Cooper claims CATA’s paid circulation is upward of 4,000 and hopes to contribute any excess profits from the publication into CATA’s operating revenues. Those revenues are only a “fraction” of NCTA’s, conceded Mr. Cooper, but there has been a “subtle change in the last four or five months” in the size of systems joining CATA. Before that time, most systems represented under 1,000 subscribers, but 5,000-subscriber systems are more the norm today, explained Mr. Cooper. Total mem-
Mr. Cooper is disturbed at any copyright-only image of CATA and prefers to see the association as "an alternative choice to NCTA policy." In particular, Mr. Cooper suggested that rather than accept "trade offs"—which he attributes to NCTA—for some easing of FCC regulation, CATA seeks to prove fundamentally whether the commission has a legal right to interfere in cable operators' business. "Gridley is only the tip of the iceberg," claimed Mr. Cooper.

Rule on radio-cable urged

The National Association of Broadcasters has asked the FCC to require cable television systems providing aural origination programming to carry all local radio station signals in those cases where the attachment to the subscriber's receiver prevents off-air reception of other radio signals. In a petition for rulemaking, NAB cited an earlier FCC position that further inquiry into cable carriage of radio signals was warranted. NAB also argued that cable systems should not be allowed to stifler competition by depriving subscribers of access to certain radio signals.

Compliance with the rule would not be overly burdensome and could be handled in a variety of ways including broadband signal processing, NAB said.

File opened. FCC has granted National Cable Television Association's freedom of information request to inspect certain records relating to network program exclusivity rules. Commission has opened up only records it deemed "severable and factual" and has deleted deliberative material and financial data relating to particular stations.

Hands across the seas. Biro Associates, Princeton, N.J., CATV consulting engineers, have formed Biraulet, new operating company to serve Scandinavian market. New venture is partnership between Swedish-based Autelcon and Biro which will be headquartered at Autelcon's Stockholm offices. Biraulet will supply similar services abroad as Biro does in U.S., with emphasis on engineering appraisals, proof-of-performance testing and adaptation of U.S. cable technology to North European market.

More data sought. National Citizens Committee for Broadcasting has filed freedom of information request with FCC for release of staff reports and memoranda relating to proposed amendment of cable television cross-ownership rules. Similar request made earlier (Broadcasting, June 2) was granted and accordingly NCCB received chart listing 50 crossownerships compiled from 1971 waiver requests. Now NCCB wants to see staff analysis of each waiver, since FCC decision to reopen crossownership rulemaking is based on those analyses.
These are the top songs in 41-play popularity in two categories on U.S. radio, as reported to Broadcasting in a nationwide sample of stations. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played, and for the part of the day in which it appears. A (3) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

<table>
<thead>
<tr>
<th>Over-all rank</th>
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<tr>
<td>1</td>
<td>3</td>
<td>Love Will Keep Us Together (3:15)</td>
<td>Captain &amp; Tennille—A&amp;M</td>
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<tr>
<td>2</td>
<td>6</td>
<td>I Never Loved a Man (3:33)</td>
<td>Aretha Franklin—Atlantic</td>
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<td>11</td>
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<td>The Isley Brothers—King</td>
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<td>4</td>
<td>16</td>
<td>Night Has a Thousand Eyes (3:34)</td>
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Music

Tracking the 'Playlist'

Captain and Tenille maintains hold on number-one spot in top 40, Twitty tops the country chart

The Captain and Tennille’s Love Will Keep Us Together enjoys its fourth turn as the nation’s most-heard single this week, while Paul McCartney & Wings’ Listen to What the Man Said and Ten CC’s I’m Not in Love make significant aerial jumps within the top five of the pop “Playlist.” Jive Talkin’ will apparently surpass Lonely Nights as the Bee Gees’ most popular single, as it makes its first top-10 appearance. War’s Why Can’t We Be Friends is the biggest gainer in the rest of the top 20, and is now added to almost every major top 40 station. Playboy Records’ biggest pop hit continues to grow: Hamilton, Joe Frank & Reynolds’ Fallin’ in Love moves to 24, as Mickey Gilley, the label’s best-established country artist, takes his Bouquet of Roses to 25 on the country chart. The Isley Brothers, absent from pop lists since their giant hit That Lady two years ago, return in style with Fight the Power, a dance hit given a major boost last week by additions at several New York stations. Miami’s most recent disco sensation, Get Down Tonight by KC and the Sunshine Band, is also moving rapidly upwards, now at 34.

Country: Twitty this week has one of the biggest airplay sharers of his career, with his Touch the Hand moving to number one, and his duet with Loretta Lynn, Feelin’, making a large leap to the second spot on the country “Playlist.” Glen Campbell’s comeback, Rhinestone Cowboy, jumps to five, and Bouquet of Roses becomes Mickey Gilley’s second success since City Lights, at eight. Joe Stampley’s Dear Woman jumps to 11 via several adds at major market stations. Country newcomer Emmylou Harris has her first airplay hit with If I Could Only Win Your Love, now at 14.

Extras

The following new releases, listed alphabetically by title, are making a mark in Broadcasting’s contemporary “Playlist” reporting below the first 50:

- Sure Feels Good, Elvin Bishop (Capricorn).
- Sweet Emotions, Aerosmith (Columbia).
- That’s the Way of the World, Earth, Wind & Fire (Columbia).
- Third Rate Romance, Amazing Rhythm Aces (ABC).
- Wasted Days & Wasted Nights, Freddy Fender (ABC).

The following new releases, listed alphabetically by title, are making a mark in Broadcasting’s country “Playlist” reporting below the first 25:

- Blue Eyes Crying in the Rain, Willie Nelson (Columbia).
- Daydreams About Night Things, Ronnie Milsap (RCA).
- Dreaming my Dreams with You, Waylon Jennings (RCA).
- Home, Loretta Lynn (MCA).
- I Love the Blues & the Boogie Woogie, Billy (Crash) Craddock (ABC).
- Lonely Rain, Wynn Stewart (Playboy).
- Love in the Hot Afternoon, Gene Watson (Capitol).
- Love is Strange, Buck Owens & Susan Raye (Capitol).
- A Poor Man’s Woman, Jeannie Pruitt (MCA).
- Same Old Story, Hank Williams Jr. (MGM).
- Storms Never Last, Dotsy (RCA).
- Wasted Days & Wasted Nights, Freddie Fender (Dot).

Finance

Poor ratings season shows up in ABC’s first-half report

Net income at ABC Inc. dropped in the second quarter and the first half of 1975 although revenues rose in both periods.

For the six months ended last June 28, ABC reported last week, net income fell to $20,665,000 ($1.20 per share) on revenues of $508,239,000 from $27,474,000 (equal to $1.63 per share) on revenues of $461,790,000 in the first half of 1974. In the second quarter of the year, revenues climbed to $257,346,000 from $231,757,000 in the comparable 1974 period, while net income dropped to $13,616,000 (79 cents per share) from $17,481,000 ($1.03 per share) in the prior year quarter.

Commenting on the results, ABC Chairman Leonard H. Goldenson and President Elon H. Reid in a joint statement said, “Our television network’s revenues and profits are still suffering from the effects of the disappointing prime time ratings of the season that began in the fall of 1974.” The statement said that the ABC-owned TV stations “reported a decline in revenues and profits, resulting from the recent slowdown in national spot advertising accentuated by the impact of earlier network ratings.”
said radio continued to show substantially improved revenues and profits. Touching on other parts of ABC Inc. business, the statement said the recorded music operations had sizable revenue gains but declining profits because of write-offs of obsolete inventory; ABC Theaters reported a modest increase in revenues but a lowering of profits because of sharply increased operational expenses, and the company’s Florida scenic attractions showed some revenue and earnings improvement.

The statement ventured that net income in the third quarter would decrease markedly from the same period a year ago, principally because of the softness in the television advertising marketplace and the continuing high cost of restructuring the company’s recorded music operations.

It is not known if the statement said, "to what extent the delayed announcement of all television network program schedules and the resulting delay in commencement of the 1975-76 selling season will affect the fourth quarter of 1975 and the full year."
## Stock Tables

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<td>TELE-PROMPTER</td>
<td>YP</td>
<td>3/8/7</td>
<td>8 1/4/7</td>
<td>10.60</td>
<td>1 3/8/16</td>
<td>16,013</td>
</tr>
<tr>
<td>TL</td>
<td>N</td>
<td>59 1/4/4</td>
<td>1 3/4/4</td>
<td>2.95</td>
<td>59 1/4/7</td>
<td>9,950</td>
</tr>
<tr>
<td>TDCM</td>
<td>D</td>
<td>2 1/4/4</td>
<td>2 1/4/4</td>
<td>6.89</td>
<td>5 3/4/7</td>
<td>5,181</td>
</tr>
<tr>
<td>UC-COLUMBIA CARL</td>
<td>UCCE</td>
<td>3/8</td>
<td>8 1/4/7</td>
<td>10.60</td>
<td>1 3/8/16</td>
<td>16,013</td>
</tr>
<tr>
<td>VIACOM</td>
<td>VIA</td>
<td>8 1/4/4</td>
<td>1 3/4/4</td>
<td>6.89</td>
<td>5 3/4/7</td>
<td>5,181</td>
</tr>
<tr>
<td>VIDEOT**</td>
<td>VIK A</td>
<td>1 7/8/2</td>
<td>1 -</td>
<td>6.25</td>
<td>4 1/2/1</td>
<td>2,534</td>
</tr>
</tbody>
</table>

**TOTAL 85,034 1,067,637**

### Programming

<table>
<thead>
<tr>
<th>Channel</th>
<th>Time</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>COLUMBIA PICTURES</td>
<td>12:00 P.M.</td>
<td>Drama</td>
</tr>
<tr>
<td>DISNEY</td>
<td>12:30 P.M.</td>
<td>News</td>
</tr>
<tr>
<td>FILMMA</td>
<td>1:00 P.M.</td>
<td>Sci-Fi</td>
</tr>
<tr>
<td>FOUR STAR</td>
<td>1:30 P.M.</td>
<td>Drama</td>
</tr>
<tr>
<td>GULF &amp; WESTERN</td>
<td>2:00 P.M.</td>
<td>Crime</td>
</tr>
<tr>
<td>MGM</td>
<td>2:30 P.M.</td>
<td>Drama</td>
</tr>
<tr>
<td>TELE-TAPE**</td>
<td>3:00 P.M.</td>
<td>Comedy</td>
</tr>
<tr>
<td>TELEVISIONS INT'L.</td>
<td>3:30 P.M.</td>
<td>Game Show</td>
</tr>
<tr>
<td>TRANSMER</td>
<td>4:00 P.M.</td>
<td>Sports</td>
</tr>
<tr>
<td>20TH CENTURY-FOX</td>
<td>4:30 P.M.</td>
<td>Action</td>
</tr>
<tr>
<td>WALTER READE**</td>
<td>5:00 P.M.</td>
<td>Comedy</td>
</tr>
<tr>
<td>WARNER</td>
<td>5:30 P.M.</td>
<td>Drama</td>
</tr>
<tr>
<td>WRATHER</td>
<td>6:00 P.M.</td>
<td>Drama</td>
</tr>
</tbody>
</table>

**TOTAL 171,533 3,854,027**

### Service

<table>
<thead>
<tr>
<th>Channel</th>
<th>Time</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>AARO INC.</td>
<td>12:00 A.M.</td>
<td>Drama</td>
</tr>
<tr>
<td>COMSAT</td>
<td>12:30 A.M.</td>
<td>News</td>
</tr>
<tr>
<td>DOYLE DANE BERNACCH</td>
<td>1:00 A.M.</td>
<td>Sci-Fi</td>
</tr>
<tr>
<td>ELKINS INSTITUTE**</td>
<td>1:30 A.M.</td>
<td>Drama</td>
</tr>
<tr>
<td>FIOOTE CONE &amp; RELING</td>
<td>2:00 A.M.</td>
<td>Game Show</td>
</tr>
<tr>
<td>GREY ADVERTISING</td>
<td>2:30 A.M.</td>
<td>Crime</td>
</tr>
<tr>
<td>INTERPUBLIC GROUP</td>
<td>3:00 A.M.</td>
<td>Drama</td>
</tr>
<tr>
<td>MARVIN JOSEPHSON</td>
<td>3:30 A.M.</td>
<td>News</td>
</tr>
<tr>
<td>MCI COMMUNICATIONS</td>
<td>4:00 A.M.</td>
<td>Mystery</td>
</tr>
<tr>
<td>MOVIESER</td>
<td>4:30 A.M.</td>
<td>Game Show</td>
</tr>
<tr>
<td>MPT VIDEOTRONICS</td>
<td>5:00 A.M.</td>
<td>Crime</td>
</tr>
<tr>
<td>MURGEL</td>
<td>5:30 A.M.</td>
<td>Drama</td>
</tr>
<tr>
<td>N.C. A. NIelsen</td>
<td>6:00 A.M.</td>
<td>News</td>
</tr>
<tr>
<td>DILLY &amp; MOTHER</td>
<td>6:30 A.M.</td>
<td>Comedy</td>
</tr>
<tr>
<td>J. WALTER THOMPSON</td>
<td>7:00 A.M.</td>
<td>Mystery</td>
</tr>
<tr>
<td>UNIVERSAL COMM.**</td>
<td>7:30 A.M.</td>
<td>Drama</td>
</tr>
</tbody>
</table>

