Getting a fix on fall in TV billings
Pay cable: on the launching pad and counting

Making big news in the Twin Cities, because Eyewitness News at 10 p.m. is No. 1, Mon.-Fri., in every major demographic of both Arbitron and Nielsen.* In fact, Eyewitness News swept 21 of 21 Arbitron categories and 22 of 24 Nielsen classifications. And we’re still gaining on the market. In adults 18-49, for example, Mon.-Sun., we average 194,000 viewers (up 24% from a year ago) compared to 140,000 for the next highest station, according to ARB.

So make new gains in your media strategy. Choose KSTP-TV with anchor-man Ron Magers, sportscaster Tom Ryther and weatherman-meteorologist Dr. Walt Lyons. No. 1 and gaining.

EYEWITNESS NEWS
KSTP-TV
MINNEAPOLIS - ST. PAUL

Division of Hubbard Broadcasting Inc.: WTTG-TV Tampa-St. Petersburg; KO8-TV Albuquerque. For information contact your local Petry office or call KSTP-TV's Jim Blake or Dave Garvin at (612) 645-2724.

The most remarkable success story in radio history is unfolding in Miami. WINZ, bumping along in 22nd place in morning drive time, sky-rocketed into first in less than a month, after switching to NBC News & Information Service. Read the WINZ story on the facing page, first in a series about what NIS is doing all across America.
"Going from 22nd place in our last ARB to first place in a special Hooper—and doing it in only 26 days—well, it's just incredible! And this is one of the most hotly contested radio markets. Wow, does That's Dick Caspi, manager of WINZ in Cleveland, about NIS—the new all-news service.

Designed to fuse community coverage of the resources of the world's largest broadcasting organization—form reports on the world. Meanwhile, the best returns are in from Cleveland, too. They indicate gains for theitched from rock or And ad dollars areith shares, as always.

gage, that elusive bonity factor, it when a station be-sive NIS outlet.

medium markets ets—NIS works.

THE WAY IT WORKS IN MIAMI IS THE WAY IT CAN WORK FOR YOU.

Source: ARB: Apr-May 1975, 6am-10am. Chicago and Cleveland Hoopers: July 7-11, 1975, 7am-10am. Miami Hooper: July 14-18, 1975, 7am-10am. Subject to qualifications available on request.
Hard sell for fast food □ Hardee's Inc. is set to serve its most extensive spot TV and radio spread this week, advertising in about 75 markets throughout the country. Initial flight is being placed by Benton & Bowles, Hardee's agency since last March, and will run through December. Theme of campaign is "Hello Hardee's!" and different versions of the popular song, "Hello Dolly!" are used in TV and radio commercials that cater to adults (for example: "Hello, Hardee's, well, hello, Hardee's, it's so nice to have a place where we belong. . .") Four different TV spots are aimed at children and are combination of animation and live action. Hardee's advertising is directed to entire family.

Rainy season □ Londontown Manufacturing Co., Baltimore, on behalf of London Fog rainwear, will break spot TV and radio campaign this fall in substantial list of markets. Spot TV set to begin in late September and continue through mid-November; spot radio will start in mid-October and last for different periods, depending on market. AC&R Advertising, New York, is seeking adults, 25 to 49.

How sweet it is □ Planters-Curtiss Confectionery Division of Standard Brands, Chicago, will sweeten spot TV this fall with four-week spree in large number of markets in support of Baby Ruth and Butterfinger candy bars. Lee King & Partners, Chicago, is targeting its commercials to women 18-49, teenagers and children 6-11.

Organic □ Rising interest in "natural" or granola-like cereals is reflected in spot TV campaign for Pet's Heartland cereal, beginning today in many major and secondary markets. Spots are being bought by Haworth, Chicago, and will run at least four weeks. They will be fringe 30's aimed at women 25-54.

General Mills in cereal act □ Adding to wave of TV spots for cereal products will be General Mills campaign for relatively new BucWheats pre-sweetened cereal. Campaign will begin Aug. 25 and run for four weeks in wide range of national markets. Spots, early and late fringe 30's being bought by Campbell-Mithun, Minneapolis, will emphasize both nutritional value and maple flavor of cereal. Target audience is women 25-54.

And Kellogg's, too □ Kellogg begins spot TV campaign this week that will bring spots for several cereal products into markets nationwide. Spots for Product 19, emphasizing cereal's nutritional value, will run six weeks in long list of major markets. Leo Burnett, Chicago, agency for Kellogg, is buying daytime, prime, and early and late fringe 30's aiming at women over 35. Business is already being placed for 13-week campaign to begin Oct. 27 for several of Kellogg's pre-sweetened cereals, with Burnett buying weekend and children's programs 30's and 60's, aiming at children 6-11.

Competition brewing □ Joseph Schlitz & Co., Milwaukee, will look to better competitive position of its relatively new Schlitz malt liquor through spot TV campaign set to begin Sept. 15. Schlitz is up against Colt 45 malt liquor, heavy spot TV advertiser for years. New campaign will run from eight to 12 weeks depending on market, with prime time and fringe 30's being bought by Leo Burnett, Chicago, directed to men 18-49.

Dannon goes to market □ Dannon Yogurt (through Marsteller ad agency) is ready to launch separate TV and radio campaigns next month. TV flight will run in 15 markets, including New York, Cincinnati and Detroit, and will feature campaign that boasts about Dannon's fresh delivery to stores. (Another TV campaign is in works, but Marsteller sources remain tight-mouthed about theme.) Campaign will begin next month and run 10 weeks in most markets (13 weeks in New York). Both TV and radio campaign are aimed at adult men and women. Radio campaign will go basically on young-adult-oriented stations in 10 markets, including Chicago, Washington, Baltimore and Atlanta. Radio flight begins Sept. 8 and will run for 10 weeks. Theme of 60-second spots that will be used focuses on actual letters from satisfied Dannon eaters.

TV for tires □ Dunlop is preparing major spot TV campaign for its line of tires to run for four weeks beginning Sept. 5. Agency, Rumrill Hoyt, New York, is buying fringe, news, and sports 10's aimed at men 18-49 in long list of national markets.

Going after businessmen □ Automatic Data Processing Co., Clifton, N.J., which provides computerized bookkeeping and record-keeping services to business, is lining up extensive spot radio campaign throughout the country, starting Sept. 9 and continuing for about 10 weeks. Schefer Advertising Inc., Valley Forge, Pa., is aiming to reach men, 35-64, in drive time periods on weekdays.

Switch-hitter □ Health industries' European Health Spas, previously heavy in print, has changed its emphasis to TV, with three new minute and 30-second spots depicting in slow-motion how exercise can tone and develop body. They're being used in national spot TV on 59 stations in 26 ADI markets in Flight that began July 20. European Health Spas spent $1,098,400 in spot TV last year; latest spending not disclosed. Agency is N.W. Ayer/Jorgensen/Macdonald, Los Angeles.

Synergism □ Hudson Pharmaceutical Corp., New York, is introducing Spider-Man children's chewable vitamin in September, supported initially by spot TV campaign on stations in New York area and scheduled to spread later in fall to Northeast and to other regions of country by beginning of 1976. Hudson expects to put about $1 million into campaign, heavily in spot TV, and there will be co-op radio expenditures in some markets. Carl Fergo Communications, New York, is focusing on children and adult women. Spider-Man name was chosen because it is successful comic book figure and also because Cadence Industry Corp., New York, owns both Hudson Pharmaceutical and Marvel Comics Group, of which Spider-Man is part.

Auto action □ Fall line of cars for Oldsmobile division of General Motors, Detroit, will be promoted through four-
week spot TV campaign set to begin Sept. 29 in long list of markets. Leo Burnett, Chicago, is agency, buying prime time and fringe 30's directed towards all male demographics.

Educational sell for Exxon® Exxon Corp. (through McCaffrey & McCall) has put together four 60-second radio spots as part of special nine-market campaign beginning Sept. 1 for four weeks. Spots will ring changes on theme of energy self-sufficiency through Alaska pipeline and building more nuclear-power plants. Educational campaign is aimed at adults, and markets include New York, Chicago, Boston, San Francisco and Pittsburgh.


Fragrant fall® Yardley (through Altman, Stoller, Weiss of New York) has made $360,000 fourth-quarter buy on ABC Radio's American Contemporary Network. Five Yardley products are involved in splurge: three cosmetics (Pot of Gloss, Lip Slicker and Color Sweep), Yardley (through Altman, Stoller, Weiss of New York) has been agency for Ralston Purina since 1932 and has been assigned to Warwick, Welch & Miller Inc., New York, with media buying handled by Schaefer's house agency, Summit Advertising, New York. One factor contributing to split with BBDO was assumption of media buying functions by Summit in January this year. General Mills Inc., Minneapolis, reports it is dropping Wells, Rich Greene Inc., New York, from all product assignments and shifting approximately $2.5 million in billings ($2 million in television) to Neudham, Harper & Steers, Chicago (Hamburger Helper, Tuna Helper and Casserole mix) and Dancer-Fitzgerald-Sample, New York (Chips, Mrs. Bumby's Potato Chips and Shaped Snacks). WRG has been agency forRalston Purina Co., St. Louis, since 1969.

Partings of the way® BBDO Inc., New York, which has been agency for F & M Schaefer Brewing Co., Brooklyn, N.Y., since 1932 (even before repeal of Prohibition), will end its 43-year association Sept. 30. Creative work on beer account (about $4 million in billings, 90% in broadcast), has been assigned to Warwick, Welch & Miller Inc., New York, with media buying handled by Schaefer's house agency, Summit Advertising, New York. One factor contributing to split with BBDO was assumption of media buying functions by Summit in January this year. General Mills Inc., Minneapolis, reports it is dropping Wells, Rich Greene Inc., New York, from all product assignments and shifting approximately $2.5 million in billings ($2 million in television) to Neudham, Harper & Steers, Chicago (Hamburger Helper, Tuna Helper and Casserole mix) and Dancer-Fitzgerald-Sample, New York (Chips, Mrs. Bumby's Potato Chips and Shaped Snacks). WRG has been agency forRalston Purina Co., St. Louis, since 1969.

Prospect® National Railroad Passenger Corp. (AMTRAK), Washington, D.C., has named Harry W. Graff Inc., New York, as agency for Express Services. Graff said account billings are "open-ended" at this time since AMTRAK has not in past made strong promotional and advertising efforts in support of Express Services. Graff intends to split billings evenly between broadcast and print.

Rock support® Pepsi-Cola (BBDO & O), BASF magnetic tape (Young & Rubicam), Bristol-Myers (direct), Lever Bros. Close-Up tooth paste (J. Walter Thompson), Warner-Lambert (J. Walter Thompson), Noxell (SCC&B), Bic binette lighters (Wells, Rich, Greene), and S.C. Johnson (Fooie, Cone & Belding) have bought all six national minutes. Enterprises' syndicated weekly 90-minute Don Kirschner's Rock Concert.

Uncorking® Canandaigua industries Inc., Canandaigua, N.Y., is beginning spot campaign on behalf of its various wine products, launching effort in Virginia for Old Hempstead on black radio stations for 26 weeks starting in early September. For Wild Irish, Canandaigua will go with spot TV splurge in 25 markets for 12 weeks and supplement it with spot radio on black outlets in eight markets, starting in early October. Helfgott, Towne & Silverstein, New York, is aiming for adults.

Rep appointments® KROI(AM) and KSAM(FM) Seattle have named CBS Radio Spot Sales as national representatives® WTMQ(AM) and WAWX(AM) Madison, Wis.; WNOS(AM) and WOA(FM) York, Pa; WHYY(FM) Fort Lauderdale, Fla., and WKLX(AM) Portsmouth, Va., have named Alan Torbet Associates Inc.® WIOI(FM) Pittsburgh and WFTL(AM) and WGO(FM) Fort Lauderdale, Fla., have named HR/Stone Inc.® WTVW-TV Tupelo, Miss., has named Katz Television.

BAR reports television-network sales as of July 27

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended July 27</th>
<th>Total dollars week ended July 27</th>
<th>1975 total minutes</th>
<th>1975 total dollars year to date</th>
<th>1974 total dollars year to date</th>
<th>% change from 1974</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>116</td>
<td>$669,500</td>
<td>3,279</td>
<td>$18,894,900</td>
<td>$13,374,900</td>
<td>+41.3</td>
</tr>
<tr>
<td>Sign-on 10 a.m.</td>
<td>952</td>
<td>8,203,300</td>
<td>28,753</td>
<td>293,501,200</td>
<td>259,194,000</td>
<td>+13.2</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>352</td>
<td>2,882,200</td>
<td>8,751</td>
<td>129,286,100</td>
<td>116,418,700</td>
<td>+11.1</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>99</td>
<td>1,701,000</td>
<td>2,959</td>
<td>70,864,300</td>
<td>62,529,900</td>
<td>+12</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>19</td>
<td>286,500</td>
<td>471</td>
<td>11,012,100</td>
<td>9,310,600</td>
<td>+18.3</td>
</tr>
<tr>
<td>Sunday</td>
<td>401</td>
<td>16,716,500</td>
<td>11,793</td>
<td>693,726,200</td>
<td>661,918,600</td>
<td>+4.8</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>11 p.m.-Sign-off</td>
<td>3,206,000</td>
<td>5,559</td>
<td>92,578,800</td>
<td>82,198,100</td>
<td>+12.6</td>
</tr>
<tr>
<td>Total</td>
<td>2,205</td>
<td>$336,665,000</td>
<td>61,535</td>
<td>$1,309,003,608</td>
<td>$1,204,444,800</td>
<td>+8.8</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports

Broadcasting Aug 18, 1975
Yoo-Hoo gets attention by use of broadcast

"Yoo-Hoo," as defined in the dictionary, means to get someone's attention. Molly Goldberg did her share in calling Mrs. Bloom. Even Nelson Eddy and Jeanette MacDonald got into the act with "When I'm calling, yoo-hoo-hoo-hoo, yoo-hoo-hoo." The soft drink Yoo-Hoo has also been attracting considerable attention both in the U.S. and abroad. It is chocolate-flavored and noncarbonated, and its advertising since the early 1960's, when Weiss & Geller became its agency, has helped it become a drink popular with the entire family.

Yoo-Hoo contains high quality (animal) protein providing the basic amino acids needed for health and growth. Because Yoo-Hoo is made with skim milk and defatted cocoa, it is low in cholesterol. Yet the drink offers an ideal "pick-me-up" because of its sugar content and the natural sugar in its milk ingredient. No other soft drink can claim these advantages. Aside from these factors, Yoo-Hoo's broad popularity can be attributed to:

- Use of selective spot radio and TV buys to reach different groups of consumers. (Recent use of more than one flight per season.)
- Utilization of all the merchandising tie-ins and devices the stations offer.
- Endorsement and publicity by Yogi Berra, vice president of Yoo-Hoo and former New York Mets manager. Plus the recent addition of Pearl Bailey as Yoo-Hoo's radio commercial personality.
- Backing the bottlers of Canada Dry, Pepsi-Cola, Cott and others who do not consider Yoo-Hoo directly competitive with their own beverages.

Most of the million-dollar advertising and promotion budget to be spent this year will go into radio. Since Yoo-Hoo appeals to various groups, different stations are considered to cover each segment of the market. Initially, Yoo-Hoo, with limited advertising funds, positioned itself as an ideal drink for preteen-agers and used the kiddie TV shows, but through the years with the help of generous flights of radio commercials, Yoo-Hoo has become an all-family drink.

For example, the New York area this summer, in addition to two previous flights run this year, a seven-week schedule of 269 commercials per week on 16 stations was ordered. While the number of stations may seem large, we divide the stations into these categories; teens, young adults 18-34, and women (mothers of young children) 25-49. Stations also include programs appealing to black and Spanish-speaking audiences.

Differing commercial approaches are used for the various segments. For example, musical jingles have carried much of the story to the young. The jingle is ideally suited for this purpose. It creates awareness, communicates the message, and motivates by creating a memorable emotional experience. Musical arrangements reflect the most current tastes in sound.

While Yoo-Hoo contains nutritional ingredients so important for the growing youngsters, we tend not to over-emphasize this directly. The milk angle can be a motivational problem. Teens or preteens resent being told how good it is. So the jingle gives emphasis instead to energy derived from the other ingredients. Thus, we call Yoo-Hoo "the action drink for action people."

This year has been difficult for all soft drinks. The cost of ingredients, especially sugar, and the constant increases by can and bottle manufacturers have almost made soft drinks a luxury. To counteract this resistance, Yoo-Hoo has run three flights of radio advertising. The first one started in February in the cold winter months in the East, the first time in Yoo-Hoo's history that advertising began so early in the nontraditional soft-drink months. Our campaign was directed to adults, mainly supermarket shoppers within the "Did-You-Know?" appeal. We told why Yoo-Hoo is the soft drink that is good for the entire family. Following this campaign, we utilized Pearl Bailey as our spokeswoman to deliver the same message but in the special personal "Pearlie Mae" style of hers. Our current jingle tells the popularity story of Yoo-Hoo as "America's Number-One Chocolate Soft Drink."

We work very closely with the radio stations. With each flight, we meet with the stations and ask for all the promotional and merchandising help we can get from them. Our agency philosophy of "If you don't ask, you don't get" comes into play here and we find almost 100% cooperation. The stations not only help to deliver Yoo-Hoo's message to the consumer, but all those involved in the distributive process are kept informed with the stations' assistance.

We have found advantages in working with station announcers, disk jockeys, and program personalities. Where stations have talented individuals with loyal audiences, we often urge these people to create their own commercials in their own personal styles. For these special talents, we supply fact sheets and cues of Yoo-Hoo. By listening to the air checks, we monitor the results. To date, the response has been excellent. Since Yoo-Hoo is a fun drink and a fun name, most of these commercials are quite humorous and memorable.

The Yoo-Hoo company will also often supply cues of Yoo-Hoo to stations for community events. Yoo-Hoo is supplying one station with tie-ins for on-the-air giveaway. All of this is possible because of the many years of client-agency-station relationships. While each station must earn its place on the schedule, contributions above and beyond merely the airing of the commercial are often taken into consideration.

Yoo-Hoo's distribution, which extends throughout the East, is expanding constantly. Our agency deals with local distributors and we work cooperatively with their agencies. This enables our agency timebuyers to secure most advantageous rates for our client.

Radio, along with a modest use of TV for the preteen-ager, remains Yoo-Hoo's basic media strategy. It has made this good-tasting soft drink that's good for people "America's Number-One Chocolate Soft Drink." Now internationally, Yoo-Hoo is fast becoming recognized as the number-one high quality protein beverage, and the broadcast media helps sell Yoo-Hoo worldwide.
Where Things Stand
Status report on major issues in electronic communications

Copyright 1975 Broadcasting Publications Inc. May be quoted with credit. * 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 contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court (Broadcasting, May 5).

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

Cable rebuild deadline. FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (Broadcasting, July 14). Action concludes rulemaking in Docket 20363. Commission, however, has outstanding another rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. That search goes forward; comment deadline has been extended to Oct. 3, replies to Nov. 6.

Children's TV. FCC's policy statement on children's television programming, adopted last year (Broadcasting, Oct. 26, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case no. 74-2006). House Communications Subcommittee, meanwhile, has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (Broadcasting, July 21).

Citizen agreements. FCC policy statement and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agreements has been issued. Comments 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). Similar proposal for noncommercial stations has also been issued (Docket 19816) (Broadcasting, Aug. 4); comments are due Sept. 15.

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

Consumer agency. Senate passed bill to establish Agency for Consumer Advocacy after amending it to insure agency cannot involve itself in broadcast license renewal proceedings before FCC. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. In House, Government Operations Committee passed bill similar to that passed by Senate, but with one significant difference for broadcast industry: Bill, H.R. 7575, does not exempt proposed agency from involving itself in license renewal proceedings, 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 the 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 crosstownships prospectively and requiring breakup of 16 crosstownships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from the Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Case nos. 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. In addition, number of parties petitioned commission to reconsider its order, but the commission has denied them.

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

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
KPHO-TV Presents

The Little Rascals in Phoenix

"Not only did we outdistance the Mouse 4 to 1, with Children 6 to 11 — we pulled almost 5 times as many Teens and 3 times as many members of the entire family."

—EDWARD G. AIKEN
KPHO-TV, Phoenix

#1 MON.-FRI. 4-4:30 p.m.
First with a 12 rating, 38 share: more Women 18-49 (71% more than Mike Douglas) and more Total Homes—as well as an overwhelming sweep of all 3 Children's categories. Advantage over Mickey Mouse Club: Teens, 371%; Total Children, 108%; Children 6-11, 230%. The Mouse dropped 56% in rating, 50% in share when The Little Rascals came to town.

For a complete breakout of this and other markets, call or write Michael G. King
KING WORLD PRODUCTIONS, INC.
903 Mountain Ave.
Berkeley Heights, N.J. 07922
(201) 464-9746

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. 4926 by Charles Throne (R-Mo.). There is no sign of movement on two House bills.

FCC's fairness-doctrine report. FCC's new fairness statement exemplifies 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 appeal 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).

Indecency. FCC's declaratory ruling on indecent 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. Ruling involves airing of George Carlin album cut (see story, page 21).

KRKA (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 grants of Pasadena, Calif., frequency to Western Broadcasting Corp., whose principals include Bob Hope. Decision awaited.

Leapfrogging. FCC has initiated rulemaking (Docket 20487) aimed at modifying or repealing rules that require cable systems to select closest stations in impinging 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 subcommittees 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 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals (Broadcasting, April 21) in Washington by CBS, NBC and ABC television affiliates associations. Order also is subject of petitions for reconsideration filed with commission.

Nutritional advertising. FTC has republished its proposed trade regulation rule on nutrition claims in food advertising in conformity with rulemaking procedures set out in Warranty-FTC Improvements Act. Comments on draft issues are due Sept. 1; deadline for comments on proposed disputed issues to be announced.

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 Anti-trust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held in May (Broadcasting, May 28); more were held last month (Broadcasting, July 14, 21).

Payola. Grand juries in three cities have indicted 19 individuals on charges relating to payola. Another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion. Justice Department says its investigation, which resulted in indictments, reached into 16 cities, is "only the beginning" (Broadcasting, June 30).

Pensions' case. FCC decision holding that NBC violated fairness doctrine in connection with Pensions: The Broken Promise TV program, was ordered vacated by three-judge panel of U.S. Court of Appeals which—acting at request of full nine-judge circuit—vacated its own earlier decision (Broadcasting, July 14). Petitioner, Accuracy in Media, has 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's copyright bill. S. 1111 is being considered separately from pending copyright bill S. 22. Subcommittee on House side is scrutinizing duplicate of Scott bill, H.R. 5345 by Representative George Danielson (D-Calif.) for possible insertion in copyright revision bill pending there (H.R. 2233).

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. 75-1053 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). FCC staff has devised formula for payment and NCTA has supplied numbers to apply to that formula (see story, this issue). Both sides must now examine the resulting schedule, in absence of settlement. FCC will have to face again issue of imposing one.

Prime time access rule III. FCC on May 14

August 18, 1975
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 Sept. 8 effective date but were turned down (Broadcasting, Aug. 11).

Public broadcasting funding. Public broadcasters have lost their fight for five-year funding for Corporation for Public Broadcasting. Bill sought (H.R. 6461) had provision for five-year appropriation as well as five-year authorization. House Appropriations Committee has rejected concept of five-year appropriation and struck that provision from bill. If 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 originated 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. No. 608) is being scrutinized during hearings on fairness doctrine bills. There will be further hearings before subcommittee takes action on it. House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has introduced measure (H.R. 5500) which echoes Mr. Pastore's bill.

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

Washington Star transfer. FCC has set for expedited hearing Texas banker Joe Allbritton's application for transfer of control of Washington Star Communication's broadcast properties and associated Washington Star. Approval of transfer would require waivers of FCC's crossownership rules barring transfer of newspaper-broadcast and radio-television combination in the same market. A prehearing conference has been held; indications are, however, that the deal will be re-aranged to avoid lengthy litigation (Broadcasting, Aug. 11).

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

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

Aug. 19—FCC deadline for comments on rulemaking (Docket 20509) which would establish new class of radio station to be used to transmit information to motorists and other travelers (Docket 20509). Proposed radio class would operate on either 1606, 1612 or 530 kHz. Reply comments due Sept. 5. FCC, Washington.

Aug. 18-22—University Film Association's 29th annual conference. Papers and sessions deal with new trends in video disc systems, videotape 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 66044. (913) 864-3991. For queries on local arrangements: Prof. Reid H. Ray, RIT, Rochester 14623. (716) 484-2772.

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


Also in August

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

Aug. 29-Sept. 7—Bi-annual International Radio & Television Exhibition (technical). West Berlin. For information: AMK Berlin, Messedamm 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, WCBB-TV Columbus, is chairman. Jackson, Mississippi motel, Jackson.

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


Sept. 11—FCC'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 Reporting (Broadcasting, Feb. 3). Previous deadline was Aug. 11. Deadline for reply was extended from Aug. 26 to Sept. 26, FCC, Washington.


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

Sept. 14-16—Louisiana Association of Broadcasters fall convention at Royal Orleans Hotel, Century Plaza, New Orleans.


Sept. 15—Deadline for entries in 1975 Ohio State Awards competition, sponsored by the Institute for Education by Radio-Television, for informational, educational and public affairs radio and television programs. Additional information and entry forms: The Ohio State Awards, 2400 Olentangy Road, Columbus, Ohio 43210.

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

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


Major meeting dates

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


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


April 4-7, 1976—National Cable Television Association annual convention. Convention Center, convention will be April 17-20, McCormick Place, Chicago.

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


Sep. 19-21—American Women in Radio and Television Southwest Area Conference Ramada Inn, New Bern, N.C.

Sep. 22—Comments due at FCC regarding commission's further notice of proposed rulemaking (Docket 19906) aimed at setting standard to prevent television signals commonly viewed in non-cable households of cable community from being blacked out because of mileage priorities. Reply comments are due Oct. 17, FCC, Washington.


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


Sept. 25-26—Television Information Office open meeting for broadcasters in Texas and nearby states to examine political and government studies toward TV and to discuss ways to increase public awareness of the medium's achievements and problems. Representative will be Sept. 26 luncheon speaker. Houston Oaks hotel, Houston.

Sep. 28—FCC's new deadline for comments on proposed rulemaking (Docket 20520) which would amend broadcast station multiple ownership rules to set a 5% limit on ownership of broadcast stations. Previous deadline was Aug. 11. Deadline for replies was extended from Aug. 26 to Oct. 13, FCC, Washington.

Sept. 28—FCC's new deadline for comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 19554). FCC, Washington.


