APRadio is providing top news programming, quality sound and "bottom line" profits to a steadily increasing list of audio members since it went live less than a year ago. With more than 500 weekly availss, APRadio means Added Profit Radio.

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(p.44), modern police drama like “The New Centurions” (p.4), the wildlife of “Living Free” (p.24), the poignancy of “A Walk In The Spring Rain” (p.34), the magnificent historical drama of “Nicholas and Alexandra” (p.38) ... to name just a few.

If you want a shot at number one, call Columbia Pictures Television today.

Features for the 70's Volume Two from COLUMBIA PICTURES TELEVISION
A division of Columbia Pictures Industries, Inc.


Broadcasting
Aug 25, 1975
We counter programmed network prime time... and won!

And we did it with socially significant programming produced by WCVB-TV. In two consecutive prime time outings, Channel 5 in Boston took the number one position against network programming.

In April, IT'S MY BODY, IT'S MY LIFE, a Channel 5 documentary drama about breast cancer, delivered an astounding 34% share of audience.*

In June, BLACK COP, the emotionally explosive true story of policemen in conflict with their own people, delivered an unprecedented 40% share.**

Quality production, meaningful subject matter, and powerful execution are the keys to this kind of prime time success. If you are interested in screening these programs for airing in your market, contact Jack Duffield at (212) 687-8777.

nationally represented by hrp

WCVB-TV authorized ARB to conduct telephone coincidentals
All research data subject to qualifications of the reports quoted.

*Monday April 14th, 10-11pm  **Monday June 9th, 10-11pm
Fernseh means television.

NBC has the picture. They've fielded the Fernseh KCN into their O&O news operations. Which gives NBC the flexibility and portability to get to where the news is.

And television means some good news, and some bad news. All of which means being there.

So you've got to be flexible. You've got to be portable. And you've got to be ready to go.

The battery operated KCN (shown with the cameraman) is completely self-contained and can be used in conjunction with a portable VTR.

Fernseh handheld camera systems are lightweight and offer the speed and portability you need for electronic journalism, plus the video quality required for television production excellence.

The KCR-40 (shown front and center) is completely compatible with our standard KCU-40 and will operate from that system's electronics. You can roam 325 feet on a quarter-inch cable, 2600 on a half. With an additional 50 feet between the head and back pack.

Both KCR and KCN systems use the same camera head, which is the lightest in its class, weighing as little as a 16mm film camera.

Fernseh means television. Television means good news.

We'd welcome the opportunity to demonstrate the superior capabilities of Fernseh television equipment. A call to your nearest office will bring any further information you require.

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Chicago (312) 681-5000
Houston (713) 688-9171
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FERNSEH Robert Bosch Corporation
IT'S NEWS!!!

The things you have been hearing are true. It's news, your station's news, that makes the difference between being first or out of the running in your market.

Well-executed local television news develops a warm, strong bond between the audience and the station which is essential to success, and it does it on a daily basis. And the feeling people have about the number one news station overflows into almost all the other areas of its programing. If you doubt this, just check how many stations are number one in total day share that don't lead in news—very few, and almost none in key markets.

We are the only company in our field with two former, major market news directors on our staff—both with masters degrees in journalism. They have successfully overcome the difficulties your news director has every day and can help him solve problems.

Through McHugh and Hoffman, Inc., you can also learn all there is to know about your news personalities, content and visual presentation, not just from observation but also from in-person research with your audience.

Later, based on this information and our combined experience, we make specific suggestions for improvement. We monitor your station and your competitors throughout the year and advise on how the objectives you set for news excellence can be maintained.

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Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting crossionships prospectively and requiring breakup of 18 crossionships has been appealed by various parties to 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.

Fairness doctrine bills. Senate Communications Subcommittee conducted five days of hearings on two bills intended to eliminate fairness doctrine. S.2 by Senator William Proxmire (D-Wis.) would delete Section 315 from Communications Act section containing equal time requirement as well as statutory basis for fairness doctrine. Proxmire bill in fact would prohibit FCC from influencing broadcast programming or scheduling in any way. S.1178 by Senator Roman Hruska (R-NeB) would do that and also address other practices which "discriminate" against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled, on two measures. Proxmire bill has twin in House, H.R.2189 by Robert Dinan (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thone (R-NeB).

FCC's fairness doctrine report. FCC's new fairness statement exempting product commercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast media, and otherwise modifying fairness doctrine (Broadcasting, July 1, 1974), is subject of requests 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.). Briefs were filed in that case last week (see page 66). 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.

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

Leapfrogging. FCC has initiated rulemaking (Docket 20487) aimed at modifying or repealing rules that require cable systems to select closest stations in importing distant signals. Comments have been filed (Broadcasting, Aug. 4).

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

Network exclusivity on cable. FCC order substituting 15- 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 disputed issues are due Sept. 1; deadline for comments not proposing 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 Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearing were held in May (Broadcasting, May 28); more were held last month (Broadcasting, July 14, 21).

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

'Pensions' case. FCC decision holding that NBC violated fairness doctrine in connection with Pensions: The Broken Promise TV pro-
gram, was ordered vacated by three-judge panel of U.S. Court of Appeals which—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 House and Senate are studying 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. 2223).

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

Pole attachments. Since fall of 1970, National Cable Television Association and AT&T have been at stalemate in pole-rate negotiations. Most recent proposal by AT&T has been rejected by NCTA (Broadcasting, June 9). 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 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, Inc., and Sandy Frank Program Sales Inc.—asked court to reverse commission on effective date—Sept. 8, 1975—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. 8461) 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. Part of bill passed by House and Senate, committee said it would vote three-year appropriation in separate measure (Broadcasting, July 28). Future of CPB funding bill now in Senate Appropriations Committee (S. 893), which, like House bill, has both five-year authorization and appropriation, is uncertain in light of action on House side of Hill. All appropriations bills originate in House.

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

Star stations. FCC order stripping Star Broadcasting of KISN(AM) Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis has been appealed to U.S. Court of Appeals in Washington (Case no. 75-1203). VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) 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 Albritton'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 together of newspaper-broadcast and radio-television combinations in the same market. Mr. Albritton has proposed new deal to avoid hearing through broadcast spinoffs. Majority directors have countered with other proposal (see story this issue).

WNCN(FM) (now WQCV). Citizen groups had 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 had also petitioned commission to deny station's renewal application. Principal issue is format change from classical to rock. Competing application for wavy's frequency has been filed by Concert Radio Inc. GAF Corp. had offered to buy station for $2.2 million, return it to classical format; settlement on that proposal was reached last week (see page 62).
Major meeting dates


Sept. 16—Deadline for entries in 1975 Ohio State Awards competition, sponsored by the Institute for Education by Radio-Television, for information, educational and public affairs radio and television programs that contribute to the nation's educational welfare. The Ohio State Awards, 2400 Olentangy Road, Columbus, Ohio 43210.


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


March 21-24, 1976—National Association of Broadcasters annual convention, Chicago. 1977 convention will be March 27-30, Shoreham Americans, Washington. (1979 and New Orleans have been approved as future sites.)

April 4-7, 1976—National Cable Television Association annual convention, Convention Center, Dallas. 1977 convention will be April 17-20, McCormick Place, Chicago.

May 5-9, 1976—American Women in Radio and Television 25th anniversary convention, Marriott hotel, Philadelphia. 1977 convention will be April 26-May 1, Radisson Downtown hotel, Minneapolis.


Sept. 28-30—October—Ohio Association of Broadcasters fall convention. Speakers will include FCC Chairman Richard E. Willey and Tom Brokaw, NBC White House corres- pondent. OSH, 200 Front Street, Columbus.


September

Major meeting dates

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


Oct. 3-5—Massachusetts Broadcasters Association annual meeting. Dunfey's Resort, Hyannis. Contact: Douglas Road, MRA, 16 West Main Street, Middleborough, Mass. 02346.


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 20495) which would modify and eliminate use of noncable television system 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. 17—FCC's new deadline for comments on rulemaking that would establish new class of radio station to be used to transmit information to motorists and other travelers. (Current nonradio class would operate on either 1606, 1612 or 530 kHz. Previous deadline was Aug. 18. Deadline for replies was extended from Sept. 5 to Nov. 19.


Oct. 21-24—MFED, international feature film, TV film and documentary market for film buyers and sellers. Oct 21-28 will be mainly movies and docu- mentaries for TV; Oct 25-31, 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, 20145. (U.S. contact: Gerald Rapport, 159 West 53rd Street, New York 10020)


Oct. 28-29—Radio-television station owners, operators and managers. Atlantic City, N.J. (Hilton.)

Oct. 28-29—Post-Newsweek Stations, in cooperation with the League of Women Voters and the Aspen Insti- tute's Program on Communications and Society, to televise the candidate debates and polls and "Handling-Cox to 1976 and Beyond"—conference to make electronic media more effective in the electoral process. Reston Conference Center, Reston, Va.


Broadcasting Aug 25 1975

16
“Painful, long and hard de-liberation brought us the decision to switch to all news and NIS...Since the change, the initial audience measurement looks great,* and decision makers in the market love us...You’ve given us the support we’ve needed to make sure that a leader remains a leader.”

That’s Paul F. Neuhoff, VP and General Manager of WERE in Cleveland, talking about NIS—the new 24-hour-a-day, all-news service from NBC.

Designed to fuse national and community coverage, NIS uses the resources of NBC News—world’s largest broadcast news organization—for continuous reports on the world and nation.

Meanwhile, the best news in town covers what’s happening locally. Each NIS hour is a brightly formatted mix of the two. The best of both worlds. Is it effective?

Well, the first reactions are in from such other hotly-contested markets as Miami, Chicago and Baltimore. They report the same enthusiastic response—from listeners, from old clients, from new clients.

As for station image, that elusive but essential community factor, it suddenly shines when a station becomes the exclusive NIS outlet.

In big markets, medium markets and small markets—NIS works.

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

NIS
NBC NEWS & INFORMATION SERVICE

*See special Cleveland Hooper Rating Survey conducted for station July 7-11, 1975, 7AM - 10 PM. Subject to qualification on request.
The Trojan commercials

EDITOR: In reference to your “Self Control” editorial Aug. 11: You can’t be serious.

If the “difference,” as you put it, “goes by the name of taste,” then broadcasters better eschew the many feminine products already on the air.

Certainly a Trojan commercial depicts a product no more personal than Stay-Free Maxi Pads. Come now, BROADCASTING, why draw such a line?—Robert H. Schults, film editor, WTNH-TV New Haven, Conn.

EDITOR: This is to commend you on your editorial concerning advertising of condoms on TV. I feel, however, that you didn’t go far enough in condemning tastelessness in advertising.

I resent being bombarded by women telling of their douches, whether disposable or scented; their sanitary napkins, whether maxi or mini, and their tampons and their feminine deodorizers.

Demographically, I feel I’m the person these commercials are aimed at. I am not an old prude ... I just don’t want to hear about it or see it constantly on TV. It’s not dirty or disgusting; it’s just tasteless and tacky.

Just because the manufacturer of Trojan condoms finds itself losing money to more modern and effective means of contraception, broadcasters needn’t once again lower the standards of TV advertising.—Patricia Kramer, Bridgeport, Mich.

EDITOR: I don’t consider myself either a libertine or an ultraconservative. However, I was deeply offended by your editorial, “Self Control.”

Agreed, there is a difference between freedom and decision when it comes to the acceptance of advertising, be it for condoms or pantyhose.

I fail to see anything more offensive in an ad for a birth-control or disease-prevention device than in an ad for feminine hygiene sprays, sanitary napkins, deodorants, hemorrhoid relief preparations or diarrhea cures. If anything, considering the increase in venereal diseases and unwanted pregnancies, advertising the availability of condoms may in fact be more redeeming than some of the other advertising being carried on the airwaves today.—Lawrence M. Krams, International Cinema Equipment Co., Atlanta.

EDITOR: I would like to echo your warning regarding advertising of condoms. For broadcasters to use the argument that Playboy, Oui, and Penthouse accept such advertising is false security indeed. What’s next — vibrators and whips?

Perhaps more stations and sales man-agers should go out and talk to the average housewife or family head and find out how they feel about the advertising of “personal” products.

The word “taste” should have been underscored in your editorial. It is time we as broadcasters exhibited some maturity, taste and class if we want to maintain our credibility and freedom.

Perhaps one might rationalize the whole issue by saying that if everyone started using condoms we would rapidly lose our audience.—Robert H. Clarks, South Weymouth, Mass.

There’s the rub


I agree there is no incumbent President is going to agree to debate his opponent, but I do think there can be such a thing as public pressure on this. If we can repeal Section 315, I think we would find that it would be very, very difficult for the incumbent President not to debate his opponent. Personally, I think all of us might dig in on this one to really produce a lot of enthusiasm and effort for having such a program take place. But I do agree that Congress will never make presidential debates mandatory.—Edward N. Ney, president, Young & Rubicam International, New York.

EDITOR: Does Edward Ney in his “Monday Memo” Aug. 11 really advocate the “total prohibition of spot television for political advertising?” Isn’t he confusing the medium with the message?

Spot TV is a medium. It refers to the method of selecting markets and stations on an individual basis—not network. It is not the message—limited to 30 or 60 second announcements.—Daniel Denenhof, New York.

Forgotten folk

EDITOR: Amen to “Monday Memo” (Aug. 4). Helen Guthrie Atwood has stated so well the case for greater common sense and knowledge in the placement of spot business. In 33 years of service to an Idaho radio station, I grieved and griped—not to the unapproachable advertising agencies, certainly—about their knot-headed dedication to their major-market buying policies and copy slants.

Miss Atwood’s views should become a guide to agency people interested in getting the most for their clients’ money in the areas she noted. In many ways it’s as though we inhabit a different planet from the one envisioned by the bright brains of the agencies in the megopolises.—Olive L. Greene, Pocatello, Idaho.
New Sony U-matic news team...
from action to broadcast in 30 minutes.

Or even less time. With less equipment. And at less total cost than you're probably paying now for news-gathering and teleproduction.

The major networks, ABC, CBS, and NBC, and many stations nationally are using the new Sony U-matic VO-3800/2850 Videocassette System.

All your work is done on economical, reusable videocassettes. After location taping, either microwave the signals or send the cassette to the studio for quick and accurate editing. Or go right on the air with the use of a time base corrector.

You eliminate film cost and processing time, especially when important events break close to air-time deadlines.

You start with the Sony VO-3800 portable VideoRanger™ recorder and a color camera, such as the Sony hand-held DXC-1600. The VO-3800 can record three 20-minute cassettes on a single battery charge. It has NTSC color and EIA monochrome standard signals, remote control, two separate audio tracks, automatic power shut-off, and on-the-scene playback capability.

Accurate electronic editing is achieved with two Sony VO-2850 mastering recorder/editors and the Sony RM-400 Remote Automatic Editing Controller. The RM-400 provides search, pause, and automatic back-spacing. The VO-2850 has a signal-to-noise ratio in excess of 45 dB for video and audio, also separate editing capability for video and two audio tracks.

Of course, the VO-3800 portable VideoRanger™ or the VO-2850 editor can be used independently of each other. In addition to electronic news gathering, these versatile new videocassette units can add new capability and economy in production of documentaries, on-site retail spots, and general studio use.

For complete information and/or a demonstration write us today.

Sony Corporation of America
Video Information Center
Dept. BRM-085-210
P.O. Box 1594, Trenton, N.J. 08607

Sony. The proven one!

Sony U-matic Color
Videocassette System
TV reception simulated.
Helene Curtis was sure it was right and then went ahead with radio

What’s the magic formula for introducing a new product? There is none. Every situation is different.

As a matter of fact, the really solid new-product introductions originate with these differences: If there’s a new need in the marketplace, if you can spot it first, if you can reach the people who have that need, if you can convince them you have something they want, if you can convince the trade of all this—then you have a success. If you satisfy a few other ifs. In short, there are too many ifs’ involved to call it a formula.

Let’s look at Helene Curtis’s Every-night shampoo. We noticed there was about a 15% yearly growth in shampoo sales. We knew that total shampoo distribution had reached maximum in homes, since nearly 95% of all homes bought some shampoo. So that had to mean that the increase came from increased population and/or more frequent use.

Our research showed the largest share of the new volume was coming from young people—both young men and young women. That answered the “who.” The “why” was they were shampooing more for two reasons: their hair was longer, and the taboo against frequent shampooing was breaking down. For years, people felt if they shampooped too often, it would harm their hair. With old-fashioned, strong shampoos, this might have been true. But with new, milder shampoos, more frequent shampooing is possible.

Continuing with what we thought was a logical, step-by-step procedure, we decided to make a product that appealed to these younger users. Because they shampoo so often, we would make it milder and more gentle so no matter how often they used it, they could be sure their hair would be protected. We also would make it free of harsh chemicals, basing our formula on good, old-fashioned ingredients.

So that’s what we did. We made a product especially for the market. It was a better product than existed because it fulfilled a need created by far more frequent shampooing than had been the case in the past. We also made it in various formulas—lemon shampoo, balsam shampoo, even one made with herbs. We set out to make a product one could use every night if one wanted to, and suddenly the name became quite apparent. Our agency—Altman, Stoller, Weiss—came to us with the suggestion that we call the product “Every-night.”

Having targeted the market, we made the decision to appeal to this target group in a concentrated program, and not to go after the total market. We believed it was better to talk about the specific qualities of Everynight shampoo and be definite in our promises.

In retrospect, this appeared to be a very simple procedure. But it took a lot of testing and exploration to arrive at our basic market decision. Once our basic market position was established, it became quite apparent to us that the way to reach the youth market was through the media they were listening to. Our agency assured us that the best way to go was through rock-and-roll radio.

Statistics furnished by Altman, Stoller, Weiss proved that while television was supposed to be the big impact medium, it was, in fact, really not being listened to by our target audience. We knew, of course, there were certain television shows that the young people liked, and we did use those shows. But the base of our advertising program was in radio. We knew the young people listened to radio when they got up in the morning, on their way to school, in their automobiles, while they studied, walked down the street, or the beach etc. We also found it to be an excellent buy for the market we wanted to reach because there was no wasted audience.

We also used other advertising media as well. One of the mainstays of our initial program was an 800-line newspaper ad with a cents-off coupon offer. But, we even plugged this in our radio spots for a week before the ad ran. And youth-oriented magazines were also added to our program. In television, we used NBC’s Midnight Special and other shows of that type to supplement the basic program we had outlined.

I must say, in all honesty, that one of the main problems we encountered in our media choice was the resistance by the trade to radio as an old medium. I might say that an educational program aimed at the major segment of the health and beauty aids field by the radio industry might be considered to help to support those manufacturers that have turned to radio as a basic medium. No matter what we said, buyers still insisted on knowing what television shows we were on. Only after our radio advertising brought customers into their stores did we find the beginning of acceptance of radio as a valid advertising medium.

There is one other point to be made concerning this product introduction—and that was our determination to do everything as right as possible. And, for this reason, we did a tremendous amount of testing every step of the way. Our product was tested to prove it did what we claimed. We even shampooed 50 young women’s hair every day for six weeks to be sure that we knew daily shampooing with our shampoo would do what we said it would—clean hair without harming it.

We tested the package and found many mistakes in the original one, which we corrected after our first test market. We tested our advertising copy, the effect of radio, our finished commercials, our selling programs, our print ads, our deals and promotions.

When we started, we tested our first program in Columbus, Ohio. After being in this market eight weeks, we were convinced we had made all the corrections needed. We then went to Phoenix and Tucson, Ariz., and at the end of 13 weeks, we had met all our targets, so we rolled out in Texas. Thirteen weeks later, we rolled out on the West Coast. Ten weeks after that, we went national.

There was no question this was the correct route, but we felt it was proper, and events have so proved. Now, at the end of three years, we have approximately 3% of a $455 million market, and we believe the solid growth that has been obtained will continue in the years ahead.

In conclusion, may I say that radio has played a vital part in the successful introduction of this product. It has supplied us a target audience with very little waste. Cooperation of individual stations, for the most part, has been excellent. And we now know that radio can play an important part in our plans for the future.
AND THE WINNER IS:

CHRISTOPHER AWARDS
"Closeup on Children: A Case of Neglect."

ALFRED I. du PONT/COLUMBIA UNIVERSITY AWARD
"Av Westin," ABC News Closeup."

FREEDOMS FOUNDATION
"Directions: Remembering Who We Are; Update: The Spirit of '74."

INSTITUTE OF PUERTO RICAN CULTURE
"Directions: Puerto Rico: Reclaiming a Heritage."

OHIO STATE AWARDS
"Closeup: The Right To Die."

NATIONAL PRESS PHOTOGRAPHERS ASSOCIATION
"Sodat: Action Biography."

PEABODY AWARD
"Update: Vietnam Retrospective."

NATIONAL SAFETY COMMITTEE
"Closeup on Crashes: The Illusion of Safety."

1975 JANUS AWARD
"Closeup: Oil: The Policy Crisis."

Writers Guild of America
"Closeup: The Right To Die; Voices in the Headlines."

WORLD REHABILITATION FUND
Fellowship established in the name of Howard K. Smith.

NATIONAL HEADLINERS ACHIEVEMENT AWARD
Radio coverage of events leading to Nixon resignation and pardon.

SIGMA DELTA CHI DISTINGUISHED SERVICE AWARD

OVERSEAS PRESS CLUB
"Update: Kissinger on Kissinger; A Conscience For Our Time."

1975 EMMY AWARDS
To be announced.
Where Things Stand
Status report on major issues in electronic communications

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Where Things Stand
Status report on major issues in electronic communications

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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 refile 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; comments are due Aug. 18, replies Sept. 8.

Children's TV. FCC's policy statement on children's television programming, adopted last year (Broadcasting, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case no. 74-2006). House Communications Subcommittee, meanwhile, has held four days of hearings on broadcast advertising and children, and one member of that subcommit-

tee, 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 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.
"Going ENG all the way is an idea whose time has not yet come."

An Open Letter to the TV News Industry from Ed DiGiulio, President of Cinema Products Corporation.

There's been a great deal of uncertainty during the past year about the impact of electronic news gathering. And, as a result, a great deal of indecision and inaction regarding the acquisition of needed new equipment.

However, there were no dramatic design breakthroughs in ENG equipment at the recent NAB show. And there's nothing in the experiments of the network O&O's who've gone "all electronic" to indicate that ENG is valid as a complete replacement for a well balanced film and video news gathering operation.

So, if you're thinking about going ENG all the way, think twice. Think hard. And think money.

Because the TV news industry, like any other industry, is a day-to-day "hard-nut" dollar-and-cents proposition that must be economically justifiable in terms of performance and quality. Most important, the overall cost effectiveness of converting to a new system must be carefully considered.

True. There's no way you can beat ENG coverage transmitted live. Especially on late-breaking news developments during prime time television. However, there just aren't that many dramatic "SLA Shootouts." And it is a far cry from these relatively rare situations to a justification for going "all electronic."

Consider also that the quality of ENG improves greatly as the camera equipment gets larger and more expensive. At their best, when they're working reliably, the higher priced video cameras can provide a TV image every bit as good as 16mm newsfilm.

But high quality video cameras like Ikegami, Fernseh, RCA, etc., may cost as much as seven or eight times as the low cost/quality Sony or Akai-type units, whose price is roughly equivalent to a 16mm newsfilm camera.

But the price of the video news camera is merely the visible tip of the financial iceberg submerged in the true total costs of converting to ENG.

We never seem to get a full breakdown on the costs of the related ancillary systems required: the specially equipped vans, the special studio editing equipment, the time base correctors, the microwave relay systems and necessary fixed installations, etc.

Nor do we hear of the complexities involved in setting up a remote pick-up for a live transmission to the studio. Nor of the time it takes and the skilled manpower required to achieve all this.

Nor do we hear much about the problems of keeping this electronic news equipment in good working order. Nor how well it holds up in the daily beating news equipment gets in the field.

All we do hear is that going ENG all the way will pay for itself.

Presumably, through the cost savings of video tape which requires no processing, and, theoretically at least, can be re-used again and again.

But what news director will be foolhardy enough to predict how much of the taped coverage of important news events should be erased — rather than stored for future use in special reports and historical documentaries?

Even so, without realistically accounting for consumable video tape, it is claimed that it will take you as long as five to seven years to recoup your initial investment.

But technology will not stand still during those critical five to seven years. By then ENG systems will probably be far more sophisticated and reliable — and considerably cheaper. (After all, look what happened to electronic pocket calculators.)

The fact is that going ENG all the way is an idea whose time has not yet come.

As an electronics engineer myself, and because of the heavy emphasis on advanced electronics in all of Cinema Products' development efforts, I recognize that great advances will be made in the foreseeable future, and ENG may yet become economical enough, and perform reliably enough, with the high quality one expects on the Six O'Clock News.

In the meantime, no matter how much money your station has available for new equipment, you should keep a good newsfilm operation going.

Because the fact is that for day-to-day news gathering and documentaries, the most convenient, economical and highest quality system available today is 16mm film. Especially when you work one-man-band. And Eastman Kodak's new video news film (7240) will make newsfilm cameramen ever more efficient and flexible in dealing with low light level assignments and meeting broadcast deadlines.

If you must be the first kid on your block with total ENG, be my guest. But if you want to manage a rational news operation, I urge you to consider 16mm newsfilm as the mainstay of your news gathering operation.

Needless to say, I believe that you couldn't choose a better newsfilm camera system than our standard CP-16 or CP-16R reflex.
join the winners:

BE IN ATLANTA ON SEPTEMBER 17TH FOR THE 1975 NATIONAL RADIO BROADCASTERS CONFERENCE & EXPOSITION!
THIS IS THE ONLY RADIO BROADCASTERS MEETING OF IT'S KIND HELD ANYWHERE IN THE U. S.
A STUNNING SUCCESS LAST YEAR IN NEW ORLEANS, THIS YEAR'S NATIONAL RADIO BROADCASTERS CONFERENCE & EXPOSITION WILL BE TWICE AS BIG, TWICE AS EXCITING, TWICE AS REWARDING.

meet the winners:

WORKSHOP SESSIONS CONDUCTED BY RADIO WINNERS ..................
SALES, PROMOTION, PROGRAMMING, ENGINEERING, MANAGEMENT, LEGAL ....WILL INVOLVE YOU...WILL SEND YOU HOME WITH HUNDREDS OF NEW, PROFIT-MAKING IDEAS, WITH THE ANSWERS TO WHAT IT TAKES TO BE A WINNER.

see the winners:

THE MAJOR SUPPLIERS OF BROADCAST EQUIPMENT AND SERVICES WILL BE DISPLAYING THE VERY LATEST INNOVATIONS AND IDEAS IN THE MAMMOTH EXHIBIT HALL AND IN THE SCORES OF HOSPITALITY SUITES.....AND FOR RADIO BROADCASTERS ONLY!

BRING YOUR STAFF AND BRING YOUR WIFE. ATLANTA IS ONE OF AMERICA'S MOST EXCITING CITIES AND YOU'LL HAVE PLENTY OF TIME TO EXPLORE THIS NEW METROPOLIS OF THE SOUTH.

We'll see you in Atlanta....
with the WINNERS

MARRIOTT HOTEL, ATLANTA, GEORGIA SEPT. 17-20, 1975

FOR RESERVATIONS & INFORMATION: 212-869-8873
NATIONAL ASSOCIATION OF FM BROADCASTERS
500 FIFTH AVENUE, NEW YORK 10036
**Closed Circuit.**

**Insider report: behind the scene, before the fact**

**Hill odds**

What’s outlook for pending legislation of vital interest to broadcasters now that Congress is about to return? On scale of zero to 100, informed Washington observers were asked to rate chances for most important bills in either or both houses, as set forth in Broadcasting’s weekly “Where Things Stand.” Here are results:

1. License renewal bills, 40% chance of enactment.
2. Performers’ royalty (essentially Senator Hugh Scott’s [R-Pa.] bill), 4%. (3) Copyright, 50-50. (4) Creation of consumer agency without authority to intervene in FCC license renewal proceedings, 75%.
3. Fairness doctrine repeal, zero, but gaining support.
4. Five-year public broadcast funding, 30%.
5. Repeat of Section 315, zero, but exemption for presidential and vice presidential candidates, 80%.
6. Broadcast origination from Senate and House chambers, zero.

**No longer spice of life**

ABC-TV, CBS-TV and NBC-TV did more variety-experimenting than usual this summer to try out potential second-season formats, but apparently it was all to no long-term avail, as evidenced by national Nielsen ratings. Gladys Knight and the Pips (NBC), Joey and Dad (CBS), and Keep on Truckin’ (ABC) bombed out earlier this summer (Broadcasting, Aug. 4). In last few weeks, Manhattan Transfer (CBS) has averaged dismal 22 share in two outings and NBC’s Ben Vereen even worse at 21 share average for two Thursdays. The Dick Cavett Show (CBS) opened Aug. 16 with sub-par 13.3 rating and 28 share.

