chapter begins in contest over 'Star' and stations
10-minute soaps new factor in daytime equation

By popular demand... Warner Bros. Television's classic spoof on westerns is back and available for stripping in the fall of 1975.
"In most of the world in which we exist, the idea of simplicity has place. Perhaps simplicity relate to or even springs from a truthful honesty.

"Now there's a burden.

"Because as battered as we through the complexity of what we perceived truths, we all, I think, and hope for the directness and standability of communication simple.

"Perhaps, the reason for the simplicity was not at all drama but instead the caricature until there was no longer any trace to the original: the caricature and the message.

"It's much safer to caricature especially in the business of advertising films. After all, if you attempt simplicity, the exactness of your idea is exposed; and if that is weak, you stand a very healthy chance of failure. If you caricature and it doesn't succeed, at least you have a little joke.

"That attitude is made graphic, in parallel fashion in commercial production, electronic brain. In film there is historically great respect for the director or cinematographer; in videotape, for the chief engineer.

"Eastman is film that everyone knows. When you pick up the film, you're not concerned. Do you check it? Do you test it? Since nobody does that, you have to assume the quality is at least reasonable. I've never had any trouble with it, and I don't expect trouble with it. The film is expected to be perfect, and we can make it what we wish. Another burden.

"Communication has lost so much that we now even have books on language: we totally ignore the words and peer intently into the hoping for some small sign. My n't that how we started?

"Television advertising, once very tive, has relegated itself to a very native position.

would seem to be a marvelous connn, if indeed, this attitude-swaying and were to lead the way in making glish language, once again, a simple, while, dependable source of com-

"A revealing look at people and ideas covering visuals industry, Kodak has red this and other interviews into a ting and informative booklet. For a by write: Eastman Kodak Company, 540-Q, Rochester, New York 14650.
MIFED invites you to the world market for films, TVfilms and documentaries

MILAN, OCTOBER 21-31, 1975

MIFED
is a market reserved to businessmen connected with motion pictures and films for television.

DO YOU WANT TO BUY FEATURE FILMS OR TVFILMS?
DO YOU HAVE FILMS TO SELL?
THEN MIFED IS THE PLACE YOU SHOULD BE.

MIFED
offers to producers and dealers all facilities: 30 projection studios for the screening of all gauge films; VTR and VCR programs; private offices; interpreters and translators; legal aid; post-office; international telephone and telex; travel agency; customs office; forwarding agent; banking service; dining rooms and bars; shops; medical assistance. Briefly, anything you may need you will find it right on the premises.

32nd MIFED
October 21-26 - deals mainly with movies and documentaries for television.

4th INDIAN SUMMER
October 26-31 - is a world market specialized in brand-new feature films, 1974/75 vintage.

2nd EAST-WEST FILM MARKET
October 23-31 - is a unique meeting point for producers and dealers of the Western and of the Socialist countries.

Applications should be sent to MIFED in Milan before September 25 next, together with the registration fee of US $ 20.

For further information write to: MIFED, 20145 Milano (Italy), Largo Domodossola 1, 📈 495.495, Cable MIFED Milano, Telex 37360 Fieramil.
Or to: Gerald Rappoport, 159 West 53 Street, New York, New York 10036, 📞 (212) 582-4318, Cable Ifexrep New York, Telex 420748.

DO YOU WANT TO BUY FEATURE FILMS OR TVFILMS?
DO YOU HAVE FILMS TO SELL?
THEN COME TO MIFED.
Now Leonard Nimoy Explores “The Coral Jungle”!


As host and narrator: one of TV’s most popular personalities, Leonard Nimoy moving from the fantasy world of “Star Trek” and “Mission: Impossible” to the fantastic reality of “The Coral Jungle.”

the Coral Jungle

Already sold in
New York City WABC-TV
Los Angeles KABC-TV
Chicago WLS-TV
Philadelphia KYW-TV
San Francisco KPIX
Boston WBZ-TV
Detroit WXYZ-TV
Washington WTOP-TV
Pittsburgh KDKA-TV
Minneapolis WCCO-TV
Miami WTVJ
Baltimore WJZ-TV

For information about your market, call George Back.

GROUP W PRODUCTIONS INC
WESTINGHOUSE BROADCASTING COMPANY
90 PARK AVENUE
NEW YORK, N.Y. 10016
(212) 983 5081
ing rules that require cable systems to select closest stations in importing distant signals. Comments have been filed (Broadcasting, Aug. 4).

License renewal legislation. Over 125 representatives and 20 senators have sponsored or co-sponsored license renewal bills so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. None, however, is yet on the agenda of communications subcommittee in either house. NAB has placed its stamp of approval on two renewal bills, H.R. 5578 by Representatives Louis Frey (R-Fla.) and Goodloe Byron (D-Md.), and S.2119 by Senator Paul Fannin (R-Ariz.). Bill identical to Frey-Byron measure, S.2246 by Senator J. Glenn Beall (R-Md.) and Wendell Ford (D-Ky.), has also been introduced in Senate (Broadcasting, Aug. 4).

Network exclusivity on cable. FCC order substituting 35- and 65-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals (Broadcasting, April 21) in Washington by CBS, NBC and ABC television affiliates associations. Order also is subject of petitions for reconsideration filed with commission.

Nutritional advertising. FTC has republished its proposed trade regulation rule on nutrition claims in food advertising in conformity with rulemaking procedures set out in Warranty-FTC Improvements Act. Comments on disputed issues have been filed (Broadcasting, Aug. 4); deadline for comments not proposing disputed issues to be announced.

Obscenity. FCC's declaratory ruling on indecent and obscene broadcasts (Broadcasting, Feb. 17) is being appealed to U.S. Court of 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 (Broadcasting, March 24) is being opposed on two fronts. Broadcasters and cable operators have appealed to U.S. Court of Appeals in Washington, and ABC, CBS and NBC have petitioned commission for reconsideration. Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held in May (Broadcasting, May 26); more were held last month (Broadcasting, July 14, 21).

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

'Pensions' case. FCC decision holding that NBC violated fairness doctrine in connection with Pensions: The Broken Promise TV program, was ordered vacated by three-judge panel of U.S. Court of Appeals which—acting at request of full-nine-judge circuit—voted to accept its own earlier decision (Broadcasting, July 14). Petitioner, Accuracy in Media, has requested full-court rehearing of panel's order (Broadcasting, Aug. 4).

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

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

Pole attachments. Since fall of 1970, National Cable Television Association and AT&T have been at stalemate in pole-rate negotiations. Most recent proposal by AT&T has been rejected by NCTA (Broadcasting, June 9). NCTA has since offered single rate proposal similar to FCC staff's formula (Broadcasting, Aug. 4). Both sides must now analyze those proposals; in absence of settlement, FCC must again face issue of imposing solution.

Prime time access ruling. FCC on May 14 modified rule in response to decision by U.S. Court of Appeals in New York which essentially affirmed rule's constitutionality (Broadcasting, May 19). Two appellants—National Association of Independent Television Producers and Distributors and Sandy Frank Program Sales Inc.—asked court to reverse commission on effective date—Sept. 8, 1975. They wanted date extended, but court rejected their requests. Frank has asked for rehearing and has filed motion for "prompt ruling" (Broadcasting, Aug. 4).

Public broadcasting funding. Public broadcasters have lost their fight for five-year funding for Corporation for Public Broadcasting. Bill sought (H.R. 8481) had provision for five-year appropriation as well as five-year authorization. House Appropriations Committee has rejected concept of five-year appropriation and struck that provision from bill. If authorization part of bill passes House and Senate, committee said it would vote three-year appropriation in separate measure (Broadcasting, July 28). Future of CPB funding bill now in Senate Appropriations Committee (S. 893), which, like House bill has both five-year authorization and appropriation, is uncertain 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 hear-
Revving up for fall business from auto trade □ Rep sources say they're badgering auto companies to disclose spot-advertising commitments for rest of year as they relate, particularly, to introduction of 1978 models. "We know that the auto companies have allocated their advertising budgets already," one well-informed rep firm executive said last week. "But how much of it they'll spend in spot will depend on the state of the economy." Source added that, based on past experience, auto companies will not cut back on their network purchases because they're convinced those buys are highly essential.

Early thrust of fall spot TV and radio business for American and imported cars is coming from regional dealer associations, anxious to boost sales that have been reported rebounding somewhat. New England Ford Dealers is now preparing four-week spot TV campaign for new models to begin Aug. 24. Agency, J. Walter Thompson, New York, is buying fringe and prime 30's in most cities in region, aiming at men and women 18-49. Atlanta Ford Dealers, another JWT client, is in midst of similar campaign to sell off remaining '75 models.

Prize TV package from Duncan Hines □ Procter & Gamble Co., Cincinnati, on behalf of its Duncan Hines products, is in process of concocting elaborate spot TV effort to run for about 45 weeks, starting on Aug. 18. Compton Advertising, New York, is lining up initial minimum of 30 stations. List may lengthen considerably once final determination is made. Campaign will center on all women, and women 18 to 49.

Less bang for the buck in major media, according to Ayer □ Nobody has to tell advertisers that media costs in 1975 have climbed, but N.W. Ayer ABH International, New York, provided documented proof last week. Ayer's media department prepared reports showing that average increase in media costs (1975 over 1974) amounted to approximately 12%, with network TV in prime time jumping by 18.2% and daytime 16.2%, spot television, 14.5%, in daytime and 16.7% in prime time; spot radio, 7.1%, newspapers, 15.1%; consumer magazines, 8.4%; Sunday magazine sections, 8.4% and business publications, 8.3%. Ayer said rise in media costs was not accompanied by commensurate increase in delivered circulatory/audience. It said three of seven media reviewed (newspapers, business publications and spot radio) showed slight declines in circulation or audience, while four (consumer magazines, Sunday magazine sections, spot television and network television) had only modest increases.

Another entry in heartburn sweepstakes □ Miles Laboratories Inc., Elkhart, Ind., will roll out its Alka-2 chewable antacid throughout nation in September with extensive campaign on network TV in prime periods, on sports programs and early evening news programs and spot TV in 20 major markets. Product has been tested in Rockford, Ill., and Bakersfield, Calif., and other West Coast markets. Year-long campaign, heavily in TV, will amount to about $7 million with commercials aimed primarily at adults over 35 who live in major metropolitan areas. Campaign, created by J. Walter Thompson Co., New York, relies on real-life vignettes in which characters are united by a common bond: heartburn distress that is relieved by Alka-2.

K Mart's in the market □ S.S. Kresge Co., Detroit, is preparing spot TV burst for its K Mart Stores, assembling lineup of about 80 stations throughout country for campaign to begin in late August and continue through December. Commercials will vary from week to week, focusing on various products over period time. Agency, Ross Roy Inc., Detroit, will be targeting for men and women of varying age groups because of wide assortment of articles to be advertised.

Sun's shining on radio □ Sun Oil Co., Philadelphia (Sunoco gasoline), will fill up radio spectrum this fall with heavy spot campaign in large list of major and medium-sized markets. Sun Oil's spurt will begin on Sept. 1 and continue for 11 weeks. Wells, Rich, Greene, New York, is seeking time spots appealing to men, 18 to 49, in early and late drive time and on weekends.

American's buying for businessmen □ American Airlines, New York, is charting extensive spot radio effort to begin in early September in large number of major markets. Six-week drive will emphasize business travel and will focus on men, 25-49, in morning and evening drive time and on weekends. Campaign is being created and placed by Doyle Dane Bernbach, New York.

A little less than nationwide □ Nationwide Insurance will have major fall campaign for its services beginning on spot TV in mid-September, to run for at least seven weeks. Target audience, men 18-49, will be reached principally through fringe and sports 30's and 60's, with Ogilvy and Mather, New York, placing schedule in list of markets that will emphasize secondaries, including Norfolk and Petersburg, both Va., Ft. Wayne, Ind., and Knoxville, Tenn.

Big on barter at JWT □ Miles Labs, through J. Walter Thompson, has purchased both national minutes of Survival Anglia Ltd.'s fifth season of prime-access series The World of Survival, which will be bartered to stations through JWT Syndication. Stations picking up wildlife series will get three minutes to sell locally. Twenty-one new half-hours will be produced. Fifty-eight stations (for 68% coverage) have so far agreed to take series, among them wcbs-tv New York, wmaq-tv Chicago; wsbz-tv Boston, wrc-tv Washington, wga-tv Atlanta and wtm-tv Miami. In addition, JWT Syndication sources said three J. Walter Thompson clients, Scott Paper Co., Warner Lambert and Lever Brothers, will bankroll series of five nature-
Get more than you bargain for—buy KMEG-TV in Sioux City.

The KMEG late movies have increased their ADI shares 30%. As HUT levels have risen, so have our ADI shares. Prime time is up and the evening news is up 50% in homes delivered. More and more the evening audiences are switching to KMEG.

So, too are the access show audiences: Candid Camera +33%, Treasure Hunt +78%, Name That Tune +31% and Partridge Family +57%. Cume households rose another 7%.

ARB DATA, Feb-Mar. '75/Nov. '74.

documentary specials, which has so far been bartered to 69 markets (for 72% coverage). Among stations agreeing to take five hours, which have umbrella title For a Better World, are KABC-TV Los Angeles, WGN-TV Chicago, KYW-TV Philadelphia, WBBR-TV Boston, KPIX-TV San Francisco and WWJ-TV Detroit.

Toy time for TV □ Milton Bradley, one of nation's largest games manufacturers, has set spot TV campaign for several of its products, to run from September through December in wide range of national markets. Daytime and early fringe 30's are being bought by in-house M.B. Communications, aiming at parents and children.

Spot TV in Factor's fall □ Several Max Factor cosmetic products will be subjects of fall spot TV campaign to run for 12 weeks beginning Sept. 8 in wide range of major and secondary markets. Agency, Reel Advertising, Los Angeles, is buying fringe 30's aimed at women 18-49. Markets will include Boston, Dallas, Houston and Denver.

Up over for down under □ Qantas Airlines of Australia will sponsor fall spot TV campaign to run for up to 13 weeks beginning Sept. 8 in many major and secondary markets. Campaign, like previous Qantas efforts, will be tied to visit-Australia message. Agency, Cunningham & Walsh, San Francisco, is buying 30's that will include early and late fringe, early and late news, prime access and sports, and will exclude game shows. Target audience are adults aged 35 and older.

Teen target for Kimberly-Clark □ Kimberly-Clark Corp., Neenah, Wis., is seeking to reach teenagers for company's New Freedom mini and maxi feminine pads with three-week spot radio campaign in August in 60 major markets. Kimberly-Clark is holding contests during period, with 60-second radio spots divided between commercials for New Freedom feminine pads and announcements and description of contest and prizes. Business placed through Kelly, Nason, New York.

Women for walnuts □ Diamond/Sunsweet Inc., Stockton, Calif., in push for Diamond Walnuts, will break spot TV campaign in long string of markets, starting in early October. Seven-week TV foray will be aimed at total women and women 18 to 49. Campaign is being created and placed by Doyle Dane Bernbach, Los Angeles.

TV for GT&E □ General Telephone & Electronics Corp., Stamford, Conn., for various products of its Sylvania group, is

Programmed by the Pros

"COUNTRY LOVIN'"—Modern country
"THE GREAT ONES"—Adult MOR
"THE LOVE ROCK"—An instant winner
"MUSIC... JUST FOR THE TWO OF US"—5 beautiful formats

ALL FULL CONCEPT, 24 HOUR MUSIC SERVICES. ALSO CUSTOM JINGLES.

ETERS PRODUCTIONS, INC.
8228 Mercury Court, San Diego, Ca. 92111 Telephone (714) 565-8511

Broadcasting Aug 11 1975
NAB Show-stopper:

The ENG (Electronic News Gathering) sessions stood them in the aisles. And Sony stood them on their ears with the complete ENG System.

Things like this were said at the Show: "If you don't invest in ENG now, your news department may be obsolete in just a few short years."

So write now for information about the only ENG System that goes all the way through editing using videocassettes.

On your letterhead to Sony Corporation of America, P.O. Box 1594, Trenton, New Jersey 08607. Attn: Broadcast Services BRM-085-221.

The Sony ENG System.
planning spot TV campaign to run in substantial number of major and medium-sized markets in fourth quarter. Doyle Dane Bernbach, New York, is aiming commercials at men, 18 to 49, in thrust that is scheduled to begin in mid-September and continue through end of November.

**Classic case** □ Talman Federal Savings has renewed sponsorship of classical music station WFMT(FM) Chicago for 11,000 hours of (mostly all-night) programming, with five-year, approximately $500,000 contract. Messages are kept to one minute per hour.

**Tire change** □ Terminating 31-year association, Goodyear Tire & Rubber Co., Akron, Ohio, has dropped Young & Rubicam International, Detroit, as agency for its auto tire advertising and has steered account into Detroit office of Campbell-Ewald. Account bills about $12 million, heavily in network and spot TV and radio. Agencies in running for tire advertising were Y & R, Campbell-Ewald and N.W. Ayer ABH International, all incumbent; Goodyear agencies.

**Marsteller in on Rockwell** □ Rockwell International Corp., Admiral Group, Pittsburgh, has named Marsteller Inc., Chicago, as agency for its line of TV sets and major household appliances. Marsteller replaces Campbell-Ewald, Detroit, on account, which bills approximately $5 million, of which about $2.5 million is in broadcast.

**Crunchola campaign** □ Sunfish Foods, St. Louis (Crunchola), is planning spot TV splurge in long list of major markets throughout country for month starting Sept. 22, Vinyard and Lee and Partners, St. Louis, will direct commercials toward women 25 to 49.

**Rex Reed barter series in works** □ Kane, Light, Gladney, New York ad agency, is dickering with national advertisers to sponsor *The Rex Reed Show*, new radio-syndication series that is being targeted for mid-September start. Agency has set up 641 Productions Inc. to produce series, which is to comprise 15 five-minute programs per week. Each five-minute program will include one national-advertiser minute and one 30-second spot to be sold locally, in straight barter deal. Agency says 147 stations have signed for series, including outlets in 35 of top 50 markets. Ten of 15 weekly programs will be made up of celebrity interviews (Elizabeth Taylor, George C. Scott, Ellen Burstyn and Jane Powell are already recorded). The other five consist of movie reviews by Mr. Reed, who writes two columns per week for Chicago Tribune Syndicate.

**Pushing Puerto Rico** □ Commonwealth of Puerto Rico, through Ogilvy & Mather, New York, is using spot radio to promote tourism on island in summer and fall. Eight-week push began last week in markets in East and Midwest and is slated to adults 18-49.

**Television veritas** □ Twist on man-in-street endorsement is being used by U.S. Borax for its 20-Mule Power bathroom cleaner in over $1 million national TV network campaign, supplemented by spot TV in about 30 markets. Campaign began last month on ABC and NBC and uses identifiable consumers who are picked from unsolicited favorable consumer mail that company received. Writers of some of these letters were interviewed and later filmed demonstrating actual home use of spray-bottle product that is now in national distribution.


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**Peter Burk, Chief Engineer for WQUA and KRVR (FM), chose to use six ITC Open Reel Units in KRVR’s Automation System. Why?**

"The decision to use reel-to-reel was dictated by the Stereo Radio Productions (Schulke) format. It was then a matter of narrowing down the available machines to the one that would perform the best in both production and automation uses. We found that ITC’s 850 would satisfy all our requirements. Everything went together into a machine that has virtually all the features we could ask for. The Micro-Marker is a classic example. Editing has been made easier and more accurate. It is just one of the things that make the 850 a superior production machine.

"Virtually every feature in the edit mode is used at one time or another. The interesting thing is that the features don’t interfere with each other. Start Memory and Motion Sensing are assets, especially in automation. We can avoid tape spillage and tape breakage, and reduce the amount of time spent cueing-up. The phase stability from one end of the tape to the other is excellent. That’s a prime consideration for stereo operations. The front-panel limited-range level controls have been invaluable. We can be sure our stereo balance is always correct and that the level between tapes is very consistent.

"As Michael Moore, KRVR’s engineer, said, 'The serviceability, the simplicity, the cleanliness of how everything is placed on the 850, has to be one of its best features. You don’t have to look through the forest to find the trees.' I’d certainly agree with him."

---

*Find out more. Call us collect (309/828-1381) and ask us your questions about the 850 Series.*

**INTERNATIONAL TAPETRONICS CORPORATION**

2425 South Main Street © Bloomington, Illinois 61701

Marketed exclusively in Canada by McCurdy Radio Industries Ltd., Toronto

Broadcasting Aug 11 1975
Television and politics:
a modest proposal for
a whole new approach

Spot television strategy has evolved to favor messages of short duration and heavy frequency. But observe how this strategy so apt for competitive products, is structurally unsound for politics.

On the one hand it is virtually impossible for anyone to articulate deep thoughts on important issues in 30 or 60 seconds. On the other hand it is possible to fashion political TV spots that can greatly mislead or be superficial at best.

And since from an exposure point of view the short spot is more effective, campaign managers are tempted into favoring the volume of superficial trivia over the value of more thorough exposition. I might say parenthetically that our agency knows this in spades since we have handled both important local and national political campaigns in the past. But we signed off that business in 1972.

In England and in Canada a system is employed in which candidates are given limited free time to state their cases on national TV. These are not spots but five-to-10 minute spots. Believe me this is a considerable improvement over what we now have and that with some selective additions we should adopt a similar policy here in the U.S.

My suggestion is a three-part: First, I recommend total prohibition of spot television for political advertising on the ground that this medium is basically incapable of doing justice to the subject and is susceptible to ingenious mischief. The prohibition of spot television by law would, in one shot, remove a primary expense and a primary distortion from our political campaigns. I recognize that any time one starts prohibiting by law any kind of expression, there is concern—and properly so—for the First Amendment.

However, just as we have put intelligent restraints on free speech in the sense that no one has the right to call “fire” in a crowded theater or to libel another man’s character, we can now legislate restraint in the field of political television advertising where the abuses—and the sad penalties of those abuses—are so painfully evident.

At the same time that we move to protect ourselves against spot television’s capacity for misleading, we should move to guarantee television’s unquestionable potential for meaningful political communication. I propose we borrow selectively from the British system and add the distinctive American element to open debate. By law we should make a specific amount of open debate a necessary requirement for Presidential candidates.

The participants in these debates would be the candidates from the two major parties, plus whatever third-party candidate is selected by a bipartisan commission. Since history shows that we have never had more than three significant candidates, the logical cut-off point is there.

The structure of these debates could be to allow each candidate 10 minutes for an exposition of his own views on issues that he considers of primary importance. Each candidate would then be allowed 10 minutes to question directly or criticize the other candidate’s views. The structure of the debate would be controlled by a selected moderator.

My third thought is based on the realities of the situation. I strongly believe that political television commercials should be banned and that we should go to a system of debate on the tube.

But a number of us have been in this battle for several years, and we know how difficult and complex it is to get anything new instituted in the American system of elections.

Everyone in the business knows that you cannot say the same things in a product commercial that you can say in a political commercial. The Federal Trade Commission would stop you for a false, deceitful or misleading statement. But we also know the FTC has no jurisdiction over political commercials because they are not products in interstate commerce and therefore some rather difficult First Amendment considerations. Wouldn’t it be interesting if a way were found to subject political commercials to the same kind of scrutiny our government now gives product commercials?

Now I certainly realize that no federal agency should do this. That would be political censorship of the worst degree.

But there is a way to deal with this problem—through the process known as self-regulation. Advertisers—some of the biggest—have changed their messages because of the pressure of their peers in determining that they’d been misleading or deceitful or whatever.

What I’m suggesting is a specifically appointed political advertising group—perhaps a self-regulatory body like the National Advertising Review Board, or an objective political watchdog organization like the Fair Campaign Practices Committee, and there are also somewhat the unfairness of a political commercial.

The group would have the force of negative publicity, not law, on its side and that might be enough. If an independent commission found that a politician’s commercials were false in the middle of a campaign, that politician could be in trouble for using their judgment. Also, if politicians knew that such a body were in existence, ready to act quickly, they might be wary about making false claims.

Critical to the success of such a group would be its members. They would certainly have to be people of great independent stature.

For example, Frank Stanton, Robert Kintner, Esther Peterson and Senator Sam Ervin would make excellent members.

I’d suggest that they meet on Monday and Tuesday of each week from Aug. 2 through the election campaign to hear complaints quickly and render swift opinions. I believe that the advertising industry would be willing to fund this activity and I know my company would be willing to contribute the first $10,000 to get it started.

I believe it would work, would provide a self-correcting device and would deal with the real problem of the 30- and 60-second commercial which is not just their lengths but their content.

I do not suggest that this would be a perfect system, but I do submit that it would be a far better system than we now have.
Where Things Stand
Status report on major issues in electronic communications

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- Indicates new or revised listing.

Antitrust/networks. Justice Department antitrust 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 contesting 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 18).

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

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

- Citizen agreements. FCC policy statement and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agreements has been issued. Comments have been filed (Broadcasting, Aug. 4).

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 comparative proceeding involving renewal applicant and applicant seeking to displace him, originally set for June 12, has been postponed indefinitely.

- Consumer agency. Senate passed bill to establish Agency for Consumer Advocacy after amending it to insure agency cannot involve itself in broadcast license renewal proceedings before FCC. Agency would have no regulatory responsibility to represent consumer interest in agency and court proceedings. In House, Government Operations Committee passed bill similar to that passed by Senate, but with one significant difference for broadcast industry: Bill, H.R. 1575, does not prohibit proposed agency from involving itself in license renewal proceedings, although committee’s report said agency’s “active participation should be discouraged” in license renewal proceedings (Broadcasting, Aug. 4).

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 nominees. Seven of eight nominations to board of Corporation for Public Broadcasting have been confirmed by Senate (Broadcasting, Aug. 4). Eighth nominee to 15-member CPB board, Colorado brewer Joseph Coors, will have difficulty obtaining confirmation and for that reason is having separate hearing from rest. He will appear before Commerce Committee Sept. 9-10.

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcast crossOwnership has been suspended by Supreme Court (Broadcasting, Aug. 4). Order has been pending final court decision on legality of commission order requiring payment of those fees (Broadcasting, Aug. 4).

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

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

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

FCC's fairness doctrine report. FCC's new fairness statement exempting product commercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast media, and otherwise modifying fairness doctrine (Broadcasting, July 1, 1974), is subject of petitions for reconsideration filed with commission as well as appeals filed with U.S. Court of Appeals in Washington by National Citizens Committee for Broadcasting and Friends of the Earth.

FCC fees. Sixteen parties have appealed FCC's order modifying its fee schedule (Broadcasting, Jan. 20) (Case nos. 75-1053 et al); more than 70 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Case nos. 75-1087 et al). Several parties seeking refunds have filed in U.S. Court of Claims (Case nos. 82-74 et al). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (Broadcasting, Aug. 4).

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

- Leapfrogging. FCC has initiated rulemaking (Docket 20487) aimed at modifying or repeat-
Introducing the TC-50 live color camera!

The new TC-50 is a top-of-the-line broadcast quality prism camera at medium-line price. A neat trick? Right—Harris has applied imaginative design to give you superb color fidelity and picture sharpness, along with operator convenience and flexibility, without unnecessary frills or seldom used automatic features.

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nings before subcommittee takes action on it. House Communications Subcommittee Chairman Torbert Macdonald (D-Mass) has introduced measure (H.R. 5600) which echoes Mr. Pastore's bill, but also provides that programs like Meet the Press be exempted from equal-time requirement, and that spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President. No action has been scheduled on Macdonald bill.