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


October

Oct. 2-3—Ohio Association of Broadcasters fall convention. Sponsored by FCC Chairman Jack Valenti, Tammy Winfield, OSU correspondence. OSU Center for Tomorrow, Columbus.

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

Oct. 2-8—International Telecommunication Union Telcom'75, second world telecommunication exhibition. Eveni scheduled simultaneously with Second World Telecommunications Forum. Second International Festival of Telecommunications and Electromagnetic Film; Youth in Electronic Age competition all to be held at same city Palace des Exposition, Geneva.

Oct. 3—FCC's new deadline for comments on proposed rulemaking concerning possible alternatives to March 31, 1977, deadline for older major market cable systems to comply with access and channel capacity rules. Replies were due Sept. 28, Watts, Washington.

Oct. 3-5—Massachusetts Broadcasters Association annual meeting. Duxley's Resort, Hyannis. Contact: Douglas Row, MBA, 16 West Main Street, Marlborough, Mass. 01752; 617/488-5553.


Oct. 3-5—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—FCC's new deadline for comments on proposed rulemaking (Docket 20436) which would modify or eliminate use of signal strength contours for purposes of cable television system regulation. Previous deadline was Aug. 11. Deadline for replies was extended from Sept. 1 to Oct. 24, FCC, Washington.

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

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


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

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


Oct. 21-31—MIPED, international feature film, TV film and documentary market for film buyers and sellers. Oct. 21-26 will be mainly movies and documentaries for TV; Oct. 26-31, brand new films of 1974-75 vintage; Oct. 23-31, meeting point for dealers and producers of the western and socialist countries, Largo Domodossola 1, 1945. (U.S. contact: Gerald Rappoport, 159 West 53rd Street, New York 10036.)

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


Oct. 26-28—Post-Newsweek Stations, in cooperation with the League of Women Voters and the Aspen Institute's Program on Communications and Society to sponsor "Ballots and Broadcasting: from Harding-Cox to 1976 and Beyond"—conference to make electronic media more active in the electoral process. Reston Conference Center, Reston, Va.


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

EDITOR: Much of the debate over sex and violence on TV misses the more important issue: the image of life presented by network television. That image, I feel, has little or nothing to do with the way most of us live our lives. The unreality of television programs is scary because of the power of the medium. By now it’s a cliché to say that though art imitates life, after a while life starts imitating art. Sooner or later people start to act like the people they see on TV. Which makes you wonder where scriptwriters get some of their ideas.

And the names. Where on earth do the people who create TV shows get their names? There appears to be an unwritten rule that every new show must have a one-word title (that title generally be the last name of the main character and that the sound be of indeterminate Slavic origin). Kojak. Kolchak. Holvak. Holvak. Bunacek. They all sound alike, and they’re not even real. Who knows anyone with last names like the ones on TV? They all sound alike, which means nothing and came from the brain of an executive who thought it had a pleasing sound.

The purpose of this whole diatribe is to try to make sure we see TV’s preoccupation with brutality as just a symptom of a larger problem. That problem is the same sort of cynical contempt for human sensitivity we’ve seen in contemporary politics.

Encouragement


I too am handicapped, but I have managed around my eye problem. I, like Ken, have 20/80 vision corrected with contact lenses, but I have managed to do everything and anything connected with radio.

I do a regular board shift six days a week. I have a good deal of my station’s production, and on top of all this I sell. I have a degree in radio and TV, and five years experience in the radio industry.

To handicapped people in our industry all I can say is hang in and stay with it. —Norm Howard, KZOL(AM) Farwell, Tex.

Backgrounder

EDITOR: I read with interest Mr. Layton’s response (July 28) to my previous letter concerning third class operators and their exam.

Unfortunately my previous letter was quite long. In reducing its length, the editor left many unsupported statements. I would like to try to present the reasons for the statements published, as I originally wrote.

For routine operation of a station, power or current ratio calculations are not required if the station is in compliance with 73.93(g) and 73.265(f) of the FCC rules. These sections require a tabulation or chart of upper and lower limiting values of parameters to be available for lesser grade operators. This removes any requirement for calculation. To determine if station operation is within the terms of its license, the operator merely compares his readings to those on the chart.

Making the third-class operator memorize information that is not required for his job is quite unreasonable. We should not test an applicant’s ability to memorize useless material. The information on the third, second, and first are not useless to me, since I am responsible for more than routine transmitter operation. I still do not wish to force my “superior knowledge” upon those who must concentrate on programming.

Mr. Layton refers to your “For the Record” section of FCC rules (a great place to see your name in print?). It is true that a lot of stations are being cited for operation with excessive power. I truly believe this would not be the case if these stations were in compliance with the sections of the rules mentioned above.

It has been my experience that those routine duty operators who have passed the “more comprehensive” first class exam are generally no better than the third at keeping their logs legal.

For routine operation, we do not need more operators with superior technical knowledge. We need, instead, those who will truly be responsible for the proper operation of the station. This includes making required log entries, comparing those entries against posted limits, adjusting equipment to within those limits, and shutting the station down if such adjustment cannot be made (legally or otherwise).

A more comprehensive exam will not insure responsibility. —Harold Hallikainen, president, Hallikainen & Friends, San Luis Obispo, Calif.

Cut-out


Broadcasting Aug 18 1975
Closed Circuit.
Insider report: behind the scene, before the fact

Summertime
FCC commissioners' offices have quieted down this month with several members off on vacation. Charlotte T. Reid is spending month in Frankfurt, Mich. James H. Quello is expected back today from Calumet, Mich., where he attended "Copper Country Centennial." Abbott Washburn returns tomorrow for family reunion in Duluth, Minn., and will spend rest of month in Minnesota, his home state. Glen O. Robinson is in Utah backpacking, expected back Aug. 25.

Benjamin L. Hooks, off for two weeks, will return next week after tests for intestinal problems in hospital in hometown, Memphis. Chairman Richard E. Wiley will take motor trip to Maine this week. After that, like Robert E. Lee, he'll take vacation day or so at time. Chairman Wiley has been trying to keep at least four members on hand for commission meetings, next scheduled Aug. 28.

Enigmatic answer
Directors of Association of Independent Television Stations, under prodding by FCC Chairman Richard E. Wiley as to independents' intentions for 7-9 p.m. family-viewing period ("Closed Circuit," Aug. 4), voted last week to recommend that its members support National Association of Broadcasters TV code. Officials would not elaborate, but decision may be interpreted as reflecting more INTV interest in code's time standards for independents than in its family-hour restrictions. Certainly it cannot be interpreted as recommending early compliance with those restrictions, which by code provision are waived until Sept. 7, 1977, for programs under contract to stations as of last April 8, when family-viewing provision was adopted.

Upbeat
Contrary to published reports of imminent sale of any of its stations, authorities at WGN Continental Broadcasting Co. said last week company is interested in acquiring "viable" properties in TV, AM, FM and cable. Parent Tribune Co. has under consideration plans for going public in keeping with terms of will of late Colonel Robert R. McCormick.

WGN Continental, wholly owned subsidiary, holds licenses for WGN-AM-TV Chicago, KWGN-TV Denver, and K DAL-AM- TV Duluth, Minn. Through interlocking ownership with New York Daily News, it is charged with WPX-TV-FM New York and WICC/AM Bridgeport, Conn., in its portfolio. Thus it has "vacancies" under FCC multiple ownership rules for one more VHF, two UHF's, six FM's and four AM's. It owns cable systems in California and Michigan.

Wells's wait
One of Washington's unsolved mysteries is long delay in formal nomination of Robert Wells, Kansas broadcaster and former FCC commissioner, for directorship of Office of Telecommunications Policy. Nomination was cleared weeks ago following requisite full-field investigation by FBI, and it was thought to be just question of when President Ford would send his choice to Senate.

Now word is that everything is in order, that Mr. Wells will divest his holdings in broadcasting and related fields, as deemed necessary, and that nomination, barring unforeseen developments, will be among first batch to be transmitted to Senate when Congress reconvenes after Labor Day.

Yes or no?
Does Ford administration support legislation creating royalty that broadcasters would have to pay to record performers and manufacturers, as Nancy Hanks, chairman of National Endowment for the Arts, said it did in testimony before Senate Copyright Subcommittee (BROADCASTING, July 28)? Or was Miss Hanks's statement delivered without necessary clearance by Office of Management and Budget, as OMB officials told BROADCASTING at the time? At urging of broadcast representatives, Senator Quentin Burdick (D-N.D.) has put question in letter drafted for dispatch to James Lynn, OMB director.

In letter to BROADCASTING, Robert Wade, general counsel for National Endowment for the Arts, repeated assertion that OMB had cleared Miss Hanks's testimony, though he did not identify what official there had done so.

Stalled
No progress was reported last week on revisions in deal by which Joe L. Allbritton, Texas banker, hopes to acquire control of Washington Star and associated broadcast properties. Week before, Mr. Allbritton and several families that now own parent company had begun talks about spinning Washington stations out of deal and thus extricating it from hearing FCC has ordered on crosstownship waiver (BROADCASTING, Aug. 11). Signs last week were that some family members were balking at some of new proposals, though persons close to negotiations saw possibility of resolution this week.

Better than bingo?
Television commercial production houses in Chicago are complaining about new competition from Catholic archdiocese which they say is underbidding them on advertising jobs. Archdiocese has built multimillion-dollar multipoint distribution system to link churches and parochial schools with its own television programming, is using its studio facilities to enter commercial market. Word is that major studios, such as Fred Niles, Sarra, have lost such accounts as Sears, Commonwealth Edison to church's operation.

Offense to gays?
Confrontation may be shaping up between ABC-TV and National Gay Task Force over upcoming made-for-TV movie, "The Homicide of Jenny Storm," whose title character is lesbian dental assistant. "It's our policy," ABC spokesman said, "not to permit screenings in advance for groups with censorship on their mind." Spokesman said movie doesn't deal with homosexuality but is instead police melodrama loosely based on Kitty Genovese murder in New York several years ago.

Gay Task Force spokeswoman said she thinks ABC is not allowing pre-screening because lesbian character is stereotyped in ways unacceptable to gays. She said if ABC's no-screening policy persists, she's ready to mobilize Gay Media Alert Network in dozens of cities around country to put pressure on local ABC affiliates not to carry "The Homicide of Jenny Storm."

Crossing the gap
Commercial broadcaster with outstanding credits in good music may be tapped for vacancy on board of directors of Corporation for Public Broadcasting, caused by resignation of Neil B. Freeman, King Features Syndicate executive, who has moved up in Hearst organization.

Now awaiting hearing Sept. 9-10 for CPB board is Joseph Coors, Colorado brewer, and principal owner of Television News, whose nomination by President Ford is opposed by liberals to point that Chairman John Pastore (D-R.I.) of Subcommittee on Communications felt separate proceeding was needed. Seven other nominees (of board's complement of 15) were confirmed routinely last month.
The Week in Brief

HARD SELL: SOFT DRINK  □  Yoo-Hoo chocolate beverage finds radio the right medium to get consumer attention. PAGE 6.

BIG IF NOT BIGGEST  □  Surging confidence in the television industry's ability to rise from the recession is consensus from sales officials, networks and others. In fact, predicted gains for 1976 sales indicate a gangbusting fourth quarter and possibly record-breaking year. PAGE 16.

FORECASTS FOR PAY CABLE: BULLISH  □  Growing levels of penetration in key markets, signs of contagion elsewhere and analyses from Wall Street point up pay cable's new status — the appendage that may some day threaten to wag the cable dog. PAGE 17.

COSMIC PROMOTIONS  □  Syndicated sci-fi show, Space: 1999, is being launched in costly style. Independent Television Corp.'s series follows the Star Trek mode and some stations are making pitch to that cult in particular. PAGE 19.

NONENTERTAINMENT TIME  □  All in a day's programing log, stations were again required by the FCC to report the average percentage of nonentertainment programs by category in their broadcast day. In 1974, news, public affairs, other nonentertainment and nonsports programs totaled 21.8% of their time, down from 22.5% reported in 1973. PAGE 21.

CALL FOR REVIEW  □  Pacifica Foundation, whose WBAI/FM New York aired George Carlin's comedy monologue which precipitated the FCC's indecency ruling, has filed for review. Claiming the rule will interfere with free expression, is flawed on First Amendment and case law grounds, Pacifica has petitioned Appeals Court in Washington. PAGE 21.

DOUBLE BILLING  □  National Association of Broadcasters will hold programing seminars for radio program directors along with six regional fall conventions it co-sponsors with the Radio Advertising Bureau. Speakers, panels are confirmed. PAGE 21.

TO STATE FOR ARBITRATION  □  National Association of Broadcasters' chairman and president follow 15 senators' lead in urging the State Department to act in protection of stations near Canadian border. Limited authority, especially related to proposed Canadian tax revision, is State's reply, but ad deletion problem is under investigation. PAGE 22.

MINORITY VOICES  □  FCC Commissioner Hooks scores neglect of minority broadcasting interests, evidenced in FCC order easing requirements for expanded AM service. National Black Media Coalition also goes on record with criticism. PAGE 22.

TO THE TOP  □  Fidelity Television Inc., rejected by both the FCC and U.S. Court of Appeals, will go to the Supreme Court to contest RKO General Inc. as licensee of KHJ-TV Los Angeles. PAGE 25.

ADDED ATTRACTION  □  Television now attracts 22 million more adults daily than do newspapers, according to a study by R.H. Bruskin Associates. Comparisons may sway some print-only advertisers, suggests TV Bureau of Advertising. PAGE 26.

BRITISH SELF-REGULATION  □  Written jointly by cigarette manufacturers and the British code of advertising practice committee, a voluntary code has been formulated to suppress advertisements encouraging people to smoke. The guidelines specifically ask the media to refrain from running ads implying some link between smoking and sexual success, better work performance or relaxation. PAGE 28.

NO COMMENT  □  FCC will leave up to Congress the decision on how cable television should be regulated. Present difficulties of three-tiered cable regulation will continue to be addressed on subject-matter basis, but several changes in cable rules are proposed by FCC in the meantime. PAGE 27.

ON ICE  □  National Cable Television Association helped draw up a pole-rate schedule, but cable industry remains to be sold on idea. AT&T and NCTA continue waiting game. PAGE 28.

SET SALES DECLINE  □  Electronic Industries Association reports drop in TV and radio receiver sales. PAGE 29.

WHAT PRICE NIXON?  □  David Frost isn't talking figures, but he has settled with former President Richard Nixon on deal to film four 90-minute interviews. There are several unanswer questions surrounding the contract. PAGE 32.

STRADDLING THE CABLE/BROADCAST LINE  □  As president and general manager of Westport Television Inc., operator of KMBB-TV Kansas City, Mo., and Target Network Television, which feeds programing to 100-plus CATV systems, Bob Wormington has an interest in two conflicting worlds. His farsighted view: Broadcasters must adapt to changing times, accept changing communications patterns to fill new needs. PAGE 49.
The most adults in Chicago.

People talking to people makes us #1.

More adults listen to WGN than any other radio station in Chicago. 1,806,000 adults, to be exact. In fact, 142,400 listen to WGN... and only WGN. That's at least 75% more adults than any other station. People talking to people. It works.

Source: Arbitron, Chicago, Apr/May '75, Metro, Mon-Sun 6am-Midnight, Cume and Exclusive Cume, Adults 18+. Data subject to qualifications listed in report.
Top of the Week

TV sales: on course for a big one

Despite some shaky moments—particularly the networks' new-season efforts—1975 business is seen heading for a good, if not fantastic, year.

The television business has weathered the recession in sound shape and seems assured of reaching record sales levels—if not bonanza levels—again this year.

That confident picture emerged from a canvass of sales officials and other TV specialists and experienced observers last week. It reflected a surge in network sales over the past few weeks, a comeback in spot sales in the third quarter and an apparently rising trend in local sales.

The Television Bureau of Advertising is holding to the 1975 gain projections it made earlier this year: Spot and network sales are up 8% each from 1974 levels, local sales are up 4% each. But TVB officials privately are not writing off the possibility that those estimates may prove conservative.

Indeed, "we could have a bonanza year," one official really turns around—the fourth quarter could be gangbusters," said Harvey Spiegel, TVB senior vice president, research and marketing.

Network sales have begun to look more like gangbusters in the past month. After the latest start in memory, with an uncommonly large number of new programs and time shifts to be evaluated in an economy that made advertisers more cautious than usual, selling of the new prime-time schedules is at least—and at last—approaching year-ago levels.

Network officials and others agreed last week that the networks appeared to have successfully ridden out any uncertainty about the strength of their new-season rates, thanks to the past month's sales acceleration.

The network officials seemed confident, too, that both the fourth quarter and 1975 as a whole would produce record revenues for them individually and collectively.

It seemed clear that network sales, in total, had not yet pulled abreast of the total at this time last year, although they appeared to be nearing that pace. Some Wall Street specialists, however, were convinced they were far short.

But the same Wall Street experts also agreed that—as network sources insisted—the networks were holding firm on their pricing. In the view of some stock specialists, the networks' refusal to discount their rates was in part responsible for their tardiness in getting new-season sales up to year-ago levels.

If advertisers had in fact been playing cat-and-mouse with the networks, hoping rates would crack, the game began to break up about a month ago. That's when the current sales surge started. NBC-TV alone reported over $45 million in new-season prime-time sales in the last two weeks of July, calling it an "avalanche." (Broadcasting, Aug. 4.)

Officials at all three networks say the stepped-up pace is continuing. Mike Weinblatt, executive vice president of NBC-TV, the only network that put dollar figures on its results, said last week that in the last 10 days orders totaling another $35 million had been signed or put on hold at NBC.

"And there's still money out there," he added.

Mr. Weinblatt said NBC-TV now is "about even" with its 1974 pace in selling the new prime-time schedule and expects these next two weeks to "take us past" the year-ago level.

He estimated NBC-TV's rates reflect a 6% increase in costs-per-thousand compared with last season's.

"If that's the price of doing business," he said, "pricing never suffered. We were convinced that advertisers were just being cautious. Caution didn't mean they would spend less—just that they were hanging on longer. The money was still there."

Robert D. Wood, president of CBS-TV, said his network is near if not equal to its year-ago pace on new-season prime-time sales. The difference between this sales season and last, he said, is that this time it started later and is taking longer. Where CBS-TV normally has most of its up-front business wrapped up by July, he said, "Four or five guys" are still negotiating now. "But it's apparent the money is there and is going to be spent," Mr. Wood added.

"When the third and fourth quarters are over," he said, "I have no doubt we will have done better in each of them than we did in last year's third and fourth."

Mr. Wood classified CBS-TV's rate structure as "very sturdy" and estimated its C-P-M's were running 5% or 6% ahead of last year's.

Sales of specials, he said, are running far ahead of last year.

James T. Shaw, vice president in charge of sales at ABC-TV, confesses he had some doubtful moments back there during the doldrums. But he said the doubts went away about four weeks ago when "a lot of money began coming in—both annual buys and scatter buys."

He says sales of the new prime-time schedule are not yet up to year-ago totals but that "October and November are getting tight, the weeks in December before Christmas are filling up and we're meeting our objectives for September."

Consequently, he said, "we will have a fourth-quarter gross higher than last year's. The money is there."

ABC-TV's C-P-M for this fall is "slightly—finely—lower on a mean average basis" than it was a year ago, according to Mr. Shaw. Presumably—though he didn't say so—this is a lingering ill effect from the severe ratings distress that ABC-TV experienced in the early months of last season.

Officials of all three networks agreed sales in other day-parts also were running strong. So did agency executives.

"Especially news," one added. "News is sold out—you can't buy news to save your fanny."

Over-all, there seemed no doubt that all three networks would wind up 1975 with sales increases over 1974. Mr. Wood said CBS-TV's anticipated second-half gains will come on top of a first half that was "extremely strong." Mr. Shaw was confident ABC-TV would also show over-all sales gains. Mr. Weinblatt said NBC-TV's total sales will "have to be up substantially" because "I know of no day-part that will be anything but ahead of last year in total dollars."

If network business is looking up, so is spot TV. It got off to a strong first quarter, up about 11% by TVB estimates, but then slowed perceptibly, advancing about 5% above the year-ago level in TVB's figures.

In the third quarter it has perked up again, according to TVB and other sales authorities checked last week—with increases thus far ranging as high as 15% at some rep firms. Though it's still too early to get a sure line on fourth-quarter spot, the mood appears to be optimistic for that area also.

The returns on local sales are more scattered, but they also suggest continuing gains. TVB estimated that local rose 4% in the first quarter, then accelerated to make a 11% gain in the second, and is anticipating further gains to reach the 11% increase projected for the full year.
Where pay is playing. The National Cable Television Association says that as of July there were 98 pay cable systems in 18 states, and the above map indicates where they are. Most of them are clustered in New York (24), California (21), Pennsylvania (19) and Florida (12). The state-by-state figures then drop to four in New Jersey, three each in Oregon and South Carolina, and two in Ohio. States with one pay cable operation: Arkansas, Delaware, Georgia, Hawaii, Illinois, Massachusetts, Michigan, Tennessee, Texas and Virginia. That all translates into approximately 273,000 pay subscribers out of a total 10-million-plus CATV homes.

Spurt begins in pay cable with movies as main fare, sports second

Some projections put industry at $350-million volume by 1980

Pay cable, which has been around since late 1972, is off and running. How far it will go is anybody’s guess, but predictions both inside and outside the industry are bullish. Revenues and penetration figures are showing steady growth.

One Wall Street analyst, Jim Birney of Furman Selz Dietz & Birney, suggests 20% of all cable subscribers will have pay service in five years, with as much as a 30-to-40% pay penetration in cable systems serving the largest markets. Figuring total cable subscriber growth per year at 12-15%, Mr. Birney counts close to 17.5-million subscribers in five years. Twenty percent of that total means 3.5-million pay subscribers in five years, each contributing, say, $100 a year in monthly payments—a $350-million-a-year industry.

Another analysis conducted by the Needham, Harper & Steers advertising agency, New York, forecasts pay cable growth for a 10-year period at the end of which 45.7% of all TV homes will be hooked to CATV, with 15.5% of them receiving pay TV.

Forecasts are difficult in a field where much experimentation is still going on, said David O. Wicks Jr., vice president of Warburg Paribas Becker Inc., New York, a CATV lender. “But from the evidence we’ve seen,” said Mr. Wicks, “pay cable is not something that is going to disappear.”

Indeed a look at penetration levels achieved by the more energetic pay ventures makes disappearance the least likely fate of pay cable.

Theta Cable in the Los Angeles area currently has 46% of its 78,000 subscribers taking its “Channel Z” movie service at an additional $8.95 monthly charge (“Closed Circuit,” Aug. 11). In three high-income service areas—Brentwood, Bel-Air and Beverly Hills—penetration is upward of 60%, and in outlying areas near San Bernardino, Calif., where out-of-home entertainment is less accessible than in Los Angeles and where the “Z” service has been available only since the end of May, 8,200, or 51%, of the cable subscribers are taking the pay channel. The other Theta systems closer in are averaging 30-35% pay penetration.

Ed Allen of Western Communications is not as certain that characteristics of the Los Angeles market can be projected elsewhere. Mr. Allen sees a 30-35% peak for an all-movie (no sports) pay package. According to him, the first pay-selling sweep usually signs up about one-third of the cable market, but that percentage falls back to about 20-25%.

Western’s system at Concord, Calif., where Optical System’s Channel 100 movie package was first offered last August, is reporting 4,000 of a total of 23,000 cable subscribers signed up for pay. Another Western system at Monterey, Calif., has signed up 2,269 pay subscribers after initiating the service only last month and without any door-to-door selling so far. The system has a total of 12,318 subscribers.

Other cable people suggest 30% penetration as the benchmark for profitable operation. Beyond that, “it’s all gravy,” said one industry representative.

Percentages, of course, don’t tell the whole story.

Cox Cable’s San Diego system—the largest in the country with 105,000 subscribers—has only 19% pay penetration, but that accounts for close to 20,000 homes at an additional $8.95 a month. The San Diego pay operation is run on a leased channel basis with Optical Systems providing and marketing the service and giving a 10% cut of the revenues to Cox.

Cox’s Quint-Cities Cablevision system (Moline, East Moline, Silvis, all Illinois, and Davenport and Bettendorf, both Iowa) reflects over 30% pay penetration representing close to 6,100 subscribers. That system runs on a “stand-alone” approach, explained John Gwin, Cox vice president. The movie package is offered and marketed by Cox itself. The Quint-Cities system is relatively new, and pay service is being sold with the basic cable service as the system grows.

However, Mr. Gwin was cautious in asserting pay cable’s role. “Cox still thinks of itself as primarily a CATV operator,” he said. Pay cable is a “good adjunct” to basic cable operations. Unlike regular CATV service, pay service involves programming costs. A $6 pay cable charge, for example, said Mr. Gwin, might only translate to $3 for the cable operator as the rest goes to the owner of the movie rights.

It is better to expand systems and add new CATV subscribers—who may also be sold pay, explained Mr. Gwin—than merely to sell pay service to present CATV subscribers. “We [at Cox] don’t want the tail to wag the dog,” concluded Mr. Gwin.

In other cases, pay cable can be the whole picture. Chuck Dolan’s system at Oyster Bay, Long Island, N.Y., reports “practically 100% pay penetration, accounting for more than 30,000 subscribers. There, Home Box Office Inc.’s movie-sports package was marketed from the beginning, without the need for resale. Mr. Dolan sells three services: a basic cable retransmission service at $5 a month; a 12-channel service, including HBO for $11 a month, and a 30-channel service including HBO for $18 a month. The sales pitch is for the two costlier services, explained Mr. Dolan. Most of his subscribers can get New York City stations off the air.

Bob Rosencrans, president of UA-Columbia Cablevision, expects pay cable operations to contribute in “rough numbers” about a million dollars—a half-million in income—to his company’s pro-

Broadcasting Aug 18 1975 17
Out in front. Scientific-Atlanta last week landed the largest single package of satellite earth stations with a 24-unit sale to Teleprompter Corp. Previously, it had sold systems to UA-Columbia Cablevision and American Television & Communications, bringing its sales total to 32 units at "quoted price per unit" of $75,000 (discounts for bulk buys could shave per unit cost). Teleprompter and UA-Columbia contracts are in form of 12-month obligations to buy from S-A. Teleprompter's preliminary studies indicate potential need for 24 earth stations to bring in satellite-distributed Home Box Office pay programming to some 800,000 cable subscribers nationwide. UA-Columbia is planning six. A&T has submitted firm orders for two. Above left (1 to r): Sidney Topol, S-A president; William J. Bresnan, senior vice president of Teleprompter; and Jack R. Kelly Jr., executive vice president of S-A. Above right: Jay Levergood, general manager, Cable Communications Division. S-A; Ken Gunter, executive vice president, UA-Columbia, and Howard Crispin, vice president-marketing.