ABC’s The Jim Stafford Show looks strongest with 32 share average in three times out, but even at that it’s clobbered by reruns of Mannix on CBS (36 share average in direct competition with Stafford). Consensus is that no Sonny and Cher or Tony Orlando and Dawn or Mac Davis (previous summer replacements that did well enough to end up on regular-season prime-time schedules) will emerge from this year’s crop.

**Cry for help**

White House press attaches attest that broadcast news directors are tenacious breed where presidential appearances are concerned. After President’s local television appearances fortnight ago, word went out (“Closed Circuit,” Aug. 11) that he would be available for similar appearances on future travels as time allowed. Then roof caved in with requests for interviews singly or on TV hookups, live or taped, from coast to coast.

Margita White, recently installed as assistant press secretary with responsibilities including special media arrangements, hastens to explain that all requests cannot possibly be honored, that President’s tight schedule must be adhered to with breathing room allowed for unforeseen developments, and priorities assigned with eye toward equitable balance. She says all requests will be acknowledged in due course but that miracles should not be expected.

**Threat in California**

Hot item for discussion at Nov. 11-16 Western cable show is proposed California formula for assessing personal property taxes for cable system operators. State Board of Equalization has distributed to county assessors schedule that would tax cable systems on income generated from property, rather than value of property itself. Scheme would hurt older, more mature CATV systems that have established cash flow, while new systems with extensive capital outlays and few or no subscribers might see relief.

Some California cablemen say proposed tax scheme could double or triple their taxes, a threat in dollar terms worse than current phone and utility pole-attachment battles. Cable interests will get another crack at input along with county assessors before equalization board makes final decision. Beyond that, only reprieve is “litigation or legislation,” said one cable operator.

**Daily ‘Bandstand’**

Capital Cities Communications Inc. will reportedly produce new daily, 90-minute version of Dick Clark’s American Bandstand. New Bandstand is set to begin in mid-September on Golden West’s KTLA-TV Los Angeles and Capcities’ WPVI-TV Philadelphia, taping to start at KTLA-TV on Sept. 7. Capcities is still shopping around for syndicator to distribute Bandstand, which will maintain format of young people hopping to records, with occasional guest stars mooting their latest hits. Dick Clark will be involved in show’s production but will not be M.C. Mr. Clark still hosts 60-minute American Bandstand Saturday afternoon on ABC-TV.

**Author**

FCC Commissioner Benjamin Hooks is alive and well and writing a weekly newspaper column. If all went according to schedule, he was released from Baptist hospital in Memphis yesterday (Aug. 24). He had suffered discomfort recently from intestinal disorder that has occasionally troubled him for 20 years, he said, but was pronounced fit after hospital tests last week.

Commissioner Hooks has begun writing weekly newspaper column gratis for Black Newspaper Publishers Association, which in turn distributes columns to black publications all over country. They’ve been published, commissioner said, in about 100 papers so far. He does not confine columns to communications. He writes about black problems in general as spirit moves him.

**Command performance**

Predictably biggest assemblage of broadcasting brass anywhere in U.S. this fall will be found in New York Sept. 16. That’s date set for International Radio and Television Society’s kickoff “newsmaker” luncheon of new season, traditionally addressed by incumbent FCC chairman. Topmost leaders of broadcasting and broadcast advertising invariably turn out. Current Chairman Richard E. Wiley has not said what he’ll talk about, but chairmen normally use occasion to ventilate major policy matters.

**Trouble shooter**

Peter S. Willett, UPI vice president in charge of broadcast services, has been temporarily detached from broadcast duty to take charge of UPI’s information storage and retrieval (IS &R) system and get it running smoothly. UPI newspaper services and broadcast wire all feed into and through IS &R computer, which lately has been having problems. Mr. Willett is no stranger: Before taking over broadcast side 10 years ago, he headed UPI computer services. While he’s on special duty, expected to last several weeks, broadcast operations continue under Frank Sciortino, UPI Audio bureau manager, and Bill Ferguson, editor, broadcast wire services.

**Mind stretchers**

What’s ahead for television, broadband and cable 15 years from now? That’s hot question put to score of leaders, scholars and other opinion makers in those or related fields by National Association of Broadcasters. Those views, on tape, will be presented at six seminars for TV executives in October and November in Atlanta, Boston, New Orleans, Chicago, Denver and San Francisco.

Seminars will be in two parts: first half devoted to television as it is today, second to what’s likely to happen between now and 1990.
AND THE BOOM GOES ON  □ Preliminary FCC figures on broadcast revenues in 1974 confirm record highs for broadcast sales, total revenues and profits, despite similarly record-breaking expenses. Local station sales pass the billion-dollar mark; news for the networks is also upbeat. PAGE 25.

RADIO GOING OWN WAY ON LICENSE RENEWAL? □ That could happen if new project announced by National Association of FM Broadcasters is successful. Organization is drafting radio-only bill to escape association with TV "dragon." It's expected to be regulatory showcase of upcoming Atlanta convention—whose welcome mat is spread for AM broadcasters as well. PAGE 26.

MORE ON 'STAR' CLIFFHANGER □ Allbritton offers $28.5 million for all of Washington Star and its associated stations, but controlling directors reject him. They'd like to find another way out of their present bind. PAGE 27.

FUNNY YOU SHOULD ASK □ The FCC's voluminous response to Congressman Moss's many questions was made public last week, as was the FTC's. Included: some interesting financial figures for largest broadcast companies, data on internal staff appointments and travel budgets. PAGE 27.

KRAMER VS. WELLS □ Activists detail voting record and financial activities of former FCC commissioner now a broadcaster and leading contender for director of OTP, Robert Wells, in effort to derail nomination. PAGE 28.

LOCAL TELEVISION NEWS '75 □ The news in newcasting at the local station level: speed through technological improvements; diversity through expanded formats; greater access to the newsroom and the airway for women and minorities. The stations' assessments of their outstanding efforts afford the material for a special report. PAGE 33.

THAT ADVERSARY RELATIONSHIP □ From Chief Justice Warren Burger and the American Bar Association come pronouncements on the tension existing between the courts and the press. Mr. Burger says current conflicts over gag orders will pass, but the "permanent tension" in the relationship is not likely to change. ABA rejects proposal to lift ban on TV trial coverage, urges repeal of equal-time rule; its gag rule is declared illegal. PAGE 50.

TVB AND REPS AGREE □ A restructuring of the Television Bureau of Advertising, giving reps a leg up, enlists 23 of them—that represents 99% of all rep-placed national spot TV. Independents, station- and network-owned reps will quit in-fighting, according to TVB, ending period of general dissatisfaction. Spot will no longer get short shrift, executives say. PAGE 54.

BUYING IN BULK □ Satellite networking is an expensive venture, and not many cable companies can go it alone. Transcommunications Corp. plans to gang up companies in bulk orders of 20 or more earth stations, at reduced costs. PAGE 60.

MINNESOTA CABLE CONFLICT □ Resolution asking for state cable commissioner's resignation is only first shot to be fired, says Minnesota Cable TV Association. Robert J. McDonald is group's target. PAGE 60.

GUILD ACTIVISTS □ Producers, directors, writers and possibly syndicators, too, are talking up the idea of a lawsuit attacking the family viewing rule on First Amendment grounds. PAGE 62.

RETURN TO THE CLASSICS □ Starr Broadcasting will continue to operate WQV (FM) New York, with a reinstated classical music format, until the FCC approves transfer of the station to GAF Corp., which promises to continue programing in that vein. Citizen groups concur in agreement. PAGE 62.

ALL ELECTRIC □ Comments filed at the FCC last week express broadcasters' and engineers' approval of proposed rules for automatic transmission systems. Role of operators, levels for shutdowns and technical nature of rules are questioned. PAGE 64.

EBS REQUIREMENTS □ Type acceptance of the transmitter for Emergency Broadcast System equipment will be required under the FCC's tougher rules, as will certification of the receiver. New two-tone signal hardware must be installed by April 15, 1976. PAGE 66.

NCCB PILOT PROJECT □ Nicholas Johnson's National Citizens Committee for Broadcasting is studying the performance records of Ohio and Michigan TV stations. Project could become a routine at renewal. PAGE 68.

EEO PROPOSALS SCORED □ Office of Communications of the United Church of Christ denounces as "racist and sexist" the FCC's proposed EEO reporting requirements. Dr. Parker and group file FOI request for look at staff studies. PAGE 68.

MIDDLEPERSON TO ANCHORPEOPLE □ As president of Broadcast Personnel Inc., New York, Sherilee Barish is in a position to know the trends in broadcast news. "Characters" are in demand, she says: sports people, meteorologists, personalities with "warmth" and female co-anchors. PAGE 91.
“WGN Television? It's the Cubs, neat movies... and a lotta other stuff. Everybody knows that!”
A day, like anything else, starts best with orientation. And after all that's happened around the world while we've slept, it puts things in focus to wake up to the "CBS Morning News with Hughes Rudd and Bruce Morton." It's the first and only hour-long news broadcast on network television.

Rudd and Morton have the overnight news-breaks—new peace talks in the Middle East, silencing the opposition in India, the decision to destroy Ruffian. Along with hard news, the "CBS Morning News" is an eye-opening flow of interviews, comment, economic highlights—and special-subject reports which it has raised to a journalistic art-form. Through its coverage of world capitals, the concerned citizen has an intelligence service of his own, probing through the maze of government.

Hughes Rudd brings to the morning news the insights of a distinguished career—as correspondent and bureau chief in news centers from Chicago to Moscow, from Cairo to Saigon. He's a straightforward newsman and tongue-in-cheek wit—no autocrat of the breakfast table. Bruce Morton, co-anchor-man and top professional in the journalism of government, reports from Washington. They're joined, for on-the-spot reports and analysis, by the worldwide CBS News team of correspondents and cameramen.

The "CBS Morning News" clears the waking mind and helps prepare it for the day's decisions: for commitments to plans and positions and for investments of time and money. Along with other broadcasts of CBS News, it effectively serves the goal of journalism which Walter Lippmann conceived as—a picture of reality upon which men may act.
Top of the Week

TV defied economy and set new records in 1974

Even while expenses hit new highs, sales and profits outdistanced them

Despite the combination of recession and inflation, television in 1974 set a new record in sales, a new record in total broadcast revenues and a new record in profits.

Preliminary FCC figures, obtained by Broadcasting last week, show a succession of all-time high marks—among them a new record in broadcast expenses as well.

Pre-tax profits rose 12.9% above 1973's levels to reach $737.1 million, according to the preliminary figures, which cover reports for the three national networks and 694 stations (see table). The 1973 report covered the three networks and 692 stations. Profits in that year were up 18.3% from 1972.

The three networks showed a 21.8% gain in profits—a total of $225.1 million from $184.8 million the year before.

The FCC does not break down results for individual broadcasters, but unchallenged figures circulated last week indicated network pretax profits were divided as follows:

CBS-TV, $110 million (on revenues of $650 million) compared with $88.2 million (on $497.2 million) in 1973;

NBC-TV, $66 million (on $590 million) compared with $60 million (on $471.2 million) in 1973;

ABC-TV, $49 million (on $550 million) compared with $36.7 million (on $436.4 million) in 1973.

The networks' 21.8% rise in pretax income was accomplished on a 9% increase in gross sales to advertisers—which pushed that total past $2 billion for the first time—and a 10% increase in total broadcast revenues—and despite an 8.3% rise in their total broadcast expenses, which exceeded $1.32 billion. The 21.8% increase was far short of 1973's 66.6% gain in profits, however.

For networks and stations combined, gross advertising sales, which passed the $4-billion mark in 1973, advanced another 8.8% to approach $4.4 billion—as had been forecast a year ago (Broadcasting, Sept. 2, 1974).

And, as had also been forecast, local television sales passed the billion-dollar level for the first time, climbing 8.6% to

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First take on TV's 1974 financial data

<table>
<thead>
<tr>
<th>National networks</th>
<th>15 owned-and-operated TV stations</th>
<th>679 other TV stations</th>
<th>Total networks and 694 stations</th>
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<td>Million dollars</td>
<td>% change over previous year</td>
<td>Million dollars</td>
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1 Includes 60 stations of which 25 of which filled combined reports with their parent stations
2 Includes payments from networks other than ABC, CBS or NBC.
3 A part of the increase in local sales for both the network owned-and-operated and all other stations is due to a change in the way some stations classified national and local sales in 1973. These stations separately reported local sales some sales that would have been classified as national/regional in prior years. Although the full extent of this shift is unknown, comparisons of 1973 data for these categories with data for prior years should only be made with this in mind. These shifts would not affect total nonnetwork sales and year to year comparisons would be valid.

Note: Last digits may not add because of rounding.

( ) indicates decline.
for $269.5 million, 6.2%, and revenues advanced 8.1% reaching $3,039,200,000.

The 679 nonnetwork-owned stations covered in the report showed a 11.2% increase in pretax profits, which totaled $406.3 million as compared with $365.4 million the year before. In 1973 the gain was 7.8%.

Their sales to national and regional advertisers increased 9.7% to $1,049,700,000 and their sales to local advertisers rose 8.4% to $887.2 million. Their network compensation also went up, by 6.7%, to $206.2 million. (Networks' payments to their owned-and-operated stations advanced at a slightly lower rate, 5.9%, to $37.4 million.)

In total, the nonnetwork-owned stations had broadcast revenues of $1,855,200,000, or 10.9% more than in 1973, while their broadcast expenses amounted to $1,448,900,000, an increase of 8%.

The 15 network-owned TV stations are shown in the preliminary report with pretax profits of $105.7 million, up 2.8% from 1973's $102.8 million. Their local sales were up 10.4%, to $125.2 million, while their national and regional spot sales advanced 4.8% to $286.4 million.

Total broadcast revenues for the 15 stations were put at $375.2 million, a gain of 6.2%, and total broadcast expenses at $269.5 million, up 7.7%.

The FCC's report also shows increases for advertising agencies and station representatives. Their commissions on the year's business totaled $702.4 million, or 9.3% more than in 1973. FCC does not break down such figures between agencies and reps, however.

The 1974 report comes at a time when broadcasters are already predicting further sales advances this year and, consequently, more new records (Broadcasting, Aug. 18). The Television Bureau of Advertisers, for example, has reported gains of 8% each in spot and network sales and 11% in local. Nobody is saying what will happen to profits, but if sales equal to TVB forecasts and expenses are kept to no more than this year's 8% rate of increase, the 1975 pretax profits picture should also be solidly black.

NAFMB starts drive for radio-only renewal bill

It says association with TV is deterrent to relief for radio

A move to divorce radio from TV in license-renewal legislation and concentrate on a radio-only bill was announced last week by the National Association of FM Broadcasters.

"We want to be separated from the TV dragon," said Abe Voron, NAFMB executive director.

He said the NAFMB intended to put "a major effort" behind the drive and already has the support of the Association of Public Radio Stations. "We expect the support of other radio-oriented organizations," he added.

Mr. Voron said NAFMB officials had talked with "quite a few" congressmen, including a number who support national broadcast renewal legislation, and "we've had a sympathetic hearing wherever we've raised the subject." Though none opposed the idea of separate treatment for radio, he said, the legislators would not commit themselves without seeing the specific legislation.

He hoped a bill would be ready in about 90 days. He said Washington people employed by NAFMB and the Association of Public Radio Stations to work on the radio multi-channel bill have been analyzing pending renewal legislation. With that input, he said, Thomas Schattenfield, Washington attorney and NAFMB general counsel, can start drafting the measure shortly after Labor Day.

"I expect it will take about three months to get all the elements put together and drafted and polished," Mr. Voron said.

He emphasized that "we're not talking about a license in perpetuity. We're quite ready to submit to periodic scrutiny. What we want to eliminate is the potential for harassment that exists in the present arrangement. To me, the term of the license—whether it's three years or four or five—is less important than knowing that the license is secure if you've done a good job."

Mr. Voron also said he expected to discuss the legislative plans further at the NAFMB's National Radio Broadcasters Conference and Exposition at Atlanta next month (Sept. 17-20) and that he was also looking forward to getting "some feedback" from the 1,200 to 1,400 FM and AM broadcasters expected there. (Last year, an estimated 20% of the conference attendance were AM-only broadcasters, and Mr. Voron said that in reservations thus far this year the proportion seemed to be running a little higher.)

New attempt to rescue 'Star' is rejected by old families

Allbritton offers to buy it all, phase out crossownership for FCC; he alleges dividends have been steadily paid while paper founders

Joe L. Allbritton, the Texas banker whose attempt to obtain control of the Washington Star and its associated broadcast stations has been frustrated by the FCC's refusal to waive its crossownership rules without a hearing, made and lost a bid last week to buy out the whole company under a phased divestiture intended to extricate the case from hearing. Last Thursday (Aug. 21) directors representing control of the stock of Washington Star Communications Inc., the parent comp-
Mr. Allbritton's tender offer was conditioned on his acquisition of at least 80% of the company's stock (by Aug. 27), on FCC approval of a promise to bring the Star company into compliance with crossownership rules within five years, on the FCC issuance of tax certificates that would permit deferral of federal income taxes on the divestitures, and on the absence of any court appeal or stay of the FCC's orders. Another condition specified that Mr. Allbritton could withdraw his offer in the event of a material decline in the fortunes of the company. If the conditions were not met or waived by next Jan. 30, the deal was to be off.

Nine of 12 directors on the board of the Star parent company voted to recommend to all stockholders that the Allbritton offer be defeated. Letters were sent to Mr. Allbritton by Godfrey W. Kauffman, president and a director of the firm, it was said that the nine opposing the proposal and their families owned 10,448 shares, or 52.8% of the stock outstanding.

The three other members of the board are Mr. Allbritton, John Clifford Folger, a Washington station owner who was Mr. Allbritton's designated member of the board, and Willmott Lewis Jr., vice president and business manager of the newspaper.

Mr. Kauffman told the stockholders that he and the like-minded directors had concluded that the conditions imposed by Mr. Allbritton were unlikely to be met. "In essence," he wrote, "the tender offer could perpetuate until Jan. 30, 1976, the uncertainties that presently exist. This is not in the best interest of [the] newspaper or Communications' shareholders."

Mr. Kauffman made no comment in his letter about how he and fellow directors felt about the price that Mr. Allbritton offered. Earlier he had told a Washington Post reporter: "It's not a good offer price-wise, but it's not a ridiculously low offer." He said appraisers had evaluated the Star broadcast stations at $44-50 million.

In his tender offer, Mr. Allbritton said he planned to finance his acquisitions through loans already arranged with an unidentified bank.

Mr. Allbritton announced his tender offer last Monday (Aug. 18) with a statement expressing despair at arriving by other means at an accommodation with the Star stockholders.

In the tender offer Mr. Allbritton said his intention would be to dispose of WMAL-AM-FM-TV Washington and one of the two Lynchburg, Va., properties, WLYA-AM-TV. No mention was made of the other station in the Star portfolio, WCVTV (TV) Charleston, S.C., which presents no problem under the crossownership rules. Mr. Allbritton did not, however, rule out disposing of the Star, if conditions were to require that course of action, though he reasserted his desire to "preserve and revitalize" the newspaper.

The new Allbritton strategy was adopted in the hope of freeing the proposed transfer to the Star company control. He stated that the Star had imposed three weeks earlier (BROADCASTING, Aug. 4). After the FCC set the original waiver application for an "expedited" hearing, Mr. Allbritton began negotiating with the major stockholders for ways to accommodate the FCC. As he said in the tender offer last week, a hearing could take a year or more and then be subject to court appeals that would extend the time of ultimate decision still further.

The negotiations with present owners of the Star company "have not been fruitful," Mr. Allbritton said last week. In the tender offer he also disclosed that he had been at odds with other directors of the company—owned by 105 stockholders who are mostly members of or married into the Adams. Kauffman and Noyes families who have owned the newspaper for three generations—over the payment of dividends. At a board meeting last May 22, Mr. Allbritton said, he had submitted a statement formally questioning the continued payment of "substantial cash dividends" to stockholders while the money needed was set aside the Star. From sources it was learned that the family representatives protested that the dividends were the main sources of support for a number of the stockholders. Elsewhere in the tender offer, Mr. Allbritton said the current rate of dividends was $3.50 per month per share. At that rate, the company has been paying $8,324,400 a year in dividends on the 19,820 total shares outstanding. The Star is reported to be losing as much as $1 million a month. Its losses were reported running about $400,000 a month last fall when Mr. Allbritton took over the station. The broadcast properties are reported to earn about $5 million a year collectively.

Mr. Allbritton's tender offer of $1,600 a share for the 17,846 shares owned by others was well under the $2,300 per share he agreed to pay under his original contract to acquire 7,018 shares and de facto control of the company. At the time the contract was accepted by the Star stockholders last May 24, Mr. Allbritton also acquired 1,982 shares or 10% of those outstanding—as the first part of his deal, in exchange for a loan of $5 million. The acquisition of the other 7,018 shares at a total price of $16,141,000, would have given him 33.52% of the common stock of the company. He also agreed that at the closing he would lend the company another $4.3 million, secured by bonds bearing interest of 6% a year and convertible in five years into common stock at a value of $2,300 per share. That would give Mr. Allbritton 37.85% of the company.

The FCC’s response to one question, for example, revealed that in 1973 the largest four broadcast companies in television—the networks and Westinghouse Broadcasting—accounted for 53% of the TV industry's total revenues: They generated about $1.8 billion out of a total $3.5 billion. The largest eight companies represented 59% of the total TV revenues. In order of size, from largest to smallest, the other four companies among the top eight in TV were Metromedia Inc., Capital Cities Communications Inc., Storer Broadcasting Co. and RKO General Inc.

The networks combined made $1.758 billion in revenues in 1973, according to figures already known (BROADCASTING, Sept. 2, 1974). Subtracting the networks' revenues from those of the four companies reveals that Westinghouse Broadcasting had $74 million in revenues in 1973.

In terms of profits in 1973, the top four were the same as those for revenues, but the next four were different. In order of profit size, they were Capital Cities, Storer, Cox Broadcasting Corp. and Taft Broadcasting Co.

The radio industry, according to the FCC response to the questionnaire, was considerably less concentrated in 1973 than the TV industry. The largest four in revenues generated only 9% of the total radio revenues ($130 million); the largest eight had 13% ($200 million).

For revenues, the largest eight radio companies, in descending order, were CBS, ABC, Westinghouse, RKO, Metromedia, Capital Cities, NBC and Golden West Broadcasters Inc. For profits, the eight in radio, in descending order were ABC, Westinghouse, RKO, Capital Cities, Metromedia, Storer, Cox and LIN Broadcasting Corp.

The FCC response also showed that the television industry had $1.7 billion invested in TV facilities in 1973 (it is based on "original cost" figures). The total value of radio facilities, according to the FCC was about $1 million in 1973.

The FCC provided no data on revenues or plant value for the cable industry because all the data it has collected on those
subjects "is considered hopelessly inaccurate," the commission response said. It said it will have compiled reliable data by early 1976.

In response to another question, the FCC said that four of the six commissioners who departed the commission in the last five years are now employed by communications companies or law firms doing communications business. The four include Cox, now senior vice president with MCI, counsel to the communications law firm of Haley, Bader & Potts, and retained by the National Association of Broadcasters as counsel to appeal the pay-cable antithesping rule; Dean Burch, now a member of Pierson, Ball, Dored; a communications law firm; Robert Wells, now chief with the Harris Radio Group, Garden City, Kan.; Thomas J. Houser, counsel to the law firm of Siddy & Austin, Chicago.

The FCC also said there are possibly eight commissioners who served in the last five years who came from employment uncomparable to industries regulated by the FCC. It was one of three who did, including one present commissioner, James Quello, formerly of Capital Cities Broadcasting. The other two are past commissioners Robert Bartley, who worked for the National Association of Broadcasters, and Robert Wells, who came to the commission from Harris Radio.

The commission noted five other past and present commissioners who had worked for law firms before joining the commission, but it said it has no records of their being paid by communications industries prior to joining the FCC. Several of the Moss subcommittee questions probed the depth of White House political involvement in agency affairs. The FCC is an independent regulatory agency.

One FCC response revealed that in the last five years, prior to the start of Richard Wiley's chairmanship March 1974, six high-level staff appointments were sent to the White House for its approval. None has been referred to the White House since March 1974. Mr. Wiley, however, was not disturbed that some might draw the implication that he is somehow cleaner than his predecessor, Dean Burch, during whose term the six names were referred. Mr. Wiley said he gave no order to stop the practice and that the White House has not asked to clear any names since he became chairman.

The appointments the FCC listed as cleared through the White House were David Kinley as deputy chief of the Cable Bureau, July 1973; Anthony Thompson as legal assistant to Mr. Burch, Oct. 1973; Mr. Kinley as chief of the Cable Bureau, Charles Higginbotham as chief of the Safety and Special Radio Services Bureau; Walter Hinchman as chief of the Common Carrier Bureau and C. Phyll Horne as chief of the Field Operations Bureau, all Jan. 1974.

The response to another question shows that the FCC's travel budget has grown by about $100,000 annually over the last five years, from $352,150 in 1971 to $703,000 in 1975.

Responding to a question on industry records, the commission issued figures which show that the average fine issued by the Broadcast Bureau dropped substantially in fiscal 1975 after a steady rise during the previous four years. Although 212 notices of apparent liability were issued in 1975, nearly twice the amount issued in 1974, the total dollar amount decreased from $196,350 in 1974 to $195,000 in 1975. The average fine was $919.81 in 1975 compared to $1,663.98 in 1974.

Not all of the questions the FCC did answer were made available to the public last week. Most of the answers withheld (there were seven) involved discussions of budgetary or legislative proposals not yet firmed or personal information about FCC employees. The Freedom of Information Act provides nine circumstances under which an agency is permitted to withhold information from public disclosure. In each instance where it withheld answers to the Moss subcommittee questions, the commission invoked one or more of those FOI Act exemptions. Most commonly invoked were the exemption permitting withholding of internal memoranda, the exemption permitting withholding of personnel files and that permitting withholding of personnel rules and practices.

The Federal Trade Commission also made its answers to the Moss subcommittee questionnaire available to the public last week.

From its new management information system, the FTC calculated the time required for disposal of agency proceedings. Assessed were 1,427 commission of matters pending on July 1, 1974, and July 1, 1975, the average age of preliminary FTC investigations is 9.7 months, reduced from 14.8 months the year before. The average age of formal investigations is 22.1 months, compared to 36 months in 1974; and the average age of litigated matters is 23.9 months, compared to 39 months a year ago.

The FTC provided its travel budget for the last five years without details of what was actually spent, saying instead that vouchers would be provided if desired. Travel for fiscal 1975 was budgeted at $1,038,000. That's up $411,000 from the FTC's fiscal 1971 budget of $727,000.

Of the oldest 20 proceedings still before the agency, fourteen involve antitrust actions; two deceptive sales practices, one deceptive acquisition and one misrepresentation of business opportunities. Two others involve deceptive advertising—a case opened in February 1973 against Ameri-
MOVE OVER, MOUSE-
HERE COMES
"THE MONKEES"!

"The Monkees" — the merriest, madcap series ever made — has always kept audiences glued to the TV. Wholesomeness and family fun made them huge successes on network television. Now in syndication, "The Monkees" is sure to be one of the biggest hits of the new season. Call Columbia Pictures Television to find out how easy a Monkee can move a mouse, or a house, or a market full of households.

"The Monkees" 58 episodes in color distributed exclusively by
COLUMBIA PICTURES TELEVISION
A division of Columbia Pictures Industries, Inc.

Pre-sold in 7 major markets: KBHK-TV San Francisco/WFLD-TV Chicago/WKBS-TV Philadelphia/WKBD-TV Detroit/WLVI-TV Boston/KDNL-TV St. Louis/WDCA-TV Washington, D.C.
attack by challengers.

The report claimed that in contrast, Mr. Wells declined to use that yardstick in noncomparative renewal hearings, where charges were brought by citizen groups. "Mr. Wells was indifferent to virtually all concentration issues raised by station trading," the report goes on to say. He would not interfere with transfers regardless of the local, regional or national concentration-of-control issues involved, the report added.

In the instances where Mr. Wells wrote a majority opinion for the commission denying renewal, said the study, it was always on the grounds of technical failures, fraudulent commercial practices or misrepresentations to the FCC. He never voted for sanctions against large group broadcasters, added the report.

With regard to cable television, the report claimed, Mr. Wells "consistently" voted against cable operators or any expansion of cable service. He dissented in all cases involving a direct broadcaster/cable operator confrontation such as signal importation or exclusivity protection and Mr. Wells dissented to even taking up the three major cable rulemaking (distress signal importation, federal/state/local state cable regulation and program availability) initiated during his tenure, noted the report.