Star stations. FCC order stripping Star Broadcasting of KAMU 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 20418) to 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 indicated new or revised listing

This week

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

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


Aug. 14-17—Annual meeting, Concert Broadcasters Association, Kenneth Cox, Washington Lawyer and former FCC commissioner, will be keynote speaker, Blossom Music Center, and Hilton Inn West, Akron, Ohio.

Also in August

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

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

Aug. 18-22—University Film Association's 32nd annual conference, papers and sessions will deal with new trends in video disc systems, video cassettes and videotape recordings in comparison with super 8 and developments in 16mm and 35mm films. Rochester Institute of Technology Rochester, N.Y. For further information on program: Professor Peter Dari, University of Kansas, Lawrence 66045. (913) 884-3901. For queries on local arrangements: Professor Reid H. Ray, RIT, Rochester 14623; (716) 464-2772.

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


Aug. 29-Sept. 7—Bi-annual International Radio & Television Exhibition (technical), West Berlin. For information: AMK Berlin, Messedann 22, 1 Berlin 19.

Aug. 31—Deadline for entries in Abe Lincoln Awards of Southern Baptist Radio & Television Commission. Purpose is to honor broadcasters for achievements in advancing quality of life in America and for helping broadcast industry enrich its service to public. Further information and entry forms: Box 12157, Fort Worth 76116.

September

Sept. 5-6—Mississippi Broadcasters Association license-renewal seminar. Chuck Cooper, WCBU-TV Columbus, is chairman. Jacksonville motel, Jackson.

Sept. 7-9—American Women in Radio and Television Western Area Conference. Caesar's Palace, Las Vegas.

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

Sept. 11—PCC's new deadline for comments on proposed rulemaking (Docket 20521) concerning ownership reporting and disclosure by publicly held corporations that own interests in broadcasting stations. Proposed rules are based on Model Corporate Disclosure Regulations issued in January by Interagency Steering Committee on Uniform Corporate

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


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

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

Sept. 17-19—Radio Television News Directors Association international convention. Bernone, 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, Minneapolis, Minn.


Sept. 22-24—National Cable Television Association board meeting. Colony Beach Hotel, Sarasota, Fla.

Sept. 24-25—Kentucky CATV Association fall convention. Louisville, Ky.


Sept. 26—FCC deadline for comments on “warehousing” of moves by networks with regard to pay cable distribution (Docket 19554). FCC, Washington.


Sept. 28-30—Nebraska Broadcasters Association annual convention. Holiday Inn, Lake Tahoe.

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


October

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

Oct. 2-5—Joint fall meeting. Missouri Broadcasters Association and Illinois Broadcasters Association. Chase-Park Plaza Hotel, Kansas City, Mo.

Oct. 2-8—International Telecommunication Union Telcon/75, second world telecommunication exhibition. Event scheduled simultaneously with Second World Telecommunications Forum. Second International Festival of Telecommunications and Electronics Film, and “Youth in Electronic Age” competition all to be held in same city. Palais des Expositions, Geneva.

Oct. 3-5—FCC’s new deadline for comments on proposed rulemaking (Docket 20058). Previous deadline was Aug. 18. Deadline for replies was extended from Sept. 8 to Nov. 6.


Oct. 5-7—American Women in Radio and Television Northeast Area Conference. Rye Town Hilton Inn, Rye, N.Y.

Oct. 7-9—Electronic Industries Association 51st annual convention. Fairmont hotel, San Francisco.

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

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


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


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


Oct. 28-29—Post-Newsweek Stations, in cooperation with the League of Women Voters and the Aspen Institute’s Program on Communications and Society, to sponsor “Ballots and Broadcasting: from Harding-Cox to 1976 and Beyond”—conference to make electronic media more effective in the electoral process. Reston Conference Center, Reston, Va.


February 1976

Feb. 8-12—Public Broadcasting Service annual membership meeting. Century Plaza hotel, Los Angeles.
Feb. 21-25—National Association of Television Program Executives 13th annual conference. Lew Klein, Gateway Communications, is convention chairman; Deak Zimmerman, WOTV (TV) Grand Rapids, Mich., is program chairman. Fairmont and Mark Hopkins hotels, San Francisco.

March 1976

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

April 1976

■ April 4-7—National Cable Television Association annual convention, Convention Center, Dallas.

May 1976


Open Mike®

Testimonial

EDITOR: I write you in regard to a statement that appeared on page 31 of Broadcast- ing, July 28 which was attributed to officials of our company. The statement dealt with Let's Make a Deal which as you know is telecast in prime time access on the five ABC Owned Television Stations. After checking thoroughly with my colleagues here at the ABC Owned Television Stations, I must tell you that nobody in this organization made any statement to your publication which indicated that our acquisition of Hollywood Squares relates in any way to Let's Make a Deal.

Let's Make a Deal has been playing on the five owned stations in prime time access since September 1 of 1971. It has been renewed for the new 1975-76 season, which indicates that we have every confidence that this fine series will continue to perform well for our stations and continue to attract the very large audiences we have enjoyed with the show during the past four years.—Richard A. O'Leary, president, ABC Owned Television Stations, New York.

(The passage to which Mr. O'Leary objects read: "ABC officials say the deal for Hollywood Squares constitutes insurance against a ratings erosion of Let's Make a Deal which runs twice a week on the ABC-owned stations over the past three years.")

Thus statement, as Mr. O'Leary said, did not come from any individual but represented a summary of views expressed by several program officials and was also based on February-March Nielsen ratings for 1973, 1974 and 1975. In addition, Phil Boyer, VP, programming of the ABC O&O's, told BROADCASTING's reporter, in response to a question about Let's Make a Deal: "We recognize the show's decline, but we're still behind it. It was placed in extremely competitive positions this past season. There'll be some star value during the show's first few weeks of the new season, and that may help it to bounce back." That quotation did not appear in the edited version of the story.

'Music' hath charms

EDITOR: As the new music director of WMOA I felt that I should compliment you on your excellent music coverage. I find your contemporary "Playlist," "Extras" and "Breaking In" to be accurate and sensible. When I compile the WMOA top 40 survey, you can be assured that it will be largely based on your coverage of contemporary radio music.

By the way, your new format is fantastic—especially "Where Things Stand."—Jeffrey C. Slater, music director, WMOA-AM-FM Marietta, Ohio.

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Broadcasting" magazine was founded in 1931 by Broadcasting Publications Inc., using the title "Broadcasting The News" Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932, Broadcast Reporter in 1933, "Televista" in 1953 and Televising in 1961. Broadcasting "Telecasting" was introduced in 1946.


* USA Patent Office.
* 1975 by 1975 by Broadcasting Publications Inc.

Microfilms of Broadcasting are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.
Ford's TV chautauqua
President Ford will apparently break new ground for Presidents as far as using television is concerned—making appearances on local news programs. He has expressed interest in taking interview-type program on road, and at week's end it seemed almost certain he would accept invitation from WJAR-TV Providence, R.I., to do special edition of its Meet the Press type program, 10 News Conference. If no hitch develops, President will tape half-hour program in Newport, R.I., where he will be on Aug. 30, and it will be broadcast that night at 7:30. WJAR-TV's news director, Arthur Alperi, is understood to be working on plans to establish network of NBC affiliates in New England to carry program, which would be called New England News Conference.

Beyond that, there are fairly firm plans for presidential appearance on Bob Abernathy's interview program on KNBC-TV Los Angeles in mid-September. President Ford may also turn up on Irv Kupcinet's syndicated Kup's Show later in fall.

Good news in radio spot
Despite softened economy, national spot radio seems to be more than holding its own, with several authoritative sources indicating that expenditures to date are outruning 1974 by about 7%. By contrast, they point out, national advertising in newspapers is up only 2% over 1974. Food and airline advertising are particularly brisk.

Pay prospecting
Latest evidence of gold in pay cable hills comes from Theta Cable in Los Angeles, which introduced "Channel 2," a service just 60 days ago to system serving outlying communities of Ontario, Montclair, Upland and parts of San Bernardino county. Penetration is already 51%, representing 4,200 pay subscribers who have volunteered another $8.95 monthly on top of $8.45 fee for basic service. Other, more mature pay areas in Theta's service have more than 60% penetration, and system over-all (78,000 subscribers) is 46% pay. After 30%, says one MSO spokesman, "it's all gravy."

In the lion's den
No-holds-barred seminar pitting pay cable entrepreneurs against traditional feature film outlets will headline annual convention of National Association of Theater Owners in New Orleans Oct. 3. Among participants are Jack Valent of Motion Picture Association of America; cable pioneer Irving Kahn, Gerald Levin of Home Box Office, Allen Adler of Columbia Pictures and Paul Roth, Washington theater owner and NATO president. Martin Newman is chairman of arrangements committee. Among other tentative set is ABC's Everett H. Erlik, in forefront of pay cable opponents.

Fielder's choice
FCC staff is split over whether commission should ease up in its administration of equal-time law as it affects major party candidates. General counsel's office favors suggestion of Aspen Institute's Douglass Cater that it include debates within definition of exempt news programs and make it clear that interview programs of Meet the Press nature retain exempt status even if rescheduled in prime time and expanded to provide back-to-back appearances of candidates. It also would accept CBS proposal that presidential news conferences be exempt. Contrary view will be expressed by Broadcast Bureau, which feels there's too much precedent to be ignored and that change must be legislated by Congress. Going in, at least, Chairman Wiley sides with lawyers.

Money in the bank
Cable television industry figures to save about $2.5 million from FCC's suspension of payment dates for 1973, 1974, 1975 annual fees. About $1.2 million would have been due this October, with additional $1.3 million due in April 1976 to cover 1975 fiscal year. It is doubtful that cable will rush off and spend money however, since resolution of court case to determine legality of annual cable fees is still at least year off.

Out of the ashes
NBC-TV programers are planning half-hour daytime comedy-variety-music series for slotting—probably at 12:30 p.m.—in near future. "Some form of audience participation could be the hook," says programing VP. "We don't want to do the standard studio show where a host converses with guests on a couch and then the singer gets up to do a number." No such daytime variety show is on any network now; NBC tried women-oriented Dinah Shore show from 1971 to 1974; it's now hit in syndication. CBS tried Vin Scully Show for two months in 1973. ABC's last such go was Dick Cavett Show in 1968.

Helsinki's legacy
Tucked away toward rear of 100-page document signed by 35 nations last month at Helsinki summit spotlighting U.S. and Soviet superpowers are provisions committing signatories to unprecedented degree of cooperation in international interchange of cultural programming, with emphasis on broadcast media and films. Diplomatic observers feel that validity of summit may first surface in extent to which program interchange is implemented, particularly in light of upcoming International Telecommunications Conference in Geneva in 1977, on worldwide controls of satellite service, technologically, politically and ideologically.

One passage in Helsinki agreement states signatories "will encourage the wider showing and broadcasting of a greater variety of recorded and filmed information from other participating states, illustrating the various aspects of life in their countries and received on the basis of such agreements or arrangements as may be necessary between the organizations and firms directly concerned."

Broadcasting Aug 11 1975
PATH OF LEAST RESISTANCE?  □  There were indications at last week's prehearing conference on the Washington Star transfer that a new deal may be in the works—one that would eliminate the need for lengthy hearing. PAGE 22.

MONOLITHIC?  □  Nick Johnson wants Senator Pastore to ask why the FCC commissioners seem to be so much of the same mind in voting. PAGE 23.

UNCLE □  Representative John Moss, one of the architects of Freedom of Information, tries to put a lid on information in questionnaires to regulatory agencies, but heavy criticism, suits force him to open up. PAGE 23.

FCC FALL REGIONAL □  Added attraction in commission's three meetings with public and broadcasters this fall will be televised call-in show broadcast by KTVU(TV) San Francisco. Other stops, in conjunction with NAB and RAB, are scheduled for Boston and Denver. PAGE 24.

PROMOS UNLEASHED □  Summer is the selling season for upcoming attractions on the networks. Advertising and promotion executives have launched the blitz for autumn. PAGE 25.

FTC HITS BENEFICIAL □  Advertisements using "instant tax refund" theme for Beneficial Corp.'s loan service are labeled misleading, ordered halted by Federal Trade Commission. PAGE 25.

HOT IN JUNE □  Figures compiled by Broadcast Advertisers Reports released in a Television Bureau of Advertising report show the first half of 1975 to be 9.1% ahead of the year-earlier figure, at $1.18 billion. PAGE 26.

EEO SCRUTINY □  Eight Richmond, Va.-area stations will come under FCC surveillance on their employment practices. Action is latest in proceedings begun nearly three years ago with petition against 16 stations by Black Coalition. PAGE 26.

COMMITTEE LINE-UP □  National Association of Broadcasters' board members have been named to committees, including CATV radio committee, board manual, radio redistricting and Standard Rate and Data Service committees, all new this year. PAGE 27.

TWO-TIME LOSER ON LOTTERIES □  FCC loses again on lottery ruling, remanded by Supreme Court to Philadelphia Appeals Court, where WCMC-AM-FM-TV Wildwood, N.J., decision is again reversed. Issue is not moot, "hot news" First Amendment protection holds. PAGE 27.

STAGGERS FOR TECHNOLOGY □  Bureau of Telecommunications within the Commerce Department would be established under bill introduced by House Commerce Committee Chairman Harley Staggers. Bureau's purpose: boost U.S. efforts in technology area. PAGE 27.

SATELLITE-TO-HOME TV □  Comments to FCC oppose broadcasting-satellite services on grounds it will undercut local programing and pose Big Brother threat. Data is being compiled for presentation of U.S. position at 1977 World Administrative Radio Conference. PAGE 28.

SIXTY-MINUTE SOAPS □  NBC's innovation in daytime programing, lengthening Another World and Days of Our Lives to full-hour dramas, has been a ratings success that may signal an important trend in network daytime TV. PAGE 31.

MDS AND PAY TV □  Rival, complement or "just another carrier"—cable operators have conflicting views on the potential of multipoint distribution service. PAGE 35.

COX GOES OUTSIDE □  Eight of the smaller Cox Cable systems will join Home Box Office Inc.'s pay-TV network, an unorthodox move for Cox, which usually provides its own package. PAGE 36.

FROM SOUTH OF THE BORDER □  Retransmission of Mexican television signals by numerous cable systems in the West carries with it alleged violations of federal law: cigarette and liquor advertising. PAGE 36.

NO SUBSTITUTIONS, PLEASE □  NAB opposes sales rep's plan to substitute local spots on retransmitted signals carried by cable. Local radio stands to lose, NAB says. PAGE 37.

INDIA VIA SATELLITE □  NASA's Satellite Instructional TV Experiment will mean introduction of health, agricultural, news and educational programming to 2,400 villages in India. PAGE 38.

ITALY GOES PAL □  Decision to bring color TV to Italian viewers should boost sales of U.S. film abroad. PAGE 39.
KIRO-AM and KSEA Stereo, Seattle-Bonneville Stations’ #1 radio combination in the Northwest—have just announced they’re joining the nation’s #1 radio sales representative.

CBS Radio Spot Sales
Representing America’s Most Influential Radio Stations

Source: All figures based on April-May ’75 Seattle-Everett-Tacoma ARB radio estimates (Adults 18+). Subject to qualifications which CBS Radio will supply on request.
New deal for Albritton on WMAL, 'Star' et al

Indications are aspiring publisher will settle for Lynchburg and Charleston, give up Washington stations but stick with newspaper; parties go through motions as first step toward hearing if new negotiations eventually fall apart

The Washington Star Communications Inc. transfer case began in a prehearing conference before an FCC administrative law judge on Friday, but with strong indications it would not reach the hearing stage.

Joe L. Albritton, the Texas banker whose plans for acquiring the Washington Star and WSCI's broadcast properties that the commission said could not approve without a hearing, and representatives of the three families who own the company are anxious to avoid a hearing but at the same time want to salvage something from their original agreement.

And their attorneys—W. Theodore Pierson Jr., for Mr. Albritton, and Howard Roycroft, for the WSCI—said talks were underway in an effort to develop "alternative proposals" that could, Mr. Pierson said, "moot all the issues in the case."

Within hours of the statement, Mr. Albritton and members of the WSCI board of directors were nearing agreement on a proposal—one that envisioned a far more modest transfer than that presented to the FCC for approval last November. Essentially, Mr. Albritton would acquire the Star but not the Washington stations whose profits he said were essential to the life of the newspaper. He would also acquire one of two WSCI stations in Lynchburg, Va.—WLVA-AM-TV—and WCVTV (TV) Charleston, S.C. The parties broke from their meeting about 5 p.m. Friday, apparently with the substantive decision behind them and only relatively minor details to be worked out.

But at the prehearing conference, the attorneys for Mr. Albritton and WSCI and those for the other parties involved—Michigan newspaper publisher John McGoff and four citizen groups, and the commission's Broadcast Bureau—and ALJ John Conlin proceeded on the assumption a hearing will be held.

However, hopes for conducting it on an "expedited" basis, as directed by the commission, received a slight setback when the hearing date was moved from Sept. 8 to Sept. 16. Judge Conlin suggested a week's delay, since he would be unavailable for three days in the week of Sept. 8. And Jay Shinksy, counsel for Mr. McGoff, pointed out that the Jewish high holiday of Yom Kippur falls on Sept. 15.

But other than that, tight deadlines were set, with Messrs. Pierson and Roycroft particularly indicating a sense of urgency. Mr. Roycroft said he will submit documents in response to issues specified in the hearing order by Aug. 15. Mr. Pierson, whose client faces a financial qualification issue, said he would present "a binding bank commitment" to Mr. Albritton by Sept. 2.

Nevertheless, the lawyers in the case have a burden in meeting the Sept. 16 starting date. Discovery—the process by which lawyers learn in advance of a hearing the evidence to be presented—can be a time-consuming process. And Mr. Shinksy as well as his colleague Jay Baraff, who represents a citizen group allied with Mr. McGoff, did not indicate the same enthusiasm for the speed being called for as did the lawyers for Mr. Albritton and Washington Star.

Mr. Baraff said he would be out of Washington for an entire week this month and that Mr. McGoff is in South Africa, where he owns a printing plant in Pretoria, until the end of the month. "There is a substantial amount of work to do. We don't want to be hasty. We want to be thorough," he said.

But after Mr. Pierson's opening statement regarding the search for "alternatives," much of what was said seemed to have an ephemeral quality, as though it would be blown away soon by announcements from the parties. Mr. Pierson said a statement was expected "within the next week."

The problem the parties face is the commission's unwillingness to waive the crossownership rules—those barring the transfer intact of newspaper-broadcast combinations and television-radio combinations in the same market.

Mr. Albritton, who acquired 10% of WSCI stock for $5 million and who is now publisher of the Star, would acquire 22.7% of the company and de facto control for an outlay of an additional $20.5 million. He has also loaned the company $5 million.

The alternative on which the parties appear to be settling is probably not Mr. Albritton's first choice. He would have preferred acquiring sufficient control of the company (66 2/3%) to enable him to sell off the broadcast properties over a period of time. This might have satisfied the FCC and yet provided him with needed broadcast revenues. It was an option less attractive to the WSCI owners.

There was still another option: Mr. Albritton could simply pack up and go home to Texas. The odds in Washington last Friday, however, were that he'd be around for awhile.

Assent and dissent: the Robinson and Lee opinions on Star decision

"We share the public's concern for the health of the news media in the city of Washington. But we will not sacrifice the minimum elements of fairness just so we could proclaim to the public that whatever we had not been—at least we had been swift."

FCC Commissioner Glen O. Robinson expressed that view in concluding a statement issued as a public defense of the commission against the "stringent" criticism it has taken—including that from Treasury Secretary William Simon—for its decision in the controversial Washington Star case.

A contrasting position was staked out by Commissioner Robert E. Lee, the lone dissenter in the case, in a statement issued last week. The title of the statement reflected his concern: "Au Revoir L'Etoile" ("Goodbye, Star"). (Mr. Lee has been studying French in preparation for participation in international conference.)

Secretary Simon and the Washington Post, in an editorial, criticized the decision on the ground that the Star, in what its owners and Mr. Albritton say is a severely weakened financial condition, could not survive it. Secretary Simon said the commission had taken "the coward's way out" while the Post accused the commission of "regulatory lethargy at its worst" (Broadcasting, Aug. 4).

Commissioner Robinson, who took the unusual course of issuing a public rebuttal out of a belief within the agency that the criticism should not go unanswered, called the comments an "unfair assessment" of the commission's action. He said that the commission lacked the information on which a decision could be based. As a result, he said, the agency was required by law to hold a hearing.

Nor could he agree, he said, that the
commission treated the case routinely, "flying in the face of what everyone knows," as the Post had charged. He said the commission is accustomed to hear "prophecies of impending ruin from businessmen in all the industries we regulate." Without doubting the stories in the Star about the paper's financial plight, he added, "I must emphasize that the FCC has to know a lot of bit more than the Star has reported in its news columns" — what efforts, for instance, were made to sell the newspaper separately, what assurances there are that Mr. Allbritton would continue to publish the newspaper regardless of its losses, and the extent of cross-subsidy between the newspaper and the broadcast stations.

Furthermore, he said, he could not see the wisdom in what he described as the suggestion of Mr. Simon that it would be preferable for the commission simply to have denied the waiver requests and transfer applications without a hearing. "This suggestion might have come from the Queen of Hearts," Commissioner Robinson said: "Sentence first—verdict afterwards." And the only proper response to it is the one Alice made to the Queen: "Stuff and Nonsense."

Commissioner Lee, on the other hand, argued that the commission was unreasonable in ordering a hearing. He said it could and should have approved the waiver requests without one. The newspaper is "in serious financial trouble" and "the record shows that, while the broadcast properties are making profits," they are not enough to sustain the newspaper, he said. Commissioner Lee also said that the Star company, in its search for financing, attempted to comply with the crossownership rule by seeking alternative offers for the newspaper. But the two other offers that were reviewed were not acceptable, he said, adding that the commission's rule was not intended to "require" the company to "give away" the newspaper while retaining the liabilities.

And as for whether Mr. Allbritton is committed to continuing to publish the newspaper, Commissioner Lee said Mr. Allbritton's expenditure of time and money in the venture thus far indicates the sincerity of his purpose. Furthermore, he said, "We do not ask applicants to commit themselves to continued operations of unprofitable broadcast stations, and we cannot condition the waiver requested here upon continued indefinite operation of the newspaper which we do not license."

One for all and all for one at the FCC?

NCCB publication cites statistics on commission votes showing little dissent by commissioners

The present members of the FCC, when they vote on commission matters, are a congenial lot. The commissioner who most often turned away from the majority is Benjamin L. Hooks; yet the voted with majority 96.3% of the time. The commissioner who most often voted with the majority was Glen O. Robinson, whose 99.1% record topped even Chairman Richard E. Wiley's, 98.9%. Commissioner Abbott Washburn's record was also 98.9%, while Commissioner Robert E. Lee's was 98.8%; Commissioner Charlotte Reid's, 97.9%; and Commissioner James Quello's, 98.3%.

The statistics appear in the Aug. 11 issue of Access magazine, published by the National Citizens Committee for Broadcasting. And ex-FCC Commissioner Nicholas Johnson, who heads NCCB, sent a copy of the report to Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, with the suggestion that he raise the question of FCC-like-mindedness at the hearing next month on President Ford's renomination of Commissioner Washburn.

Mr. Johnson noted that Senator Pastore last month, at the confirmation hearing of seven persons named to the Corporation of Public Broadcasting board of directors said, "The moment you reach unanimity on every subject and issue, I think you are a failure." By that standard, said Mr. Johnson, who in his time as a commissioner had dissented often and vigorously, "the Federal Communications Commission is a failure."

Moss gathers stones for stance on his questionnaire to agencies

Criticism for attempts to suppress information gathered from regulatory bodies ends in his relenting to release the material to the public

The FCC and seven other regulatory agencies that had compiled an enormous amount of information to respond to a questionnaire from Representative John E. Moss (D-Calif.), were freed last week to make much of that material public. Pressure from the press, the Justice Department, a court and two Republican members of the House Commerce Committee proved too much for Representative Moss, who had been determined to keep the material confidential, at least until his staff had reviewed it, to guard against release of "defamatory" material.

The eight agencies, which are the subject of an inquiry by his House Subcommittee on Oversight and Investigations,
completed the lengthy questionnaire—the FCC's answer ran 18,000 pages—three weeks ago, and were promptly told by Representative Moss not to make any of the material public.

His directive came in the wake of inquiries to the agencies by some members of the press. Then, two weeks ago, the Washington Star filed a formal request with the FCC under the Freedom of Information Act, and Chairman Richard E. Wiley wrote to Representative Moss expressing the view that, under the act, the commission had no choice but to "consider" the request.

One of the premises of the episode is that Representative Moss is one of the authors of the Freedom of Information Act.

On the same day that the letter was written, Aug. 1, Representative Moss's subcommittee sent subpoenas to the eight agencies involved, directing them to provide the subcommittee with all of their copies of the material they had sent in response to the questionnaire, as well as all working papers. The purpose was to make it impossible for the agencies to comply with Freedom of Information Act requests. (A ninth agency, the Consumer Product Safety Commission, had already supplied copies of its questionnaire answers to reporters.)

But that action prompted a number of counter actions. Representative James M. Collins (R-Tex.), a member of the subcommittee, and Representative James T. Broyhill (R-N.C.), of the parent Commerce Committee, charged that Representative Moss had obtained subpoena approval of the subpoenas through an "irregular" telephone poll of the members. They said the full committee should reconsider the action.

The Office of the General Counsel told the three executive branch agencies on the list of eight—the Environmental Protection Agency, the Food and Drug Administration, and the National Highway Traffic Safety Administration—not to comply with the subpoenas. The department said they were "unlawful."

Finally, on Tuesday, Television Digest and Washington Business Information Inc., publisher of the Product Safety Letter, went to U.S. District Court in Washington for an order prohibiting the agencies from complying with the subpoenas. And on Wednesday, Judge William B. Bryant issued a temporary restraining order blocking the agencies both from surrendering material to Representative Moss or from complying with any Freedom of Information request for 10 days. A hearing on a preliminary injunction barring compliance with the subpoenas was to have been held on Aug. 15.

But by that time, Representative Moss, who had returned to his home in Sacramento for the congressional recess, had had enough. Through his office in Washington, he issued a statement accusing Justice and the Justice Department of "an improper interference with a valid congressional inquiry."

But, he said, even though he was confident the subcommittee would "prevail" in any further proceeding, he would not "subject the subcommittee's actions to the unwarranted assumption of jurisdiction by the courts." He said he was notifying the agencies that they are released from any obligation to comply with the subpoenas, and was "urging them to respond positively to all requests for sensitive material under the Freedom of Information Act consistent with statutory law."

Representative Moss said he had always intended to have the agencies' replies to the questionnaire made public after the subcommittee had reviewed it and separated out "harmful or possibly defamatory material." FCC officials said they believed the material being requested would be ready for release late this week. It is being reviewed to select out that which is not covered by the Freedom of Information Act.