**TOTAL 55,439 867,243**

### Electronics/Manufacturing

<table>
<thead>
<tr>
<th>Channel</th>
<th>Time</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMPX</td>
<td>6/4/7</td>
<td>7/1/8</td>
</tr>
<tr>
<td>CCA Electronics</td>
<td>4/5/6</td>
<td>5/6/7</td>
</tr>
<tr>
<td>CEC</td>
<td>2/3/4</td>
<td>3/4/5</td>
</tr>
<tr>
<td>CDUH. INC.</td>
<td>3/4/5</td>
<td>4/5/6</td>
</tr>
<tr>
<td>CONDR</td>
<td>2/3/4</td>
<td>3/4/5</td>
</tr>
<tr>
<td>EASTERN KODAK</td>
<td>3/4/5</td>
<td>4/5/6</td>
</tr>
<tr>
<td>GENERAL ELECTRIC</td>
<td>4/5/6</td>
<td>5/6/7</td>
</tr>
<tr>
<td>HARRIS CORP.</td>
<td>5/6/7</td>
<td>1/2/3</td>
</tr>
<tr>
<td>HARVEL INDUSTRIES</td>
<td>6/4/5</td>
<td>3/4/5</td>
</tr>
<tr>
<td>MAGNAVOX</td>
<td>7/8/9</td>
<td>1/2/3</td>
</tr>
<tr>
<td>MARVEL ASSOCIATE, INC.</td>
<td>8/9/10</td>
<td>1/2/3</td>
</tr>
<tr>
<td>3M</td>
<td>9/10/11</td>
<td>1/2/3</td>
</tr>
<tr>
<td>MOTOROLA</td>
<td>11/12/13</td>
<td>1/2/3</td>
</tr>
<tr>
<td>OAK INDUSTRIES</td>
<td>12/13/14</td>
<td>1/2/3</td>
</tr>
<tr>
<td>RCA</td>
<td>13/14/15</td>
<td>1/2/3</td>
</tr>
<tr>
<td>ROCKWELL INTL.</td>
<td>14/15/16</td>
<td>1/2/3</td>
</tr>
<tr>
<td>SONY CORP.</td>
<td>15/16/17</td>
<td>1/2/3</td>
</tr>
<tr>
<td>TEKTRONIX</td>
<td>17/18/19</td>
<td>1/2/3</td>
</tr>
<tr>
<td>VARIAN ASSOCIATES</td>
<td>19/20/21</td>
<td>1/2/3</td>
</tr>
<tr>
<td>WESTINGHOUSE</td>
<td>21/22/23</td>
<td>1/2/3</td>
</tr>
<tr>
<td>ZENITH</td>
<td>23/24/25</td>
<td>1/2/3</td>
</tr>
</tbody>
</table>

**TOTAL 937,317 39,445,808**

### Grand Total

<table>
<thead>
<tr>
<th>Channel</th>
<th>Time</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-American Stock Exchange</td>
<td>101.1</td>
<td>108.2</td>
</tr>
<tr>
<td>M-MidWest Stock Exchange</td>
<td>118.2</td>
<td>125.3</td>
</tr>
<tr>
<td>N-New York Stock Exchange</td>
<td>132.4</td>
<td>139.5</td>
</tr>
<tr>
<td>O-over the counter (bid price)</td>
<td>147.6</td>
<td>154.7</td>
</tr>
<tr>
<td>P-Pacific Coast Stock Exchange</td>
<td>162.8</td>
<td>169.9</td>
</tr>
</tbody>
</table>

The data is computed: company's earnings and total market capitalization.

One company that is affected by the stock market is Broadcastng's own research. Earnings figures are exclusive of extraordinary gains or losses.

### Stock Market

<table>
<thead>
<tr>
<th>Channel</th>
<th>Time</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMERICAN STOCK EXCHANGE</td>
<td>9:30 A.M.</td>
<td>Stock Open</td>
</tr>
<tr>
<td>BLOOMBERG &amp; WEEKS, Henshills-Heyes Inc.</td>
<td>9:45 A.M.</td>
<td>Stock Open</td>
</tr>
<tr>
<td>BROADCASTING'S OWN RESEARCH</td>
<td>10:00 A.M.</td>
<td>Stock Open</td>
</tr>
</tbody>
</table>

**TOTAL 1,686,288 56,133,049**

### Standard & Poor's Industrial Averages

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

Over the counter bid prices supplied by Bloomberg & Weeks, Henshills-Heyes Inc., Washington. Yearly high-lowes are drawn from trading days reported by Broadcastng. Actual figures may vary slightly.

### Notes

- Stock did not trade on Wednesday, closing price shown is last traded price.
- No PE ratio computed: company registered net loss.
- **Stock split**.
Media

Pierre DesRoches, assistant chief operating officer, Canadian Broadcasting Corp., Ottawa, was elected executive VP, CBC.

John Sadowski, chief accountant and secretary, Woods Communications Corp., Winston-Salem, N.C., assumes additional duties as general manager. WKUN/AM Utica, N.Y. Gordon Hood, general manager, WKUN, was named to same post, WSHB/AM Durham, N.C., succeeding J. Mitchell Russell. John Woods, president of parent company, assumes general manager post at WPBS/AM Winston-Salem, replacing Charles Westbrook. Bill McCquate, program director, WTOP, named operations manager. All are Woods Communications stations.

John Soller, local sales manager, WKRC/AM Cincinnati, named general manager of affiliated WKRQ/AM Cincinnati.

Paul Porvaznik, former manager, Chicago office of CBS Radio Spot Sales, named executive VP-general manager, KFIL/AM and KBRA/AM Wichita, Kan.

Peter Dupont, graduate of Wharton Graduate School of Business, University of Pennsylvania, Philadelphia, named manager of administration, WCBS/AM-FM New York.

Wes Meyers, station manager, KIIC/FM Vacaville, Calif., named operations manager, KPOP/AM and KFIF/AM Roseville, Calif. He is succeeded by John Hart, sales manager, KJIC.

Gary R. Drum, copy and production director, WEZK/AM Knoxville, Tenn., named creative director, WATD/AM-WWUUF/AM Oak Ridge, Tenn.


Joseph C. Drilling, KJORT/FM Fresno, was elected chairman of the California Broadcasters Association. Mr. Drilling succeeds Don Curran, Kaiser Broadcasting Co. Other officers elected: Frank McLaurin, KKOI/AM Santa Rosa, vice chairman; Russ Coughlin, KGO-TV San Francisco, vice chairman-TV; George Nicholas, KNX/AM Los Angeles, vice chairman-radio; Theodore J. Wolf, KGMS/AM Sacramento, secretary-treasurer.

Fates & Fortunes

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

<table>
<thead>
<tr>
<th>Company</th>
<th>Period Ended</th>
<th>Revenues</th>
<th>Change</th>
<th>Net Income</th>
<th>Change</th>
<th>Par Share</th>
<th>YEAR EARLIER</th>
<th>Net Income</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bartelli Media</td>
<td>yr 12/31</td>
<td>32,460,904</td>
<td>-2.1%</td>
<td>37,044,919</td>
<td>1.64</td>
<td></td>
<td>33,148,835</td>
<td>1,170,831</td>
<td></td>
</tr>
<tr>
<td>Consenl</td>
<td>5 mo 5/30</td>
<td>7,105,000</td>
<td>12%</td>
<td>24,302,000</td>
<td>16%</td>
<td>243</td>
<td>63,322,000</td>
<td>21,013,000</td>
<td>2.10</td>
</tr>
<tr>
<td>Disney</td>
<td>5 mo 5/30</td>
<td>347,968,000</td>
<td>24%</td>
<td>37,012,000</td>
<td>30%</td>
<td>24</td>
<td>279,312,000</td>
<td>27,737,000</td>
<td>93</td>
</tr>
<tr>
<td>Dun &amp; Bradstreet</td>
<td>6 mo 5/30</td>
<td>271,410,000</td>
<td>12%</td>
<td>20,499,000</td>
<td>3%</td>
<td>77</td>
<td>240,900,000</td>
<td>19,895,000</td>
<td>76</td>
</tr>
<tr>
<td>Harte-Hanks</td>
<td>5 mo 5/30</td>
<td>42,416,000</td>
<td>15%</td>
<td>3,597,000</td>
<td>21%</td>
<td>82</td>
<td>37,009,000</td>
<td>2,961,000</td>
<td>68</td>
</tr>
<tr>
<td>Kansas State Network</td>
<td>3 mo 5/31</td>
<td>2,894,619</td>
<td>90%</td>
<td>356,345</td>
<td>112%</td>
<td>20</td>
<td>2,657,619</td>
<td>320,476</td>
<td>18</td>
</tr>
<tr>
<td>Metromedia</td>
<td>5 mo 5/29</td>
<td>100,727,211</td>
<td>10.4%</td>
<td>5,519,631</td>
<td>84</td>
<td></td>
<td>96,671,900</td>
<td>1,972,251</td>
<td>30</td>
</tr>
<tr>
<td>MGM</td>
<td>5 mo 5/31</td>
<td>190,200,000</td>
<td>9%</td>
<td>24,537,000</td>
<td>57%</td>
<td>1,98</td>
<td>174,924,000</td>
<td>15,800,000</td>
<td>105</td>
</tr>
<tr>
<td>Taft</td>
<td>3 mo 6/30</td>
<td>24,437,848</td>
<td>14%</td>
<td>2,004,487</td>
<td>38%</td>
<td>50</td>
<td>23,445,985</td>
<td>2,321,097</td>
<td>81</td>
</tr>
<tr>
<td>Tele-Communications</td>
<td>5 mo 6/30</td>
<td>19,555,000</td>
<td>16%</td>
<td>163,680</td>
<td>48%</td>
<td></td>
<td>16,905,000</td>
<td>12,566,000</td>
<td>48</td>
</tr>
<tr>
<td>Viacom</td>
<td>6 mo 6/28</td>
<td>19,799,000</td>
<td>13%</td>
<td>1,417,000</td>
<td>17%</td>
<td>39</td>
<td>17,471,000</td>
<td>1,212,000</td>
<td>32</td>
</tr>
<tr>
<td>Zenith</td>
<td>5 mo 6/30</td>
<td>399,000,000</td>
<td>-13%</td>
<td>5,700,000</td>
<td>-36%</td>
<td>30</td>
<td>456,200,000</td>
<td>10,100,000</td>
<td>54</td>
</tr>
</tbody>
</table>

*Change too great to be meaningful

Includes nonrecurring gain of 100 from sale of Australian subsidiary.
Media International Inc., New York, elected VP and senior associate.


Victor Ferrante and Richard Goldstein, divisional VP's, Katz Television, New York, elected regional sales VP's for Midwest and Eastern sales, respectively.


Fern Volkman, assistant in public relations and promotion departments, Clinton E. Frank, San Francisco, named director of promotions.

Joy Spracklin, media planner-supervisor, Lee King Partners, Chicago, named to same post, W.B. Doner & Co., Baltimore.

Bruce A. Braun, account executive, CBS-owned KNXT(TV) Los Angeles, named Western manager, CBS/FM Sales, Los Angeles.


Richard Craiglow, account supervisor, Tracy-Locke Advertising and Public Relations, Dallas, named management supervisor. Lawrence H. Spiegel, director of media planning, Tracy-Locke Advertising, named media director.

William P. Hamilton, creative group head, Ketchum, MacLeod & Grove, Pittsburgh, elected VP.

Basil D. Stors Jr., sales executive, WVEZ(FM) Louisville, Ky., named local sales manager, WHAS-FM Louisville.

Dick Gideon, VP-sales strategy division, Blair Television, New York representative firm, has formed his own consultation firm. Dick Gideon Enterprises, 230 Mamaroneck Road, Scarsdale, N.Y. 10583, (914) 723-5722.

Programming

George C. Castell, vice president and treasurer, Viacom International, New York, named to newly created post of VP-corporate development, designed to speed corporate expansion.

Alan Shaye, director of creative affairs, Warner Bros., named VP-talent, CBS Television Network, Los Angeles. Mr. Shaye succeeds Ethel Winant, who resigned to join Children's Television Workshop.

Terry M. Keoghan, VP-program development, NBC-Television, Burbank, Calif., named VP-creative affairs, Paramount Television Division, Hollywood.


Broadcast Journalism

David W. Tebet, VP in charge of Talent, NBC-TV New York for 15 years, elected senior VP. Lewis R. Hunter, manager-motion pictures for television, NBC-TV Network, Burbank, Calif., named director, program development. Michael Roilens, co-producer of The Mike Douglas Show, Group W Productions, named director of daytime programming, NBC-TV. Lorna Bittersky, senior administrator, NBC-TV, named director, program and talent negotiation, NBC-TV New York. Sil Caranini, production manager, NBC-TV, named manager, unit managers, Burbank. Sil Caranini, production manager, NBC-TV, named manager, unit managers, Burbank. James W. Moore, manager, program budgets and financial administration, business affairs, West Coast, NBC-TV, Burbank, named manager, film production, business affairs, NBC Television Network there.

Don Ringe, news producer, KABC-TV Los Angeles, named executive producer, WNBC-TV Boston.