With respect to the fairness-doctrine issue, Mr. Wells opted in virtually every proceeding (11) for lesser burdens on licensees and against citizen groups seeking greater diversity, said the report. In only two fairness-doctrine cases did Mr. Wells vote for the complainant. One case involved a political issue where then-President Richard Nixon had used prime time on five occasions to express administration views on Southeast Asia, and the other case was a nonproduct ad on the country's need for oil.

Another question raised by Mr. Kramer's study concerned Mr. Wells's commitment to equal employment opportunity and nondiscrimination. In the four years since Mr. Wells left the commission and has resumed "stewardship" of the five Harris stations, said the report, those stations still do not have a single full-time minority employee in a top level position. The record for women is "scarcely better," added the report.

Mr. Kramer's study acknowledged that there are many possible answers to some of the issues raised. What is emphasized, is there are many important questions that still need to be asked.

### BBDO Weighs Season That's About to Start

It sees action, comedy on ABC, 'balance' on CBS, same mixture on NBC that worked in 1974-75

ABC-TV, trying to catch up in the approaching fall season, "is beefing up the two areas that are the most popular this season," increasing action/adventure/mystery to fill exactly half of its evening schedule and expanding situation comedies slightly. It's not particularly dominant on any night but is scheduling to gather strength throughout the week, and it "does have a particularly strong movie list this year and could find renewed strength in many movie time periods."

Those evaluations are from BBDO's new "General Information Report: Nighttime Network Television," which it publishes annually, based on interviews with agency personnel just before the start of a new season. The year's volume also includes these views on the other networks:

- **CBS-TV** "has a balance of programming which the other networks do not. It looks to be dominant on both Monday and Saturday night," and with a strong movie to follow The Waltons it might take Thursday night as well.

- **NBC** "has the least over-all balance in programming" of all three networks but its proportions are about the same as those that succeeded for it during the past year: 50% action/adventure, 25% one-fourth drama, one-fourth situation comedy and movies. Friday will again be its strongest night: "Other time periods are strong but no other night dominates the schedule."

Actually, BBDO's examination of network trends in scheduling occupies only three of the new volume's 148 pages, which predominantly are devoted to statistical reports on program types, for example: summaries of trends within the different types, production credits on all regularly scheduled prime-time shows and short summaries of such topics as Bicentennial program plans, prime access time and family viewing time.

Over-all, the report said, action/adventure/mystery will be as strong as during the past year, occupying 40.9% of the nighttime schedule, while the rest of the time is divided 50-50 between general and family drama and situation comedies and movies. Movies, it notes, will be down by almost one-third, from approximately 30 half-hours a week to approximately 20.
Escalation □ Ideal Toy Corp., New York, is expected to spend estimated $9.36 million, most ever and predominantly in TV, in fall campaign starting this month. To be included: participations in prime-time and children's series and specials on all three networks, late-afternoon family shows on spot basis in 150 markets, reruns of "Evel Knievel" feature film in 50 markets. Company will also sponsor one-hour Search for the World's Greatest Impressionist, TV special, on spot basis. Ideal said fall campaign would exceed last year's—which other sources put at $8 million—by 17%. It includes some print advertising, but company traditionally puts most of its weight on TV. In 1974 it spent approximately $9 million in TV ($3.3 million in network, $5.7 million in spot), with over $7 million of that total in fourth quarter. Agency is Hellgotl, Towne & Silverstein, New York.

Jeep primed for push □ Latest in list of automobile manufacturers to begin placing spot TV schedules for fall line of cars is American Motors, which will sponsor campaign for Jeep, four-wheel drive vehicle, beginning Sept. 22. Spots will be fringe, prime time and sports 30's, will run for 10 weeks in most cities, aiming at men 18-49. Agency is Compton Advertising, New York.

Gleam in Firestone's eye □ Firestone Tire & Rubber Co., Akron, Ohio, reportedly is planning one-month TV campaign in 50-75 markets, starting mid-September. Sweeney & James, Cleveland, is agency.

Call again □ Southwestern Bell Telephone Co., St. Louis, is preparing fall television campaign that is expected to use approximately 135 stations throughout its area to promote long-distance calling, starting Sept. 8 and running through Dec. 28. Both 30-second and 60-second messages will be used. Campaign will encompass TV stations in Arkansas and Oklahoma and in St. Louis and Kansas City, Mo., and Dallas, Houston and San Antonio, Tex., areas. Agency: D'Arcy-MacManus & Masius, St. Louis.

Teens are target □ Warner Lambert's Listerex pimple cream (J. Walter Thompson, with media buys through Ted Bates) will blanket back-to-school radio market Sept. 8 for six weeks. National

buyes have been engineered with ABC's American Contemporary and American FM networks, and additional spot buys have been placed in top 30 markets.

Pizza push □ Libby, McNeill & Libby, Chicago, for its Spread and Heat pizza, will conduct campaign on some 60 TV stations in 29 markets for 13 weeks starting Wednesday (Aug. 27). Vitt Media International, New York, is handling placement, buying household ratings with emphasis on women 18-49.

Day and night □ Fall campaign to launch new Aviance fragrance of Prince Machabelli division of Chesebrough-Ponds, being prepared by Advertising to Women Inc., New York, will likely raise eyebrows among family viewing advocates. TV spots will make up major part of $2 million ad budget, largest for six-month-old agency founded by Lois Silverstein, Towne & Silverstein, New York.

Geraci Ernst. Spots will feature housewife, in kitchen, stripping off apron and rubber gloves and singing "I've been sweet and I've been good, I've had a whole full day of motherhood," and then switch to housewife in bedroom, spraying on Aviance and singing "But I'm gonna have an Aviance night." Spots will be introduced on fall opening of CBS's Cher variety series.

Cake campaign cooking □ General Mills, through Needham, Harper & Steers, Chicago, is buying 30-second TV availabilities in 18 to 20 markets for Ring Cake Supreme cake mix. Campaign is targeted at women 25 to 54, is tentatively set to start Sept. 8 and run about four weeks.

One good turn □ Kimberly-Clark Corp., Neenah, Wis., has given Kelly, Nason, New York, account for several new products. KN has handled K-C's broadcast and print advertising for feminine hygiene products for past year, will be working on radio and TV

Broadcasting Aug 25 1975
James Whitmore as Harry Truman. Fifteen hundred theaters will show film simultaneously for three days (Sept. 24, 25, and 26). Last Wednesday (Aug. 20) company held what it called "the first closed-circuit TV-marketing presentation for exhibitors in the history of the motion-picture industry." Presentation reached about 1,600 theater owners in 27 markets (originating stations were WNEW-TV New York and KCOP-TV Los Angeles).

Long lead, long spots □ Flambeau Products Corp., Baraboo, Wis., through Chicago-based A. Eicoff & Co. ad agency, will test-market new line of plastic cutting boards in three-week spot-TV campaign (featuring 90-second spots) in Sacramento, Calif., and Portland, Ore., kicking off first week in October. Results will be applied to $450,000 national TV-spot campaign planned for spring 1976 in such markets as Kansas City, New Orleans, Indianapolis, Milwaukee, Memphis, Tampa and Orlando.

Border crossing □ Frank T. Ross & sons Ltd., Toronto, will introduce its Weldbond adhesive in U.S. on spot TV in two unannounced test markets starting in October, then plans to take it national via TV beginning in January. Budget reported at $500,000. A Eicoff & Co., Chicago, is newly appointed agency for Ross.


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

I'd never admit it at contract renewal time, but these classics just seem to go right on and on, taking time periods right and left.

—JOHN A. EDGERTON
WBTV, Charlotte

#1 SUNDAY 12:30-1 p.m. with the entire family.
Over half the Homes, Adults, Women—every category—watches the winner. More than doubles it's lead-in with Adults.

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<th>Day parts</th>
<th>Total minutes week ended Aug. 3</th>
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Source: Broadcast Advertisers Reports

Broadcasting Aug 25 1975
When all the results were in, one was a Sigma Delta Chi Award.

Twice daily, five days a week, WSFA-TV airs editorials to thousands of Alabama viewers.

In one two-part series entitled “We Need a Jail,” Editorial Director Jay Lewis graphically described the overcrowding, inadequate security and run-down conditions that plague the Montgomery County Jail.

The editorials led to immediate improvements, and to a Montgomery County Grand Jury recommendation a few days later that a new jail be built. The Grand Jury report commended Editorial Director Lewis and the WSFA-TV news staff for their series, concluding with this comment: “The public interest is certainly well served by such accurate and informative programming.”

The editorials also led to a singular honor for Jay Lewis: the 1974 Sigma Delta Chi Award for Editorializing on Television, one of only three awards given this year in the field of television journalism.

At WSFA-TV, we’ve come to expect results when we editorialize, but this one was especially gratifying.

Because we believe as long as we can speak our mind, all Americans will remain free to speak theirs.
It's a tradition for our 10 PM NEWS to be #1. In all the above Arbitron Estimates we were #1 in TV HOUSEHOLDS . . . TOTAL PERSONS . . . TOTAL WOMEN . . . TOTAL MEN . . . METRO RATING . . . ADI RATING. Need we say more?
Technological improvements have rewritten some tenets of TV newsroom operations, but the basics of broadcast journalism still apply. Where time is a factor, innovative approaches to getting the story count. When thoughtful treatment of local issues demands insight, research is primary. Whether meeting Vietnamese refugees on an airstrip, uncovering questionable business practices or spotting a trend in lifestyles, TV newspeople showed it to the viewing public—and increasingly they showed it live. As the country gears up for the Bicentennial celebration, the people themselves are making news—are being seen and heard more often on local public affairs shows; the “town meeting” format is becoming TV’s version of popular democracy. Easing out of the Watergate era, local government remains under close scrutiny and investigative reporting enjoys continued attention, even respect. Regional networks are bringing common issues into focus and multiple city arrangements give election coverage added impact. Inflation fighting tips have worked into established formats, as weekly or daily features on many news programs. Consumer survival reports surface in every form, from extended documentaries on medical services to special reports on welfare, transportation and aging. The move from studio to newsroom has met with success in a number of stations. Outside the studio, ENG mobility is the last word.

... and now the news
Documentaries

There was continued emphasis this year on the minidocumentary or "magazine journalism" approach to local news with minicam capabilities and expanded time formats making way for nightly documentaries and in-depth follow-up stories. Investigative reports merge with public service newscasting when inefficient or unlawful practices are revealed to viewers. To tie together the piece-work that goes into daily news coverage, documentaries remain the predominant format.

Findings by a WCBW-TV Boston investigative team were compiled in a documentary and aired in April, titled *A Slow Death.* The asbestos-related deaths of more than 20 workers can be attributed to health dangers in two Massachusetts plants, the report showed. Both companies refused to allow the station's representatives to enter their plants, but through conversations with the employers, workers and health officials, the special uncovered inadequate protective measures, management's failure to compensate disabled workers and, paradoxically, the decision of endangered workers to stay on the job despite the many hazards.

A practical problem and an emotional issue on the local level is the shortage of replacement canning lids. WZZM-TV Grand Rapids, Mich., interviewed gardeners, small farmers, housewives, supermarket owners and the state assistant attorney general in charge of Michigan's investigation into the lid shortage. A day-long visit to the Ball Corp. in Muncie, Ind., was included in filming for the documentary, *The Case of the Missing Lids,* which aired in July at the height of the local controversy.

KDKA-TV Pittsburgh newsmen Bill Burns and cameraman Ed Romano were the only news personnel aboard the first flight of Vietnamese refugees flown to Fort Indiantown Gap in Harrisburg, Pa. The flight from Guam stopped for refueling in San Francisco, at which point the KDKA-TV news team met the plane and obtained clearance, on a space-available basis only, to board for the continuation of the flight. Waiting at the Harrisburg airport, where the KDKA-TV news crew had been kept guessing as to whether Messrs. Burns and Romano had made it, Governor Milton Shapp stepped forward to greet the refugees and, first out of the plane, the KDKA-TV team. Follow-up reports included the adjustment of the refugees to new homes, efforts to find them sponsors and the birth of the first baby at Indiantown Gap. A half-hour special, *The Refugees: People in Search of a Country,* aired the day after their arrival.

KPIX(TV) San Francisco claims an exclusive in connection with the same story: It was the only station covering the event live when the first plane load of Vietnamese orphans landed there.

In May, travelling well beyond its coverage area, WCTV(TV) Thomasville, Ga., filmed the arrival of the first Vietnamese refugees at Eglin Air Force Base, near Fort Walton Beach, Fla. A two-part report studied the logistical preparations being made and a typical day in the life of a selected Vietnamese family. A novel approach to consumer reporting was the brainchild of WNBC-TV New York's producer Ricki Stofsky. She devised a board game on the order of "Monopoly," called it "The Bureaucracy Game," and sent the fictitious "Buckless" family through a maze of red tape en route to obtaining food stamps. The graphic demonstration made understandable the complexities of seeking financial assistance from government agencies.

The live TV accounts in shocking visual detail of the June 24 plane crash at JFK International Airport brought media criticism to their feet with charges of sensationalism. The accident, which claimed 114 lives, occurred at 4:08 p.m., and that evening's news reports carried vivid scenes of the wreckage and the injured survivors. WNBC-TV New York presented live reports from a minicam unit on the runway, beating other units by 90 minutes. Another minicam crew picked up from Jamaica hospital, Long Island Jewish hospital, Mary Immaculate hospital, the Medical Examiner's Office in Bellevue hospital and from the Eastern Airlines terminal at the airport.

Alcohol abuse by minors was the focus for a documentary by WNGE(TV) Nashville, titled *The Cheapest High In Town.* Teen-age drinking as a replacement for drug use seemed a potential social problem and the station's early research confirmed the trend. Interviews with teen-agers were filmed without revealing identities—focusing on the speakers' hands, which, if not an original technique, proved an effective way to reveal emotions. The accessibility of alcohol to minors was documented by filming 15-year-olds purchasing beer in several local stores without being required to show an I.D. Interviews with police officials, parents of a youth accidentally killed by another drinking teen-ager, a clinical psychologist, a liquor industry spokesman, a teen-age alcoholic and a dorm supervisor at a correctional school rounded out the 30-minute program. Public apathy surfaced as a problem, confirmed in one sequence which showed the high school principal stressing there is no drinking problem on his campus; in the same school parking lot, on a tip from some students, the WNGE photographer filmed beer can litter, accumulated "during lunch break.

August is "Substance Abuse Month" at WKBD-TV Detroit. Rehabilitation experts appear in panel sessions on regular programming and a two-part documentary by WKBD-TV deals with drug treatment facilities and alcoholism in the Detroit area.

A five-part documentary series by WJB-TV developed out of Boston's most important news story last fall. South Boston, where public outcry against busing was strongest, became the focal point for *Southie,* designed "to tell the story of South Boston that had not been told ... to explain the make-up of the 40-thousand people who lived there, a great majority of whom had not taken part in anti-busing activities." For more than a month, newsmans Steve Schatz laid the groundwork for *Southie,* in neighborhood homes, bars, places of business and on the streets. The
five segments, once aired, were well received, prompting the station to compile them in a 30-minute special report.

Taking a cue from the movie "Jaws," WCIX-TV Miami found, by checking with South Florida lifeguards, that the wave of popular indulgence in cinema myth has reached tidal wave proportions. Although beaches are as crowded as ever, the number of bathers venturing into the surf has dropped dramatically. This finding prompted a series of reports by reporter Diana Lee, who went shark fishing, donned a wet suit and gave a first-person account.

Another WCIX-TV feature involved reporter Allan Hoffman, who found a local private blood donation center was overbleeding donors. Federal law limits the amount of blood that can be taken from a person, and, by sustaining cuts, bruises and loss of blood. As a result of the reports, WCIX-TV says the center is now closed and Mr. Hoffman's assault-and-battery charge is still pending.

Sensing a scoop in Mayor Paul Soglin's tour of Cuba, WISC-TV Madison, Wis., general manager George Stantis brought a reporter-photographer team through the red tape to secure visas and passports. Arrangements were made to ship film through the CBS News Mexico City bureau. However, only one of three scheduled shipments made it to WISC-TV, due to a Cuban secret service mishap. Telephone reports were broadcast and, on their return, the documentary, Soglin y Cuba: A Journal, aired in prime-time.

The International Women's Conference June 25-July 4, last drew KPJX-TV San Francisco to Mexico City. Reports on daily events and sidebars on various issues were cycled weekly on Group IV Network world and, by focusing on the California delegation, KPJX provided unique coverage to the Bay Area.

A federal grant and cooperation from the Arkansas League of Women Voters backed KAIT-TV Jonesboro, Ark., in researching an ecology problem that claims priority status in rural areas. Trash: A Resource Out of Place, required six months of research and two weeks of shooting, focusing on KAIT-TV's coverage area but taking in other parts of the state. The film has been seen by students of six colleges and universities and in 35 public schools.

Three documentaries produced by WBRZ-TV Baton Rouge, La., were based on contributions by Louisianians to the development of other states and countries. In an ambitious effort for a medium-size station, crews were dispatched to Managua, Nicaragua, to do a story on the rebuilding of the earthquake-shattered city; to the Amazon jungle of northern Peru for an hour documentary on the explorations for oil; and to Alaska for an hour documentary on the North Slope oil drilling and the Alaska pipeline. Many Louisianians are involved in Alaska, the station pointed out, as a result of their experience in the state's Atchafalaya swamp country where oil was discovered years ago. The documentaries told the stories of the lives and work of those involved, the effect the sudden influx of workers, material and money is having on frontier and foreign areas and the construction and drilling projects themselves.

Local politics have taken on added interest nationally in the post-Watergate era, but the Baltimore county executive race claimed special significance. The last two elected officials to that office were Dale Anderson, currently serving a federal prison sentence for extortion, bribery and conspiracy, and former U.S. Vice President, Spiro T. Agnew. WJZ-TV Baltimore presented a live debate Nov. 1 between the two contenders for the post last year and paid special attention to the Maryland general election, with the governor's former wife, Barbara Mandel, as guest commentator.

Post-Watergate reaction has prompted sometimes zealous attention to evidence of corruption. Stopwatch and silent camera in hand, WTAJ-TV Altoona, Pa. newsmen Jon McClintock and Ed Rose set out to prove that inefficiencies of local municipal workers were costing the city heavily. By chronicling the comings and goings of workers each day, a consistent pattern of extended coffee-breaks was uncovered, the streets director was confronted and the result was a tightening of work policy. Letters to the station, "most favorable," have prompted numerous suggestions for similar features.

Bob Kaplitz, reporter for WFMY-TV Greensboro, N.C., has won two major awards and has been nominated for several others for his investigations into allegations of corruption in the High Point, N.C., police department. His persistence forced a government investigation and ultimately the police chief's resignation. News Director A. Rabun cites one complicating factor: a $7.5-million lawsuit filed against the station. "Of course," he says, "that has since been dismissed."

Some of the most damning evidence on the affairs of Florida State Treasurer Thomas O'Malley was reported by WPLG-TV Miami's Clarence Jones. Mr. Jones was the first to report a grand jury's finding of a $40,000 slush fund which, with other disclosures, led to Mr. O'Malley's impeachment and resignation.

WMAL-TV Washington takes credit for triggering the investigative reporting that culminated in the resignation of Representative Wilbur Mills as chairman of the House Ways and Means Committee. Exclusive film footage shot by Larry Krebs, the city's only roving night cameraman-reporter, broke news of the Tidal Basin incident nationally, pursuing the story from his eye-witness account to park police headquarters, and from officials' silence to denial to confession of the facts as Mr. Krebs reported them. The exclusive film was later released to ABC, CBS, NBC, Television News Inc. and to the wire services.

Even before it was announced that President Ford would attend the opening of the Bicentennial at Boston's Old North Church, WBS-TV has received permission to televise the Lantern Service there, which annually commemorates Paul Revere's historic ride. The broadcast, including the President's address, was carried live by WBS-TV in a program titled The Bicentennial Begins. The White House later screened the program on a closed circuit system and the American Revolution Bicentennial Administration has produced
copies of the WZ-TV tape. Logistics
behind the broadcast involved a 30-person
crew, four cameras, two fixed inside the
church and two portables, and re-lighting
of the church inside and the exterior.
Total cost of the project was approxi-
ately $10,000.

Another WZ-TV story to gain national
recognition was the October interview
with Senator Edward Kennedy in which
newsmans Steve Nevas questioned the
senator about the 1969 accident at the
Chappaquiddick bridge. The subsequent
hour-long program was the first and re-
mains the only televised discussion the
senator has agreed to, having turned down
network requests on the subject.

The first impeachment trial in the
history of the state of Florida afforded
WZ-TV Tallahassee the opportunity for
innovative reporting. The Florida bar gave
the station a first place award (in the major
market division) for the best spot
coverage of legal news. With no cameras
permitted, coverage of the trial was ac-
complished through a series of color
sketches by a freelance artist, with voice-
over narration by correspondent Dan King.

When it came time for a bail review in
the Springfield, Mass., case of two men
accused of running a drug factory and
pushing hard drugs, a news judgment
made by you (WZ-TV) entered into the
judge’s decision. The station filmed the ar-
raignment, and the men directed obscene
gestures at the cameras. WWLP broadcast
the film and received calls of complaint.
But the next day in court, the judge an-
nounced, “…I saw your performance on
telvision last night, and if I had my way,
I’d raise your bail…not lower it. Motion
denied.”

Stations in the New England states
formed networks to cover live the protest
of their governors to President Ford on
impending oil tariff legislation in January.
Within 24 hours of hearing of the gover-
orn’s plan by Lexington, WZ-TV Boston
coordinated crew transportation,
equipment rental, special telephone lines
and technicians, and fed the broadcast
simultaneously to WWLP-TV Springfield,
Mass.; WJAR-TV Providence, R.I.; WCHS-TV
Portland and WLBZ-TV Bangor, both
Maine. WCVB-TV Boston originated an
hour special on its six-station regional net-
work and followed up with a live remote
telecast from Washington of the Presi-
dent’s rejection of the governors’ bid. Sta-
tions receiving that telecast, Crisis in New
England: the Governors Speak, were
WJAR-TV Providence, WMTW-TV Portland,
WABI-TV Bangor and WAGM-TV Presque
Isle, all Maine, and WEZF-TV Burlington,
Vt., all members of the network. Also
joining the telecast were WFSB-TV Hart-
ford, Conn., and WWOF-TV Tisbury, Mass.

What started out to be a routine feature
on a Toledo dating firm turned into a
series of investigative reports by WOTL-TV
there, resulting in a suit filed against the
firm by the Ohio attorney general. A num-
ber of the state’s consumer protection
laws were violated by the dating services,
as revealed in WOTL-TV’s special, The
Punch-Card Affairs.

A five-part special on Mississippi’s
Parchman prison facility was, in relative
terms, a landmark undertaking requiring
an unusual commitment of time and
resources. WDAM-TV Hattiesburg, Miss.,
devoted two of its five-member staff and
two days of shooting film to record condi-
tions at the 22,000-acre prison farm.
Only a third of what they filmed was aired
and the cost, for plane transportation, film
and pay, was considerable given the sta-
tion’s news budget. But, according to re-
porter David Wilson, the reports on the
facilities, vocational rehabilitation pro-
grams, farming operation, maximum se-
curity and death row, registered favorable
viewer response.

Record marijuana busts in New Orleans
were reported in June 1975, and police
there said the city was being flooded with
glass coming in on clandestine flights from
Mexico. WVL-TV New Orleans sent a
news train to trace the “Mexican Con-
nection,” which emerged as a documentary
covering the search and destruction of
marijuana fields in southern Mexico, where
the film crew was under fire at one
point, and an arrest at the border where
trained dogs sniffed out contraband.

A three-part news and editorial series of
KCAU-TV Sioux City, Iowa, The Great
Grain Riddle, revealed scandals and evi-
dence of corruption within the grain in-
dustry. Public response in the Sioux City
area was immediate in calling for a
thorough investigation of the industry’s
policies.

In response to local concern about the
rising rate of drunken driving, WRAU-TV
Peoria, Ill., ran a series of specials on the
subject. As a result, federal funding was
granted a project called “Operation Drin-
Ked Roads,” implemented by the Illinois
Department of Transportation. Station
president Bob Rice evolved into a media-
tor role between various groups, eventu-
ally successful with help from WRAU-TV,
in designing a program to decrease the
over-all incidence of drunken driving, cut
down on repeat drunk driving arrests and
to rehabilitate intoxicated drivers in the
Peoria county area.

Disasters
Disasters aren’t only the stuff of Holly-
wood epics; they’re a real for television
news. Covering them and responding to
them, however, require much more of a
station than the mayor’s monthly press
conference does.

Intense heat and choking fumes com-
pounded the danger of explosions as
KYW-TV Philadelphia covered the collision
of a Libyan oil freighter and an Ameri-
can ship in the Delaware river. The raging
fire that followed the explosion burned on
for two days, spreading to the main
dock of the B-P oil refinery at Marcus
Hook, Pa. KYW-TV’s team, cameraman
Joe Vandegast and sound/light techni-
cian Paul Dowie, got within 500 feet of the
blaze. The accident precipitating the ex-
plosion and fire occurred at 12:30 a.m.
by 5:30 a.m. the film was processed and ready
for airing on NBC’s Today show.

When hurricane Filli struck Honduras
late in September, the Tampa Bay area in
Florida became an important staging and
departure center for relief supplies and
personnel. Leaving on the first plane out of
Tampa, and supplying exclusive coverage
from the scene, were WFLA-TV reporters
Phil Dean and Roscoe Glisson. Their
coverage was useful to those viewers with
relatives in the area and to assess the needs
of the Honduran people, relying messages
by shortwave radio in several instances.

A telephone to aid the hurricane victims
was staged by WNJU-TV Linden-Newark,
and its sister station, WXTV(TV) Paterson,
both New Jersey, which serve the 1.8
million Spanish-speaking residents of
New York. An eight-hour special, Give A
Helping Hand to Honduras, was the sta-
Last year they won the most Emmys. This year they won the most viewers.*

Maybe it's because NewsCenter 4 offers the most.
The most in-depth coverage of things that matter to people.
The most comprehensive consumer services.
The most news features.

Twice as much as any other news program around.

NewsCenter 4
We get it all on.
Chuck Scarborough at 5pm, Tom Snyder at 6pm—Channel 4

*While the competition lost viewers last year, NewsCenter 4 won 33% more adults! NSI May 1974-May 1975, Mon.-Fri. 5-7pm. Audience and related data based on estimates provided by Nielsen and subject to qualifications issued by them. Copies of qualifications available on request.
tions' first combined effort and raised over $138,000 for the Hondurans.

And it was only days after Hurricane Carmen struck the Louisiana coast, hur- ricane Fifi hit the Hondurans. The same news team covered both disasters for WWL-TV New Orleans and film footage helped make comparisons.

An overview broadcast during the height of Alabama's stormy season, Tor- nado: Seconds for Survival, defined the interplay of the storms and explained what to do if a tornado watch is issued. The WSFA-TV Montgomery documentary was part of a community involvement series designed to point up local problems and suggest solutions.

Tying together reports from exactly one year previous when tornadoes swept across Indiana killing 47 people, injuring nearly 900 and creating damage totaling almost $300 million, WISH-TV Indianapolis covered the April 2 tornadoes this year with a special program. Three film crews were dispatched throughout the state to record progress made in rebuilding the ruined areas, and the five-and-a-half-hour tornado movie of 1974 was reviewed.

Consumers

Solution-oriented TV journalism has its gratifying moments when, after researching all sides of an issue, newsmen can anticipate a problem and bring about corrective action.

At WNEM-TV Saginaw, Mich., a docu- mentary special on child abuse had substantive results, according to producer Mel Serow. Suffer the Little Children focused on the dual problem of getting parents to admit the child abuse and getting others to report suspected cases. Three new chapters of Parents Anonymous were formed in the area, where there had been only one, and reports to the Social Services Department went dramatically increased immediately after the program aired.

Virginia's new Child Abuse Reporting Law gave WDBJ-TV Roanoke reporter Tom Hendrick a different angle on the same subject. The increase in calls reporting suspected abuse cases demonstrated the need for an increase in personnel to check them out. Seven weeks of overtime work went into production of Where's The Rhyme, Where's The Reason?, turning up the fact that, at back the state would have paid 80% of the salaries of the necessary new employees the city did not fund any new positions. City officials re-evaluated the need for more case workers after several hundred phone calls from viewers prompted the station to run the documentary three times. Video-tape cassettes of the program are to be used in training welfare staffs.

In Cincinnati, parents who had tried for years to bring about needed repairs in the building where handicapped children are schooled, achieved aid through the efforts of WLWT-TV there. Inadequate facilities, lack of safety equipment and minimal scholastic standards at the Condon School for the Handicapped were exposed in a special report by WLWT's John Getter, followed by a series of progress reports. As a result, pressure was brought to bear on the board of education, which has given its approval to a $12 million bond issue to be voted on this November. If approved, the funds will provide $8 million to replace the school and $4 million to upgrade a similar institution.