**In Brief**

NBC News has broken off negotiations with Richard Nixon's agent for documentary telecasts constructed around former President's memoirs. Sticking points were money (agent Irving Lazar reportedly was asking $700,000) and editorial control. Asked if talks might be reopened, NBC's Richard Wald said "No...We don't want to go down that path again." □ Metromedia will stick with Taft Broadcasting will rejoin National Association of Broadcasters. MM had threatened to pull out unless NAB modified TV code to accept Association of Independent TV Stations' commercial standards. (It did.) Taft stations have been code subscribers but company has refused to be NAB member unless association made code subscription mandatory. (It did.) □ House Communications Subcommittee Chairman Torbert Macdonald told RKO General station executives in Boston Friday he supports experiment with radio de-regulation "in the major cities when marketplace forces have the best chance to work." added he hopes experiment would suggest ways to make TV regulation "less burdensome." Of radio license renewal he said: "The time and money spent on renewing radio broadcasting licenses every three years is enormous...I suspect that the benefits of renewal aren't worth the expense." □ FCC has institutionalized procedure it adopted under court order in prime-time access rule III to notify citizen groups of rulemakings and other proceedings in which they may want to participate. It has compiled mailing list of 270 groups, invites other to request place on it. Weekly mailings begin next month. □ Sandy Frank Productions has lost in last-gasp effort to delay Sept. 8 effective date of PTAR III. U.S. Court of Appeals in New York last week denied Frank's request that it rehear argument on effective date of rule or, if unable to act in time, to stay that day. □ Drake-Chenal Enterprises has filed $5.1 million lawsuit against RKO General on charges that RKO violated 1974 contract by airing History of Rock and Roll on KRTKN-FM. C-I market where D-C owns KDOI-FM, FCC has denied nine petitions for reconsideration of revised pay cable rules, action that clears way for court resolution of various appeals filed by both broadcasters and cable operators. □ Eimer W. Lower, vice president for corporate affairs for ABC Inc. and for 11 years president of ABC News, will receive Paul White Memorial Award of Radio Television News Directors Association at annual convention in Dallas Sept. 19. □ Thomas M. Battista, VP-general manager of CBS-owned KMOX-TV St. Louis, named VP-station services, CBS Television Stations Division, New York, with supervision over national sales, market development, program development, labor and community relations, information services and Washington news bureau. Christopher P. Desmond, who has been VP for operations and marketing for division, succeeds Mr. Battista in St. Louis post. □ Peter G. Levathes, former 20th Century Fox TV executive, joins Corporation for Public Broadcasting Sept. 1 as director of corporate relations, responsible for raising nonprofit funds for programming.
Superlatives fly thick and fast when networks blow own horns for new season

Three major networks start barrage of promotion for fall programs

Spots for new and unknown products have begun to pop up on network television screens as ABC-TV, CBS-TV and NBC-TV tease viewers with glimpses of some of the prime-time programing attractions to be introduced for the fall season.

A promotion executive of one of the TV networks quipped: "We’re going to be the biggest advertiser on the network for the next five weeks." Summer is the season for selling—to the viewers—the new and returning programs for autumn. And the network's own facilities are the primary vehicle for whetting the viewer's interest in the series, motion pictures and specials that will flash across the screen throughout the season.

The networks' promotional and advertising cadres started to create eye and ear catching themes as long as six months ago. Their array of promotional announcements for this fall are centered on a single concept designed to lure viewers to sample their program offerings. For 1975-76 the battle cries are: "Welcome to the bright new world of ABC!"; "Catch the brightest stars on CBS!"; "Supersense on NBC—you’re gonna like it a lot!"

As if preparing for a naval assault, the networks' promotional and advertising commanders unleash their TV spots in "waves," starting slowly in the first month with announcements on new series. In mid-August the assault becomes more pronounced, including a mixture of new and returning programs. About 10 days before premiere week (Sept. 8), the strategy calls for promotional salvos directed to programming for each night of the week.

The ballyhoo will reach Barnum proportions this year, principally because of the large number of new series to be launched (nine for each of the three TV networks). Officials were reluctant to project the total number of spots they would telescop by premiere week but one ventured that as many as 500 program blurbs will have been directed toward viewers by Sept. 8 by his network alone.

Affiliates are being supplied spot announcements to be used at their discretion. Radio time is being bought for broadcast several weeks before the debut of the new season.

And two ingredients that are considered a sine qua non in "the selling of the season" are schedules in newspapers and TV Guide. Advertisements in newspapers, usually in from 300 to 400 newspapers, are inserted on the play day of the program. They are placed on a co-op basis with the local TV station.

Masterminding the new season blitz have been Simon B. Cowles, vice president, creative services, and John T. Curry Jr., vice president, advertising, ABC Television; Louis Dorfman, vice president, advertising and design, CBS/Broadcast Group, and Gerald Rowe, vice president, advertising, NBC-TV.

Mr. Cowles said that ABC-TV's "Welcome to the bright new world of ABC" conveys a sense of warmth, an invitation to visit with some of the network's programs. ABC-TV's approach, he said, is to be pleasant as well as persuasive.

One facet of ABC-TV's over-all effort that is being kept under wraps is the tune-in advertising in newspapers. Mr. Cowles and Mr. Curry said their department has devoted considerable time to developing the concept for the newspaper advertising and believe their approach is validated by in-depth research they conducted.

Mr. Dorfman said that CBS-TV's direction was to capitalize on the star value of programs that have kept the network in a leadership position for 19 straight years. He noted that CBS can be described as "an acronym of sorts" for "catch the brightest stars."

He ventured this year CBS-TV took extra precaution in producing spots for action series. He explained that with the preoccupation with violence, he decided it would be prudent to tone down the promotional announcements on series on the possibility that some of them may be carried in time periods during which children may be watching.

Mr. Rowe thinks that NBC-TV has achieved an eye-catching introduction and closing for its spots through inventive use of animation to hammer home the theme, "Supersense on NBC, you're gonna like it a lot!" He is convinced that heavy pre-season advertising on TV is valuable in preparing viewers for programing that is to start or return. Mr. Rowe added that newspaper advertising also is critical; he remonstrated one year that co-op advertising fell off and said there also was a decline in ratings for the first few weeks.

He echoed the views of colleagues at the other networks when he gave this observation on new season advertising-promotion: "It has an effect for the first four or five weeks. After that, viewers have made up their minds which programs to tune in."

FTC puts a halt to Beneficial loan ads

'Instant tax refund' branded misleading by commission

The Federal Trade Commission has ordered Beneficial Corp., Wilmington, Del., and its subsidiary, Beneficial Management Corp., Morristown, N.J., to halt misrepresentations in advertisements for its lending business. The loan company's annual billings for advertising in 1974 were $1.3 million for network television and $538,900 for spot TV, according to the Television Bureau of Advertising's figures, and $1.8 million for spot radio, according to the Radio Advertising Bureau.

"We conclude that the instant tax refund advertisements, in both their plain and adorned forms, had a capacity and tendency to mislead the public about the truth of Beneficial's loan offer and thus violated Section 5 (of the FTC Act)," the opinion written by FTC Chairman Lewis A. Engman stated.

The "plain and adorned" version referred to are advertisements, first broadcast in late 1969 using the "instant tax refund" theme, which were later altered in response to public misunderstanding of the slogan. Since February 1970, broadcast advertisements have referred to the "instant tax refund plan" or "instant tax refund loans" and have included as explanations phrases like "lend you the equivalent of your refund in cash" or "qualify for a loan."

In truth," the commission said, "it is admitted, what Beneficial is offering is its everyday loan service. The size of the loan Beneficial wishes to sell is not related to any tax refund, but the customers credit limit," the order states. The opinion upholds an initial decision by Administra-
More HEW pressure on cigarettes, liquor

Report recommendations include two measures to curb advertising

The Department of Health, Education and Welfare, in a report on health problems, has raised the possibility of banning all cigarette and liquor advertising. It also suggested disallowing money used for the advertisement for cigarettes and liquor as tax deductions.

These are two items in a broad ranging "second annual forward plan" for health, prepared by the various agencies of HEW, to offer direction to the government's regulatory and legislative efforts to improve health in the nation. The document was being studied by HEW Secretary Casper Weinberger last week, and will not be made available to the public until this week or next.

The study focuses on the need for a program of disease prevention, not just of disease cure, and identifies several underlying causes of disease which should be attacked. Smoking, alcohol abuse, poor diet, environmental pollution occupational hazards and genetics are listed as major causes of disease and illness.

The report describes smoking as causing a number of cancers, bronchitis, emphysema and heart disease. Excessive use of alcohol, it says, is responsible for homicides, automobile accidents and suicides and has been connected with increases in cancer death rates.

In that context the report raises the possibility of banning cigarette and liquor advertising, restricting the sale of cigarettes with high tar and nicotine content, discontinuing federal price supports for tobacco, and reducing the alcoholic content in some beverages.

Report on ad taxes

Three of five proposals definitely squelched

The advertising taxes proposed in four state legislatures (BROADCASTING, March 10) have been voted down in three cases and left hanging in one. Meanwhile, a similar proposal has been freshly introduced in Massachusetts.

The Rhode Island bill (S-311), designed to apply the state's 2½% sales tax to the purchase of advertising space and time, has remained dormant in the state finance committee. The Maine, Maryland and Vermont ad tax proposals have been rejected, thanks in part to activity by advertising industry factions (notably the American Advertising Federation's local chapters) in convincing legislators that the taxes are discriminatory.

The Massachusetts Ways and Means Committee is now considering an ad-tax proposal which would extend the state's 5½% sales tax to services rendered in selling advertising space and time and in the preparation of literature by advertising agencies or public relations firms.

Up 9.1% at half-way mark. Network TV billings in June rose 6.8% above the June 1974 total, reaching $169.4 million, according to a Television Bureau of Advertising report based on estimates compiled by Broadcast Advertisers Reports.

June's figures put the 1975 first-half total at $1.18 billion, 9.1% ahead of the comparable 1974 period. All day parts showed gains for the half, led by weekday daytime with a 16.2% increase. Six-month totals by networks: CBS-TV $427,821,100; NBC-TV $399,354,300; ABC-TV $352,472,700. The full report:

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Media

Now eight Va. stations face EEO actions

Richmond-area stations will get closer look by FCC as to their employment practices and efforts

A petition alleging discrimination in employment that was filed against most of the stations in the Richmond, Va., area has led to the FCC finding fault with the employment practices of eight of them.

All told, 16 stations were involved in the proceeding that began almost three years ago, when the Reverend Dwight Jones, chairman of the Black Coalition, filed a "petition to prevent continuing violations of commission's equal employment opportunity rules."

The commission said the employment data and affirmative action programs of eight of the stations indicate they are in full compliance with the commission's equal employment rules and policies. Accordingly, their renewal applications were granted. The stations are WIKI(AM) and WDYL(AM), both Chester, Va., WXEX-TV Petersburg, Va., and WXRL(AM) WLEE(AM), WRVA(AM), WWBT(TV) and WTVR-TV, all Richmond.

However, it granted only conditional renewals to WTVR-AM-FM, WRNL(AM), WRQV(AM) and WEZS(AM) all Richmond. And it deferred renewal of the licenses of WIVE-AM-FM Ashland, Va., and WXQI(AM) Richmond.

The commission said the failure of those eight to employ minorities in sufficient numbers or to implement an affirmative action program exhibiting more than a "passive attempt to recruit and employ minorities" warranted further attention. "With each station, there was a significant disparity between the percentages of minorities in the station's employment." The five stations whose licenses were renewed conditionally were directed to file, as an amendment to their 1975 license renewal applications, a detailed statement of affirmative action undertaken to encourage minority applicants for each job opening filled during the 1975 month period covered by the filing of the 1976 and 1977 annual employment reports with a list of minority persons designated to fill those jobs.

The commission noted that the three stations whose renewals remain deferred employ no full-time minority employees. It directed them to file within 60 days a job-structure analysis, copies of job-requisition, application and performance-evaluation forms and positions descriptions for at least three full-time and two part-time positions. WIVE-AM-FM was also directed to submit a list of all persons hired and promoted during the past 12 months, indicating job title, date of employment and sex. The stations were further instructed to
provide a detailed description of their efforts to broaden the pool of applicants in a manner that would assure women and minority group members an equal chance to be considered for employment and promotion. Action on the renewal applications will be deferred until the commission receives and approves the requested material.

Meanwhile, in two separate actions, the commission renewed the licenses of wvox(FM) and WBR(FM), both Rochester, N.Y. Their renewals had been opposed by Action for a Better Community Inc. and the Metro-Act of Rochester. The commission found no cause for action in allegations that the stations had failed to ascertain the needs of the area’s minorities, had presented programming that was not responsive to needs of the community and had been guilty of discrimination in their employment practices. The successor organization to Action, Rochester Black Media Coalition, had asked that the petitions be withdrawn and the renewals granted.

NAB board members slated for committees

The make-up of the National Association of Broadcasters’ board committees for 1976 was presented last week. Twelve board members were named to the convention committee, which is planning next year’s annual meeting in Chicago. Some of the other committees are new this year such as the CATV radio committee, established to deal with cable problems unique to radio; the board manual committee, which is refining a handbook for fresh men board members; the radio redistricting committee, which will recommend new boundaries for the existing 17 radio districts. Another new committee is the SRDS committee, established to try to persuade the Standard Rate and Data Service to continue publishing radio station rate cards. Said it wants to discontinue the practice unless radio stations indicate they are in the market for national business. Under the SRDS plan, a station would have to purchase at least $125 in advertising or other services from SRDS to have its rate card published.

The new committee line-ups are as follows:

Convention: V. Kay Melia, general manager of KLOE(AM) Goodland, Kan., and Robert D. Gordon, vice president and general manager, WCPO-TV Cincinnati. (Mr. Melia and Mr. Gordon are vice chairmen, respectively, of the NAB radio and television boards); co-chairmen, John R. Anderson, president and general manager, WCCW-AM-FM Traverse City, Mich.; Donald G. Jones, president, PSB Radio Group, Fond du Lac, Wis.; Frank W. McLaurin, vice president and general manager, K5RQ(AM) Santa Rosa, Calif.; Paul E. Reid, president and general manager, WBIB(AM) Fitzgerald, Ga.; Virginia Pate Wetter, president and general manager, WASA(AM)-WHDG(FM) Haver de

Grace, Md. Thomas E. Bolger, president, WMTV(TV) Madison, Wis.; Kathryn F. Bromman, vice president, Springfield (Mass.) Television, and Daniel T. Pecaro, president, WGN Continental Broadcasting, Chicago.


Membership: Robert B. McConnell, vice president and general manager, WISK-AM-TV, Indianapolis, chairman; Stan Wilson, vice president, KFIZ(AM) Fort Worth; Victor C. Diehm, chairman, Hazelton (Pa.) Broadcasting Co.; Eugene B. Dodson, president, WKY Television, Oklahoma City, and general manager, WTOV(TV) Tampa, Fla.; Mr. Laird; William A. O’Shaughnessy, president, WVOX-AM-FM New Rochelle, N.Y.; Robert E. Thomas, vice president, Beef Empire Radio Stations, Norfolk, Neb., and Jack S. Younits, president and general manager, WEEB(AM) Southern Pines, N.C.

CATV radio: Bill Sims, president, WYcon Corp., Laramie, Wyo., chairman; Jack B. Chapman, president, KQA4(AM) Gallup, N.M., and Mr. Thurston.

Board meeting site locations: V. Kay Melia, general manager, KLOE(AM) Goodland, Kan., chairman; Len Hensel, vice president and general manager, WSM-AM-FM Nashville; Mike Shapiro, president, Bee Broadcasting, Dallas, and Mr. Thomas.

Board meeting site locations: Mr. Edward Allen Jr., president and general manager, Wдор-AM-FM Sturgeon Bay, Wis.; Mr. Dodson, and Mr. McConnell.

SRDS: Thad M. Sandstrom, vice president for broadcasting, Stauffer Publications, Topeka, Kan., chairman; Joseph L. Drilling, president, Retlaw Broadcasting, San Diego, and Mr. O’Shaughnessy.


FCC two-time loser in lottery ruling

Court reverses commission again on N.J. decision; ‘hot news’ first amendment protection still holds even in light of new law

The FCC has been reversed a second time on its ruling that WCMC-AM-FM-TV Wildwood, N.J., would violate the federal lottery law by broadcasting in a news program the winning state lottery number.

The commission originally lost on the issue in the U.S. Court of Appeals in Phila-
delphia on January 1974, when the court said such announcements were “hot news” that were protected by the First Amendment.

It lost again in the same court after the Supreme Court, which had agreed to review the case, remanded it to the court to decide whether a law enacted last year permitting broadcasters to carry news of state-run lotteries had mooted the issue.

The court, in a per curiam decision, said the case was not moot, since the ruling involved national policy and affected broadcasters in states that do not conduct lotteries and whose signals reach states that do conduct them. Under the law, those broadcasters in a non-lottery state—like Vermont whose signals reach New Hampshire, which does conduct a lottery—would not be permitted to broadcast the winning New Hampshire lottery numbers.

And since the issue was not moot, the court said it was reversing the commission’s decision for the reasons it expressed in the first opinion.

Harley Staggers, technology booster

He introduces bill to establish Bureau of Telecommunications within Commerce Department to upgrade efforts in that area

A bill to establish a Bureau of Telecommunications within the Commerce Department to coordinate and promote progress in telecommunication technology has been introduced in the House by Commerce Committee Chairman Harley Staggers (D-W.Va.).

In an address to the House at its last session before taking a five-week recess, Mr. Staggers said the government’s “effort in the field of telecommunication technology utilization” has been “fragmented and largely ineffective.” He said telecommunication technology has great potential to help the nation conserve energy, increase productivity and provide new jobs, improve efforts to protect the environment and improve the balance of trade.

He shared a letter he wrote to the President in May in which he said that as with biomedical research and space exploration, the potential of telecommunications technology cannot be tapped if the nation relies on private capital. And he pointed out that the U.S. has become a net importer of telecommunications equipment.

In the letter, he painted a utopian picture of life as it might be with two-way communications and satellites.

“What is needed, in my view,” he said, “is a specific entity within the government whose mission it would be to promote this technology in the interests of our domestic and international economic life.”

Mr. Staggers’ proposed bureau would seek out and remove obstacles to development and use of new technologies, subsidize research demonstrations and provide
technical assistance and training to state and local governments in the use of information and products.

The bill (H.R. 9289) provides that the secretary of commerce will plan and perform a comprehensive and integrated telecommunications program and report to the Congress yearly. The bill would establish a Telecommunications Technology Advisory Council of 12 people with three-year, staggered terms to review the program.

The director and deputy director of the proposed bureau would be appointed by the President and confirmed by the Senate.

Mr. Staggers said in his speech to the House, "I do not expect to solve all of our problems all at once. I do propose to move quickly and forcefully to correct the principal deficiencies of our present organization."

Keep it down

The FCC again is reminding broadcasters that they have an "affirmative obligation" to insure against objectionably loud commercials. The current warning comes 10 years after the FCC first put broadcasters on notice of that obligation in a 1965 policy statement.

In that policy statement the commission warned against excessive volume compression resulting from the use of automatic gain control, excessive use of filters, attenuators and reverberation units, or the use of pre-recorded commercials that had been subjected to such electrical processing devices. Additionally, the commission alerted broadcasters to avoid voice commercials presented in a "rapid-fire, loud and strident manner."

The commission felt the reminder was necessary since listener complaints regarding loud commercials still persist.

Broadcasters see ruin of local service by satellite-to-home

Network affiliate groups, AMST, NAB oppose it in FCC comments; others supply data and technical recommendations

Satellite-to-home television service "could bear the seeds of destruction for the tried and true local system we have now." That's a possible result the National Association of Broadcasters foresees if broadcasting-satellite service for regular programing is permitted.

The FCC solicited comments on this service last June (BROADCASTING, June 2)

in hopes of compiling data to help shape the U.S. position at the 1977 World Administrative Radio Conference. The international conference will plan the use of broadcasting-satellite service in the 11.7-12.2 ghz band.

What the FCC received last week was impassioned pleas from broadcasting organizations not to act in favor of the service. Other comments provided the commission with technical data should the service be implemented.

The NAB urged the commission not to jeopardize our present system by allowing a broadcasting-satellite service "incapable of serving the local needs of the myriad communities."

ABC, CBS and NBC affiliate associations jointly charged that satellite-to-home service runs counter to the U.S. tradition of broadcasting. Since the time of the Radio Act of 1912, local service to individual communities has been encouraged, and "this is still the national plan," the affiliates said.

Those who claim that regular programing on broadcasting-satellite service will merely supplement the system misunderstand the economics which permit local programing, they said.

The affiliates explained that such a service could undercut the economic base of local programing since stations must rely on programing by nonlocal sources to build their audience and provide the money for local programing.

They said that the service would also

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The Incredible Time Machine

Meet the Schafer 903...

The 903 schedules and plays your spots and PSA's by time, just like you do now in your manual operation.

The 903 keeps your Program Director's format clock and music rotation separated from your spots and PSA's, which makes daily commercial entries virtually goof-proof.

The 903 is so simple to program that in the majority of stations, the traffic director does the daily schedule changes.

The 903 is totally expandable too, so you won't outgrow it. Schafer also guarantees the memory module itself for FIVE YEARS. Try to top that.

There's a lot more you should know about the Schafer 903. Give a call now, or write for details today. Find out why the Schafer 903 is the one-and-only Incredible Time Machine.

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have an enormous social and economic impact because it would discriminate against the poor (who couldn't pay for the service) and couldn't provide the depth and diversity in local programming.

And if those criticisms were not enough, the affiliates added the danger of 'Big Brotherism' and government thought control from a national service blanketing the country.

The Association of Maximum Service Telecasters characterized the service as "the antithesis of our present system of local service. It said that the U.S. should be careful to avoid use of the service before the issue has been resolved by Congress and the American public.

ABC Inc. agreed that the service was incompatible with the present system and urged the commission not to get the U.S. involved in international rules which would prohibit other uses of the band.

The others commenting - CML Satellite Corp. Corporation for Public Broadcasting, Joint Council on Educational Telecommunications, Comsat General Corp. and AT&T - chose to deal with technical recommendations to be considered in planning the service.

As did the broadcasters commenting, they urged the commission to strive for maximum flexibility in the use of the band which would be shared by broadcasting-satellite and fixed-satellite services.

CML, which says it has the only pending application proposing use of the 12 ghz band, said it is premature for the commission or the International Communications Union to limit band services. The corporation explained that while the basic technology may be available, the detailed characteristics of prospective systems are not well known.

It also claimed that if sharing is to be done, it should be by orbit-division and not spectrum division. Several others commenting agreed.

JCEPT expressed a common technical concern when it said that power flux density limits should not be imposed until system characteristics are better understood.

AT&T claimed that the use of 11.7-12.2 ghz would preclude extensive use of the band for terrestrial and mobile services and that substitute mobile allocations will have to be developed.

Media Briefs

Border trouble. FCC has reprimanded Border Broadcasters Inc., licensee of KVOS(AM)-KOY(EFM) Laredo, Tex., for deliberately falsifying survey results to mislead potential advertisers about stations' audience size. Commission called action "a most blatant violation of (it's) policies regarding unfair business practices and deceptive advertising" and said matter had been made part of stations' records and will be "seriously" considered when stations' next license-renewal applications are filed.

EEC he-he-up. Malrite Of New York Inc.'s WNYR(AM) and WEZO(FM) Rochester, N.Y., have been granted short-term

Our Broadcasters Libel Insurance policy is nearly as crisp and concise as your evening news.

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

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

Here are the facts of life, about libel suits, as ERC has developed them in more than 40 years of underwriting Libel Insurance policies:

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

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

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

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

sion in January stripped licenses
applications. Deadline
Alabama Educational Television
in Birmingham Montgomery
sions to commission and violated
of

More

is letter from Martin Ross, Walton vice
president, admitting lack of affirmative
action program, although Walton earlier said
it would implement EEO program.

More time in Ala. FCC has granted second
extensions of deadline for filing applica-
tions for noncommercial channels in Bir-
mingham Montgomery and Demopolis,
all Alabama, formerly licensed to
Alabama Educational Television Com-
mision. Deadline was extended to Aug. 29,
at request of Alabama Citizens for
Responsive Television, which is preparing
applications for those channels. Commis-
sion in January stripped AETC of its
licenses for those three channels and six
others after concluding that AETC had
discriminated in its programming against
blacks. Commission's original extension
of deadline, from April 1 to Aug. 1, has
been appealed to U.S. Court of Appeals in
Washington by AETC.

Changing Hands

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

WLSA-TV Harrisonburg, Va.: Sold by
Gilmore Broadcasting Corp. to Worrell
Newspapers Inc. for price understood to
be in neighborhood of $3 million. James
S. Gilmore Jr. is principal in seller,
licensee of WREX-TV Rockford, Ill.: KODE-
AM-TV Joplin, Mo.; WSYA(AM)-WPOO(FM)
Harrisonburg, and WEHT-TV Evansville,
Ind. Charlottesville, Va.-based Worrell
publishes 34 newspapers and has no other
broadcast interests. WSYA-TV is ABC and
NBC affiliate on channel 3 with 8.32 kw
visual, 1.7 kw aural and antenna 2,130
feet above average terrain. Broker: R.C.
Crisler & Co.

KEST(AM) San Francisco: Sold by Kest
Inc. (John F. and Georgiine A. Malloy,
Delmar A. Courteney and Alan P. Schultz) to
Kest Radio Inc. for $1,187,252. Sellers
have no other broadcast interests. Principals
in buyer are Marvin Kosofsky, Howard
and Miriam Warshaw and Law-
rence and Carol Brandon who together
own WYLO(AM) Jackson, Wis.; WTHE(AM)
Minneapolis, Minn.; WOR(AM) Canonsburg,
Pa., and KUXL(AM) Golden Valley, Minn.
Mr. Kosofsky and Mrs. Warshaw
own KPCC(AM) Pasadena and KMAX(FM)
Albany. Mrs. Brandon also has interest in
wyam(AM) Bessemer, Ala. Kest is on 1450 kw with 1
kw day and 250 w night. Broker: Hogan
Feldmann Inc.

WCFL-TV Chicago: Sold by Chicago
Federation of Labor and Industrial Union
Council to Christian Communications of
Chicagoland Inc. for $850,000 plus
assumption of remaining equipment
obligations of about $150,000. Station is
not on air. Seller, federation of about 90
labor organizations, also owns WCFL(AM)
Chicago. Buyer is nonprofit, nonstock cor-
poration with no other broadcast interests.
WCFL-TV is assigned to channel 38 with
1,260 kw visual, 25.1 kw aural and anten-
na 1,210 feet above average terrain.

KTMCM(AM) McAlester, Okla.: Sold by
Indian Nations Radio Co. to Montray
Broadcasting Inc. for $260,000. Principals
in seller are Louis L. Holderby and Lewis
W. Coleman who have no other broadcast
interests. Principal in buyer is Edward
Montray, former manager of KZEN(AM)
Tulsa, Okla. KTMCM is on 1400 kw with 1
kw day and 250 w night. Broker: George
Moore & Associates.

WVOT-AM-FM Wilson, N.C.: Sold by
Wilson Radio Co. Inc. to Century
Communications Inc. for $185,000 plus
$50,000 covenant not to compete. Sellers,
H.W. Anderson, P.O. Barnes and Hay-
severance, have no other broadcast
interests. Buyers, Wade Hargrove, Wade
Smith, Roger Smith and Harold Thar-
ington are Raleigh, N.C., law partners.
Mr. Hargrove also is counsel for the North
Carolina Association of Broadcasters.
WVOT is on 1420 kw with 1 kw day and
500 w night. WVOT-FM is on 106.1 mhz
with 23 kw and antenna 185 feet above
average terrain.

WTXL(AM) West Springfield, Mass.: Sold
by Communications Industries Inc.
to U.S. Broadcasting Corp. for $219,000.
Sellers, Howard S. Shulman, has no other
broadcast interests. Principals in buyer
are Gerald Williams and Jeffrey P. Levitan.
Mr. Williams is talk-show host on
WBZ(AM) Boston, and Mr. Levitan has real
estate interests in New England and
Florida. WTXL is on 1490 kw with 1
kw day and 250 w night. Broker: Chapman
Associates.