Geoffrey Fischer, casting director, Universal Television, named casting department head.

Richard Brockway, post-production supervisor, Quinn Martin, executive editorial supervisor, Quinn Martin Productions, Los Angeles. Other QM promotions: John Elzaides, music supervisor, to executive music supervisor; Kenneth Wilhoit, dubbing supervisor, to executive post-production supervisor in charge of all dubbing.

Dick Kent, assistant VP and program director, WLAC(AM) Nashville, elected VP.

Norman Powell, creator and co-producer of Bob Crane Show (NBC), named executive producer, CBS Television Network, Hollywood.

John Scali, former U.S. ambassador to United Nations, will return to ABC News in September ("Closed Circuit," July 21). Officials said he will be correspondent, based in Washington, but that final details of his assignment and signing of contract await his return from vacation.


Cynthia Samuels, assistant foreign editor, CBS News, New York, named to newly created position of assistant New York bureau manager.


Ed Tobias, reporter and anchorman, WASH-AM Washington, named news director.

Carolyn Wean, assistant news director, WJZ-TV Baltimore, named to same post, WJZ-TV Boston. Both are Westinghouse stations.

John Kline, assignment editor, KOMO-TV Seattle, named assistant news director.

Dave Walker, news director, WESH-TV Daytona Beach, Fla., named anchorman, KOWT-TV Stockton, Calif.

Frank Van Cleave, host and co-producer of public affairs programs, KCST-TV San Diego, named director of broadcast affairs.


Peter Nolan, reporter, WMAG-TV Chicago, named general assignment reporter, WBMB-TV Chicago.


James F. Ruddle, reporter and anchorman, noncommercial WTTV(AM) Chicago, named senior editor and correspondent.

Stephen Handelman, reporter, WHFV-TV Fredericksburg, Va., named general assignment reporter, WLWT(AM) Cincinnati.

Stephen Kroft, reporter, WSYR-AM-FM Syracuse, N.Y., named reporter, WTTI(AM) Jacksonville, Fla.

Andy Gastmeyer, reporter, WAVY-TV Norfolk, Va., named correspondent, TVN'S Washington bureau.

Ernest DeCamp, news director, KWTX-AM-FM Springfield, Mo, named to same post, KGEX(AM) Springfield. Randy Sissel, graduate, Missouri School of Journalism, joins KGEX as reporter.

Cable

Mark W. Cutter, customer services coordinator, Hughes Television Network, New York, named to newly created position of communications coordinator, Home Box Office Inc., New York.

William O. Mays, Valparaiso (Ind.) University graduate, named manager of Lincoln Cablevision, Lincoln, Ill., affiliate of Continental Cablevision Inc.

Newly elected to board of Community Antenna Television Association, Oklahoma City, are: Jim Kimrey, Magnolia CATV, Magnolia, Ark.;
Equipment & Engineering

George P. Sampson, senior VP, Communications Satellite Corp.'s international division, Washington, retires today (July 28). Mr. Sampson will be succeeded by H. William Wooldridge, named VP, U.S. Intelsat division in charge of operations, and Martin J. Votaw, assistant VP, engineering, who becomes VP of Intelsat management division.

Meade Sutterfield, assistant to VP-corporate marketing, Scientific-Atlanta Inc., Atlanta, named manager of instrumentation engineering liaison, European operations, based in London.


Frank N. Cambria, engineer, supervising, wsgl-tv Patchogue, N.Y., named assistant manager, Eastern service center, Harris Corp.


Robert Blair, named marketing, Scientific Atlanta, Seattle.

Sampson George


Allied Fields

Avram Butensky, senior VP, Dancer-Fitzgerald-Sample, New York, elected president of International Radio and Television Foundation Inc., educational and funding arm of International Radio and Television Society.

Joseph Dougherty, president of broadcast division, Capital Cities Communications Inc., elected VP.

Walter K. Scott, former executive director, Radio Liberty, Munich, named to newly created position of executive VP of both Radio Liberty and Radio Free Europe, based in Munich, with responsibility for all European operations.

Max D. Paglin, 61, one-time FCC general counsel, retires July 31 from staff of Atomic Energy Commission. He will become communications consultant.

A. Prose Walker, one-time director of engineering for National Association of Broadcasters and chief of Amateur and Citizens Div. of FCC's Safety and Special Radio Service Bureau, Washington, since 1971, retires from commission at end of this month.

Jim Cohen, deputy assistant director, division of national advertising, Federal Trade Commission, head of national advertising rule study, will resign or take leave from commission by Sept. 1.

Richard K. Doan, TV Guide columnist and staff writer, retired July 25 on reaching age 65, after nine years at Guide in career that also included service as TV-radio columnist of old New York Herald-Tribune, program director of wcbs-tv New York, VP of C.E. Hooper ratings firm, writer for AP, Television magazine and other publications.

Douglas A. Smith, VP-general manager, wfrb-tv Greenville, S.C., elected chairman, South Carolina Arts Commission, state agency charged with promoting arts.

Bob McBride, station manager, wjbk-tv Detroit, received honorary doctor of science in business administration degree from Cleary College, Ypsilanti, Mich.

Deaths

Walter B. Haase, 68, retired vice president and general manager of wdrctamI Hartford, Conn., of which he was also a co-founder, died July 19 at Hartford Hospital. Survivors include his wife, Margaret, and one son, Richard.

Robert E. Early, 49, formerly correspondent for U.S. Information Agency and later on government relations staff, CBS, Washington, died July 21 of kidney failure at Veterans Administration hospital, Washington. Mr. Early was nephew of late Stephen Early, press secretary to President Franklin Roosevelt. He is survived by his wife, Carmalita, and children, Charles and Jacqueline.

Rodney A. Huggan, 26, former general manager, noncommercial wglsfeml Glassboro, N.J., and announcer at wwbZamI Vineland, N.J., died July 14 following extended illness. He is survived by his wife, Janet, and one daughter.

Paul M. Lund, 50, vice president in charge of public relations and employe information, American Telephone & Telegraph Co., died of cancer July 17 in New York Hospital. He is survived by his wife, Virginia, and five children.
time announcers for WYVA (MDR 250 w-5800).

Kalamazoo, Mich. (30%)

El Paso, July 1 of Kalamazoo, Mich.

Shelton has interest in KER(BAM) Kermi and KRI(BAM) McAlen, both Texas. Mr. Crosby also has interest in KBUL-AM (Lewis College) in Texas.


KRCPL(AM) Bravely, Calif. (1300 kHz, 1 kw-D-1) Broadcast Bureau granted transfer of control of Ronke Inc. from Boyd Kellogg to Glenn Weber to John B. Stodelle. Consideration: $240,000 and grant fee. Principals: Mr. Kelly has interest in KKDA(AM) 3, kw, Broadcast Bureau is executive vice president of Virginia Cultural Foundation. Robert E. Fulton is chairman of board of Hampton Roads. Ann. July 15.


KUA(D) this is to establish ownership of KISB-FM, El Paso, Texas. Mr. Shleton has interest in KER(BAM) Kermi and KRI(BAM) McAllen, both Texas. Mr. Crosby also has interest in KBUL-AM (Lewis College) in Texas. The station has been on the air for more than 30 years. Last position was director of boards for KSCCT(S) San Diego (BTC-7773). Action July 8.


KWRO(AM) Coquitlam, Ore. (630 kHz, 5 kw-D) Broadcast Bureau granted involuntary transfer of control of KWRO from William E. Walsh to Maric K. Reams and Jack Marceau, president. Buyer: Jack Marceau, president is special assistant to U.S. Department of State (BTC-7741). Action July 8.

KWY-E(AM) (KWIQ(FM)) Williamsport, Pa. (1050 kHz, 1 kw-D; FM: 97.9 MHz, 1 kw-DA-1) Broadcast Bureau granted assignment of license from Alpha Broadcasting Co. to Pennsylvania Radio for $67,500 and one-half grant fee. Seller: George Vajda, president, has no other broadcast interests. Buyer: Kerby E. Confer (50%) and Paul H. Rothfuss (50%) are employees of WYRE(AM) Annapolis, Md. Mr. Confer is stockholder, vice-president and general manager. Mr. Rothfuss is national sales manager (BAL-8401, BALP-179). Action July 10.

KWYE(AM) Bristol, Tenn. (96.9 MHz, 9 kw) Broadcast Bureau granted control to legal entity of Highland Development Corp. of Bristol to Bristol Broadcasting Co. for $125,000. Sellers: William J. Tillotson, 816 E. James St., Knoxville, Tenn. and W. W. McPherson. Buyer: W. L. N. Nisitner (92%) is general manager at WEF(AM) Bristol. Estate of W.C. Nisitner (8%) (BAL-2042). Action July 10.

KWGO(FM) Lubbock, Tex. (99.5 MHz, 4 kw) Broadcast Bureau granted assignment of station to Claude R. Stevens and Robert D. Craig to Clyde R. Stevens and Mexican American Services for $30,000. Mr. Stevens and Mr. Craig has interest in partnership with Mexican American Services, owned by 19 Texas citizens (BAPL-181). Action July 8.

KKV(AM) Sherman Tex. (910 kHz, 1 kw-D) Broadcast Bureau granted assignment of license from Boise Valley Broadcasters to Dorety Communications Co. admitted at request of licensee (BALCT-4559). Ann. July 14.
Facilities changes

TV actions


WHAG-TV Hagerstown, Md. — Broadcast Bureau granted request for authority to operate trans. by remote control from Hagerstown Motor Inn, Center Square Blvd. (BPCTV-263). Action July 14.


WVMO-TV Columbus, Ohio — Broadcast Bureau granted CP to install CP to transmit ERP to vis. at 865 kw, uar. 86.5 kw; change type tans. and make changes in azimuth (BMPCT-7580). Action July 14.


WPHL-TV Philadelphia — Broadcast Bureau granted request for authority to change studio location to 50th St. and Wynnewfield Ave., Philadelphia; and operate trans. by remote control from studio location (BRCTV-275). Action July 11.


AM applications


WBQN Barceloneta, Puerto Rico — Seeks CP to increase power to 1 kw DA-2-U and make changes in azimuth. Ann. July 15.

AM actions

KBGS Los Angeles — Broadcast Bureau granted CP to change hours of operation from limited to unlimited; change location to 6th Ave. and Precinct Ave., Industry City, Calif.; change type trans. (BPCT-19647). Action July 10.


KSWS Roswell, N.M. — Broadcast Bureau granted CP to increase nighttime power from 10 kw to 50 kw; construct new antennas; make changes in nighttime directional antenna system; change studio location to 1717 West 2nd St., Roswell (BPCT-19646). Action July 10.

FM actions

Following stations were authorized program operating authority for changed facilities on file shown: KZAM Bellevue, Wash. (BP-11380), July 2; WFTN Franklin, N.H. (BP-19828), July 2 and WLOX Biloxi, Miss. (BP-19848), June 27.

FM applications

KPLX Forth Worth-Seeks CP to change trans. location to Bell Line Rd. 1.6 miles south of Rr. 67, Cedar Hill; change studio and remote control location to 6465 Spur 303, Ft. Worth; install new control system; make changes in azimuth and ERP. Ann. July 15.

WNUB-FM Northfield, Minn. — Seeks CP to change frequency to 89.5 MHz. Ann. July 15.

FM actions


KYAK-FM Anchorage — Broadcast Bureau granted CP to change trans. ERP by 26 kw (H&V); antenna height 66 ft. (H&V); condition (BMPCT-14531). Action July 11.

KEZK Saide, Calif. — Broadcast Bureau granted CP for changes: ERP 680 kw (H&V); antenna height 570 ft. (H&V); remote control permitted (BPCT-9484). Action July 15.

KEPC Colorado Springs — Broadcast Bureau granted CP to install new trans. and new transmission line; make changes in transmitting equipment; ERP 3.7 kw (H&V); antenna height 400 ft. (H&V); remote control permitted (BPCT-2039). Action July 15.


WMNH-FM New Bedford, Mass. — Broadcast Bureau granted CP to change trans. and install new control location to city route 66 east, St. Roberts, Mo.; install new trans. and antenna; make changes in antenna; ERP 2 kw (H&V); antenna height 253 ft. (H&V); condition (BPCT-9484). Action July 15.

KIOS-FM Omaha — Broadcast Bureau granted CP to change trans. location to Maple at 52nd St., Omaha; make changes in antenna system; ERP 24.5 kw (H&V); antenna height 490 ft. (H&V); remote control permitted; condition (BPCT-2039). Action July 10.

KUNM Albuquerque, N.M. — Broadcast Bureau granted CP to change trans. location to Sandia Crest Facility, Albuquerque; operate by remote control from studio site at New Mexico University, University of New Mexico, Albuquerque; install new trans.: install new antenna; ERP 8.7 kw (H&V); antenna height 4070 ft. (H&V); condition (BPCT-18134). Action July 9.

WSTS Laurinburg, N.C. — Broadcast Bureau granted CP to install new trans. and antenna; make changes in antenna system; ERP 100 kw (H&V); antenna height 600 ft. (H&V); remote control permitted (BPCT-14488). Action July 11.