After WKY-TV Oklahoma City uncovered the disconcerting facts regarding high-rise apartment safety codes, concluding "that the recent boom in high-rise construction has outstripped life safety," the news team set out to find solutions. The apartment owners refused to confront the problem, and the city building code commission would not meet. After three months of research, Smoke and Steel was written and produced by WKY's special projects director, Bob Dotson. The immediate response was heightened public concern and seminars with experts to explore the problem. Seven months later, Oklahoma City had its first high-rise fire safety plan, with a resolution signed by the mayor. WKYT also came up with its "outstanding journalistic achievement and objective reporting," which "not only pointed out the dangers of fires in high-rise buildings, but offered valuable solutions for the prevention of such dis- asters."
The most honored call letters serving the Capital of the Empire State

WAST-TV 13

Albany-Schenectady-Troy, New York

For the past five years, WAST-TV has been cited for excellence in editorializing by its peers, the New York State Broadcasters — no other television station in the State of New York let alone the Capital District has been so honored in any meaningful area of community involvement over the past five years, including the owned and operated network stations in New York City.

Most honored? A better description, most involved.

WAST-TV
A DIVISION OF SONDERLING BROADCASTING CORPORATION

Represented Nationally by Peters, Griffin, Woodward Inc.
KPIX to Mexico City. Reporter Lynne Joiner at the International Women's Conference June 25-July 4, represented the only Bay Area station to cover the conference and supplied special reports to the other Group W stations as well.

provided by KTXR-TV Phoenix, which programs a two-minute news feature, Dollars & Sense, twice a week within the evening news.

A strong does of documentaries on health care this year reflect growing concern with malpractice and medical insurance plans, rising medical costs and stagnant legislation in Congress calling for a national health insurance. WWBT(TV) Richmond, Va., went inside a mental institution to film conditions there, and produced a special titled When Can I Go Home? Institution officials were reportedly reluctant to discuss the poor conditions existing there, but the station secured enough footage to put together a winning hour program—it brought the station its fourth Douglas Southall Freeman Award in six years.

Jorie Luelfoff, WMAQ-TV Chicago anchorwoman, has gained recognition for her research and follow-up work on Chicago-area hospitals' recall of patients treated during the late 1930's to mid-1950's for tonsil, adenoid, thymus and acne problems by a radiation method linked to thyroid cancer. A series of Ms. Luelfoff's reports culminated in a half-hour program, Another Kind of Recalls, in April. Since November 1974, nine Chicago area hospitals reported close to 4,000 patients who received the treatment and doctors and hospital administrators who originally rebuffed Ms. Luelfoff, have since praised her work.

WVCTV Washington reporter Lee McCarthy followed a tip from a member of a congressional committee investigating the possible existence of cancer-producing agents in drinking water. Obtaining a copy of the confidential report, Mr. McCarthy found the suspected carcinogens were reported most common in the drinking waters of Cincinnati and New Orleans. He went to those cities, broke a four-part special report on the NBC-owned station and a three-part report for the network's Nightly News.

Their idea is only two months old and the pace of legal work means delayed results, but a WKRC-TV Cincinnati consumer service has already registered tremendous viewer response. A weekly series, Thursday's Child, features interviews with children in area foster homes and invites interested viewers to contact a welfare-adooption agency. Children up to age 13, harder to place than infants for whom there is a two-year waiting list, have appeared on the feature and both WKRC-TV and the agencies report a surge of callers.

A media group's forward consumer service, billed as a sort of "television Wall Street Journal," is KDNL-TV St. Louis' Financial Observer, broadcast on market trading days from 9:30 a.m. to 3 p.m., providing continuous stock exchange information. Interviews on local business topics and a livestock price report are of interest to the station's viewers.

A package of consumer-oriented features and special reports, billed as "news you can use," is part of WJBK-TV Detroit's hour of local evening news. Trouble-shooter reports often managed to get some redress for the aggrieved consumer; Your Money's Worth and How to Fight Back have focused on appeals for property tax assessments, zoning changes and other community problems.

WOTV(TV) Grand Rapids tapes Michigan Forum once a month with the participation of Governor William Milliken. Two reporters and a TV monitor join the governor on the set; some 15 filmed questions from residents throughout Michigan are presented on the monitor for his response. Five stations cooperate to bring off the monthly Forum: WJIM-TV Lansing; WIRT-TV Flint; WPBN-TV Traverse City; WTOM-TV Cheboygan, and WLUJ-TV Marquette, each forwarding half a dozen questions to WOTV. The copies of the show are sent to the six participating stations and aired within a few days.

WBTV(TV) Charlotte, N.C., employed a variation on the town meeting format for its public access feature, On the Square, in which a roving reporter and photographer travel to one of several towns in the Charlotte market to let the people on the street have their say.

Similarly, Mass. Reaction provides an open forum on WNAJ-TV Boston, where reporters serve as catalysts and the studio audience is allowed to determine the program's direction, challenging news stories with WOTV(TV) Grand Rapids tapes Michigan Forum once a month with the participation of Governor William Milliken. Two reporters and a TV monitor join the governor on the set; some 15 filmed questions from residents throughout Michigan are presented on the monitor for his response. Five stations cooperate to bring off the monthly Forum: WJIM-TV Lansing; WIRT-TV Flint; WPBN-TV Traverse City; WTOM-TV Cheboygan, and WLUJ-TV Marquette, each forwarding half a dozen questions to WOTV. The copies of the show are sent to the six participating stations and aired within a few days.

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Political

A trend to the regional focus in news presentation was evidenced especially in political coverage.

In Huntington, W. Va., WSAZ-TV gathered candidates for mayor in Ohio, West Virginia and Kentucky cities for a three-and-a-half-hour unsponsored election special. Co-produced by the League of Women Voters and WSAZ-TV, Town Hall: Decision '74 pre-empted a network football telecast and the station's prime-time access program.

KYC-TV Philadelphia prepared for months in advance of its election-night coverage. Its Decision '74 was a six-hour broadcast of Delaware, New Jersey and Pennsylvania returns, with reports originating from six remote units, and on-air computers instantly tallying votes.

Coverage of the general assembly in Raleigh, N.C., was carried throughout the session, January through July, by WRAL-TV. The station set up a remote studio at the North Carolina legislative building to carry live daily reports, special committee meetings and events, such as Alabama Governor George Wallace's address to the assembly.

On election night in Houston, KPRC-TV's electronic news gathering apparatus went into service, reporting live from three campaign headquarters scattered around Houston. To cap the evening, an impromptu interview with County Judge Bill Elliot, whose upset defeat was the major news story, was done in his den with the live KPRC-TV picture visible on the judge's TV set in the background.

Acting as a link between local government and the public, WMC-TV Memphis broadcasts The Mayor's Action Center, a cooperative effort with the mayor's office to receive and follow-up on citizens' complaints.

Maternity report. Co-anchor of WWSITV Cleveland's afternoon news and co-host of the Morning Exchange talk show, Liz Richards, shared the joy of her pregnancy with viewers up to eight hours before giving birth. What would formerly have been a controversial display of womanhood, her progress reports were appreciated by the vast majority of news viewers.
In 1863 Lincoln freed the slaves. On paper.
But Black Americans had to fight for years for the simple dignity and freedoms our Founding Fathers said were theirs by self-evident truth.

Their trial and torture, their struggle for the basic Rights of Man—and the malignant hatred they faced—are ugly, valid facts of American history.

Many people prefer to ignore them. But can we afford to?

In "Not By The Sword," the first and only documentary history of the NAACP produced for television in America, we sought to remind our viewers of their past. To recount the efforts and accomplishments of the NAACP in achieving equality for Black Americans. And the odds they had to overcome.

This special was one of several on racism we created and produced locally in San Francisco (although in this case, we also journeyed to New Orleans to interview Roy Wilkins).


All were broadcast in prime time. And more will follow them in the future.

Such specials are our effort to fulfill the responsibility we have as broadcasters: To present programming which reflects the cultural diversity of our audience.

Not minority programming. But programming of, by and for the people who make us possible.

All of them.

KRON-TV
NBC for the San Francisco Bay Area
and offering opinions. Past programs have dealt with abortion, medical malpractice, school desegregation, pornography, welfare, sexual equality and other sensitive subjects.

Some of political Washington's most heated discussions take place on WTOP-TV's half-hour "Town Meeting" each week, when 30 to 50 panelists take sides on an issue. Co-anchors Max Robinson and Gordon Peterson moderate the group, which has on occasion included members of Congress.

Aiming for more than routine coverage of a presidential visit to its state, WLOS-TV Asheville, N.C., extended its medium-size news department to cover both the hard news and the human side of the story. Spreading out to four cities, the news teams covered Mr. Ford's speeches and scheduled events and additionally filmed reporting on a child's impressions of the visit, an AM radio announcer's special reactions as a member of the media, the mayor of Greenville's insights and other "human-angle" interviews.

**Planning a segment on energy? We have facts. We can help with footage.**

A reliable supply of electric energy: It's an urgent issue for America. And our Electric Energy Information Program has the facts you're looking for in day-to-day coverage of the growing energy story.


**Electric Power Survey.** Twice a year Edison Electric Institute reports the latest available information about the power facilities of the nation with regional break-outs. The current issue is now available.

**Economic Growth Study.** What's ahead for the nation's economy? An economic summary of this two-year study, conducted with the advice of more than 20 of the nation's outstanding economists, is available. It looks ahead to the year 2000, and should be must reading for every news analyst.

We'll give you fast, accurate answers to your questions about electric power, and we can provide news sources, contacts and information on locations for electric energy footage. Visit our booth at the RTNDA Convention in Dallas, September 15 to 19.

**Edison Electric Institute Electric Energy Information Program**

Paul Wagner
Edison Electric Institute
90 Park Avenue, New York, N.Y. 10016
(212) 573-8741

Jim Sasser
Underwood, Jordan Associates
230 Park Avenue, New York, N.Y. 10017
(212) 683-4700

**Special interest**

Special-interest news programming continues to serve minority elements of the community, often filling the related need to engage minority personnel in the fields of broadcast journalism and technology.

Black News on WYAN-TV Boston is a weekly half-hour program geared to issues affecting the "black demography on local, national, and international levels." This news vehicle was conceived with the goal of recruiting and training staff (currently six people) and through professional reporting to "help close communication gaps and open minds."

Black Perspective, WRC-TV Washington's news program with a national focus, covered the Boston school busing controversy with the perspective of an outside observer and, with an exclusive interview filmed in North Carolina, helped give the Joanne Little story national attention.

A documentary produced by WCGB-TV Boston exposed the vulnerable position of black police officers who, by enforcing the law, seemingly betray their own people. Black Cop took associate producers Pat Harold and Rick Butler, also director of cinematography, with program producer/creator Ray Cajuste, on beats with five Boston policemen to assemble their unscripted story.

The target audience for KOLN-TV Lincoln, Neb.'s Frankly Female is the working woman, the time scheduling is 9-10 p.m. Sunday every other month, in rotation with other public affairs programs. Topics range from women in politics, for which host Donna Polk interviewed Lincoln Mayor Helen Boosalis, to sexual assault, with police officer Joy Wemmer, to the progress of blacks, with Lenora Letcher, president of the Nebraska chapter of the National Association for the Advancement of Colored People.

Television newscasting for the deaf is
Gene Tuck, Bob Dahlgren and Larry Badders, along with the entire Channel 2 News team make-up St. Louis' fastest growing news from the area's most progressive news station.
undergoing increased interest. At KRON-TV San Francisco, an off-camera voice accompanies a daily program in which current events are described in sign language; at WTIG(TV) Washington, Tim Medina reports the news both verbally and in sign language for the more than 140,000 hearing-impaired people living in the Washington area.

Two young people's newscasts are representative of innovations in that area. In May, WLWC(TV) Columbus, Ohio, added the "Little People Report" once a week to its 6 p.m. newscast. Columbus area elementary and junior high school students are interviewed by a reporter in their age group on items of interest, and students are encouraged to contribute their own ideas for the report.

Tuesdays at 7:30 in San Francisco, KRON-TV features Kidswatch, with news and editorials written and presented by and for youngsters. One sample program included filmed stories on pet libraries, a wall being built at San Francisco City College made entirely from molds of people's faces, interviews with kids on the street on "what drives parents up the wall," and a story about a college for kids.

Personal touch

Stations are increasingly using the personal touch in their news reporting, hoping to make local events, or even weather reports, come alive for viewers.

WMC-TV Memphis weatherman Lee Edwards visits schools, conducts tours of the station and broadcasts "weatherpix" that youngsters send in.

Liz Richards, news and weather co-anchor of WWS(TV) Cleveland's afternoon news and co-host of Morning Exchange, shared the progress of her pregnancy with viewers on the air until eight hours before giving birth. She was interviewed live the day after the delivery. "After the sixth month some viewers complained that she shouldn't be allowed on the air in her condition," the station reports, "but most seemed to enjoy watching her growth and descriptions through the cry of the infant soon after birth.

A documentary on divorce and marriage by WPIX-TV New York, was presented by co-anchor team Joe and Pat Harper, themselves recently divorced. The emotional fallout from a divorce was their take-off point.

An ongoing series by WPIX-TV involves sending staff into New York's various neighborhoods to report on local problems of survival. Disproving the general view of degenerating street scenes, reporters found a resurgence of renovation in Brooklyn, but traced the problems of the city after dark by following a cleaning woman's circuitous bus route home late at night.

On the other hand there are stations with the antipersonal touch. WCPO-TV Cincinnati claims its anchorman, Al Schottelkotte, has a unique delivery. The key to his style: He is "practically unseen." Portable video-tape coverage, film, slides and wire photos fill 95% of the news program, averaging 50 stories per show in addition to a weather report. Mr. Schottelkotte's aim is to avoid the "happy talk" and "contemporary tricks of television," according to WCPO-TV, and the result is evidenced in his Arbitron and Nielsen rating profiles: He is the most-watched newsmen in the market.

WCVB-TV newsmen Chet Curtis has logged more than 30 air hours—over New England—giving viewers an aerial view of the news. Reports include a severe rip-tide last summer which trapped some 24 people off Nauset Beach on Cape Cod; a disastrous Chelsea, Mass., fire last fall; film, narration and charts following the approach to runway 4R at Logan airport after the tragic Delta airplane crash; and a major flood at Fort Kent, Me., encountered on route to another story.

Longer formats

Bigger, it seems, can make for better in broadcast journalism.

The expansion from 30 to 60 minutes and from one hour to "two-hour-monster" news broadcasts is fairly common this year.

In Buffalo, N.Y., WKBW-TV boasts an...
LEDERLE SPONSORS PROGRAMS YOU’LL NEVER SEE.

New discoveries, new theories, and new techniques develop so rapidly in the world of medicine it's amazing that physicians and pharmacists can keep up with it all.

We've tried to help. Since 1951, Lederle Laboratories has sponsored organized programs for postgraduate health care education, an average of 35 per year.

The programs provide a forum for health care experts to discuss their innovations, their problems...your problems. Local medical and pharmacy societies, pharmacy schools and medical schools select the topics and the speakers. In 1975 we will sponsor more than 50 of these symposia.

Being “on top of the news” is as vital in health care as it is in your business.

LEDERLE LABORATORIES, A Division of American Cyanamid Company, Pearl River, New York 10965
hour weekday local newscast, opening with the top local story on film; 20 to 30 more local film stories are presented during the hour.

In October 1974, WKYC-TV Cleveland converted from a 60-minute local news format to 90 minutes, allowing for an unprecedented quantity of special reports and investigative series, using a minicam as often as possible. Similarly, WCVB-TV Boston lengthened its 6 p.m. newscast from a half-hour to an hour format, with new features including a regular investigative series, on-the-road reports, health and science reports and increased use of its portable camera.

WTRF-TV Wheeling, W. Va., was told by a news consultant and network officials that the idea of expanding to an hour-long local newscast was doomed to failure. One year later, news director Mark Davis reports success, noting, "Our second half of the newscast is head to head against network news competition and we beat them by more than 10,000 homes." The key, he says, is the "people stories"—the consumer reports and medical, local business and industry stories—which the longer format allows.

For WWA-Y-TV Wilmington, N.C., the limitations of a small market have not precluded investigative reports and feature packages. Playing a poor second to its competitor for years, the station is now tied at 6 p.m. and leading at 11 p.m. in metro share ratings. The local newspaper reporter, hired as city beat reporter, has developed an acceptable on-the-air personality and, with the rest of the staff, has learned electronic news gathering techniques.

A larger-scale operation, WPSB-TV Hartford, Conn., has expanded its service into regional coverage with reporters assigned full time to bureaus in New Haven, Conn., Springfield, Mass., and western Connecticut. And in cooperation with the other Post-Newsweek stations, reporters are stationed full time in a Washington bureau. In late April the station began an hour newscast, adding consumer-interest reports and commentary, expanded sports coverage and documentaries on a range of topical issues. The demands of serving two states led to development of "The Governors Report," in which the Connecticut and Massachusetts governors are invited to appear to be questioned by news personnel. The inclusion of programing aimed specifically at Massachusetts viewers required the station to broaden its news perspective, according to news director Michael Von Ende, "a bold step following drastic reappraisal of the market situation."

Minicams

Live action minicams and vans equipped with microwave have revolutionized the news operations of stations throughout the country.

WSB-TV Atlanta carried 55 live pickups in its news programs last month and an average of three recorded pieces every day. The live action camera was of particular value following the early morning tornado that caught Atlanta unaware March 24; live reports throughout the day, in addition to four film crews on tornado coverage duty, brought the severity of the situation to WSB-TV viewers.

A dramatic showdown and the final surrender of three gunmen to the police after a five-hour siege inside an Oklahoma City supermarket was covered live by WKY-TV there, using a Fernseh minicam and microwave unit. The Akai portable video-tape unit allowed WSAZ-TV Huntington, W. Va., to record the results of a tank truck and train collision and explosion which devastated nearly half of Louisa, Ky., 30 miles from the station.

WLAC-TV Nashville inaugurated its electronic news gathering system this year, with two Ikegami cameras operating from vans equipped with microwave units. Reports of a building explosion in downtown Nashville, a bank robbery at a suburban shopping center and a major fire and prison uprising were fed live to the station and to viewers. About 70% of the station's stories are live or on tape now, thanks to ENG. The $300,000 investment in WLAC-
"The Gift" is a poignant true story of the problems and anxieties of a young Colombian man, living in Baltimore, awaiting a kidney transplant from his own brother. It traced a year in the life of Ismael Blanco as he awaited the transplant. It was narrated by WMAR-TV News Director, George Rogers, written and filmed by the WMAR-TV Documentary Unit.

The brother's kidney was regarded as unsuitable and "The Gift" ended on a note of despair. A remarkable coincidence occurred a few days after the Washington Chapter awarded the Emmy to the station. A kidney was suddenly available from a deceased donor, and in the middle of a long night, a successful transplant was performed at Johns Hopkins Hospital, filmed from start to finish by WMAR-TV cameramen. This is the basis for an hour of additional programming — "The Gift at Last Received".

Awards to WMAR-TV in 1974 included the station's second American Bar Association Silver Gavel Award for "There Ought to be a Law" and the honor of being named "News Film Station of the Year" by the Press News Photographers Association of Maryland.
Seeking and solving the problems around us.

At each of our stations we do more than report news. A lot more. We have a responsibility to the communities we serve to help solve as well as ascertain local problems. So we help make things happen. This is a major commitment. And the result is the good news of a problem we helped resolve.

Community action. It makes our stations different.

**WREX-TV.**

**A new nature trail.**

After two years of local debate the fate of 19 miles of abandoned railroad right-of-way near Rockford, Illinois remained unsettled. Then WREX-TV documented all sides, but editorially urged conversion of the land into a nature trail.

Thereafter, the Illinois Commerce Commission authorized use of the right-of-way as a conservation area.

Commenting on the decision, A. J. Dean, Illinois Director of Conservation, said, "WREX-TV's support of the nature trail, as well as other conservation activities, is an excellent example of responsible media in answering community needs." And Thomas Enniga, an Illinois conservationist stated, "WREX-TV was essential in making the public aware of the opportunities about to be lost forever."

Community action. It makes our stations different.
WEHT-TV. Prisoners tell drug perils.

WEHT-TV in Evansville, Indiana went to prison to learn about the dangers of experimenting with drugs.

In the resulting raw documentary, “Within the Walls,” prisoners at Kentucky State Penitentiary, a murderer included, told their individual stories. Repeatedly our viewers heard, “It all started with drugs.”

The program has received the enthusiastic support of school, police and church leaders in two states and has earned WEHT-TV an Indiana UPI Broadcasters Award for Excellence in Journalism.

KODE-TV. Closing old mine shafts.

Throughout the Tri-State mining district around Joplin, Missouri there are hundreds of abandoned mine shafts. Reaching depths of 200 feet, some in prime recreation areas, they were open, unfenced, unposted. KODE-TV wanted to know why.

In our investigative documentary, “A Dangerous Legacy,” government officials were reminded of the deaths and injuries that had already occurred and were asked what they were doing to introduce the safeguards necessary to protect life.

As a direct result of KODE-TV’s documentary, three shafts have already been capped in the mine field near Picher High School in Oklahoma.

There are plans to continue the capping.

WSVA-TV. Triggering public transportation.

Some years ago, the bus system in Harrisonburg, Virginia was abandoned. City officials had no interest in it.

Then WSVA-TV aired a three-part report on the need for public transportation — for school children, the elderly and the poor as well as shoppers and workers. Public reaction was immediate.

The resulting local momentum led to offers from the state for a feasibility study; and from Washington for assistance.

The city council plans to budget for a bus system next year, Harrisonburg will soon have its needed public transportation.

The Gilmore Group
TV's ENG system proves itself worthy of election time, providing live coverage from two candidate headquarters and the election computer center. The cameras are put to work routinely in sports coverage. A three-to-four-minute wrap-up of local college football and basketball games on the early news is now possible, where formerly only film of the game's first quarter, rushed back to the station for processing and editing, would go on the air.

WPVI-TV Philadelphia's goal is set at 60% tape on the air by the end of this year. The move to electronic news involved purchase of two minicams, two vans with recording and live capabilities and an electronic editing system. WPVI-TV second area of expansion is the program format, which has been lengthened to a full hour from 5:30 to 6:30 p.m., accompanied by an increase in staff.

Introduction of the minicam at WTOL-TV Toledo, Ohio, was accompanied by another change this year, from the studio to newsroom setting. The ability to continually update stories, with instant access to newswire, telephone and two-way radio has made for more flexibility.

KSDK-TV St. Louis plans expanded use of its minicam by the addition of two more cameras and vans with microwave capabilities. An instance of dramatic coverage achieved through ENG: a four-hour standoff between police and a young man armed with a semi-automatic rifle. After much experimenting, a van established a signal location several hundred yards to a warehouse roof and a microwave link was established. As the crew, perched on the roof, made final adjustments, the police moved in on the gunman. He was fatally shot and viewers watched as the ambulance approached and picked up the body.

The minicam revolution is a way of life at the networks' owned-and-operated-stations.

CBS reports its WBBM-TV Chicago has two minicams on the street at present, and will convert to a total ENG by the end of 1976. The Los Angeles, Philadelphia and New York O&O's (KNXT(TV), WCAU-TV and WCBS-TV, respectively) each have one unit and will undergo complete conversion some time in 1977. The Ikegami camera is the unit now in use but, according to a CBS spokesman, continued refinements in other systems leave the field open for the future. KMOL-TV St. Louis, which dropped film entirely last September, is a CBS success story, reporting 20% higher story count after one year with tape than previously with film crews and raw film stock expense.

ABC's O&O's in New York, Washing-
ton, Chicago and Los Angeles each have two minicam units. Cleveland has one and the "telecopter" recruited a year ago by KNBC(TV) Los Angeles remains in service.

ABC's O&O's each have one full Ikegami unit and one back-up unit. Stations are now presenting requests for 1976 expansion, according to the director of new eng for the ABC-owned TV stations, Al Itleson.

Challenged to get people to "think television" in an area of Northeast Michigan where viewers have previously relied solely on cable TV systems, WKSX-TV Alpena has set out to open a single-station market. The new VHF station is the most recent CBS affiliate (first in six years), promising unique local service to some 48,500 TV homes. News Director S. Peter Neumann contends the station is "probably the smallest market in the U.S. using ENG," with two JVC cameras adapted to Sony portable recorders, in-house editing and time base corrector. The station's beginning trace to a dream of general manager Tom Scanlan, who concluded in 1965 during a Michigan State University marketing survey that the Alpena area could support a TV station. WWSX-TV currently programs two daily half-hour newscasts and two daytime news summaries.

(This "Special Report" was written by Joanne Ostrow, staff writer, Washington.)
Nobody beats the First Team in Buffalo, N.Y.

Because the First Team is on top of the day's important local events, with the kind of dramatic news film that puts you on the spot — where it happened, when it happened. Fast-breaking news. Analysis. Commentary. Follow-up. Film. And more film. That's the First Team. And that's hard to beat.

If you're not watching the First Team, you're watching the wrong news!

First Team News
12noon, 6 & 11pm
4 WBEN-TV
of court cases with the news media. The court said the rule is unconstitutional in both civil and criminal cases, but that the constitutional defect could be corrected for criminal cases if it were rewritten to provide a "narrower and more restrictive standard. The opinion said a lawyer should be barred from discussing a case only if his or her comments would pose a "serious and imminent threat of interference with the administration of justice."

Chief Justice Burger said the intensity of conflict between judges and newsmen over gag orders is a "temporary phenomenon." But he said there is a "permanent tension" in general between judges and the press and added that "in the long pull, the relationship will not be changed significantly," according to an Associated Press account.

The chief justice made these remarks in an interview two weeks ago with the Nevada State Journal. He was in Reno to address the National College of the State Judiciary.

Chief Justice Burger called "gag" orders a "semantical" term. He said, "The Constitution merely says 'Congress shall make no law.' It does not mean the courts cannot use discretion in a trial."

Mr. Burger also said he does not like to think of the press and the judiciary as adversaries. "The papers should be alert and aggressive, but that does not mean hostile," he said. "There is no reason for hostility between newspaper people and the legal profession and the courts."

He said the strained relationship between the press and the courts has been "exaggerated by the tendency of lawyers to exploit the press, trying to try their cases in the media."

There is little the Supreme Court can do to ease the tension, Mr. Burger said, because the justices are "so concerned with the day-to-day traffic over our desks" that they can review cases involving press-bench relations only individually.

Announcing... the ray bruner science writing fellowship 1975

Administered by The American Public Health Association

Sponsored by Lederle Laboratories Division of American Cyanamid Company

Deadline for entries: October 1, 1975

For information call: Nancy Cahill American Public Health Association 1015 18th Street, N.W. Washington, D.C. 20036 202-467-5000

Complaint filed with NCC on networks' refusal of independent newsfilm

The National News Council has received a letter of complaint from Tracy Westen of Public Communications Inc. and attorney/journalist Mark Newbauer on the networks' refusal to buy independently produced documentaries. The council is not likely to take up the complaint as it stands, because the letter does not deal with a specific case but with a general situation, and in the past the council has considered only individual cases. The letter is likely to be forwarded to the council's Freedom of the Press committee for study.

The networks' stance on refusing independent newsfilm has been quite adamant in recent months. The responsibility of news divisions to vouch for anything they run, and the fact that the networks have documentary staffs of their own, are most often cited as reasons for refusing outside contributions.

Syria update delayed

CBS News has postponed a 60 Minutes return to Syria for another look at the status of Syrian Jews, with the trip now slated for November, and any broadcast delayed at least until January 1976.

The American Jewish Congress had no comment last week on how the delay would affect any re-institution of that group's complaint to the National News Council against CBS News's previous handling of the topic.

60 Minutes was denied permission by the Syrian government to begin filming before Sept. 1, and with the Sept. 7 edition of the series the last before its return next January, the decision was made to wait until November to make the trip.

60 Minutes co-host Mike Wallace had announced during a June 9 rebroadcast of "Israel's Toughest Enemy," which examined the treatment of Syrian Jews, that CBS News had agreed to send a crew back to that country for an interview with President Assad and for further investigation into the condition of minorities there.

It takes one... Hughes Rudd, anchorman on CBS Morning News, knows his genre well and ended his program of last Thursday (Aug. 14) with a warning to the Philadelphia man who says he has invented "an automated presentation of the human form," which can perform human tasks, including that of a TV anchorperson. Mr. Rudd observed the inventor has apparently come up with a "dummy which can raise its eyebrows, cough in the middle of a sentence, mispronounce the name of the capital of Upper Volta and subsist almost entirely on antacid stomach pills." He concluded: "Our guess is that the minute he [the inventor] turns it on, it'll hit him for a raise, and then explode in his face when he starts talking about his budget problems."