WNNW-FM Norway, Me.: Sold by Ox-
ford Hills Radio Communications Inc. to
Richard D. Gleason for $120,000. Sellers
Are Arlene and Raymond D. Knight who
have no other broadcast interests. Mr.
Gleason is general manager of WSKW(AM)-
WTSO(FM) Skowhegan, Me. WNNW-FM is
on 92.7 mhz with 2 kw and antenna 360
feet above average terrain. Broker: Keith
W. Horton Co.

Other sales reported at the FCC last
week include: KHEU(FM) El Centro, Calif.,
and WMSO(AM) Collierville, Tenn. (see
page 47).

Approved
The following transfers of station owner-
ship were approved last week by FCC:

- WBay-AM-FM Green Bay, Wis.: Sold by Norbertine Fathers of the Roman Catholic Church to Midwest Communications Inc. for $700,000 plus $300,000 covenant to compete. Norbertine Fathers run St. Norbert College and, with WBay-AM-FM sale, have completed divestiture of broadcast properties (Broadcasting, April 28). Buyer has also received FCC approval to sell WROE(FM) Neenah-Menasha, Wis. (see below). Principal in buyer is Dudy E. Wright (92%) who also owns WRIG(AM)-WDEZ(FM) Wausau, Wis. WBay operates full time on 1360 khz with 5 kw. BBAY-FM is on 101.1 mhz with 100 kw and antenna 1,080 feet above average terrain.

- WROE(FM) Neenah-Menasha, Wis.: Sold by Midwest Communications Inc. to RN-M Inc. for $245,000. Midwest sold WROE to avoid violation of FCC duopoly rules with purchase of nearby WBay-AM-FM Green Bay, Wis. (see above). Principal in buyer are William Hansen and Harry D. Jacobs Jr. Mr. Hansen, manager of WOLO(AM)-WLLI(FM) Joliet, Ill., has interest in KBUR-AM-FM Burlington, Iowa, and KFRA(AM) Greeley, Colo. Mr. Jacobs is Chicago investment banker. Ex-FCC Commissioner Robert Wells also had been principal but withdrew, in view of impending nomination to directorship of Office of Telecommunications Policy (Broadcasting, July 7). WROE operates on 94.3 mhz with 2.6 kw and antenna 320 feet above average terrain.

- WVOX-AM-FM New Rochelle along with WGHQ(AM)-WBPM(FM) Kingston, both New York; Family interest in Hudson-Westchester Radio Inc. reorganized and redistributed by Walter N. Thayer, Harry M. Thayer and William F. O'Shaughnessy. Walter Thayer relinquishes interest in all four stations for payment by Mr. O'Shaughnessy of $25,600. Mr. O'Shaughnessy will pay Harry Thayer $132,000 to give up his interest in WVOX-AM-FM and Harry Thayer will assume 100% ownership of WGHQ(AM)-WBPM(FM) through new corporation, Historic Hudson Valley Radio Inc. Mr. O'Shaughnessy will be left with 100% of WVOX-AM-FM. Walter Thayer is director of publication of the International Herald Tribune, president of Whitcomb Investment Corp., which has broadcasting and publishing interests; director of Dun & Bradstreet, Booth Newspapers, Banker's Trust and senior director of Kraftco. Harry Thayer is general manager of WOHT-WBPM. Mr. O'Shaughnessy manages WVOX-AM-FM is member of National Association of Broadcasters radio board. WVOX is daytimer on 1460 khz with 500 w. WVOX-FM is on 93.5 mhz with 3 kw and antenna 145 feet above average terrain. WGHQ is daytimer on 920 khz with 5 kw. WBPM is on 94.3 mhz with 860 w and antenna 540 feet above average terrain.

- Other sales approved by the FCC last week include: WMOZ(FM) Montgomery, Ala.; WMGU-TV Memphis; and KPEP(AM) San Angelo, Tex. (see page 48).

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**Programing**

60-minute soaps help NBC in fight for daytime ratings

Other networks study feasibility of lengthening own dramas; program chiefs discuss over-all strategy in morning-afternoon

The 60-minute soap opera, which NBC-TV introduced in January, is pulling down ratings that stamp it as probably the most important new trend in daytime in recent years.

Since network daytime television consists almost exclusively of soap operas and game shows (the only exception on the current schedules is an off-network sitcom on ABC), innovation has to be looked for in program length, and, in Lin Bolen, NBC's vice president for daytime programs, said the other day, "I had to take almost a full year to prepare for the stretching of Another World to 60 minutes. We needed to add new producers, directors, writers, even technicians. There were new actors to be cast, new plots to be motivated, and where before Another World used only half of a studio, it now takes up a full studio. In one hour's taping, we can use anywhere from five to 10 sets."

Both Bud Grant, the vice president for daytime programs at CBS, and Michael Brockman, ABC's daytime vice president, acknowledged NBC's rating success with the 60-minute versions of Another World, at 3 p.m., NYT, and of Days of Our Lives, at 1:30 p.m., and both said they're looking into the feasibility of extending one of their existing soaps. "For changing one of our dramas into an hour," Mr. Grant said, "would be mainly contingent on the strengthening of that adjacent half-hour I'd be moving into. That's where NBC has been successful, particularly with Another World's moving into their formerly weak 3:30 to 4 p.m. time period."

Mr. Brockman said he agrees with that assessment, adding that an ABC decision to flesh out one of its serials to an hour wouldn't be entered into lightly after the "painful" experience of cranking out a special week's worth of 60-minute All My Children episodes. (Children is a regularly scheduled half-hour ABC soap that shifted time periods last month.) "It took us eight-and-a-half to nine days to get those five hours on tape," he recalled with a frown.

NBC's monopoly of 60-minute soap operas has helped that network competitively in recent months, to the point where it finishes in first place in six of the nine time periods in which all three networks are competitive (with two first-place finishes for CBS and one for ABC).

In terms of revenues, though, CBS,
with its generally higher rate-card prices (mainly the result of five serials with longevity records ranging from 19 to 24 years of unbroken continuity), has raked in $109.7 million in daytime sales from Jan. 1, 1975, through July 13, 1975 (compared to $90.1 million for the same period last year). NBC's 1975 sales revenues so far add up to $90.2 million (compared to $83.9 million for the first six-and-a-half months of 1974), and ABC brings up the rear with $77.6 million (up from last year's $70.5 million).

Reflecting these revenue figures, CBS's hottest soap opera, Search for Tomorrow, is priced at $12,400 for a 30-second spot, whereas NBC gets $9,900 for 30 seconds of Another World and ABC $8,600 for 30 seconds of All My Children. Other 30-second spot prices include, on CBS, $11,400 for As the World Turns and $11,100 for The Young and the Restless; on NBC, $9,000 for The Doctors and $8,500 for Days of Our Lives; and on ABC, $7,500 for General Hospital and $7,500 for Ryan's Hope.

CBS's most profitable game show, Tattletales, fetches $8,700 for a 30-second spot, compared to $5,700 for 30 seconds on ABC's 12-year-old Let's Make a Deal and $4,700 for 30 seconds on Hollywood Squares, NBC's most successful game.

If revenues and rate-card prices are higher than they've ever been before, so are production costs. NBC forks over an estimated $130,000 for a week's worth of 60-minute episodes of Days of Our Lives and Another World. Although refusing to disclose an exact figure, Lin Bolen said that while NBC doubled the amount of network time these series take up, "we ended up more than doubling the cost of producing them. We had to reopen every single contract with the actors and producers and directors and writers on these series, and they're getting a lot more money than they used to."

The average 30-minute soap opera is costing a record $75,000 a week, according to Bud Grant, and Mike Brockman added that the tariff gets higher as the program gets older due to the more lucrative compensation doled out to the series' veteran actors and behind-the-camera people.

Game shows are running in the $55,000-$65,000-a-week category, with the elaborate set constructed for NBC's The Magnificent Marble Machine (which features a giant pinball machine) or the huge prize budgets involved in a show like The Price Is Right (which needs complicated staging for the tons of merchandise the producers give away) probably pushing the figure even higher.

The bottom line in all this, however, at least as the networks' daytime VP's see it, is the ratings, and a year ago at this time CBS was beating NBC fairly handily in each of the three time periods from 10 to 11:30 a.m. NBC was getting killed particularly at 10, Lin Bolen said, and that situation got NBC's day off to a flying stop, causing poor audience flow to the 10:30 and 11 o'clock shows. "So last January," Miss Bolen said, "we moved Celebrity Sweepstakes, which was delivering a solid audience of 14 to 34-year-olds and kids at 12:30, up to 10 o'clock, and that's when we began to turn things around in our favor."

Celebrity Sweepstakes quickly climbed over CBS's The Joker's Wild, which was cancelled two months ago. CBS has also announced this week that Spin-Off, which replaced Joker at 10, will be pinkslipped because its 4.4 rating and 24 share weren't making a dent in Celebrity Sweepstakes's season-to-date (i.e., 125 telecasts through July 13) 5.3 national Nielsen rating and 28 share (up to a 31 share in recent weeks). "Unless otherwise noted, all subsequent ratings-and-share figures will be based on the season-to-date Nielsens through July 13."

Spin-Off's host, Jim Lange, will be recycled to Give and Take, CBS's new 10 o'clock game show, which kicks off Sept. 8.

At 10:30, the success of NBC's Wheel of Fortune (6.5 rating and 33 share to date, with a 36-share average early this summer) has forced Bud Grant to move CBS's fairly solid The Price Is Right game from 3 p.m. where it's getting an 8.9 rating and 29 share) to 10:30, beginning today (Aug. 11). That move pushes CBS's long-running Gambit game (a 6.3 rating and 32 share at 10:30 a.m., but off almost 10 share points in recent weeks) to 11, where it will have to square off against NBC's High Rollers game (6.8 rating and 33 share).

Soap operas are not considered for use in the 10-to-11:30 a.m. time periods because, according to CBS's Bud Grant, the total audience for TV at that time is made up of too many children, particularly in the Midwest, where the shows run from 9 to 10:30. ABC continues to return the 10-to-11:30 block to its affiliates because, as Mike Brockman put it, "I'm not sure we could muster the station support" for three network game shows. He also cited the low sets-in-use figures and ABC's expensive overhaul of its entire daytime schedule over the last two months as other factors in keeping the network out of 10 to 11:30, "although I wouldn't preclude our eventually programing in that time."

At 11:30, when all three networks begin competing directly with each other for the daytime audience, NBC's Hollywood Squares, now heading into its ninth year, continues to lead the time period (8.4 rating, 26 share), although CBS's Bud Grant said he's eminently satisfied with Love of Life's 7.0 rating and 28 share because a much larger percentage of that audience falls into the key demographic category of 18-49, not 18-34. Because, the daytime grouping advertisers are most eager to reach. ABC rushed in the off-network reruns of The Brady Bunch as summer filler when its Blankety Blanks game failed to get off the ground. Brady has scored a very satisfying 7.2 rating and 30 share, although this figure is considerably swollen by children under the age of 11 with time on their hands during the summer months.

ABC will have to reluctantly drop Brady Bunch on Aug. 29 when the show starts its syndication run (via Paramount Pictures Television). Mr. Brockman said ABC explored the possibility of running off-network reruns of The Mary Tyler Moore Show in that time period but didn't get very far with CBS, which was concerned that a competing network's stripping the show five days a week would have an adverse effect on the ratings of CBS's Saturday-night originals (9-9:30 p.m.). So, on Sept. 1, ABC will begin stripping off-network reruns of Paramount Television's Happy Days (which starts its second full season in prime-time on Tuesday, Sept. 9, 8-8:30 p.m., on ABC). Mr. Brockman said he hopes the sitcom's fairly solid prime-time popularity among women 18 to 40.
will carry over into daytime and provide a
good lead-in to ABC's new 12 noon
Showoffs game, which in the second week
of July, netted 3.5 share, better than the
show it replaced (Password) but
still third in the time period, behind CBS's
highly successful contemporary serial,
The Young and the Restless (3.5 rating,
23 share), and NBC's new Magnificent
Marble Machine game (which hit 7.7 rat-
ing and 12 share in its first week on the air).

From a third-place position at noon,
though, ABC may be in the process of
moving into first place at 12:30, the new
time period of its most popular show, the
serial All My Children. In its first week
as a 12:30 show (July 7-11), previously, it ran at
12:30 after more than a year's absence as
the network's noontime game show.

"We're taking a risk in moving our
most successful show," Mr. Brockman
said, referring to All My Children, but the
reasoning behind the shift is to provide
the best possible lead-in to Ryan's Hope,
the first serial to be introduced at that
time slot in the network's history. So far,
Ryan's Hope is averaging a 25 share for its
first three weeks, and Mr. Brockman
considers that average remarkable for a
brand-new serial, which he says often
takes a year or more to reach mid-20s
share levels.

Ryan's Hope has almost no competition in the
time period, although a few CBS
stations carry that network's 4 o'clock
show Musical Chairs at 1 (to the anno-
ynoyance of Bud Grant, who says that put-
ting a game show between two soap
results in "lousy audience flow") and
even more carry the serial Sunset in
the network's 4 o'clock drama at 1 (to
the delight of Lin Bolen, who runs a separate
feed at 1 to improve the show's clearance
rate, which is a poor 90% at 4 p.m.).

At 1:30, CBS comes out on top with its
19-year-old serial, As the World Turns (10.6 rating,
23 share), which beats out
the first half-hour of NBC's Days of Our
Lives soap (8.2 rating, 31 share for the en-
tire 60 minutes) and ABC's Let's Make a
Deal (7.9 rating, 28 share).

The rest of the day, from 2 to 4:30 p.m.,
belongs to NBC, from the second half of
Days of Our Lives at 2, through The Doc-
tors at 2:30 (8.7 rating, 32 share) and
Another World at 3 (9.7 rating and 31
share for the entire hour), to Somerset at
four (6.2 rating, 19 share).

CBS's long-running Procter & Gamble
soap operas from 2 to 3, Guiding Light
(8.3 rating, 29 share) and Edge of Night
(7.4 rating, 27 share) are among the
most popular series on the air. Bud Grant likely to see them at, and
he said new characters and new ideas are
in the works, particularly for Edge of
Night, which has declined badly in the
demographics.

ABC's two most successful game shows
are lodged in the 2 to 3 p.m. time periods:
The $10,000 Pyramid (7.9 rating, 28
share) and Rhyme and Reason, which, in
its first three weeks on the air, is averaging
a solid 31 share.

With the two soap operas it runs from 3
to 4, General Hospital (8.2 rating, 26
share) and One Life to Live (7.1 rating, 22
share), ABC is suffering an even more
aggravated form of what's happening to the
CBS shows from 2 to 3: declining ratings
and an erosion in the core demographics. But
Mike Brockman is not about to panic.
"The beauty of a soap opera," he said, "is
that you can always regenerate it with new
stories and new faces. General Hospital,
for example, is in a state of transformation
right now, and it's a struggle."

Since daytime audiences are "creatures of
habit," in Bud Grant's words, the three
networks tend to go easy on interruptions
for specials. For example, ABC, which
produced four original 90-minute After-
noon Playbreak specials during the
1974-75 season, probably won't do any
Playbreaks in 1975-76, according to Mr.
Brockman. ABC has sunk so much time,
effort and money into its recent daytime
schedule overhaul, he continued, that it
doesn't want to divert any further en-
ergies away from the daily battle to keep
regularly scheduled shows in top shape.

"The 90-minute anthology format has
limited audience appeal," Bud Grant
declared, referring to the main reason for
the network's decision to cancel its Daytime
90 project, which "cost a fortune, but simply
didn't work."

The CBS new department, though, he
says, will produce "half a dozen" editions
of Magazines in a sort of 60 Minutes aimed
at women. In Mr. Grant's view, the net-
work was satisfied with the results of the
six daytime Magazines that were telecast
during the 1974-75 season, which covered
such topics as "Sex After Sixty," Euro-
pean and Japanese culture in America and
"The Private Life of Masters and
Johnson."

In addition, Mr. Grant said, CBS will do
at least two more 60-minute Roni Barrett
specials, featuring Miss Barrett's inter-
views with well-known show-business
people. Burt Reynolds and James Caan are set as
upcoming interviewees, and negotiations
are under way with Warren Beatty and
Jack Nicholson. For the previously aired
special, CBS lined up Liza Minnelli, Cher,
Ann-Margret and Raquel Welch to answer
Miss Barrett's questions.

NBC is planning a series of 90-minute
First Ladies' Diaries for daytime, the first
one, telecast last season, on Andrew
Jackson's wife, Rachel, and the next one,
worshiping on Martha Washington, coming
up in two months. Also in October, NBC
will air "Barbara Walters Visits the Royal
Lovers," a 90-minute European travel-
tale, which will be heavy on "castles and
royal yachts," according to Lin Bolen.

Spanish-language outlets
hook-up for live programing

The first interconnection of Spanish-
language television stations was scheduled
for last Saturday (Aug. 10) when four TV
stations in California were to be joined in
live-time as affiliates of the Spanish Intern-
national Network.

The four stations, including one that
began broadcasting that same day, are
KMEX-TV Los Angeles, flagship of the
mini-network; KDFT-TV San Francisco,
the new one; KLOC-TV Modesto-Sacra-
mento-Stockton, and KFTV-TV Hanford-
Fresno. All are owned in whole or in part
by SIN principals.

Also taking the air that day was another
SIN affiliate: Spanish-language KMMX-TV
Albuquerque, among whose owners also
are some SIN principals.

Other Spanish-language stations that
affiliated with SIN, and which number SIN
principals in ownerships, are WXTV-TV
Paterson, N.J. (New York), KXEX-TV San
Antonio, WLTW-TV Miami, WCIU-TV
Chicago, and four Mexican stations:
xeWTL-TV (San Diego), WHC-TV
Mexicali (El Centro, Calif.-Yuma, Ariz.),
XEI-TV Juarez (El Paso), and XEFE-TV
Nuevo Laredo (Laredo).

The four Mexican stations are VHF's;
the others are UHF's.

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The four Mexican stations are VHF's;
the others are UHF's.
Vinton country. Market count on Bobby Vinton Show, new variety half-hour aimed for access periods, is now at 72, with distributor Sandy Frank’s Station Program Sales Inc. claiming 10 of top 10 markets, 23 of top 25 and 42 of top 50. Among latest sales: WJGR(TV) Detroit, WSB-TV Atlanta, KRON-TV San Francisco, KFRC-TV Houston, WABC-TV Birmingham and KDFW-TV Dallas.

Rush rushed. Agreement between Herman Rush and 20th Century-Fox Television to develop TV programs has been announced. Mr. Rush, associated with Irwin Allen and Fox in ABC Swiss Family Robinson series being produced at Fox, that debuts this fall, is also executive producer in Wolper Organization’s bicentennial The American Spirit for ABC as well as involved in several other Wolper pilots and prospective series. Mr. Rush is also preparing series of children’s specials for CBS involving Salzburg Marionette Theatre.

Simultaneous OK. Communications Properties Inc., owner of radio networks in Texas—Continental News Service and Texas State Network—has been granted waiver of FCC rule banning simultaneous network radio programming. CPI asked for waiver in connection with CNS agricultural program which is transmitted to CNS affiliates at 6 a.m. daily. CPI also sought waiver to permit stations in same market to carry 20 Dallas Cowboy football games at same time as other affiliates carry delayed CNS broadcasts.

Bay city business. Bay Film Associates, San Francisco, producer of TV news, public service, industrial, documentary and educational films, has been organized, with Roy Healey, former news director of KRON-TV there, as president. 635 Potrero Avenue, San Francisco 94110. Telephone: (415) 826-5250.

All over. American International Television, Los Angeles, has announced it is distributing series of six, one-hour musical specials beginning this fall. Series, International Entertainment Festival, was produced in Paris, Vienna, Amsterdam, Munich, Tel Aviv and Madrid, with such guides as Senia Berger and Juliette Greco.

More with Paramount. New Hope Productions, headed by Lorraine Gary Sheinberg, wife of MCA President Sidney Sheinberg, has set joint venture with Paramount Television to do prime-time series for ABC. Firm is also down for two-hour documentary on Golda Meier, former prime minister of Israel, for CBS, and 90-minute “Fat Farm” movie of week for NBC.

Signs with H-B. Harry S. Ackerman, veteran TV producer, has signed agreement with Hanna-Barbera Productions to work on development of nighttime and Saturday morning network TV and movies for theatrical release.

Bonanza market. National Telefilm Associates, Los Angeles, announces five new sales of Bonanza, bringing total to 143 markets. New stations are KATC(TV) Lafayette, La.; KTSB(TV) Topeka, Kan.; WTVG(TV) Terre Haute, Ind., and KTVN-TV Austin, Tex.

Mouths of babes. O’Connor Creative Services, Hollywood-based producer and syndicator of radio program features, has acquired exclusive rights to Art Linkletter’s Link’s Little Ones five-minute distillation of best and most humorous moments from House Party TV and radio shows with youngsters between 4 and 6 years of age. O’Connor is offering 260 episodes for five-days-a-week program, with second 260 to be produced later.

No shock. Twenty-five Florida television stations report favorable response to airing of breast cancer TV spot produced by Doug Duperrault, program director, WPLA-TV Tampa, in cooperation with Florida division of American Cancer Society. Sixty-second message uses live model who exposes breast to demonstrate self-examination procedure. Some stations play spot in late evening times, others during daytime programs with predominantly adult female audience.


‘Bicentennial Seniors’ program. American Revolution Bicentennial Administration has recognized national competition for high school students in conjunction with CBS-TV in which two applicants from each state and District of Columbia will attend Williamsburg, Va., symposium and write copy to be broadcast on CBS’s Bicentennial Minutes feature.
NFL Films expands, names syndicator

NFL Films, New York, is broadening its services this football season to three television networks and local stations. The organization has contracted with B. R. Syndication, New York, to sell and distribute NFL Films’ three chief syndicated programs: NFL Game of the Week (now sold to 120 stations) and NFL Action ’75 (110 stations), both half-hour series, and This is the NFL (a retitled This Week in the NFL), hour-long program sold to 110 stations.

NFL Films will distribute directly to stations a series of humorous short subjects entitled Football Follies, patterned on the shorts occasionally featured on The Tonight Show. Subscribing stations will receive 18 weeks of Follies; already lined up are the five ABC-owned television stations and KMOX-TV St. Louis.

NFL Films will continue to produce weekly Monday night highlights of the previous day’s National Football League contests for ABC, and will once again handle pregame and half-time features for CBS. NBC has planned a new half-hour pregame series for its NFL coverage, to be entitled Grandstand, for which NFL Films will provide a number of news and feature services, including several nostalgia pieces.

The organization will also supply special footage to local stations representing roughly half of the league’s teams, to be used as part of coaches’ or quarterbacks shows in those cities (such as Chuck Knox’s show for the Los Angeles Rams). Local teams will also receive weekly promotional film footage for distribution to local stations or organizations.

Working with the league and various service organizations, NFL Films will again provide footage for public service announcements to run during NFL games. Among the spots aired last season were campaigns for the United Way and for the Council on Drug Abuse.

Two series, NFL Game of the Week and This is the NFL, will be distributed worldwide by NFL Films, to U.S. military bases, overseas corporations, and for regular broadcast on stations in two Japanese cities.

Mutual waiver for football

The FCC will allow stations in the same market to carry this fall simultaneous broadcasts by Mutual Broadcasting of separate football games and news reports by the Mutual network or its black-oriented Mutual Reports. Mutual had sought the waiver for its carriage of black college football games and Notre Dame and other National Collegiate Athletic Association games and its news reports. The commission last year had granted a similar Mutual request only for the football broadcasts. The commission said there was little danger of abuse of the dual network rules.

Cablecasting

MDS and pay TV: complement or competitor to the cables?

A junior service begins to be felt in subscription-TV distribution

Most point distribution service now figures in the delivery systems by which one of every six pay television subscribers gets subscription programming. Sometimes MDS provides the direct link-up to individual subscriber homes, and sometimes it is used to distribute programming from the program source to cable headends. Either way it accounts for some 40,000-to-50,000 subscribers, about a fifth of them hooked into master antenna TV systems.

The MDS incursion into pay TV has come in the two-and-a-half years since MDS stations were first licensed by the FCC, generally on the premise of providing business communication services.

Whether MDS is a rival complement to regular cable operations depends on how an operator views MDS’s technical ability to transmit a multidirectional line-of-sight signal that can be received up to 25-30 miles away by a parabolic antenna.

Profitable programming begins with Automated Systems from SMC

Make the most profit possible. Automate with a complete system from SMC—world’s largest maker of broadcast automation equipment.

Choose from digital or sequential systems, or a customized system built and designed to meet your specific needs to help you realize more profit plus greater format control.

SMC can help you plan and finance an automated system that fits your budget and operation. SMC also has information on every major music format. Phone us today—or return the coupon below.

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YES! I want to profit through automation.
Send complete information and have your Representative call me.

Name
Station
Address
Zip
Phone

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MDS is “just another carrier,” said John Barrington of Home Box Office Inc. It fits in with phone lines, satellites and the community antenna relay service. The real significance of MDS, said Mr. Barrington, is that it can feed programing to large cities without the extensive cost of underground cabling and presents a “clever way to inch into a cable franchise” by starting a pay service and later building out to include a total cable system.

Other cable operators are not so sure. Some see MDS with the potential of skimming from cable in major markets. If pay movies are the real selling point for cable operators in the large cities, these operators suggested, once MDS keeps a program supplier to penetrate such a market there will be no audience left for a potential cable operator.

Mark Foster, president of Micoband National Systems Inc., doesn’t see MDS as a competitor to pay cable. The “main thrust is tracking where there is likely to be no cable,” he suggested. MDS is instead a “complement” to extend pay TV operations into the large markets that have been too expensive to wire, explained Mr. Foster. Additionally, it’s useful outside the large cities where it might provide interconnection between multiple numbers of headends, Mr. Foster pointed out. In short, MDS can make pay television work in cities that were not viable before, concluded Mr. Foster.

Chicago, which is the only major U.S. city that bans cable television, could be a case in point. William P. Rosensohn, president of Video Entertainment Inc., has announced plans to begin broadcasting, via MDS, the Channel Xtra pay movie format to high-density apartments, condominiums and hotels. Premiere service is scheduled for later this month at a “fully rented” 1,150-unit apartment complex. “Our nondependence on the cable will make Channel Xtra more economical to operate,” Mr. Rosensohn announced, noting the Chicago monthly subscriber fee will be lower.

Marsh Carpenter, director of business development at American Cable TV, Phoenix, said his company plans to initiate pay TV service in the fourth quarter of this year with Microband National’s product distributed via MDS to Central Arizona cable systems. American Cable, explained Carpenter, believes MDS, as a means to provide quality programming from a central point to various headends and reach “aggregate households” that are not connected to cable.

Among cable outfits that are using MDS distribution are Theta Cable of California, which has a joint venture with Microband Corp. to carry its pay channel “Z” into noncabled areas (BROADCASTING, July 7), and Cox Cable which just announced plans to enter 12 cities with its own pay service distributed by Microband (BROADCASTING, Aug. 4). Home Box Office Inc. relies on MDS to distribute its programing in the Philadelphia and neighboring New Jersey, Delaware and Maryland areas. (BROADCASTING, July 14).

There are currently 14 licensed MDS stations with 60 more under construction and approximately 460 applications still pending. Many of those applications are mutually exclusive as there are only two available MDS channels in the top-50 markets.

Micoband Corp. has the largest number of markets at present with licenses for Milwaukee, Washington, New York, St. Louis, Miami, Pittsburgh and Minneapolis. Construction permits have been issued and applications are on file for joint ventures with other companies in Indianapolis; Norfolk, Va.; Denver; Seattle; Portland, Ore.; Hartford, Conn.; Atlanta; Phoenix; Cleveland, and Dayton and Akron, Ohio.