KGOU Norman, Okla. — Broadcast Bureau granted CP to install new antenna; make changes in antenna system; ERP 3 kw (H&V); antenna height 180 ft. (H&V); remote control permitted (BPCT-9480). Action July 15.


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Camden Broadcasting Co. Issues to be determined include whether Camden Broadcasting Co. will have available funds committed by Bank of Camden, whether in event that loan is available, necessary additional funds are available to Camden Broadcasting Co. to meet deficiency in its proposal and whether Camden Broadcasting is financially qualified to construct and operate proposed station. Action July 8.

Huntington, Tenn. — Filing: The Bouldin Corp. and Magic Valley Broadcasting Co. Inc., for 100.9 MHz (Docs. 20524-25). — Broadcast Bureau designates West Virginia entry for broadcasting stations in the market area of the Bouldin Corp. and Magic Valley Broadcasting Co. Issues to be determined include impacts made by Magic Valley Broadcasting station needs and interests of area to be served and means by which they propose to meet those needs and interests and whether Magic Valley Broadcasting is sufficiently qualified to construct and operate proposed station. Action July 8.

Fines

WKEU(AM) Griffin, Ga.—Broadcast Bureau notified Radio Corp. that it was apparently liable for $100 forfeiture for wilful or repeated violation of rules in that station’s operating power was determined for station during period of license to be $250 and that operating logs did not contain daily entries of efficiency factor F with notation as to its derivation. Action July 11.

WGNO(AM) Mayfield, Ky.—Broadcast Bureau notified WNKY Broadcasting Co. that it was apparently liable for $800 forfeiture for wilful or repeated violation of rules because completion dates for equipment performance measurements were more than 14 months apart and for operating station during presunrise hours with full daytime power. Action July 11.

WWIN(AM) Baltimore—Broadcast Bureau notified Belvedere Broadcasting Corp. that it incurred apparent liability for forfeiture of $250 for wilful or repeated violation of rules in that station had duplicate ownership of station in area. Action July 11.

WYTV-WTV Waltham, Mass.—Broadcast Bureau notified WYTV Inc. that it was apparently liable for $100 forfeiture for wilful or repeated violation of rules in that no entry was found in maintenance log to indicate that quarterly tower light inspection had been performed during period Jan. 15, 1974-Jan. 2, 1975. Action July 11.

WHFB(AM) Benton Harbor, Mich.—Broadcast Bureau notified Palladium Publishing Co. that it was apparently liable for $2,000 forfeiture for wilful or repeated violation of rules by failing to enter in operating logs daily outage times and failure to make entries in operating log with regard to facts. Action July 11.

WCCG(AM) Belmont, N.C.—Broadcast Bureau notified Central Broadcasting Co. that it incurred apparent liability for forfeiture of $1,000 for wilful or repeated violation of rules by operating with excessive power during night time. Action July 11.

WHVN(AM) Charlotte, N.C.—Broadcast Bureau notified WKTC Radio Corp. that it incurred apparent liability for $500 forfeiture for wilful or repeated violation of rules by failing to file annual financial reports for calendar years 1973 and 1974; by using remote reading antenna ammeter, accuracy of which was questionable, or by erroneously recording readings in logs; by failing to make calibrations or by failing to make entries in maintenance logs. Action July 11.

WFAI(AM) Fayetteville, N.C.—Broadcast Bureau notified Radio Corp. that it was apparently liable for $500 forfeiture for wilful or repeated violation of rules by increasing station’s operating power from 250 w to 1 kw 15 minutes early. Action July 11.

WIAM-AM-FM Williamston, N.C.—Broadcast Bureau notified Fargay Broadcasters that it was apparently liable for $200 forfeiture for violating rules by failing to log daily tower light observations on various dates. Action July 9.

KTHI-TV Fargo, N.D.—Broadcast Bureau notified Spokane Television that it was apparently liable for $500 forfeiture for wilful or repeated violation of rules in that operator with expired first-class radiotelephone license was on duty. Action July 9.

WMGS(AM) Bowling Green, Ohio.—Broadcast Bureau notified C. Richard Marsh, receiver, that he was apparently liable for $300 forfeiture for repeated or wilful violation of rules by failing to make equipment performance measurements at dates consistent for main transmitter for calendar year. Action July 9.

WGPA(AM) Bethelhem, Pa.—Broadcast Bureau denied application for mitigation or remission of 2,000 forfeiture. Action July 9.

WRL(AM) Knoxville, Tenn.—Broadcast Bureau notified WROL Inc. that it was apparently liable for $500 forfeiture for wilful or repeated violation of rules by having station operated by operator who did not hold radio operator license or permit of grade specified. Action July 9.

KVLP(AM) Alpine, Tex.—Broadcast Bureau notified records that it is apparently liable for forfeiture of $250 for wilful or repeated violation of rules by operating with excessive power and similar matters. FCC found it would not be practical or useful to attempt to specify what is and is not proper in this area. It pointed out that there were numerous possibilities regarding sale and purchase of potential broadcasting program and methods of describing authorized facilities in promotional materials that have not been subject of FCC consideration. FCC stated that such rules should be well understood—that full disclosure and candor were expected of licensees in dealing with potential advertisers and potential audience participation to station. Action July 10.

Rockford-Freeport, Ill.—FCC denied motion by WCEE-TV Inc., licensee of WCEE-TV Freeport for stay of new cable TV nonduplication rules as they apply to Rockford-Freeport, Ill., TV market. Provisions in question established specific zones of network nonduplication protection for TV stations whose signals are carried by cable systems. WCEE-TV said that under new section which entitles WCEE-TV to 35-mile zone of nonduplication protection measured from station’s city of license, its signal would be subject to duplication in many circumstances. However, it pointed out, WTOX and VREX Rockford would continue to enjoy equal priority with Madison stations. FCC found that WCEE-TV’s petition failed to show that station would be irreparably harmed if application of rules were not stayed and had filed short of presenting convincing arguments to remaining factors it must prove before stay would be granted. Action July 8.

Minneapolis-St. Paul—FCC reimposed condition on United Television, licensee of KMPV-TV Minneapolis regarding use of certain antenna structures located on antenna farm near Shoreview, Minn. Action July 8.

WRFE(AM) Aguada, Puerto Rico.—Broadcast Bureau denied motion to identify as Aguada- Chapman. Action July 2.

WPRO(AM) Providence, R.I.—FCC admonished Capital Cities Communications, licensee of WPRI, for broadcasting program similar to 1938 “War of the Worlds.” A notice was issued form 1:03 p.m. to 12:07 a.m. WPRO broadcast contemporary version of dramatization of imaginary invasion of earth by “Martians.” FCC found after reviewing circumstances in this case, it had determined Capital Cities did not comply with its responsibility as licensee to operate in manner consistent with public interest when it failed to broadcast sufficient public service announcements at proper times during program to prevent public alarm or panic. Action July 16.

WESP-FM Charlotte Amalie, V.I.—FCC denied request of WESPI to remain silent. Station WESP went off air Jan. 16 for financial reasons. FCC also declared station’s license forfeited and deleted call letters from FCC lists. Action July 9.

Allocations

FCC received following petitions to amend TV table of assignments (ann. July 15):

Maryland Center for Public Broadcasting, Owings Mills, Md.—Seeks to delete reserved educational ch. 36 from Cumberland, Md. and assign it to Oakland, Md. (RM-2563).

Channel Seventeen Inc., KCBJ-TV Columbia, Mo.—Seeks to delete ch. 36 from Jefferson City, Mo. and assign it to Columbia (RM-2561).

FCC received following petitions to amend FM table of assignments (ann. July 15):

Irvonna Broadcasting Co., WIRV(AM) Irvine, Ky.—Seeks to assign ch. 29A to Irvine and delete ch. 29A from Lancaster, Ky. (RM-2560).

Webster County Broadcasting Co., KEMM(AM) Marshallfield, Mo.—Seeks to assign ch. 28A to Marshallfield (RM-2565).

Rulemaking

FCC took following action on FM allocations:

Billings, Mont.—Broadcast Bureau proposed assigning ch. 275 to Billings as that community’s fourth FM assignment. Action was in response to petition by Martin Inc., licensee of KOOK(AM) Billings (RM-2478). Action July 9.

Petitions


Actions

FCC proposed to adopt fixed standards for its broadcast regional concentration of control policy and to specify ownership guidelines. FCC also proposed to amend rule requiring broadcast station to be competitively owned by at least four, number of licensees or its principal could operate within state. New rule would be prospective only, and no divestitures would be required. Action July 16.

FCC instituted inquiry and rulemaking proceeding to improve its guidelines on nondiscrimination in broadcasters’ employment policies and practices. Commission found that its existing nondiscrimination rules were insufficiently explicit in ensuring full realization of equal opportunity in employment for all qualified individuals. Action July 16.

FCC ruled that auction programs broadcast over radio and television stations in which bids are placed via telephone calls to stations, and from which stations...
Summary of broadcasting

FCC tabulations as of June 30, 1975

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<tr>
<th>Service</th>
<th>On-air</th>
<th>Off-air</th>
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<tr>
<td>Commercial AM</td>
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<td>Commercial FM</td>
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<tr>
<td>Total Radio</td>
<td>7,810</td>
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*Special temporary authorization

Occasional temporary authorization


- Adirondack Cablevision, Box 311, Liberty, N.Y. 12754, for Adams (town of) (CAC-05352), and Adams (town of), both New York; WNYN-TV Carthage; WHEN-TV, WNSY-TV, WSYR-TV, WCNY-Syracuse, both New York; CWWS-TV Kingston, Ontario; CJOH-TV Ottawa, Ontario; WNPE-TV Watertown, Watertown, N.Y. (Canada).

- Warner Cable of Columbus, for Columbus (CAC-05357) and Franklin county, Ohio. (CAC-05358), both Ohio; Add WOUB-TV Athens, Ohio.

- Warner-CDC, Inc. 751 Rockefeller Plaza, New York New York 10019, for Hilliard, Ohio (CAC-05343): WLWC, WTBN-TV, WBSN-TV, WOSU-TV Columbus, Ohio; WXIX-TV Newport, Ky.; WUBB-Lincoln; WOUB-TV Athens; WJW-TV Cleveland, Ohio; WTKF-TV Wheeling, W. Va.; WKEF Dayton, Ohio.

- Cable of Columbus, for Upper Arlington, Ohio (CAC-05333): Add WOUB-TV Athens, Ohio.

- Cablecom-General, for Hobart, Indiana (CAC-05335): Requests certification of existing operations.

- Southern Oregon Cable TV, for Central Point, Ore. (CAC-05336): Requests certification of existing operations.


- Adams-Croyle Cable TV, for Summerhill township, Pa. (CAC-05328): Requests certification of existing operations.


- American Cablevision., Drawer 152, Bryan, Texas 77801, for Buffalo, Tex. (CAC-05321): KWTX-TV Waco; KBTX-TV Bryan; KCEN-TV Temple; KLTV Tyler; KBBT- TV Beaumont, Tex. KTXR-TV, KERA- TV Dallas; KXAS-TV, KTVT FW. Worth, all Texas.

- Southwest CATV, for Rio Grande City, Tex. (CAC-05395): Requests certification of existing operations and to add KGOL Brownsville; KVEO-TV McAllen: KEDT Corpus Christi; KHTV Houston, all Texas.


- Wyoming Teleents, 1600 S Albion St., Suite 1021, Denver, Colo. 80222, for Campbell township, Wyo. (CAC-05356): KUTV, KSL-TV, KUED, KCPX-TV Salt Lake City; KTVV-TVS Casper, Wyo.; KHSB-TV Lead, S.D.

**Cable**

**Translations**


**Applications**

- Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):
  - Arizona Cable Co., 130 E. Broadway, Tucson, Ariz. (CAC-05354): Requests certification of existing operations and to add KTLA, KTLV Los Angeles.
  - B Cable TV, for Humboldt county, Calif. (CAC-05352): Requests certification of existing operations.
  - Copper Mountain Metropolitan District, c/o Mr. Don G. Peterson, sec., Box 195, Copper Mountain, Colo. 80443, for Copper Mountain Metropolitan District, Colo. (CAC-05331): KWGN-TV, KOA-TV, KMGH-TV, KBTB, KRMA-TV Denver.
  - United Cable Television Corp. of Connecticut, for Bristol (CAC-05344), Farmington (CAC-05345), Plainville (CAC-05346), New Britain (CAC-05347), and Berlin (CAC-05348), all Connecticut: Add WXTV Paterson, N.J.
  - City of Newbury, Pla., for Newbury (CAC-05342): Requests certification of operating existing.
  - Reception Cable TV Co., 108 E. Washington St., in- dianapolis 46204, for French Lick (CAC-05333) and West Baden (CAC-05340), both Indiana: WHAS-TV, WLKY-TV, WDRB-TV, WAVE-TV Louisville, Ky.; WTOU, WTHI-TV Terre Haute, Ind.; WTVI, WTVI Bloomington; WTV Evansville; WISH-TV, WLWI, WRTV Indianapolis, all Indiana.
  - General Communications, 1250 Broadway, New York, N.Y. 10020, for Kansas City, Kan. (CAC-05339): KWTV- TV, KCMO-TV, KMBC-TV, KMBV-TV Kansas City; KODE-TV, KUHI-TV Joplin, both Missouri; KTWA, WBWL-TV, KSB Topeka; KOAM-TV Pitts- burgh, both Kansas.
  - Diversified Communications, for Jay (CAC-05349), Livermore (CAC-05350), and Livermore Falls (CAC-05351), all Maine: Add WLVI-TV Cambridge, Mass.