CBS helps reopen RFK case. Los Angeles county judge has ordered reopening of investigation into assassination of Robert F. Kennedy following petitions filed by CBS among others. CBS has been seeking permission to look at Los Angeles police department's 10-volume report on crime.
WESH TELEVISION pioneered the full hour early evening news format in Central Florida. WESH-TV was first to editorialize; first with regularly scheduled weekend newscasts, early and late. In 1960 the station introduced professional meteorology to Central Florida viewers and that same year the station’s radar screen allowed the weather department to predict Hurricane Donna’s path across the state. For fifteen years WESH-TV has maintained fully staffed broadcast centers in Orlando and Daytona Beach. The results of this pioneering and innovative electronic journalism is an informed electorate. That’s why CENTRAL FLORIDA’S WATCHING WESH-TV.

WESH-TV
DAYTONA BEACH • ORLANDO
A Cowles Communications Station
REPRESENTED NATIONALLY BY KATZ TELEVISION
Roger D. Rice, TVB president, appeared even more pleased with the "personal involvement" that he said reps would contribute under the new arrangement than with the contribution they would make in terms of dues, although he said the financial addition would be significant. It was estimated they would add $150,000 to $200,000 a year to TVB's approximately $1.8-million budget.

The agreement signaled the end of a period of rep dissatisfaction with TVB policy objectives during which TVB's rep membership dropped to half a dozen firms. Generally, reps felt that since the TVB board shifted primary emphasis from national to local/regional sales development over a year ago, spot was getting short shrift.

One thing reps wanted was an outright commitment by TVB to sell spot against network, and they got the commitment if not the outright declaration of it. This was evident in the announcement's comparison of TVB and the network, spot and local components to General Motors and its Chevrolet, Pontiac and Buick divisions.

"Each of these divisions has its own interests and needs," the announcement said. "Each is competitive with the others. Each vigorously sells against the others. So, too, under the new structure of the TVB umbrella; each of the three elements—local, network and national spot—fight, maneuver and sell for its point of view and share of revenue."

Forthright selling of spot in preference to network was not considered likely to get network noses so far out of joint that the networks would resign from TVB. In fact, network officials reportedly were canvassed early in the summer and indicated for the most part that they would have no objection (Broadcasting, June 23). In addition, several sources noted last week, the ABC and CBS affiliate TV station sales arms are all among the new TVB members and almost certainly would not be if their networks seriously objected to the concept.

Other concessions appear to be the same as or similar to those the reps proposed and TVB accepted when they sent a committee to make a presentation to the TVB board last June at Hilton Head, S.C. (Broadcasting, June 16, 23). The changes are as follows, as announced by Kenneth M. Johnson of KTRK-TV Houston, TVC chairman; TVB President Rice, and Alfred M. Masini of Tele-Rep of Tele-Rep and John Dickinson of Harrington, Righter and Parsons, chairman and vice-chairman of the Rep National Sales Executive Committee, representing reps:

- Creation of a TVB national sales advisory committee, consisting of one representative of each TVB member rep firm. It will meet monthly to select national and regional spot targets for TVB, provide the bureau with rep-firm executives to make important spot TV presentations and act on all matters suggested by a newly created national sales executive committee. Mr. Masini has been named chairman of the national sales advisory committee.
- Formation of the national sales executive committee, composed of seven members of the national sales advisory committee. This committee will "reflect the composition of the rep membership," consisting of one member from a small independent rep, two from large independent reps, two from station-owned reps, one from reps whose stations predominantly are independents and one from network-owned reps. The executive committee will meet twice a month and, subject to approval by the full sales advisory committee, will set national spot sales goals, monitor results, point out research needs and goals, maintain regular contact with regulatory commissions and committees and retain counsel to monitor and advise on Washington developments that might affect spot TV advertising. Mr. Masini has been named chairman of the sales executive committee.
- Expansion of the TVB executive committee by adding a rep member to the present six members. The rep member will also be a vice president of TVB.
- Expansion of the TVB board of directors to 24 members by increasing the number of rep members to five instead of the present two. The new members are Mr. Masini of Tele-Rep and Jim McCann of Top Market Television, both named to three-year terms, and Jim Marino of RKO Television Representatives, a two-year term. They join incumbents Bill Walters

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THE PACESETTER in Oklahoma.

Our news objective is more than just getting watched. That's why we're getting watched more.

Since NEWSROOM NINE began Oklahoma's first local full hour early evening newscast in November '71, exciting things have happened. From November '71 through the May '75 Nielsen, KWTV shows a 62% increase in total audience on the Monday through Friday 6-7 p.m. newscast, and an 82% increase in our Monday through Sunday 10-10:30 p.m. newscast.*

There are reasons.

We were first with instant coverage with Mini Cam 9. And exclusive reports, live interviews, regularly scheduled editorials and numerous other special features are bringing more people than ever before to NEWSROOM NINE, The Pacesetter.

"Nielsen Station Index, (NSI) through audience estimates November '71 through May '75 reports. Subject to qualifications described in said reports."

KWTV Channel 9 Oklahoma City - A CBS Affiliate

Michael DeLier, General Sales Manager
David Whaley, National Sales Manager

Represented nationally by John Blair Company
of Peters, Griffin, Woodward and Bob Dudley of Meeker Co., both serving one-
year terms.

- Extension of the term of rep service on the TVB board to three years from the present two. Reps will elect their own representatives on the board.

- Increasing from one to two the number of rep seats on the TVB steering committee, which works on bureau budgets, plans, compensations and goals.

- Hiring of a vice president-national sales manager and a vice president-local sales manager, who will respectively sell national spot and local and will coordinate TVB’s total spot sales and research efforts. The national sales executive committee and its local counterpart will recommend candidates for the respective jobs. Both vice presidents will report to Joseph J. Sullivan Jr., TVB executive vice president for sales.

- Formation of a trade practices committee to deal with problems in buying, selling and scheduling television advertising. Input for the trade practices committee will come from the new national sales advisory committee and a reconstructed local sales advisory committee.

With the formation of the national sales advisory committee, the old sales advisory committee—which consisted of 25 station people and five from group and rep members—will be replaced by a local sales advisory committee, which will have no reps as members.

Officials said that the new setup provides that the new national and local sales advisory committees will have observers—two each—sitting in on each other’s meetings.

TVB Chairman Johnson hailed the reps’ support as meaning that now “we have a unified industry operation,” and he expressed hope that “all television stations will now join with us for this total industry support.”

Mr. Masini of Tele-Rep and Mr. Dickinson of HRP said in a joint statement that “never has such a pool of specialized talent been assembled to dedicate their efforts to one goal. Today’s almost unanimous action by the reps and TVB’s enthusiastic reception is a gigantic step forward that will insure a proper balance of television revenue for all TV stations in the years ahead.”

TVB President Rice saw “many tangible benefits” resulting from the pact: “We’ll see increased spot television dollars flowing to all stations. Many sales tools prepared for spot TV selling will have strong local station application. TVB will now have the resources to call on many more potential spot TV prospects regardless of where they are located. Over-all, revenues to TVB will increase, enabling us to expand our national, regional and local selling efforts.

“While TVB spot selling will be accelerated with direct representative input, we will continue our efforts at the station level in local and retail selling, in generating more dollars from newspapers advertisers, in sales training, co-op and new sales tools for individual stations’ use.”

Thomas G. Maney of WCVB-TV Boston, a co-chairman of the old sales advisory committee, said the reps’ participation should “simplify our work” by sharing in the increased spot sales and as a stronger TVB produces more local sales ammunition for more local station use.” He said a new local sales executive committee would be formed to meet more often with TVB “to counsel them on local sales goals and station sales tools.”

The reps’ formal presentation to the TVB board last June was made by Messrs. Masini and Dickinson and Bob Muth of Petry Television. The TVB committee that has worked with the reps in developing the specific changes is headed by Norman E. Wait of McGraw-Hill Broadcasting.

Other members are Richard A. O’Leary of ABC Television Stations, William G. Walters of Peters, Griffin, Woodward, and TVB President Rice.

The 23 rep firms have already designated their representatives on the national sales advisory committee:


Members designated by the reps to observe on their national sales executive committee were Messrs. Muth and
WIBW-TV... UNANIMOUS CHOICE

WIBW-TV, Kansas' leading television station, joins WCBS-TV, ABC, NBC, CBS, Edward R. Murrow, H. V. Kaltenborn, Eric Savareid and a host of other distinguished news names as recipients of the coveted HEADLINER AWARD for "Outstanding Achievements in Journalism."

At WIBW, we take news and public affairs seriously. Outstanding reporting is a 365 day a year job. With the largest broadcast news staff in Kansas, WIBW has pioneered film and tape reports of debates from the floor of the Kansas Legislature. WIBW does live statewide broadcasts of outstanding national figures when they speak in Kansas. The networks looked to WIBW for help in covering President Truman's Memorial Service at Independence and President Ford's visit to Topeka. WIBW sends reporters to Washington, the Bahamas, Japan — in fact any place news is happening that directly affects Kansans.

That's why, in competition with entries from stations in cities two and three times our size, Topeka's WIBW-TV is this year's UNANIMOUS CHOICE for "Consistently Outstanding TV Reporting" in a city of less than 500,000 population. We're proud. And we'll do even better in the future!

sold nationally by
AVERY-KNODEL, INC.

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Box 119, Topeka, Kansas 66601

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WIBW TV-AM-FM
CBS - Topeka

KNGC-AM-FM
CBS - Amarillo

KRNT - KNNO
CBS - Des Moines

KSOK Radio
Arkansas City, Ks.

KGFF Radio
ABC - Shawnee, Ok.

ALL AMERICAN NETWORK - Televising the World's Richest Horse Race on Labor Day - Originating Kansas City Royals baseball Network
Credible ratings are broadcasters' business: Lee

In association speech commissioner says industry members should take hand in changing system so numbers will better reflect true audience

FCC Commissioner Robert E. Lee urged broadcasters to develop a system of measuring listening and viewing audiences, that "would put on the air what the numbers game now being played with only two rating services.

Speaking before the West Virginia Broadcasters' Association at their annual convention in White Sulphur Springs, W. Va., last week, Commissioner Lee challenged the accuracy of the numbers generated by the profit motivated research companies concerned primarily with pleasing their stockholders and doing their best under time and money limitations. Their numbers overlook contests, prizes and other gimmicks used by stations simply to gain rating scores, said Mr. Lee. Even more disturbing the numbers contain outright errors resulting from standard sampling procedures, he noted.

Mr. Lee acknowledged that these errors are accepted because to date no inexpensive way has been found to prevent them.

This disturbing "over reliance on numbers" a petition to Mr. Lee. There, the Broadcast Bureau of Management whose members come from radio, TV, national spot sales, advertising and agency backgrounds take into account promotion campaigns and are more credible in their methods and results, he explained. The broadcast industry itself, or in combination with other groups could do a better job, said Mr. Lee. The FCC, he added, hasn't the manpower or the mandate to do the job.

Trade association refutes link between TV ads and drug abuse

A statement by the Proprietary Association, the trade association of non-prescription drug manufacturers, says there is no evidence to indicate television advertising of over-the-counter drugs leads youngsters to misuse advertised drugs or use hard drugs. In fact, it said, there is evidence to indicate advertising and drug abuse are not related. The statement was written for insertion into the record of House Communications Subcommittee's hearings on children's advertising to refute a statement of Massachusetts Attorney General Francis X. Bellotti (BROADCASTING, July 21). Mr. Bellotti, organized the spirit of the FCC to ban over-the-counter drug advertisements from TV before 9 p.m. The Proprietary Association said his arguments were "threadbare," his facts distorted and unsupported.

Advertising briefs

Ford's mileage claims. Ford Motor Co. used unsubstantiated mileage claims in advertising, according to Federal Trade Commission complaint. Initial decision by Judge Miles Brown said Ford lacked evidence for claims and must refrain from making claims unless competent scientific tests can support them.

Go in the snow. U.S. Court of Appeals for First Circuit has upheld FCC decision that snowmobile advertisements on television do not constitute controversial issue of public importance under fairness doctrine. At issue were several viewer protests over snowmobile ads run on WTVT-TV Poland Spring, Me. The Court ruled that alternate views are not necessary in response to standard product advertisements which do not explicitly emphasize one point of view on a public issue.

RCA TV ads survive FTC substantiation request; two others don't fare as well

FTC releases substantiation information from set makers; Matsushita, GE spots under fire

The Federal Trade Commission has made public ad substantiation documents filed by six color TV set makers and at the same time issued complaints against two of those manufacturers—Matsushita Electric Corp. and GE—charging them with misrepresentation in their advertising.

The Matsushita and GE ads were print; the only broadcast advertising involved in the July 1974 FTC request for ad substantiation were RCA spots for its XL-100 set.

The commission had challenged RCA's depiction of a TV director and chief engineer as "experts" qualified to compare color TV pictures, the claim that more TV program directors, station chief engineers, senior cameramen and independent TV service technicians own more RCA color sets than any other television set; the claim that those depicted as experts own RCA color sets because they believe them to be superior to all others; the claim that they exercise their respective expertise in making the RCA purchase choice; that there were no discounts, premiums or any other inducement to bias participants, and that RCA color television sets are in fact superior.

In response, RCA provided statements by Art Fisher, TV director most recently with ABC-TV's defunct The Sonny Bono Show, (who is depicted in the commercial as never previously owning a color TV set because the picture was unsatisfactory, until RCA showed him the XL-100). Background information on Mr. Fisher is furnished by RCA's advertising agency, J. Walter Thompson, and signed statements by him indicate he received no inducement.

Others called on for viewing comparisons were Donald A. Doughty, director of engineering, WCDA-TV Washington; John D. Silva, chief engineer, KTLA-TV Los Angeles; Edgar B. Hendry, chief engineer, WTVS-TV Detroit, and Robert Porter, vice president and general director of engineering, KMEX-TV Los Angeles. "Their comments were uniformly favorable," RCA asserted, and transcripts of the interviews on which the ads were based were provided.

Descriptions and qualifications of "experts" are included, using standards recommended by the National Alliance of TV and Electronic Service Associations. Claims of superiority were not intended and were not made, RCA's counsel said.

Matsushita's claim that its Panasonic Quatrocolor CT 701 was rated by the National Electronics Association as "the easiest to service" of all color sets they tested is misleading, according to the FTC. The complaint against GE says there is no basis for the claim that its color TV sets purchased or in use in 1973 required less service than did Zenith or RCA color sets; that GE had contradictory evidence while the ads continued running and, that upon consumer request, GE did not forward details of the survey data.

The other companies involved in the substantiation request for nonbroadcast ads were: Zenith Radio Corp., Chicago; Philco-Ford Corp., Bluebell, Pa., and GTE-Sylvania Inc., Stamford, Conn.

KSL dials-a-computer

A communications system that enables its computer to respond to queries via conventional teletype machines has been designed and put into operation by KSL-TV, Salt Lake City. Peters Griffin Woodward, national sales rep for KSL-TV, said all 12 of its sales offices are now able to dial the computer directly, using regular TWX machines, and secure listings of KSL-TV availability for two months ahead. PGW said the system was devised by William D. Lovelace, KSL-TV director of engineering, as part of a computer design and construction project started two years ago. KSL-TV also uses the computer for management reports, logs, inventory control, sales contracts and library, verification and invoicing functions.
Introducing a Color Corrector for Electronic News Gathering.

Electronic News Gathering makes tough demands upon the broadcaster. Color imbalance and colorimetry problems are frequently encountered. Matching remote camera shots to indoor studio programs or assembling tapes from different locations or cameras is “chancy” at best. Often that fast-breaking story doesn’t allow for camera rebalancing!

Thomson-CSF Laboratories now provides a solution to such difficult encoded signal color problems. With the Model 5500A Color Corrector, you’ll be able to rebalance and match video signals after encoding. It can be used either after the play-back tape machine or following the microwave receiver during live coverage. In most cases, a noticeably improved color picture will result. For ease of operation, a Remote Control unit is included as standard equipment.

As an added feature, an optional automatic Sensor unit is also available to control the Color Corrector for telecine use.

Whether for Electronic News Gathering, tape production or telecine use, the Thomson-CSF Laboratories Color Corrector System should be working for you. Interested? Give us a call.

THOMSON-CSF LABORATORIES, INC.
37 Brownhouse Road, Stamford, Connecticut 06902
(203) 327-7700 / TWX (710) 474-3346
More for less
Button firm puts together
bulk buys of earth-station
equipment for cables

Transcommunications Corp., cable and
broadcast consulting firm, is in the process of
putting together earth station deals
designated to bring down unit costs.

Robert E. Button, who with Hubert
Schlaffly set up Transcommunications last
March, said that most cable companies
cannot afford individually to go into the
sattelite networking venture
(Teleprompter is an exception).

Transcommunications, which is working
with Scientific-Atlanta, an earth station
manufacturer, hopes to assemble in-
dividual companies to place a bulk order at
reduced costs.

The quoted $75,000 per unit price drops
to $66,500 on orders of 20 earth stations,
noted Mr. Button, and down in the "low
sixties" for even larger orders.

At present, Mr. Button claims to have
between 20 and 30 clients for which he is
trying to assemble bulk earth station
buys. At least four of those clients are
multiple cable system operators, said Mr.
Button. The standard Transcommunications
contract calls for one-third of the
savings gained through a bulk sale to go to
TC, with the remaining savings to benefit
the companies directly involved.

Transcommunications' clients include
American Television & Communications,
Telesis Corp., Daniels Properties, UA-
Columbia Cablevision, Target Network
Television, Scintec, Call Box, National
Radio, and Television News Inc.—although not all
are necessarily potential earth station
buyers.

Another breather. Community Cable Corp.,
CATV operator in Naples, N.Y., has
obtained second reprieve from state com-
mision order to shut down system,
postponing data to Sept. 1.

Fraud charged. Securities and Exchange
Commission has filed complaint against
Interie Inc., Irvine, Calif. cable television
syndicating, and International Securities
Corp., Newport Beach, Calif. broker and
their principal officers for violating
securities laws in sale of CATV partners-
ships to more than 400 investors across
the country. Complaint alleged fraud and
misrepresentation with regard to Interie's
practice of selling cable systems to limited
partnerships it set up for purpose of leasing
facility back to Interie subsidiary.

Partnership interests were unregistered
securities, SEC complaint said.

Minnesota Cable
takes pot shot
at state cable
commissioner

McDonald is target of resolution
asking for his replacement or
resignation; failure to help
local cable prompts request

"We're using a rifle rather than a shotgun
approach," said Hal Brown Jr., executive
director of the Minnesota Cable TV As-
sociation, in explaining how the cable
people in his state are taking aim at Robert J.
McDonald, executive director of the Min-
nesota Cable Commission. The shot fired
by the association was a resolution passed
earlier this month asking for Mr.
McDonald's resignation or replace-
ment.

According to Mr. Brown, it has seen
Mr. McDonald's failure to help develop
cable in the state that led to the resolu-
tion's passage. Since May 23, 1973—when
the state cable commission was set up,
argued Mr. Brown, there have only been
three new CATV franchises granted.
Those franchises account for a total of ap-
proximately 500 subscribers—hardly in
keeping with the commission's mandate
to develop CATV in the state, added Mr.
Brown.

Mr. McDonald believes the charges
against him are "totally without founda-
tion." According to his estimates, some
20-30 franchises have been granted under
his administration. (That includes those in
operation before the commission was es-
abled.) The commission has tried to be an
"instrument of help" in various cable issues,
explained Mr. McDonald, but the
industry's response has been zero. "They
[cable industry] just didn't want the law
that established the state commission in
the first place."

The cable association has not taken
issue with the seven-man part-time com-
mision, but feels the full-time executive
director is "substantially responsible" for
the present state of things.

A copy of the resolution has been sent
to various state political figures, the most
important being Richard L. Brubacher,
state commissioner of administration,
whose office could fire Mr. McDonald. As
of last week, Mr. Brubacher's office said
no action was contemplated. Ted Melby,
chairman of the cable commission, said he
has taken the resolution "under advis-
ance."
Now, even with heterodyne color systems,

**The TBC-800 can keep your masterpiece from becoming a mess**

For a long time, now, a good many videotape production managers have overlooked one of the most important differences between quad and helical VTR equipment: most of the quad machines have time base correctors; most of the helical recorders don’t.

Nowadays, high quality helical recorders have servoed capstan motors, which is a step in the right direction. Now, the Ampex TBC-800 is a further step toward insuring good playback performance including insert edits.

The only way to arrive at a completely stable playback signal is to run everything through a time base corrector. That’s what happens inside every broadcast station quad VTR, and that’s what you have to add to your capstan servoed helical VTR output before you’ll have a masterpiece of a production.

When you buy an Ampex TBC-800, you add the final link in your helical production process. You’ll be able to show your production the way you visualized it, without tearing, without flag-waving, without color errors, and without jitters. And if your program is good enough for broadcast use, your videotape will meet all FCC requirements for picture stability.

To use an Ampex TBC-800 digital time base corrector, your helical VTR must be a non-segmented model, with a capstan servo. If your machine employs a color-under system, you’ll need our optional heterodyne accessory that plugs right into the TBC chassis.

Once you have a TBC-800 with this option, you’ll be able to switch back and forth between direct and heterodyne color. It’s an ideal combination for every application, including electronic journalism.

Your local Ampex distributor has information about the TBC-800 and can arrange for a demonstration. Or you can contact us directly for a free brochure. Either way, you’ll be a lot closer to taping a masterpiece.
Swords are rattling in Hollywood over family viewing

WGA is pushing for lawsuit based on First Amendment; producers-directors-writers meeting set for next week

The movement to attack the restrictions of television’s family-viewing period through the courts seems to be gaining ground on the West Coast. Scheduled to meet for the second time is an amalgam of writers, producers, directors and possibly some syndicators under the auspices of the Writers Guild of America, West, on Sept. 4 in Hollywood.

That meeting has been called to decide whether to go ahead with a lawsuit against the FCC, the networks and the National Association of Broadcasters and to ascertain how much moral and financial support the WGA-initiated move can count on. It also is to hear a report on legal basis for the suit from the Los Angeles law firm of Tuttle & Taylor, hired by WGA to study the feasibility of such a move (“Closed Circuit,” July 28).

The consensus among writer-producer activists is that a lawsuit is feasible and that the attack should be made on First Amendment grounds. This is based on public knowledge, that FCC Chairman Richard E. Wiley, urged the networks to take sex and violence out of 8-9 p.m. and that they in turn pushed the NAB into adopting the same limitation in the TV code, with an extension into the 7-8 p.m. period.

There had been thought that there might be grounds to sue on antitrust grounds, but this, according to sources close to organizing activities, has been relegated to a secondary position. There is a general feeling that the antitrust approach, if suitable at all, might be a resort of TV syndicators whose wares are now considered too adult for the family-viewing period (including the prime-time access period that begins at 7 p.m.).

Although many of the writers or producers could point to any concrete lists that the networks have issued proscribing content or language for programs in the 8-9 p.m. period, Hollywood is ripe with horror stories, some of which on investigation turn out to be unsubstantiated. Latest confirmed incident, however, was at ABC — a department command to Danny Arnold, producer of that network’s Barney Miller (8:30-9 p.m. Thursdays), that a “hell” be deleted from dialogue. Mr. Arnold explained that in an episode titled, “Doomsday” one character says: “You got a helluva lot of nerve.” Mr. Arnold said he was ordered to excise the word because it is considered wrong for children to hear. Although he has publicly assailed the move, he has agreed to substitute the word “heck.”

Also publicly mentioned and confirmed was a CBS directive to Larry Gelbert, producer of MA$H, (Fridays, 8:30-9 p.m.) that the word “virgin” be deleted from a line of dialogue. It was done, although Mr. Gelbert noted it was not even used in a sexual sense.

Both Mr. Arnold and Mr. Gelbert say they are not so much outraged by these piddling examples but by the fear that this is a sample of the federal government moving into the programming field, and that, they say, is the great danger.

Mr. Gelbert is a member of the committee that has been established to study the effects of family-viewing time and ways of resistance. Others are Dick Powell, who is chairman; Norman Lear, Howard Rodman and Allen Burns.

‘Doc’ has poor start

CBS’s scheduling of pre-season sneak previews began with not-particularly-encouraging numbers for the new sitcom Doc.

Despite benefiting from the All in the Family lead-in, Doc (CBS, Saturday, Aug. 16, 8:30-9 p.m., NYT) fell six share points against a rerun of Emergency on NBC. (All in the Family scored a 17.9 rating and 42 share, followed by Doc’s 16.4 rating and 36 share.) Beginning last Saturday (Aug. 23), and continuing for two more weeks CBS will also try to guarantee a big audience sampling for the Big Edie sitcom in that same time period prior to its premiere-week kickoff on Friday, Sept. 12, at 8. Both Doc and Big Edie may have tough sledding after the season begins, however, the former because its lead-in will be The Jeffersons, an All in the Family spin-off, rather than All in the Family itself (which moves to Monday at 9 beginning Sept. 8) and the latter because it will be up against NBC’s most popular show, the sitcom Sanford and Son.

This week’s final pre-season premiere features a special two-hour version of Benson Hill tonight (Aug. 25, CBS, 9-11 p.m.), which the network describes as “a world of interacting contrasts between a rich Boston family and its highly charged servants in the Prohibition Twenties.”

Classical-music fans win out in New York

WQIV returns today to former format under agreement hammered out among citizen groups, competing applicant and GAF, which plans to buy station

Starr Broadcasting’s wqiv(FM) New York went dark last Tuesday (Aug. 19) at 2 p.m. ending its 10-month-old popular music format. The station is scheduled to resume broadcasting today (Aug. 25), bringing back a classical music format.

The move is a result of an agreement among citizen groups, Concert Radio, a competing applicant that had pledged to restore classical music to the station, and GAF Corp., which plans to buy the station for $2.2 million and program classical music.

Under the agreement (BROADCASTING, July 7), Starr will continue to operate the station until the FCC approves the transfer to GAF Corp. Conditioned on that transfer, the two citizens’ groups—Classical Radio for Connecticut and the WNCN Listeners’ Guild—will withdraw their petitions to deny the station’s renewal, and Concert Radio, a Chicago group headed by Charles Benton, will withdraw its competing application. GAF Corp., in turn, has pledged to continue a 24-hour classical music format with the assurance that should GAF decide—as Starr did last fall—to drop the classical format, Concert Radio would be given an option to buy the station.

The five-year option would allow Concert to buy the station for $2.2 million plus the cost of any additional GAF capital expenditures, with a limit on the total price of $2.5 million.

The five-party agreement also provides that 75% of the expenses incurred by the three withdrawing groups during the yearlong proceeding be reimbursed. That cost
it pays to put

MORT CRIM
on your news team

His syndicated TV news feature "One Moment Please" is building ratings from coast-to-coast on:

WNEW-TV New York
KTTV Los Angeles
KYW-TV Philadelphia
WTOP-TV Washington
WFAA-TV Dallas
KTRK-TV Houston
WPLG-TV Miami
WFSB-TV Hartford
WKRC-TV Cincinnati
KCNO-TV Kansas City
KCRA-TV Sacramento
WPRI-TV E. Providence
WLCS-TV Columbus
KPHO-TV Phoenix
WHAS-TV Louisville
WLDS-TV Asheville
WTEN-TV Albany
KUTV Salt Lake City
WIRT-TV Flint
WHEN-TV Syracuse
KTVH-TV Wichita
WKRC-TV Mobile
WHEC-TV Rochester
WJXT-TV Jacksonville
WHBF-TV Rock Island
KHON-TV Honolulu
KSBW-TV Salinas
KDFM-TV Beaumont
KCMC-TV Lubbock
CKNC-TV Sudbury, Canada

also sold on more than 150 radio stations

One Moment Please with MORT CRIM©
75-second observations about unsung heroes and unmentioned events. His unexpected cameos of everyday life are presented with wit, insight and passion. His perspective is, to say the least, original.

See Jordan Schwartz or Frank Beazley at the RTNDA in DALLAS
or write or call for free audition
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Dear Mort Crim,
We have had the pleasure of listening to you for several nights on TV. We look forward every evening to just see you and hear your most valuable comments.

Henry and Ann Miller
Glendale, Ariz.

Dear Mort Crim,
I never was much for watching the news until I saw you one day on WPLO-TV. Your common sense comments are most refreshing and you add much to the program and to my day.

Mrs. M. Schwartz
Columbus, Ohio

Dear Mort Crim,
I really enjoy your commentaries on KTTV news. They're very interesting and show good analysis. I've advised friends to listen in to KTTV news. Thank you.

Martha Daugherty
Sierra Madre, Cal.

Dear Mort Crim:
Congratulations! You said so well what has been on my mind for so long. It is so refreshing — and good for the morale and health of our nation — to be reminded that there are GOOD GUYS.

Mrs. Frank Solen
Glen Ridge, N.J.

Dear Mort Crim:
Thank you for being an oasis of peace and common sense in a sea of confusion and worry.