Micro-TV Inc. operates an MDS station in the Philadelphia area. Multi-Point Communications will provide service to Video Entertainment Corp. in Chicago. Taft Broadcasting has licenses for Houston, Dallas and Fort Worth; Tekkom Corp. has an MDS facility in Las Vegas, and Chicago Communications Service operates a video-only MDS service at Urbana, Ill.

**Smaller Cox systems to use HBO for pay**

Harris says limited size makes outside programming more feasible

Cable television systems throughout large areas of the West are said to be violating federal law daily, and the FCC last week warned them the situation could get more serious.

Cox Cable Communications has announced plans to affiliate eight of its cable TV systems with Home Box Office Inc.'s pay-TV network. The move is a departure from Cox's established practice of providing its own pay-cable package rather than relying on an MDS channel to carry it.

According to Cox Cable President Henry Harris, the decision to go with HBO in the eight cases made sense because of location and size. Six of the eight—Burlington and Rutland, both Vermont; North Adams, Mass.; Hartford, Conn., and Lewistown and Lock Haven, both in Pennsylvania—will receive HBO programing via microwave routes already set up to serve the Northeast, thus resulting in a savings over the costs for a Cox-initiated pay service. The other two systems concerned—Saginaw, Mich., and Lubbock, Tex.—involve under 12,000 subscribers. The issue between marketting the Cox pay service or the HBO package, said Mr. Harris, is more profitable to utilize an outside programing package.

The New England systems involved in the HBO arrangement are expected to begin providing subscription TV this fall, while the Pennsylvania systems will start next spring. Also next spring, the Saginaw and Lubbock systems are to begin HBO service, which will be sent via HBO's satellite network to an earth station located at the two sites.

-Cox's pay programing format is entirely movies, unlike HBO's mixed movie, sports and special events package. Cox now has pay cable operations on its systems in San Diego and Santa Barbara, Calif., and Davenport, Bettendorf, Moline, East Moline and Silvis; all Iowa.

The eight Cox cable systems that will be receiving HBO programming account for approximately 94,500 subscribers total. HBO currently reaches about 150,000 subscribers.

**Cigarette ban comes back to haunt border cable systems**

ST accuses Western systems of carrying illegal cigarette ads by transmission of over-border signals; problem arises from ST's opposition to cable applications

Cable television systems throughout large areas of the West are said to be violating federal law daily, and the FCC last week warned them the situation could get more serious.

Spanish International Communications Corp., licensee of three Spanish language UHF stations in California and Texas and owner of a company with a construction permit for a UHF in Corpus Christi, Tex., made the charge and requested the action in a letter to FCC General Counsel Ashton Hardy.

Spanish International says the 1969 law banning cigarette advertising on broadcast stations applies to any medium of electronic communication subject to FCC jurisdiction, including cable systems. Yet, it says, “many U.S. cable television systems—however unwittingly are carrying cigarette commercials in contravention of federal statute” in relaying signals from Mexican stations which are free to carry cigarette commercials.

Accordingly Spanish International says the commission should issue an inquiry to determine which cable systems are carrying cigarette advertising on the Mexican signals they import, and then issue an order banning the carriage of such advertising, pending a hearing to determine whether the carriage of such signals violates federal law.”

The letter to the FCC general counsel is an outgrowth of Spanish International’s opposition to the applications by three cable systems in the California area and three in the Corpus Christi area for certificates of compliance. Spanish International claimed the systems would import Mexican signals carrying program material that federal law denies to U.S. stations, including cigarette advertising.

However, five of the systems have now received their certificates. One, in the Corpus Christi area, is still awaiting commission action on its application. The com-

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mission, rejecting Spanish Internation’s opposition to a system in Riverside, Calif., said that no proof of violation of law had been offered.

In its letter last week, Spanish International provided three affidavits by persons who say they are fluent in Spanish, including one who is an employee of Spanish International, asserting that Valley Cable TV System in Brownsville, Tex., relays signals of Mexican stations carrying cigarette commercials.

Spanish International in its letter to the commission said that “all recently granted, pending and future proposals by U.S. cable systems to carry Mexican signals,” should be withheld or, “where necessary,” voided by the commission pending a hearing to determine what procedures cable systems should adopt “to ensure that Mexican programming inconsistent with U.S. laws and commission policies is not carried.”

Spanish International mentioned specifically the systems whose CAC applications it has opposed—Athena Cablevision, Corpus Christi; Kingsville Cable Television Corp., in Kingsville and Bishop, both Texas; Riverside Cable TV Inc., Riverside, Calif.; United Cablevision Inc., Loma Linda, Calif.; International Cable TV Corp., Rialto, Calif. Athena’s application is still pending. The commission has affirmed Cable Television Bureau actions granting certificates to the California systems, while bureau grants to the remaining systems in Kingston and Bishop are still on appeal to the commission.

Spanish International’s stations are KMEX-TV Los Angeles and KEVT(TV) Hanford, both California, and KWX-TE San Antonio. Its Telecorpus Inc. is the permittee of Athena’s Corpus Christi, which is not yet on the air.

It hasn’t ended in Naples

Community Cable Corp., CATV operator in Naples, N.Y., has been given a two week reprieve from the New York State Cable Commission’s order to cease operations by Aug. 1 (Broadcasting, Aug. 4). The Naples village board has requested that the state commission allow Community Cable to continue operations for nine months, while the village seeks a new franchise.

The commission instead extended the cut-off date to Aug. 14 under a provision of its rules that allows a 20-day period in which petitions for reconsideration can be filed. As yet, no such request has been filed by the cable system and the commission has not acted on the longer nine-month extension sought by the village.

Out of the trenches

Pacific Gas & Electric Co. has decided to go along with the California Cable Television Association’s formula for determining joint trenching rates. The change came about after private negotiations between cable operators and PG&E, and state senate hearings that are addressed to the twin issues of pole attachment rates and joint trenching charges.

PG&E previously had allocated trenching charges on the basis of the number of parties using a trench. Cable operators, however, felt that formula was unfair, since it did not reflect the proportional needs of each party. Cable needs only a six-inch-by-20-inch trench, said Spencer Kaitz, associate general counsel for the California Cable Association, while PG&E digs a more costly 18-inch-by-44-inch trench to accommodate its needs. The new joint trenching formula agreed to by PG&E will be based on an analysis identifying each party’s proportionate use of the trench.

NAB raises danger signal over cable ad substitution

Competition would be unfair to radio, says association in filing at FCC opposing waiver request

Small market radio would be the ultimate loser, warned the National Association of Broadcasters, if the FCC allows cable operators to substitute local advertisements for those originally in retransmitted television programming.

That warning was issued to the FCC in

yes, Virginia Knauer, I want HELP

Send my radio station your weekly 4-minute public service features about consumer information. I’ll expect your next package of 13 programs to arrive by October 1.
the form of an opposition to KTV Spot Sales Inc.'s request for waiver to permit an agreement with several Los Angeles inde-
pendent TV stations for KTV to substitute
local commercials in programs relayed by
cable to Eagle Mountain, Calif., in place of
those broadcast by the Los Angeles sta-
tions. Involved are American Pacific Co.,
Eagle Mountain CATV operator, and
KLTA(TV), KHJ-TV, KTTV(TV) and KCOP(TV),
KTV's rivals. For the proceeds from the
inserted local advertisements to be
shared by KTV, the cable system and the
respective television stations.
NAB submitted that the competition for
local revenues resulting in the KTV pro-
sal would have a "disastrous impact"
and last week's "imposing
upon radio's ability to obtain necessary
financial support. A community that
cannot
support both radio and TV in the first
place, said NAB, can no better afford the
fragmentation of potential advertisers
caused under the KTV proposal. Local
radio stations would be forced into "direct
competition" with the imported major
market television stations for "already
scarce" advertising revenues, said NAB.
At the "very least", the FCC should
embark on a "full-fledged inquiry" into the
broader effects of such a proposal, 
contended the NAB, if it will not dismiss
the waiver request outright.

**FCC wants room
to maneuver on nonduplication**

Some "significantly viewed"
distant signals may not be
blocked out under new proposal

The FCC has issued a notice of proposed
rulemaking aimed at affording itself some
flexibility in the administration of rules re-
quiring cable systems to delete network
programs from distant stations that dupli-
cate programing of local stations. The
notice suggests that significantly viewed
signals, as determined by audience sur-
vveys, be exempt.
The commission, in April, adopted
rules assuring stations nonduplication
within a 35-mile zone in major markets,
and within a 55-mile zone in smaller
markets. But at the same time, the com-
mission said there could be situations in
which significantly viewed signals should
not be blocked out.

The further notice of rulemaking issued
last week suggested that the nondupli-
cation rule not apply to a station that was sig-
nificantly viewed in the cable community
and had a share of total viewing hours in
cable homes that was at least equal to
the share of the station being protected.
Specifically, the commission said it felt
the more distant signal should have a
viewing share of at least 3% share in the
cable community to be exempt. The com-
mission said it did not believe a station
with less than 3% share should be exempt
even if the local station were also lightly
viewed.

However, the commission asked for
comments on what other audience-viewing
standards might be used in determin-
ing which stations should be exempt from
the nonduplication rule.
The commission said it favored the
viewing share method because it felt it
would be easy to administer and would
give clear-cut results. But it said it recog-
nized that for stations whose signals
televiewing signals might also be used as
a standard for determining whether a dis-
tant station should be exempt. The stan-
dards would determine whether the dis-
tant station provided a signal that ex-
ceeded or was comparable in quality to
that of the local station.

Accordingly, the commission invited
comments on that method as well as the
viewing share proposal. Comments are
due Sept. 22; replies by Oct. 7.

**Cable briefs**

**Measure for measure.** FCC has decided to
ask for comments on proposed rule that
would establish audience measurement as
standard for determining when cable
system need not block out signal of distant
station. Under proposal, system would be
able to carry distant station if its share of
audience was as large as that of local sta-
tion carrying same program. As alterna-
tive, commission is asking for comment on
whether viewability should be deter-
mind on basis of signal strength mea-
surements ("Closed Circuit," July 28).

**Earth station to go.** Scientific-Atlanta has
received from order from American
Television & Communications for earth
stations to be installed at Jackson, Miss.
and Orlando, Fla. AT&C has not yet
received FCC approval for site, but com-
mision ruling (BROADCASTING, Aug. 4)
allows equipment procurement before ap-
lication approval at cable company's risk.

**Order is second.** That ordered at Sat.
cable operator-USA-Columbia Cable-
vision first.

**Becker loan.** Becker Communications As-
ociates has closed $600,000 senior
secured loan, due 1985, to Saratoga Cable
TV Company Inc. Proceeds from loan will
be used to construct and operate CATV
system in Saratoga Springs, N.Y.

**Satellite prospects.** Talk continues about
Telemation Program Services Inc. and
Optical Systems Inc. entering pay cable
satellite networking operations. Specifics
have not yet been worked out, as both
companies are engaged in tariff nego-
tiations with RCA and Western Union.
Both companies are looking at alternative
programing, along with movies and sports
for possible distribution.

**Stripper.** Bionder-Tongue Laboratories
Inc., Old Bridge, N.J., has made available
series of coaxial cable stripping tools for
preparing cables for connectors in less
than 15 seconds. Cut dimensions are ac-
curate within 20/100ths of inch, accord-
ing to B-T.

**Equipment & Engineering**

From India to Alaska
TV via satellites helps
make world brighter

NASA's instructional satellite
make health and educational
programs available to remote
areas and does research as well

Television via U.S. satellite has been in-
troduced to some 2,400 villages in India—
a country that is served by conventional
TV facilities in only four cities. The ex-
pansion of television service is the result of
the National Aeronautics and Space
Administration's "Satellite Instructional
Television Experiment" carried out via
NASA's ATS-6 satellite, now positioned
some 23,000 miles above the equator at
the eastern edge of Lake Victoria in East
Africa. The Indian government is provid-
ing 400 ground receiving terminals and the
programming which centers on health, agri-
cultural, news and educational offerings.
The project began Aug. 1 and will run for
a year, using four hours of satellite time a
day.

Next summer, the satellite will return to
an orbit in the Western Hemisphere for
experimental service projects directed to
areas in the United States. NASA is cur-
rently receiving proposals on what kind of
project to undertake, with most proposals
similar to the year-long project completed
last May where educational TV was pro-
vided to schools in remote sections of the
Rocky Mountains and Appalachian areas.
Medical services via television had also
been provided to clinics in Alaska as part
of the 1974-75 experimental project. Both
projects were joint efforts by NASA and
the Department of Health, Education and
Welfare.

Since NASA's role in providing these
services is "experimental", whatever new
project that evolves will be somewhat
different than the program just completed.
If the Rocky Mountain or Appalachian
areas finds an ongoing need for the type of
service that has been provided, explained a
NASA spokesman, then a private domestic
satellite firm will have to be con-
tracted.

The ATS-6 satellite was launched in
May 1974 and has an expected life of 5-6
years. The $200 million satellite is oper-
ated from NASA's Goddard Space Flight
Center, Greenbelt, Md., and is geared for
pioneering various educational and public
service applications for television.

While the satellite is serving India, it is
also being used for nearly 20 other
research tasks including ship and aircraft
navigation and studying the effects of
weather on radio and TV signals.

**Technical briefs**

S-A growth. Scientific-Atlanta Inc., Atlan-
ta-based telecommunications and satellite
equipment manufacturer, plans to expand
other international
chore, between
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These are the top songs in air-play popularity in two categories on U.S. radio, as reported to Broadcasting by a nationwide sample of stations. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears. A (4) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

### Country

<table>
<thead>
<tr>
<th>Rank</th>
<th>Artist - Title</th>
<th>Duration</th>
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<tbody>
<tr>
<td>1</td>
<td>Feinless' - (3:00)</td>
<td>(3:00)</td>
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<tr>
<td>2</td>
<td>Conway Twitty &amp; Loretta Lynn - (3:18)</td>
<td>(3:18)</td>
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<td>3</td>
<td>Glen Campbell - (2:47)</td>
<td>(2:47)</td>
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<tr>
<td>4</td>
<td>Rhinestone Cowboy - (3:04)</td>
<td>(3:04)</td>
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<tr>
<td>5</td>
<td>Barry Manilow &amp; MCA - (3:39)</td>
<td>(3:39)</td>
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<tr>
<td>6</td>
<td>Love Me - RCA - (3:47)</td>
<td>(3:47)</td>
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<tr>
<td>7</td>
<td>Bette Midler - (3:59)</td>
<td>(3:59)</td>
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<tr>
<td>8</td>
<td>Love Story - (3:59)</td>
<td>(3:59)</td>
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<tr>
<td>9</td>
<td>Billboard - (3:59)</td>
<td>(3:59)</td>
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<tr>
<td>10</td>
<td>Bring Me Home - (3:59)</td>
<td>(3:59)</td>
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### Contemporary

<table>
<thead>
<tr>
<th>Rank</th>
<th>Artist - Title</th>
<th>Duration</th>
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<tbody>
<tr>
<td>1</td>
<td>You Are So Beautiful - (2:50)</td>
<td>(2:50)</td>
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<tr>
<td>2</td>
<td>Paul Anka - (3:00)</td>
<td>(3:00)</td>
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<tr>
<td>3</td>
<td>The Osmonds - (3:00)</td>
<td>(3:00)</td>
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<tr>
<td>4</td>
<td>Rainbow Connection - (2:45)</td>
<td>(2:45)</td>
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<tr>
<td>5</td>
<td>Help Me Rhonda - (2:45)</td>
<td>(2:45)</td>
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<tr>
<td>6</td>
<td>Johnny Rivers - (2:45)</td>
<td>(2:45)</td>
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<tr>
<td>7</td>
<td>Solitaire - (2:45)</td>
<td>(2:45)</td>
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<tr>
<td>8</td>
<td>Take Me in Your Arms (Rock Me) - (2:45)</td>
<td>(2:45)</td>
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<tr>
<td>9</td>
<td>Doo-Wop Brothers - (2:45)</td>
<td>(2:45)</td>
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<tr>
<td>10</td>
<td>Those Were the Days - (2:45)</td>
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<tr>
<td>1</td>
<td>You Are So Beautiful - (2:50)</td>
<td>(2:50)</td>
</tr>
<tr>
<td>2</td>
<td>Paul Anka - (3:00)</td>
<td>(3:00)</td>
</tr>
<tr>
<td>3</td>
<td>The Osmonds - (3:00)</td>
<td>(3:00)</td>
</tr>
<tr>
<td>4</td>
<td>Rainbow Connection - (2:45)</td>
<td>(2:45)</td>
</tr>
<tr>
<td>5</td>
<td>Help Me Rhonda - (2:45)</td>
<td>(2:45)</td>
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<tr>
<td>6</td>
<td>Johnny Rivers - (2:45)</td>
<td>(2:45)</td>
</tr>
<tr>
<td>7</td>
<td>Solitaire - (2:45)</td>
<td>(2:45)</td>
</tr>
<tr>
<td>8</td>
<td>Take Me in Your Arms (Rock Me) - (2:45)</td>
<td>(2:45)</td>
</tr>
<tr>
<td>9</td>
<td>Doo-Wop Brothers - (2:45)</td>
<td>(2:45)</td>
</tr>
<tr>
<td>10</td>
<td>Those Were the Days - (2:45)</td>
<td>(2:45)</td>
</tr>
</tbody>
</table>
The Sundance Kit.

A revolutionary new idea in the marketing of total broadcast production services.

* One-time low cost.
* Yours to use forever...
  Exclusively... in your market.
* The Best of Everything...

Station ID's, Multi-Media Campaigns, Concepts, Production Music Service, MOOG effects.

If you haven't received yours, write or call...
just ask for "The Sundance Kit."

4631 INSURANCE LANE
DALLAS, TEXAS, 75205
(214) 528-2660
**Finance**

Teleprompter decline stemmed in first half

Revenues are up 18%; rate of loss drops 5% from last year

Teleprompter Corp., New York, has reported that its revenues for the first six months of 1975 increased 18% to $46,010,000, while its net loss declined 5% from year ago levels to $2,911,000. Earnings before deprecation, amortization, via satellite will be filed shortly with the FCC, and that when the stations are in place, which it expects in 1976, Teleprompter will be able to offer pay-cable service to 800,000 of its subscribers.

**Cable**

James A. Landon, VP-planning and research, Cox Broadcasting Corp., Atlanta, elected executive VP of Cox Data Systems, Atlanta, wholly owned subsidiary. Robert P. Sieber, in research department, CBC, named director of research. Tommy W. Drum, director of management information systems, National Service Industries Inc., Atlanta, named VP of CATV and general services, Cox Data Systems.

**Equipment & Engineering**

William Kramer, head of State of Florida Video Tape Duplication Center, Tallahassee, named chief engineer, WEXX-TV Petersburg, Va.

William H. Nott, development engineer, GTE Sylvania, New York, named project engineer, Conrac Video Products, Covina, Calif.

Lee Young, chief engineer, WSRFAM-AM-WQHFM Fori Lauderdale, Fla., named chief engineer, noncommercial WJTC-FM Jacksonville, Fla.

**Allied Fields**

Chester Neumowicz and Lenore C. Ehrig, FCC administrative law judges, named chief and assistant chief administrative law judges, respectively. They succeed retired Arthur Gladstone and Jay Kyle (Broadcasting, July 21). Thomas P. Campbell, budget analyst, financial management division, FCC named acting chief of division and chief of division’s budget branch, succeeding Richard F. Solan, retired.

Malcolm C. Klein, president of American Song Festival, has resigned to re-establish his management consultancy firm, Malcolm C. Klein and Associates, Los Angeles.

James L. Loper, president and general manager of noncommercial KCMV Los Angeles, named chairman, board of visitors, Annenberg School of Communications, University of Southern California, Los Angeles.

John J. McMahon, VP of television program-
<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Wed Aug 6</th>
<th>Closing Wed July 30</th>
<th>% change in week</th>
<th>High 1974-75</th>
<th>Low 1974-75</th>
<th>P/E ratio</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
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<td>0.00</td>
<td>1 7/8</td>
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**Total:** 370,828 7,733,606
Electronic/Manufacturing

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<th>Closing July 30</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>1974-75 High</th>
<th>1974-75 Low</th>
<th>P/E ratio</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
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<td>MARVIN JOHNSON</td>
<td>WRW</td>
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<td>6/5</td>
<td>7/9</td>
<td>1/4</td>
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<td>MVL</td>
<td>A</td>
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<td>1/2</td>
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<td>8.33</td>
<td>1/3</td>
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<td>J. WALTER THOMPSON</td>
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<td>1/8</td>
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<td>175</td>
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**TOTAL** 55,439 787,661

**Philosophy:**

1. **American Stock Exchange**: Stocks are priced by the New York Stock Exchange.
2. **Midwest Stock Exchange**: National Association of Securities Dealers.
4. **Over-the-counter** (bid price shown): NASDAQ.
5. **Pacific Coast Stock Exchange**: National Association of Securities Dealers.

**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>Per Share</th>
<th>Year Earlier</th>
<th>Net Income</th>
<th>Per Share</th>
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<td>ABC, Inc.</td>
<td>6 mo, 6/28</td>
<td>508,239,000</td>
<td>+28.0%</td>
<td>20,665,000</td>
<td>+24.8%</td>
<td>12.0</td>
<td>481,791,000 27,474,000 1.83</td>
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<td>American TV &amp; Communications</td>
<td>6 mo, 6/30</td>
<td>337,100,000</td>
<td>+26.0%</td>
<td>2,700,000</td>
<td>+30.0%</td>
<td>0.61</td>
<td>26,731,723 1,902,145 0.48</td>
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<tr>
<td>Cablecom-General</td>
<td>6 mo, 6/31</td>
<td>10,915,856</td>
<td>+7.2%</td>
<td>1,071,857</td>
<td>+48.8</td>
<td>-42</td>
<td>10,177,339 351,217 0.14</td>
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<tr>
<td>Capital Cities Communications</td>
<td>6 mo, 6/30</td>
<td>84,504,000</td>
<td>+29.0%</td>
<td>12,218,000</td>
<td>+14.0%</td>
<td>1.58</td>
<td>65,511,000 10,733,000 1.39</td>
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<tr>
<td>Cohu Inc.</td>
<td>6 mo, 6/30</td>
<td>7,371,888</td>
<td>-11.5%</td>
<td>178,882</td>
<td>-29.2%</td>
<td>0.11</td>
<td>8,234,077 282,285 1.76</td>
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<tr>
<td>Concast Corp.</td>
<td>6 mo, 6/30</td>
<td>42,963,000</td>
<td>+4.4%</td>
<td>1,610,000</td>
<td>+3.4%</td>
<td>1.20</td>
<td>41,433,000 1,556,000 1.17</td>
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<td>Cox Broadcasting</td>
<td>6 mo, 6/30</td>
<td>53,117,000</td>
<td>+7.0%</td>
<td>6,757,000</td>
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<td>1.16</td>
<td>46,599,000 5,674,000 1.24</td>
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<tr>
<td>Interpublic Group</td>
<td>6 mo, 6/30</td>
<td>83,802,000</td>
<td>+13.8%</td>
<td>4,012,000</td>
<td>+21.7%</td>
<td>1.75</td>
<td>73,846,000 2,397,000 1.29</td>
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<td>Media General</td>
<td>6 mo, 6/30</td>
<td>83,508,000</td>
<td>+19.0%</td>
<td>6,708,000</td>
<td>+52.0%</td>
<td>1.86</td>
<td>70,189,000 4,111,000 1.23</td>
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<td>(Service)</td>
<td>6 mo, 6/30</td>
<td>1,529,000,000</td>
<td>+6.8%</td>
<td>124,000,000</td>
<td>-19.8%</td>
<td>1.09</td>
<td>1,431,000,000 154,800,000 1.07</td>
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<tr>
<td>Motorola</td>
<td>6 mo, 6/30</td>
<td>648,725,007</td>
<td>-6.5%</td>
<td>19,359,672</td>
<td>-54.6%</td>
<td>-56.8</td>
<td>693,380,700 42,476,024 1.51</td>
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<td>Oak Industries</td>
<td>6 mo, 6/30</td>
<td>53,189,282</td>
<td>-32.3%</td>
<td>643,465</td>
<td>-56.6%</td>
<td>0.17</td>
<td>68,438,286 3,062,350 1.76</td>
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<td>Reeves Telecommunications</td>
<td>6 mo, 6/30</td>
<td>3,376,541</td>
<td>-7.8%</td>
<td>172,378</td>
<td>-39.2%</td>
<td>0.07</td>
<td>3,861,273 291,038 0.12</td>
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<td>Rockwell International</td>
<td>6 mo, 6/30</td>
<td>3,848,000,000</td>
<td>+17.0%</td>
<td>70,000,000</td>
<td>+13.8%</td>
<td>2.05</td>
<td>3,168,000,000 100,800,000 3.27</td>
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<td>Rollins Inc.</td>
<td>6 mo, 6/30</td>
<td>213,343,000</td>
<td>+10.0%</td>
<td>18,089,000</td>
<td>+4.6%</td>
<td>1.42</td>
<td>193,977,000 9,850,000 1.26</td>
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<td>6 mo, 6/30</td>
<td>402,189,000</td>
<td>+14.2%</td>
<td>70,000,000</td>
<td>+10.5%</td>
<td>1.31</td>
<td>351,989,000 64,142,000 1.18</td>
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<td>54,352,000</td>
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<td>8,827,000</td>
<td>+5.5%</td>
<td>1.49</td>
<td>51,889,000 6,478,000 1.36</td>
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<tr>
<td>Teleprompter Corporation</td>
<td>6 mo, 6/30</td>
<td>46,010,000</td>
<td>+18.2%</td>
<td>2,910,000</td>
<td>-18 %</td>
<td>(1.18)</td>
<td>38,893,000 (3,051,000) (0.15)</td>
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<td>Twentieth Century-Fox</td>
<td>6 mo, 6/30</td>
<td>168,150,000</td>
<td>+36.8%</td>
<td>12,381,000</td>
<td>+62.8%</td>
<td>1.52</td>
<td>122,901,000 3,325,000 0.40</td>
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<td>Warner Communications</td>
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<td>325,968,000</td>
<td>-7.6%</td>
<td>7,629,000</td>
<td>-5.1%</td>
<td>1.62</td>
<td>352,864,000 29,048,000 1.52</td>
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<td>Washington Post Co.</td>
<td>6 mos ending 1/26/75</td>
<td>151,587,000</td>
<td>+13.0%</td>
<td>5,433,000</td>
<td>+22.0%</td>
<td>1.14</td>
<td>134,105,000 6,980,000 1.48</td>
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</table>

1. **After deduction of $205,000 in second quarter and $410,000 in the six months for amortization of intangibles.**
2. **Per-share earnings this year higher than last year because of number of shares outstanding declined significantly, due to company's stock purchase program.**
3. **Change too great to be meaningful.**
**Media**


Jay E. Gerber, assistant general attorney, NBC, New York, named assistant general counsel. Earl J. McHugh, partner in New York law firm, Reid and Priest, named assistant general counsel, NBC.

H. Stewart Corbett Jr., VP-subsidiary operations, Cox Broadcasting Corp., Atlanta, elected VP-corporate development in series of executive changes previously announced (Broadcasting, Aug. 4).

Mary-Jane Raphael, account executive in Eastern sales division of ABC Television Network, named to new post of director of communications/administration of network, responsible for administrative functions and for coordination of communications among network departments and outside organizations.

William E. Wuorch, VP-general manager, WLTKitV(C) Cincinnati, named to same post, WJR-TV Flint, Mich.