**Other actions**

- FCC wishes to call attention of operators of cable TV systems that they should be careful to obtain certificate of compliance upon expiration of existing franchise, or by March 31, 1977, whatever occurs first. Any application for this purpose must include copy of franchise consistent with rules. Action July 8.

- FCC granted action by National Cable Television Association to inspect certain FCC records pertaining to this franchise, and Order in Reconsideration (Respective) in this proceeding, Action July 8.

- Illinois—FCC granted Citizens Cable of Allen County special temporary authority to carry WMSh- TV South Bend on its systems in unincorporated areas of St. Joseph township, unincorporated areas of New Haven, Ind. Citizens Cable's request for special temporary authority to carry WNIN-TV Chicago, during that part of broadcast day when WMSh-TV was not on the air, Action July 15.

- North Dakota—FCC temporarily granted request by Meyer Broadcasting Co. for waiver of cable television cross- ownership rules. Meyer Broadcasting is licensee of KFRA-TV Bismarck, KMOT Minot, and KUNK-TV Williston, all North Dakota. Meyer increased control in Mandan Cable TV, Mandan, N.D., from 80% to 100%, and had granted temporary waivers where it had been shown that there was legitimate business purpose and when waiver's duration was consistent with this local nature. FCC emphasized that grant of waiver in this case was of strictly temporary nature and subject to outcome of rulemaking proceeding regarding crossownership. Action July 9.

Broadcasting Jul 28 1975 48
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<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Member</th>
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<tr>
<td>Atlantic Research Corp.</td>
<td>5390 Cherokee Avenue</td>
<td>(703) 356-3400</td>
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<td>Janasy &amp; Bailey</td>
<td>Alexandria, Virginia</td>
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<td>Edward F. Lorentz &amp; Associates</td>
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<td>Consulting Engineers</td>
<td>1334 G St., N.W., Suite 500</td>
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<td>Cohon and Dippell, P.C.</td>
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<td>Consulting Radio Engineers</td>
<td>2800 Snowville Road</td>
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<td>Cleveland, Ohio 44141</td>
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<td>Broadcast &amp; Communications</td>
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<td>Midwest Engineering Associates Consulting Engineers</td>
<td>P. W. Mannel, P.E. BSEE; MSSEE</td>
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<td>7304 N. Oxford, Peoria, Ill. 61614</td>
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<td>P. H. Lee Associates, Inc. Consulting Engineers</td>
<td>Applications/Field Engineering</td>
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<td>Over 36 Years in Communications And Broadcast Engineering AM-FM-TV Frequency Measurements</td>
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<td>(805) 492-5055</td>
<td>(213) 889-7759</td>
<td>SPOT YOUR FIRM’S NAME HERE</td>
<td>To Be Seen by 100,000+ Readers—among them, the decision making sta-</td>
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Help Wanted Management

Need General Manager to take $250,000 plus station to $500,000 to $800,000 potential. Excellent MOR, prestigious. Needs only mature sales direction and management of staff. Good base, benefits, excellent incentives for big money on performance. Easy, com- bination regional and local sell gives best of all broad- cast worlds. Challenging, exciting opportunity. Highly successful company. Box G-95, BROADCASTING.

Excellent sales/station management opportunities for outstanding account executives and managers. Pay, promotions commensurate with performance. Box G-133, BROADCASTING.

Sales oriented Station Manager for regional New York State fulltime station. Send resume and salary requirements. EOE. Box G-140, BROADCASTING.

San Diego, general sales manager for top rated "FM" rocker. Must have current advertising experience in medium market. Excellent base plus bonus and benefits. All replies confidential. Box G-185, BROADCASTING.

Help Wanted Sales

Sales: We seek a top account executive for one of the best markets in the country. Illinois. A proven track record essential. Good account list with ex- cellent volume on the books as well as potential. Excellent benefits. Send resume in confidence to Box G-81, BROADCASTING.

Needed General Sales Manager to lead, plan, work with staff. Excellent station, tremendous potential, unusual backup, East coast. Salary plus overrides and big bonuses for performance. Box G-96, BROADCASTING.

Sales or Sales/Announcer. Good Draw, 25% com- mission. Established account list. Experience re- quired. Contact General Manager, KGEK, Sterling, CO 80751.

KLMR-AM, Lamar, Colorado, needs a strong, versatile, motived Radio person for sales. Experience in ad- work (with 3rd), production, copywriting and imagina- tive ideas is important. Our sales approach is low key, with emphasis on serving the sponsoring needs. KLMR is a successful 5,000 watter with two sister stations in the Southwest and a third pending. The person we want and will hire will be trained for Management. We're not afraid to give the right person a chance to develop further. Call Gordon Stafford, GM, 303-336-2206. We're an Equal Opportunity Employer.

Jackson Hole is waiting! Challenging news or sales job in small market, with winter skiing and summer fishing and hiking. Send resume, information and tape to: KSGT Radio, Box 100, Jackson, WY 83001.

No bait! If you can follow a format, and are interested in sales, we are interested in you. Part time air work on days - will bring reasonable base to the sales oriented position. Good people, nice community, no hassles. Tape, resume and salary requirements in confidence to Steve Davis, WAGR, Box 1056, Lum- berton, NC 28358.

Immediate Opening. Wanted Experienced dynamic salesperson - South Central Indiana AM & FM station. No 1 in market. Established account list, excellent op- portunity and employee benefits. Great community of 30,000 to live in. Send resume to WCSI Radio Station, Attn Mike Bova, Jr., Box 709, Columbus, IN 47201.

Ready to move into sales? WKCY is looking for an experienced broadcaster. $10,000 plus, first year. Good opportunity for advancement with a young growing organization. Resume to Box 1 107, Harrison- burg, VA 22801 or call Tom Manley 703-434-1777.

Help Wanted Sales Continued

Sales representative for solid area accounts. Some advertising/production, copy too. Base, commission & benefits. Contact Ron Swanson 402-463-1314 E.O. M.F.

More Sales Agents needed; station with commission plus opportunity for advancement. Write to: Sullivan, 790 President St., Brooklyn, NY 11215.

Pro-Sales Representative wanted. Add your exist- ing product lines to call on Radio-TV stations, adver- tising agencies and direct accounts, with a quality line of audio products. We are a well-established produc- tion organization offering a broad based comprehen- sive pay plan. Order takers need not apply. Contact L. Daniel Flynn at 617-879-2430, Call collect.

Help Wanted Announcers

Carolina major market wants mature creative morn- ing personality to relate with audience and com- munity. Excellent opportunity and employee benefits and retirement plan. Send resume and salary require- ments. Tape requested later. Box G-175, BROADCASTING.

Join us at Big Sky Country! If you're a country per- sonal, iron rod, salesperson and willing to learn how to operate a FM automation system, Send resume, tapes and salary requirements to KONY, P.O. Box 956, Billings, MT 59103.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 906, Powell, WY 82435. An Equal Opportunity Employer.

Contracts No. 1 FM. WEZV Bridgeport, needs ex- ceptional voices for weekend news and some produc- tion. Must be willing to work with great people in beautiful new facility. Paul Rogers 203-366-3321.

WHYN, Springfield, Massachusetts, looking for part time AM rock/ FM easy listening announcer. Flexible hours most applicable to college student or other within driving distance. TV booth work also available. Send tape and resume to Robert R. Charest, Program Director, WHYN, Springfield, MA.

Florida coastal MOR station has opening for per- sonality morning person who wants above average pay and great place to live. Big growth market with stable economy. Opportunity for advancement. No floats. Must be able to attract and hold majority au- dience which has made this station leader for past 25 years. Shift 6-9 AM and 11-1:30 PM Monday through Saturday. Plus hour production daily. Send tape and resume with required starting salary to Bob Haa, WRIA, Fort Pierce, FL, Equal Opportunity Employer.

Creative copywriter and production person for con- temporary metropolitan New York station. Position in- cludes shoot and edit. Tape, resume and copy samples to Stephen Halton, WRAN, P.O. Box 528, Dover, NJ 07801. E.O.

Leading Radio-TV operation has opening for top- flight announcer. Some television if qualified. Send tape, background and references, WSAV, Savannah, GA.

Mature MOR announcer: CBS MOR/Contemporary station in 100,000 plus market. Seeking announcer for afternoon drive program. Two years experience preferred. Excellent oral communication, resume and tape to: Program Director, Radio Station WSOY, P.O. Box 2250, Decatur, IL 62526.

Small proressive Ohio market needs evening C&W personality. Good copy, good attitude, communist near fellow tourists, west, SWAM FM, Hillsboro, OH.

Help Wanted Announcers Continued

Need experience? Overnight shift, hard work, low pay, top rated contemporary station, start September 1, tape to WTKO, Box 10, Itasca, NY.

New station needs announcer, program director to supervise announcing staff of new FM MOR station in Kilmarock, Virginia. Write Dean Loudy, Warsaw, VA 22572 or call 804-333-4105 after six.

Help Wanted Technical

Chief for DA-D with class-B FM, includes automation and portable remote gear, Central Indiana Box F-5, BROADCASTING.

Chief Engineer for group owned New York State AM directional and FM. Desire individual with directional antenna knowledge and ability to work with staff. Degree desirable. First phone necessary Salary com- ments to with qualifications. Reply in confidence. Equal Opportunity Employer M/F. Box G-171, BROADCASTING.

Need chief engineer/Announcer (primarily engineer- ing and maintenance) for 5 KW N daytimer and 100 KW FM in Southeast. All new equipment. Salary open. Equal Opportunity Employer. Write Box G-192, BROADCASTING.

Texas FM needs chief with solid background in con- struction and automation. Air experience too. We're young, very progressive professionals. Resume to KLSN, 300 North Main, Brownwood, TX 76801.

Broadcast Engineer for maintenance responsibility in 5KW DA and 50KW-Stereo with program automation. Must be service oriented, knowledgeable in new equipment, production and tape: Lew Owens. Box 11670, Lexington, KY 40515.

Help Wanted News

Mid-West 5KW AM station in market of 65,000 population seeking dedicated, energetic news person, one year or more experience, for two person news staff. Send resume to Box G-200, BROADCASTING.

Jackson Hole is waiting! Challenging news or sales job in small market, with winter skiing and summer fishing. Send resume, information and tape to: KSGT Radio, Box 100, Jackson WY 83001.


News Director needed by WOBM; Toms River, N.J. 14% of our week is news - 5 full-timers, stringers, UPI Audio, and a strong commitment to local news 24 hours a day. News experience and references will be thoroughly checked. Call Paul Most 201-269-0927. Equal Opportunity Employer.

Newsperson. Up sound, good writer and good digger. Also capable of bright weathercast. Write Only, Tom Becker, News Director, WWJ, 642 Lafayette, Detroit.

Help Wanted Programming, Production, Others

Virginia modern country needs person with heavy production ability and creative approach. Limited air work with lots of local news and production. We can afford someone who can handle plenty of respon- sibility. Resume to Box G-113, BROADCASTING.
Help Wanted Programming, Production, Others Continued

Program Director, mature, motivator, creative, work with sales in major Carolina market; AM contemporary and FM good music; some air work. Excellent benefits and retirement. Good salary. Box G-176. BROADCASTING.

Attention experienced country music Program Directors: We now have an opening, good salary, excellent fringe benefits, multi-station owner affording plenty of chance for advancement. Please send telecoped tape and resume to WWVA Radio, 1015 Main Street, Wheeling, WV 26003. An Equal Opportunity Employer. 

Contemporary AM/FM needs motivated/creative/ihorganching Program Director to do programming, production, boardshift. Salary plus nice benefits considered. Benefits. Contact Ron Swanson, 402-463-1314, E.O.E./M.F.

Experienced Script Editor Grant-funded radio drama project seeks editor for initial limited-term appointment. Duties include soliciting scripts, obtaining critiques from reader-reactors, recommending scripts for final consideration and supervision of preparation of scripts for production. Overall responsibility for completion of scripts and development of review and purchasing policies. Position requires successful experience in the professional writing market and knowledge of professional literary practices; ability to work closely with authors; personal initiative to establish public (non-commercial) radio as a marketplace for serious writing and assist playwrights in the creation of new audio forms. Masters degree or equivalent experience necessary. Knowledge of radio production desired but not required. Salary commensurate with qualifications. Resumes including references and letter of introduction must be received by July 25. Send to: Thomas Vosgei, Earplay Project, University of Wisconsin, 921 University Avenue, Madison, WI 53706. An Equal Opportunity Employer.

Mid-America University of 7,000 students needs verse
ta, energetic, imaginative TV-radio specialist. TV experience desired. Must have initiative, mature judgment, ability to work with administrators, faculty, staff and students in developing timely TV and radio news reports to area electronic media. Salary range: $8,500 to $10,000. Send resume to: Director of Information and Public Services, Murray State University, Murray, KY 42071.

Situations Wanted Management

Retiring? Former broadcaster with modest capital to invest seeks small market management. Objective: eventual ownership. Box G-63. BROADCASTING.