Mildred E. Eisenbraun
New York, N.Y.

Dear Mort Crim,
Just a note to commend you on your comments. They are excellent. I watch TV stations get a lot of letters objecting to programs so I wanted to let you know how I feel.

Thomas O'Keefe
Westerville, Ohio

Dear Mort Crim:
I was really depressed with the news until I heard you. It is like a breath of fresh air with a glimmer of hope.

Mrs. Anna Still
Kansas City, Mo.
is estimated in excess of $100,000 and will be split among the parties in proportion to their respective expenses. Starr will bear 25% of the costs and the WNCN Advisory Committee (which had been appointed by Starr principal, William Buckley Jr. to raise money to continue the classical music format on another New York station) will pay the remaining 75%. The FCC must approve the reimbursement settlement as well as the transfer. Under the present agreement, FCC approval must be secured before March 31, 1976.

And once the transfer goes through, GAP has pledged to provide for a citizens advisory committee made up in part of members nominated by the two citizens groups to meet periodically with the station's management for programming discussions.

Starr has purchased WQIV—then WNCN—for $2.09 million from the National Science Network in 1973 (BROADCASTING, April 2, 1973).

The transfer application from Starr to GAF Corp. is expected to be filed within the next several weeks.

Prodigal daughter returns

Sally Struthers, who plays Archie Bunker's daughter, Gloria, in CBS's All in the Family, is back on the payroll, but is guaranteed six months time to engage in motion picture and stage work. Her litigation with Tandem Productions, producer of the show, came to a head early this month when a court-ordered arbitration team ruled that her contract with Tandem was binding through 1976, and, if Tandem picked up its option, through 1978. It also ruled that she could not do other TV or radio work, but could engage in nonbroadcast performances after current All in the Family production schedule was completed.

Boon, not bane?

The family hour has been a stimulus to creativity in the development of new programming according to James Duffy, president and president of the ABC Television Network, in remarks made to the Tucson, Ariz., Ad Club.

"The situation has, in fact, lent itself to some genuine program innovations," Mr. Duffy claimed, "ranging from a new comedy, When Things Were Rotten, to a variety program, Saturday Night Live With Howard Cosell."

There are still, however, questions to be resolved about the family viewing concept, Mr. Duffy said. "We do not know whether it is significant that the family viewing period occurs an hour earlier in the Midwest than it does on either coast. We do not know whether our advisory notices will warn viewers, or titillate them. Over the longer term, we do not know whether we have set in motion a precedent that will eventually set aside every moment in the broadcast day for one special purpose or another," he said.
In 1896, Thomas A. Sperry and Shelly B. Hutchinson started the S&H Green Stamp service. People liked the “extras” stamps brought. They still do. More than half of America’s families save them.

But The Sperry and Hutchinson Company today is other things, too. Quality companies such as Bigelow-Sanford, of “title-on-the-door” carpet fame. And Gunlocke, “the chair people.” Your publisher probably sits in one—or should. And furniture manufacturers like Daystrom, “the dining room people,” Lea, “the bedroom people,” and American Drew. You’ve probably seen American Drew suites. The best homes have them.

Then, too, The Sperry and Hutchinson Company also means business and consumer services. Bayly, Martin & Fay is one of the biggest commercial insurance brokers. They insure things like the Long Beach, Cal. “Queen Mary,” major motion pictures, and some of the nation’s best properties. And there’s The State National Bank of Connecticut. They hold the country’s second oldest bank charter.

And there’s Hens & Kelly, a Buffalo, N.Y. department store chain. Do they give S&H Green Stamps? Of course they do.

In 1974, it all came to sales of nearly $600 million. Still, $260 million came from the trading stamp side of the business.

S&H. The Green Stamp people. And a lot more.
Electronic Industries Association, then the economic incentive of using ATS would be removed. Without that incentive, automatic development would move at a "snail’s pace," said EIA. An operator at the control point is "superfluous" from a technical point of view, added EIA. Rather than change existing rules, which are imbedded in the 1934 Communications Act and call for a licensed operator to be in attendance at all times, EIA called for the establishment of rules for a third mode of operations that would delete operator requirements in an automatic transmission system.

EIA also singled out seven TV transmitter performance parameters that should be electronically monitored in an ATS operation. Included were: aural and visual power inputs, visual blanking levels, visual reference white levels, aural modulation and visual and aural carrier frequency indicated error. If either the carrier frequency error or the maximum power output exceeds tolerance levels, set down in FCC rules, then the transmission system should automatically shut down, explained EIA.

The National Association of FM Broadcasters suggested that if special problems emerge regarding TV or directional AM, then the rules should still allow automatic transmission systems at FM facilities. The service should have separate rules, NAFMB urged, contrary to EIA and NAB remarks.

NAFMB further claimed that funds used to hire licensed operators would be channeled, in automatic systems, to local news and public affairs efforts. By eliminating the need for licensed operators in attendance, suggested NAFMB, jobs would open up to minorities or others not trained as radio-telephone operators.

Automatic shutdowns should only occur when operating power is in excess of 105% of authorized power, frequency is more than 2,000 hertz off center from its assigned location or exceeds by 100% the modulation peaks of frequency recurrence, said NAFMB.

The Public Broadcasting Service also saw no need for an operator to be in attendance for ATS operations, but suggested "qualified personnel" be available on an "on call" basis to respond to alarms. Manual override should be an essential feature of an automatic transmission system, said PBS.

The Dallas engineering consulting firm of A. Earl Cullum Jr. & Associates stated the FCC should concern itself only with the "limits and bounds" for automatic system operation and not with design problems. Any problems posed by the FCC, including directional antenna problems, can be handled by existing equipment, said the firm.

The Association for Broadcast Engineering Standards Inc., however, expressed "strong reservations" about automatic transmission systems for directional antenna operations. That issue is based on the construction and design of such antennas and should be left to the current FCC inquiry on the subject (docket 19692), stated ABES.

The Association of Federal Communications Consulting Engineers argued against unattended operations, and suggested instead that the individual in charge of monitoring an ATS setup be relieved of all supervisory duties other than awareness of alarm systems and abnormalities observed through regular TV or radio receivers.

Westinghouse Broadcasting Co. also was concerned that in eliminating the role of operator the transmitting plant might be "locked and forgotten." A first-class radio system should be re-quired to at least make weekly visits to the transmitting facilities for maintenance and inspection purposes, Westinghouse said.

**FCC tightens up on requirements for EBS hardware**

Type acceptance will be necessary for encoders and decoders

The FCC has amended its rules to require authorization for equipment used to transmit and receive the new two-tone attention signal of the Emergency Broadcast System. Type acceptance of the encoder (transmitter) and certification of the decoder (receiver) to meet additional specifications will be compulsory.

The commission action is the result of doubts it and many broadcasters expressed concerning the capability of presently available equipment to use the new signal adequately.

Last December, the commission decided to substitute the two-tone signal (853 and 960 Hz) for the carrier-break and 1000 Hz attention signal presently in use. The two tones will be transmitted simultaneously and are expected to increase the reliability of the system. And, unlike the present system, stations will not go off the air at all.

To provide time for the authorization process, the commission also extended by three months to April 15, 1976, the deadline for installation of the new signal.

The commission also exempted non-commercial educational FM's with 10 kw or less from transmitting the signal. The stations, however, will be required to receive it.

**Cetec buys Schafer**

Purchase of Schafer Electronic Corp., Goleta, Calif.-based manufacturer of automated radio broadcast equipment, by Cetec Inc., El Monte, Calif., parent company of Sparta Electronics, Jampro Antenna and Cetec Audio, was announced last week. Schafer was founded in the mid-1950's by Paul Schafer. It was sold to Applied Magnetics Corp., Los Angeles, in 1968 and to James M. Cunningham, an AMC executive, in 1971. Schafer sales for the fiscal year that ends Sept. 30 are estimated at $3.5 million.

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**Media**

**NCCB to scrutinize Ohio, Mich. stations**

Letter goes to stations asking for information on employment, programming, access performance

The staff of Nicholas Johnson's National Citizens Committee for Broadcasting is working on a study of the performance of all television stations in Ohio and Michigan. It hopes to distribute the report this October, a year in advance of the Ohio and Michigan renewal date.

The study is a pilot project, which if successful, will lead to studies of all the TV stations in the country as their licenses come up for renewal, an NCCB staffer said last week.

According to an NCCB letter to station managers in the two states, the study will include information such as the amounts of news and public affairs programming at the stations, ownership information, employment practices, responsiveness to community needs, access to community groups.

"We are writing you now because we thought you would like to know," the letter says. "We are not trying to sneak up on you and surprise you. Moreover, we thought you might want to send us additional material which we are not likely to come across from our other sources. We are not asking for more, mind you—and certainly not demanding it. We're just trying to be as thorough, accurate, and fair as possible."

NCCB is using FCC files and local citizen-group input to map out the relative performance of each station, "the best as well as the worst," the letter says.

The study is intended for the use of local citizen groups and anybody else interested in the stations examined.

**Broadcasters: We want our money back**

Briefs filed in Court of Claims rebut government plea for dismissal

Broadcasters who turned to the U.S. Court of Claims for a refund of filing fees paid under the 1970 fee schedule (BROADCASTING, Feb. 17) last week opposed the government's motion to dismiss the case and asked the court for a summary judgment in their favor.

In four separate briefs, broadcasters rebutted the government's charges that the Court of Claims does not have jurisdiction and that broadcasters do not have the right to litigate since they already did so in 1972.

They claimed the government misinterpreted their cases with its contention that review of FCC orders can only be handled through the U.S. Court of Appeals. Broadcasters said they are not seeking review of the order but rather are ex-
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Light, portable and comfortable to operate, the JVC GC 4800. Get all the facts about the camera and its companion ½” EIAJ-1 tape deck, the PV 4800 today.
exercising their rights under the Tucker Act which gives the Court of Claims authority to judge suits for monies paid under illegal fee regulations.

They also disputed the government's contention that broadcasters were represented by the National Association of Broadcasters in the 1972 Clay case in the U.S. Court of Appeals for the fifth circuit. In that case the court decided against the NAB and upheld the fee schedule.

The broadcasters claimed that members of the NAB did not exercise control over the association's litigation and therefore cannot be considered as parties to the case.

McGraw-Hill Broadcasting Co. said it was not in existence in time to be a party to the proceeding before the commission which led to the Clay case. Many broadcasters also denied involvement, stating they were not NAB members.

All the briefs claimed that the entire 1970 fee schedule is invalid and was declared illegal in the 1972 Supreme Court case involving the National Cable Television Association. The FCC, however, contends that decision only applied to cable fees.

What's on at the NAB-RAB regionals

The National Association of Broadcasters last week announced the program for the six radio conventions it is sponsoring jointly with the Radio Advertising Bureau in cities across the country during October and November (Broadcasting, Aug. 18).

The program is designed to cover day-to-day operational problems of radio stations and features separate sessions on sales, programming, publicity and promotion, legal problems, government relations, and engineering. Each convention will stage a two-and-a-half hour meeting with an FCC commissioner and FCC staff members.

The sessions:

A presentation for general management entitled "Accelerating Radio Growth," with NAB President Vincent T. Wasielowski and RAB President Miles David.


A session on "How to Avoid Legal Problems," with John Summers, NAB executive vice president and general counsel.

A discussion on "Communicating with Your Congressman" by Donald Zelfang and William Carlisle, NAB executive vice president and vice president respectively for government relations.

Bob Henabery, a programming consultant, along with a successful manager and a program director discussing "Trends in FM Influencing Radio Today." Mr. David will join in, discussing FM sales.

A session entitled "Solving Day-to-Day Management and Engineering Problems," during which a member of the

Two Rust Craft outlets in Buffalo are clean; one gets short-termer

WORC-AM-TV renewed; WPXY gets abbreviated renewal for EEO, public affairs shortcomings

The FCC has granted renewals to Rust Craft Broadcasting stations in Rochester, N.Y., despite citizen group opposition, on the condition that the licensee take steps to recruit, employ and promote qualified women for jobs at all levels.

Although WORC-AM-TV were granted full-term renewals, WPXY(FM) was granted a short-term renewal until June 1, 1976.

The commission said, there was a lack of female employees in upper job categories at WPXY and the station had not lived up to its programming proposals set down in its 1972 renewal application.

WPXY's public affairs programming during the composite week fell 85% below what the station indicated on its 1972 renewal application, said the FCC. In addition, the station had continued to duplicate nonentertainment programming from WORC(AM), contrary to its 1972 proposals, said the commission.

The station's renewals had been opposed by Action For a Better Community Inc. and Metro-Act of Rochester Inc. Both groups had failed to raise "substantial" questions regarding either the licensee's past programming or ascertainment practices, said the commission.

In memoriam

Sculptor Robert Russin has been commissioned by the National Association of Broadcasters' affiliated Television and Radio Political Education Committee to design a plaque for the Grover C. Cobb Memorial Award, featuring a likeness of the late NAB executive. The award was established this year as a memorial to Mr. Cobb, senior executive vice president and former board chairman of NAB, who died March 7. TARPEC will present the award yearly to a broadcaster or public servant involved in government relations for the broadcasting industry. Mr. Russin is professor of art at the University of Wyoming. Among his better-known works are the Albert Einstein Medal at the Lincoln Monument near Laramie, Wyo.

Parker's people are out after new EEO proposals

Office of Communications files FOI request for staff reports and other documents, call revisions of rule "moral bankruptcy"

The Office of Communication of the United Church of Christ last week denounced the FCC's proposed new EEO reporting requirements as "racist and sexist" and filed a Freedom of Information Act request for public inspection of all staff studies and other documentation pertaining to the proposed rule revisions.

Especially at issue is a proposal that asks if stations with up to 15 full-time employees—some 78% of the nation's television and radio stations—should be exempted from filing equal employment opportunity programs with the commission. Presently stations with five or more employees must file. The proposal was released last month as part of the commission's notice of inquiry and proposed rulemaking aimed at revising EEO guidelines (Broadcasting, July 21).

In a separate letter to FCC Chairman Richard E. Wiley, Everett C. Parker, director of the Office of Communication, called the new proposals "a revelation of moral bankruptcy" and warned that the office "will use every resource at its disposal to oppose commission efforts to roll back the small gains in fair employment previously gained.

Dr. Parker said that the smaller stations, whose staffs are "almost invariably" white and male, are the worst offenders regarding fair employment. He claimed those stations would not hire minority persons or females without rule requirements or close commission supervision.

The FOI request seeks information on the effectiveness of EEO guidelines since 1969 and on FCC EEO compliance activities since that time.

The request says public inspection of the information is necessary before comments can be filed.

Changing Hands

Announced

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

- **KEND(AM)** Lubbock, Tex.; Sold by The End Corp. to Radio Lubbock Inc. for $437,500. Seller is owned equally by Allan Rosen, Joe R. Horky, Lewis T. D'Elia and Kenneth Hobbs. Messrs. Rosen and
OUR NEWEST DRILL RIG.

Anticipating America's growing need for energy, we bought some coal property back in 1971.

Western property, where coal is close to the surface and can be mined less expensively than deep, Eastern coal. We have four shovels, like the one above, on order.

By 1977, we plan to be mining large quantities and become one of the first oil companies actively involved in the new Western coal business.

A READY MARKET
We've made a sizable investment in coal because it's one of the most immediate answers to the country's growing energy shortage.

Whether we convert it into synthetic gas and oil or sell it as is, there will always be a ready market.

Today, nearly one third of our country's electricity is generated from coal.

By 1985, the need for coal will more than double. We expect our sales of coal to utilities will be large enough to make that portion of the business profitable by 1978.

Eventually, we believe, synthetic natural gas and gasoline made from coal will be helping to heat your homes and drive your cars.

AN ALMOST ENDLESS RESOURCE
Almost one third of the world's recoverable coal is in the United States.

Our Cordero Mine alone contains nearly a half-billion tons. Because it's a surface mine, we'll be able to produce its coal at the rate of 12 million tons a year.

Triple the rate of the largest deep, Eastern mine.

ONE GIGANTIC STEP
The Cordero Mine is the beginning of a very large and promising Western coal operation for us.

The energy we'll supply from coal is an essential and gigantic step toward enhancing our future as well as bringing the U.S. closer to self-sufficiency.

Granted, there are problems to solve.

Not the least of which is the national concern for the environment.

We're confident, however, through mutual cooperation the problems can be solved to the satisfaction of everyone concerned.

In the meantime, we feel it's important that we aggressively pursue the development of Western coal.

By doing so, we'll have a head start on many of our competitors in the West.

While they're trying to get their coal operations going, we'll be busy supplying the energy our country needs.

Aggressive? You bet.

But isn't this the kind of company you'd like to do business with?

You'll be hearing from us.

FOLLOW THE SUN

Sun Oil Company, St. Davids, Pennsylvania
Horry have interests in KRZI(AM) Waco, Tex. Messrs. D’Elia and Hobbs have no other broadcast interests. Buyer is equally owned by Larry Ackers and Bill Fox who have interests in KBBC(AM) Abilene, Tex., and are officers but not stockholders of KENW(AM) Portales, N.M. KEND is full time on 1590 kw with 1 kw.

KORN(AM) Mitchell, S.D.; Sold by Mitchell Broadcasting Co. to Korn Palace Broadcasting Inc. for $400,000. Seller, R.V. Eppel, has no other broadcast interests. Buyer is equally owned by Dean L. DeShepper, Arthur C. Rew, Marilyn Christensen, Robert W. Anten and Michael E. Opiola. They have no other broadcast interests. Mr. Opiola is director, news and public affairs, WBBM-FM Chicago. KORN is on 1490 kw with 1 kw day and 250 kw night.

WGRO(AM) Lake City, Fla.: Columbia County Broadcasting Co. sold by John A. Dowdy, Robert E. Dobeinstein and Donald E. Dockery to John G. Bolton Jr. and William H. Aaron Jr. for $225,000. Mr. Dowdy also owns WMGRI(AM)-WJDI(FM) Bainbridge, Ga.; Messrs. Dobeinstein and Dockery have no other broadcast interests. Mr. Bolton manages television division and Mr. Aaron manages radio division of The Katz Agency, Atlanta, station representative. WGRO is daytimer on 960 kw with 500 w.

KVDD-TV Salem, Ore.; Sold by Corvallis TV Cable Co. to Oregon state board of higher education for $200,000. Seller operates cable TV system in Oregon and is wholly owned subsidiary of Liberty Communications Inc. Liberty is licensee of KVDO-TV Eugene, Ore., has applied for CP and subscription TV authority for channel 27 Dallas, directly and through subsidiaries operates 26 CATV systems in nine states and has business radio and microwave licenses. Major stockholders are Donald E. Tykeson, Carolyn S. Chambers and Durwood L. Boyles though some 250 others hold shares. Buyer plans to convert station to noncommercial, educational use. KVDO-TV is on channel 3 with 18.6 kw visual, 3.7 kw audio and antenna 1,070 feet above average terrain.

WGLW(AM) Nashville: Sold by Hudson Broadcasting Inc. to Reel Broadcasting Co. Inc. for assumption of about $204,800 in liabilities. In addition, buyers will lease studio and land from Don J. Massey, selling principal. Don J. Massey, Robert D. Hudson Jr. and J.T. Lovell are principals in seller and, like Mr. Massey, have no other broadcast interests. Principals in buyer are Robert K. Zelle and Michael Thompson. Mr. Zelle has 25% interest in Nashville automobile transmission services and has smaller interests in real estate and financial planning firm, restaurant chain and nurseries. Mr. Thompson most recently was salesman at WFLD-TV Chicago. WGLW has been dark since 1971. Seller purchased station last year and has applied for waiver of FCC three-year rule because it lacks funds to put station back on air.

WTLY(AM) Nashville: Sold by Hudson Broadcasting Inc. to Reel Broadcasting Co. Inc. for assumption of $204,800 in liabilities. In addition, buyers will lease studio and land from Don J. Massey, selling principal. Don J. Massey, Robert D. Hudson Jr. and J.T. Lovell are principals in seller and, like Mr. Massey, have no other broadcast interests. Principals in buyer are Robert K. Zelle and Michael Thompson. Mr. Zelle has 25% interest in Nashville automobile transmission services and has smaller interests in real estate and financial planning firm, restaurant chain and nurseries. Mr. Thompson most recently was salesman at WFLD-TV Chicago. WGLW has been dark since 1971. Seller purchased station last year and has applied for waiver of FCC three-year rule because it lacks funds to put station back on air.

WTLY is authorized to operate on channel 17 with 242 kw visual, 46.8 kw audio and antenna 421 feet above average terrain.

Other sales reported at the FCC last week include KPLY(AM) Crescent City, Calif.; WXTR(FM) Crystal River, Fla.; WVID(AM) Vicksburg, Miss., and WSVG(AM)-WSLF(FM) Peterborough, N.H. (see page 80).

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

WLW(AM) Indianapolis: Sold by Avco Broadcasting Co. to Videodiana Inc., wholly owned subsidiary of Dispatch Printing Co., Columbus, Ohio for $17,650,000. Seller, wholly owned subsidiary of Avco Inc., is liquidating its broadcast properties (BROADCASTING, June 23). Buyer, Edgar T. Wolfe family, publishes Columbus Dispatch, daily newspaper, and owns WBNS-AM-FM-TV in same city. Richard Wolfe is president of broadcast properties. WLW is ABC affiliate on channel 13 with 316 kw visual, 31.6 kw audio and antenna 976 above average terrain.

KCPX-TV Salt Lake City: Sold by Screen Gems Stations Inc. to United Television Inc. for $11 million. Seller is wholly owned subsidiary of Columbia Pictures Industries which owns KCPX-AM-FM Salt Lake City,VOUETV New Orleans, WWVA-AM-FM Wheeling, W.Va.; WYDE(AM) Birmingham, Ala.; WNIT-TV Linden (Newark), N.J.; WAPA-TV San Juan, P.R., and has interest in WOLE-TV Aguaquida, P.R. Buyer is wholly owned subsidiary of Twentieth Century Fox Film Corp. which owns KMSM-TV Minneapolis-St. Paul and has bought KMLT-AM San Antonio, Tex. (formerly WOAT-AM) from Avco Broadcasting Corp. for $9.3 million subject to FCC approval (BROADCASTING, March 3). Both Columbia Pictures and Twentieth Century-Fox are publicly traded on New York Stock Exchange. Alan J. Hirschfeld is president of Columbia Pictures and Dennis C. Stanfill is chairman of Twentieth Century-Fox. KCPX-TV is ABC affiliate on channel 4 with 50.1 kw vertical, 8.7 kw audio and antenna 3,000 feet above average terrain.

KXII(AM) Los Angeles: Sold by Forty-Six Beacon Corp. to Pacific & Southern Co., wholly owned subsidiary of Combined Communications Corp. for $4,809,996 cash, 15,000 shares of CCC common stock (valued at 94% per share last Wednesday Aug. 20), payment of $100,000 note and discharge of liabilities in maximum amount of $194,400. Majority stockholder in Beacon is John E. Palmer who has no other broadcast interests. CCC, a Phoenix-based group broadcaster and outdoor advertising firm, owns KTRA(AM)-KBBC(FM) Phoenix; KTRA-TV Mesa-Phoenix; KARK-TV Little Rock, Ark.; KKDF(AM) Los Angeles; KBV(AM) Denver; WXXI-TV Atlanta; WPTA(AM) Pittsburgh; WFTK(AM) Fort Wayne, Ind.; WLYK-TV Louisville, Ky.; KOCO-TV Oklahoma City and WWD(AM)-FM Hackensack, N.J. It has

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$600,000.
Fulltime facility licensed to suburb of major market. Station has long history of good profits but needs aggressive sales and promotion effort to realize potential. Excellent terms to a qualified buyer.

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BEVERLY HILLS, California (90212): 9145 Wilshire Blvd., Colin M. Selph, Roy Board, (213) 747-8151

75-31
also received FCC approval to purchase KEZL(FM) San Diego from PSA Broadcasting Inc. (see below). CCC also has agreed to purchase Cincinnati Enquirer for $35 million in cash and stock (BROADCASTING, May 12). CCC's chairman is John J. Louis Jr. and its president is Karl Eller, who with their families own some 40% of CCC's outstanding stock, which is traded on New York Stock Exchange. Its is on 1150 kHz with 5 kw day and 1 kw night.

KEZL(FM) San Diego: Sold by PSA Broadcasting Inc. to Pacific & Southern Co. Inc., subsidiary of Combined Communications Corp., for $850,000. ASA, principally owned by airline of same name, has sold KVEF(FM) Los Angeles to K-LOVE Radio Broadcasting Inc. (Lieberman family) for about $2 million (BROADCASTING, May 26) subject to FCC approval. Seller still owns KEZL(FM)Sacramento to Keel Johnson, Calif. Last month PSA received FCC approval to sell KEZL(FM) to Cleveland Broadcasting Co., subsidiary of ASI Communications Inc. for $700,000 (BROADCASTING, July 14). KEZL operates on 102.9 MHz with 50 kW horizontal and antenna 300 feet above average terrain.

WNBS(AM)-WAAM(FM) Murray, Ky.: Sold by Service Broadcasting Co. to Timkay Inc. for $1 million. Seller is owned equally by Charles Shuffett and C.H. Hulse Jr. who have no other broadcast interests. Buyer is owned equally by Mr. and Mrs. Tipton C. Wilcox, Birmingham, Mich., real estate owners; their son, Glenn C. Wilcox, associate professor of communications at Murray State University and real estate broker, and daughter, Fransuelle Wilcox Cole. WNBS is on 1340 kHz with 1 kW day and 250 w night. WAAM is on 103.7 MHz with 100 kW and antenna 300 feet above average terrain.

WYRE(AM) Annapolis, Md.: Sold by Radio Chesapeake Inc. to Atlantic Broadcasting Corp. for $775,000 cash; price previously was reported at $950,000 (BROADCASTING, May 19). Payment terms have since changed. Seller—Ervy Tannen, Marvin Mirvis and Kerby confer—together own WNAV(AM) Atlantic City, N.J. In addition, Mr. Tannen has interest in WEEE(FM) Chester, Pa. His interest in WHEX(AM) Columbia, Pa., was sold to group of Annapolis investors—H.E.X. Country Radio Inc.—for $250,000 (BROADCASTING, April 7) recently approved by FCC. Mr. Confer owns 50% of WLTY(AM)-WLQT(FM) Williamsport, Pa. Buyer principals are Sydney Abel (51%) and Donald A. Brown, Joseph B. Gildenborn and Benjamin R. Jacobs. Mr. Abel is vice president and general manager of WNID(AM) Bethesda, Md. Messrs. Brown, Gildenborn and Jacobs are Washington attorneys with no other broadcast interests. WYRE is daytimer on 810 kHz with 250 w.

WDBM-AM-FM Statesville, N.C.: Sold by Iredell Broadcasting Corp. to Radio Statesville Inc. for $500,000. Seller is owned by Walter A. Duke family which has no other broadcast interests. Buyers are Miles Ferguson (55%), Alford M. Pearce (20%), Ernie L. Pearce (17%) and others. Mr. Ferguson owns WRDL(AM) Lanett, Ala.-West Point, Ga., and has interests in WHDL(AM) Opelika, Ala., and WDSR(AM)-WTLD(FM) Lake City, Fla. Mr. Ferguson and Pearce brothers have interests in WWCC(AM) Bremen, Ga., which was sold to Martin L. Lamar for $172,000 (BROADCASTING, June 16) recently approved by the FCC. Alford Pearce is program director and Ernie L. Pearce is general manager at WDBM. WDBM is daytimer on 550 kHz with 500 w. WDBM-FM is on 96.9 MHz with 3.6 kW and antenna 340 feet above average terrain.

KSSS(AM) Colorado Springs: Sold by Northwest Broadcasting Inc. to Radio Colorado Springs Inc. for $380,000. Sale is consequence of merger of Rider Publications Inc. and Knight Newspapers Inc. which excluded Rider broadcast properties (BROADCASTING, July 15, 1974, et seq.) Stock of seller is held by voting trustees (Robert B. Ridder and Ridder family) who also hold 50% of corporation which owns 53% of WCCO-AM-FM-TV Minneapolis and CATV System in Rice Lake, Wis., and, through subsidiary, have pending application for new subscription TV station in St. Louis. KSSS buyer is wholly owned subsidiary of Peoria Journal Star Inc., publisher of Peoria (Ill.): Journal Star, Shooting Stars, Rotting Wing and Profitable Craft Merchandising. Peoria Journal also owns WAZY-AM-FM Lafayette, Ind.; KNOX(AM)-KYTN(FM) Grand Forks, N.D., and KBMY(AM) Billings, Mont. KSSS is on 740 kHz with 1 kw day and 250 W night.

Other sales approved by the FCC last week include: WLAM(AM) Lewiston, Me.; WJN(AM)-WJRM(FM) St. Cloud, Minn., and WDDS-FM Syracuse, N.Y. (see page 80).