C. B. (Rik) Rogers, sales manager, WPOA-AM-FM Atlanta, named general manager.

John Perrin, administrator, operating budgets, program business office, Burbank, Calif., named manager, business affairs, network administration for West Coast, NBC Television Network.

Leonard M. Roos, program attorney, ABC Entertainment, Los Angeles, named associate director of contracts, ABC-TV, Los Angeles.

Kathleen Brown, office manager, WKLQ(AM) Louisville, Ky., division of Great Trails Broadcasting Corp., selected VP.


Hugh Del Regno, controller and general executive, KFIV-TV Los Angeles, named director of business affairs, KTTV(AM) Los Angeles.

Bob Pittman, assistant program director and music coordinator, WMAQ(AM) Chicago, named operations manager.

Clayton C. Steffensen, manager, accounting, NBC-TV Los Angeles, appointed manager, program budgets and financial administration.

Sandra Siaman, news staff, WKVY-TV Cleveland, named coordinator of press information.

Mike Gable, promotion manager, WDBI(AM) Miami, named to same post, WINZI Miami.

Terry Milligan, programming assistant, WMYQ(AM) Miami, named to additional duties as promotion director.

Susan M. Eckert, editor of Brockport (N.Y.) Post, named promotion coordinator, WXRT-FM Rochester, N.Y.

Brooks Henderson, announcer for 41 years, KSIA-FM-AM Minneapolis, retires to freelance in broadcasting.


**Broadcast Advertising**

Raymond E. Janz, national sales coordinator, KSAT-TV San Antonio, Tex., named general sales manager, WJAR-TV Providence, R.I. Both are Outlet Broadcasting stations.

James R. Kelly, VP-account executive, Blair Television's ABC Station sales, New York, named VP and manager, Blair's newly formed Spot Development division there. He will be succeeded by Frank Delmarco, formerly with Katz Television.

Gary Popkins, VP-sales, WDBI(AM) Memphis, VP-sales, named general sales manager, WIFE(AM) Indianapolis.

Mark Davison, account executive, WWJ-AM-FM Detroit, named national sales manager.

Noel Berke, VP and creative director, Cunningham & Walsh, New York, named VP and associate creative director of D'Arcy-MacManus & Masius, New York.

Richard A. Garvey, executive creative director and senior VP, Post-Keyes-Gardner Chicago, named executive VP and director of creative services division, Hoffman, York, Baker & Johnson, Milwaukee.

John Cole, VP and director of media buying and communications, Needham, Harper & Steers, Chicago, named associate media director and operations manager, Post-Keyes-Gardner, Chicago.

Cal Arnold, sales representative, WJGIS(AM) Little Rock, Ark., named local sales manager of affiliated KKKK(FM) there.

G. Allen Lumeyers, sales consultant, WGIR(AM) Cleveland, named local sales manager.


Sanford S. Lapp, network TV supervisor at Ketchum, MacLeod & Grove, New York, named senior television program supervisor at McCann-Erickson, New York.

Robert Craig, sales manager, WSET-TV Saginaw, Mich., named general sales manager, WMS-TV Jackson, Fla. Both are Rust Craft stations.

Ronald E. Gray, in sales, KMKF(AM) Dallas, named sales manager.

Frank C. Sobocienski, executive art director, Ketchum, MacLeod & Grove, Pittsburgh, elected VP.

Phyllis Ross, assistant media director, Rosenfeld, Sirowitz & Lawson, New York, elected VP-media manager.

Pamela Steward, media director, Fessel, Siegfried & Moeller Advertising, New Orleans, elected to board of directors.


Melody Bursett, public relations coordinator, Sterling Recreation Organization, Bellevue, Wash., named public relations-promotion director, Stanford & Tafi, Seattle agency.

Anthony Fedele, senior writer, and John Davis, creative group head, Tracy-Locke Advertising, Dallas, named associate creative directors, Louis Tischler and Yvonne Smith, art directors, and Harold Schwartz, copywriter, Tracy-Locke, named creative supervisors.

Mary Durkin, group supervisor of media, Grey Advertising, Los Angeles, named senior broadcast buyer, Gumpertz/Bentley/Fried/Scott, Los Angeles.


George Cino, VP and co-creative director, Keenan & McLaughlin, New York, elected senior VP and creative director.

Dan Donovan, graduate of Broadcast Centers of America, St. Louis, named sales manager, KFMZ(AM) Columbia, Mo.

**Programming**

Michael Donohew, former VP-general manager, Carson-Paramount Productions, Los Angeles, who produced syndicated half-hour series, George, for Winters-Rosen Productions, has signed with MGM Television to develop and produce projects for network placement.

Ron Beckman, VP-business affairs, named executive VP, 20th Century-Fox, Los Angeles.
Ray L. Beindorf, executive VP of CBS Television Stations division, New York, leaves post to head his own production company, Ray Beindorf Productions Inc. Studio Center, 4024 Radford Avenue, North Hollywood, Calif.


Diane S. Drelman, executive, NBC World Premiere Movies, named manager, motion picture for television, NBC Television Network, Los Angeles.


Hal DeWindt, assistant to Paramount Television executive, producer of ABC-Paramount’s ‘Barbary Coast’, produced by Paramount, Los Angeles, named independent producer to develop studio’s new pilots and TV movies.

Thomas D. Tennenbaum, VP of Universal Television, Universal City, Calif., named senior VP.

Michael O’Shea, operations manager, wftl(AM) Fl. Lauderdale, Fla., named program director, WLV(AM) Cincinnati.

Suzanne Gordon, publicist with Paramount Television, has been named assistant to director of publicity for Spelling-Goldberg Productions, Los Angeles.

Larry Miller, program and music director, WQV(FM) New York, named program director, WKTU(FM) New York.

James M. Rising, program director, wcrf-am FM Springfield, Vi., and wlhn-am FM Laconia, N.H., named director of programming for parent Sconnix Group Broadcasting Inc., Laconia, which also owns wcvr(AM) Randolph, Vi.


Paul Sullivan, program director, WWW(FM) Detroit, named to same post, KNAC(FM) Long Beach, Calif.

Marilyn Davis, in sales, The Vidtronics Co. Hollywood, Calif., named to newly created post of supervisor, videotape syndication.


Roy Healy, former news director, KRON-TV San Francisco, elected president of Bay Film Associates, San Francisco, newly formed industrial, educational, TV news and public service film production firm.

Broadcast Journalism

Tom McCall, former governor of Oregon, named analyst and commentator, KATU(TV) Portland, Ore., beginning in mid-September. Mr. McCall was radio and TV newscaster before entering state politics in 1964. He currently does three-time-a-week radio commentary carried on 14 stations in state, as well as weekly Sunday column for Portland Oregonian newspaper.

Norm Woodruff, news editor, kpxi(TV) San Francisco, named director, news and program operations, kiro-TV Seattle.

Fred Francis, reporter, WTV(TV) Miami, named correspondent, NBC News, Miami, to head new NBC News sub-bureau in that city.

Darryl C. Reh, general news producer, WIZ-TV Baltimore, named senior news producer.

Tom Crosby, assistant news director and anchorman, WSPA-TV Spartanburg, S.C., named news director.

Dennis Shroeder, announcer, wdoq(AM) Dubuque, Iowa, named anchorman, wspa-TV Spartanburg, S.C.


Randy Willgen, special news events reporter, kspo(AM) Spokane, Wash., named news director.

Inthia Hall, news writer, kron-TV San Francisco, has been appointed producer of that station’s ‘Newswatch’ program.

George Putnam, partner with Wort Sahl on commentary program, ‘Both Sides’, on kcp(TV) Los Angeles, will join ktu-TV Los Angeles Sept. 1 in half-hour report during Channel 9 News.

Roger Wolfe, reporter, WITS-TV Springfield, Ill., named reporter, WYCT-TVC Cleveland, and NBC News Bureau, Akron, Ohio.

Radio and Television News Directors Association, newly elected regional directors are: Pat Stevens, kqun-TV Tucson, Ariz., and Sherman Bazell, ktvu-TV Oakland, Calif., West region; Harry Kowarski, wduu(AM) South Bend, Ind., Midwest; Paul Kunz, wtic(AM) Hartford, Conn., Northeast; Walter Hawver, ktrk-TV Houston, Southeast, and Karl Sepkowski, cjc(AM) SUlt Ste. Marie, Ont., for Canadian region.

Kenneth Tiven, news director, wsb-TV Atlanta, joins kWV-TV Philadelphia in same capacity.

Jay Scott, co-anchor, kbtv(TV) Denver, named to same post, wncx-TV Boston. Lovell Dyett, with wzb(AM)FM TV Boston, named anchor of weekly ‘Black News’, wncx-TV.

Irene Rodriguez, weather reporter, wprl-TV Providence, R.I., named to same post, wabm-TV Chicago.


Alma Newsom, community affairs director, khou-TV Houston, named general assignment reporter.

Cable

Landon Seter

James A. Landon, VP-planning and research, Cox Broadcasting Corp., Atlanta, elected executive VP of Cox Data Systems, Atlanta, wholly owned subsidiary. Robert P. Sieber, in research department, CBC, named director of research. Tommy W. Drum, director of management information systems, National Service Industries Inc., Atlanta, named VP of CATV and general services, Cox Data Systems.

Equipment & Engineering

William Kraemer, head of State of Florida Video Tape Duplicating Center, Tallahassee, named chief engineer, wrex-TV Petersburg, Va.

William H. Nott, development engineer, GTE Sylvania, New York, named project engineer, Conrac Video Products, Covina, Calif.

Lee Young, chief engineer, WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla., named chief engineer, noncommercial WCT-FM Jacksonville, Fla.

Allied Fields

Chester Naumowicz and Lenore C. Ehrig, FCC administrative law judges, named chief and assistant chief administrative law judges, respectively. They succeed retired Arthur Gladstone and Jay Kayle (BROADCASTING, July 21). Thomas P. Campbell, budget analyst, financial management division, FCC named acting chief of division and chief of division’s budget branch, succeeding Richard F. Soltan, retired.

Malcolm C. Klein, president of American Song Festival, has resigned to re-establish his management consultancy firm, Malcolm C. Klein and Associates, Los Angeles.

James L. Loper, president and general manager of noncommercial KET(TV) Los Angeles, named chairman, board of visitors, Ammenberg School of Communications, University of Southern California, Los Angeles.

John J. McMahon, VP of television programing.

FCC Commissioner Robert E. Lee, in office since Oct. 6, 1953, has become dean of federal regulatory agency members with retirement of Kenneth H. Tuggle Aug. 1 from Interstate Commerce Commission on which he had served since Sept. 8, 1953. Also retiring from FCC was Willard Deason, co-founder of KVET(AM) Austin, Tex, Late President Lyndon B. Johnson appointed Mr. Deason to FCC instead of FCC, which had vacancy at time, to avoid criticism that broadcaster was naming broadcaster to FCC. Mr. Johnson’s family owned stations in Texas.
As compiled by Broadcasting, July 28 through Aug. 1 and based on financial data, authorizations and other FCC actions.

**Abbreviations:** AJ — Administrative Law Judge, alt. — alternate; ann. — announced; an. — alternate; aux. — auxiliary; CH — critical frequency; CP — construction permit. D — day; DA — directional antenna; DCM — direct-current effective radiated power; HAAT — height of antenna above average terrain. kHz — kilohertz; kw — kilowatts. MEV — maximum expected voltage; mod. — modulated. N. — night-time. PSA — press release. SH — special handling. SRT — submit request to. Transmitter. TPO — transmitter power output; U. — unlicensed. v. — visual; w. — watts; *- — non-commercial.

**New stations**

**TV action**

**FM station**

**AM applications**
- **Gaithersburg, Md.** — Burco Communications Inc. seeks 1150 kHz, 1 kw-DA-2; P.O. address.
- **Gaithersburg, Md.** — Burco Communications Inc. seeks 1150 kHz, 1 kw-DA-2; P.O. address: $331,881. Format: MOR. Principals: Robert E. Cobbins, Olal D. Hesier, James T. Reeder, and Michael D. Bobwe, each (50%). Mr. Cobbins owns advertising sales company. Mr. Hesier is employee of WPKI(AM)-WXRQ(FM) Alexandria, Va. Mr. Reeder is announce and station manager for WDON(AM) Wheaton, Md., and Mr. Bobwe is representative for stock brokerage. Action July 25.
- **Gaithersburg, Md.** — Gaithersburg Broadcasting seeks 1150 kHz, 1 kw-DA-2; P.O. address: 1200 13th St. N.W., Washington 20036. Estimated construction cost $29,995; first-year operating cost $150,000; revenue $100,000. Format: contemporary. Principals: Thomas Hoke Boogas Jr. and 6 other partners (14.28% each). Interested: local businessmen, law investment broker and football player. Action July 29.
- **Gaithersburg, Md.** — Gaithersburg Community Broadcasting seeks 1150 kHz, 1 kw-DA-2; P.O. address: 1920 L St. N.W., Washington 20036. Estimated construction cost $180,195; first-year operating cost $180,000. revenue $120,000. Format: popular, soft rock. Principals: Dorothy H. Marks (60%) and her two sons, Stephen A. (30%) and Robert Marks (10%). Mrs. Marks is writer for newspaper syndicate and has interest in WKKO(AM) Cocoa, Fla. Stephen Marks is vice president and Mike Marks is general manager on WKKO. Robert Marks is financial economist. Action July 25.
- **Gaithersburg, Md.** — Montgomery County Radio Co. seeks 1150 kHz, 1 kw-DA-2; P.O. address: 1150 S. Glen Rd., Pooom, Md. 20854. Estimated construction cost $179,930, first-year operating cost $288,670; revenue $350,000. Principals: Peter V. O'Reilly (31%) is regional manager of communications brokerage. Theodore J. Noffsinger (19%) is dentist, Herbert J. Miller, William W. Greenhaigh and David S. Croyder (each 10%) are attorneys, associate dean of Georgetown University Law School and real estate investor, respectively. Action July 25.

**AM license**
- **Broadcast Bureau granted following license covering new station:**

**FM applications**
- **San Luis Obispo, Calif.** — San Luis Obispo County Community College seeks 93.9 MHz, 50 kw, HAAT 213 ft; P.O. address: 5 Highway 283, Dodge City 67801. Estimated construction cost $44,664; first-year operating cost $249; revenue $80,000. Format: country music. Principals: Colleen Breland (40%), Charles E. Bubbs (10%), The Bubbs own common carrier. answering service and radio sales and service firm and are Western Union agents in Dodge City. Action July 30.
- **Brockton, Mass.** — Massasoit Community College seeks 90.5 MHz, 0 kw, P.O. address: 230 Thacher St., Brockton 24020. Estimated construction cost $3,295; first-year operating cost $900. Principal: Roy D. Simmons Jr., dean of students. Action July 30.
- **Bellefonte, Ohio — Board of Education of Bellefonte City School District seeks 88.7 MHz, 10 kw, P.O. address: 15th and Guernsey St., Bellevue 43906. Estimated construction cost $2,200; first-year operating cost $400.00. Principal: Norman R. Russell, technical director. Action July 29.

**FM action**
- **Bullwin, Mo.** — Application by West County Broadcasting Association for new FM on 89.9 MHz dismissed. Action July 28.

**FM start**
- **WVVS Tuskegee, Ala.** — Authorized program operation on 95.9 MHz, ERP 245 kw. Action July 7.
- **WLYS Jackson, Miss.** — Authorized program operation on 91.5 MHz, ERP 500 kw, HAAT 100 ft. Action July 17.
- **WCCS-FM Amsterdam, N.Y.** — Authorized program operation on 97.7 MHz, ERP 3 kw, HAAT 135 ft. Action July 18.

**Ownership changes**

**Applications**
- **KEVE(FM) (El Centro, Calif. 98.5 MHz, 50 kw)** — Seeks assignment of license from Schaefer-Wade Broadcasting Co. to XKO Inc. for $62,000. Seller: William Wade and Thomas Kell Scheffler wish to sell station due to financial losses. Buyer: Gordon Belson (34%). Edward Myzlovyi (15%) and William J. Ewing (30%) own XKOAM El Centro. Action July 29.
- **KLOA(AM) Ridgecrest, Calif. (1240 kHz, 250 w-D)** — Seeks assignment of license from Glenn E. Shoblom to John J. and Eleanor Beth Quigley by $150,000. Seller: Mr. Shoblom has no other broadcast interests. Buyers: Mr. and Mrs. Quigley (50% each). Mr. Quigley is director of radio-television programming for Christian Radio. Mr. Quigley is advertising sales person for Westchester-Rockland Newspapers. Action June 17.
- **KADE(AM) Boulder, Colo. (1190 kHz, 1 kw-D)** — Seeks assignment of license from Brokade Broadcasting to Centennial Wireless for $220,000. Sellers: Don B. and Iwan M. West (99%) have no other broadcast interests. Buyers: Robert D. and Diane M. Greenlee (25.5% each and Daniel and Marie S. 24.3% each). Mr. Greenlee is interested in advertising agency and publishing company. Mrs. Greenlee is housewife. Mr. Gawne has interest in metal fabricating company and with his house, is interested in cemetery. Action July 29.
- **WMISO(AM) Collierville, Tenn. (1590 kHz, 500 w-D)** — Seeks assignment of license from Albert L. Crain
to Radio East Inc. for $100,000. Seller: Mr. Crain is also licensee of KBSN(CR) Crane, Tex. and applicant for AM in St. George, Utah. Buyer: Leon Buck (70%) has majority interest in WXTA(FM) Greensville and WVT(FM) Monctoullie, both Indiana: ISTL(AM) Eminence, Ky. and 1/3 of shop and TV guide in Montgomery, W. Douglas McKuen (30%) also has interest in WVT(FM) and shop. Ann. July 31.

**KR BE(FM) Houston (104.1, mhz, 96 kw) - Seeks transfer of control of GCC Communities of Houston, Inc., to Mr. Tanger and General Cinema Corp. (100% before; none after) to Lake Huron Broadcasting Corp. (none before; 100% after). Consideration: $4,100,000. Principals: Mr. Tanger and General Cinema also own WFEF(FM) Chicago. Lake Huron Broadcasting (William J. Edwards (56.7%) and Howes (43.3%); is licensee of KENR(AM) Houston and WKNNX(AM) Saginaw, Mich. Ann. July 29.


**Actions**

- **WMGZ(FM) Montgomery, Ala. (103.3 mhz, 27 kw) - Broadcast Bureau granted license of assignment from Radio Montgomery to 103 Inc. for $279,000. Seller: Mr. McGarry (87%) and F.K. Cash (13%) also have interest in WMQY(AM) Montgomery, in process of being sold to George H. Buck Jr., WHEQ(FM) Columbus, Ga., and WCKH-AM-FM Camelton, Ga. Buyers: William J. Jones (52%) and William W. Dixon (23%) have interest in WRMK(AM) Montgomery, Ala. and WHSN-FM 92.5 (WLSH-FM) Wilmingon, N.C. Martin E. Kilpatrick (13%) is account executive of advertising agency. Lee Suitford (12%) is station manager of WWR MA (BALBH-211). Action July 22.

- **KTCS(FM) Fort Smith, Ark. (1410 kHz, 1 kw-D) - Broadcast Bureau granted assignment of license from Little Big Broadcast Co. to Big Broadcast Co. (7 kw-D) in process. July 24.


- **KPEP(AM) Sun Angelo, Tex. (1420 kHz, 1 kw-D) - Broadcast Bureau granted assignment of license from J&K Broadcast Corp. to College Station Broadcasting, for $163,680. Seller: David W. Pinkston owns KZP(AM) Amarillo, Tex. and KPK(AM)-FM Colorado Springs and owns 50% of KDAV(FM) Lubbock, Tex. Buyers: Richard D. Sims (50.1%) is operations manager for KBUG(AM) Bayowntown, Tex. Robert Stoenreset (49.9%) is cntrl in air force. Simestone Broadcasting is applicant for AM in Wharton, Tex. (BAL 8413, BALRE 2967). Action July 23.

- **WTID(AM) Newport News and WQKK(FM) Nor- folk, Va. (1270 kHz, 1 kw-D: FM: 104.5 mhz, 50 kw) - Broadcast Bureau granted license of assignment of music Streaming Broadcast Corp. to Bay Cities Communications Corp. for $700,000. Seller: Norman Berger is general practitioner and Hyman Tash is CPA and tax attorney. They have no other broadcast interest. Buyers: Aubrey Eugene Loving Jr. (50%) has interest in theater and multiple production company and advertising and promotion firm. Martha J. Davis (50%) owns investment company and has interest in fund development (BAL 8358, BAL 2115). Action July 22.

- **KZUN-AM-FM Opportunity, Wats. (AM: 630 kHz, 1 kw-D; FM: 96.1 mhz, 3.7 kw) - Broadcast Bureau granted assignment of license from KZUN(AM) Inc. from Robert L. Swartz, and Arthur R. Mackelvie (50% each before) to Robert L. Swartz (100% after) (BCT 7776). Action July 24.

**Facilities changes**

**AM applications**


- **WCMQ Miami-Seeks CP to increase daytime power to 1 kw. Ann. Aug. 1.

- **WMLO Beverly, Mass. - Seeks CP to increase daytime power to 1 kw and make changes in DA system. Ann. Aug. 1.


- **KUCR Sparta, Tenn. - Seeks CP to increase daytime power to 1 kw. Ann. Aug. 1.


**FM stations**

**Following were stations authorized operating authority for changed facilities on date shown:**


**FM applications**

- **WV0I Tisbury, Mass. - Data filed in accordance with approval of transfer of control to Doc. 20049, to change frequency to 92.7 mhz. Ann. July 30.

- **WELV Memphis - Seeks mod of permit to change frequency to 89 mhz; change trans. location to 9200 Raleigh-La Grange Rd., Memphis; change trans.; change ant.; make change in ant. system (frequency height); change TPO; ERP: 6.3 kw and HAAT: 279 ft. Ann. July 29.

- **FM starts**

- **Following were stations authorized operating authori- ty for changed facilities on date shown:**

**Designated for hearing**

- **WMA-L-AM-FM-TV Washington, WCVI(TV) Charleston, S.C., and WLVA-AM-TV Lynchburg, Va. - transfer of control: Washington Station Communications seeking approval of transfer of control to Perpetual Corp. of Delaware. Chief Administrative Judge Arthur Gladstone has named ALJ John H. Conlin in preside. Issues include determination of facts involving efforts by Washington Station and its subsidiary cor- porations to dispose of The Evening Star Newspaper Co. separately and to otherwise comply with FCC's multiple ownership rules and whether these efforts have been reasonable. Other issues include determination whether rules should be waived and, if so, whether waiver should be of limited duration or condi- tioned on divestiture of one or more broadcast sta- tions, and whether Perpetual Corp. transfers, has sufficient funds to effectuate proposed transaction. Action June 28.

**FM proceedings**

- **KSSR Klaipeti, Mont., FM proceeding: Suhr Transport. (Doc. 20551) - Broadcast Bureau reinstated and designated for oral argument application of Suhr Transport for extension of time in which to complete construction of new FM station. KSSR. Broadcast Bureau said oral argument would be held before Review Board to determine whether sufficient reasons exist for extension of completion date, constituting showing that Suhr Transport's failure to complete con- struction was due to causes not under its control or constituting showing of other matters sufficient to war- rant further extension. Action July 23.

**Procedural rulings**

- **Alexander City, Ala., AM proceeding: Alexander City Broadcasting and Knowiga Broadcasting, compet- ing for 1800 kHz (Doc. 19421) - Willy J. Ay K. July 5. at 8 A.M. July 4. continued July 29 hearing date to Sept. 16 due to reassignment of applications and reissue of original decision. Action July 18.


- **QCLA Louisville, Ky., FM proceeding: Harold James Sharpe, Greater Oula Broadcasting Corp. and Hunter-Annette Broadcasting Co., competing for 92.7 mhz (Docs. 20510-12) - ALJ Byron E. Harrison scheduled hearing scheduled hearing.
Summary of broadcasting

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<th>FCC tabulations as of June 30, 1975</th>
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<td><strong>Commercial AM</strong></td>
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**Other actions**

- **FCC denied several more requests for refund of fees, other than cable television annual fees, collected under its 1970 schedule, for same reason it previously denied other such requests. Latest petitions were filed by Alltel Broadcasting Corp., Aircraft Owners and Pilots Association, Scripps-Howard Broadcasting Co., WLAC Inc., Westinghouse Broadcasting Co., and Western Union International. Decision July 16.**

- **KPOG(FM) San Francisco—FCC granted application of General Electric Broadcast Co., for renewal of license of KPOG(FM) and denied petition by Consumer Organization of San Francisco for denial of renewal application. Petition contained allegations concerning station's programming and GE's relations with licensee. Decision July 21.**

- **San Jose, Calif.—FCC granted applications of Sun Jose Broadcasting Co. for renewal of license for KXXR(A) and KLOO Radio for renewal of license for KLOO(A). The same action it said license renewal applications for S.B. Broadcasting for KSJO(FM), KLYV Inc., for KLTV(A) and United Broadcasting Co. for KEEK(A) must remain on deferred status pending resolution of other matters now before FCC.**

- **Washington—FCC granted renewal applications of 15 Washington area broadcast stations. FCC conditioned renewal of WPGS-AM-FM on approval of equal employment opportunity and on outcome of pending civil anti-trust suit against licensee, KKO. Grant of renewal of WRC-TV was conditioned on outcome of civil proceedings instituted by Department of Justice against licensee, NBC. WRC-TV renewal was also made subject to ruling on sex bias discrimination claim now before FCC. FCC granted pending action of Opportunity Commission.**

- **WTG-A(FM) New York—FCC decided on its affirmative action program. Final action on renewal of WTTG-TV also was decided upon after recount of petition to deny filed by Black United Front. Stations whose renewals were granted unconditionally are: WETA-FM-TV, WTOP-AM-TV, WMAL-AM-FM-TV, WWDC-AM-FM, WASH-FM and WDBA-TV. Action August 23.**

- **KRCG-TV Jefferson City, Mo.—FCC granted petition by Mid-American Television Co. for reconsideration of conditional grant of its application for renewal of license. FCC found KRCG-TV financial, but no substantial question with respect to station's equal employment opportunity compliance. Action July 22.**

- **WNYR(A)-WEZO(FM) Rochester, N.Y.—FCC granted applications of Mutual of New York for renewal of WNYR(A)-WEZO(FM) Rochester, for short-term license period ending June 1, 1976.**

- **Texas—FCC granted request by Communications Properties, Inc., owner of Texas State Network and Continental News Service for waiver of rules to permit simultaneous broadcast of certain Texas stations.**
same market. At the same time, directed that there should be no further AM affiliations by networks where it would result in two AM affiliations in market with fewer than five AM stations, in violation of "small market policy," which has been applied to national, multi-network operations of ABC, Mutual Broadcasting System, and NBC. Action July 30.

Allocations

**Actions**

FCC took following actions on FM allocations:

- Tupelo and Baldwyn, Miss.—FCC reopened proceeding on possibility of assigning ch. 240A to Tupelo, Miss. as second FM assignment, or in alternative, assigning ch. 240A to Baldwyn, us first FM assignment. Previously, FCC declined to follow proposal of Town 'N Country Broadcasting Co. to assign ch. 240A to Tupelo. Mayor of Baldwyn said there was interest in use of channel there and asked FCC not to foreclose that community's only chance for local broadcast service. FCC said Superior Broadcasting Co., has not petitioned for Baldwyn assignment, and it would therefore grant Town 'N Country reconsideration to extent of reopening proceeding to permit comparisons to be made on proposed use of ch. 240A at Tupelo and Baldwyn. Action July 23.