Ohioan will program your station to be community oriented. Community involvement my specialty. Also know music, etc. College stations considered. Currently teaching college course. Box G-122, BROADCASTING.

A boss knows how its done. A leader knows how its done. Let me lead for you. Young, experienced GM, SM, PD. I can train and motivate effectively. Box G-125. BROADCASTING.

Profit conscious, problem solver, strong sales achievement. Young broadcaster seeks GM position in smallmedium market. Prefer S.E. coastal location. Box G-159, BROADCASTING.

Got a tired station? We're a unique husband-wife team who believe radio is fun! We have a total of 35 successful years in the medium. We know sales, programming, traffic, continuity, production and promotion. Now we want to work together toward ownership. Box G-160, BROADCASTING.

25 years major market radio-television sales-management. 46 years young. Desire GM or GSM medium market. Producer, top track record. We enjoy GSM Los Angeles. Replies C/O, John Box 161. BROADCASTING.

Situations Wanted Management

Successful major market programmer would like to return to small to medium market in management. Prefer station with underdeveloped potential. Over 10 yrs. experience. Will increase revenue through creative leadership. Through knowledge of FCC Regulations, sales, engineering, and promotion. Permanent home in Southeast. Box G-173, BROADCASTING.

Christian experience includes management, sales, programming. Box G-178, BROADCASTING.

Over 20 years experience. Management, sales, programing, strong news. Quiet, solid, reliable professional with no problems. Prefer southeast, Southwest market. Box G-186, BROADCASTING.

Currently VP/GM in top 10 market. Seeking group position or management or major facility. Strong sales and programing-background. Experienced in building and rebuilding staffs, cost control, forecasting, long range planning, and other facets of management. By objective. Excellent industry references. Resume upon request. Box G-189, BROADCASTING.

Professional, strong on sales, profits, heavy experience, small-medium market East-Southeast. Box G-204, BROADCASTING.

32 year old radio executive with family seeking GM position. 12 years of results in all areas of radio, can provide results for your station. Male - 317-474-9850 after 3:00PM. EST.

Medium market general management. Strong sales, sales management background large, small markets. RAB CRM, Programming, production experience. First class college, University graduate. 20 yrs. experience. Colorado AM. Robert Whitley, 2912 East 5th, Denver, CO 80206.

Seek advisor/instructor position with college FM, M.S. in communications. 4 years in public and commercial radio including management experience. 1st phone, Peter Nordgren, Box 3247, Monomone WI 54751, 715-232-2431.

Situations Wanted Sales

I want more, more responsibility, more challenges. More $, I want sales. Presently employed at network with three year experience in financial and traffic areas. Willing to learn and work hard. BS in R/T. Box G-138, BROADCASTING.

Station manager, salesmanager, program director, first phone, dependable, reliable, interested in new opportunity. Box G-170, BROADCASTING.


First phone, 3 years experience. Prefer sales but will do all! Phone Doug Hamby 502-883-0747.

Situations Wanted Announcers

Top rated nite man, up tempo rocker, heavy personality, tapes & CD's. Desires to prove it, major of excellent. Med. Box G-62, BROADCASTING.

Pick of the litter comedy team seeking top 40 or contemporary MOR DJ spot. Together 6 years. 3rd, endorsed, radio and TV experience. Prolific writers, till original comedy material, brain of subtle, from satire to whimsy. Box G-112, BROADCASTING.

Young, single announcer seeking small market Adult Contemp/MOR station. Hard working, dependable, no screamer. 1 year experience, currently employed, 3rd endorsed. Will relocate. Box G-130, BROADCASTING.


Situations Wanted Announcers Continued

Dependable east, PD with first looking for Top 40/rock station. Not afraid to work. Box G-135, BROADCASTING.

Versatile 5 year pro dressing medium to major over-night. Top 40/hiil progressive. Single, 22. 3rd, will relocate. 203-397-1813. Box G-183, BROADCASTING.

Experienced 2 year announcer, good news, 3rd endorsed, some sales done, reliable, good voice & dic-tion available, will relocate. Box G-184, BROADCASTING.

A real bargain. Quality performance at a low price. Young, imaginative, creative and one of the best p-b-p men around. I want a sports job with a sound, professional outfit. A valuable asset to your operation. Willing to relocate. All offers considered. Box G-193, BROADCASTING.

Adult, mature voice wants adult, mature station. 17 years radio and television. License. Will send resume and tape. Box G-194, BROADCASTING.

Nashville, Tennessee, or within day's drive. Country DJ. First phone. Desire air work. Experienced. Box G-196, BROADCASTING.

Creative announcer with first phone and experience seeks new opportunity as announcer or P.D. in Upper Midwest. Tape and resume upon request. Box G-198, BROADCASTING.

Hats, I wear many. Currently 50,000 market commer-cial announcer with full production/music programming responsibilities. Married pro, with family, fully experienced all broadcast operations. Let's talk a lengthy relationship. Box G-202, BROADCASTING.


Dependable young man, BA, Journalism, 3rd endo-nosed. Seeks experience with contemporary station. Bruce. 313-474-1647. Box G-205, BROADCASTING.

DJ, 3rd phone, light board, good news and commer-cials, ready now, anywhere. Box H-5, BROADCASTING.


Young man seeks position in T&O or broadcasting. Resume upon request. Contact Chris Bardo, 2633 Shenandoah, St. Louis, MO 63104.

2 yrs. experience, 26, prefer rock, 1st, Tom Spencer, Sutton, WV, 304-765-2282.

3 year radio man seeks stabible announcer or an-nouncer/sales position. Available now. Bill Smith 516-731-6168.

Attention Small Markets! Young third phone an-nouncer with some experience as DJ/newseeman seeks position to learn and grow. Excellent references and the ability to take direction. Paul Newton, 102 Chestor Avenue, Yeadon, PA 19050, 215-MA6-0599.

Top 50 market, morning man, 8 yrs. experience in rock and country, stable family man, MD, PD, call Jim Sharer 315-899-2284.

Believe this 3rd ad. Adult Conti/MOR personality seeking midnight-six strong middle market. Listen to tapes and shop other stations. Then call me for No. 1 ratings those hours. No FM/Country/chicken, 3rd, 702-359-9538.

Bright midday man with creative production ability seeks a medium or major market position. Experienced, married and college background. If interested call 505-388-4620.

Versatile DJ looking for position at stable station to grow with. 24, family man, experienced, college. Call me now and I'll show for personal interview. Before 4:00 812-265-4170, after 4:00, 812-866-3569.

Broadcasting Jul 28 1975
Help Wanted Technical

Heavy RCA VTR & studio camera maintenance engineer wanted. Good working conditions with growing Number One ring mobile company. Send resume and salary requirements. Box G-169, BROADCASTING.

Supervisory position open for Engineer experienced in the operation and maintenance of RCA TR-25B transmitters. Send resume to: WRN-TV, 141 W. Jackson Blvd., Chicago, IL 60604. WRCU-TV is an Equal Opportunity Employer.

Engineer, with first and second position to join small PTV station to operate and maintain small, and new color equipment. Resume and cover letter to: WQW TV, One Armory Square, Springfield, MA 01105. 413-781-2801. Equal Opportunity Employer.

Video and Maintenance Engineer for college and broadcast facility. Must be familiar with IVC equipment. Long Island campus. First class desirably. Write Chet Engineers, WLW-TV, Ellington Ave. West, Garden City, NY 11530.

The following positions are available for late August: TV transmitter maintenance technician. First class license and experience necessary. Two TV studio technicians. First Class license and experience preferred. Contact Chief Engineer, WNAC-TV, Boston. Equal Opportunity Employer.

TV Mobile Chief Engineer. Shingles type. California's fastest growing mobile company needs fully qualified man with PC70's, AVR's and Ampex 3000. Editing experience helpful. Contact Messrs. Stevens or Sommers. 714-291-7292.


Experienced television engineer with first phone for transmitter located on mountain has a ticket. More than pretty face. Quartets and transportation furnished married or single no children. Also need a combo person for engineering and switching call evenings 1-307-864-3555.

Engineer, 1st class license; minimum 1 year experience in TV broadcast or production operation and maintenance. New color, equipment, $12,108. Contact H.S. Hendricks, Atlanta Public Schools Personnel, 232 Pryor St., S.W., Atlanta, 30303. 404-525-6505. Applications must be postmarked no later than August 15.

Help Wanted News

Experienced anchorman for Boise ABC affiliate. Applicants must have current VTR or film—we will request later. Box G-69, BROADCASTING.

News anchor, sports and weather for medium size midwest market. Strong on-air performance a must. Send resume and availability. Salary open, request for audition tape immediately follows receipt of resume. Looking for more than pretty faces, need involvement. Box G-127, BROADCASTING.

Aggressive news director for dynamic medium market in southeast. Must be experienced newswriter, administrator, organizer and ability to handle Action News format. Resume and salary required. Box G-142, BROADCASTING.

Help Wanted Programing, Production, Others

Midwest Number One news station needs number one block director. Send resume to Box G-195, BROADCASTING.

Producer/Manager - 1 year appointment. Varied production assignments, involving studio, remote, and film, BA and three years television production experience required. Resume and three years experience required. Send resume to: Ken Johnson, Nebraska ETV Network, P.O. Box 83111, Lincoln, NE 68901. An Equal Opportunity Employer.

Help Wanted Manangement

Development Director statewide PTV network. Planner and donor to raise funds from corporations, foundations and build enhancing constituency through underwriting, annual gifts, auction, etc. Degree preferred. Exp. & achievement important. Write or call Paul K. Tal, CPTV, 24 Summit St., Hartford, CT 203-278-5310. An Equal Opportunity Employer.

Help Wanted Announcers

Commercial Announcer with ability to handle sports segments in network. Experience only, please. Southeast - Medium sized market. Reply with resumes and salary range to Box G-141, BROADCASTING.

Announcer opening for professional to perform weather or sports and general announcing. Send tape, resume. WSAV-TV, Savannah, GA.

Help Wanted News

Over 4 years covering major college and professional sports in top 20 market. Exceptional writer/producer with radio or TV play by play capability. Ready for move. Write Box G-164, BROADCASTING.

Experienced Newsman, 22. B.A. Speech, Dig. Air, Write. Total 4 years radio experience. Box G-156, BROADCASTING.

Nearly 4 years covering major college and professional sports in top 20 market. Exceptional writer/producer with radio or TV play by play capability. Ready for move. Write Box G-164, BROADCASTING.

News Director-Operations Manager, Take charge professional. 20 years experience. 1st phone, big voice, sound track. Station market only. Don't consider telephone talkshow and T.V. Box G-167, BROADCASTING.

Over 20 years experience. Management, sales, program, strong news. Quiet, solid, reliable professional who can get the job done. Prefer small Southeast or Southwest market. Box G-186, BROADCASTING.

Help Wanted Programing, Production, Others

Situations Wanted Programing, Production, Others

Experienced sportscaster. Smooth professional. No small markets. Jeff, 900 Valley Lane, Lockport, Ill. 60441. 815-836-1638

Wanted full-time job. Medium or major markets only. 4 years experience. Good writer. Weekend man in Detroit. Douglas Nagy 1-313-534-0251

Situations Wanted News Continued

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Good Newsman, three years experience, sports, PBP in baseball and football. Available immediately. Elke Badon. 4316 E. Nancy Lane, Phoenix AZ 85040.


Experienced sportscaster. Smooth professional. No small markets. Jeff, 900 Valley Lane, Lockport, Ill. 60441. 815-836-1638

Wanted full-time job. Medium or major markets only. 4 years experience. Good writer. Weekend man in Detroit. Douglas Nagy 1-313-534-0251

Situations Wanted Programing, Production, Others

Look what $15,000 per year buys. Black P.D. experience as station manager, program director and sales. Good broadcast record and references. Box G-153, BROADCASTING.

Producer Director Top 20 market for 14 years seeks new position with challenge for immediate move. Box G-181, BROADCASTING.

Program Director: One of the best, creative, a motivator, positive. Successful at Rock and Country, I'm stably employed, experienced, and worth it. Box G-191, BROADCASTING.

Knowledgeable-experienced with country format. Also MOR, 1st-10th, PD experience. PD would welcome opportunity of programming a good country sound on your station. College management. Family man, 37.

TELEVISION

Help Wanted Manangement

Development Director statewide PTV network. Planner and donor to raise funds from corporations, foundations and build enhancing constituency through underwriting, annual gifts, auction, etc. Degree preferred. Exp. & achievement important. Write or call Paul K. Tal, CPTV, 24 Summit St., Hartford, CT 203-278-5310. An Equal Opportunity Employer.

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Knowledgeable-experienced with country format. Also MOR, 1st-10th, PD experience. PD would welcome opportunity of programming a good country sound on your station. College management. Family man, 37.
Help Wanted Programing, Production, Others Continued

Promotions director for Pubic Broadcasting TV affiliate. Bachelor's degree in journalism, broadcast or related field preferred, and experience in related area necessary. Must have advertising, promotions, print and broadcast experience. Good typing and clerical skills. Located in university community with good benefits. Salary range $9,500 to $10,500 dependent upon experience. Respond to Manager, KUD TV, University of Idaho, Moscow, ID 83843. Closing date: August 15, 1975. An AA/EEO Employer.