In Brief

FCC late Friday made public 37 of 96 responses to questions posed by Representative John Moss's (D-Calif.) House Subcommittee on Oversight and Investigations. They had been blocked first by Moss subpoena seeking to prevent subject agencies from releasing replies, then by legal technicalities concerning federal court's order that stopped Mr. Moss from interfering with requests filed under Freedom of Information Act (BROADCASTING, Aug. 11). Remainder of data that will be made public—estimated 1,800 of 20,000 pages FCC compiled in answering investigation—will be released Tuesday (Aug. 19).

First, fast glance confirms general impression there are few news bombshells therein: Most responses were of caliber of that saying FCC advised former President Nixon, before 1972 State of Union address, that he might tell nation commission would open pilot regional spectrum management center in Chicago. Among others: that FCC meets informally with representatives of regulated industries but does not notify public of such contacts; that it issued 13 consultancy contracts greater than $10,000 in fiscal '74 and '75, the largest to Brandon Applied Systems Inc. for $996,109 for program conversion of its computer system; that in last five years three of its present members (Chairman Wiley, Commissioners Quello and Robinson) had come directly or indirectly from regulated industries, and that five earlier members had gone to such involvements (Chairman Burch, Commissioners Cox, Wells, Johnson and Houser). Among information not supplied because no records are kept: list of ex parte contacts, list of those who lobby FCC, record of commissioner's appearances on TV in last five years. Among more suggestive, if cryptic, responses was that no FCC staff appointments of grade GS 15 or higher had been sent to White House since Chairman Wiley took office in March 1974, although records show at least seven such appointments were so referred during Burch administration. Six television commercial challenges in July before National Advertising Division of Council of Better Business Bureaus have been judged acceptable: for Diamond Crystal Salt Co., Gillette (drain opener), Maybelline (comb-on mascara), Procter & Gamble (Bounty paper towels), Warner-Lambert (cough formula) and General Mills Fun Group (toy). John H. Mitchell, president of Columbia Pictures Television, urged last week that TV networks fix new-season schedules by March 15, begin them Oct. 1, to give producers time to develop quality. All-Frazier fight will be first feature on Home Box Office's new satellite pay-cable service on UA-Columbia's Fort Pierce-Vero Beach, Fla., systems Sept. 30. HBO bought rights for that showing from Video Techniques, which is otherwise distributing flight to theater TV. FCC has set expedited hearing on application of Zenith Radio Corp. for sale of WEFM(AM) Chicago to GCC Communications, in accord with U.S. Appeals Court ruling that questioned buyer's proposed format change from classical music (BROADCASTING, Oct. 7, 1974). Citizens Committee to Save WEPM was party to hearing. Don Durgin, former president, NBC-TV, and since January executive VP, McCaffrey & McCall, New York, elected president of agency, succeeding David B. McCall, who remains chairman and chief executive officer.
confident that the beginnings of a satellite pay network could only improve things. (Teleprompter announced an agreement with HBO to supply about 800,000 subscribers with pay cable programming earlier this summer [BROADCASTING, June 2]. There are plans for a possible 24 earth-station sites.)

The two Teleprompter systems where pay was introduced over a year ago show 56% and 83% penetration respectively. The systems include Islip, Long Island, and Mount Vernon, both New York—represent almost 7,000 pay subscribers together.

Sammons Communications Inc. leases channels to Optical Systems for pay service to its systems in Emmaus, Eaton and Harrisburg, all Pennsylvania. So far, penetration has reached only about 10%, but, according to a Sammons spokesman, the company is currently looking into acquiring and selling pay service on its own. By marketing pay itself, he said, Sammons is hoping for a 30-35% penetration. The plan involves HBO programming which is scheduled to begin in September at the Johnstown-Gloversville, N.Y., system with 6,000 regular subscribers; in October at Wellsville, N.Y., which reaches 4,000-5,000 subscribers, and in November at the Cortland, N.Y., system that serves a similar number of subscribers. Later in the year, a local satellite is planned for Sammons's Kansas City, Mo., system.

Manhattan Cable offered pay service last October and began actively marketing the product in January to its some 70,000 New York City subscribers. Today, more than 22,000 subscribers, or 31%, take the pay service at a $18 monthly charge per subscriber.

UHF rescue mission gets off the ground

As promised by leading broadcasting organizations in the UHF action plan released last month [BROADCASTING, July 28], the FCC has been given petitions (1) requesting a systematic decrease in UHF receiver noise (2) urging that UHF antennas be permanently attached to sets.

The petition regarding receiver noise asks that the FCC reduce the highest permissible noise figure from 18 to 14 decibels within six months, to 12 db within 18 months and to 10 db within 30 months. The first reduction could be handled through improved quality control by manufacturers, the petition added that the second could be fostered through modest and inexpensive design improvements and the third, through equipment designs already in laboratory development.

The other petition requests that if a manufacturer ships a television receiver with an affixed VHF antenna, an effective UHF antenna must also be affixed. And, the petition said, if a VHF antenna is connected to VHF antenna terminals, a UHF antenna must similarly be connected to UHF terminals.

Huge promotional push to get ITC's 'Space: 1999' into orbit

Syndicated show said to be costliest ever receives commensurate PR efforts by stations, some of which will pre-empt networks for it

Promotion directors at many TV stations around the country are doing more thumping for a new syndicated show, the one-hour Space: 1999, than for the new prime-time programs they'll be carrying from their networks.

One reason is that their managers in the plan involves selling the science-fiction series at least partly in prime time, pre-empting or delaying the affected network program. Network station-relations executives confirmed last week that Space: 1999 was giving them more displacement problems than they needed, although some also tended to minimize the difficulties.

Planetaria and museums—or more conventional sites decked out in space-flight style—are being used by a number of stations for preview parties for clients, local opinion leaders and newsmen.

Wtvtv Miami, for one, entertained 350 guests last Monday night at the Miami Space Transit Planetarium, previewing both Space: 1999 and the new CBS-TV schedule under a multimedia projection of the Miami skies as astronomers determined they will appear on Sept. 13, 1999—the date when, in the space series, the manned colony is abandoned and the adventures of Space: 1999 begin. Similarly, Wubritv Cleveland-Lorain, an independent, showed the first episode of Space: 1999 to some 300 guests last Wednesday under a simulation of Sept. 13, 1999, skies at the Cleveland Museum of Natural History.

Kdnltv St. Louis, another independent, is having a preview party for about 200 guests at the McDonnell Douglas Planetarium on Sept. 8. In a somewhat different tack, Kjthv-Los Angeles, also an independent, reports that it is working with the City of Los Angeles to extend the adventures of Space: 1999. Space: 1999 opening there Oct. 1 for eight weeks. Ktvitv Sioux City, Iowa, will have its "Space: 1999-NBC Preview Party" at the local Hilton but with sets built to resemble a space ship's control room. Kfsntv Fresno, Calif., a CBS outlet, will have several hundred guests in to a combined preview and grand opening of its new plant on Sept. 10.

Linkups with museums and use of space-age mock-ups are among the more exotic additions to conventional advertising and promotion. Costumes used in the series, which were designed by Rudi Gernreich, the noted fashion designer, are being traveled around the country and put on display in shopping malls and other transportation centers by a number of promotions, including Wftla-Tv Tampa, Fla.; Ktv-Tv Austin, Tex., and Kfsntv Fresno.

In Sioux City, Ktv-Tv not only plans to have costumes on display for a full week but among other things is working with 11 local department stores to install video cassette players for continuous playing of Space: 1999 promos, with Roger Mansfield, station manager, narrating highlights.

Some stations, such as Kkron-Tv San Francisco, are going after the Star Trek crowd in particular. Know-Tv, an NBC affiliate, is doing a mailing to the 6,000-plus names on the mailing list of the Trading Post in Berkeley, Calif., a store dealing solely in Star Trek memorabilia, and is thinking of holding a special preview in Berkeley for the Trekkers. In Cleveland, Wuae is scheduling Star Trek as lead-in to Space: 1999, at Kfnk-Wv in Westerville, St. Paul, an ABC outlet, hopes to reach a larger, if less conditioned, potential audience by having out special promotion material at its space at the Minnesota State Fair from Aug. 20 through Sept. 1.

Many stations are launching the series on Sept. 13 to coincide with the moon-landing date in the first episode. Many others are starting earlier—or broadcasting "previews"—to get the jump on new network programing and in the process to get more expensive play in local newspapers and TV supplements.

Independent Television Corp., which produced and is distributing the series, has produced a wide range of promotional support. "I've never known a syndicator, ever, to put this much behind a promotion," said Larry Kellogg, promotion manager of Wftla-Tv Tampa. "It's just never happened. And it's quality money, too," Jerry Bronstein and Ed Peeler, public relations director of Kmsps-Tv Minneapolis-St. Paul, said "They're sending us everything you can think of."

Martin Landau and Barbara Bain, stars of the series, have made 151 personalized promos for individual stations, given 74 telephone interviews, made personal appearances in nine cities, and are slated to appear on all major national talk shows. Itc is also providing 30-second promos—usable as 30's, 20's or 10's—for each of the series' 24 episodes, plus promos for the series as a whole. Beyond that, stations have furnished on-air material, such as suggested copy for local on-air origination along with background music on audio tapes, a selection of photos—on contact sheets in both color and black and white—from each episode and for generic use, materials for Tv Guide ads and for newspaper ads of all sizes from full pages down, plus sales kits and press kits as well as access to merchandising material that already ranges from T-shirts to pocket books, comic books and $15 models of the series' space ship and eventually is due to include more than 100 products.

Abe Mandell, ITC president, who init-
Space spectacular. Among the elaborate station promotions for ITC’s Space: 1999 was one at Miami’s Space Transit Planetarium, where some 350 clients and press representatives were treated to a preview and reception by WTVJ(TV), last Monday (Aug. 11). L to r: General Sales Manager Tom Fraioli, series stars Barbara Bain and Martin Landau and Local Sales Manager Mal Kahn.

MGM signs. Christiana Productions, which is led by producer-writer Joanna Lee, has been signed by MGM Television to non-exclusive development deal for TV series and movies for TV. Ms. Lee won Emmy for her Thanksgiving special for The Waltons. She also wrote and served as associate producer for MGM-TV’s “Babe”, two-hour movie to be aired by CBS Oct. 23. She recently completed teleplay, “Ziegfeld”, another two-hour movie for CBS.

First 18. Sixteen TV stations have signed for re-released Maverick series for fall start, Warner Bros. Television announced last week. Emmy award-winning series that stars James Garner, Jack Kelly and Roger Moore was on ABC for five years and was first released for syndication in 1962 (147 markets for two runs only). Series, consisting of 124-hour-long episodes, has been licensed to KTLA-Los Angeles; WUAB(TV) Cleveland; KDNL-TV St. Louis; WXIX-TV Cincinnati; KMBC-TV Kansas City, Mo.; KOIN-TV Portland, Ore.; KFMB-TV San Diego; KTA-TV Phoenix; WLKY-TV Louisville, Ky.; WOL-TV Des Moines, Iowa; WHBF-TV Rock Island, Ill.; WEAF-TV Peoria, Ill.; WCTI(TV) New Bern, N.C.; WKYT-Lexington, Ky.; WSWM-TV Worcester, Mass.; and WHMA-TV Aniston, Ala.

AFTRA’s year in N.Y., L.A.

More than $18 million was collected for the fiscal year by the two major locals of the American Federation of TV and Radio Artists. The Los Angeles local reported that it collected $9,503,010 for the year that ended June 30; the New York local reported that it had collected $8,802,669 for the year that ended May 31.

The figures do not represent total earnings of members under AFTRA contracts, but only those for which talent checks are

Soaper puts Georgia in a lather. In 1939 it was Orson Welles’s War of the Worlds that caused mass panic when a fictional radio story was interpreted as a real newscast. In 1975 it’s As the World Turns, a CBS-TV daytime soap opera, that had some Centerville, Ga., residents in an uproar. When viewers heard the program warning of a tornado “moving northeast seven miles from Centerville” they took it seriously and began flooding the weather service’s Macon office with calls. In true soap opera style it took the fictional tornado three days to reach “Centerville” and it was only after it struck and destroyed the fictitious town that life in the real Centerville and the weather bureau returned to normal.

Program Briefs

distributed through the two locals, which represent fully 90% of AFTRA's membership.

The Los Angeles chapter received almost $3.25 million for TV programs, more than $2.7 million for transcribed radio commercials, and more than $1.6 million for video-tape commercials. The New York chapter took in more than $6 million for transcribed radio commercials, and more than $1.3 million for video-tape commercials.

The figures represent collections for session and reuse fees, claims and late payment penalties.

**Pacifica contends FCC overstepped line in Carlin decision**

*Foundation's appeal claims violation of First Amendment, says ruling would inhibit 'free and robust' exchange of ideas*

In a brief filed in its appeal of the FCC's declaratory ruling on indecency, Pacifica Foundation last week argued that the commission decision is flawed throughout, and flies in the face of the First Amendment and case law precedent. Pacifica's arguments are supported in an amicus curiae brief filed by the San Francisco chapter of the Committee for Open Media, a citizen group.

The FCC's ruling was precipitated by a complaint about a recorded monologue by comedian George Carlin which was aired by Pacifica's WBAI(FM) New York.

Words like those used are indecent, the commission decided and it grasped opportunity afforded by the complaint against WBAI to define what it means by material, that when broadcast, is "indecent" and in violation of federal law (Broadcasting, Feb. 17). Although WBAI was not punished for the Carlin broadcast, Pacifica is appealing the FCC ruling because the commission said the case would go into the station's license file and might be held against the station later if more complaints followed. Pacifica's petition for review is pending in the U.S. Court of Appeals for the District of Columbia.

In its brief, Pacifica argued that the commission's contention that it can ban particular words from the airwaves without interfering with free expression is "an absurdity." The "direct effect," it said, "is to inhibit the free and robust exchange of ideas."

The commission's ruling sets "indecency" apart from "obscenity," saying that "indecency" lacks the element of appeal to the prurient interest and cannot be redeemed by a claim that it has literary, artistic, political or scientific value if children are in the audience. The distinction between the two "is utterly without support in the decided cases," Pacifica argued. It said the commission had "overstepped the boundaries of interpretation" and exceeded its power.

Pacifica argued that the commission does not have the power to impose a flat ban on the use of certain words, without regard for the context in which they appear unless it can be proved that broadcasting has "special qualities" setting it apart from other media. Pacifica contended that there is nothing in the Red Lion case, the case traditionally advanced to point out broadcasting's "special qualities," to indicate the FCC can "carve out... exceptions from the First Amendment as it deems necessary" or "promulgate rules regulating [program] content in the public interest."

A major FCC rationale in the indecency rule is its belief that the broadcasting medium is special because it enters the privacy of the home where children might be present. Pacifica argued that the commission produced no evidence to prove that children are harmed by hearing the words it classified as indecent and that the commission is not entitled to make choices which are the obligations of parents. It contends too that viewers and listeners are not captive listeners but can control their television or radio receivers. "The ultimate effect of permitting regulation of nonobscene speech to protect the random dial-tuner is not only violative of the rights of broadcasting," Pacifica said, "but grossly violative of the rights of willing listeners who may be entertained or intellectually challenged by the very programming which others find offensive."

The San Francisco chapter of the Committee for Open Media concurred with Pacifica's arguments, and at the end of its brief, wondered why the commission has acted in "this bizarre fashion." "The answer, we believe, may well be found in the congressional pressure that lies behind the commission action," it said. The committee noted that in 1974 the FCC was directed by appropriations committees in both houses to take action to protect children from excessive programming of violence and obscenity. "The commission may be promoting its own stock with these committees, some of which control the commission's appropriations," the committee said.

The respondents in the case—the U.S., represented by the Justice Department, and the FCC—currently have until Sept. 10 to file their briefs. However, they are expected to request more time.

**Two in one at NAB-RAB regional meetings**

*Programming sessions are tacked on to six radio conventions*

The National Association of Broadcasters will hold seminars for radio program directors concurrent with the six regional radio conventions it is sponsoring this fall with the Radio Advertising Bureau.

The association announced, too, that it has booked Hugh Finnerty, billed as an expert on selling, promotion and public relations, to speak at the combined luncheon gatherings.

The program director seminars will be separate from the radio conventions on the first day of the conventions and will be conducted by Bob Henaberry of Bob Henaberry Associates, New York.

The seminars will engage the partici-

**Looking at local logs.** Last year was the second year in which the FCC has required TV stations to report by category the average percentage of their broadcast day devoted to news, public affairs and other nonentertainment programming. The commission's compilation of these 1974 statistics, issued last week, showed that on the average, a total of 21.8% of a station's day was devoted to news, public affairs and "other nonentertainment/nonsports programming, a drop from 1973's 22.5%. Subcategories of that total figure also fell off in 1974: public affairs was down from 4.4% to 4.1%; other nonentertainment/nonsports programming fell from 9.3% to 8.7%. The news category, however, rose slightly, from 8.8% to 8.9%. The commission also reported that 8.6% of a station's day was devoted to locally produced nonentertainment/nonsports programming, off from 8.7% in 1973, but for prime time, in that category, the 1974 percentage was 8.0, against 7.7 for the previous year. The commission issued market-by-market and station-by-station data; a summary chart follows:

Percent of total time operated

<table>
<thead>
<tr>
<th></th>
<th>6 a.m.-midnight</th>
<th>6 p.m.-11 p.m.'1</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All programs (local and nonlocal)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>News</td>
<td>8.9%</td>
<td>8.8%</td>
</tr>
<tr>
<td>Public affairs</td>
<td>4.1</td>
<td>4.4</td>
</tr>
<tr>
<td>Other nonentertainment/nonsports</td>
<td>8.7</td>
<td>9.3</td>
</tr>
<tr>
<td>Total</td>
<td>21.8</td>
<td>22.5</td>
</tr>
<tr>
<td><strong>Locality produced programs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>News</td>
<td>4.8</td>
<td>4.7</td>
</tr>
<tr>
<td>Public affairs</td>
<td>1.8</td>
<td>1.7</td>
</tr>
<tr>
<td>Other nonentertainment/nonsports</td>
<td>2.0</td>
<td>2.3</td>
</tr>
<tr>
<td>Total</td>
<td>8.6</td>
<td>8.7</td>
</tr>
</tbody>
</table>

5 p.m.-10 p.m. in the central and mountain time zones.
2699 stations reporting.
3616 stations reporting.
NAB, senators seek State Dept. aid in dispute with Canada over commercials

Weanr and Wasilewski follow Buckley in asking Kissinger to do something about deletion of ads by cables there; some hope held out in response

The board chairman and president of the National Association of Broadcasters jointly wrote Secretary of State Henry Kissinger last week to urge that the State Department act to protect the interests of stations near the Canadian border which in their opinion are in danger of being squeezed out of the Canadian advertising market. The State Department, in answer to a similar plea from 15 senators, has already said it is doing what it can, but its authority in this case is limited.

In their letter to Secretary Kissinger, NAB Chairman Wilson Weanr of Multimedia Broadcasting Co., Greenville, S.C., and NAB President Vincent Wasilewski protesting the deletion of commercial advertising from U.S. television programs over Canadian cable, a practice they said is encouraged by the Canadian Radio and Television Commission.

They also protested proposed legislation in the Canadian parliament that would deny as business deductions to Canadian businesses any advertising purchased on non-Canadian stations.

The same complaints were voiced in a letter to the State Department last month by 15 senators, led by James Buckley (R-N.Y.).

Mr. Buckley was told in a July 25 letter from Robert McCloskey, assistant secretary for congressional relations at the State Department, that the department has "no legal basis" for objecting to the Canadian parliament's proposed tax revision. Mr. McCloskey, however, said that American broadcast stations should participate in the hearings on the legislation to urge that changes be introduced gradually.

But Mr. McCloskey also wrote that the department has "serious concern" about the other matter, the deletion of commercials from U.S. stations on Canadian cable systems, and that the department is "presently reviewing possible alternative courses of action that might be taken in an attempt to obtain some measure of satisfaction." He said the department plans to consult with the FCC in its review.

In his letter, Senator Buckley had said the two Canadian actions combined "would appear to be aimed at the total elimination of U.S. television stations from Canadian advertising markets."

Senator Buckley said Canadian authorities "fully accept" the reception of American television station programs and that the Canadian viewing audience's desire for these programs "is the single most important reason" for the growth of Canadian cable. But, he said, "current Canadian policies in this field plainly constitute an attempt to reap the benefits of U.S. television service while denying the stations who render that service any opportunity to earn the rewards of their efforts."

The co-signers of the Buckley letter included Senators J. Glenn Beall (R-Md.), Quentin Burdick (D-N.D.), Robert Griffin (R-Mich.), Philip Hart (D-Mich.), Jesse Helms (R-N.C.), Jacob Javits (R-N.Y.), Patrick Leahy (D-Vt.), Edmund Muskie (D-Me.), Claiborne Pell (D-R.I.), Richard Schweicker (R-Pa.), Hugh Scott (R-Pa), Robert Stafford (R-Vt.), Lowell Weicker (R-Conn.), and Milton Young (R-N.D.).

Hooks says FCC overlooked blacks in AM expansion

Liberalized overlooked rules, he says, by omitting special treatment for applications from minorities

FCC Commissioner Benjamin L. Hooks has criticized the commission majority for "a neglectful omission of the responsibility to foster minority broadcasting interests." Mr. Hooks's statement, issued last week, is in regard to a commission order which eased requirements for expanding AM service (Broadcasting, June 30).

According to Mr. Hooks, the only black member of the commission, the rules perpetuate a system that is partially responsible for "racial ownership imbalance." He claimed that the commission order has overlooked judicial precedent by not promoting minority ownership through the allocation process. He also criticized the majority for not taking minority programming formats into account in their rulemaking.

The National Black Media Coalition last week also took exception to the order. It petitioned the FCC for reconsideration of the rules and filed a motion to stay their effectiveness. NBMC claimed that the new rules do not foster affirmative action encouraging minority ownership and asked the commission for a minority impact statement.

FCC revamping procedures in line with Privacy Act

The FCC has initiated a rulemaking aimed at implementing the Privacy Act of 1974 and at "protecting the rights of the individual in the accuracy and privacy of information concerning him which is contained in commission records." The rule provides procedures under which an in-
How to keep thieves from making what's yours theirs.

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

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

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

State Farm

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

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

NAME

STATION

ADDRESS (No P. O. Box Numbers, Please)

CITY STATE ZIP

Broadcasting Aug 18 1975

23
vice. Projections for fiscal 1976 are three
more licensees and 16 new stations, 10 of
which will be repeaters picking up broad-
casts from parent stations. Current status:
total of 152 PTV licensees operating 256
transmitting stations in contiguous states,
Alaska, Hawaii, Puerto Rico, Virgin Is-
lands, Guam and American Samoa. All
but three are PBS members; 85 are VHFs
and 155 are UHF of the 240 transmitters
linked by PBS's interconnection system.

Rand research. Third volume in study of
television and human behavior. “The
Research Horizon, Future and Present,”
is available with broadcasters among the
intended audience. Final product of Rand
Corp., evaluation will be book still in pre-
paration, tentatively titled The Fifth Season: How Television Influences
Human Behavior. Current volume, by
George Comstock and George Lindsey
with Marilyn Fisher, details scientific
community's research priorities and im-
plications of their desire to make such
research relevant to TV policy decisions.
Number-one priority is "TV and the
socialization of young persons"; politics,
special populations, behavioral effects
and TV management are among nine others.

No union. Petition by Writers Guild of
America East on behalf of four women
researchers in CBS News' Washington
bureau has been dismissed by National
Labor Relations Board. In refusing to
grant group status for collective-bargain-
ing purposes, NLRB agreed with CBS Inc.
that employs "do not share a sufficient
community of interest to constitute an
appropriate unit," that they "are not
residual, unrepresented employees" and
that their daily job functions have basic
dissimilarities.

N.Y. denies charge. City of New York has
urged FCC to reject as "frivolous" charge
by The Network Project that municipal
ownership of WNYC-AM-FM-TV New York
violates First Amendment. In petitions to
deny stations' license renewals, Columbia
University-based group charged that sta-
tions are only public access facilities and
the city violates amendment by controlling
material broadcast. But even if city gave
up its control, Network Project said it
would still be violating rules delegating
that control to licensee. New York, in its
opposition, maintained that there is no
violation since Communications Act and
fairness doctrine apply equally to municip-
ally owned stations.

Changing Hands

Announced

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

- WFUN(AM) South Miami, Fla.: Sold by
  Rounsville of Miami Beach Inc. to
  Sudbrink Broadcasting Inc. of Florida for
  $1.3 million. Seller, Robert W. Roun-
  saville, owns WCN(AM) Cincinnati;
  WVOL(AM) Berry Hill (Nashville), Tenn.;
  WMBR(AM)-WAVF(FM) Jacksonville,
  WDAE(AM)-WAVV(FM) Tampa, WNB(AM)
  Winter Park and WBB(AM) Orlando, all
  Florida. Principal in buyer is Robert
  (Andy) Sudbrink who owns WLYP(FM)
  Miami and WVOA(AM) Decatur, Ga., and
  has various interests in WLR(FM)
  Chicago, WFLY(FM) Baltimore, WPC/P(AM)
  Atlanta and WZZW(FM) Wauwatosa-
  Milwaukee. He is also president of WZ(WF)(FM)
  Cincinnati which is controlled by his wife,
  Margaret. WFUN is full time on 970 kHz
  with 5 kw.

- KIMA-TV Yakima and KEPR-TV Pasco,
  both Washington, along with KLEW-
  Lewiston, Idaho: One third of licensee,
  NWB Broadcasting Corp., sold by Sunny
  Ann Gassaway, administrrix of estate of
  husband, P. Richard Gassaway, to John
  Noel Jr. and Seattle First National Bank,
  trustee of estate of Harrell B. Whitney,
  for $187,000 plus assumption of about
  $266,000 in liabilities. Mr. Gassaway has
  no other broadcast interests. Mr. Noel and
  Seattle bank own a third of NWB Broad-
  casting each. Mr. Noel has interests in
  Washington bottling companies, canning
  company, motel and investment corpora-
  tion. Seattle bank, through its trust
  department, has interests in KOMO-
  Seattle, KOMM(AM) Omak, Wash.,
  and KATUV(AM) Portland, Ore. KIMA-TV is
  CBS affiliate on ch. 29 with 105 kw visual,
  10.5 kw aural and antenna 970 feet above
  average terrain. KEPR-TV is satellite of
  KIMA-TV on ch. 19 with 97.7 kw visual,
  9.8 kw aural and antenna 1,250 feet.