Rulemaking

**Action**

FCC denied petition by Jeremy D. Lansman and Leonard V. Miltam to reconsider a decision on religiously by religious institutions for television or FM channels reserved for educational stations. Petitioners are broadcast consultants in Los Gatos, Calif. FCC said Lansman and Miltam "would have unduly disqualified all religiously-affiliated organizations and institutions from eligibility to operate on reserved channels. In effect, they would have used practice discrimination against school or university simply by virtue of fact that it is owned or operated by sectarian organization." "As a Government agency," FCC pointed out, "the Commission is enjoined by the First Amendment to observe a stance of neutrality toward religion, acting neither to promote nor to inhibit religion." Action Aug. 1.

Translators

**Applications**


Cable

**Applications**

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

- Southern Monterey Country County TV, for Gonzalez, Calif. (CAC-05412), Add KBBH-TV, KRON-TV, KPX, KGO-TV San Francisco. For Soledad, Calif. (CAC-05413), Add KBBH-TV, KRON-TV, KPX, KGO-TV San Francisco.
- Triad CATV Main, Portland, Ind., for Geneva, Ind. (CAC-05407), Add WTTV Bloomington; WANE-TV, WPTA, WKJG-TV Ft. Wayne; WIPB Muncie, all Indiana; WBOU-TV Lima, OH; WPTA Fort Redkey (CAC-05408), Dunkirk (CAC-05409) and Albany (CAC-5410), all Indiana; WTTV Bloomington, WRTV, WISH-TV, WPLF Indianapolis; WANE-TV, WPTA, WKJG-TV Ft. Wayne; WIPB Muncie, all Indiana; WIXT-TV Newport, Ky.; WLWD, WHIO-TV Dayton, OH.
- Saltillo-Guntown Cable TV, for Guntown, Miss. (CAC-05398), Add WMC-TV Memphis. For Saltillo, Miss. (CAC-05399), Add WMC-TV Memphis; WCBM-TV Columbus, Ohio.
- Tower Cable, for Newark, Ohio (CAC-02290), Delete WKBK-TV Cleveland, Ohio.
- Shenango Cable TV, for Sharon, Pa. (CAC-03539), Add WPGB-TV Pittsburgh; delete WKBK-TV Cleveland. For Sharpsville, Ohio (CAC-04051), Clark borough (CAC-04041), Hickory township (CAC-04042), all Pennsylvania and Brookfield township, Ohio (CAC-04031) and Variety City, for Farrell (CAC-04043), Pennsylvania and Brookfield township, Ohio (CAC-04043), Wheeland borough (CAC-04043) and Hickory township (CAC-04046), Pennsylvania: All WPGB-TV Pittsburgh; WABM Lorain; WEDO-AM Alliance, both Ohio; WPXS-TV Clevelend; WQLN Erie, all Pennsylvania; WTVZ-TV Cleveland and delete WKBK-TV Cleveland.

Certification actions

- Guadalupe, Calif.—Cable Bureau granted application by Guadalupe Cablevision Inc. for certificate of compliance to carry KCOY-TV Santa Maria; KEYT Santa Barbara; KSBY-TV San Luis Obispo; KQED San Francisco; KCET, KQED, KMET-TV, KWHY-TV Los Angeles, all California (CAC-4795). Action August 23.
- McKinleyville, Calif.—Cable Bureau granted application by Garberie Cable TV for certificate of compliance to carry WRLP Greenwood, WRLW, WRYN, WGBY-TV Springfield, WGBY-TV Boston, all Massachusetts; WFSB-TV, WCHT-TV Hartford; WTNH-TV New Haven; WNBV-TV New Britain, WATK-TV Warrington, CT; WNTN-TV New Haven; WEDH Hartford, all Connecticut; WSBK-TV Boston and WOR-TV New York, subject to conditions (CAC-4785). Action July 23.
- Chicheopee, Mass.—Cable Bureau granted application by Greater New England Cablevision Co. for certificate of compliance to carry WRLP Greenwood, WRLW, WRYN, WGBY-TV Springfield, WGBY-TV Boston, all Massachusetts; WFSB-TV, WCHT-TV Hartford; WTNH-TV New Haven; WNBV-TV New Britain, WATK-TV Warrington, WNTN-TV New Haven; WEDH Hartford, all Connecticut; WSBK-TV Boston and WOR-TV New York, subject to conditions (CAC-4785). Action July 23.
- Jacobus borough, Pa.—FCC granted application of Cable TV Co. of York for new system at borough of Jacobus, in Harrisburg-Lancaster-York, Pa., major television market. New system was certified by York headed as part of conglomerate system serving 14 communities. Cable TV proposes to carry WAGL-TV, WLYH-LV Lancaster, WVPL-WVTPA Harrisburg; WBSA-TV York; WFTF-TV Hershey; and WPHL-TV Philadelphia; WMAR-TV, WBAL-TV, WJZ-TV, WBFF and WMPB Baltimore. In granting Cable TV waiver to allow it to carry WPHL-TV, FCC noted location of Jacobus within Harrisburg capital district and community of interest it shared with Philadelphia (CAC-4790). Action July 29.

Other actions

- FCC adopted revisions in Cable Television Annual Financial Report that it said will yield more complete and reliable financial data and ease reporting burden imposed on cable television operators. Action was in response to rulemaking notice in which commission proposed major revisions in financial schedules and in instructions of FCC Form 336. Action June 3.
- Duggan, Ind.—FCC dismissed petition for reconsideration by Cable TV Inc., requesting that order to show cause be set aside and certificate of compliance be issued for its system at Duggan. FCC said under rehearing, it would announce its design of giving designation order would be considered only if related to adverse ruling affecting petitioner's participation in case. FCC said the order did not require the petitioner to participate and did not give any other ground warranting consideration. Action July 22.
- WHAG-TV Hagerstown, Md.—FCC denied motion by WHAG-TV Inc., for stay of new cable television nonduplication rules as they apply to WHAG-TV. WHAG contended that rules would cause station to lose protection to which it previously was entitled in areas that are vitally important to continued economic survival of station. FCC said it was not persuaded that station would suffer irreparable injury before petition could be acted on by commission. It said it was compelled to view assertions of future harm as speculative in nature, and therefore, insufficient to warrant stay requested by WHAG. Action July 29.
- Ohio—FCC authorized commonly-owned and operated Mahoning Valley Cablevision Associates and Mahoning Valley Cablevision Associates to operate a new cable television access system on its conglomerate systems serving 10 Ohio counties. Mahoning Valley proposed to serve Niles, Warren, Girard, and towns of Howland, Warren, Weathersfield, Champion, Vienna, Liberty and Hubbard, from single headend located in Niles and to provide one set of four access channels to be shared by communities. One production facility will be maintained at Niles headend, and mobile unit will be made available to communities to facilitate and encourage the production of programming, Mahoning Valley said. FCC said it believed access and production facilities proposed by Mahoning Valley were reasonably consistent with FCC policies concerning sharing of access channels and facilities by new conglomerate systems. Action July 23.

Rulemaking

- FCC proposed rule changes to clarify scope of present definition of cable television system and to create classes of systems. FCC proposed to clarify scope of existing definition as it applied to various types of multiple dwelling units systems and insofar as it related to required service to be provided. It also proposed amendments to relieve small systems from burdens imposed by rules either by raising 50-subscriber exemption level or by creating category of small cable systems to which abrogation of rules might be applied, or combination of these. Action July 29.
### Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Notes</th>
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<tbody>
<tr>
<td>ATLANTIC RESEARCH CORP.</td>
<td>Janasy &amp; Bailey</td>
<td>Phone: (703) 354-3400</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>711 14th St., N.W.</td>
<td>Phone: (202) 296-2315</td>
<td>Member AFOOB</td>
</tr>
<tr>
<td>STEEL, ANDRUS &amp; ADAIR</td>
<td>2020 K Street, N.W.</td>
<td>Phone: (201) 827-8725</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>HAMMETT &amp; EDISON, INC.</td>
<td>Consulting Engineers</td>
<td>Phone: (415) 342-5208</td>
<td>Member AFOOB</td>
</tr>
<tr>
<td>JOHN H. MULLANEY</td>
<td>Consulting Engineers</td>
<td>Phone: (301) 299-3900</td>
<td>Member AFCCE</td>
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<tr>
<td>DAWKINS ESPI</td>
<td>Consulting Engineers</td>
<td>Phone: (213) 272-3344</td>
<td>Member AFCCE</td>
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<tr>
<td>COMMERCIAL RADIO</td>
<td>Monitoring CO</td>
<td>Phone: (816) 524-3777</td>
<td>Member AFCCE</td>
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<tr>
<td>COHEN and DIPPELL, P.C.</td>
<td>Consulting Engineers</td>
<td>Phone: (202) 785-0111</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>Consulting Engineers</td>
<td>Phone: (517) 278-7339</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>E. Harold Munn, Jr., &amp; Associates, Inc.</td>
<td>Broadcast Engineering Consultants</td>
<td>Phone: (206) 324-7860</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>HATFIELD &amp; DAWSON</td>
<td>Consulting Engineers</td>
<td>Phone: (206) 324-7860</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>DAWKINS ESPI</td>
<td>Consulting Engineers</td>
<td>Phone: (805) 492-3055</td>
<td>Member AFCCE</td>
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### Service Directory

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<tr>
<td>COMMERCIAL RADIO</td>
<td>Monitoring CO</td>
<td>Phone: (213) 272-3344</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>Precision Frequency Measuring Service</td>
<td>Phone: (617) 876-2810</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>CABLEDATA</td>
<td>Accounts Receivable</td>
<td>Phone: (914) 441-4780</td>
<td>Member AFCCE</td>
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</tbody>
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*These cards are from the AFCCE directory, showcasing consulting radio engineers, engineers, and other professionals in the field of communications.*
Help Wanted Announcers

Great opportunity for creative personality to fill morning slot. Exceptionally resourceful. You'll love the area in upper Midwest near metro market. Equal Opportunity Employer. Resume and salary required to Box H-86, BROADCASTING.

Telephone talk show host.dept, Metro Florida market. Must be knowledgeable, versatile, and experienced in talk radio. Rush resume immediately to Box H-87, BROADCASTING.

Immediate opening. 5KW N.E. Needs professional for P.O.D. Must be responsible. Send resume and salary requirements to Box H-88, BROADCASTING.

Northeast AM station, Contemporary MOR. Number 1 market, seeks reliable/creative personality. Good production an absolute must. Resumes to Box H-128, BROADCASTING.

Announcer-sportscaster needed by Sept. 1. Minimum 3 years experience; gather, report, write, edit, PBP football. $600 per month to start. Send tape, resume, to Marcie Fitch. Station Manager, KGO-AM, BOX 3390, Durango, CO 81301.

KDKD, Littleton (Denver) Colorado. Immediate opening 1st ticket last-paced experienced disc jockey/announcer. No collect calls. EOE.

Radio as a career? Wanting to learn all facets of radio? Married persons preferred. First ticket required. If interested contact Debbie or Frank. DQ, 2030 West, 15924 Powell, WY 82435. An Equal Opportunity Employer.

Fulltime AM/FM in college market seeks afternoon announcer. Contact Mgr. KRUS AM/FM, Box 430, Ruskin, LA 71270.

Sharp announcer for up-tempo MOR station. Must be able to think, do news, sports, KTCJ-AM/FM, Wayne, NE.

Announcer for aggressive MOR music station in beautiful vacationland where there are no big city problems. Requires conversational DJ format and more than three years experience. No beginners. Midwestern applicants only. Contact Charlie Persons, KVRB, Brainerd, MN 56401.

Louisiana daytimer wants a good CW combination person. Cajun station has good sound and good audience. KJEF, Box 1248, Jennings. LA 70545. 318-824-2954.

Hard-working, young announcer for one of Oklahoma's top small markets. Send resume, tape: KWCO, P.O. Box 442, Chickasha, OK 73018.

Immediate opening for announcer with first class license. Must have a minimum of 5 years commercial experience. Send resume and salary requirements to Box H-29, BROADCASTING.

Staff announcer for group-owned Contemporary Vermont station experience necessary. resume and tape to Gary Whelker, WCFR, Box 800, Springfield, VT 05156.

Cape Cod 50,000 watt Stereo, wants mature person with experience in commercial production,Excellent news reading ability capable of working with limited talk, proven all good MOR format. Send tape & resume to Herb Andrews, WCBI, Falmouth, MA 02540.

Experienced DJ wanted for Top 40 station who is heavy on writing and producing spots. Contact Bill Cleveland, WDEW, Westfield, MA.

Major Midwest, No. 1 rated beautiful music FM station looking for experienced pro, heavy voice, 3rd endorser. Send tape, picture, resume to Ken Fournier, P.O., WGDR/ FM, Box 719, Bay City, MI 48706.

WLS, Lansing Michigan, still looking for the right morning man. Must be mature with 3 to 5 years experience and a strong personality. Send tape and resume to WLS Radio, 500 Cavanaugh Road, Lansing, MI 48910.

Informative Morning Person with production abilities. Four years production studio, full company benefits. Send resume, references and tape to: Larry King, Program Manager, WLTA-FM, P.O. Box 7695, Atlanta, GA 30309.

Suzquehanna Broadcasting Company is an Equal Opportunity Employer.

Help Wanted Technical

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

Technical director-Chief engineer for two well equipped AM-FM operations in Midwest Great Lakes resort area. Must be experienced and knowledgeable in automation, Michiana area. Bachelor degree in broadcast communications a plus. Excellent opportunity. Send resume, references and salary requirements to Box H-99, BROADCASTING.

Managing Chief Engineer. Overseas charge of technical department. Know and respect FCC rules. Know maintenance and operation of directional antenna systems. Must have good interpersonal skills and be able to work in an AM contemporary, Northern part of southeast. Box H-99, BROADCASTING.

Challenging position for experienced broadcast engineer. Some travel. Major equipment manufacturer. Box H-110, BROADCASTING.

Progressive small market (16,000) Texas station needs good maintenance engineers. Some announcing preferred but not absolutely necessary. Good equipment in growing market. Clint Formby, owner, KPan AM/FM, Hereford, TX. 79045.

Competent Engineer and bright MOR personality. Two tower directional. Send tape, resume and salary needs to Steve Stagnato, KUHL, P.O. Box 166, Santa Maria, CA 93454.

Engineer. Leading Midwest distributor of broadcast equipment needs first class engineer who can rapidly and accurately troubleshoot and service broadcast audio and RF gear. Should be salient and able to recommend its application. 5 day, 40 hour week. Full benefits. Send full resume and state salary expected. Audio Distributors Inc, 2342 S. Division, Grand Rapids, MI 49507.
Help Wanted News
Continued

Bright, aggressive newperson needed for a Contem-
porary station serving Maine, New Hampshire and Massa-
chusetts. Send resume to Dave Coley, News Director, WHEB-FM/M. P. O. Box 120, Portsmouth, NH 03801. No calls.

News Directory needed by WQBT, Torr's River, N.J. 14% of
our week is news—5 full-timers, stringer, UP/Audio, and a
strong circulation. Newsradio 24 hours a day. News
experience and references will be thoroughly checked. Call

Meine’s most powerful AM/FM seeks experienced news
director. Tape and resume to: Dutch Heiser, WSVK/WTOS, Box 159, Skowhegan, Maine.

Newsfront. Up sound, good writer and good digger.
Also capable of bright commercial. Write or wire to Tom
Becherer, News Director, WWV, 622 Lafayette, Detroit.

Opening August 11, News Director - Dig, gather, and
write contemporary local news. Growing suburban

Professional broadcast journalist to write, report, air
news for major 50 kw northeast adult market station. Seek
dedicated, energetic, experienced individual with capability in
writing and reporting. Must be familiar with all FCC Regulations. Will schedule all engineers. We have 2 new buildings to work
from in major midwestern market. You will answer to the
president for the marketplace. Salary open, plus fringe. Box
H-92, BROADCASTING.

Two openings. Need Program Director and Production
Manager. Both must have extensive announcing
experience. One play-by-play, Professionals only please.
Texas background preferred. Good pay - exceptionally
good opportunity. Send tape and resume to Dudley Walter, KEBERKOQO Radio, P. O. Box 1688, Jackson ville, NY, 75766. Phone
AC 212-596-2211.

Producer to handle concert music and jazz programs for public
education stations. Other production work of general
nature. In charge of operations M-F evenings. Satisfactory
voice and knowledge of information and public affairs. Demonstrated success as announcer, control
board operator necessary. Degree in music or related area desirable but experience can be substituted. Salary $11-
500. Application and resume due August 28. Resume or samples to: Doned Forsling, Associate Manager, WMR-AM/FM.

Program Director, for northwest Florida number one
modern country music station. Immediate opening for top
notch entertainer, experienced programmer, production
person who knows country music, send resume, tape and
references to John W. Dorsey, WYVY Radio, 2070 North
Palafox, Pensacola, FL 32501.

Wanted: Experienced traffic director for high volume sec-
dndary market. Contact: David Levine, P. O. Box 4005, Roanoke, VA 24015. 703-343-4444.

Situations Wanted Management

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

Christian couple mid-30s. 18 years experience radio/TV.
Prefer Christian station management/sales experience. Box
H-90, BROADCASTING.

Medium market general management. Strong sales, sales
management background large, small markets. RAB
cMC. Programming, production experience. First class
license. University graduate. 33. Currently GSM Colorado
AM, Robert Whiteley, 1292 East 5th, Denver, CO 80206.

Situations Wanted Sales

Station manager, salesmen, program director, first phone,
mixed, dependable, creative selling, presently employed, top references. Box G-170, BROADCASTING.

Newspaper Account Executive desires to return to
broadcasting. 1 year commercial. 4 years non-commercial
experience. University graduate, excellent pbo, sales or
sales/sports desired. Box H-46. BROADCASTING.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials,
read now, anywhere. Box H-5, BROADCASTING.

Hardworking DJ third phone endorsed, tight board, ex-
pertised. Looking for break. Will travel Box H-39, BROADCAST-
ing.

3rd phone, endorsed, college training, some experience,
go anywhere. Box H-45. BROADCASTING.

Stop here if you are looking for an experienced MOR an-
nouncer that sounds human and personable. Currently
employed. Apply Atlantic. First phone at no extra charge. Box H-84, BROADCASTING.

Attention: Florida! 15 years experience all phases radio-
TV. Wants station that still believes announcers should
sound like announcers. Now employed out of the industry,
but would like to return. Box H-65, BROADCASTING.

Wishing to work hard, good voice, original and witty pro-
duction, will relocate. Give me a break, Randy Throop, 906
West Seventh, Hastings, NE. 68901. 402-463-9724.

Jock, M.D., Newsman, 1/2 years experience, 3rd en-
dorsed seeks position in small medium mkt station in New
England area only! Extensive record library. Call Dave
Maddox, 305-792-0789 or write to 5 Willow St, Beverly,
MA 01915.

DJ 1 1/2 yrs experience seeks position with small
to medium market station. 3rd endorsed. Steve Demich, 624

Over 15 years show business: Europe, Canada, America. Third endorsed. Award winning voice, Dallas, San
Diego market. Regional agency voice talent. No, one TV show
Amariol. Character voices. Thirty, married. Seek major
market. Entertainer. J. David Moeller, 1605 Hillcrest,
Amariol, TX. 806-353-4262.

Announcer-Writer, 25 years experience radio and TV. News, commercials, interviews. Interested New Jersey, New
England. Ex references, Carver, 2233 Windsor Ave,
Youngstown, OH

Employed. Looking for northeast Black rock. Let’s talk.
803-558-5004. Am til noon anytime.

Pennsylvania, New Jersey, Delaware. Attention small
stations in the Tri-State area. Young, motivated, 3rd phone
seeker begins first full-time job. Good references and dis-
position. Russell Riches, 22 Holly Bvd, Vincennes, IN
05688. 609-483-2906.

Over 12 years’ experience journalism, public relations
Pleasing British accent. Professional delivery. Assignments have included coverage/interviews Heads of State,
celebrities, news, sports, features. Write of call Allen Rose,
181 Westmont, West Hartford, CT 06117, 203-561-3027.

Announcer-Program Director, First phone, 10 years ex-
pertise, Professional voice, top production. 406-452-5732.

Twenty year old DJ, no experience, seeks first break. Broadcast school grad. 3rd endorsed, willing to travel
203-335-2445.

13 years experience! Personally DJ, Consider manage-
ment, Available now! Lin Key, 1621, Pasco Robes, CA
93446. 805-238-4648.

Drive-time Jock, pro 1st phone, six years experience, 26
years old, married, three children. Looking for stable position
in better medium on up. Ready now. 205-533-6457.

Young college black with B.S. and first class position seeks
with small market radiostation. Top sales position, ex-

Jim Pattrick, first phone professional formerly with WKBW,
WYS, Buffalo seeks contemporary, MOR or album
oriented radio. Long term commitment to competent broad-
cast organization desired. 22 Jean Terraces, Buffalo, NY
14225, 716-633-5171.

Human being, air personality, 16 years radio-TV seeking
stable long term position. MOR and/or talk show. Make
good program director. Excellent credentials. Require good
pay and well worth it. Jim Lord in Dallas, 813-839-0568.

Jack Reno, 17 yrs. exp. as PD & MD Modern county fmr

Our AM drive personality, Herb Anderson, will be available
soon solely because of automation. Desires Top 40 or R&B,
all night acceptable. Experienced and highly dependable,
and creative. I recommend him highly. J. Alex Bower, Presi-
dent, WOKJ, Pickens, MS 39362.

Personality Top 40, 2 years experience, 1st phone.
Middle market to large market desired 30 Chasse Street,
Lakewood, CO 80226. 303-237-2914.

Teenage, the cities authority, with his own complete collection of pr 64 music and trivia, is looking for a home
for his evening “groovy yard.” Professionally trained, 3rd
music school experience Tapes available. Billy James
215-356-5275.
Situations Wanted Announcers Continued

Versatile voice trapped in beautiful music (Help! Help!), seeking any chatting, copy, copy, news experience. Call Fred Misman, 5216 N. Sixth, No. 204, Fresno, CA 93710. 209-224-7435.

Columbia Grad, Married, 23. 3rd phone endorsed, dedicated. Ready to learn and grow with any format or air shift. Sales OK. Southeastern Pennsylvania area please. Phone Michael Jeff, 315-367-8754.

7 years experience with 1st phone. Tape on request. West Coast Prefer T-40 or progressive rock. Highest ratings in L-V-T. Call 1-702-648-1832.


Situations Wanted Technical

Chief Engineer: I've got the experience and know how 25 years AM FM DA Stereo automation remote control FCC rules etc., construction and maintenance. How about it? Box G-128, BROADCASTING.

Experienced young engineer desires Midwest medium or larger market. Both AM & FM. Box H-100, BROADCASTING.

Good radio man with first phone, long varied experience all technical areas. Family man, no drifter, capable. Willing to accept assistant or staff job. Prefer South or Midwest, medium market or small market. No announcings but will consider replies. Box H-104, BROADCASTING.

1st phone Engineer with AM and FM experience, solid electronics and recording equipment training. Will relocate. Excellent references. Box H-117, BROADCASTING.

Innovative chief, Kansas AM/FM seeking advancement. 913-458-7328 evenings.

Situations Wanted News

Sports Director with excellent PBP, sportscasting, copywriting experience. For Fords. Available in September. Box H-42, BROADCASTING.

Weekend man in New York, college grad wants full-time, Box H-70, BROADCASTING.

Broadcastjournalist seeking position in professional news operation. Experienced, former ND, strong writing reporting, interviewing. Box H-79, BROADCASTING.

Dynamic Newsman, 25, married, college graduate, 2 yrs. news and 4 yrs. freshman college station, 4 yrs. total radio experience specialize in copywriting, reporting, interviewing, also good DJ, 3rd endorsed, prefer position in East, available immediately. Box H-95, BROADCASTING.

Experienced, age 29, twenty winter, MA degrees, female seeks break in Southeast or near Atlanta. Strong on interviews and in-depth coverage. Box H-103, BROADCASTING.

Want to work for professional news oriented employer, not just another unprofessional "investment-minded-only" owner. Seeking direction in small market. Extremely good at adding "personality" to newscast. Interested in growing with firm in news capacity. Box H-108, BROADCASTING.

Recent college grad in radio/TV seeks air experience. Have worked commercial TV/news; as reporter, firm cameraman, Non-comm-TV, production, announcing. Was college radio production manager, Disc jockey. Have tapes, will travel. Box H-124, BROADCASTING.

Experienced small market news-sports director, PBP, hard working, extremely good at news, sports, play-by-play production. Bill Brown, 144 Third St., Tumers Falls, MA 01376.

College grad looking for first break in NY metro area, 3rd endorsed, 4 yrs. college radio. Contact: Gary Abel 212-4-8460.

I can still get your audience to sit up and listen. News/sports reporter. 1 year experience. Rod Robinson, 23 Harriet Avenue, Starton, OK 74859-

Situations Wanted Prograrning, Production, Others

Experienced Programmer major market seek contemporary Top 40 or FM rock in competitive market or middle market. College grad plus research background. Box H-53, BROADCASTING.

Creative, versatile prprogrammer, strong production. Four years with No. 1 progressive FM station in college market. Currently GM of same. BS in Radio-Television, 3rd endorsed, house-trained. For this one to leave the corn belt. 217-359-0581 or Box H-69, BROADCASTING.

Music director/announcer. Classical music degree. Masters almost complete. Broad music knowledge. Creative, dedicated, seeking career. 4 yrs experience. 3rd endorsed. Box H-125, BROADCASTING.

Knowledgeable expert with country format. (Also MOR). 16 years experience. PD would welcome opportunity of programming talent currently sound on your station. College management. Family man, 37. 305-685-0473. Git Luck, 2303 Oak Drive, Fort Pierce, FL.


Castings.

Help Wanted Management

Station Manager, El Paso, Texas. New PBS station has const. permit. Experienced, creative manager needed to help get station on the air and thereafter. Interviews now being granted. Employment approx. Nov. 1975. Write Martin Bell, 140 Shadow Mtn. Dr., El Paso, TX 79912.

Help Wanted Sales

Sales Research Director for Florida TV station. Station rep or agency experience desirable. Familiarity with syndicated research necessary. Excellent opportunity with group owned station. Equal Opportunity Employer. M/F. Reply to Box H-48, BROADCASTING.

Help Wanted Technical

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

Expanding television operation requires four (4) engineering staff assistants immediately. Duties include switching maintenance and assistance in building new facilities. First phone required. Reply via air mail with resume and references to: John Koch, WCW, TV Box Y, Chantlad, MA 02630. 809-773-6579.

TV Broadcast Technician, 1st class license; minimum 6 months experience in broadcast or production operation, maintenance or repair of commercial or public TV/video equipment. 9432 with minor differences. Contact H.S. Hendrick, Atlantic Pacific Schools Personnel, 232 Prior St, SW, Atlanta, 30303. 404-525-6505. Applications must be postmarked no later than August 22.

Video Control Engineer (New York) Videotape Editor (Florida). Unusual opportunity with industry's leading videotape house, at expanded new quarters in New York City and at major Florida subsidiary. Write, giving experience and salary. Telecommunications international Inc, Box B, 231 E 55 St., NY, New York City.

Help Wanted News

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


Help Wanted News Continued

News producer for large eastern market must be strong on sales. Must have production ability in Equal Opportu- nity Employer. Box H-18, BROADCASTING.

Assignment Editor, Midwest Market. Experience man- datory. Send resume to Box H-32, BROADCASTING.