FOI fine tuning by FCC

The FCC has refined its procedures for requesting records under the Freedom of Information Act. The principal change is in regard to requests for records relevant to a hearing proceeding, which must now be acted on by the bureau or office chief concerned with the records. Formerly, the "presiding officer" was charged with replying to FOI requests.

In another revision, the commission ruled that the 20-day period for FCC action on applications for review would become effective when the application is filed. This would allow multiple parties an adequate opportunity to express their positions while leaving the FCC time to act within the statutory period, explained the commission. Previously, 10 days were allowed for the filing of an application for review and 10 days were allowed for a response. That practice often kept the FCC only 10 days for making a decision.

The rule changes become effective Sept. 2.
Tracking the ‘Playlists’

Two weeks at top for ‘Jive Talkin’,’
Mills stays best in country

The Bee Gee’s ‘Jive Talkin’, now in its second topranked week on the pop “Playlist,” is moving steadily closer to gold status. Elton John’s ‘Someone Saved My Life Tonight’ is the only other single making significant gains within the top five. Hamilton, Joe Frank & Reynolds’ ‘Fallin’ in Love, Playboy Records’ most successful effort to date, is near the top of many pop and MOR charts, and is now at seven on the “Playlist.” Newer releases make the biggest gains of the week, however. John Denver’s latest, ‘I’m Sorry,’ is 25 in its second week. Ambrosia’s ‘Holdin’ On to Yesterday,’ at 26, is a surprise hit for 20th Century Records. Paul Anka, the Amazing Rhythm Aces, the Osmonds and Bad Company all make large jumps with new product. David Geddes’ ‘Run, Joey, Run,’ the frontrunner in the new morbid-rock genre, booms onto the chart at 22, with stations reporting it on usually heavily requested single. Austin Roberts’ ‘Rocky,’ another young-death saga, comes onto the chart at 49. The Sweet, English punkrockers with some following here, make a strong debut with ‘Ballroom Blitz’ at 39. Paul Simon and Phoebe Snow bring gospel to pop charts with ‘Gone At Last,’ which enters at 46. Ronnie Milsap’s ‘Daydreams About Night Things’ and Willie Nelson’s ‘Blue Eyes Crying in the Rain’ are the nation’s two most-heard country singles, both adding stations very quickly over the past few weeks. Loretta Lynn’s ‘Home,’ another relatively new release, makes a big jump to six. Charlie Pride is at seven with ‘I Hope You’re Feelin’ Me.’

I Got Stoned and I Missed It—Jim Stafford (MGM) ■ Pop radio’s tolerance of controversial topics is apparently still on the increase. Mr. Stafford had a hit last summer with ‘Wildwood Weed,’ a good-natured story-song about marijuana and law breaking, and Ringo Starr’s ‘The No-No Song,’ with a mildly antidrug message, received airplay nearly everywhere this spring despite frequent references to contraband. Mr. Stafford’s latest single, a dope-ridden sing-along penned by Shel Silverstein and previously recorded by Dr. Hook, tries to push back the boundaries a bit farther. It should be given a considerable boost by Mr. Stafford’s summerreplacement series on ABC-TV. WTOL(AM) Winston-Salem, N.C., has added it.

Miracles—Jefferson Starship (Grunt) ■ As an RCA promotion executive put it, the Jefferson Starship has a lot of top-40 resistance to overcome before this single can make it. No one who was a teen-ager when the Jefferson Airplane’s ‘Somebody to Love’ broke in 1967 is a teen-ager today, and in the intervening years, the Airplane/Starship, which became perhaps the leading “art rock” group, has been almost totally ignored by pop radio. Several original group members have departed, and much of the psychedelic quality of the music is gone as well, but the return of band founder Marty Balin seems to have infused new energy into the group’s sound. The Starship’s latest album has reached the top 10 of national sales charts, and Miracles, an electrifying ballad featuring a vocal duet between Mr. Balin and Grace Slick, is the group’s best shot at a pop hit in years. Early strength has been shown in the group’s San Francisco base, where KFRC(AM) has added it.

The following new releases, listed alphabetically by title, are making a mark in Broadcasting’s contemporary “Playlist” reporting below the first 50:
- Bad Blood, Neil Sedaka (Rocket).
- Daisy Jane, America (Warner Bros.).
- Disco Queen, Hot Chocolate (Big Tree).
- Flying High, Blackbirds (Fantasy).
- Glass House, Temptations (Gordy).
- It Only Takes a Minute, Tavares (Capitol).
- Katmandu, Bob Seegel (Capitol).
- Miracles, Jefferson Starship (Grunt).
- Out Of Time, Rolling Stones (Abko).
- Sweet Maxine, Doobie Bros. (Warner Bros.).
- That’s When the Music Takes Me, Neil Sedaka (Rocket).
- To Each His Own, Faith, Hope & Charity (RCA).
- Two Fine People, Cat Stevens (A&M).
- 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:
- Another Woman, T.G. Shepard (Melodyland).
- Don’t Stop Loving Me, Don Gibson (Hickory).
- Don’t Cry Joni, Conway Twitty (MCA).
- Funny How Time Slips Away, Narvel Felts (ABC/Dot).
- Helpless, Darrell McCall (Avco).
- I Love the Blues & the Boogie Woogie, Billy (Crash) Craddock (ABC).
- I’m Sorry, John Denver (RCA).
- If You Ever Change Your Mind, Ray Price (Columbia).
- Less Than the Song, Patti Page (Avco).
- A Poor Man’s Woman, Jeannie Pruitt (MCA).
- San Antonio Stroll, Tanya Tucker (MCA).
- Shotgun Rider, Marty Robbins (MCA).
- Spring, Tanya Tucker (Columbia).
- Take My Hand, Jeanne Seely (MCA).
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<td>Right The</td>
<td>Power</td>
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<td>T-Neck</td>
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<td>Bazuka-A&amp;M</td>
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<td>A&amp;M</td>
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<td>Hair</td>
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<td>ABC</td>
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<td>The Osmonds-</td>
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<td>56</td>
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<td>57</td>
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<td>Feel Like Making Love</td>
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**Country**

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<tr>
<th>Over-all rank</th>
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<th>Title (length)</th>
<th>Artist-label</th>
<th>Rank by day parts</th>
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<td>1</td>
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<td>1</td>
<td>I'm Feeling A Little Lonely</td>
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<tr>
<td>7</td>
<td>1</td>
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<td>(3:31)</td>
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<td>1</td>
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**Contemporary**

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<td>(3:03)</td>
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<td>2</td>
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<td>Feel Like Making Love</td>
<td>(3:03)</td>
<td>39</td>
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<tr>
<td>3</td>
<td>1</td>
<td>Feel Like Making Love</td>
<td>(3:03)</td>
<td>41</td>
</tr>
<tr>
<td>4</td>
<td>1</td>
<td>Feel Like Making Love</td>
<td>(3:03)</td>
<td>43</td>
</tr>
<tr>
<td>5</td>
<td>1</td>
<td>Feel Like Making Love</td>
<td>(3:03)</td>
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<tr>
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<td>7</td>
<td>1</td>
<td>Feel Like Making Love</td>
<td>(3:03)</td>
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<tr>
<td>8</td>
<td>1</td>
<td>Feel Like Making Love</td>
<td>(3:03)</td>
<td>51</td>
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<tr>
<td>9</td>
<td>1</td>
<td>Feel Like Making Love</td>
<td>(3:03)</td>
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<tr>
<td>10</td>
<td>1</td>
<td>Feel Like Making Love</td>
<td>(3:03)</td>
<td>55</td>
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</table>

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The Broadcasting
Playlist's Aug 25

These are the top songs in air-play popularity in two categories on U.S. radio, as reported to Broadcasting by a nationwide sample of stations. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears. A (★) indicates an upward movement of 10 or more chart positions over the previous Playlist week.
## Broadcasting's index of 134 stocks allied with electronic media

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. Aug. 20</th>
<th>Closing Wed. Aug. 13</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>1974-75</th>
<th>P/E ratio</th>
<th>Approx. shares (000)</th>
<th>Total market capitalization (000)</th>
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<td>N</td>
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<td>19 1/2</td>
<td>- 3/8</td>
<td>- 1.92</td>
<td>28 3/8</td>
<td>12 3/8</td>
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<td>36 3/8</td>
<td>- 1/4</td>
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<td>CHS</td>
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<td>46 3/4</td>
<td>- 2 1/2</td>
<td>- 5.36</td>
<td>53 1/8</td>
<td>20 1/8</td>
<td>11 283</td>
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<td>DOC</td>
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<td>19 3/4</td>
<td>- 1/2</td>
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<td>26 2/2</td>
<td>9 3/8</td>
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<td>6 3/8</td>
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<td>5/8</td>
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<td>10 7/8</td>
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<td>- 5.95</td>
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<td>10 4/8</td>
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<td>1/4</td>
<td>1/4</td>
<td>292 16</td>
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**VIA COMMUNICATION TECHNOLOGIES**

### Date: Aug 25 1975

TOTAL 78,087 2,183,643
West's worth of earnings reports from stocks on Broadcasting's index

**CURRENT AND CHANGE**

<table>
<thead>
<tr>
<th>Company</th>
<th>Period Ended</th>
<th>Revenues</th>
<th>Change</th>
<th>Net Income</th>
<th>Change</th>
<th>Per Share</th>
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</thead>
<tbody>
<tr>
<td><strong>Avco Corp.</strong></td>
<td>6 mo. 501</td>
<td>302,156,000</td>
<td>+5%</td>
<td>177,000</td>
<td>-17%</td>
<td>77</td>
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<tr>
<td><strong>John Blair &amp; Co.</strong></td>
<td>6 mo. 6/30</td>
<td>38,410,000</td>
<td>-5%</td>
<td>67,400</td>
<td>-25%</td>
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<tr>
<td><strong>Combined Communications Corp.</strong></td>
<td>6 mo. 6/30</td>
<td>65,324,479</td>
<td>+198%</td>
<td>3,161,284</td>
<td>+34%</td>
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<tr>
<td><strong>Cowles Communications</strong></td>
<td>6 mo. 6/30</td>
<td>125,000,00</td>
<td>+163%</td>
<td>1,734,000</td>
<td>-44%</td>
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<tr>
<td><strong>Foote, Cone &amp; Belding Communications</strong></td>
<td>6 mo. 6/30</td>
<td>27,595,000</td>
<td>+10%</td>
<td>1,452,000</td>
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<tr>
<td><strong>Ogilvy &amp; Mather</strong></td>
<td>6 mo. 6/30</td>
<td>45,850,000</td>
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<td>2,508,415</td>
<td>+129%</td>
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<td><strong>PBA Inc.</strong></td>
<td>6 mo. 6/30</td>
<td>76,447,000</td>
<td>+5%</td>
<td>2,557,000</td>
<td>-11%</td>
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<td><strong>RCA</strong></td>
<td>6 mo. 6/30</td>
<td>2,246,300,000</td>
<td>+3%</td>
<td>43,800,000</td>
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<td><strong>Time Inc.</strong></td>
<td>6 mo. 6/30</td>
<td>430,016,000</td>
<td>+10%</td>
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<td><strong>Transamerica Corp.</strong></td>
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<td>1,160,647,000</td>
<td>+5%</td>
<td>34,632,000</td>
<td>+32%</td>
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</table>

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

*Change too great to be meaningful.*

**YEARLY EARLY**

<table>
<thead>
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<th>Company</th>
<th>Revenues</th>
<th>Net Income</th>
<th>Per Share</th>
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<tbody>
<tr>
<td><strong>Avco Corp.</strong></td>
<td>307,000,000</td>
<td>207,000</td>
<td>1,09</td>
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<td><strong>John Blair &amp; Co.</strong></td>
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<td>125,000,00</td>
<td>1,734,000</td>
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</tr>
<tr>
<td><strong>Foote, Cone &amp; Belding Communications</strong></td>
<td>27,595,000</td>
<td>+1,452,000</td>
<td>+13%</td>
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<td><strong>Ogilvy &amp; Mather</strong></td>
<td>45,850,000</td>
<td>2,508,415</td>
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<td><strong>PBA Inc.</strong></td>
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<td><strong>RCA</strong></td>
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<td>43,800,000</td>
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<td><strong>Time Inc.</strong></td>
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<td>23</td>
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<tr>
<td><strong>Transamerica Corp.</strong></td>
<td>1,160,647,000</td>
<td>34,632,000</td>
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</table>

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

**No PIE ratio is computed: company registered net loss.**

**Stock split.**

---

**Standard & Poor's Industrial Average**

<table>
<thead>
<tr>
<th>Date</th>
<th>Value</th>
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<tbody>
<tr>
<td>9/4</td>
<td>93.4</td>
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<tr>
<td>9/8</td>
<td>90.6</td>
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<tr>
<td><strong>-3.2</strong></td>
<td><strong>-</strong></td>
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**GRAND TOTAL**

<table>
<thead>
<tr>
<th>Date</th>
<th>Value</th>
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<tbody>
<tr>
<td>1,668,844</td>
<td><strong>50,125,250</strong></td>
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</table>

---

**A** American Stock Exchange

**M** Midwest Stock Exchange

**N** New York Stock Exchange

**O** Over-the-counter bid price

**P** Pacific Coast Stock Exchange

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

Joan F. Mosley, attorney in NBC’s law department since 1972, named senior attorney, NBC, with increased responsibilities for legal matters of NBC Radio division and NBC-owned radio stations, and for advice regarding contests and awards show on NBC-owned TV and radio stations.


Bert Wahlen, VP-general manager, KSON(AM) San Diego, named president and general manager, KOZN-FM San Diego.

Herb Schulte, corporate planning department, Meredith Corp., Des Moines, Iowa, elected VP-corporate planning.

Dave L. Cline, commercial manager, KRUX(AM) Glendale, Ariz., named general manager.

Joseph Koff, account executive, KRUX, named general manager of Lotus Communications, New York. Both are Lotus Communications Corp. properties.

Hugo Pepstein, general sales manager, KSNI(AM) Eureka, Calif., named to additional duties as station manager.

Lee G. Stevens, station manager, WWHT-AM-FM Battle Creek, Mich., named acting general manager, succeeding Harold C. Sundberg who resigns to pursue other business interests.

Vera Mayer, manager, library and records administration, NBC Information Services, named to newly created post of archivist, NBC Information Services, New York.

Charles A. Mangano, supervisor, telecommunications, NBC, named coordinator, special network transmission facilities, NBC.


Judy Santarsiero Torello, manager of public relations and publicity, WABC-TV New York, joins CBS Radio, New York, as manager, press services. She replaces Priscilla M. Touney, recently named account executive, CBS Radio network sales.

Daniel Udvig, promotion manager, WABY-AM-FM-TV Green Bay, Wis., named director of promotion, WMT-AM-FM-TV Cedar Rapids-Waterloo, Iowa.

Charles N. Campbell, Campbell-Ewald Co., Detroit, named Detroit representative, Keystone Broadcasting System.

Valerie Johnson, executive secretary to general manager, WWLG(AM) St. Petersburg, Fla., named director, equal employment opportunity program, for parent Hubbard Broadcasting Inc., Minneapolis, remaining in St. Petersburg.

Tony Bond, director/switcher, KCTV-TV San Diego, named to newly created position of supervisor of general services.

Thomas Spann, with KRVN(AM) in Lafayette, La., named operations manager, non-commercial KKUM(AM) in Lincoln, Neb., and assistant professor of broadcasting, University of Nebraska.

Richard McMillan, sales manager, WMT(AM) Cedar Rapids, Iowa, named general manager.

Recently elected officers, Missouri Public Radio Association, are: Robert Thomas, KKMU(FM) St. Louis, president; Wayne Lemons, KBFL(FM) Buffalo, VP; William Devine III, KUMR(FM) Rolla, secretary-treasurer.

Broadcast Advertising

Bobbi Grimm, associate director, community involvement, KFAC-AM-FM Los Angeles, named to additional duties as publicity director handling promotion and advertising for the station.

Hilary Hendler, account executive, NBC-TV Spot Sales, New York, named manager, Eastern sales.

Morton L. Jaffe, manager, account services, WYAF, New York, named general manager, WCKX-FM Maine.

Tim Slaye, account executive, KIKI(AM) Honolulu, named sales manager.

Virginia Daly, media supervisor, Air Time, New York, elected VP-media supervisor.


James Beloyannis, salesman, Katz Television, Atlantic team, named assistant sales manager, Atlantic team, New York.

Robert Taylor, associate creative director and VP, J. Walter Thompson Co., Chicago, named creative director.

Bob Rodriguez, account executive, KTVX(TV) Las Vegas, named co-op coordinator of retail/development sales department, KNXT(TV) Los Angeles.

Jacqueline Ceballos, head of own public relations firm, Jacqueline Ceballos Communications, New York, and leader in feminist movement; Jean Phillips, formerly host on WTTV(TV) and WFLD(TV) Chicago, named senior account executive, Good Food magazine, New York; and Patricia Wagner, formerly with Ross Roy Advertising, New York, and president of own communications firm for past three years, Pat Wagner Communications Services, New York, have formed Ceballos, Phillips & Wagner Communications Inc., One Rockefeller Plaza, New York, named account executive, Kansas City, and vice president, sales/operations.

It doesn’t cost you anything to have Sherlee Barish go to work for you. She’ll help you find that department head, that anchor person, or that weather, sports or news reporter you’re looking for. And you can be sure that because she’s been in the business for years, she knows where people will go to work. She’s been in the business for years, she knows where people will go to work. She’s been in the business for years, she knows where people will go to work. She’s been in the business for years, she knows where people will go to work. She’s been in the business for years, she knows where people will go to work. She’s been in the business for years, she knows where people will go to work.
York, public relations, advertising and marketing firm specializing in women’s projects.

Karen Vanderbeck, with Campbell-Mithun, Chicago, named spot buyer on Alberto-Culver account at Lee King & Partners, Chicago.

Robert D. Swanson, merchandising assistant, WGN-AM-TV, Chicago, named merchandising supervisor, succeeding Paul Sellner, retired.

Lawrence Colen, media manager, advertising service subsidiary, Bristol-Myers Co., New York, named to new post of media manager, Best Foods Division, New York.

Daniel W. Tutt, president and account supervisor, Bruning Tutt & Associates, Colorado Springs, Colo., advertising agency, named research and sales development assistant, KOMO-TV Seattle.


Programing

Rick Stewart, with KRKAAM Sacramento, Calif., named program director, KMPS (AM) Seattle.

Jack Raymond, news director, WEIM (AM) Fitchburg, Mass., named program director.

Bill Land, sports director, WXW-TV LaCrosse, Wis., named to same post, KAKE-TV Wichita, Kan.

Ed Wocher, account executive, KEEN (AM) San Jose, Calif., named manager of newly opened San Francisco office, Sports Media Sales, Beverly Hills, Calif., radio-TV package of college and professional teams (155 Montgomery Street, San Francisco 94104).

Jack Buck, sports director, KMOX (AM) St. Louis, and play-by-play announcer for St. Louis Cardinals, named host of NBC Sports’ new pregame Grandstand series for NFL football. Mr. Buck is in his last season with Cardinals, but will continue as KMOX (AM) sports director.

Peter Allen, staff announcer for WQXR (AM) New York for 28 years, has been named to handle Metropolitan Opera broadcasts sponsored by national syndication by Texaco Inc., starting in fall. Mr. Allen, who replaces Milton Cross who died last January, had been stand-by announcer on opera broadcast for many years.

Joseph Monzio, associate producer, Universal Television (Owen Marshall, Counselor at Law, Sunshine), named executive assistant to Bruce Lansbury, president of Bruce Lansbury Productions Ltd., recently associated with Columbia Pictures Television as an independent producer.


Karen Stroback, news producer, KMOX-AM ST. Louis, named staff producer, WCAU-TV Philadelphia. Both are CBS-owned stations.

Don Sipes, senior executive VP of International Creative Management, named VP of Universal Television, Universal City, Calif.

Joseph Abruscato, director in sales administration department, Columbia Pictures Television, New York, elected VP.

Roger Hudson, with Hughes Television Network, New York, named VP, sales and marketing, Marvin H. Sugarman Productions, sports TV production firm, New York.


Kenneth Edmundson, news and feature assistant, WINS, international news film syndication service, London, named assistant to producer, NBC Sports, New York.

Deborah Squalis, continuity coordinator, WBKB-TV Burlington, N.J., named traffic supervisor.

Marcel Op h e u l s, French documentary producer-director, will join CBS News in September as documentary producer.

Robert Jay Gordon, director of marketing, WHAS-AM-FM-TV Louisville, Ky., named president of Pegasus Productions, newly formed division of WHAS Inc., audio/visual production company. Bernie Rosenthal, general manager, WHAS Inc.’s Graphic Eleven, named VP of marketing, Pegasus Productions which includes both creative services department of WHAS and Graphic Eleven.


Nancy Haas, account executive, Telegroup, named producer.

Peter Bright, production coordinator, Mobile Television Services, Chicago, resigns Aug. 22 to relocate in Los Angeles to do television production.

Broadcast Journalism


Richard Ross, news director and anchorman, KGTV-TV Portland, Ore., named national director, KATU-TV Portland.

Elizabeth Banks, assistant editorial director, WBBM-TV Chicago, named editorial director, WLS-TV Chicago.

Jenny Crimm and Lynne Joiner, reporters and news anchors, KPIX-TV San Francisco, named co-anchors, three evening newscasts, KPIX.

Hugh A. Hill, graduate student in communications, Columbia University, named news associate, NBC News, New York.

Steve Yount, news anchorman, WIREX (AM) Indianapolis, named reporter/anchorman for NBC News, Chicago, based at NBC’s WINS-FM.

Robert Cohen, program director, WEIM (AM) Fitchburg, Mass., named newsmen, WEEI-FM Boston.

Wes Sims, news director, WPTA-TV Fort Wayne, Ind., named director of special projects, succeeded by Harry Gallagher, anchorman, WPTA-TV.

Martha Hendricks, with Petersberg Progress Index, Petersburg, Va., named reporter, WTVR-TV Richmond, Va.

Frank Mariano, ABC News’ Saigon correspondent for almost 10 years, named to join staff of ABC News’ Los Angeles bureau.

Ric Miller, with Newsradio, national news service serving radio stations in Canada, affiliated with CBS Radio News, named Toronto bureau chief, Newsradio.

Stanley V. Stovell, news and anchorman, KTAR-TV Phoenix, named to same post, KSD-TV St. Louis.

John Cukoe, reporter and anchorman, KFBS-TV Phoenix, named general assignment reporter, KFVS-TV San Diego.

Bob Grip, announcer, WBNS-TV Columbus, Ohio, named reporter, WKBV-TV Mobile, Ala.

Andra Peterson, head teacher and supervisor, Dayton, Ore., public schools, named weatherperson, KPVY-TV Portland, Ore.

Cable

Ben Pellegrino, with Tele-Vue Systems Inc., West Coast subsidiary of Viacom Communications, Los Angeles, elected VP.

Equipment & Engineering

Guy M. Lewis, manager, sales development, RCA Broadcast Systems, Camden, N.J., named manager, radio station equipment product management for unit.

Wally Wheaton, district sales manager, Switchcraft Inc., Chicago, named Midwest regional sales manager, succeeding Scotty Wallace, named Eastern regional sales manager.


Robert Eastburn, buyer for Eldorado Electrodata, Concord, Calif., named purchasing agent, Coastcom, Concord, Calif., manufacturer of specialized multiplex systems.


Allied Fields

Robert E. Lee, FCC commissioner, will be honored as dean of federal regulatory agency members (Broadcasting, Aug. 11) at Sept. 25 banquet during Institute of Electrical and Electronics Engineers Sept. 25-26 Broadcast Symposium, Washington hotel, Washington.

Robert (Bud) Weston, retired engineering assistant to Commissioner Lee, will serve as toasting master.


Emile Martin, research project director, Frank N. Magid Associates, named assistant professor of journalism and speech and drama, University of Kansas, Lawrence.

Joseph M. Johnson, engineer in industrial and...
public safety rules division, FCC's Safety and Special Radio Services Bureau, Washington, named chief of rules and legal branch, amateur and citizens division.

Elmer W. Lower, VP, corporate affairs, ABC, named member of broadcasting advisory council, University of Missouri School of Journalism.

Peter C. Goldmark, President of Goldmark Communications Corp., Stamford, Conn., named to National Research Council, Washington, to assess national science and technology programs.

Rosemary LePointe, administrative secretary, Law department, CBS Inc., New York, named to receive 1975-76 CBS scholarship to graduate program in management at Simmons College, Boston.


Henry Apple, director of marketing, Avery-Knodel Inc., named Eastern sales manager, Telmar Communications Corp., New York, computer service for advertising industry.

Peter A. Richardson, PhD candidate, University of Florida, named assistant professor of journalism at Florida A&M University, Tallahassee, to teach broadcast news courses.

Jeffrey S. Grant, assistant general manager, noncommercial WYIA-FM-TV Scranton, Pa., named director of development for television division, The Reader's Digest, Pleasantville, N.Y.

William L. Miller, account executive, A.C. Nielsen Co., Northbrook, Ill., named VP and regional manager of sales and service, Nielsen Station Index, local TV measurement service of parent company.

Deaths

Susan Smith, 34, associate producer, 20th Century-Fox Television, live-tape division, died of brain hemorrhage 17 time Hollywood. Ms. Smith started with WCAU-TV Philadelphia, also worked for Art Linkletter Productions and Bill Cosby Productions. She is survived by her mother and sister, both of Philadelphia.

James Celi (*Cousin John*) summery, 61, veteran Grand Ole Opry comedy and guitar entertainer, died Aug. 18 at his Nashville home following long illness. He is survived by his wife, Marie, son and daughter.

William J. Pringle, 70, retired manager Hollywood office, Foote, Cone & Belding advertising, died July 28 of coronary at his Pasadena, Calif., home.

Ron Hatten, 38, formerly sales manager, KFQ(FM) St. Joseph, Mo., and co-owner of St. Joseph Stockyards Journal, died Aug. 12 of cancer. He is survived by his wife, Marjorie, three sons and daughter.

As compiled by BROADCASTING, Aug. 11 through Aug. 15 and based on filings, authorizations and other FCC actions.

Abbreviations: AJL—Administrative Judge, alt.—alternate, ann.—announced, ant.—antenna, aural.—aural, aux.—auxiliary, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, Doc.—Docket, ERP—effective radiated power, HAAT—height of antenna above average terrain, kHz—kilohertz, kw—kilowatts, MEDV—maximum expected operation value, mh—megahertz, mod.—modulation, M—mile, PSA—presurisation service authority, SH—specified hours, trans.—transmitter, TPO—transmitter power output, U—unlimited hours, vis.—visual, w—watts, —noncommercial.

**New stations**

**AM application**

Richard L. Culpepper, Grand Rapids, Mich.—Application seeking 1140 kHz, DA-D, amended July 22 to change station location to Kentwood, Mich.

**AM actions**


**AM license**

Broadcast Bureau granted following licenses covering new station:


**FM applications**

- Montrose, Colo.—Woodland Broadcasting Co. seeks 94.1 mhz, 32 kw., HAAT 1,754 ft. P.O. address: Box 970, Montrose 81401. Estimated construction cost $71,014; first-year operating cost $40,400; revenue $55,080. Format: C&W. Principals: Jack and Lois McAuliffe (50%), and Dole and Margaret Hale (50%).

- Tallahassee, Fla.—Florida A&M University seeks 90.7 mhz, 10 kw. P.O. address: 209 Collins Blvd., 107 W. Gaines St., Tallahassee 32304. Estimated construction cost $30,114; first-year operating cost $5,000.


- *Austin, Tex.—Austin Community Radio seeks 88.7 mhz, 15 kw., HAAT 1,119 ft. P.O. address: c/o Dr. John Warfield, 5503 Pendleton Lane, Austin 78723. Estimated construction cost $7,600; first-year operating cost $7,400. Principal: Dr. John Warfield, president. Ann. Aug. 5.

- Corpus Christi, Tex.—KUNO Radio Inc. seeks 99.1 mhz, 100 kw., HAAT 754 ft. P.O. address: 41722 Corpus Christi 78408. Estimated construction cost $110,500; first-year operating cost $98,400; revenue $96,000. Format: contemporary. Principals: McHenry Tichenor (51%), Rogers Kelley (24.5%), et al. Mr. Tichenor is 57% owner of Harbenito Broadcasting Co., which owns several Texas radio stations and WQMA(AM) Hollywood, Fla. Mr. Kelley also has interests in Harbenito. Mr. Tichenor owns part of KIFM Phoenix. Ann. Aug. 11.


**FM actions**


- Dallas—Southern Methodist University Student Publishing Co. application for new FM on 89.3 mhz, 10 w dismissed (BPED-2034). Ann. Aug. 8.