- WEA(AM) Greensboro, N.C.: Sold by
  Eugene S. Tanner, trustee in bankruptcy
  for WEA Inc., to North State Broadcast-
  ing Co. for $293,000. Buyer is owned
equally by brothers, Lewis Pace Poag and
  Morgan Rees Poag, who are former stu-
  dents and have no other broadcast in-
  terests. WEA is on 1510 kHz with 1 kw
  day and 250 kw during critical hours.

- WEXY(AM) Oakland Park, Fla.: Sold by
  Broward County Broadcasting Co. to
  Celebrities Inc. for $250,000. Seller is
  Albert S. Tedesco who has controlling
  interests in KTCR-AM-FM Minneapolis-St.
  Paul and KDUZ-AM-FM Hutchinson,
  Minn., and in WWCM-AM-FM Brazil, Ind.,
  which was sold to Hausman Broadcasting
  Corp. (Berry L. Housman, principal) for
  $550,000, subject to FCC approval
  (BROADCASTING, June 23). Buyer, James
  S. Berteau, owns WNOH(AM) Herndon, Va.,
  and 50% of WSS(A) Morrow, Ga. WEXY
  is daytimer on 1520 kHz with 1 kw.

- Other sales reported at the FCC last
  week include: KPGA(AM) Pismo Beach,
  Fla., and WASC(AM) Spartanburg, S.C.
  (see page 37).

Approved

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

- KIEM-TV Eureka, Calif.: Sold by
  California-Oregon Radio Co. (Wayne
Vickers, Newton L. Steward, Paul Roberts and others) to Ingham Communications Inc. for $400,000 cash plus assumption of liabilities of about $300,000. Sellers have no other broadcast interests. Buyer is owned by Harvey Ingham III, Saratoga, Calif., broadcast consultant, and Richard Ingham, Florida businessman. Neither has other broadcast interests.

Kiem-TV is CBS and NBC affiliate on ch. 3 with 100 kw visual and 20 kw aural and antenna 1,650 feet above average terrain.

Other sales approved by the FCC last week include: WMBO(AM) Mobile, Ala.; KRYT-AM-FM Colorado Springs; WSST(AM) Largo, Fla.; WRTI(AM)-WSGS(FM) Hazard, Ky., and KSGT(AM) Jackson, Wyo. (see page 37).

**Fidelity goes higher**

**Twice-rejected challenger for channel 9 in Los Angeles now goes to Supreme Court**

Fidelity Television Inc., which has been trying since 1965 to displace RKO General Inc., as licensee of KJTV-Los Angeles, has not yet given up despite negative decisions from the FCC and the U.S. Court of Appeals. Fidelity is now asking the U.S. Supreme Court to review the channel 9 case.

The U.S. Court of Appeals last month denied Fidelity's petition for rehearing and reconsideration of the court's decision in March, affirming the commission's order renewing the KJTV license and denying Fidelity's competing application (Broadcasting, July 7).

In seeking Supreme Court review, Fidelity argued that the commission accorded an advantage to RKO simply because of its incumbency—and that was an error. Such an advantage is not warranted under commission precedents, it said.

Fidelity also contended that, in failing to award Fidelity preference on diversification of media grounds—Fidelity owns no other stations, while RKO is a multiple owner—the commission's decision offends First Amendment principles. It noted that the Supreme Court held that the public is entitled to the widest possible diversity of voices.

**FCC denies request but Cottone just won't quit**

The FCC has denied communications attorney Benedict Cottone's motion to dismiss a disciplinary proceeding and clear the records regarding his alleged misconduct during a renewal hearing involving Kaye(AM) Puyallup, Wash. One of Mr. Cottone's contentions is that FCC Administrative Law Judge Ernest Nash had seemed to want him from the Kaye hearing (Broadcasting, June 2). In dismissing the denial, Mr. Cottone said the commission failed to answer his charges and he will continue to fight although he does not yet know what his next step will be. In a related action, the commission also denied the contention by the Federal Communications Bar Association that the FCC does not have jurisdiction to conduct disciplinary proceedings against Mr. Cottone and that his case should be turned over to the D.C. Court of Appeals. The commission said it was premature to respond to the FCC's contention that disciplinary proceeding for Judge Nash should be handled by the Civil Service Commission.

**FCC to wait and see what Houston foreclosure brings**

The FCC has decided not to say if its three-year rule applies to Liberty National Corp.'s proposed purchase and resale of KBMT(TV) Beaumont, Tex. The rule prohibits sale of a station if the owner has operated it for less than three years.

LNC, a one-bank holding company in Oklahoma City, said that KBMT's licensee, Harbour Television System, has defaulted on a $2,320,324 debt to LNC. The debt is secured by a pledge of all Harbour stock and physical assets. An additional $400,000 is owed to general creditors, LNC said.

LNC had requested a ruling in view of its proposal to acquire KBMT at a public foreclosure sale, invest additional money in the station, upgrade programming, deal with general creditors, and then sell KBMT without profit.

**FM on the up-and-up.** FM radio's average share of total radio listening in New York, Los Angeles, Chicago, Philadelphia, Boston, San Francisco and St. Louis has increased 78% over the past five years, according to analysis prepared by the CBS Owned FM Stations. CBS/FM's investigations focused in markets in which it owns and operates stations. drew on American Bureau Research Reports in those areas for April-May 1970 and 1975. CBS/FM said the April-May 1975 reports show an average quarter-hour FM share of 35.6% of total radio listening in these seven markets, up 78% from the average 20% share in 1970.

The commission said it generally refrains from ruling in such cases and waits until all factors can be considered through a properly filed application. However, it noted that an "unsympathetic ear" would not be turned on a future rule-waiver request.

**Bad marks for college radio-TV courses**

A survey of Indiana broadcasters shows that while the vast majority of station managers and employees polled consider college education essential for prospective professional broadcasters, they are critical of college radio-television programs, rating them "fair" to "very poor" relative to

---

**SOUTHWEST EXCLUSIVE COMBINATION AM/FM in Small Market**

Non directional daytimer AM and Class C FM are the only Broadcast facilities in this market. Must be owner/operator to achieve maximum potential. All real estate included. Equipment in top notch shape, and includes automation unit.

**PRICE:** $200,000 cash

Contact: Dan Hayslett, Dallas Office

---

*Hamilton Landis & Associates Inc.*

America's most dynamic and experienced media brokers.

**WASHINGTON, D.C.:** 1730 K Street, N.W., 20006 (202) 393-3456

**CHICAGO:** 1429 Tribune Tower 6061 (312) 337-2754

**DALLAS:** 6600 No. Central Expressway, 75206 (214) 691-2345

**SAN FRANCISCO:** 111 Sutter Street, 94104 (415) 392-6271

Brokers of Newspaper, Radio, CATV & TV Properties
been sought equipment

21

Facilities Program, are going to

million to

The

formation Committee, headed

Danish also speaking.

medium's

public and

ing

in

sponsor

ship

tain

cial

mended

practical

sidered invaluable for

casting and FCC

jobs.

more than 86 percent of the commercial

broadcasters would advise college stu-

dents not to specialize but rather to gain

practical experience and over-all broadcast

education. Areas of study least recom-

mended were engineering, noncommercial

station operation, film, history and

tory. Advice from broadcasters to those

in college broadcasting programs: main-

tain a closer relationship with commercial

stations, hire faculty with commercial

broadcast experience and require intern-

ship programs for all radio/TN majors.

The survey was the work of Darrell E.

Wibble, associate professor at Ball State

University's Center for Radio and Televi-

sion, Muncie, Ind., a former commercial

broadcaster.

TIO Texas regional

concentrates on public

attitudes toward TV

The Television Information Office will

sponsor its second open regional meet-

ing in Houston Sept. 28-28, inviting sta-

tion personnel from Texas and neighbor-

ing states. The meeting will be hosted by

KHOU-TV, KPRC-TV and KTRK-TV, all

Houston, all TIO members.

The two days' sessions will examine

public and government attitudes toward

tlevision, and will discuss ways of in-

creasing public awareness of the

medium's achievements. Congresswoman

Barbara C. Jordan (D-Tex.) will be a

featured speaker, with TIO director Roy

Danish also speaking.

A regular meeting of the Television In-

formation Committee, headed by Peter

Storer of Storer Broadcasting, will take

place September 25 as part of the con-

ference.

$12 million for facilities

The Office of Education of the Depart-

ment of Health, Education and Welfare

has announced awards totaling $12

million to 62 noncommercial radio and

television stations. The grants, made

under the Educational Broadcasting

Facilities Program, are going to 41 TV

and 21 radio stations to expand power,

buy equipment and generally improve

services. Nearly $41 million in grants

had been sought by 193 applicants.

More TV sales ammo

Bruskin five-year report shows

television outpacing newspapers

The growing value of television to adver-

tisers in comparison with newspapers is

underlined in a new study by R.H. Bruskin

Associates, New Brunswick, N.J., which

stresses TV now attracts 22 million more

adults on a daily basis than newspapers.

Commissioned by the Television

Bureau of Advertising, the study found

that 120-million adults (85%) view TV
daily, compared to 98 million (69%) who

read newspapers. A comparison of this

study with one in 1970 showed that 101-

million adults viewed TV each day five

years ago (by 1975 there was a gain of 19-

million adults). Five years ago 97-million

adults read newspapers (by 1975 there was

a gain of only one million adults).

"The findings of this study enable the

advertiser to look beyond mere circula-

tion statistics and compare media in the

more meaningful terms of people reached,"

commented Roger Rice, TVB president.

"The newspaper-only advertiser may now

discover why his sales have lagged behind

those of his television-using competitor;

his advertising has been treading in a

stagnant medium while his competitor's ad-

vertising has been swept along by tele-

vision's growth."

Arbitron buys TM

advertising monthly

Theodore F. Shaker, the president of Ar-

bitron, announced last week the purchase

of Newspaper Advertising Reports from

TM Productions by Arbitron to "help our

TV-station and radio-station clients get a

larger chunk of the local advertising dol-

lar."

Newspaper Advertising Reports moni-
tors every newspaper buy in the five

markets where it appears (New York, Los

Angeles, Chicago, San Francisco and Phil-

adelphia), attempting also to get informa-
tion about promotional planning done by

retailers "before the budget is allocated to

to newspapers."

According to Mr. Shaker, Arbitron

bought the publication on a percentage

basis (the more copies sold, the more

money TM Productions will receive) and

plans to extend its reach to 25 markets "in

the near future." The publication has 37

clients among radio and TV stations, with

the subscription cost based on the sta-

tion's 60-second rate.

Mr. Shaker says Arbitron will "com-

puterize" the publication and "refine" it.

"Considering that about 75% of all local

advertising money goes to newspapers and

only 25% goes to radio and television, we

think Newspaper Advertising Reports is

needed to redress this balance," he con-

cludes.

British cigarette makers

impose own ad restrictions

Cigarette manufacturers in Great Britain

have decided to try self-regulation with a

new voluntary advertising code that seeks

to prevent advertisements which en-
courage people to start smoking, increase

their consumption or smoke to excess.

Last week's announcement of the code

was made less than a week after the British

government said it was looking into the

Reflected image. Seeing yourself as others see you was again the theme of the

Television Bureau of Advertising's sales managers conference in Denver earlier

this month. The others in this case were station sales staffs who provided their

views of management which were then compared with the managers' views of

themselves and evaluated by Professor Hank Wilson of the Bridgeport Graduate

School of Business, Bridgeport, Conn. Those attending were (standing l to r):

Dave Grace, local sales manager, KTV-N Denver; Dave Herman, general sales

manager, KOB-TV Albuquerque, N.M.; Dick Green, vice president-sales, California-

Oregon Broadcasters, Redding, Calif.; Gary Rice, station manager KTV-N, Bailarait,

Victoria, Australia; Tony Malone, local sales manager, KLAS-TV Las Vegas; Dan

Gustin, general sales manager, KOLO-TV Reno; Fred Draviland, sales manager,

KMCH-TV Denver; Wes Maser, general sales manager, KOLN-TV Lincoln, Neb.; Gor-

don Bussey, local sales manager, KVAL-TV Eugene, Ore.; (seated l to r) Professor

Wilson; Maurice B. Mitchell, chancellor, University of Denver; Robert M.

McGreedy, Dyco Institute.
possibility of increased tobacco industry controls.

Written by manufacturers and the British code of advertising practice committee, the code especially seeks to protect young people and will be supervised by the Advertising Standards Authority, an independent body.

The code has similar guidelines as those used for television before cigarette promotion was banned by Britain on that medium in 1965. Among the advertisements the media are asked not to accept are those that imply links between smoking and sexual success and those that claim smoking increases manliness, relaxation or better work performance. Testimonials by well-known personalities are also discouraged.

A minister of state at the Department of Health has said that the government would try to work with voluntary agreements. However, an antismoking pressure group said the code was “grossly inadequate” because it did not apply to indirect forms of cigarette promotion such as coupons.

NSF-funded group laying groundwork of children TV study

Project started in April in answer to FTC call; first report due in early '76

A research group with a grant from the National Science Foundation is collecting names of people and institutions equipped to study children’s responses to television advertising.

The research planning group, based at the Harvard Graduate School of Education, is also trying to identify the most important areas of concern in the children’s advertising controversy, is reviewing the available literature on the subject and is trying to define areas where more research is needed.

The project began in April and the group is expected to file its first report early in 1976. It is a response to a call from the Federal Trade Commission for more information to help it construct guidelines for children’s advertising.

The members of the research planning group include Richard Adler of the Harvard School of Education, who is serving as principal investigator and project manager; Bernhard Friedlander, University of Hartford (Conn.); Gerald Lasser, Harvard Graduate School of Education; Thomas Robertson and John Rossier, The Wharton School, University of Pennsylvania, and Scott Ward, Harvard Business School. An advisory committee of scholars, representatives of government, consumer groups and industry is currently being formed.

Advertising Briefs

Telling it all. J. Walter Thompson Co., New York, has formed Telecommunications Division, outgrowth of its TeleCom-

Cablecasting

FCC says it's up to Congress to define three tiers of cable regulation

Commission proposes minor changes in its rules to alleviate some problems in area, but says over-all policy needs legislation

The FCC has concluded that it lacks the authority to decide how cable television should be regulated by state and local governments, and that Congress must find a remedy to the present difficulties of three-tiered cable regulation (“Closed Circuit,” Aug. 4). But until such time as Congress acts, “to ease burdens that can be identified in specific areas,” the FCC has proposed several changes in its cable rules.

With regard to its processing procedures for a certificate of compliance, the commission said that “inconsistent” local provisions would be considered void. At present, applicants must either seek waiver or get the local franchise authority to delete or alter that provision to con-

IGM's RAM—runs like a Tiger and thinks like a Fox—

RAM these new capabilities into your existing automation system:

- 2048 or 4096 switching events
- up to 19 audio sources, each with 79 sub-sources
- random access direct addressing to all sources
- "look-ahead" advance search
- flagged event editing
- multiple audio overlap
- event link, cancel-back, and time update
- exclusive IGM Audubus chassis
- simple installation—simple operation
- operates as a "main brain" too
- WORKS WITH ANY AUTOMATION SYSTEM
- would you believe all this, and much more, at a realistic price you'll love

Call or write today for full information. You may just prevent your present system from becoming an endangered species.

IGM's Random Access Memory—automatically
... the best there is!

4041 Home Road • Bellingham, WA 98225
(206) 733-4567

SEE US AT THE NAFMB—BOOTH 73-74

Broadcasting Aug 18 1975 27
form to commission standards. The FCC noted the delay and financial costs to the applicant as reasons for the proposed change.

The commission also proposed that to the extent any franchise fee is above 3% of gross annual subscriber revenues, the excess fee would similarly be void.

As to its over-all approach to three-tiered regulation, the commission said that it will maintain its subject-matter approach to cable regulation it has taken in the past, until legislative guidelines can be substituted. That approach was based on the distinction between regulations regarding the use of streets and rights-of-way and the regulation of the operational aspects of cable communications. In the FCC’s eyes, the former is within the jurisdiction of the states and their political subdivisions, while operational aspects came under commission auspices.

The commission said it would also continue to work toward a cooperative solution to the problem of multiple systems of accounts being developed by various states. The FCC hopes a voluntary adoption of a uniform accounting system would result.

The commission’s inquiry into duplicative cable regulation was adopted some nine months ago in response to recommendations by the Federal-State Local Advisory Committee, formed by representatives of the cable industry, local governments and public interest groups. The majority of the committee recommendations by the Federal-State-Local nonfederal authority or delegate all authority to constituent cities and towns.

The FCC in terminating the proceeding now, however, said that “while non-duplicative regulation is a worthy objective,” the “jurisdictional impediments” for the FCC without clear congressional guidance would present major difficulties. Comments on the proposed changes are due Sept. 22.

---

**Cable Briefs**

**Review sought.** National Association of Broadcasters has petitioned U.S. Court of Appeals for District of Columbia Circuit for review of FCC’s decision that denied NAB’s request for reconsideration of revised pay cable rules. Other parties, both broadcasters and cable operators, currently have appeals pending before same court of pay cable rules. While NAB motion is technically separate case, it could be consolidated with parties that filed prior appeals.

**Clamping down.** New York State has adopted law that would make person guilty of “theft of services,” in connection with pay cable, subject to criminal prosecution.

**Sold.** Telesonic CATV Inc., which serves seven communities in western Pennsylvania, has been sold to Tele-Media Company of Adel for a price close to $1 million. Paul Jones and John Beatty are sellers of system that serves 3,050 subscribers in communities of Cresson, Gallitzin, Randolph, Brockport, Parker, Pleasantville and Emlenton. Telesonic serves some 5,100 homes with 96 miles of plant. Buyers are Bob Tudek and Everett Mundy, who operate cable systems in Ohio, Pennsylvania and West Virginia. Firstmark Financial Corp. and Fidelity Bank in Philadelphia financed the sale; broker was Daniels & Associates.

**Coalitions petition.** Philadelphia Community Cable Coalition and National Black Media Coalition last week jointly petitioned D.C. Court of Appeals for review of FCC order that cancelled March 31, 1977, cable rebuild deadline (BROADCASTING, July 14). Citizens Communications Center, which represents coalitions, said pleadings will charge that commission was procedurally in error, did not have sufficient data and did not satisfy court decision regarding active solicitation of comments.

**Ford, live and on cable.** GE Cablevision’s system at Peoria, Ill., will deliver live coverage of President Ford’s address on domestic and economic issues at Peoria Hilton on Tuesday (Aug. 19). Program will be part of CATV system’s local origination effort and will be relayed to non-commercial WTP(KTV) Peoria.

**Strike threat.** Theta Cable Television, Los Angeles-based CATV system that serves more than 77,000 subscribers in greater Los Angeles area (and that has 33,000 paying extra for its movie-special features Z channel), is facing possible strike of 250 employees. Theta has been in negotiations with Local 11502 of Communication Workers of America for three months, after employees of Theta Cable voted in NLRA-supervised 1974 election to have CWA union represent them. Major issues reportedly are wages and fringe benefits.

**Another to Hilliard.** Teleprompter Florida CATV Corp. has sold its Pahokee, Fla., system to Bob Hilliard of Southeast Cablevision Inc. for approximately $200,000. System passes 2,000 homes with 17 miles of plant and serves 1,025 subscribers. Financing was handled by Firstmark Financial Corp. and Pahokee purchase is continuation of Southeast Cablevision’s draw-down of $1,680,000 line of credit. Company earlier purchased systems in St. Augustine, and Belle Glade, both Florida. (BROADCASTING, July 7).

**Iowa beckons HBO**

Home Box Office Inc.’s pay programing package will enter the North Central region “early next year,” when Heritage Communications Inc. picks up the service for its Des Moines, Iowa, cable system. The system, which serves 16,000 subscribers, is in the process of completing some 800 miles of plant that will eventually serve nearly 90,000 homes.

Heritage also announced tentative plans for additional affiliations with HBO in order to bring pay cable to another 20,000 subscribers at its systems elsewhere in Iowa, Colorado and Minnesota.

An application to the FCC for an earth station to serve the Des Moines system is being prepared.

---

**AT&T, NCTA in waiting game**

**Pole attachment issue no closer to settlement as both sides differ on whether firm offer has been made**

The long and strained negotiations between AT&T and cable television looking towards a settlement on the pole-rate attachment issue are hung up on semantics. As of last week, AT&T was “still waiting” for a rate proposal from the National Cable Television Association and NCTA was awaiting AT&T reactions to the latest rate schedule based on the FCC staff’s formula.

The latest rate schedule (BROADCASTING, Aug. 4) is a result of the NCTA providing the “mechanical calculations” requested by FCC Chairman Richard Wiley to fill in the nonspecific rate formula drawn up by the commission’s staff last April. According to Amos (Bud) Hostetter, chairman of the NCTA pole rate committee, the resulting schedule must still be “corrected” to the cable industry. There are substantial increases, he said, that affect cable systems in states where the hardest fights against such increases have taken place. The NCTA committee nevertheless, supplied the numbers to fulfill its commitment to the FCC, Mr. Hostetter explained.

However, according to Bob Sanderford, AT&T legal counsel, the NCTA was committed to come up with a proposal and since this latest schedule lacks NCTA endorsement, AT&T does not feel that it should comment on the numbers.

The numbers, which supposedly reflect a 10-15% overall decrease in existing rates, were transmitted to AT&T by letter last week. That letter, signed by Mr. Hostetter, emphasized that “the list of prices is not to be considered an offer either of the NCTA ad hoc committee (on pole rates) or the NCTA board.”

“We’re surprised that letter doesn’t constitute an offer,” Mr. Sanderford said, “as we were under the impression it would.”

Those sentiments were relayed back to NCTA in a letter mailed by AT&T later last week. That letter explained that AT&T “does not necessarily agree with the validity of the data or the underlying assumptions” in the latest rate schedule and “disputes the implication that the FCC staff’s formula should be used.”

AT&T, according to Mr. Sanderford, agreed to look at any range of numbers the commission’s staff devised but did not agree to accept any broad formula suggestions.

So AT&T is still waiting. And so is NCTA.
Equipment & Engineering

Set sales droop

First-half EIA report details
22% decline in TV sales, 20% drop-off for radio units

The Electronic Industries Association reports declines in radio and television set sales for the first half of 1975.

Total TV set sales dropped over 22% for the first 26 weeks of 1975 compared to the same period in 1974. Color sets showed a larger percentage decline than black-and-white sets but remained the largest seller with about 2.8 million sets sold. 2.2 million black-and-white sets were sold between Jan. and June 1975.

Total radio receiver sales dropped over 20% for those same six months as compared with the first half of 1974. AM sets accounted for close to three million—a drop of about two million from comparable 1974 figures—while FM set sales totaled close to seven million—a drop from nearly 12.6 million a year earlier. Comparing only June 1975 sales with June 1974 sales however showed an increase in FM set sales of 2.6%.

Muzak looks to the skies

Muzak Corp. is conducting first field tests of the technical feasibility of satellite transmission. Since February 1974, Muzak has been working on satellite transmission. Its music services are currently provided via telephone or FM sideband. A satellite demonstration with the Antenna receiver and RCA time was held last summer in New York (BROADCASTING, Aug. 19, 1974).

According to Paul Warner, vice president and general manager of Muzak's product division, the firm has been negotiating with suppliers and vendors and now believes satellite transmission may be economically feasible.

To convert the system, Mr. Warner estimated that 100,000 receivers would be needed, he hoped, for less than $1,000 each. However, he said no purchase agreements have been made.

Technical Briefs

Beaming down in Africa. GTE International has put into operation first three of 14 earth stations that will make up Algeria's domestic communications satellite system, first of its kind in Africa. When completed, system will include the TV channel and 65 voice channels. Remaining 11 stations are expected to be completed this year. They replace communications system that relied principally on high frequency radio communications, often interrupted by weather conditions.

$20 million sale. Harris Corp., Quincy, Ill., has signed $20 million agreement with Republic of Indonesia for Harris to supply transmitters, antenna towers and related equipment for nationwide radio broadcasting system. Transmitters will be standard Harris 50 kw and 10 kw units. Equipment will be installed at 36 separate sites along 3,000 island chain that includes Java, Sumatra and portions of Borneo and New Guinea. Shipments are to begin before end of this year, with stations going on air in 1976.

One thousand. Consolidated Video Systems Inc. Santa Clara, Calif., has sold its 1,000th time base corrector, used by broadcasting in industry in electronic news gathering. Buyer, CBS Television Network, New York, had already purchased 24 CVS time base correctors being first network to use the CVS 504A. An additional 10 units are on order by CBS.

Good mixer. Television Research International Inc., Palo Alto, Calif., has introduced helical editing control system which interfaces company's EA-5 editing system with Sony VO 2850 three-quarter-inch cassette U-Matic format. System allows editors to intermix Sony unit with any other VTR.

Listen here. Alpha Electronic Services Inc., Stanton, Calif., has announced two-tone attention systems for monitoring and transmitting emergency broadcast signals required by FCC rules that become effective Jan. 15, 1976. Designed EBS-230, unit combines encoder and decoder sections, is rack-mountable and sells for under $300.

Conversion special. Trans-American Video, Hollywood, has developed Pan Scope, an electronic system for converting widescreen motion pictures to video tape. Special control is used that follows dramatic action taking place anywhere within wide-screen format.

Eraser. Robins Industries Corp., Comack, N.Y., has made available degausser to demagnetize tape reels up to 1" wide and 17" in diameter. Model R24024 is capable of erasing 100 reels of 1/2" tape in approximately 30 minutes and in normal use can be operated for 40 minutes before requiring a 10-minute cooling off period.

All for one. Philips Audio Video Systems Corp., Mahwah, N.J., has introduced LDH-16 color telecine system that make video programing possible using as many as three film sources plus live scenes. Fully integrated film/slide/live pick-up unit is capable of transferring super 8mm film, 16mm film and 35mm slides to standard TV format as well as picking up opaque displays, rear-screen projections and limited-action live scenes. Basic LDH-16 system includes LDH-20 compact color camera with fixed 100mm f/2.1 lens.

New antenna. RCA Broadcast Systems, Camden, N.J., has placed on market Turnstile II, new low-band TV broadcast antenna that company says provides 2 through ch. 6 stations "with significant quality improvement in transmitted picture." RCA claims new design reduces VSWR (voltage standing wave ratio) by 50%, compared to Superturnstile, most widely used VHF antenna in TV industry.