Situations Wanted Management

General Sales Manager. Professional; Ten years in Top 25 market. Ready to move. 414-962-4459.

Situations Wanted Sales

Attention: Major Market Television. Dynamic Radio Sales personality desires to switch to Television sales with growth opportunity leading to management. Can adjust and apply techniques quickly. Personable, knowledgeable and highly reputable. Write Box G-105, BROADCASTING.

Situations Wanted Technical

Chief Engineer: Thoroughly experienced. Looking to move up. Box G-168, BROADCASTING.

Situations Wanted News

News Director with network-related experience seeks to move to top 25 market as News Director, Assistant News Director or Producer. Excellent experience/credentials. Box G-168, BROADCASTING.

Collecting dust at a desk, want fresh air on the street in medium or large market. B.S., 4 years experience all phases. Box G-174, BROADCASTING.

Award-winning reporter/photographer at medium market affiliate looking for move West. Strong on series and features, studio presentations and eyewitness format. BA degree, VTR, resume on request. Reply Box G-190, BROADCASTING.

Reporter/Writer/Producer with five years excellent news (and documentary) experience. Offers experience, master's. Offer high level of ability and motivation to news and/or public affairs department possessing high standards and expectations. Call 404-876-1134 after 4 pm EDT.

Much experience, all phases: mature, youthful broadcaster seeks anchor or legman position. Writer, editor, editor, talk host, too. Box 1223, Northfield, New Jersey 07867.


Situations Wanted Programming, Production, Others

Associate producer/director, 1/2 years chief cameraman & assistant director (TV); background also includes film & still production, recent MA. Box G-119, BROADCASTING.

Working studio supervisor Florida net affl. 6 years experience news, production and remote; Business degree marketing; looking for a career move to any market. Box G-165, BROADCASTING.

Experienced producer/director looking to move! Talented, ambitious, and professional. Not afraid of hard work. Prefer Mid-west or Northeast. Box G-172, BROADCASTING.

Director-seeking production position. 12 years, all phases TV production. Heavy in news, public affairs and commercials. BA in RTVF. Emmy awards. Hard worker, in SE, but relocation no problem. Available now. Let's get together. Box G-182, BROADCASTING.

Situations Wanted Programming, Production, Others Continued


BUY—SELL—TRADE

New and used towers. Also painting and erection. Angle Tower Erectors, P.O. Box 55, Greenville, NC 27834. 919-752-7323.

WANTED TO BUY EQUIPMENT

Wanted East Coast TV station seeks to lease state-of-the-art color TV equipment for a five camera pickup. Will consider truck or control room configuration. Prefer triax. Period: April to October 1976. Send equipment details to Box G-197, BROADCASTING.

Equipment Wanted: Looking to buy two 55 or 60 kilowatt UHF transmitters. RCA or Harris. Immediate availability needed. Call Craig Godsen 213-533-3900.

Equipment wanted: Collins 21-E, RCA 67A-10-H, Schaller 800-T automatic. I buy for sale south of the border or anywhere. To buy or sell good used transmitters, automation, etc. Contact Paul Schaller, Schaller International, 5801 L St. Minn. Rd., La Jolla, CA 92037 Phone 714-459-0222.


FOR SALE EQUIPMENT

Transmitter parts, 12000 spare parts and tubes for RCA TT50A transmitter. Complete list available. Contact Wayne Seacat. WGAL-TV, Lincoln Highway West, Lancaster, PA 17604. Phone 717-393-5831.

TV transmitter available soon. Composite 25 KW Visual Amplifier now operating on Channel 4, also a Federal TV 17A rated SKW Visual, 2.5 KW Aural. WSM Inc., Box 100, Nashville, TN 37202. Phone 615-742-2006.

Two rapid-Q dual playback's: Factory reconditioned, one year old, 585.00 each. Sound Dynamics. Box 1335, Sunnyvale, CA 94088. 408-926-3588.

For Sale New equipment Auricon 1200 with Angenieux 12-120, S8300.00, Bashe Productions. 463 King St., Charleston, SC 29403, 803-723-0504.


Norelco Film Chain $1500; CV5-C500 Time Base Corrector, $9000. Shintron 312 Gen-Lock Sync Generator-S550; Television 15-200 Gen-Lock Sync Generator-S550, FOS Eugene Daysprng, Box 2- F, Eugene, OR 97402, 503-687-2178.

1-185 antenna, where is, as is standing & erected, $5200.00 cash or $5000.00 items, contact Duane Moore, P.O. Box 1117, Wilcox, AZ 85643 or call 802-348-4914 SAM-SAM.


For Sale 2 Way Radio—G.E. - 3 Mobile-1 Base. 170-15, frequency 3250, $220.00 each or best offer. 804-623-6628.
**RADIO**

Help Wanted Management

Radio Business Manager
Major westcoast radio station. $20K plus bonus. Send detailed resume to: Mike Walker, Ron Curtis & Company, 5725 East River Road, Chicago, Ill. 60631, 312-693-6711.

Help Wanted Sales

?? CAN YOU SELL ??

We need another take-charge salesperson! Good $$$! Good one station small market! Good Deal. Guaranteed! Reply in confidence—all inquiries answered.
P.O. Box 455
Association Camp
Estes Park, Colorado 80511

Help Wanted Announcers

Two million plus people in Northeastern market are starving for adult personality radio. Group owned station is rebuilding to fill this void. Want good communicators, not time and temperature jocks. EOE.

Box G-163, BROADCASTING.

**TOP PERSONALITY DJ FOR LOS ANGELES MARKET**

Are you humorous? Do you keep it short and play lots of music? Do you have funny ideas and situations with which you entertain your audience?

Ideally, we're looking for a person who has matured as an on-the-air personality, who is a thorough professional and who would like to live in the most beautiful portion of Los Angeles area. Good at production, plenty of ideas and first rate air work are requirements. We're an AFTRA station, so pay and benefits are good.

Tape & resume to: Pat Michaels, Station Manager, KWIZ, Santa Ana, California 92703.

An Equal Opportunity Employer

**CONSULTANTS**

HAVEFRAM Associates

needs sales specialists to train for radio and television sales consulting work. Must be experienced, have solid track record and demonstrable integrity. Our standards are high and you must be the best in the country.


**HELP WANTED**

**Announcers Continued**

MAJOR RADIO OPPORTUNITY

We are building a staff of radio professionals for the re-development of our flagship station. Some of the top industry people are already on board, however two key slots are yet to be filled.

A morning personality who is an intelligent communicator, a person with the ability to attract an adult audience with music, service and charisma. A morning newscaster with superior skills and delivery, a radio journalist with experience, professionalism and a desire for new growth.

The market is an exceptional and exciting place to live. You and your family will be happy here.

We are a major company, excellent salary and benefits. Send a tape and resume right away.

Equal Opportunity Employer

Send tape resume and salary requirements.

1 Thaddeus Lane,
West Islip, N.Y. 11795

Consultants

**SITUATIONS WANTED**

P.D. NEEDED

Number 1 Midwest Contemporary Top 40 needs mature P.D. to motivate staff, command respect, keep morale high, work close with sales staff, have good follow through and promote, promote, promote. Will also do mid-days. Good salary. Box G-90, BROADCASTING.

**EXPERIENCED PROGRAM MANAGER**

Currently in major market at highly respected and rated properly, looking for a new challenge. Building or maintaining your M.O.R. or Rocketer into a Class A Winner might be the challenge. Call evenings (305) 868-5138.

Placement Service

**SITUATIONS WANTED**

MAJOR CORPORATION broadcast executive seeks key position in management of station or group operation with entrepreneurial commitment.

Highly successful major market track record in radio station management, general sales management, sales, programming, news promotion and public affairs. Excellent national references.

Box G-10A, BROADCASTING

No matter how clever, innovative and eye-catching you may want an ad like this to be, it still boils down to the basics. I'm a professional broadcaster with 20 years experience, 15 of them in management. I'm looking for a G.M. position. Prefer a medium market, but no real opportunity will be dismissed. Presently employed. Please reply to box G-180, BROADCASTING.

**LAWYER - BROADCASTER**

Seeks Management position dealing with station operations and company business activities in small/medium size broadcast group. Young Ivy grad, currently asst. to owner of Chicago-based radio group. Former asst. to Washington broadcast attorney. Experience in operations, Engineering, Personnel, Administration, Programming. Box G-206, BROADCASTING.

**SITUATIONS WANTED MANAGEMENT**

PETER PARISI P.D. and M.D. of KADI-FM, National P.D. for CFJ, nominated for P.D. of the year. 4 years in present position. Seeking programing position. Can also jock. 314-361-5743 Apt. 1SV, 16 S. Kings Highway, St. Louis, Mo. 63108

Consultants

**SITUATIONS WANTED**

BLACK NEWSWOMAN/with an ear for official doublespeak & articulate citizens/writer & reporter with 3 years experience at network-owned stations seeking San Francisco slot & chance to make standout minidees. Box G-157, BROADCASTING.

**IMMEDIATE OPENINGS**

Let us analyze your resume now.

WILLIAM J. ELLIOTT, JR. & COMPANY, INC.

50 S. W. 3rd Avenue
Suite 110F
Boca Rates, Florida 33432

305-292-4210

Not An Employment Agency

Broadcasting Jul 28 1975

54
TELEVISION
Help Wanted Management

CHIEF FINANCIAL OFFICER
Leading group Television broadcasting needs controller ready to move up to top spot in publicly held company. Salary range $40,000 to $55,000. Top exec profit sharing and other key man benefits. Send detailed resume to:
Mike Walker
Ron Curtis & Company
5725 E. River Road
Chicago, IL 60631
312-693-8171
All replies confidential and answered promptly.

Help Wanted Sales

GENERAL SALES MANAGER
Video Microwave Systems

Microwave Associates is seeking an experienced sales or marketing manager with demonstrated professional management skills to fill the chief sales executive post for its Communications Equipment Division. This rapidly growing division is the leading supplier to TV stations of microwave, satellite and CATV equipment. An Equal Opportunity Employer.

Applicants should have an understanding of or a desire to learn electronic journalism (ENG) and of video distribution systems for CATV and common carrier markets.

A take charge individual is required in this challenging position to manage the sales force, plan and implement programs, prepare operating budgets and sales forecasts and to direct the overall advertising and sales promotion program and other support activities. Prior experience in marketing RF transmission equipment is preferred.

Send resume to:
Vice Pres. Personnel
MICROWAVE ASSOCIATES, INC.
Burlington, Mass. 01803
An Equal Opportunity Employer-Male and Female

Help Wanted Technical

Manager of Engineering for TVFM non-commercial high power WHE. Must have proven managerial, administrative, and technical skills and experience in similar capacity. Northern location. Salary negotiable, excellent benefits. Equal Opportunity Employer. All inquiries will be held confidential. Send resume to Box G-151, BROADCASTING.

Circuit Development Engineers
Applicants should be familiar with latest solid state devices and techniques. BS EE and at least 5 years of recent design experience required.

Television Systems Engineers
Applicants should be thoroughly familiar with television systems. Minimum of 5 years of experience required.

Send resume and salary requirements to The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, Calif. 95945.

You belong in Broadcasting
The newsletter of broadcasting and allied arts

Situations Wanted

Talk Show Host
Live audience and telephone. Ideal for network. Amiable personality. Must be available to begin immediately. Box G-179, BROADCASTING.

Situations Wanted Announcers

Minority, award-winning, seasoned, major-market on-air TV news reporter seeks opportunity in top ten market. Salary, twentys. Box G-161, BROADCASTING.

Situations Wanted News

SPORTSCASTER—Unfortunately I'm not a former ballplayer, female or minority—just a damn good TV sportscaster-reporter who knows how to get the most out of film and commentary. Six years TV experience. Interested?? Box G-188, BROADCASTING.

CLARENCE DARROW
... F. Lee Bailey and William Buckley move over! Trial Attorney with Radio-TV background is looking for West Coast or major market TV station for news, personality, interviews. Herb Gordon 228 S. Plymouth Ave, Rochester, N.Y. 14608 (716) 454-5650.

Situations Wanted Programming, Production, Others

BICENTENNIAL HOMESICK BLUES
Wide producer/director currently in senior international production management position seeks return to U.S.—preferably Arkansas, Tennessee, Texas, Louisiana or Georgia. Twenty-one-year-old fast-burner with Masters degree and 12 years solid production experience from local retail commercials to internationally successful television. Possesses state-of-the-art videotape and film editing credentials. Looking for medium-market TV station with desire to develop production with creative, professional department or separate allied company. Presently in $25K-$40K salary range—negotiable depending upon long-range opportunity. Reply: Box G-177, BROADCASTING.

CABLE
Help Wanted Sales

We are looking for young, ambitious N-TV college graduates for sales and management training program with several of our clients at radio and television stations and cable TV systems. We want only outstanding people with a lot of drive and ambition. If we already have your resume, you will be considered. If not, submit complete resume to Mike Walter, Ron Curtis & Company, 5725 E. River Road, Chicago, IL 60631, (312) 933-8171.

For Sale Equipment

USED TK-43 COLOR CAMERAS (3) Excellent condition, used only in studio. Asking $30,000 for all three, complete with lenses, tubes, monitoring and mounting equipment. Can be demonstrated.