Good reporter with anchor potential for South Florida news operation that's moving up. Our person must have the ability to report in detail without confusing the public with unneeded facts. Send it now. Only the experienced need apply. No phone calls; send tape and resume to Per- sonnel Department, WPEC TV, Fairfield Drive, West Palm Beach, FL 33407.

Help Wanted Prograrning, Production, Others

Controller A Midwest Broadcasting Group, Seeking an in- dividual with strong accounting experience in the broad- casting industry. Our staff is aware of this position. Please send resume and salary history to: Box H-93, BROADCAST- ING.


Situations Wanted Management

Profit minded top television account executive wants first management position Young, Degree. Employed. Box H-37, BROADCASTING.

RTV Grad with minor in business management seeks entry level position in television sales. Single, willing to relo- cate, looking for management opportunity. Rob Dickelhut, 184 Devonwood Dr., Pitts, PA 15241. 412-833-2666.

Situations Wanted Announcers

TV Booth wanted. Thirteen year major market radio an- nouncer, big network type voice. VTR commercial ex- perience, good looks and in young 30's. Box H-122, BROADCASTING.

Versatile, young TV and radio personality with four years experience in weather, talk shows. Creative writing, DJ in top 30 market. Happily married. With current position but needs to move up. Actually, I really hate to leave this chosen location. Oh, in fact, any location. What do you think I am even talking about? Hell, why change just for the sake of changing? I'm sorry I lettered with this ad. Why do you want to screw up my life? Leave me alone. Box H-130, BROADCASTING.

Situations Wanted Technical


Situations Wanted News

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

News pro, 12 years. Anchor/reporter/producer, Seek - chance to work in management position in medium or major market. Box H-51, BROADCASTING.

Anchorman top 50 market, available for fall season. In- telligent, degree, family, employed. Box H-97, BROADCASTING.

Weathercaster, Young, enthusiastic, Master's in meteorology, and seven years in broadcasting. Looking for a change that regards weather. More than an obligation. Box H-113, BROADCASTING.

Female black reporter desires advancement. Ex- perience in film and electronic news. For information write Box H-116, BROADCASTING.

Want a simple, straight-forward delivery from your anchorman that will get ratings? Experienced all phases. Box H-120, BROADCASTING.
Situations Wanted News
Continued

Top 40 - Q Library: For sale, entirely on cart (moron). Includes records and index cross file. All in excellent condition, no work required. Completely labeled with titles and items, 45s, 78s, and every R&B issue in every possible collection. Absolutely complete, absolutely perfect. You may never again be able to buy a library like this one. WPGC-FM, 4286 Utophagove Lane, West Palm Beach, FL 33407. Phone Tom Kegel at 305-686-8000. Best offer takes all!

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 truck. Period: April to October. 1975. Send equipment details to Box G-197, BROADCASTING.

Situations Wanted Programing, Production, Others

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

Enthusiastic Stephens College 74 graduate. TV radio film production experience. Woman anxious to join the broadcasting scene. Will relocate Box H-30, BROADCASTING.

Television production assistant. 3 years experience in all phases of television production. East Coast preferred. Box H-57, BROADCASTING.

Writer/producer or associate producer. Looking for medium-to-large-scale TV operation. Commercial, promotions, documentaries, whatever. Four years radio, freelance 15mm sound & still photography. Degree. Box H-81, BROADCASTING.

Sports reporter-photographer, broadcast grad. 3rd year phone. TV and motion picture exposure. Seeks area of specialization. Box H-89, BROADCASTING.

25 yr old BS Comm major market experience. Seeks position leading to director, Return, sample reel. Box H-107, BROADCASTING.

Production manager-director. Top market independent UHF exp. Requires 4 years experience in management, engineering, traffic, news experience too. Mornings 215-259-6104.

CABLE

Situations Wanted Managed

District Manager for large cable MSO looking for relocation to West Coast. Box H-85, BROADCASTING.

BUY—SELL—TRADE

Top 40 - Q Library: For sale, entirely on cart (moron). Includes records and index cross file. All in excellent condition, no work required. Completely labeled with titles and items, 45s, 78s, and every R&B issue in every possible collection. Absolutely complete, absolutely perfect. You may never again be able to buy a library like this one. WPGC-FM, 4286 Utophagove Lane, West Palm Beach, FL 33407. Phone Tom Kegel at 305-686-8000. Best offer takes all!

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25 yr old BS Comm major market experience. Seeks position leading to director, Return, sample reel. Box H-107, BROADCASTING.
Help Wanted Management

Is your goal to become a sales manager early in your career? We have clients in all areas of the country seeking ambitious account executives with a burning desire for management. Openings in radio, TV and cable TV... in all size markets. We want to hear from recent college graduates and candidates with up to five years selling experience. Submit detailed resume in confidence to Mike Walker, Vice President, Ron Curtis & Company, 5725 East River Road, Chicago, Illinois 60631.

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27 years in business has made us the largest Radio Station Sales Promotion Company in North America. A1 rated. Exclusive franchise open entire state of Texas encompassing over 400 Radio Stations. Need a radio pro who can hire and manage effective sales people, and out-sell them! Top over-write and commission schedule, with weekly advance against earnings. You will be trained in your territory in our successful sales operation and expected to earn in excess of $35,000 yearly. Send resume and references to Marvin Nathwani, Exec. V.P., Universal Publishers, Inc., 16th Floor, 919 N. Michigan Ave., Chicago, 60611.

Help Wanted Programing, Production, Others

NATIONAL PROGRAM DIRECTOR
Must be knowledgeable in varied formats. Prefer aggressive, well-educated person with some large market experience. Send resume to:
Box H-25, BROADCASTING.

CONTEMPORARY PROGRAMER
with administrative ability and innovative ideas for competitive midwest market. Excellent facilities. The size of your present market is less important than demonstrated success in contemporary format. Equal Opportunity Employer. Send resume to Box H-66, BROADCASTING.

Help Wanted Announcers

If you are experienced as an air personality program director, sales manager and you currently reside in one of the following markets, we want to talk to you whether you are employed at present or not: Toledo, Erie, Dayton, Youngstown, Wheeling, Akron-Canton, Columbus, Ashland, Mansfield, Sandusky or Detroit. We are a broad-cast oriented marketing organization operating nationally. We need announcers to perform various public relations, promotional, advertising, and coordinating duties for us in these areas on either part-time or full-time basis. A remuneration plan based upon fees and bonus should earn a well organized personality between $750 and $2,000 per month depending on effort. We prefer people who can be promoted to our management level. Send resume, and handwritten letter telling us what you want from life. No deadbeats or drifters, please.
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TELEPHONE TALK SHOW HOST
WGY, 50,000 watt General Electric Broadcasting outlet in Schenectady, New York, is now accepting applications for evening talk show host. Qualified individuals should send tape and resume in confidence to:
Lee Fowler
Manager Programs
WGY Radio
1400 Balltown Road
Schenectady, New York 12309
AN EQUAL OPPORTUNITY EMPLOYER

TALK SHOW HOST
Major market: 50 KW needs controversial, lively, bright host. Send resume and tape to: Frank N. Magid Associates, One Research Center, Marion, Iowa 52302

Help Wanted News

LEADING SOUTHWEST RADIO NEWS DEPARTMENT SEeks BROADCASTER WITH AUTHORITY DELIVERY. REWRITE ABILITY A MUST. YOU WILL ASSUME KEY POSITION ON A 15 MEMBER NEWS STAFF. SEND TAPE AND RESUME TO:
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Help Wanted Programing, Production, Others

Situations Wanted Management

GENERAL MANAGER/PROGRAM & NEWS DIRECTOR SEEKING NEW POSITION. HAVE OUTSTANDING SALES RECORD, CREDENTIALS & REFERENCES. 33 YEARS OLD, EDUCATED, EXPERIENCED & "BOTTOM-LINE" ORIENTED. FOR CONFIDENTIAL DETAILLED RESUME PLEASE WRITE: BOX H-60, BROADCASTING.

V/P FINANCE
Business Manager/Controller with seven years experience at station level in Top 10 Markets seeks opportunity in corporate position with group. Extremely effective in Budgets/Forecasting, Cost Controls, the development and implementation of standardized accounting systems, capable of assisting in improving profitability.
Box H-94, BROADCASTING

SUCCESSFUL GEN. MGR., WITH MONEY TO INVEST, LOOKING FOR RIGHT MED. OR SMALL MARKET RADIO STATION IN MICH., OHIO, ILL., OR WISC. EXPERIENCED IN GROUP AND SINGLE STATION OPERATIONS IN MAJOR, MED. AND SMALL MARKETS. ALWAYS IN AN EQUITY POSITION DESIRE TO OPERATE AND MANAGE WITH AGREEMENT TO BUY OUT. Box H-102, BROADCASTING.

TELEVISION

Help Wanted Management

PROGRAM/OPERATIONS MANAGER
Midwest VHF Network affiliate. Must be familiar with all phases including license renewal. Will be member of executive team. An excellent opportunity to join an aggressive station with new facilities. An equal opportunity employer. Send resume to Box H-85, BROADCASTING.

Situation Wanted Announcers

AURAL STIMULATION
Solid personality, Addy award winning production, Multi-track expertise, Major Market Jazz, Progressive or Contemporary FM only.
Call Chris Anderson at Fairmont during Billboard Convention or write Box H-101, BROADCASTING.

DALE TURNER 812-232-6172 ... 6 YR BACKGROUND... MAJOR/MEDUUMS, PRESENTLY MORNINGS FOR NO. 1 STATION IN MARKET... I AM LOOKING FOR A TOP OPERATION THAT NEEDS A PERSONALITY ... WILL CONSIDER ON-AIR P.D. POSITION ... PREFER COUNTRY FORMAT ... EXCELLENT REFERENCES.

Situation Wanted News

WANT A LEATHER-LUNGED PEA BRAIN?
THEN I'M NOT YOUR MAN
I know news... how to get it... and how to present it. 9 awards in past year alone. 7 years experience (including 2 as A-P Broadcast Editor). B.A. now assistant news director in top 50 mkl. (50 kw AM) looking for advancement to top 25.
Box H-21, BROADCASTING.

ATTENTION OWNERS, GENERAL MANAGERS.
Don't let your rocs slip into a decline. As one of the true programming giants, I stand ready to maximize your ratings. 4 yrs. proven track record at KADI-FM St. Louis. Group P.D., also nominated P.D., of yr. ALL. MARKETS considered. P. Parks. 314-361-5743. Apt. 15V. 15 S, Kingfisher Highway, St. Louis, Mo. 63108.

Situations Wanted Programing, Production, Others

There is no MOR.
If you think I might be right—and I want to do MOR—then I might be the right PD for your station. Proven, stable, major market listeners/club with good attitude and top credentials.
Box H-77, BROADCASTING.

SUCCESSFUL—EXPERIENCED
PROGRAM DIRECTOR
I have programed K101 AM/FM in San Francisco to dramatic rating gains for the past 3 yrs. Put my experience to work for you. Don Kelly 415—937-7335. Top numbers doing air work also.

TELEVISION

Help Wanted Management

PROGRAM/OPERATIONS MANAGER
Midwest VHF Network affiliate. Must be familiar with all phases including license renewal. Will be member of executive team. An excellent opportunity to join an aggressive station with new facilities. An equal opportunity employer. Send resume to Box H-85, BROADCASTING.
Help Wanted Technical

Circuit Development Engineers
Applicants should be familiar with latest solid state devices and techniques BSEE 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.

STUDIO ENGINEERING SUPERVISOR WANTED
California network affiliated VHF TV station, group owner, has immediate opening for person with working experience in studio and control equipment, including digital, plus experience in supervision of personnel. Requires recently acquired knowledge of digital circuitry. First class phone. Equipment includes RCA, Ampex, Chion, Norrock, Advancements. Equal opportunity employer. Written resume required. Phone Don Ferguson 518-441-4041 or write c/o KXTV, P.O. Box 10, Sacramento, Ca 95801.

Help Wanted News

TV News Producer-Director—Top Los Angeles television station is looking for an innovative, news-oriented person who can function both as an executive-level news producer and director of an hour long prime time news program. Must have a solid background in news and production experience in directing a fast-moving television news broadcast. We want someone who is full of ideas, creative and not afraid to experiment. Send resume, tapes and letter to Box 9236, Washington, D.C. 20016.

EXECUTIVE PRODUCER
Post-Newsweek station in Miami needs experienced producer with track record. Strong writing, imaginative film/tape work essential. Supervise 40-person staff-newscasts, minidocs, weekly public affairs programs. No calls. Send resume, writing samples to:

News Director
WPGL-TV
Miami, Fla. 33137
(EOE m/f)

Situations Wanted News

DIRECTOR OF ENGINEERING. 18 years experience in Television Broadcasting, Video Tape Production, Radio and Sound Recording: Engineering, Management. If you are looking for a creative and innovative person with strong management background, Fm your man. Box H-76, BROADCASTING.

Highly personalized style
ANCHORMAN
Good-looking individual seeks key anchor job. Help stamp out dull anchormen. No Magid stations please! Box H-71, BROADCASTING.

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Let us analyze your resume now!
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Boca Raton, Florida 33432
305-392-4210
Not an Employment Agency

Placement Service

Help Wanted Technical

Sore Winner
I am a TV News Director in a tosp-35 market. My news is No. 1, but management is stodgy. I want more budget, more salary and more desire to win.

Box H-105, BROADCASTING.

Situations Wanted News Continued

Situations Wanted Programing, Production, Others Continued

AVAILABLE NOW

CABLE Help Wanted Management

General Managers
Seeking several General Managers for Cable TV Systems in Midwest and Northeast. Prefer applicants who want to grow with the Number 1 growth oriented Cable and Pay-TV Company. Please send letter and resume in confidence to:

Paul Gisler, Director of Industrial Relations, Teleprompter Corporation, 50 West 44th Street, New York, N.Y. 10036.

For Sale Equipment

20 X 20 ROUTING SWITCHER
One ADC model 590 20 x 20 video/audio routing switcher complete with main remote control panel, power supplies, cabling, circuit diagrams, and maintenance manuals. BCD control. 2 video, 2 audio outputs per channel. Status of all channels continuously displayed. Pre-set, take, and save features. Meets critical color video and audio requirements. May be seen and inspected in daily operation at University of Michigan School of Dentistry, Ann Arbor, Michigan, $15,000. Contact C. Wallace (313) 763-0205.

MUST SELL!
LARGE ASSORTMENT OF RADIO AND TV EQUIPMENT OF VARIOUS TYPES. FOR COMPLETE LISTING CALL MR. HARVEY 301-652-5129.

LICENSE RENEWAL TIME?
COMMUNITY NEEDS SURVEY
From $250.00.
SALE AT PUBLIC AUCTION
All of the Class A voting common stock and Class B non-voting common stock of Harbour Television Systems, Inc., subject to mortgages and security interests, are subject to mortgages and security interests known to the Seller to secure the aggregate sum of $2,265,121. The Seller and others have been a subject to mortgage and security interests and liens in amounts unknown to the Seller.

The sale will be made by contract which will provide for the Closing of the sale and the transfer of the stock of Harbour Television Systems, Inc., to the express prior written approval of the Federal Communications Commission, Washington, D.C.

For information concerning the assets and business of Harbour Television Systems, Inc., contact one of the following:
Mr. Robert A. Gregory, Senior Vice President, The Liberty National Bank and Trust Company of Oklahoma City, P.O. Box 25848, Oklahoma City, Oklahoma 73125. Telephone: (405) 231-6128. 
Mr. Gordon Greer, Executive Vice President, The Liberty National Bank and Trust Company of Oklahoma City, Oklahoma 73125. Telephone: (405) 231-6143. 
Mr. Douglas T. Thompson, Station KBMT-TV, 625 Interstate 10 South, Beaumont, Texas 77704. Telephone: (713) 833-7512.

WANTED TO BUY STATIONS
TWO RADIO VETS WANT SMALL MARKET AM/DAYTIMER, PENNSYLVANIA, VIRGINIA, WEST VIRGINIA, BUY OUTRIGHT OR MAJOR INTEREST. Box H-115, BROADCASTING.

Am interested in buying Radio properties (am or fm) in Florida, Alabama, Tennessee, Georgia or Mississippi. Strictly Confidential.
Smith Broadcasting, Inc., Attn: U.D. Smith, III P.O. Box 551
Huntsville, Alabama 35804

FOR SALE STATIONS
TOP MARKET OFFERING
AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price: $2,265,121. Excellent facilities: superb properties. Replies should contain information sufficient to establish financial and personal qualifications.
Box B-231, BROADCASTING

METRO MARKET SOUTHEAST 1000 WATT DAYTIMER, PRICED AT 1.75 times BILLING PLUS REAL ESTATE. 25% DOWN WITH EXCELLENT TERMS TO QUALIFIED BUYER.
Box G-150, BROADCASTING

FOR SALE STATIONS
SOUTHEASTERN FOUR STATION CHAIN TWO A ONE M A & CLASS C FM COMBINATION. ALL GOOD MARKETS PRICED AT 1.75 TIMES BILLING PLUS REAL ESTATE. 25% DOWN WITH EXCELLENT TERMS TO QUALIFIED BUYER. 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 $350,000. Write for details. Replies should contain information sufficient to establish financial and personal qualifications.
Box G-199, BROADCASTING.

MAJOR MARKET FM
TOP FIVE MARKET FM, MAXIMUM SIGNAL. ALL NEW FACILITIES PLUS 15,000 SQ. FT. MODERN BUILDING, OTHER HALF RENTED. SUPER OP-PORTUNITY. $2.2 MILLION. ONE-THIRD CASH. REPLIES SHOULD ESTABLISH QUALIFICATION—PRINCIPALS ONLY. Box H-87, BROADCASTING.

Northeast regional fulltime 5,000 watt AM property serving medium sized metro. Excellent chance for individual with sufficient capital to enter business as owner. Station is priced at $635,000 and had revenues of over $400,000 two years ago. Excellent opportunity for sales oriented company or person. Please outline financial qualifications in request letter. Box H-91, BROADCASTING.

CAPITAL WANTED

Box H-126, BROADCASTING.

Major market FM station with excellent ratings and superior facility available for $3,500,000. Three year record of profitability and four year record of good ratings. Excellent market. Box H-129, BROADCASTING.

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Contact: William W. Walker
Suite 501, 1775 DeSales St., N.W.
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Only qualified financial principals write to:
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Broadcasting Aug 11 1975 58
Three decades' background for Washburn's FCC post

A distinguished 35-year career in government and business separates FCC Commissioner Abbott Washburn from the young Abbott Washburn, Harvard, '37, who was beginning to make his way in the world as an executive with General Mills Inc. in Minneapolis. But in some respects, in the job he has been in for a year now, he seems to be doing what he did back in Minneapolis, though on a grander scale. As a member of General Mills' department of public services, he had the responsibility to make sure that the radio programs the company sponsored, which owned — The Lone Ranger and Jack Armstrong, among them — were done with "good taste and appropriateness." As a member of the FCC, he is doing what he can to make sure that broadcasters behave "responsibly" in connection with the programs they present, particularly that directed at children.

"Jim Bell, chairman of the board and founder of General Mills in 1928, was very sensitive to the impact of General Mills programs on the public," Commissioner Washburn says. "So 'family viewing' is an execution. I'm all for it.

Commissioner Washburn says he is sensitive to the commands of the First Amendment and the no-censorship provision of the Communications Act. What's more, as a Midwest Republican, he has no particular appetite for enlarging government's regulatory role — he is an enthusiastic supporter of the commission's program of deregulation. But, he says, "the fact remains that the broadcasting industry has a great social responsibility to use this medium — unquestionably the most powerful medium ever devised by man — responsibly."

Mr. Washburn looks for policy guidance not to the likes of Chief Judge David Bazelon of the U.S. Court of Appeals in Washington, who recently has taken to excoriating the commission for regulating by lifted eyebrows but to Herbert Hoover, who as secretary of commerce in 1929's laissez faire framework, on which broadcast regulation has been built. He described broadcasting not only as a profit-making enterprise but as "a public service," one "impressed with the public trust."

These are ideas to regulate by even today, in Commissioner Washburn's view.

What's more, these concepts are not mere abstractions to the commissioner. At the age of 60, he is the father of an 11-year-old daughter, Julie, whose television watching has always been a matter of considerable concern to him. "My wife and I have screened out a lot of stuff," he says. "We started watching this when she was three. We'd pick shows we knew would be good, like the National Geographic. There's so much good stuff on television... but there is also a lot of bad stuff."

Commissioner Washburn arrived at his present position through a career in which he combined not uncongenial interests in public relations and politics. Back in Minnesota, he had been swept up as so many of his generation in that state had been in the drive to advance the political fortunes of Harold Stassen. He worked in the Stassen gubernatorial campaign in 1940, and eight years later suffered the frustration and agony of Stassen workers who saw their candidate lose the Republican presidential nomination to Tom Dewey.

Mr. Washburn began edging over toward the public sector in 1950, when General Lucius Clay, one of the founders of Radio Free Europe, talked to upper echelon friends at General Mills about the need for someone to head the Crusade for Freedom, an organization that would promote and solicit funds for Radio Free Europe in the U.S. Abbott Washburn's name was suggested.

From there, it was an easy step back into presidential campaigning. In 1952, General Clay asked Mr. Washburn if he would like to help the general's old friend, Dwight Eisenhower, in his bid for the Presidency, and Mr. Washburn said he would. Before long, he was organizing Citizens for Eisenhower clubs, and in a matter of months, 3,000 were established.

Mr. Washburn was chosen as a White House aide after the election. But he stayed only a few months. The U.S. Information Agency was being established in 1953, and in the framework of the Eisenhower administration, remaining as acting director while the Senate got around to confirming Edward R. Murrow's nomination. It had been a decade of rich in experience and bountiful in contacts. He had known two Presidents, members of the Eisenhower cabinet and a host of important members of Senate and House. A man with that background does not generally return to Minneapolis. Mr. Washburn didn't; he became a vice president for international relations with Carl Byoir public relations firm, then set up his own firm.

And in 1968, with another presidential election campaign under way, he was recruited for service again, this time by supporters of Richard Nixon, another of those whom Mr. Washburn had known in his Eisenhower days. Mr. Washburn worked in the Citizens for Nixon organization, attempting to win non-Republicans over to the Nixon banner.

And again, service in a presidential campaign led to a job from the successful candidate. Mr. Washburn was named deputy chairman of the U.S. delegation to Intelsat conference on definitive arrangements for international satellite communications. When ex-Governor William Scranton of Pennsylvania resigned as chairman, President Nixon appointed Mr. Washburn to that position with the rank of ambassador; and subsequently, the delegaties to the 79-nation conference elected him over-all chairman.

Next month, Commissioner Washburn will face the Senate Commerce Committee in a hearing on President Ford's nomination of him to a full seven-year term. He is not likely to run into any difficulty. The government service he had before joining the commission, both at USIA and in the Intelsat conference, provided good background for his job at the commission. So, too, some senators probably believe, did his days at General Mills' department of public services and his years as Julie's father.
Do it now

The more the FCC is forced to think about its decision to delay final action on the Washington Star transfer case, the more it will surely come to wonder about the soundness of the crossownership rules it is being asked to waive. It is the collision of the theory of the rules with the reality of the Washington media market that has put the FCC in the awkward position it occupies now.

As reported in detail a week ago, the FCC has ordered an "expedited" hearing to get answers to several questions that it said have been left unresolved in the extensive pleadings already filed in the eight-month proceeding. It wants a showing that Joseph Allbritton will indeed continue to publish the Star if he is granted the control of it and its associated broadcast properties. It wants to know whether there are other ways to rescue the ailing newspaper. It is, in short, intruding in fundamental business judgments that should be the exclusive domain of private enterprise.

Yet it is really helpless to do otherwise. Having adopted general rules that are designed to break up co-located crossownership by divestiture or attrition, it can only waive the rules on a clear showing of extreme hardship. That means that any waiver must inevitably be a rerun of the Star case—wherever it may lead. In every case, the commission will be acting as either rescuer or lord high executioner, the latter role to be played as surely by indecision and delay as by decisive action.

This is a perversion of antitrust policy, but it is the only end to be expected of rules that were adopted in the total absence of evidence that a general stifling of competition had resulted from multimedia control and in the face of considerable evidence that media competition is far more vigorous than is supposed by the mind-set that eventually prevailed.

There is a way out, assuming the parties to the Star transfer wish to salvage it. The FCC could really expedite the hearing with paper answers to the questions it has asked and come promptly to a judgment. Perhaps it could condition the transfer on a future divestiture to comply with crossownership rules. It could then turn to the basic problem that this case has raised: what to do about the rules themselves, now revealed to be more a repression than a liberation of the media market.

Wrong direction

The sternest finger in Washington journalism belongs to Jack Anderson, the syndicated columnist, whose livelihood depends upon the daily discovery of another crime against the state. The finger is forever pointing at transgressions against the Anderson version of morality, and it has lately pointed at the television networks.

The terrible transgression of the television networks was their rejection of a Jack Anderson interview with President Ford, and the networks were rightly flayed in an Anderson column (BROADCASTING, Aug. 4). With Pavlovian dependability, anti-network types in the Congress reacted on cue. Senator Frank E. Moss (D-Utah) sent off a letter to FCC Chairman Richard E. Wiley urging that the government require networks to accept documentaries produced independently. Representative John Murphy (D-N.Y.), author of a bill to regulate networks, denounced their rejections of the Anderson tape as "abuses against American patriotism."

Come now, Mr. Murphy, rebuffing Mr. Anderson is not spitting on the flag. The presidential interview was concocted as a promotion for a Bicentennial slogan contest that Mr. Anderson has been running in his column and contained no news detectable to the keenest journalistic eye. As Ron Nessen, Mr. Ford's press secretary, said of it in retrospect: The President was "conned."

Presumably Mr. Wiley will remind Senator Moss that the FCC cannot legally instruct the networks to broadcast any kind of news programs, and Mr. Murphy's remarks will be buried with old Congressional Records. As for Mr. Anderson's finger, it should make a 180-degree turn.

Self-control

The manufacturer of Trojan condoms has managed to place commercials on two television stations and proposes a meeting with the National Association of Broadcasters television code board to seek general clearance for television advertising. Legally, there is nothing wrong with the acceptance of Trojan advertising on the air. As a practical matter, broadcasters would be wise to decline it.

It is argued that Trojan advertisements have been widely published in such periodicals as Playboy, Penthouse and Out and that the public is therefore conditioned to accept them everywhere. Any broadcaster who sees reason in that argument is invited to tape a television version of the latest "Playmate of the Month" and play it in prime time.

There is a difference between the broadcaster's freedom to carry contraceptive commercials and the decision to do so. The difference goes by the name of taste. If broadcasters don't understand the difference, they will be taught it—the hard way.

Bottom line

Now the critics are bad-mouthing telephones because the Democrats failed to break new records in last month's Tune in America fund-raiser on ABC-TV. It seems the party may net only $1.5 million on a $4.5-million gross, as compared to a $3-million net on a $6-million gross last year.

A year ago there were the Watergate disgrace and the attendant distrust of the Republican opposition. An untried President had taken over, inflation was rampant, and there were gas shortages.

This year Watergate is a bad dream and the economy alone is the critical issue. President Ford has announced his candidacy for a term of his own and is showing up better in the polls, while Democratic hopefuls are clogging the party corridors.

But looking at the bottom line, what's wrong with a $1.5-million net on a $4.5-million gross—roughly a 33 1/3% return?

"Good morning, students. Today's lecture is titled 'Simplified Wiring for Home and Shop.'"
NUMBER ONE
WESTERN DRAMA IN U.S. SYNDICATION!

BONANZA

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* Source: Nielsen Report on Syndicated Programs, Feb.-Mar. 1975
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