New homes. Corporate headquarters of Lima Broadcasting, licensee of WIMA-AM-FM Lima, Ohio, has expanded to occupy this $225,000 facility at 667 West Market Street, Lima. Building was designed by Bowman and Armstong; architects, installation of MW-1 Gates transmitter is expected this month.

It's now Gibraltar. Quick-Set Inc., Northbrook, Ill., has acquired complete Houston Fearless TV camera and microwave support products line from Technology Inc. New Quick-Set line will be marketed under Gibraltar name and includes pneumatic studio pedestal (formerly Houston Fearless PD-8), medium weight counter balance pedestal (PD-3) and cam head (HFCH) with capacity up to 350 pounds. Line will also include microwave relay tilt head, heavy-duty tripod and dolly. Former Houston Fearless line will be manufactured at Quick-Set's Northbrook headquarters.

Iranian contract. RCA has signed $8.75-million contract with Iranian development to concern provide range of telecom...
Tracking the ‘Playlists’

Few groups make the dramatic change in sound that the Bee Gees made with their most recent single and album, and the arrival this week of ‘Jive Talkin’ in the first position on the pop ‘Playlist’ (a jump from six) testifies to the success of that change. The single is about to go gold in sales and makes the Bee Gees, along with Eric Clapton, RSO Records’ most potent act. Elton John’s ‘Someone Saved My Life Tonight,’ following the pattern of most of his singles, is now in the top three, and War’s ‘Why Can’t We Be Friends’ and Melissa Manchester’s ‘Midnight Blue’ make their first top-10 appearances. K.C. and the Sunshine Band, who backed up George McCrae on his million-selling ‘Rock Your Baby,’ which they wrote, move to 13 with their own disco hit, ‘Get Down Tonight.’ Janis Ian’s ‘At Seventeen’ edges into the top 20 while topping many MOR charts. After a number of moderately successful attempts, David Bowie appears to have his largest single hit with ‘Fame,’ now at 22. The Carpenters’ version of Neil Sedaka’s ‘Solitaire’ makes another major jump, this week to 28. Strongest among new additions to the charts is Morris Albert’s ‘Feelings,’ another hit broken first by MOR stations, at 36. Orleans, building from a solid FM progressive base, has its best pop potential with ‘Dance With Me,’ now at 41. Fresh from a joint concert appearance at a Las Vegas hotel, Frank Sinatra and John Denver break into the list with new singles: Mr. Sinatra’s ‘I Believe I’m Going to Love You’ as at K.C. Mr. Denver’s ‘I’m Sorry’ at 47. Glen Campbell’s ‘Rhinestone Cowboy’ and Conway Twitty and Loretta Lynn’s ‘Feelin’’ remain the nation’s two most-heard country singles, with Willie Nelson’s Columbia debut, ‘Blue Eyes Crying in the Rain,’ the chart’s biggest gainer, at nine.

Musical Breaks

**Daisy Jane — America (Warner Bros.)** With three consecutive single hits, America currently ranks among the most-heard groups in pop radio, bringing their sound also to so many adult listeners that the group’s name has become synonymous with the evolution of “adult contemporary” radio. Their style has mellowed gradually through their string of hits, so much so that an earlier success such as ‘Ventura Highway’ seems almost heavy metal by comparison. Daisy Jane, like the three previous hits, is produced by George Martin, and may be the first of his collaborations with the group in which the touches he brought to the Beatles’ records are apparent. The single is quiet, downtempo and lightly orchestrated in a way which resonates one with ‘One’ and other Beatle-Martin efforts. It has been added by WOWO (Fort Wayne, Ind.)

**Who Loves You — Four Seasons (Curb).** With the highly successful comeback (on Private Stock) of Frankie Valli in the past six months, it has been rumored that the Four Seasons, Mr. Valli’s collective identity, would have a new recording contract. They have surfaced on Curb Records, a newly created Warner Brothers imprint, with a Bob Gaudio composition that seems to have more in common with late sixties Beach Boys music than with the old Four Seasons hits. The song fades in, an unusual feature in itself, and Mr. Valli’s voice is mixed down much more than in previous seasons records. The last third of the song is a pulsing disco break that adds to the song’s catchy but thoroughly uncharacteristic flavor. WGAR (Cleveland) has added it.

**Extras**

The following new releases, listed alphabetically by title, are making a mark in Broadcasting’s contemporary “Playlist” reporting below the first 40:

- **Ballroom Blitz, Sweet (Capitol).**
- **Can’t Give You Anything, Stylestics (Aero).**
- **Daisy Jane, America (Warner Bros.).**
- **Disco Queen, Hot Chocolate (Big Tree).**
- **Gone At Last, Paul Simon & Phoebe Snow (Columbia).**
- **How Long (Bet You Got A Chick On The Side), Pointer Sisters (ABC).**
- **It Doesn’t Matter Anymore, Linda Ronstadt (Capitol).**
- **It Only Takes A Minute, Tavares (Capitol).**
- **Look At Me, Moments (Siang).**
- **Love Being Your Fool, Travis Wamack (Capricorn).**
- **No Way To Treat A Lady, Helen Reddy (Capitol).**
- **Run Joey, Run, Geddes David (Big Tree).**
- **Saturday Night Special, Lynrd Skynyrd (MCA).**
- **Send In The Clowns, Judy Collins (Elektra).**
- **That’s When The Music Takes Me, Neil Sedaka (MCA).**
- **What You Got, Duke & Drivers (ABC).**

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

- **Don’t Stop Loving Me, Don Gibson (Hickory).**
- **Don’t Cry Joni, Conway Twitty (MCA).**
- **Funny How Time Slips Away, Narvel Felts (ABC Dot).**
- **I Want To Hold You In My Dreams Tonight, Stella Parson (Country Soul).**
- **I’m Sorry, John Denver (RCA).**
- **San Antonio Stroll, Tanya Tucker (Columbia).**
- **This Is My Year For Mexico, Crystal Gayle (United Artists).**
- **Wasted Days & Wasted Nights, Freddie Fender (Dot).**
These are the top songs in air-play popularity in two categories on U.S. radio, as reported by *Broadcasting* by a nationwide sample of stations. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears. A (?) indicates an upward movement of 10 or more chart positions over the previous *Playlist* week.

<table>
<thead>
<tr>
<th>Over-all-rank</th>
<th>Last week</th>
<th>This week</th>
<th>Title (length)</th>
<th>Artist-Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>43</td>
<td>37</td>
<td>Thank God I'm a Country Boy (2:47)</td>
<td>John Denver—RCA</td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>36</td>
<td>Wasted Days &amp; Wasted Nights (2:41)</td>
<td>Freddy Fender—ABC</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>39</td>
<td>There's Nothing Stronger Than Our Love (2:52)</td>
<td>Paul Anka—United Artists</td>
<td></td>
</tr>
<tr>
<td>49</td>
<td>40</td>
<td>Third Rate Romance (3:22)</td>
<td>Amazing Rythm Aces—ABC</td>
<td></td>
</tr>
<tr>
<td>41</td>
<td>Dance With Me (2:59)</td>
<td>Lionel—Asylum</td>
<td></td>
<td></td>
</tr>
<tr>
<td>44</td>
<td>42</td>
<td>That's the Way of the World (3:08)</td>
<td>Earth, Wind &amp; Fire—Columbia</td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>43</td>
<td>The Proud One (3:02)</td>
<td>The Osmorons—MGM</td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>44</td>
<td>Feel Like Making Love (3:03)</td>
<td>Bad Co.—Swan Song</td>
<td></td>
</tr>
<tr>
<td>45</td>
<td>46</td>
<td>I Believe I'm Going to Love You (2:47)</td>
<td>Frankie Sinatra—Reprise</td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>48</td>
<td>'Til the World Ends (3:30)</td>
<td>Three Dog Night—ABC</td>
<td></td>
</tr>
<tr>
<td>41</td>
<td>Iron Man (2:39)</td>
<td>John Denver—RCA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>47</td>
<td>I'm on Fire (3:03)</td>
<td>Dwight Twilley Band—Sycamore</td>
<td></td>
</tr>
<tr>
<td>39</td>
<td>49</td>
<td>When Will I Be Loved (2:52)</td>
<td>Linda Ronstadt—Capitol</td>
<td></td>
</tr>
<tr>
<td>38</td>
<td>50</td>
<td>Philadelphia Freedom (5:38)</td>
<td>Elton John Band—MCA</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country</th>
<th>Rank by day parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>1 Rhinestone Cowboy (3:18)</td>
</tr>
<tr>
<td>1</td>
<td>Rhinestone Cowboy (3:18)</td>
</tr>
<tr>
<td>2</td>
<td>Feelin' (3:05)</td>
</tr>
<tr>
<td>3</td>
<td>Daysdreams about Night Things (2:21)</td>
</tr>
<tr>
<td>4</td>
<td>The First Time (3:04)</td>
</tr>
<tr>
<td>5</td>
<td>If I Only Win Your Love (2:36)</td>
</tr>
<tr>
<td>6</td>
<td>I Can't Make You Love Me (2:59)</td>
</tr>
<tr>
<td>7</td>
<td>Love Is a Battlefield (3:31)</td>
</tr>
<tr>
<td>8</td>
<td>Beautiful (8:10)</td>
</tr>
<tr>
<td>9</td>
<td>Good Time (7:41)</td>
</tr>
<tr>
<td>10</td>
<td>The Way We Were (3:30)</td>
</tr>
<tr>
<td>11</td>
<td>The Way We Were (3:30)</td>
</tr>
<tr>
<td>12</td>
<td>I've Never Loved Anyone More (2:42)</td>
</tr>
<tr>
<td>13</td>
<td>Stay Away from the Apple Tree (2:46)</td>
</tr>
<tr>
<td>14</td>
<td>Say Forever You'll Be Mine (2:45)</td>
</tr>
<tr>
<td>15</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>16</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>17</td>
<td>When I Was Your Man (2:45)</td>
</tr>
<tr>
<td>18</td>
<td>When I Was Your Man (2:45)</td>
</tr>
<tr>
<td>19</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>20</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>21</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>22</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>23</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>24</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>25</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>26</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>27</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>28</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>29</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>30</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>31</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>32</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>33</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>34</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>35</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>36</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>37</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>38</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>39</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>40</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>41</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>42</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>43</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>44</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>45</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>46</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>47</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>48</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>49</td>
<td>The Mood You're In (2:45)</td>
</tr>
<tr>
<td>50</td>
<td>The Mood You're In (2:45)</td>
</tr>
</tbody>
</table>
Cold-shouldered by the networks, Richard Nixon turns to Frost

British producer says he has deal for no-subjects-barred series of interviews with former President; price undisclosed

The hot potato of former President Richard M. Nixon’s televised “memoirs” finally came to rest last week in the hands of talk-show host David Frost, who says he will film four 90-minute interviews with Mr. Nixon for broadcast some time after the 1976 presidential election.

An Aug. 10 Beverly Hills, Calif., news conference left unanswered several key questions about the contract between Mr. Nixon and Mr. Frost, including how much Mr. Nixon will be paid, and who makes up the “international consortium of broadcast organizations” that is, according to Mr. Frost, providing financial backing. Mr. Frost, staff members of his Paradine Productions, and Irving Lazar, literary agent for Mr. Nixon, were unavailable for comment last week.

Mr. Frost said the filming for the four programs would begin shortly, but that they, along with Mr. Nixon’s written memoirs, will be withheld until after the election at the request of the former President.

Mr. Frost claimed that no topic, including Watergate, would be excluded from the questioning, and anticipated that at least one-quarter of the interviews would deal with Watergate-related issues.

Prints speculation last week that Mr. Nixon’s price at between $500,000 and $1 million, but there was no indication whether he had agreed to more or less than the $600,000 Mr. Lazar had reported to be asking from the networks.

The two American broadcast groups that have featured Mr. Frost’s work in the past, ABC-TV and Group W, said they had no association with the “consortium” or any intention of carrying the interviews. Mr. Frost’s syndicated interview series, which was canceled in 1972, was Group W-produced; since that time, he has contributed occasional feature programs to ABC-TV’s Wide World of Entertainment.

The agreement between Mr. Frost and Mr. Nixon came after negotiations were broken off between Mr. Lazar and NBC News. NBC News President Richard Wald said that an inability to reach agreement on Mr. Nixon’s fee was the principal reason behind the breakdown.

Lighting some fires. CBS News’s 60 Minutes Aug. 10 interview with Mrs. Betty Ford was the first major broadcast interview granted by the First Lady, and reaction to it provided news copy for most of last week. Mrs. Ford said she would not be surprised if she learned that her 18-year-old daughter, Susan, were having an affair, prompting a wave of denunciations and bringing stations innumerable man-in-the-street interviews. 60 Minutes segment was another in the highly successful prime-time run for the news series, which makes its annual departure in deference to football season Sept. 7. Executive producer, Don Hewitt, said there is no chance series will return in prime time next winter.

Douglas pending the outcome of the appeal.

Mr. Farr, author of a 1971 Los Angeles Herald-Examiner story that the Manson gang had drawn up a death list of Hollywood celebrities, was cited by Judge Older for violating the court’s gag order during that murder case. Mr. Farr refused to name his source, other than to say they were two lawyers participating in the case. He’s expected to seek Supreme Court review of latest ruling.

Heats still on Bill Farr

The Ninth U.S. Court of Appeals has upheld the five-day jail sentence (plus $500 fine) imposed on Los Angeles Times newswoman William T. Farr last year after a state judge ruled that Mr. Farr could not be forced to serve an interminate sentence for contempt of court. Mr. Farr had served 46 days in jail before being freed by U.S. Supreme Court Justice William O. Douglas pending the outcome of the appeal.

Mediator newswoman, KWTW(TV) Oklahoma City reporter Bob Moseley played key role in release of hostages held by three gunmen during attempted holdup of supermarket there Aug. 1. Three store employees were seized by would-be robbers when police surrounded building. On phone, Mr. Moseley relayed demands and counter-offers of district attorney in five hours of negotiations that preceded release of hostages and surrender of gunmen. Mr. Moseley followed spot new report that day at 6 p.m. with follow-up next day in which he discussed “the system” and the psychology of taking hostages with psychiatrist and former prison inmate.

NIS to 42. Addition to WMEN(AM) Tallahassee, Fla., last week brought to 42 total of stations now subscribing to NBS News’s News and Information Service. NBS Radio President Jack Thayer has said that commitments now in hand from other stations will push total to at least 59 stations by Oct. 1. Other recent additions to NBS line-up include KWB(AM) Wichita, Kan.; KAAP(AM) Santa Paula, Calif.; WCH(AM) Portland, Me., and WLBZ(AM) Bangor, Me.
### Broadcasting's index of 134 stocks allied with electronic media

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. Aug. 13</th>
<th>Closing Wed. Aug. 5</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 outstanding</th>
<th>Total market capitalization</th>
</tr>
</thead>
<tbody>
<tr>
<td>AOC</td>
<td>0</td>
<td>3/8</td>
<td>3/8</td>
<td>.00</td>
<td>.00</td>
<td>7/8</td>
<td>7/8</td>
<td>1/8</td>
<td>1,200</td>
<td>60</td>
</tr>
<tr>
<td>ALC</td>
<td>0</td>
<td>1 5/8</td>
<td>1 1/2</td>
<td>+ 1/8</td>
<td>+ 1/8</td>
<td>2 1/2</td>
<td>1 1/2</td>
<td>1 1/2</td>
<td>1,072</td>
<td>2,177</td>
</tr>
<tr>
<td>ANHEA</td>
<td>0</td>
<td>11</td>
<td>10 3/4</td>
<td>+ 1/4</td>
<td>+ 1/4</td>
<td>19 1/4</td>
<td>19 1/4</td>
<td>1 1/2</td>
<td>3,304</td>
<td>36,344</td>
</tr>
<tr>
<td>AMEX</td>
<td>0</td>
<td>3/8</td>
<td>3/8</td>
<td>.00</td>
<td>.00</td>
<td>7/8</td>
<td>7/8</td>
<td>1/8</td>
<td>1,200</td>
<td>60</td>
</tr>
<tr>
<td>AMRA</td>
<td>0</td>
<td>1 5/8</td>
<td>1 1/2</td>
<td>+ 1/8</td>
<td>+ 1/8</td>
<td>2 1/2</td>
<td>1 1/2</td>
<td>1 1/2</td>
<td>1,072</td>
<td>2,177</td>
</tr>
<tr>
<td>BURNUP</td>
<td>0</td>
<td>6 1/8</td>
<td>6 1/8</td>
<td>+ 1/8</td>
<td>+ 1/8</td>
<td>2 1/2</td>
<td>2 1/2</td>
<td>1/2</td>
<td>8,268</td>
<td>49,608</td>
</tr>
<tr>
<td>CARIBON</td>
<td>0</td>
<td>5 7/8</td>
<td>5 7/8</td>
<td>- 1/8</td>
<td>- 1/8</td>
<td>7/8</td>
<td>7/8</td>
<td>1/8</td>
<td>2,580</td>
<td>12,800</td>
</tr>
<tr>
<td>HANFORD</td>
<td>0</td>
<td>3 5/8</td>
<td>3 5/8</td>
<td>- 1/8</td>
<td>- 1/8</td>
<td>7/8</td>
<td>7/8</td>
<td>1/8</td>
<td>1,121</td>
<td>6,445</td>
</tr>
<tr>
<td>HKR</td>
<td>0</td>
<td>1/2</td>
<td>1/2</td>
<td>.00</td>
<td>.00</td>
<td>1/2</td>
<td>1/2</td>
<td>1/2</td>
<td>663</td>
<td>3,381</td>
</tr>
<tr>
<td>ORGANIC</td>
<td>0</td>
<td>2 1/4</td>
<td>3 1/4</td>
<td>- 1/2</td>
<td>- 1/2</td>
<td>3 1/4</td>
<td>3 1/4</td>
<td>1/2</td>
<td>4,967</td>
<td>4,967</td>
</tr>
<tr>
<td>PROGRESSIV</td>
<td>0</td>
<td>3/8</td>
<td>3/8</td>
<td>.00</td>
<td>.00</td>
<td>7/8</td>
<td>7/8</td>
<td>1/8</td>
<td>1,200</td>
<td>60</td>
</tr>
<tr>
<td>REUTHER</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>.01</td>
<td>.01</td>
<td>1/2</td>
<td>1/2</td>
<td>1/2</td>
<td>1,358</td>
<td>17,953</td>
</tr>
<tr>
<td>RANIER</td>
<td>0</td>
<td>2 1/2</td>
<td>1 1/2</td>
<td>- 1/2</td>
<td>- 1/2</td>
<td>1/2</td>
<td>1/2</td>
<td>1/2</td>
<td>1,010</td>
<td>625</td>
</tr>
<tr>
<td>SCIENTIFIC</td>
<td>0</td>
<td>4 1/8</td>
<td>4 1/8</td>
<td>+ 1/8</td>
<td>+ 1/8</td>
<td>4 1/8</td>
<td>4 1/8</td>
<td>1/8</td>
<td>3,672</td>
<td>13,628</td>
</tr>
<tr>
<td>TELECOMMUNICATION</td>
<td>0</td>
<td>3 3/8</td>
<td>3 3/8</td>
<td>.00</td>
<td>.00</td>
<td>7/8</td>
<td>7/8</td>
<td>1/8</td>
<td>2,177</td>
<td>71,109</td>
</tr>
<tr>
<td>TELEPROMPTER</td>
<td>0</td>
<td>5 7/8</td>
<td>5 7/8</td>
<td>+ 1/8</td>
<td>+ 1/8</td>
<td>4 1/8</td>
<td>4 1/8</td>
<td>1/8</td>
<td>16,604</td>
<td>97,948</td>
</tr>
<tr>
<td>TGCM</td>
<td>0</td>
<td>1 5/8</td>
<td>1 5/8</td>
<td>+ 1/8</td>
<td>+ 1/8</td>
<td>2 1/2</td>
<td>2 1/2</td>
<td>1/2</td>
<td>8,268</td>
<td>49,608</td>
</tr>
<tr>
<td>TGCM</td>
<td>0</td>
<td>3 5/8</td>
<td>3 5/8</td>
<td>- 1/8</td>
<td>- 1/8</td>
<td>7/8</td>
<td>7/8</td>
<td>1/8</td>
<td>1,121</td>
<td>6,445</td>
</tr>
<tr>
<td>UNITED</td>
<td>0</td>
<td>1/2</td>
<td>1/2</td>
<td>.00</td>
<td>.00</td>
<td>1/2</td>
<td>1/2</td>
<td>1/2</td>
<td>663</td>
<td>3,381</td>
</tr>
<tr>
<td>WOODC</td>
<td>0</td>
<td>1 1/2</td>
<td>1 1/2</td>
<td>.00</td>
<td>.00</td>
<td>1/2</td>
<td>1/2</td>
<td>1/2</td>
<td>3,304</td>
<td>36,344</td>
</tr>
</tbody>
</table>

### Total:

- **TOTAL 730,870**
- **7,637,425**

### Broadcasters with other major interests:

- **ADAMS-RUSSELL**
- **AVCO**
- **BARTHEL MEDIA**
- **JOHN BLAIR**
- **CABLETOWN IND.**
- **CHRIS-CRAFT**
- **COMBINED COMM.**
- **COWLES**
- **DUN & BARSTREET**
- **FAIRCHILD**
- **GATTANOTT CO.**
- **GEO**
- **GLOBETROTTER**
- **GRAY COMM.**
- **HAAKENSENS**
- **JEFFERSON-PIERSON**
- **KAIser INDUSTRIES**
- **KANSAS STATE NET.**
- **KINGSTP**
- **KNIGHT-RIDER**
- **LIBERTY**
- **LIME**
- **MEDIAGEM**
- **MEREDITH**
- **METROMEDIA**
- **MULTIMEDIA**
- **NEW YORK TIMES CO.**
- **OUTLET CO.**
- **POST CORP.**
- **PSA**
- **REEVES TELECOM**
- **ROLLINS**
- **RUST CRAFT**
- **SAN JUAN RACING**
- **SCH referendum**
- **SCHREIBER**
- **SONDERLING**
- **TELECOMOP**
- **TIMES MIRROR CQ.**
- **WASHINGTON POST CO.**
- **WOMENS**

### Cablecasting

- **AMECO**
- **AMER. ELECT. LABS**
- **AMERICAN TV & COMM.**
- **ATHENA COMM.**
- **BURNUP & SIMS**
- **CABLECOM-GENERAL**
- **CABLE RUNDING**
- **CABLE INFO.**
- **COMCAST**
- **COMMUNICATIONS PROP.**
- **COX CARLE**
- **ENVIRONMENT**
- **GENERAL INSTRUMENT**
- **GALAXY**
- **GENERAL TV**
- **SCIENTIFIC CITY-ATLANTA**
- **TELECOMMUNICATION**
- **TELEPROMPTER**
- **TIME INC.**
- **TODC**
- **U-AMERICA CARLE**
- **UNITED CABLE TV**
- **VIACOM**
- **VIACOM**

### Programming

- **COLUMBIA PICTURES**
- **DISNEY**

---

**Broadcasting Aug 18, 1975**

- **33**
Yearly change in earnings per share is less than 20%.

Stocks with net income change of more than 20% are in bold.

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

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

<table>
<thead>
<tr>
<th>Company</th>
<th>Period/Ended</th>
<th>Changes</th>
<th>Net Income</th>
<th>Change Per Share</th>
<th>Yearly Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams-Russell</td>
<td>9 mo 8/29</td>
<td>+20%</td>
<td>+231.000</td>
<td>+184.18%</td>
<td>10,854,000</td>
</tr>
<tr>
<td>BBDO International</td>
<td>6 mo 8/30</td>
<td>+6%</td>
<td>+294,000</td>
<td>+55.5%</td>
<td>13,800,000</td>
</tr>
<tr>
<td>Fairchild Industries</td>
<td>6 mo 8/30</td>
<td>+5%</td>
<td>+5,000</td>
<td>+51.7%</td>
<td>10,000,000</td>
</tr>
<tr>
<td>Gannett Co.</td>
<td>6 mo 8/30</td>
<td>+14%</td>
<td>+2,155,000</td>
<td>+52.1%</td>
<td>154,282,191</td>
</tr>
<tr>
<td>Kingstip Video Corp.</td>
<td>9 mo 4/30</td>
<td>+17%</td>
<td>+833,240</td>
<td>+81.2%</td>
<td>1,024,000</td>
</tr>
<tr>
<td>The Liberty Corp.</td>
<td>6 mo 8/30</td>
<td>+7%</td>
<td>+34,800</td>
<td>+70.4%</td>
<td>207,000</td>
</tr>
<tr>
<td>MCA Inc.</td>
<td>6 mo 8/30</td>
<td>+7%</td>
<td>+10,800</td>
<td>+70.4%</td>
<td>305,650</td>
</tr>
<tr>
<td>Mutual Broadcasting</td>
<td>6 mo 8/30</td>
<td>+2%</td>
<td>+2,155,000</td>
<td>+52.1%</td>
<td>27,332,025</td>
</tr>
<tr>
<td>UA-Columbia Cablevision</td>
<td>6 mo 8/30</td>
<td>+17%</td>
<td>+833,240</td>
<td>+81.2%</td>
<td>8,849,000</td>
</tr>
</tbody>
</table>

1Includes tax credit in 1974. 2Includes SOT per share gain on sale of marketable securities. *Change too great to be meaningful.

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

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

Stocks with net income change of more than 20% are in bold.

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

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

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

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

Stocks with net income change of more than 20% are in bold.

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

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

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

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

Lawrence J. Pollock, VP of Capital Cities Communications and general manager of its WKBW-TV Buffalo, N.Y. named VP and general manager of Capital Cities' WPVI-TV Philadelphia. He succeeds Eugene McCurdy, who was said to have decided to seek other business interests rather than pursue other opportunities within Capital Cities. Philip R. Beuth, VP and general manager of company's KFSN-TV Fresno, Calif., succeeds Mr. Pollock at WKBW-TV.

Stuart M. Cohen, general sales manager, WLKW-AM-FM Providence, R.I., named general manager, WBNY-FM Buffalo, N.Y. Both are McCormick Communications stations.

John F. Casey, general manager, WIBM-AM-WHFI-FM Jackson, Mich., named to same position, WSGW-AM-WSM-FM Saginaw, Mich. He will continue additional duties as national program director for licensee, Booth Broadcasting Co. Succeeding him is Wayne H. Blackmon, sales manager, WIBM-WHFI. Rick Belcher, operations manager, WIBM-WHFI, named to same position, WSGW-WSM.