BOX G-207, BROADCASTING

Legal Notice

TOWN OF LONGMEADOW, MASSACHUSETTS
NOTICE OF INTENT TO ACCEPT APPLICATIONS
For A License To Operate A Community Antenna Television System

The Town of Longmeadow, Massachusetts, will accept applications for a license to operate a community antenna television system at the office of the Selectmen, Town Hall, Williams Street, Longmeadow, Massachusetts. Applications must be received no later than October 15, 1975. This solicitation of applications is pursuant to Procedural Regulations For Obtaining Community Antenna Television Licenses, Section 1.3 (b) (2). All applications must be submitted in the Commonwealth of Massachusetts Community Antenna Television System Commission standard form Form No. 100 and must be in full accordance with Chapter 168A of the General Laws of the Commonwealth of Massachusetts. All applications must be accompanied by a certified check or money order for $5000 payable to the Town of Longmeadow, Massachusetts. This solicitation of applications is made prior to a decision by the Selectmen of the Town of Longmeadow whether to pursue cable licensing.

Wanted to Buy Stations

Unique investment group interested in acquiring medium-market VHF network-affiliated TV stations. Brokers welcomed. Reply to:

Box G-162, BROADCASTING.

Employment Service

JOBS! JOBS! JOBS! IF YOU HAVE THE TALENT—WE HAVE THE JOBS!!! Subscribe to:

Box 61, Lincoln, N.Y. 10540
Number "One" in Weekly, Nationwide Employment Listings for Sales, TV, FM, PD'S, Announcers, News, Sales and Engineers
$12.00 3 month (12 issues)
$25.00 12 months (50 issues)
(Check Appropriate Box)

NAME
ADDRESS

Telephone

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.
TOP MARKET OFFERING
AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price: 2½ million. Excellent facilities; superior properties. Replies should contain information sufficient to establish financial and personal qualifications.
Box G-231, BROADCASTING.

SOUTHERN FOUR STATION CHAIN
two AM, one FM, full-time 550K, successful station, equipped with 15,000 capacity. All Equipment and TRS
Box G-151, BROADCASTING.

PROFITABLE AM—
SOUTHEAST
Rapidly growing market—5,000 watt daytime with possible FM near major market. Good growth opportunity for years to come. Single station market. Asking $350K. Write for details. Replies should contain information sufficient to establish financial and personal qualifications.
Box G-199, BROADCASTING.

SOUTHERN FOUR STATION CHAIN
two AM, one FM, full-time 550K, successful station, equipped with 15,000 capacity. All Equipment and TRS
Box G-151, BROADCASTING.

Send offers for the following.

Box G-201, BROADCASTING.

Brokers & Consultants
THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

For Sale Stations

SOUTH CENTRAL TEXAS
Lush country living. Single station market of 16,000. Super-successful daytime AM/FM combo. Handsome 4,000 sq. ft. studio building, equipped like a big city station. On $180,000 cash billings, this one throws off $70,000 cash flow, or about $20,000 more than annual debt retirement! Firm price: $390,000. Only 20 down and 12 years on balance.

For Sale Stations

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad, indicate the exact category desired. Television or radio, Help Wanted or Opportunities. 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 information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly, all copy!

Copy: Deadline is Monday for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St. N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films, or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films, or tapes to be sent to a box number.

Rates, classified listings ads:

- Help Wanted: 50c per word—$10.00 weekly minimum. (Billing charge to stations and firms: $1.00)
- Situations Wanted: 48c per word—$3.00 weekly minimum.
- All other classifications: 65c per word—$10.00 weekly minimum.
- Add $2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads): $25.00 per inch.
- All other ads: $4.50 per inch.
- More than 4" billed at run-of-book rate.

Agency Commission only on display space.

Word Count: Include name and address, name of city (Des Moines) or state of New York) counts as two words. Zip Code or phone number: excluding 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, QM, etc. count as one word. Hyphened words count as two words.

Name
Phone

City
State
Zip

Insert time(s). Starting date
Box No.

Display (number of inches).

Indicate desired category:

Copy:
Barbara Jill Walters: not for women only

Through the first half of this year, the list of organizations commending Barbara Walters—the National Association of Television Program Executives' "Award of the Year," an Emmy as "outstanding host in a talk, service or variety series," the American Jewish Committee's Institute of Human Relations Mass Media Award and the International Radio and Television Society's Broadcasters of the Year award—has nearly outstripped the number of people anxious to be interviewed by her.

This flurry of honors, coming a year after Miss Walters was named co-host of NBC's Today, affirms what those close to her have known for years: Miss Walters is one of the hardest-working professionals in television. Her formula has been dedication and long hours in a series of writing, producing and on-air jobs. The only mystery surrounding her success is her ability to remain a youthful and energetic 42-year-old under a schedule that would overwhelm any three people.

"Barbara always knew what she wanted to do," says Madeline Amgott, Miss Walters's producer on her syndicated Not For Women Only series. "She worked very hard to become the kind of professional Miss Walters is. As Washington bureau chief Don Meany concurs—"She is dedicated to doing the job well—she wants to do it as perfectly as possible." Perfectionism makes Miss Walters a tough boss, but one even more demanding of herself than of her co-workers.

In what has always been present, the sense of direction that Barbara Walters evinces a while to develop. As the daughter of entertainer Lou Walters, her orientation was always vaguely theatrical, but daydreams of a career on the stage gave way after college to a job in the publicity department of WRCA-TV (now WNBC-TV) New York. After only a year, Miss Walters was made a producer, the youngest and only female producer at the station. Her experiences there, on Ask the Camera, have been useful in her later work. "The greatest aid to me—and something that many lack—was learning to cut and edit film," she says. She still involves herself in the editing of her shows.

From her NBC post she moved to a similar producing job with WPIX-TV New York, but after little more than a year, while on vacation in Europe, she was notified that she had been replaced. After a long vacation, she recalls wistfully, that she has had.

When she returned, she tried to find a place at the Today show, but openings in what was then Dave Garroway's successful vehicle were scarce. She landed at CBS-TV, then readying an early-morning competitor for Today. The program failed quickly, although Miss Walters found fairly auspicious company on the sinking ship: Walter Cronkite and Dick Van Dyke were its co-hosts, and with Miss Walters among the show's writers was Estelle Parsons. Miss Walters moved on to other CBS-TV morning programs, none of them successful: "I began to think I was the kiss of death because they all went off the air," she says.

Corporate discouragement with those shows led to cutbacks. Miss Walters found herself out of work and out of broadcasting. A public relations stint left her disenchanted with that field, and she was considering a career in personnel when the Today show took her on as a writer in 1961. In 1964 she was put on the air "temporarily," and while her value to the series since then has been summed up in many ways, Hugh Downs, her former host, puts it succinctly: "She is without question the best find the Today show ever had."

NBC News President Richard Wald sees Miss Walters's strengths as threefold: energy ("She's always attempting something interesting"), a process to him ("Physical gifts are high standards—she doesn't let personal considerations affect her performance"), and skilled, intelligent questioning ("She asks the questions that people want to know the answers to. She is not a traditional interviewer, but a very flexible, dynamic one.

It is her skill as an interviewer that has made her reputation, along with what Mr. Downs calls "an intuitive talent in procuring material." Her first task on the air was to convince her NBC bosses that she was capable of questioning major news figures, and so she began hunting for the hard-to-get interview because, as she puts it, "It was the only way I'd be allowed to do it."

Her successes in coaxing interviews out of reclusive celebrities are numerous. An interview with Dean Rusk, his first after resigning as secretary of state, garnered national headlines. World figures ranging from Henry Kissinger to Prince Philip to former President Nixon have told Miss Walters and her audience things they have told no one else.

Not For Women Only, with its format of five-day analyses of issues, has enabled Miss Walters to expand her scope even farther. She has covered a range of controversial subjects that have included sexual dysfunction and marijuana. Assignments for NBC News apart from Today have included coverage of President Nixon's historic China trip, with Miss Walters the only female network reporter on hand.

Her affection for her career is genuine ("I can't think of a job in television that I'd prefer"), but she has decided to cut back her commitments in some areas. Not For Women Only, which had been a full-time job for the late Aline Saarinen before Miss Walters took it over, will have Mr. Downing's name added to it.

"There was a time on the way up when I wanted to do everything," she says. "Now I want to do less." She is anxious to have more time to spend with her daughter Jacqueline, now 7. The demands for her to continue to do the things she does well, however, now outnumber her achievements and more honors, rather than peace and quiet, seem to be the promise of the immediate future.
200 years behind

The inherent silliness of Section 315, the political broadcasting law, is once again made apparent in the request by CBS News that the FCC declare presidential news conferences to be bona fide news events and thus exempt from the equal-time requirements of the section. That sounds like asking the government to declare the earth round, the sky blue and love blind.

The difference, of course, is that so far the earth's shape, the sky's color and the condition of love have been spared regulation by the government. When CBS asks now for a ruling on the newness of presidential conferences, it is asking the FCC to reverse a finding, made back in 1964, that presidential news conferences are not news.

Somehow that 1964 decision has been overlooked by the editors who make up the front pages of the nation's newspapers and, between election periods, by the broadcasters who select the contents of radio and television news. It is difficult to believe that the FCC members who voted for that 1964 judgment knew something that is wholly unknown to all the working journalists in the country.

The truth is, of course, that Section 315 invites stupidities in interpretation. It is a law that suspends journalistic responsibility and judgment during political campaigns and for them substitutes government-issued formulas. It is precisely the condition of government control that the First Amendment was adopted to correct.

The broadcasters who are now carrying a profusion of programs and announcements about the birth of U.S. liberty have entered the Bicentennial while still awaiting their own deliverance from a government that has adopted some of the practices that the U.S. revolution was fought to correct.

After Labor Day

Although the FCC shuns mention of a hiatus during August, the facts are that most members will take to the hills or the beaches while most of their congressional tormentors (plus the lamentably few supporters) go their respective ways until after Labor Day to mend fences or undertake "missions" overseas.

In truth, however, there's no FCC within memory better entitled to a rest, largely because the agency's indefatigable chairman, Richard Wiley, has shown little mercy in scheduling meetings and workloads. But that is not to say that the FCC's current and that the processing lines flow freely.

Like most agencies, the FCC functions on a priority basis. Priorities are in direct ratio to pressure points. And pressures come from politicians and lobbyists, not the public that is given the lip service.

Commissioners could advantageously spend a bit of their vacation time by taking stock. They are under mandate from their President to de-regulate, expunge dormant rules and cut costs. Economy bears no party label.

Two House subcommittee chairmen are creating work in areas that are questionable legally. With loaded coffers and large staffs wheeled through the magic of one word — television — they want the FCC to expand — not contract — its surveillance of programing when the First Amendment and the law under which the FCC operates say it cannot censor.

Largely because of this interference, essential work at the FCC goes undone. Preoccupation with programing has bogged down important action in the common-carrier field, the exploding satellite area, broadcast processing lines, transfers and the vexing problems of unauthorized citizens-band radio users who are blooping all over the bands.

Commissioners know in their hearts that the body politic preponderantly is satisfied with the world's finest and most extensive broadcast service.

FCC members should return after Labor Day refreshed and with a firm resolve to vote their consciences as they swore they would when each assumed office.

Dismissal indicated

The attorneys general of 13 states have petitioned the FCC to prohibit television advertising for nonprescription drugs between 6 a.m. and 9 p.m. They argue that youthful exposure to such commercials is leading to excessive use of over-the-counter drugs and even to narcotic addiction.

This, to be as kind about it as possible, is a quantum leap to a conclusion. To accept this theory is to believe that the toddler who watches aspirin commercials on mommy's soap opera is doomed to die in the streets from an overdose of heroin. If these attorneys general are accustomed to win cases with arguments like this, the juries are full of innocent inmates in Alaska, Colorado, Delaware, Hawaii, Illinois, Maryland, Massachusetts, Nebraska, New Hampshire, North Carolina, Pennsylvania, Rhode Island and Wyoming.

It is a shorter leap to a safer conclusion to note that the ringleader in this enterprise is the attorney general of Massachusetts, the home state of that little band of Boston mothers who are the active constituency of Action for Children's Television. Indeed ACT was mentioned with approval in the petition the attorneys general have filed.

ACT's resourcefulness exceeds its size, as was demonstrated two weeks ago when, for no discernible reason and with no discernible result, Chairman Torbert H. Macdonald of the House Communications Subcommittee held four days of hearings on children's television advertising, with the president of ACT and the attorney general of Massachusetts prominent among the witnesses. Mr. Macdonald (D-Mass.) represents a Boston district.

The petition filed by the 13 attorneys general will be easy for the FCC to deny. It contains no evidence whatever of a causal connection between drug commercials and the use of harmful drugs. Without a cause, why a rulemaking?
“WGN? I just started listening… Guess I got tired of the same songs every day. But on WGN, no two days are alike… in fact, no two programs are alike.”
Broadcast equipment designed today for the day after tomorrow.

THE BROADCAST QUALITY ONE-CAMERA CAMERASYSTEM.

The TKP-45. Use it anytime, take it anyplace, shoot most anything. It’s the high quality lightweight that can do it all—in the studio, in action news, on location.

RCA