Goff Lembay, general manager, WQAL-FM Cleveland, named to same post, WMDM-FM Washington. Both are SJR Communications Inc. stations.

Brian Skelly, sales manager, KIKI-AM Honolulu, named general manager.

Dale Pon, sales manager, WPLJ-FM New York, named creative services director, WING-AM New York.

Marilyn Rees, sports director and account executive, KTIX(AM) Pendleton, Ore., named promotion manager.

Anna Mae Buske, long-time secretary to J. Leonard Reinsch, chairman and director of Cox Cable Communications Inc., Atlanta, retires after more than 30 years with Cox organization.

Broadcasting Advertising

Paul L. John, executive VP-media director, Campbell-Ewald Co., Detroit, named executive VP-director of Chevrolet account with over-all responsibility for Chevrolet account activities, succeeding Richard O'Connor, named executive VP-chief operating officer, John D. Varnier, assistant media director Campbell-Ewald, elected senior VP-director of media, succeeding Mr. John.

Phillip R. Syrdal, local sales manager, KIRO-AM-FM Seattle, named general sales manager.


Allan J. Stelmach, sales manager, KSON-FM San Diego, named general sales manager, KSON-AM-FM.

Adam Polacek, VP-director of sales, Meriome Media Inc., New York, named general sales manager, WPLG-TV Miami.


Len Graziano, assistant sales manager. American team at Kaitz Television, New York, named sales manager, that team, succeeding Donald A. Barrabee, who was named assistant to president.

William R. Caufield, manager, sales pricing, NBC, New York, named director, sales planning.

Ben Canada, general sales manager, WSFA-TV Montgomery, Ala., named local sales manager, WVEU-TV New Orleans.


Jim Elliott, media planner and buyer, Ogilvy & Mather, Los Angeles, named media supervisor, Foote, Cone & Belding/Honig, Los Angeles.

Cheryl Kahn, media planner/buyer, Cunningham & Walsh, San Francisco, named to same post, Ted Thompson & Partners, San Francisco.

Cynthia Francis Webber, with SSC&B Inc., New York, named VP-creative group head, Grey Advertising, New York.

Larry A. Silverman, partner and associate creative director, Tatham, Laird & Kudner, Chicago, named associate creative director, D'Arcy-MacManus & Masius, St. Louis.

Hal Daume, VP-survey division and television testing, Audits & Surveys Inc., New York, named director of research, The Marshalk Co., Cleveland. Ellis J. Beech, manager of broadcast media, General Mills, Minneapolis, named director of media, The Marshalk Co.

Nan Diley, television buyer, Campbell-Mithun, Minneapolis, named television buyer, The Haworth Group, Minneapolis.

Mort Bassett, station rep for 39 years in broadcasting, retires this month; Mort Bassett & Co., his company, will close August 31.

Programing

Barry H. Thurston, VP for programming, Kaiser Broadcasting Co., Oakland, Calif., appointed director of programming for WPIX-TV New York. He will be proposed for election as VP at next meeting of WPIX Inc. board and will succeed Henrik Booraem, VP, programming of WPIX, when Mr. Booraem retires early next year.

Deanne Barkley, VP-creative affairs, Robert Stigwood Organization, Hollywood, has been named VP-program development, NBC-TV, Burbank, replacing Terry Koegan who has joined Paramount Television as VP-creative affairs (BROADCASTING, July 28).

Diana S. Drellman, administrator, NBC World Premiere movies, West Coast, named manager, Motion Pictures for Television, NBC, Burbank, Calif. Betty Jane Reed, manager, program analysis, NBC, New York, named director, program analysis.

Peter Allen, staff announcer for WXR(AM) New York.

Call or Write: AMERICAN ELECTRONIC LABORATORIES, INC. P.O. Box 592, Lansdale, PA 19446 Tel: 215/622-2969 TWX: 510-601-4976

The best instrumental sound in Coral Gables is put out by an AEL FM-25/25KD Stereo Transmitter

Just ask WYOR

AEL stereo transmitters always send the very best.

FM: 2,500, 15,000, 25,000, 50,000 watts.

AM: 5,000, 10,000, 50,000 watts.

Broadcasting Aug 18 1975
York for 28 years, named to handle Metropolitan Opera broadcasts sponsored via national syndication by Texaco Inc., starting in fall. Mr. Allen, who replaces Milton Cross who died last January, has been stand-by announcer on opera broadcasts for many years.

David Salzman, general manager, Group W-owned KDKA-TV Pittsburgh, appointed chairman of the board and chief executive officer, Group W Productions, New York, replacing Chet Collier, who was named senior VP, creative program development, Group W, New York. Jonathan Hayes, general sales manager of Group W's KKYW-TV Philadelphia, will replace Mr. Salzman as general manager of KDKA-TV Pittsburgh.

Marvin Mord, VP for audience analysis and primary research, ABC Television, New York, promoted to new post of VP, research services, ABC Television. Election follows designation of Seymour Amien, VP, audience-research services, as VP and assistant to president of ABC Entertainment (BROADCASTING, Aug. 4).

Buzz Kulik, producer-director, signed to exclusive contract with Columbia Pictures Television, Burbank, Calif., with first assignment producing and directing "The Lindbergh Kidnapping Case," three-hour movie being made for NBC.


Robert Bruno, program director and announcer, WVPY-AM-FM Mount Kisco, N.Y., named program director, WNEW AM New York.

Pat Whitley, program manager, WNVX AM New York, named program director, WNVX AM Boston.

Gary Osborn, air personality, WHMI(AM)-WIFI(FM) Jackson, Mich., named program director.

Jack Fitzgerald, announcer, WWMI(AM) Cleveland, named program director, KKTTI(AM) Davenport, Iowa.

Frank Absher, announcer, WOIL AM Joliet, III., named program director, WBYG-FM Kankakee, III.

David Friedman, Eastern regional sales manager, Columbia Pictures Television, New York, elected VP.

Steven Palisado, executive producer, Gordon Crow Productions, New York, named head of newly formed performing arts division, West Coast, Sterling Recreation Organization, Bellevue, Wash.

Jef Reaves, cinematographer/producer in special projects unit, KIRO-TV Seattle, named special projects director.

Broadcast Journalism

Dan Shedrick, head of Coliseum Sports Productions, named director of programming development, Television News Inc., New York. Elliott Field, son of Dr. Frank Field, NBC-TV meteorologist and science reporter, named science/medical reporter, TVN.


Dave White, news director, WUSI(AM) Lockport, N.Y., named news director, KTTRI(AM)-K2ZNN-FM Rolla, Mo.

Jonathan Lehrer, reporter, WJRT(AM) Ham- mond, Ind., named news director, WBYG-FM Kankakee, III.

Joan Hanauer, assistant news features editor, United Press International, New York, named television reporter and columnist, UPI, succeeding Frank Swertlow, who resigned to join TV Guide.

Joe Bradis, broadcast executive, Associated Press, New York, named to newly created post of regional membership executive, responsible for New Jersey, Maryland and Delaware relations with AP member stations. Jim Wessel, director of special projects, succeeds Mr. Bradis.


Fifty years of newscasting. "What can you say after you're a complete bust?" asked Lowell Thomas, accepting Broadcast of the Century Award on Aug. 7 from the International Platform Association in Washington. Mr. Thomas, who began his broadcasting career in 1925 KDKA(AM) Pittsburgh and is still on CBS nightly, is president of IPA. Group presented him with sculpture of his head commissioned from Domenico Facci.

John Winters, news director, WPGN-AM-FM Philadelphia, named news assignments director-newscaster, KFRC-AM-FM San Francisco, named newscaster-reporter, KFRC-AM-FM.

Stephen Schiff, anchorman, WDSU-TV New Orleans, named to same post, KMOX-TV St. Louis.

Vernell Jessie, news director, KLOOK-AM Fort Worth, named news reporter, KKAS-AM there.

Appointed chairman of eight Associated Press Broadcasters committees: Jack Gennaro, WFRU(AM) Wisconsin Rapids, Wis., performer; Frank George, WTOP(AM) Washington, audio; Dick Bliss, WWHO-TV Dayton, Ohio, photo; Curtis Beckmann, WCCO-AM-FM Minneapolis, awards; Don Keough, WROV-AM Rochester, N.Y., freedom of information; Charles Whiteman, WPM-AM Greensboro, N.C., newsletter; Frank Balk, WOAY(AM) Burlington, Vt., representation, and Walter Rubens, KOBE(AM) Las Vegas, N.M., and Mr. Beckmann, co-chairmen, convention.

Equipment & Engineering

Francis Latapie, manager of technical contracts department, technical/operations division, International Telecommunications Satellite Organization, Washington, named to succeed Andreas Caruso as director of administration and conference affairs, who resigns to return to Italy for family considerations.

Ronald B. Wilkes, with Data Communications Corp.'s BIOS system (Broadcast Industry Automation System), Memphis named manager of application systems, DCC. H. David Shepard, also involved in BIOS, named manager of software support, DCC.

Deaths

Robert W. Phillips, 67, VP, Booth Broadcasting Co., general manager, WGGW(AM)-WSBMM(FM) Saginaw, Mich., died July 31 in Saginaw after long illness. Mr. Phillips, active in Michigan broadcasting since 1930's, was among founders of Michigan Association of Broadcasters. He is survived by his wife, Mary, and one daughter.

Ted Oberfelder, 63, former VP of ABC and retired owner of WABM(AM) Las Vegas, died Aug. 5 of heart attack after long illness. Mr. Oberfelder joined ABC in 1945 as coordinator of audience promotion. He is survived by his wife, Joan, and daughter, Judy.

Dora McCann, co-host of The McCanns At Home radio series on WOR(AM) New York died last Wednesday (Aug. 13) at New York University Hospital. She was co-host with her husband, Alfred McCann Jr., from 1947 until Mr. McCann's death in 1977. Mrs. McCann and her daughter, Patricia McCann, served as co-hosts until illness curtailed Mrs. McCann's activities last November. Miss McCann has been conducting show alone since that time. Survivors also include son, Lowrie.

Fern Sharp, 76, women's affairs broadcaster, died July 20 at Grant hospital, Columbus, Ohio. She began her career with Round Robin Review on WWSN(AM) Columbus, pioneer women's interest program in Ohio, and entered TV in 1949 with Sharp's Comments on WWSN-TV Columbus.
As compiled by BROADCASTING, Aug. 4 through Aug. 8 and based on filings, authorizations and other FCC actions.

Abbreviations: AJL—Administrative Law Judge. alt.—alternate. ann.—announced. ani.—antenna. au.—aerial. box.—box.ty. CH—critical hours. CP—construction permit. day.—day. DA—directional antenna. Doc.—Document. ERP—effective radiant power. HAAT—height of antenna above average terrain. kHz—kilohertz. kw—kilowatts. MEOV—maximum expected operation meter. mhz—megahertz. mod.—modification. N—night. PSA—preservation service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vs.—visual. w—watts. *—noncommercial.

New stations

TV action


AM application


AM start

* WLVC Fort Kent, Me.—Authorized program operation on 1340 khz. 250 w. Action July 28.

FM applications


* Santa Clara, Calif.—Cain Radio of University of Santa Clara seeks 89.1 mhz, 10 kw. HAAT 152 ft. P.O. address: U. of Santa Clara, 93053. Estimated construction cost $3,750; first year operating cost $2,000. Principal: Dennis O'Hara, general manager. Ann. Aug. 5.

* Seward, Neb.—Tricounty Broadcasting Co. seeks 96.9 mhz, 100 kw (H&V). HAAT 610 ft. P.O. address: Box 101, 68434. Estimated construction cost $113,063; first year operating cost $58,420; revenue $50,000. Format: standard pop. Principals: Frank R. Newell (60%) owns 89% of KOMT (AM) Fairbanks, Neb.; Richard E. Witkowski (40%) is VP of broadcast equipment firm. Ann. Aug. 5.

* Battle Ground, Wash.—Western Informational Broadcasters Association seeks 89.9 mhz, 5.75 kw. HAAT 260 ft. P.O. address: Box 96, Battle Ground 98604. Estimated construction cost $3,951; first year operating cost $1,000. Principal: Al McDowell, pres. Ann. July 30.

FM actions


* Chicago—Kennedy-King College (City College of Chicago) Broadcast Bureau granted 89.3 mhz. 10 kw. HAAT 99 ft. P.O. address: 6800 S. Wentworth Ave., Chicago 60621. Estimated construction cost $73,300; first year operating cost $75,000. Principal: Frank Hayashi. dean of planning, development and operations (BPED-1957). Action Aug. 5.

* Grand Rapids, Minn.—Northern Community Radio. Broadcast Bureau granted 91.7 mhz, 100 kw (H&V) HAAT 460 ft. P.O. address: Box 196, Lake Elmo, Minn. 55042. Estimated construction cost $19,050; first year operating cost $49,260. Principal: Richard V. McCleer, pres. Action July 23.


* Amurillo, Tex.—Broadcast Bureau granted Good News Broadcasting Co. and J. W. Brauer joint petition; dismissed Brauer application; and granted an application for Good News for 101.9 mhz, 100 kw. HAAT 729 ft. P.O. address: Box 75075, Oklahoma City 73107. Estimated construction cost $30,200; first year operating cost $45,100; revenue $58,000. Format: relig. Principal: James E. McCusson, owner of Christian management consulting service, and James E. Acker, owner of KEGG(AM) Daingerfield Tex. and stockholder in KFLJ(AM) Springfield, Mo. Action Aug. 5.

* Gatesville, Tex.—McClarin Broadcasting Co. Broadcast Bureau granted 98.3 mhz, 3 kw. HAAT 300 ft. P.O. address: 813 Main St., Gatesville 76528. Estimated construction cost $26,577; first year operating cost $15,320; revenue $66,000. Format: C&W/easy listening. Principal: George W. McClarin (100%) owns KCLW(AM) Hamilton, Tex. (BPED-921). Action Aug. 6.

FM starts

* KCBX San Luis Obispo, Calif.—Authorized program operation on 90.1 mhz. ERP 38 w. HAAT 1410 ft. Action July 23.

* WZFL Lake Charles, La.—Authorized program operation on 104.9 mhz. ERP 3 kw. HAAT 300 ft. Action July 23.

* WSWM Memphis—Authorized program operation on 91.7 mhz. TPO 10 w. Action July 28.
Facilities changes

TV actions

KABC-TV Los Angeles—Broadcast Bureau granted CP to change ERP to vis 122 kw(H); ant. height 297 ft. (BPTC-4838). Action Aug. 31.

KTVN-CBS TV Bend, OR—Broadcast Bureau granted CP to change antenna to 150 ft. and change antenna whip (BPTC-4837). Action Aug. 31.


KUDE-FM Oceanside, Calif.—Broadcast Bureau granted mod. of CP to change from multiplex control to 100 kw (H&V); ant. height 700 ft. (H&V); remote control permitted (BPH-9181). Action Aug. 4.

KWNT Salinas, Calif.—Broadcast Bureau granted request for BCA on surrender of 67 kw, to do control telemeter on multiplex basis (BSCA-1490). Action July 29.

KSOL San Mateo, Calif.—Broadcast Bureau granted CP to change from multiplex control to 100 kw (H&V); ant. height 350 ft. (H&V); remote control permitted (BPH-9522). Action Aug. 4.

KQJQ Pueblo, Colo.—Broadcast Bureau granted CP to change from multiplex control to 100 kw (H&V); ant. height 350 ft. (H&V); remote control permitted (BPH-9522). Action Aug. 4.

KSFN-FM Idaho—Broadcast Bureau granted mod. of CP to change to trans. location at 3.5 miles west of Pocatello, change to trans. altitude of 350 ft. (BPH-9522). Action Aug. 4.

KWSU-FM Eau Claire, Wis.—Broadcast Bureau granted CP to change from multiplex control to 100 kw (H&V); ant. height 350 ft. (H&V); remote control permitted (BPH-9522). Action Aug. 4.

K101-FM Missoula, Mont.—Broadcast Bureau granted mod. of CP to change to trans. location at 3.5 miles west of Pocatello, change to trans. altitude of 350 ft. (BPH-9522). Action Aug. 4.

WNBX-TV Hollywood, Calif.—Broadcast Bureau granted CP to change to trans. location at 3.5 miles west of Pocatello, change to trans. altitude of 350 ft. (BPH-9522). Action Aug. 4.

AM actions

WLON-AM Atlanta, Ga.—Seeks CP to make changes in antenna system. Ann. Aug. 6.


KIQI San Francisco—Seeks to add antenna 26 ft. to sunrise specified hours with 250w. Ann. Aug. 6.


AM start

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

KVRE Santa Rosa, Calif. (BP-19381), July 23;


FM actions

KPOL-FM Los Angeles, Calif.—Broadcast Bureau granted CP to install new trans., new antenna, and change TPO; ant. height 350 ft. (H&V); ERP 100 kw (H&V); remote control from 4600 Carier Dr., Los Angeles (BPH-9510). Action July 29.
Summary of broadcasting

FCC tabulations as of June 30, 1975

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air</th>
<th>Total</th>
<th>Licensed</th>
<th>On air</th>
<th>Total</th>
<th>Licensed</th>
<th>On air</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,417</td>
<td>28</td>
<td>4,445</td>
<td>28</td>
<td>4,488</td>
<td>28</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial FM</td>
<td>2,539</td>
<td>39</td>
<td>2,578</td>
<td>39</td>
<td>2,617</td>
<td>39</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educational FM</td>
<td>3,34</td>
<td>63</td>
<td>3,407</td>
<td>63</td>
<td>3,470</td>
<td>63</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Radio</td>
<td>7,810</td>
<td>90</td>
<td>7,900</td>
<td>90</td>
<td>8,185</td>
<td>90</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial TV</td>
<td>699</td>
<td>7</td>
<td>706</td>
<td>7</td>
<td>713</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VH</td>
<td>191</td>
<td>0</td>
<td>191</td>
<td>0</td>
<td>191</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UHF</td>
<td>135</td>
<td>6</td>
<td>141</td>
<td>6</td>
<td>157</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total TV</td>
<td>932</td>
<td>16</td>
<td>949</td>
<td>16</td>
<td>1,015</td>
<td>16</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Special temporary authorization

James B. Fenton, Grant R. Wrzshall Jr., Lawrence M. Frankhall and Loren L. Cervase (Progressive Broadcasting Co.), for new daytime-only station on 1450 kHz, 1 km at Aptos-Capitola, Calif. Station decision initially made to move trans. of WRK-TV closer to San Juan than to Ponce. Commission allowed petition to change trans. and ant. at licensee's request, thereby avoiding apparent liability for $500 for violation of rules by failing to change from nighttime to daytime power by 6 a.m. in December on various dates. Action July 28.

Complaints

* WNET Newark, N.J.—Commission denied petition by John Cervase, Newark attorney, for reconsideration of FCC Broadcasting Bureau decision that denied his complaint against WNET. Action Aug. 1.

Fines

* WSEA(FM) Georgetown, Del.—Broadcast Bureau notified Associated Broadcasting Corp. that it has incurred apparent liability for $500 for violation of rules by failing to change from nighttime to daytime power. Commission action denying review regarding his complaint against WNJM. Action Aug. 1.
* WNET Newark, N.J.—Commission denied petition by John Cervase, Newark attorney, for reconsideration of FCC Broadcasting Bureau decision that denied his complaint against WNET. Action Aug. 1.
* WCCJ(AM) Thaxton, Fla.—Broadcast Bureau notified WDMG Inc. that it incurred apparent liability for $500 for violation of rules by failing to change from nighttime to daytime power by 6 a.m. in December on various dates. Action July 28.
* WDKM(AM) St. Paul, Minn.—Broadcast Bureau ordered Hubbard Broadcasting to forfeit $2,000 for repeated failure to observe rules by not informing parties answering telephone calls during "Bill Give Away" contest of licensee's intention to broadcast conversations before broadcast of such conversations. Action July 28.
* KSTJ(AM) St. Paul, Minn.—Broadcast Bureau ordered Hubbard Broadcasting to forfeit $2,000 for repeated failure to observe rules by not informing parties answering telephone calls during "Bill Give Away" contest of licensee's intention to broadcast conversations before broadcast of such conversations. Action July 28.
* KWNK(AM) Kingston, N.Y.—Broadcast Bureau as result of inspection, notified licensee it had incurred apparent liability for forfeiture of $200 for violation by failing to show in operating logs that weekly tests of Emergency Action Notification System had been conducted. Action July 30.
* WKBC(AM)-WRH(AM) Asheville, N.C.—Broadcast Bureau ordered Pittsburgh County Broadcasters Inc. to forfeit $250 for repeated violation of rules by failing to keep maintenance log. Action July 30.

Other actions

* KSTR(AM) Tracy, Calif.—Broadcast Bureau denied waiver to operate as Tracy-Stoughton, Calif. (Ltr. 5-16-'75). Action July 16.
* WTMC(AM) Ocala, Fla.—Broadcast Bureau denied request for waiver to operate as Ocala-Silver Springs, Fla. Action July 22.
* WWVX-AM Highland Park, Ill.—Broadcast Bureau granted waiver to identify as Highland Park-Deerfield. Action July 16.
* WYSL(AM) Aberdeen, Miss.—Broadcast Bureau granted waiver to identify as Aberdeen-Amory, Miss. Action July 15.
* KSHE(AM) Cresmoja, Mo.—Broadcast Bureau granted waiver to identify as Cresmoja-St. Louis, Mo. Action July 16.
* KNNF(AM) Carson City, Nev.—Broadcast Bureau granted waiver to identify as Carson City-Reno. Action July 30.
* WBB(AM) Rochester, N.Y.—Commission granted application of WBBF Inc. for renewal of license for station WBBF(AM) at Rochester, N.Y. under stipulated conditions and license term for New York stations. It deferred action on renewal application for WBBF(AM) Rochester, pending receipt and staff resolution of engineering information. FCC dismissed petition to deny by Action for Better Community Inc. et al., and denied informal complaint by Metro-Act of Rochester Inc., that were filed against both stations. Action July 30.
* WKGN(AM) Knoxville, Tenn.—Commission has granted request of WKGN to refund $200 filing fee submitted in connection with its application for renewal of license until June 1, 1978, for new FM station at Oak Ridge, Tenn. Action July 22.
* Richmond, Va.—FCC has granted unconditionally renewal of eight Richmond-area stations, conditioned renewal of five others on additional employment policy information, WLEX-FM, WRVA-FM, WAMV-FM, WRCA-WM, WBB-AM, WWBT-FM, WXET-FM and for informed action on three others pending receipt and approval of additional amendments to their respective affirmative action programs. Stations whose renewals were granted without Action for WLEX-FM, WKM&J, WDBY-FM, WLLE(AM), WRVA(AM), WWBT-FM, WXET-TV and WTVR-TV. Conditional renewal was granted to WTVR-AM-FM, WMLR(AM), WQVS-FM, and WEZ(AM). Renewal was deferred on

In context

Procedural rulings

* WBB(AM) Rochester, N.Y.—Commission granted application of WBBF Inc. for renewal of license for station WBBF(AM) at Rochester, N.Y. under stipulated conditions and license term for New York stations. It deferred action on renewal application for WBBF(AM) Rochester, pending receipt and staff resolution of engineering information. FCC dismissed petition to deny by Action for Better Community Inc. et al., and denied informal complaint by Metro-Act of Rochester Inc., that were filed against both stations. Action July 30.

Initial decisions

* WCFL(AM) Chicago, renewal proceeding: Chicago Board of Labor and Industrial Union Council (Doc. 20064)—Initial decision released June 13, proposing grant of renewal for WCFL became effective Aug. 4.
* Fulton, N.Y.—FM operating: Ithaca County Broadcasting Co. and Tombsbergie Broadcasting Co., competing for 101.7 MHz (Docs. 19388-9) — Initial decision granting Ithaca County's new FM became effective July 24 for 101.7 MHz, 3 kw, HAAT 194 ft, P.O. address, Box 587, Fulton 38843. Estimated construction cost $21,139, first-year operating cost $7,477, revenue $8,435, profit $1,865, Olive & Sons, Inc., 50% interest. Action July 30.

Review board decision

* Aptos-Capitola, Calif.—Proceeding Progressive Broadcasting Co., applying for 1540 kHz (Doc. 19508)—Review board granted application of

Broadcasting Aug 18 1975 39
Anchorage.

replies by Oct. that per-channel charge grams


their ascertainment to pass

Pass as Center denied assignment A FM

football waiver in connection with broadcast of black college football games at same time Mutual said it also would be presenting Notre Dame or other NCAA football games. Action Aug. 1.

Allocations

FCC took following actions on FM allocations:

- Bangor, Me.—Commission denied addition of class A FM to Bangor, which now has two class B assignments.
- Long Island, New York—FCC assigned ch 269A to Southold and ch 296A to Westhampton Beach. It assigned ch 269A to Center Moriches and ch 296A to Hampton Bays, N.Y. Action was in response to petitions by Peconic Bay Broadcasting Corp., for assignment of ch 269A to Southold, East Coast Cable, Inc., for assignment of ch 269A to Center Moriches and ch 296A to Hampton Bays, and MAC Broadcasting Corp. for assignment of ch 296A to Westhampton Beach.

Rulemaking

Actions

FCC proposed that noncommercial broadcasters be required to ascertain problems and needs of communities for which they serve, program to meet those needs and document their ascertainment and programming efforts (Doc. 1984). Parties may file comments on or before Sept. 15, 1975. Commission said it would provide for neither reply comments nor extensions. Action July 30.

Commission denied nine petitions for reconsideration of its March 20 decision revising its ruling on copyright rules governing the use of film clips, stories and series type programs by pay cable or STV for which pre-program or pre-channel charge is made (Docs. 19534, 1899). Action.

Commission proposed standard for exempting from cable television nonduplication rules television signals that commonly are viewed off-air in cable communities (Docket 1930). Comments may be filed by Sept. 22 and replies by Oct. 7. Action July 30.

Translators

Applications


- KQJE, Lake Creek rural area, Colo.—Broadcast Bureau granted CP for new translator, rebroadcasting KYCU-TV Cheyenne, Wyo. (BPTT-2719). Action July 16.

- KQJD, Lake George and Florissant, Colo.—Broadcast Bureau granted CP for new translator to rebroadcast KMGH-TV Denver, ch. 13 (K1DE Walcott, Colo. (BPTT-3543)). Action July 31.

- K7CE International Falls, Minn.—Broadcast Bureau granted CP for translator to change frequency from ch 2 to ch 11; change call to K1JMT; make changes in site (BPTT-3512). Action July 30.

- K75C5E, Jacksonville, Fla.—Broadcast Bureau granted CP for translator to change frequency from ch 27 to ch 35; change call letters to K5B5C (BPTT-2812). Action July 14.


- K601M Henefer and Echo, Utah—Broadcast Bureau granted CP for translator and CP for translator not needed to KUED Salt Lake City via K66AD Summit county, Utah (BPTT-3560). Action July 23.

- K50FT Riverton, Arapahoe and rural Fremont County, Wyo.—Broadcast Bureau granted CP for new translator to rebroadcast KUDY-TV Cheyenne, Wyo., via ch. 21 (BPTT-3511). Action July 9.

- K601M Henefer and Echo, Utah—Broadcast Bureau granted CP for translator and CP for translator not needed to KUED Salt Lake City via K66AD Summit county, Utah (BPTT-3560). Action July 23.

- K50FT Riverton, Arapahoe and rural Fremont County, Wyo.—Broadcast Bureau granted CP for new translator to rebroadcast KUDY-TV Cheyenne, Wyo., via ch. 21 (BPTT-3511). Action July 9.

- Truckee, Calif.—FCC denied petition by Sequoia Cablevision for reconsideration of March 25 FCC action denying certificates of compliance for proposed cable systems at Visalia, Tulare and portions of Tulare County. Action July 30.

- Colorado—FCC denied request of Pikes Peak Broadcasting Co., licensee of KRDO-TV Colorado Springs, for reconsideration of FCC ruling that station was not grandfathered for carriage on 15 Colorado cable systems. Action July 29.

- Moorhead, Minn.—FCC denied Valley All-Chan. Cow. application for reconsideration of March 25 FCC action denying certificate of compliance for proposed cable system at Visalia, Tulare and portions of Tulare County. Action July 30.

- California—FCC denied request of Pikes Peak Broadcasting Co., licensee of KRDO-TV Colorado Springs, for reconsideration of FCC ruling that station was not grandfathered for carriage on 15 Colorado cable systems. Action July 29.

- Moorhead, Minn.—FCC denied Valley All-Chan. Cow. application for reconsideration of March 25 FCC action denying certificate of compliance for proposed cable system at Visalia, Tulare and portions of Tulare County. Action July 30.

- California—FCC denied request of Pikes Peak Broadcasting Co., licensee of KRDO-TV Colorado Springs, for reconsideration of FCC ruling that station was not grandfathered for carriage on 15 Colorado cable systems. Action July 29.

- Moorhead, Minn.—FCC denied Valley All-Chan. Cow. application for reconsideration of March 25 FCC action denying certificate of compliance for proposed cable system at Visalia, Tulare and portions of Tulare County. Action July 30.

- California—FCC denied request of Pikes Peak Broadcasting Co., licensee of KRDO-TV Colorado Springs, for reconsideration of FCC ruling that station was not grandfathered for carriage on 15 Colorado cable systems. Action July 29.

- Moorhead, Minn.—FCC denied Valley All-Chan. Cow. application for reconsideration of March 25 FCC action denying certificate of compliance for proposed cable system at Visalia, Tulare and portions of Tulare County. Action July 30.

- California—FCC denied request of Pikes Peak Broadcasting Co., licensee of KRDO-TV Colorado Springs, for reconsideration of FCC ruling that station was not grandfathered for carriage on 15 Colorado cable systems. Action July 29.

- Moorhead, Minn.—FCC denied Valley All-Chan. Cow. application for reconsideration of March 25 FCC action denying certificate of compliance for proposed cable system at Visalia, Tulare and portions of Tulare County. Action July 30.

- California—FCC denied request of Pikes Peak Broadcasting Co., licensee of KRDO-TV Colorado Springs, for reconsideration of FCC ruling that station was not grandfathered for carriage on 15 Colorado cable systems. Action July 29.

- Moorhead, Minn.—FCC denied Valley All-Chan. Cow. application for reconsideration of March 25 FCC action denying certificate of compliance for proposed cable system at Visalia, Tulare and portions of Tulare County. Action July 30.
Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCCE
5900 Cherokee Avenue
Alexandria, Virginia 22314
(703) 394-3400

EDWARD F. LORENTZ & ASSOCIATES
Consulting Engineers
(formerly Commercial Radio)
1334 Q St., N.W., Suite 300
20005
Washington, D. C.
Phone: (202) 746-3000
Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
327 Murray Blvd.
(202) 783-0111
Washington, D. C. 20004
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1711 N St., N.W.
20036
Member AFCCE

Gautney & Jones
CONSULTING RADIO ENGINEERS
2922 Teletar Ct.
(703) 560-6800
Falls Church, Va. 22042
Member AFCCE

LOHNES & CULVER
Consulting Engineers
1154 15th St., N.W., Suite 606
Washington, D. C.
(202) 294-7273
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Republic 7-6696
Washington, D. C. 20005
Member AFCCE

STEEL, ANDRUS & ADAIR
2020 K Street, N.W.
Washington, D.C. 20006
(202) 827-8725
(202) 835-874
(202) 283-4884
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 442-5208
Member AFCCE

SAXON CONSULTING RADIO ENGINEER
CONSULTING RADIO ENGINEER
9616 Pinkey Court
Potomac, Maryland 20854
301-299-3900
Member AFCCE

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—Box 326
KANSAS CITY, MISSOURI 64114

BLOOMFIELD HILLS, MICH.
(313) 642-6226

BROWNE & ASSOCIATES
CONSULTING ENGINEERS
25 West Long Lake Road
BLOOMFIELD HILLS, MICH. 48013
Tel (313) 642-6226
(810) 568-2100
Member AFCCE

JOHN B. HEFFELFINGER
9206 Wyoming Pl. Hilland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES
20036
Member AFCCE

CARL E. SMITH
CONSULTING ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-9186
Member AFCCE

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 320
Coldwater, Michigan 49036
Phone: 517-278-7339

ROSNER TELEVISION SYSTEMS
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 346-3967

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
LWtkin, Texas 75901
632-3221
(213) 713
Member AFCCE

J. M. HUMMEL & ASSOCIATES
Communications Consulting
23 West 42nd Street
Chicago, Illinois 60610
(312) 447-4485

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
906-36th Ave.
Seattle, Washington 98122
(206) 324-7860

C. H. MULLANEY
CONSULTING RADIO ENGINEERS
9616 Pinkey Court
Potomac, Maryland 20854
301-299-3900
Member AFCCE

P. H. LEE ASSOCIATES, INC.
Over 36 Years in Communications
And Broadcast Engineering
AM-FM-TV Frequency Measurements
P.O. Box 1575
Thousand Oaks, Calif. 91360
(805) 492-5055
(213) 889-7769

M. L. BROWNE & ASSOCIATES
CONSULTING ENGINEERS
25 West Long Lake Road
BLOOMFIELD HILLS, MICH. 48013
Tel (313) 642-6226
(810) 568-2100
Member AFCCE

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
123 E. Market St.
Lee's Summit, Mo. 64063
Phone (816) 226-3777

P. H. LEE ASSOCIATES, INC.
Over 36 Years in Communications
And Broadcast Engineering
AM-FM-TV Frequency Measurements
P.O. Box 1575
Thousand Oaks, Calif. 91360
(805) 492-5055
(213) 889-7769

CABLEDATA
Accounts Receivable.
Data Processing for Cable Television.
P.O. Box 12040 / Sacramento, Ca. 95813
(916) 524-8412 or (916) 485-2911

Service Directory

COMMERICAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
123 E. Market St.
Lee's Summit, Mo. 64063
Phone (816) 226-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASUREMENTS
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810
Classified Advertising

RADIO

Help Wanted Management

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

Successful, progressive Black station in major southern market looking for creative, aggressive sales manager who can sell and motivate sales force to sell to assisting General Manager with administration. Excellent chance for advancement and good earnings for producer. Send complete details to Box H-74, BROADCASTING.

Local Sales Manager: Top 25 market; local sales experience required. Send resume. Box H-153, BROADCASTING.

General Manager: To manage new FM Stereo radio station. Excellent area to live. Salary plus commission on profits, negotiable. Opportunity to purchase stock in station. P.O. Box 733, Ogallala, NE 69153.

Colorado Sales Manager: Contemporary station in beautiful Grand Junction, Colorado, has opportunity for career-minded sales person who possesses successful local sales record. Remuneration open for discussion. EOGM. Mail Dick Elliott, 303-245-4953 after 8:30 PM, MTD.

Managers wanted: Sales-oriented manager with experience will earn commensurate with ability to increase sales. Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864.

New Pennsylvania FM with Religious/Good Music format needs manager who can sell and produce top rating "FM" in beautiful mountain town. Completed details to Box C-75, BROADCASTING.

Help Wanted Sales

Successful, progressive Black station in major southern market looking for experienced man or woman in sales. Must have proven record of creative aggressive selling. Chance for excellent earnings and advancement. Send complete details to Box H-75, BROADCASTING.

Pictur-esque mountain town at Yellowstone entrance needs sales person with management potential. Need person prepared to help build station and community. Check out scenic beauty, climate, education. Great potential. Write Box H-106, BROADCASTING.


KUBL (part of a five-station group), Wichita, is the home of the lowest unemployment in America. Are you organized, enthusiastic, and interested in being in a million plus area? Country music interest preferred. Small market welcomes: 316-722-0018. Mr. Davis, Box 9001, 67212. Station rank up 5 positions in six months.

Ground floor opportunity enlarging sales staff at Mid-west University town contemporary FM, Desire, experience, self-motivation. Resume to: KRNA, 1027 Hollywood Blvd, Iowa City, IA 52240.

Needed Immediately! A streetwise, strong-time sales-person for WLOX in Memphis. We are part of a national chain of stations. You can expect to make at least $12,000 your first year. Call Bill McKiern, General Manager, 901-527-9566. An Equal Opportunity Employer.


Help Wanted Sales Continued

Market leader needs self-selling salesperson to expand sales in our top rated "FM" market. Opportunities for growth. Excellent experience will be considered. Send resume to Jim Colston, WROF, Roanoke, VA.

Y-115 is picking up a team of professionals during the last 45 days we hired Don Garrard formerly of WCFL and WAPE Alex Stone of KOMA. We're also hiring a major market news director. We're young, area's top rated "FM". Looking for 2 professional street fighting salespeople for our sales and management team. Interested? call Howard Johnson at Y-115/WYNE 413-230-6500. Be knowledgeable and aggressive.

Sales Manager, can earn up to $25,000 first year at number one station in seven station Eastern market. Immediate opening. Will consider and train salesperson with solid track record ready to move up. Send resume with references to Newcomb Associates, 4306 Kilbourne Drive, Fairfax, VA 22030.

We want you if (1) you're a personable, polished account executive with solid background in advertising and media sales; (2) you sell public affairs radio programming; (3) you have solid sales accounts and follow-up with thoughtful account servicing; (3) you want to work in Washington, D.C. with a dynamic young company. Liberal salary, expense account plus ample benefits. Want us? Resume, salary requirements to P.O. Box 32300, Washington, D.C. 20007.

Help Wanted Annunciators

Great opportunity for creative personality to fill mornings on top-ranked "FM" station. Excellent salary and benefits. Send resume, references to: Tom Cook, Q-100, Box 284, BROADCASTING.

Telephone talk show host, Metro Florida market. Must be knowledgeable and experienced in talk radio. Must be available to immediately start on your own. Box H-87, BROADCASTING.

Northeast AM station, Contemporary MOR, Number 1 market, seeks relatable/creative air personality. Good production and a little must. Resumes to Box H-128, BROADCASTING.

Quality AM-FM Midwest operation has opportunity for top-notch broadcaster to utilize his skills among professionals. Excellent facilities enhance low turnover rate. Must be tasteful with producers and具备 excellent news and sports capabilities. Send resume. E.O.E. Box H-132, BROADCASTING.

Creative Top 40 Jock. Work in one of the finest facilities in the East. Live in one of the most delightful areas anywhere. Enjoy the thrill of a fast growing market's number one station. We need you now. Pros only. Box H-183, BROADCASTING.

Conversational personality with something to say about MOR music. Features about news, sports, local and current events. If you ad-lib well, a more literal format, and are strong on spots, send resume. Great Lakes area, medium market. EOE. Box H-186, BROADCASTING.

Announcer-sportscaster needed by Sept. 1. Minimum 5 years experience, gather, report, write, edit, PBP football/BKB-BB. MOR music. $600 per month to start. Send tape, resume to Marcile Fitch, Station Manager, KGDO-CBS, Box 3390, Durango, CO 81301.

KDKO, Littleton (Denver) Colorado. Immediate opening! 1st ticket fast-paced experience desired. Articulate announcer. No collect calls. EOE.

Arkansas Ozarks announcer/newsperson opportunity. Good voice, strong production required. Rush resumes and tape to KHOZ, Box 670, Harrison, AR 72601.

Help Wanted Annunciators Continued

Louisiana daytimer wants a good CW combination voice. Send resume stating experience and good audience. KJEF, Box 1248, Jennings, LA 70754, 318-824-2934.


Fulltime AM/FM in College mkt needs afternoon announcer. Contact Mgr, KRUS AM/FM, Box 430, Ruston, LA 71270.

Hard-working, young announcer for one of Oklahoma's top small markets. Send resume, tape: KWCO, P.O. Box 1268, Chickasha, OK 73016.

Immediate opening for announcer with first class license. Must have some technical and production experience. WAMD, Aberdeen, MD 21001.


Announcer, Number one rated contemporary station needs a super sharp pro to replace man we are losing to major market station. Talent, production and great air sound are essential. Send resume and air check to Jim Palmer, WCVS Radio, P.O. Box 2697, Springfield, IL 62708. Equal Opportunity Employer.

WH-Sh Albany, New York a great Scott station, joins the great Schulte Beautiful Music Family. Salespersons and announcers are now being interviewed.

WLS, Lansing Michigan, still looking for the right morning person. Must be mature with 3 to 5 years experience and a strong personality. Send tape and resume to WLS Radio, 600 Cavanaugh Road, Lansing, MI 48910.

No. 1 Soul Rock WJUM, Jackson, Mississippi needs strong drive night personality. Must follow tight format. Good top 40 delivery, no screamers, no rhymer. Carl Haynes, Zane Roden, 601-948-1515.

Personality and/or format jocks. First phones preferable, for number one station in market. Tapes and resumes to J.C. Smith, WJPS, Box 3636, Evansville, IN 47725. E.O.E.

Informative Morning Person with creative production abilities. Four track production studio, full company benefits. Send resume, references and tape to: Larry King, Program Manager, WLTA-FM, P.O. Box 7695, Atlanta, GA 30309. Susquehanna Broadcasting Company is an Equal Opportunity Employer.

Rock'n'Roll 14 needs mid-day personality! Also do production and news. Great sound/facility/people here. We're No. 1 and an EOE. Tape and resume to Mike Belak, PD, WJSJ, P.O. Box 107, St. Joseph, MI 49085. A Midwest Family Station.

Announcer or salesperson, must do high school play-by-play football, basketball, baseball, good chance to finish college at Miss State University. Joe Phillips (WSSO), Starkville, MS 601-323-1230.

Sign-on announcer and news director, or sign-on announcer/salesperson, or news director/salesperson. Must be experienced. Salary depends on your talent and initiative. Write WTVI, P.O. Box 591, Thomson, GA 30824.


Six station group seeks announcer with first willing to learn all facets of radio. Excellent advancement opportunities. Contact Galen Gilbert, 3537 Wooten, Fort Worth, TX 76133. 817-292-1714. E.O.E.
Help Wanted Announcers
Continued
Announcer. Contemporary Radio station. 1st phone desired. AM/FM operations in Midwest Great Lakes resort area. Must be experienced and knowledgeable automation, prools, construction. Excellent opportuni-
ty with salary and benefits based on ability and experi-
ence. Send resume, references to: Box H-82, CASTING.

Help Wanted Technical
Technical director-Chief engineer for two well equip-
ed AM/FM operations in Midwest Great Lakes resort area. Must be experienced and knowledgeable automation, prools, construction. Excellent opportuni-
ty with salary and benefits based on ability and experi-
ence. Send resume, references to: Box H-82, CASTING.

Managing Chief Engineer
Technical director-Chief engineer for two well equip-
ed AM/FM operations in Midwest Great Lakes resort area. Must be experienced and knowledgeable automation, prools, construction. Excellent opportuni-
ty with salary and benefits based on ability and experi-
ence. Send resume, references to: Box H-82, CASTING.

Help Wanted News
East Coast suburban station needs an experienced news announcer to join an outstanding local news operation. Must be willing to work day or night shift and capable of outside or inside news coverage. Good day and benefits. Equal Opportunity Employer. Send resume and salary requirements to Box H-131, CASTING.

Connecticut AM/FM needs News Director. A real dig-
ger. Strong writing, adult viability, stable, individual
Morning slot. Box H-170, CASTING.

Booming college town, number one rating, "rockers," automated, local ownership-management, exception-
al staff, ground-floor opportunity. "straightflying" acually counted. References, salary requirements: Calvin Hunter, KNSN-AM-FM, Pocatello, ID.

Creative, dynamic, public affairs oriented news direc-
tor, writer, needed immediately for fulltime country outlet in Huntsville, Alabama. Must be a self starter, capable of working with local community. Growth potential. Send resume and response to: Chris Martin, P.O., WBHP Radio, P.O. Box 547, Huntsville, AL 35804.

Situation Wanted Management
Christian couple mid-30's, 18 years experience radio/TV. Prefer Christian station, Management/sales/ operations. Box H-90, CASTING.

Seventeen years experience. Management, sales, programming, spots, desire small to medium market. Call 919-663-4083 or write Box H-133, CASTING.

As broadcast consultant have trained 422 salesmen, 43 GSM, 12 GM, 9 PD. Worked Black, MOR, all talk. Contemporary, all news, country. All sized markets. Creative, Dynamic Leader who can achieve highest stand-
cards in management, sales, programming, promotion, administration, community service. Not afraid to climb mountain. Strong organization, interpersonal com-
sulting, then, based on performance, permanency. Box H-134, CASTING.

Mature, responsible and experienced broadcaster seeks position with station as General Manager. Strong desire to see station reach new peak in ratings. Presently sales manager for 5kw dead-end station Have proven track record in all areas. References. Box H-135, CASTING.

Help Wanted Programing, Production, Others
Wanted assistant to the president must know the new
t events and how to program it. Must know promotions contests to make a station a winner. 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 of the company only. Salaries open, plus fringe. Box H-92, CASTING.

Country Program Director for Midwest AM/FM Stereo. Knowledge of country music, demonstrated leadership, good air and production presentation plus proven ratings history. Must be familiar with Good benefits with this Equal Opportunity Employer. Send resume to Box H-158, CASTING.

MOR Production Specialist, work with team of profes-
sionals to produce specials, sales presentations, promos. 2nd board, tight board. Send tape and resume to: Charlene Warner, PD, WPTL, Box 5333, Ft. Lauderdale, FL 33310. EOE


Program Director, for northwest Florida number one modern country music station, immediate opening for top notch entertainer, experienced programmer, pro-
duction person know country music, send resume, tape and resume to: W. Doran, WNYV Radio, 2070 North Palatka, Pensacola, FL 32501

Go-getters to produce public affairs programming on Capitol Hill, Washington. Must have broadcast news or related experience. Interviewing expertise essen-
tial, something writing, coordinating, sales, benefits with young dynamic company. Resume, salary re-
quirements to: P.O. Box 32300, Washington, D.C. 20007.

Wanted Management
Christian couple mid-30's, 18 years experience radio/TV. Prefer Christian station, Management/sales/operations. Box H-90, CASTING.

Help Wanted News
Continued
Maine's most powerful AM/FM seeks experienced news director. Tape and resume to: Dutch Heeter, WSKW/BWTS, Box 159, Skowhegan 04976. Professional broadcast journalist to write, report, air news for major 50 kw northeast adult MOR station. Seek dedicated, energetic, experienced individual with capability in news, production, commerce, and public affairs. Send resume and tape with newscast you have written to: News Broadcasting, Route Box 2, SRC, Middlesex, MN 21769. An Equal Opportunity Employer, M&F.

Newsperson to move into aggressive, expanding W. Mass. news operation. Persuade me in your letter, tape and resume that you understand local news and how to get it. Ray Boyer, Box 958, Pittsfield, MA 01201.

Wanted Sales
Salesperson. Some travel. Major opportunity with salary
ped
with a
er.

Resume and salary situation. Must be newsmaker. Meet
tive salary, benefits with young dynamic Washington, D.C. area. Experienced Audio Technicians
Chief Engineer Philadelphia AM Directional. Direc-

Experienced Audio Technicians to set up and record location interviews, then edit tapes for mixing. Attractive salary, benefits with young dynamic Washington, D.C. contact for salary requirements to P.O. Box 32300, Washington, D.C. 20007.

Help Wanted Sales
Sales/jock 3 yrt. exp, 4 formats, second in command in sales, Billing, Sitges. Ass't PD, Mus, dir, for AM/FM split. No. 1 contemporary jock on AM, College, Young. Looking for small medium, medium market. Where I'll
top
out
in
and
it.

Write Box H-174, CASTING.

Gene Manager Experienced. Available now. East sales
oriented, 43, small medium market. Resume: William E. Powley, Box 68, Hinesdale, NY.

Situation Wanted Sales
Sales/jock 3 yrt. exp, 4 formats, second in command in sales, Billing, Sitges. Ass't PD, Mus, dir, for AM/FM split. No. 1 contemporary jock on AM, College, Young. Looking for small medium, medium market. Where I'll prove myself in Sitges, while staying on air. Can't advance further here, but on good terms. Honest referrals. All inquiries answered promptly. Box H-174, CASTING.

Situation Wanted Announcers
Dj, 3rd phone, tight board, good news and com-
casts, ready now, anywhere. Box H-5, CASTING.

I want to work overseas, 11 year broadcasters, B.A.,
employed, references, single, 29. Box H-123, BROAD-
CAST.

If you are a northeast medium market with a definite,
individual opening, consider me. Experienced, FCC first license, experienced in production. Currently
PD, but unhappy with small market. Want opportunity with growth-oriented medium market, Northeast. Only serious replies answered. Box H-151, CASTING.

Toprated nite man, up tempo, strong personality, ma-
or excellent medium only. Box H-152, CASTING.

Personality Announcer, exceptional news and com-
casts delivery. 1 year professional experience. Able
to relocate. Box H-156, CASTING.

Announcer: college trained, some experience. 3rd en-
cored, too old preferred. I'm ready now. Box H-159,
CASTING.

Four years experience. Bright, congenial, first phone. Seek contemporary, medium or major market, West
preferred. MD, PD experience. Box H-169, BROAD-
CAST.

Have worked on Wall Street for past ten years, looking
for new direction. hope to find it in broadcasting. Have third endorsed. Box H-178, CASTING.

Good bids, good numbers, good grief. Personality
oming man working in Northeast seeks professional
opening in good market. 27, SA. Box H-187, CASTING.

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


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

Experienced will relocate. First, lots experienced. Oregon, 314-5793. Make Countrymen! "Lend H solid
Experienced seeks break into Top Schems, 420 McConnville, Detroit Pensacola, AFRT Vet, Chin, staff engineer with medium
years experience, good Sportscaster of sun
years afternoons /production Northeast MIns. only. Looking automation.
trained -5793. 1700 Canal Circle, of
years radio
in
given
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
in
i
Help Wanted Programming, Production, Others Continued

Program Manager: knowledgeable in audience research, programming and management. 3-5 years major market experience. Resume, references. Box H-143, BROADCASTING.

Independent in top Midwest market needs creative, experienced director with photographic background. Equal Opportunity Employer. Box H-171, BROADCASTING.

Films Unit Supervisor. Supervise three cinematographers/editors plus shoot and edit film as demand requires. Bachelor's plus five years film experience. $13,300. Contact Production Manager. KUON-TV, Box 8311, Lincoln, NE 68501.

Major Mideastern Production House needs lighting director experienced in techniques of lighting commercials, industrials and shows. Major Mideastern Production. Cinematographer/editors Film Unit Program Manager: knowledgeable in broadcast technical fields. CASTING.

Anchorman - top market. Box 412, 12 years, 50,000. 

Meteorologist, young dynamic professional weathercaster with 8 years on-air experience including Top 20 market desires position with professional news oriented station. Bachelor's degree in Meteorology. Excellent all season TV weather coverage. Box H-146, BROADCASTING.

CABLE

Help Wanted Sales


Situations Wanted Programmed, Production, Others

Creative, thinking radio newsmen seeks TV reporting job. Take pride in developing my own stories. For VTR and resume, write Box H-147, BROADCASTING.

Tired of auditioning young hotshot, go-go jocks who have experienced little and show it? I am an experienced, down-to-earth broadcaster who will bring your ratings to your newscasts. Box H-165, BROADCASTING.

News Director, 25 years experience all phases, now employed, medium market south-southwest preferred. 14-16M, Box H-181, BROADCASTING.

Serious about broadcasting? You bet! I am! You supply the job and I'll apply my skills. Andrew Armstrong, 34 Susquehanna Avenue, Coopersburg, NY 13326.

Minority Anchor-Reporter: 5 years experience, college grad, enthusiastic, dedicated, seeks medium market. Mark Rivera 608-274-4317, for videotape.

Top pro. Host-emcee. 17 years major market talent. Versatile, creative, responsible. Available now. He/She 608-929-0256.

Weekend anchor, mini-documentary producer at small, progressive station. Eyewitness format, young, aggressive, creative, seeking challenge in larger market. 813-939-0291.

Situations Wanted Programmed, Production, Others

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

Writer/producer or associate producer. Looking for medium-to-small TV operation. Commercialss, promos, documentaries, whatever. Four years radio, freelance 16mm (sound) & still photography. Degree: Box H-81, BROADCASTING.

Sports reporter-photographer, grabcast grad, 3rd phone, TV and motion picture exp., seeks opportunity now. Box H-89, BROADCASTING.

Production manager-director. Top market independent UHF experience. Commercial production, personnel and facility management. Seek opportunity to build staff and station. Box H-114, BROADCASTING.

Multi-faceted producer/director with 3 years VHF film producing/directing experience, plus 4 years scriptwriting, film editing and crew work, seeks open-end creative job with unlimited potential for one with top ability. Replies Box H-161, BROADCASTING.

Experienced Director-Producer in all phases of TV. Over 12 years in medium and major markets. Heavy in news and PA. Seeking similar position. College and graduate degrees in TV. Two Emmys. Relocation no problem. Box H-176, BROADCASTING.

Producer with quality experience in public affairs, live broadcasts, videotape editing, sports. Looking for growth, challenge, creative opportunities. Box H-179, BROADCASTING.

New Orleans market to produce/direct at 4 yrs experience, BA, 1st. News Director, commercial production. Need new environment. Box H-194, BROADCASTING.

Crew Chief FL net alft; 5 years experience; cams, audio, lighting. BA degree; looking for career move to any market. 305-524-7987.

BUY—SELL—TRADE

WANTED TO BUY EQUIPMENT

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


We need used 250, 50, 1 kW, 10KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp. 1314 Ithibide St. Laredo, TX 78040.

FOR SALE EQUIPMENT

3 Norcato PC-70 color cameras. Excellent physical and electrical condition. Camera chains consist of: (2) Angenieux 10x18 lens, (1) Angenieux 18x1 lens, all lens manually controlled. (3) 200' lengths TV81 Camera cable. Contours and encoders. Box H-190, BROADCASTING.

Two (2) IVC 960 Helical 1 Machines, rack mounted. Two (2) IVC 4120 1ime base correctors. Three (3) EMCO 419, "racks 74" 1h. All mounting hardware. Best offer. Box H-192, BROADCASTING.

Stereo console, used 5 mixer QRK. RCA stereo generator, stereo automation system: KFMP, Cape Girardeau, MO. 314-334-5644.

Spart-Matic cart playback machine, model 300C-P. Very good condition, now in use. Surplus to station's needs. Sell $1900.00 or trade for record/cassette/cart machine. Call Dick Ryall, KTFI, 208-733-3381.

2-Collins 28-U 3 limiters. Mint condition. Lyle Richardson, or Bill Merdin, KUDE, Oceanside, CA 714-757-1320. Also near new dehydrator.

TP-66: excellent condition. Sell or trade. Wanting remote van production switcher, character generator and/or cash. Art Haller, WGTE-TV Toledo, 419-255-3330.

CCA 10kw FM transmitter. Five years old. Immaculate. Available in ninety days. $7,500.00 or best offer. Also, Gates ten channel solid state transmitter control board, needs minor repairs, $1,000.00 or best offer. Contact Marshall W. Rowland, WQOK Radio, 904-356-1368.

RCA BTA 250 M watt AM transmitter in excellent condition, plus spare parts and tubes, also rust remote control unit, in good condition. Contact William Raymond, WWCO, Waterbury, CT 203-758-2468.


For Sale Good used 5 KW AM transmitter traded in on Continental 316F, Call Dick Floyd or Vernon Collins, 214-381-7161.

Eng editing package, 1 New Tri-EA 5 Editor with 1 IVC 870C and 1 IVC 825C (VTR's used but with new head and new machine warranty). Records only output for use, with D.O.C. Complete package $10,000; D.O.C. extra $2,500. J.D. Ivey Corporation, 617 W. Central Blvd, Orlando, FL 32801, 305-843-8982.

Complete 3060 SMC automation system, used two years! Station changing programming. Carousels, dual playbacks, 4-Revors. Completely installed in three custom deluxe racks. Asking $13,000 complete. 517-224-7911 for Robert Dimer.

Helix-styroflex. Large stock bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Microtome 640 Digital TBC. New, never been used, at dealer cost $99,000. Full factory warranty. This unit is in inventory due to customer cancellation. Immediate delivery. Call 305-843-8982, J.D. Ivey Corporation, 617 West Central Blvd, Orlando, FL 32801.

Broadcasting Aug 18 1975
COMEDY


MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade . . . better for fantastic deal. write or phone: Television & Radio Features, Inc., 165 E. Superior St. Chicago, IL 60611. call collect 312-944-3700.

Recording studio engineer career? Degree not needed. Details 25c. Attainment, Box 453338C, Dallas, TX 75235.

Production Directors, free catalog display material for those doing own TV spots. Displays, Box 223, Westfield, IL.

Limited Offer! Send name and $10, receive 3 custom logos, plus our A Capella Demo, 3 station IDs $15. Demo only, $2. MHL Production, No. 818R Thunderbird Estates, Maryville, MO 64468.

PLACEMENT SERVICE

Announcers with first phone qualified for all shifts including weekend and production. Placement director, Brown Institute, Fort Lauderdale, FL, 305-772-02.

INSTRUCTION

For 38 years, Industry Leader, Don Martin School of Communications trains for 1st license, in just five weeks. Call or write for details, 213-452-3261, or write: Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!


San Francisco. FCC license, 6 weeks, night class 12 weeks, $1875. Results guaranteed. Veterans approved. School of Communications Electronics, 150 Powell Street, 94102. 415-392-0194.


KIIS Radio's Broadcasting Workshop for Professional DJ & News training. Both in studio and on-air training. Write KIIS 8550 Sunset Blvd., Los Angeles.

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure, Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-dj-1st class FCC license training at Announcer Training Studios, 152 W. 42nd St, 3rd floor. N.Y.C., Licensed and V.A. benefits.


Chicago or Milwaukee. FCC license, Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive, 312-236-8105 or 414-445-3090.


Instruction Continued


RADIO

Help Wanted Management

MAJOR MARKET OPERATIONS MANAGER WJAR - PROVIDENCE

Format: Adult Contemporary. We're looking for a mature, creative person with superb organizational abilities, able to work well with our professional staff. Exceptional production and promotion skills necessary as well as the ability to do a short daily adult-alarm newscast equipment in New England. Good pay and benefits with major company. Send tape and resume to Alan H. Artman, President of General Manager. WJAR Radio, 176 Weybosset Street, Providence, Rhode Island 02903. Equal Opportunity Employer. M/F.

SALES MANAGER KONIKITY, San Antonio, looking for sales-oriented professional; proven track record; send resumes with facts. Jack Roth, President, Mission Broadcasting Co., P.O. Box 2338, San Antonio, Texas, 78229.

Help Wanted Sales

RADIO SALES POSITION

-Somebody the number-one radio account executive in the country. If it's you, you'll earn the industry's fastest commission checks here. Number-one contemporary, top 10 market, wants one sales pro who starts early, stops late and writes a blue-chip resume. Excellent agency list goes with you. You'll earn $9.95. Moneyback guarantee. SEND BOOKLET. 11,000 sure-fire one-liners, SI. Demo here. Edmund Orrin, Box 453338C, Dallas, TX 75235.

Broadcast Buyer (Radio) Think you're ready to move up from media estimation/research to Asst Buyer? Ready to prove it? Here's the opportunity to move up and Diversify, have real responsibility in small suburban N.J. radio agency. Candidates with buying experience, know research, planning, ARB, Pulse, Nielsen etc. Facility with figures. Good Typing a must. Varied Agency Duties plus planning/Buying/Evaluation. Unprecedented need not apply. Send resume and salary history to Advertising, 564 Riverway Dr., Totowa, N.J. 07512.

BROADCAST EQUIPMENT SALESPERSON

Christian organization needs broadcast equipment salesperson to take charge of national and international sales. Call MR. KITCHEN 615/698-3429.

Business Opportunity

Radio Purchases Available

Radio purchases available. Nonlisted, private situations, view toward radio group. Full professional expertise in financing, operations. Box H-139, BROADCASTING

Help Wanted Annunciators

Two million plus people in Northeastern market are starving for adult personality radio. Group owned station is rebuilding to fill this void. Want good communicators, not time and temperature jocks. EOE Box G-163, BROADCASTING.

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 Programing, Production, Others

LEADING SOUTHWEST RADIO NEWS DEPARTMENT SEeks BROADCASTER WITH AUTHORITYITIVE DELIVERY. REWRITE ABILITY A MUST. YOU WILL ASSUME KEY POSITION ON A 15 MEMBER NEWS STAFF. SEND TAPE AND RESUME TO: KFJZ, P.O. BOX 1317, FORT WORTH, TEXAS 76101

PROGRAM DIRECTOR

Tyrant desired to run personality MOR format in major market. Real challenge. $20K.

Box H-198, BROADCASTING.

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 A CONFIDENTIAL & DETAILED RESUME PLEASE WRITE: BOX H-80, BROADCASTING

You belong in

Broadcasting Aug 18 1975 48
Situations Wanted Management Continued

PROFESSIONAL AVAILABLE!
Nationally known, respected and ready now! Need to use my 20 + years of broadcast skill again after 18 months on the "fringe." GM/GM-AM-AF-AM Line or Staff! Local or National! Medium or Large Market! Personal interview will convince you that I can produce! Excellent Record and References!

CONTACT: JIM LUCK
(214) 233-5848.

Help Wanted Management Continued

Is your goal to become a sales manager early in your career? We have clients in all areas of the country seeking ambitious college graduates with a burning desire for management. Openings in radio, TV and cable TV ... in all size markets. We want to hear from both 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.

Help Wanted Sales

Sales engineer trainee—Sales engineer trainee with BS/BE and some television and/or radio experience. Television sales engineering includes writing television, television systems proposals and simple drafting. Send resume to: Science Incorporated, PO Box 1495 Gainesville, Florida 32602.

Help Wanted Technical

Circuit Development Engineers
Applicants should be familiar with latest solid state devices and techniques. BS/BE and at least 3 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. 95745.

Situations Wanted Announcers

Knowing Truth Is Where You Sit
Combined with open-mindedness, intelligence, and a sense of humor; college grad with extensive teaching and talk show experience seeks meaningful position. Mark Ister, 8160 Redlands St., Playa Del Rey, California, (213) 821-3906.

Situations Wanted Programming, Production, Others

COUNTRY P.D.
Bottom Line Oriented, Top Rated P.D. available September 15. Proven Track Record in Large and Major Markets. Ability to mobilize and motivate talent for profit and ratings. Mail Harrison 606-928-6196.

TELEVISION
Help Wanted Management

PROGRAM/OPTIONS MANAGER
Midwest VHF Network affiliate. Must be familiar with all phases including license renewals. Will be member of executive team. Excellent opportunity to join an aggressive station with new facilities. Equal opportunity employer. Send resume to Box 396-65, BROADCASTING.

DEVELOPMENT DIRECTOR
for large Midwestern TV fund raising organization. Excellent opportunity for experienced person with strong managerial, business and public relations skills. Duties include organizing volunteer and membership committees and functions; planning and directing annual TV auction and related fund raising events; assisting station management in its public relations efforts. Must have ability to meet deadlines and work efficiently with volunteers and management. Competitive salary and fringe benefits. Full time position. Send resume to Box H-140, BROADCASTING.

WASHINGTON DC NETWORK
newscaster seeks TV anchor spot or Program Director pos. Male/White/Forlies/25 years experience—local & net; radio & TV/All markets considered/Ple, state salary range.

HELP WANTED

SUPER INTERVIEWER/PRODUCER
Currently producing and hosting 5 nights a week, weekly acclaimed, public affairs program for PTV sta-

tion in 1-million market; i'm ready for a much larger market and more money doing what I do—best-get-
ing people to talk openly and interestingly on television. Resume and some photos (on request) to Box H-198, BROADCASTING.

Employment Service

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

Cable TV Operators

CABLE TELEVISION
The Town of Bernardston, Mass. hereby solicits applications for a Cable TV license. Filing deadline Aug. 31, 1975. Board of Selectmen

Bernardston, Mass. 01337

Placement Service

STATION OWNERS & MANAGERS
We will recruit your personnel at no charge to you. Call the

PERSONNEL HOTLINE

305—392-4210
24 HOURS A DAY
7 DAYS A WEEK

47
SALE AT PUBLIC AUCTION
All of the Class A and B non-commercial radio stations of Harbour Broadcasting Systems, Inc., owner and operator of television station KBV-TV, Channel 12, Beaumont, Texas, will be sold at public auction on August 25, 1975 at 9:00 a.m. at the offices of Orgain, Bell & Tucker on the Fourth Floor of the Beaumont Savings and Loan Building, Beaumont, Texas.

The proposed sale of all of the assets of Harbour Broadcasting Systems, Inc., substantially all of the assets of Harbour Television Systems, Inc., is subject to mortgages and security interests known to the Seller to secure the aggregate sum of $2,550,125. The assets, or some of them, are subject to other mortgages, security interests and liens in amounts unknown to the Seller.

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

For information concerning the assets and business of Harbour Broadcasting Systems, Inc., contact one of the following: Mr. Gordon Greer, Vice President, The Liberty National Bank and Trust Company, 1500 Interstate 45 South, Beaumont, Texas 77701.

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

For information concerning the assets and business of Harbour Broadcasting Systems, Inc., contact one of the following: Mr. Gordon Greer, Vice President, The Liberty National Bank and Trust Company, 1500 Interstate 45 South, Beaumont, Texas 77701.

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

For information concerning the assets and business of Harbour Broadcasting Systems, Inc., contact one of the following: Mr. Gordon Greer, Vice President, The Liberty National Bank and Trust Company, 1500 Interstate 45 South, Beaumont, Texas 77701.
Profile

Bob Wormington: trying for the best of both the cable and the broadcast worlds

Bob Wormington is a Dodge City, Kan., native who ordinarily doesn't shoot from the hip. But he is fiercely outspoken on one subject: broadcaster involvement in cable television.

Mr. Wormington may be slightly biased because he is president and general manager of Westport Television Inc., operator of KMB-A-TV Kansas City, Mo., and of Target Network Television, which provides programing to cable systems. But he insists that in order to survive and to flourish, broadcasters must not be one-dimensional: they must adapt to changing communication patterns to fill changing needs.

He recognizes that a comparatively new UHF operation such as KMB-A-TV can use all the help it can muster. And an auxiliary service such as Target Network Television can be another profit center. Mr. Wormington conceded that TNT, formed a year ago, is still in the red but said he is confident it will prove profitable as advertiser acceptance becomes more widespread.

Robert Joseph Wormington is a tall, serious person with an understated sense of humor. One colleague said, "Bob is low-keyed in terms of volume but high-keyed in terms of ideas and energy."

His affinity for communications developed during his growing-up days in the Kansas towns of Dodge City, Emporia and Topeka. An interest in writing led him to study journalism in college. Though reared in Kansas, he has spent his 25-year working career in nearby Kansas City, Mo., and always in some phase of television.

After receiving his master's degree in journalism from the University of Kansas at Lawrence in 1950, he joined WDAF-TV Kansas City as a salesman. A year later he was recalled to duty with the Air Force for a year during the Korean war and was assigned to a photo reconnaissance TV production unit. When he returned to WDAF-TV in 1951, he asked for a production assignment and was named a producer-director.

He moved up to program manage of WDAF-TV in 1955, assistant general manager in 1958 and general manager in 1964. Deciding to strike out on his own, Mr. Wormington left WDAF-TV in 1968 to become president of Color Systems Inc., Kansas City, a producer of TV commercials.

For two years Mr. Wormington functioned as a leading producer of regional TV commercials but he missed the rhythm and pace of a TV station. When Westport Television Inc., which was building a new UHF station in Kansas City, offered him the post of president, he accepted. The challenge of helping to create a station from scratch appealed to his competitive spirit.

It's been no easy task. Mr. Wormington acknowledges, but in the past five years, the independent UHF station has grown in audience and advertiser acceptance and is now operating profitably. The key to survival and success has been counter-programming.

"We face competition from three network-affiliated VHFs and we have built our schedule to emphasize sports programming especially, and to some extent syndicated series and features," he says.

"We carry more sports than any other station in the market and carry the games of the Royals [baseball]; the Kings [basketball]; the Scouts [hockey] and teams of the new World Football League. We also telecast the Big Eight conference championships in sports not usually seen on local television, including track, swimming and basketball."

The station's revenue is derived about 50-50 from national spot and local business, he says. H-R Television is the national representative but the station has installed Mr. Wormington's brother, Bill, in New York as director of national sales. (Bob refers to Bill as his "kid brother"; they are twins but Bill was born five minutes later than Bob.)

"Bill's main function is to develop national business," Mr. Wormington says. "I believe strongly that a UHF station must make a persistent effort to develop national sales."

Bob Wormington is devoting more of his time these days to Target Network Television, a separate entity which is now feeding a daily 10-hour schedule of programming to more than 100 cable TV systems in parts of Arkansas, Nebraska, Kansas, Missouri and Oklahoma, and reaching more than 250,000 homes. The programming is obtained from various sources.

Mr. Wormington stresses that TNT, which began operating in early 1975, is not competing with the major networks. It is, in example, he said, "not new casting."

"We're looking for the special few," Mr. Wormington says. "The farmers, the hunters, the fishermen and other sportsmen. The women at home more interested in making do with food and clothing rather than gourmet cooking or fashionable chic. There's no way we can compete with the mass entertainment media and we're not trying to."

TNT has visions of becoming a coast-to-coast service and of tapping the possibilities in satellites. But that's in the future. Right now one of its prime thrusts is to garner more national advertising, and he recently hired Tom Campbell, formerly with H-R Television, as national sales manager.

To infuse excitement in the schedule this fall in the rabid sports environs of the Midwest, Mr. Wormington revealed, TNT will feed Big Eight football games seven days a week to cable systems. On Saturdays and Sundays, a full game will be transmitted and on other days a one-hour edited version will be carried.

For relaxation Mr. Wormington likes to sail and fish. He is an avid reader of magazines and books, particularly those dealing with history.

Mr. Wormington is a devoted family man. He and his wife, Kareen, whom he has known since childhood, have six children ranging in age from 20 to 2. They like to vacation together. In early August the entire Wormington brood took off for a cottage in the mountains of Colorado for a two-week sojourn of fishing, hiking and swimming and no telephones.
Editorials

Will they never learn?

A staff report at the Department of Health, Education and Welfare has recommended the prohibition of all advertising for liquor and cigarettes. The report arises from a genuine concern about the incidence of alcoholism and diseases that medical authorities associate with smoking, and it is just as unrealistic as all those arguments that were heard before broadcast advertising for cigarettes was outlawed, effective at the beginning of 1971.

The easy-answer types who campaigned for the antibroadcast legislation marked television as the evil instrument that turned juveniles onto cigarettes and persuaded adults it was socially desirable to continue smoking. Take cigarette advertising off the air, their propaganda machine kept saying, and the smoking menace will disappear.

It didn't quite turn out that way. Broadcasters, whose media had been used not to induce nonsmokers to smoke but to induce smokers to switch brands, lost $200 million a year for no public benefit whatever. By the government's own statistics, cigarette consumption has steadily increased since cigarette advertising was diverted to other media.

It is pertinent to recall now that nobody talked about liquor advertising when the antibroadcasting forces were going after cigarette advertising on radio and television. The reason, of course, was that broadcasters could not be blamed for alcoholism as they were for cancer, heart disease and other illnesses ascribed to smoking. By the broadcasters' own choosing, liquor advertising has been kept off the air.

There is no evidence that a ban on all advertising for liquor and cigarettes would achieve the ends predicted for, but unrealized by, the ban on radio and television advertising for cigarettes. These products are clearly in demand by large numbers of people here and in other countries of the world. A ban on advertising would not erase the market; it would only perpetuate the market as it is divided now by the manufacturers that sell to it.

Broadcasters have written off cigarettes as a lost cause and liquor as a liability and will be disinclined to take an active part in the defense of cigarette and liquor advertising in other media. The memory of all those newspaper editorials advocating the ban on broadcast use by cigarettes is all too sharp. Still, there may be a point in a unified campaign to oppose discrimination against advertising of any legal product in any medium.

Moss's paper mountain

Considerable attention has been paid to Representative John E. Moss's maneuvers to keep reporters from inspecting the carloads of information that eight federal agencies, including the FCC, prepared in response to a questionnaire from the House Investigations Subcommittee that Mr. Moss heads. Much of the attention has deservedly been paid to the California Democrat's conflicting roles as an author of the Freedom of Information Act and, now, the quarterback of an attempt to run around it.

But the larger matter at stake here is the act of information gathering itself and the enormous waste of civil servants' time spent and committed to the project. The questionnaire was devised by a swollen subcommittee staff inventing ways to exhaust a $600,000 budget. Its complexity may be gauged by the length of the FCC's reply alone: 18,000 pages. As this publication noted at the time the questionnaire was issued, the responses it was calculated to induce will keep Mr. Moss's employees reading and analyzing well into the next budget, and the next one, and the next one.

For the personnel involved, this may be clever career planning. For the taxpayers, it is another needless burden.

Backdoor cable

There is something to be said for the National Association of Broadcasters' proposal that the FCC conduct a "full-fledged inquiry" into the possible effects of an ingenious arrangement that would permit cable systems to eliminate commercials from distant signals and substitute those of their own. It is not an inquiry that would necessarily lead, however, to the ends the NAB foresees.

As reported here a week ago, a new type of sales representative, KTV Spot Sales, has requested the FCC to waive its rule prohibiting cable systems from making deletions or alterations—except those explicitly prescribed by nonduplication rules—in any broadcast signals they carry. KTV has come up with a way to make a buck for itself and remotely situated cable systems. By agreement with the originating stations, their commercials can be replaced with commercials sold by KTV as a spot representative for the cable system. This works, of course, only when the cable system is so distant from the originating station that its subscribers are uncounted in the station's audience.

The NAB sees in this a danger to local radio advertising. It argues that a cable system would logically go after local accounts as substitutes for the distant-signal advertisers and thus create new competition for small-market radio, which is already hard pressed. For that reason, the NAB proposes the widescale inquiry into the KTV plan.

There may be some danger to radio—or to local newspapers, for that matter—in the arrangement proposed by KTV Spot Sales. There are also prospects for new arrangements between distantly separated television stations and cable systems. For example, independent stations imported into large markets from afar might offer an opportunity for significant revenues for cable systems—and perhaps for revenue sharing that would augment the stations' own advertising revenue. A distant independent appearing on a cable in, say, Los Angeles might find it profitable to let the cable system substitute its commercials for the originals at an agreed-upon division of returns.

The rule the FCC is being asked to waive was written originally to give the broadcaster absolute protection against perversions of his programing and advertising in cable carriage. Maybe it needs revision to admit contractual agreements between broadcasters and cable systems when in the interest of both. The NAB is right about the need for full review.

"Folks, another WOF listener has just been contacted by our mobile unit..."
COMPARE FM ANTENNAS BEFORE YOU BUY!

Compare all elliptically or circularly polarized FM antennas and you'll find JAMPRO'S PENETRATOR leads the others in 19 important categories. It has more outstanding performance features than any other comparable FM antenna on the market today. The PENETRATOR has the widest VSWR bandwidth for best stereo now, and quadraphonic sound when you are ready! It is unique, it has a patent for five features not found in any other FM antenna. Only the PENETRATOR made by JAMPRO insures maximum power gain by using internal transformers together with phase and amplitude tests. It has the lowest windload, with and without deicers! It comes with a 2 year warranty, a first for the industry. Compare these six bay high power antennas offered for 50 KW and 100 KW ERP stations, taken from printed company literature in February, 1975.

<table>
<thead>
<tr>
<th>SUPPLIER</th>
<th>JAMPRO</th>
<th>RCA</th>
<th>GATES</th>
<th>COLLINS</th>
<th>SHIVELY</th>
<th>PHBELS</th>
<th>DODGE</th>
<th>CCA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Antenna Type Number</td>
<td>JSCP-6</td>
<td>BFG-6A</td>
<td>FMS-6</td>
<td>37CP6</td>
<td>6810-6</td>
<td>CFM HP-6</td>
<td>FMC-HP-6</td>
<td></td>
</tr>
<tr>
<td>2. Safe input power rating</td>
<td>40 KW</td>
<td>36 KW</td>
<td>40 KW</td>
<td>40 KW</td>
<td>40 KW</td>
<td>30 KW</td>
<td>40 KW</td>
<td></td>
</tr>
<tr>
<td>3. Power gain ratio DB</td>
<td>5.05</td>
<td>5.06</td>
<td>5.05</td>
<td>5.00</td>
<td>5.18</td>
<td>5.2</td>
<td>5.2</td>
<td></td>
</tr>
<tr>
<td>4. Trimmed 1.1/1 VSWR bandwidth</td>
<td>±200KHz</td>
<td>±100KHz</td>
<td>±100KHz</td>
<td>±110KHz</td>
<td>±150KHz</td>
<td>±100 KHz</td>
<td>NS</td>
<td></td>
</tr>
<tr>
<td>5. Axial ratio-polarization</td>
<td>2DB</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td></td>
</tr>
<tr>
<td>6. Impedance match at each bay?</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>7. Factory VSWR plot in I.B.</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>8. Factory phase/amplitude checks,</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>9. Tuned or tower like customers?</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>10. Antenna factory pre-tuned?</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>11. Quadraphonic capability?</td>
<td>Yes</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td></td>
</tr>
<tr>
<td>12. Manufactured by seller?</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>13. Dual Deicer wattage?</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>14. Antenna shop painted?</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>15. Weight with mtg. bckts.</td>
<td>498.5#</td>
<td>381#</td>
<td>496#</td>
<td>512#</td>
<td>NS</td>
<td>404#</td>
<td>404#</td>
<td></td>
</tr>
<tr>
<td>16. Wind load 50/33 PSF, EIA</td>
<td>673#</td>
<td>920#</td>
<td>883#</td>
<td>1301#</td>
<td>727#</td>
<td>780#</td>
<td>780#</td>
<td></td>
</tr>
<tr>
<td>17. Deicer wind load, 50/33 PSF</td>
<td>770#</td>
<td>1040#</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td></td>
</tr>
<tr>
<td>18. Warranty - guarantee</td>
<td>2 Yr.</td>
<td>1 Yr.</td>
<td>1 Yr.</td>
<td>1 Yr.</td>
<td>1 Yr.</td>
<td>1 Yr.</td>
<td>1 Yr.</td>
<td></td>
</tr>
<tr>
<td>19. Antenna List Price</td>
<td>$7,250</td>
<td>$7,642</td>
<td>$7,245</td>
<td>$6,500</td>
<td>$5,505</td>
<td>$5,000</td>
<td>$6,545</td>
<td></td>
</tr>
<tr>
<td>20. Antenna price with deicers</td>
<td>$8,750</td>
<td>$11,421</td>
<td>$8,820</td>
<td>$8,400</td>
<td>$6,303</td>
<td>$6,660</td>
<td>$7,670</td>
<td></td>
</tr>
</tbody>
</table>

NS = Not Stated

Other exclusive reasons for choosing a PENETRATOR include dual wattage deicers for energy conservation, FAA color painting for longer antenna life, and a 15 page complete instruction booklet with measured factory VSWR!
Save the children

"One of the best things you have done!" was the comment of a concerned viewer following the series about child abuse on the Fetzer television station in Kalamazoo.

The locally-produced series focused public attention on this tragic problem which all too often destroys lives—both emotionally and physically. The programs presented facts to help adults deal rationally with the problems that lead to child abuse.

Helping to save children from abuse is all part of the Fetzer tradition of total community involvement.