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


**FM starts**

- *KESR Mission Viejo, Calif.—Authorized program
### Summary of broadcasting

#### FCC tabulations as of June 30, 1975

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<th>STAILicensed</th>
<th>On air</th>
<th>CP's on air</th>
<th>Total CPs</th>
<th>CP's authorized</th>
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<td>Commercial AM</td>
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<td>28</td>
<td>4,448</td>
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<tr>
<td>Commercial FM</td>
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<td>52</td>
<td>2,756</td>
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<td>Educational AM</td>
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<td>740</td>
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<td>Total Radio</td>
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<td>0</td>
<td>8</td>
<td>746</td>
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<tr>
<td>Educational TV</td>
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<td>Educational TV</td>
<td>229</td>
<td>0</td>
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<tr>
<td>Total TV</td>
<td>967</td>
<td>0</td>
<td>18</td>
<td>985</td>
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</tbody>
</table>

*Special temporary authorization

### On-air Assignments

**Adolpho and Jose** Lieberman, Mexican national, is part owner of XEMGAM (AM) Tijuana, Mexico.

**KFLX(AM)** - Tijuana, Mexico.

**KFW(AM)** - Tijuana, Mexico.

**XWY(AM)** - Tijuana, Mexico.

**KGNU(AM)** - Tijuana, Mexico.

**KUSK(AM)** - Tijuana, Mexico.

### Applications

**KLYM(AM)** Crescent City, Calif. (1240 kHz, 250 w-U) - Seeks assignment of license from Summit Broadcasting Co. for $5,000 plus employment contract for $65,600. Seller: Mason and Virginia Behan are retiring from broadcasting. Buyer: William E. Stamps (100%) is sole owner of KPOD (AM) Crescent City, Calif. Aug. 13.

**KVEF(AM)** Los Angeles (107.5 kHz, 34 kW) - Seeks assignment of license from PSA Broadcasting Inc. to K-Love Broadcasting Inc. for $2,000,000. Seller: K-Love Inc. is owner of two other PSA stations - KEZL(AM) San Diego to Combined Communications Corp. and KEZS(AM) Sacramento, Calif., to Cleveland Broadcasting Co. with own KEZK(AM) San Jose, Calif. Buyer: Lieberman family (Elia, Julio, Frances, and Joe) Lieberman, Mexican national, is part owner of XEMGAM (AM) Tijuana, Mexico. Aug. 13.

**WCNY(AM-FM)** Fairfield, Ohio (AM: 1560 kHz, 500 w-D; FM: 94.9 mhz, 79 kW) - Seeks assignment of license from Walter L. Forss for Broadcast Management Corp. for $500,000. Seller: Walter L. Forss, Hamilton, Ohio, highway contractor. Buyer: Joseph Thrope and Tom Greene, Mr. Thrope is former VP and general manager of WVEZ(AM) Cincinnati; Mr. Greene has interest in Cincinnati construction firm. Aug. 13.

**WKTY(AM)** Oklahoma City (ch 4) - Seeks assignment of license from Gaylord Broadcasting Co. to Evening News Advertising Corp. for $22,500,000. Seller: Oklahoma Broadcasting Co. also owns both Oklahoma City daily newspapers, WKYM(AM) and others. Buyers: family of late James E. Scripps, ows Detroit News and WKNM-FM(AM and FM) Detroit; also WALA-TV, Mobile, Ala.; KOLD-TV Tucson, Ariz. Aug. 12.

**WLTT(TV)** Nashville (ch 17, off-air) - Seeks assignment of license from Hudson Broadcasting Inc. to Reel Broadcasting Inc. for $22,900 consideration of debts, plus lease agreement. Sellers: Robert Hudson, Don J. Massey, et al., were unable to return station to air. Buyers: Robert K. Zelle (62%), WJXM owner, businessman; Michael P. Thompson (20%) former professional golfer, et al. Ann. Aug. 15.

**KEND(AM)** Lubbock, Tex. (1590 kHz, 1 kw, DA) - Seeks assignment of license from Eandon Corp. to Radio Lubbuck Inc. for $187,500. Seller:END Corp. officers Allen Rosen and Joe R. Horkey have interest in KZRH(AM) Waco, Tex. Buyers: Larry Achers and Billy Fox each has 50% of the interest in KBR(C) Abilene, Tex. Ann. Aug. 15.

### Prominent Licenses

**WLM(AM)** Lewiston, Me. (1470 kHz, 3kw) - Broadcast Bureau granted fee simple lease of license from Lewiston-Auburn Broadcasting Corp. to Great Down East Wireless Talking Machine Co. for $305,000. Seller: Great Down East Wireless Talking Machine Co. has own WMT(AM) Biddeford and is applicant for FM in Auburn, both Maine. Buyers: Ronald R. Frazzelli (43%), Arnold S. Lerner (43%) and Myer Feldman (14%). Mr. Feldman and Mr. Lerner own WADK(AM) Newport, R.I. and WLLH(AM)-WSFM(AM) Lowell, Mass. Mr. Feldman also has interest in other New England stations. Mr. Frazzelli is an accountant for WLLH(AM)-WSWH(AM) (BALL-8402). Action July 29.


**WVOX(AM)-WBM(FM)** West Orange, N.J. (AM: 920 kHz, 3 kw-D; FM: 94.9 mhz, 860 w) - Broadcast Bureau granted assignment of license from Hudson-Westchester Radio to Historic Hudson Valley Radio. As part of reorganization, Historic Hudson Valley Radio will be created as a new corporation. In exchange for his 22% interest in Hudson-Westchester, Walter N. Thayer will give $50,000 (plus 50% of stock of Historic Hudson Valley. Walter N. Thayer will relinquish his 6 3/4% interest in Hudson-Westchester for $25,600, leaving William O'Shaughnessy and Mr. Thrope as sole owners. Hudson-Westchester also owns WVOX-AM-FM New Rochelle, N.Y. (BALL-8402). Action July 29.

**WVOX(AM)-WFM(AM)** New Rochelle, N.Y. (AM: 1460 kHz, 500 w-D; FM: 93.5 mhz, 3 kw) - Seeks transfer of control of Hudson-Westchester Radio from Walter N. and ESPN. THaye (89%) as none other to WFM(AM) New Rochelle, N.Y. (BTC-7790). Action July 23.


TV actions
- WDBT Panama City, Fla.--Broadcast Bureau granted CP to change ERP to vis. 316 kw, aur. 63 kw (BPCT-4865). Action July 29.
- WHAE-TV Atlanta--Broadcast Bureau granted CP to change ERP to vis. 1762 kw (H), aur. 176 kw (H); change TPO; change ant. height 1088 ft. (BPCT-4857). Action July 29.
- KUID-TV Moscow, Idaho--Broadcast Bureau granted CP to change type ant.; decrease ant. height to 1037 ft. (BPET-528). Action July 29.

AM applications

AM starts
- Following stations were authorized program operating authority for changed facilities on July 31: KPCR Bowling Green, Mo. (BP-19,786); WKDC Elmhurst, Ill. (BP-19,930); WSRF Fort Lauderdale, Fla. (BP-19,714).

FM applications
- *KTXT-FM Lubbock, Tex.--Seeks CP to change frequency to 88.1 mhz; install new trans. install new ant. change TPO; ERP 18.5 kw and HAAT 341 ft. Ann. Aug. 11.

FM action
- *KUT-FM Austin, Tex.--Application for CP to change frequency to 90.5 mhz and associated facilities changes dismissed (BFED-1446). Ann. Aug. 15.

FM actions
- *WBCL Ft. Wayne, Ind.--Broadcast Bureau granted mod. of CP to change trans. location to 424 Reed Rd., Ft. Wayne; operate by remote control from main studio at 1025 Ruudall Blvd.; change ant.; change TPO; change ant. height to 265 ft. (H&V); ERP 50 kw (H&V); (BMPED-1278). Action July 29.
- WOCH-FM North Vernon, Ind.--Broadcast Bureau granted mod. of CP to change type trans.; change type ant.; make changes in transmission line; change TPO; ERP 50 kw (H&V); ant. height 165 ft. (H&V) (BPMPH-14539). Action July 29.
- WVLK-FM Lexington, Ky.--Broadcast Bureau granted mod. of CP to change trans.; make changes in transmission line; change TPO; ERP 100 kw (H&V); ant. height 830 ft. (H&V); remote control from main studio at Yarnall Rd. (BMPBH-14418). Action July 29.
- KLEB-FM Golden Meadow, La.--Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO increase ant. height to 300 ft. (H&V); ERP 3 kw (H&V); remote control from 1842 Henry St., Golden Meadow, La. (BP-9458). Action July 29.
- WNIC-FM Dearborn, Mich.--Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO increase ant. height 400 ft. (H&V); ERP 50 kw (H&V); remote control from site 6320 Monroe Ave., Dearborn (BP-9505). Action July 29.
- KBMO-FM Benson, Minn.--Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO increase ant. height 165 ft. (H&V); ERP 3 kw (H&V); remote control from main studio at 1209 Pacific Ave., Benson (BP-9520). Action July 29.
- WCNL-FM Newport, N.H.--Broadcast Bureau granted mod. of CP to increase frequency to 101.7 mhz (in accordance with FCC order released in Doc. 19540); ERP 2 kw (H); ant. height minus 210 ft. (H). Action July 29.
- WSLU Canton, N.Y.--Broadcast Bureau granted SCA to conduct educational programming related to medical profession on multiplex basis (BSCA-1491). Action July 29.
- WKFU Fulton, N.Y.--Broadcast Bureau granted CP to install new trans.; change TPO; change ERP 50 kw (H&V); change ant. height 310 ft. (H&V) (BP-9508). Action July 29.
- *WEGS-FM Geneva, N.Y.--Broadcast Bureau granted CP to change TPO; change ERP 1.5 kw (H&V); ant. height minus 8 ft. (H&V); remote control from main studio in Sherrill Hall, Clark St., Geneva (BPED-2051). Action July 29.
- WNYC-FM New York--Broadcast Bureau granted CP to change TPO to World Trade Center; install new trans.; install new ant.; increase ant. height; change TPO; ERP 3.6 kw (H&V); ant. height 1440 ft. (H&V); remote control from main studio at 1 Centre St., New York (BPH-952). Action July 29.
- KYK-FM Longview, Tex.--Broadcast Bureau granted CP to reeditrope studio and trans. at location at 2930 Signal Hill Dr., Longview; install new trans.; install new ant.; change TPO; change ERP 100 kw (H&V); change ant. height 260 ft. (H&V) (BP-9509). Action July 29.
- *KCHM Lubbock, Tex.--Broadcast Bureau granted mod. of CP to install new ant.; change TPO; ERP 340 kw (H&V); change ant. height 115 ft. (H) (BPED-1279). Action July 29.
- KERI Bellingham, Wash.--Broadcast Bureau granted CP to decrease ant. height to 2300 ft. (H&V); change TPO; change ERP 51 kw(H&V); remote control from main studio at 2340 E. Sunset Dr., Bellingham (BP-9519). Action July 29.
- WAWA-FM Milwaukee--Broadcast Bureau granted CP to install new trans.; new ant.; change TPO; change ERP 50 kw (H&V); change ant. height, 360 ft. (H&V) (BP-9506). Action July 29.

FM starts
- Following stations were authorized program operating authority for changed facilities on Aug. 1: WFBQ Indianapolis (BP-9249) and WMSK-FM Morganfield, Ky. (BP-9247).

In contest

Case assignments
Acting Chief Administrative Law Judge Chester F. Naumowicz Jr. made following assignments as shown:
- KMC(M) Minninf, Ore., renewal proceeding: Norjad Broadcasting (Doc. 20543)--Designated ALJ Chester F. Naumowicz Jr. as presiding judge, and scheduled prehearing conference for Sept. 22, 9 a.m., and hearing for Oct. 20, 10 a.m. Action Aug. 11.
- Due to retirement of presiding judge, Acting Chief ALJ reassigned following cases as shown:
  - Philadelphia, Miss., FM proceeding: Philadelphia Broadcasting Co. and H & G C Inc., competing for 102.3 mhz. (Docs. 20219-20) -- ALJ Byron E. Harrison Action Aug. 5.


Broadcasting Aug 25 1975

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Procedural rulings
- Alexander City, Ala., AM proceeding: Alexander City Broadcasting and Kowaliga Broadcasting, competing for a construction permit (Doc. 102288), are denied motion for reconsideration of a decision in the proceeding.
- Stanford, Conn., AM proceeding: Western Connecticut Television and Radio Station Inc., competing for a construction permit (Doc. 102288), are denied motion to file an amended application.
- WMAL-AM-FM-TV Washington, D.C., (Doc. 102288), are denied motion to file an amended application.
- WTVR-TV Richmond, Va., (Doc. 102288), are denied a motion to substitute counsel in a proceeding.

Other actions
- KLIZ-FM Brainerd, Minn.—Broadcast Bureau ordered KLIZ-FM to show cause why its license should not be modified to specify operation to ch. 298 instead of ch. 236 (Doc. 102291).

Allocations
- FCC took the following actions on FM allocations:
  - Washington, D.C.— FCC modified a license for station WBT (Doc. 102291).
  - FCC licensed new station WCFL (Doc. 102291).

Actions
- FCC sustained the action of the Certificate Action Committee to license Channel 25 in Chicago.

Certification actions
- CATV Bureau granted several new certifications of compliance.
  - Kansas City, Mo.—FCC granted certification of compliance to Kansas City CATV, Inc.
  - St. Louis, Mo.—FCC granted certification of compliance to St. Louis CATV, Inc.

Rulemaking
- Acting Chief, Bureau of Race, on request of National Translator Association, extended through Sept. 15, 1956, time for filing of comments on neutrality in which the National Translator Association is a party and for reply of applicant.

Cable
- Following operators of cable TV systems requested certificates of compliance:
  - WTTW-TV Chicago (Doc. 102291).

Radio Stamford Inc., competing for a construction permit (Doc. 102288), is denied a motion for reconsideration of a decision in the proceeding.

WMAH-AM-FM-TV Washington, DC (Doc. 102291) is denied a motion to substitute counsel in a proceeding.

WVTW-AM-FM-TV Richmond, Va., (Doc. 102291) is denied a motion to substitute counsel in a proceeding.

WJXT-TV Jacksonville, Fla., (Doc. 102291) is denied a motion to substitute counsel in a proceeding.

Post-Newsweek Stations, Florida (Doc. 102291) is denied a motion to substitute counsel in a proceeding.

Osceola, Fla., FM proceeding: Harold James Sharp, Greater Osceola Broadcasting Corp. and Hunter-Amtee Broadcasting Corp., competing for a construction permit (Doc. 102291), are denied a motion to substitute counsel in a proceeding.

Fort Valley, Ga., FM proceeding: Rocket Radio and Apostolic Council of Churches, competing for a construction permit (Doc. 102291), are denied a motion to substitute counsel in a proceeding.

Soddy-Daisy, Tenn., FM proceeding: Ra-Ad of Soddy, C. Alfred Dick, Community North Broadcasters and Teater-Taylor Enterprises, competing for a construction permit (Doc. 102291), are denied a motion to substitute counsel in a proceeding.

Suffolk, Va., FM proceeding: Town and Country Radio, Inc. and Tidewater Sound, competing for a construction permit (Doc. 102291), are denied a motion to substitute counsel in a proceeding.

Lakewood, Wash., FM proceeding: Dale A. Owens and Clay Frank Hartung, competing for a construction permit (Doc. 102291), are denied a motion to substitute counsel in a proceeding.

Carlsbad, N.M., AM proceeding: American Communications, to Carlsbad, N.M., competing for a construction permit (Doc. 102291), is denied a motion to substitute counsel in a proceeding.

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Help Wanted Management

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

Local Sales Manager: Top 25 market, local sales experience necessary at TV station. Send resume: Box H-153, BROADCASTING.

Top-rated contemporary format station in Arkansas has unusual opportunity for highly motivated executive. $18,000 salary plus 5% of billing. All replies answered. Send resume to Box H-208, 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.

Top rated FM progressive needs mature and aggressive sales executive. Top 100 SW market. Box H-222, BROADCASTING.

Sales or Sales/Announcer, good active account list, immediate opening. Excellent draw. Above commission. KGEK/KYOT Sterling, CO 80751.

Madison, Wis. Excellent career opportunity for bright young problem-solving salesperson (or woman) on the way up. Strong on creativity with ability to build campaigns. Six station group seeks individual with management potential. Our people earn far more. Madison offers superior living; you'll have an opportunity to earn management and equity, WSM, Madison, WI. A Mid-West Family Station. An Equal Opportunity Employer.


Y-115 is seeking a top team of professionals. During the last 40 days we hired Don Garrard formerly of WCFL and WAFE /Alex Stone of KGMA. We're also hiring a major market news director. We're young, area's great, metro's 250,000, TSA $60,000. We're looking for 2 professional street fighting salespeople for our sales and management team. Interested? call Howard Johnson at Y-115/WYNE 414-233-8050. Here's your chance to join a legend!

Salesperson with minimum one year's experience for top contemporary in Florida's ninth market. Established list. Need immediately. Send resume: Sales Manager, Box 2500, Sarasota 33578.

Have you had radio sales experience? Do you like money? Do you want more? If your answers are "yes" you may want to get to know us. We are Public Affairs Radio and we are hiring now. Box 585, Hollywood, CA 90028.

Help Wanted Announcers

Quality AM-FM Midwest operation has opportunity for top-notch broadcaster to utilize his skills among professional. Excellent facilities enhance low turnover rate. Need experienced announcer with production, news and sports capabilities. Send resume. E-O-E. Box H-132, BROADCASTING.

Help Wanted Announcers Continued

Conversational personality with something to say about MOR music, feature news, sports, local and current events. If you ad-lib well, like a more flexible format, and are strong on spots, send resume. Great Lakes area, medium market. EOE. Box H-188, BROADCASTING.

Major market NE MOR seeks warm mature performer for midday. Tell all first letter to Box H-212, BROADCASTING.

Top rated; major market West Coast CW, looking for modern country jock, with big voice and experience. First phone required. Send resume to Box H-230, BROADCASTING.


Arkansas Ozarks announcer/newsperson opportunity. Good voice, strong production required. Rush resume and tape to KOZ, Box 670, Hot Springs, AR 71901.

Louisiana daytimer wants good CW combination person Cajun station has good sound and good audience. KJEF, Box 1248, Jennings, LA 70546. 318-824-2934.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 868, Powell, WY 82435, An Equal Opportunity Employer.

Successful 50,000 watt country station seeking an announcer with some technical and production experience. WISM, Madison, WI 53707. Fulltime.

Personality with good knowledge of country music wanted by successful 50,000 watt country station in city of 170,000. Send tape, details today to KYAK, 2800 E. Dowling Road, Anchorage, AK 99507.

Immediate opening for announcer with first class personality and production experience. WAMD, Aberdeen, MD 21001.

Sports Director plus ability to do news and commercials for automated stations. Will train bright college graduate. WATS, Sayre, PA.

Announcer, Number one rated contemporary station needs a super sharp pro to replace man we are losing to major market. Top production and great air sound are essential. Send resume and air check to Jim Palmer, WCVS Radio, P.O. Box 2679, Springfield, IL 62707, Equal Opportunity Employer.

No. 1 Soul Rock WJMJ, Jackson, Mississippi needs strong drive night personality. Must follow tight format. Good top 40 delivery, no screamers, no rhymers. Carl Haynes, Zone Roled, 601-948-1515.

Personality and/or format jocks, first phones premium, for number one station in market. Tapes and resumes to J.C. Smith, WUPS, Box 3383, Evansville, IN 47735, E.O.E.

WJTO AM/FM "stereo rock" wants tapes from jocks who can 'produce'. We are an aggressive, well-programmed consistent winner with exceptional radio facilities. Experience overseas or SW market. About 8,500,000. No calls. General Manager, WJTO, Bath, ME 04530.

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

Morning person with experience needed for Southern Ky-Top 30 oldie station. Send tape and resume to Program Director, WVOO Radio, P.O. Box 478, Glasgow, KY 42141.

Help Wanted Technicians

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


Chief Engineer for AM/FM in beautiful, safe, Ohio River college town. Some board work. Equal Opportunity Employer, male-female. Please send salary requirements Box H-137, BROADCASTING.


Chief Engineer for AM-FM stereo, southeast. Must be fully acquainted with directional and Stereo-FM maintenance and quality. Construction and knowledge of qaud broadcasting helpful. Box H-213, BROADCASTING.

Experienced Chief Engineer wanted for two AM stations in Western Massachusetts. Excellent pay, good fringe benefits and fine opportunity to progress. Contact Mr. Vaughan or Mr. Roberts at W-A-R-W, Ware, MA.

Chief Engineer for AM/FM in beautiful, safe Ohio River College town. Some board work, Equal Opportunity Employer, Male-Female. Call Larry Steinel, 614-373-1490. WMQG, Marietta, OH.

Help Wanted Technical Continued

Engineers needed for spare-time special assignments in top 50 markets. For information write Beverly Communications, Inc., 8817 S.W. 81st St, Miami, FL 33143.

Help Wanted News


News reporters, writer wanted for Northeast medium market, CBS affiliate, where news is our bread and butter. Minority applicants welcome. Send resume and writing sample to Box H-217, BROADCASTING.

Major market, West Coast, top ratings, seeks news director with first class license. Send resume to Box H-229, BROADCASTING.

Afternoon newscaster for Florida station. This is a first class operation with a top station. No starters pros only. Must be willing to work with tape, rewrite and use the phones. Air credibility is mandatory. Benefits are outstanding and salary will be determined by your ability and experience. Send a comprehensive resume now; tapes will be requested later. Box H-256, BROADCASTING.

Booming college town, number one rating, "rocker" automated, local ownership-management, exceptional staff, ground-floor opportunity, "streetfighter" actuality required. Send resume, situation, requirements: Calvin Hunter, KSNN-33, Pocatello, ID.

Help Wanted Programing, Production, Others

Country Program Director for Midwest AM-FM Stereo. Knowledge of country music, demonstrated leadership ability, good air and production presentation plus proven, ratings record required. Five-figure salary, good benefits with this Equal Opportunity Employer. Send resume to Box H-158, BROADCASTING.

Want to move up to Program Director? Mid-West contemporary wants a young woman's eager to prove himself. No experience necessary, but must have learned from the best and be knowledgeable. Good operation, EO status, many benefits. Send resume Box H-223, BROADCASTING.

Part-time or full-time reps for established jingle production company. Send resume to Box H-240, BROADCASTING.


Program Director, for northwest Florida's number one modern country music station, immediate opening for top notch entertainment, experienced programmer, production person who shows knowledge of music, send resume, tape and references to John W. Doran, WVNY Radio, 2070 North Palmetto, Pensacola, FL 32501.

Program Director, leading radio operation has immediate opening for PD with good knowledge of contemporary music and ability to perform afternoon drive segment. Bright MOR with strong news. Send tape and resume, WSAY, Savannah, GA.

Radio Station Manager and teacher of broadcasting in secondary school. Requirements: Experience in broadcasting industry, a bachelor degree and certification to teach English. Apply: 7. Dr. Donald Bond, Supl. Hanover Park Regional High School, Dist. 189, Whippny Road, Whippny, NJ 07981 or call 201-887-0320.

Help Wanted Management

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

Experienced GM, presently employed, track record includes bringing stations from bottom to top in profit and ratings. 9 station market. Strong on sales, management, programing and engineering. Want challenge in medium market. SE, Midwest, 33 married, civic leader. Box H-185, BROADCASTING.

Billing sagging? You may need my long, successful radio sales experience, desire local and/or national sales management position, major market, strong in- novator, risk-taker, creative, great references, don't pass up this opportunity. Write Box H-191, BROADCASTING.

Broadcast looking to manage small station and make a substantial investment. Has constructed three stations and currently is interested in two. Box H-210, BROADCASTING.

Would like to manage medium market station, years of successful small market management, including ownership, Box H-211, BROADCASTING.


If you're looking for an honest, reliable, professional manager with twenty years experience who's stable, sober, hard working and creative, I'm your man. Box H-241, BROADCASTING.

G.M. Proven ability, increase sales & listenerhip. Good track record & detail man. Box H-254, BROADCASTING.


Help Wanted Announcers

Two flat faced fighter. Ideas, sell, produce, background all phases, large, small markets. Lots of drive. Your station GM or SM. At least 13K and my 20 years are your. Current GM. Can handle any staff, situation, format. Want state of Minnesota. Box H-200, BROADCASTING.

B.S. in radio/TV, Ohio U, 1/4 years experience in Chicago and Memphis. Third class. Will relocate. Box H-214, BROADCASTING.

Young, hungry and good; 25, first phone, 3 years experience. Top 20 market position in Top 30 suburb of such with bad list. No fun! Sales record to show. Immediately available. Phone 205-586-4151.

BROADCASTING

Situations Wanted Sales

Two flat faced fighter. Ideas, sell, produce, background all phases, large, small markets. Lots of drive. Your station GM or SM. At least 13K and my 20 years are your. Current GM. Can handle any staff, situation, format. Want state of Minnesota. Box H-200, BROADCASTING.

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Situations Wanted Announcers

Experienced, versatile, employed small market adult contemporary announcer. Either small or medium market. All formats considered. Aircheck, etc. Box H-225, BROADCASTING.

Multi-skilled personality DJ. Progressive format. Knows music, 3 years experience. Can do it all including news, spots, writing, remotes, good production, 3rd endorsed, adaptable, salary. Box H-234, BROADCASTING.

Announcer, 1 year experience in all station duties. Rock or MOR preferred. 3rd endorsed. Hard worker, personable, intelligent. Will mix, Midwest, preferred. Box H-237, BROADCASTING.

U.S. or Canada. Over 6 years experience, tight board, production. Smooth news delivery. Extensive knowledge of contemporary music 1955-present, 30, single. Box H-249, BROADCASTING.


Twenty year old DJ, no experience, seeks first break. Broadcast school grad, 3rd endorsed, willing to travel. 205-335-2445.


Polished professional, Contemporary, Six years experience. Production whiz. Box 5396, Fort Wayne, IN 46805.


Experienced announcer. Contemporary MOR or Top 40. Box 71, Park Forest, IL 60466.


L.A. break down and take me in. Looking for fresh blood, with fresh ideas? I've got them! I learn quickly and take instructions well. Diversified in all broadcast operations. Call now! Dave Moritz 213-881-0785.

New 1st phone. Fast learner, contemporary oriented/other formats. Jason, General Delivery, Williston, ND.

Rocky Mts. only. Looking for something in Rocky Mts., or close by, 1st phone, 4½ years, any format, news, experience in automation. 710 Senic Hwy. Apt 305, Pensacola, FL 32503.

Young married with pleasant voice needs beginning. Third phone, some experience but on the fringes. Robert Mitchell, 2339 Route 4, Fort Lee, NJ. 201-944-5000.


Young aggressive, and experience looking for air time. Sales and or production. Will relocate. Gary L. Eaker 313-541-3215 or 313-545-8663.

Announcer, Program Director, First phone, ten years experience. Professional voice, top production. 406-452-5732.
Situations Wanted Technical

Chief Engineer, mature, wide experience low to high power AM-FM. Desire large AM-FM or multi station position. Dependable management that demand quality sound a must. Box H-205, BROADCASTING.

Engineer for hire who cares about obtaining best possible performance out of equipment. Good background of experience. Good announcer also. Box H-221, BROADCASTING.

Experienced Chief Engineer Radio TV prods, etc. Box H-258, BROADCASTING.

FCC slt. Good combo men are born, not made. Box 534, Temple, TX 76501.

1st phone, 5 yr experience, light board, strong production, maintenance, salary open. Evenings 212-444-3573. Marlow Saady

Experienced CE, excellent announcer. AM & FM. POB 3112, Quartz Hill, CA 93534. 805-943-4743.

Board operator 1st phone. Seeking job in midwest or northern U.S. 2 yrs. exp. radio and television. Call or write for resume. Brian Druley 312-582-2248, 8100 S. Kildaire Chicago 60652.

Available now! 1½ yr. experience 1st phone Annncr. seeks news position anywhere within reason from Milwaukee. 207-882-7395. Box H-245, BROADCASTING.

Selected young, talented, but going nowhere! Five years Sports Director with Major League sports/television background seeks PBP; news in dynamic medium/major market position. Box H-247, BROADCASTING. 14 years experience, last seven in eastern suburban market. Excellent writing and news business. Looking for career opportunity in established professional news department. All locations considered. Box H-257, BROADCASTING.

Super production idea man seeks top flight studio in challenging market. Sales specs. commercials and production extraordinary! Excellent writer, good voice. For resume & tapes, Box H-224, BROADCASTING.

Dependable east, PD with first looking for top 40 position. Not afraid to work. Box H-239, BROADCASTING.

Super production announcer with years on-air talent an asset. Great voice. Resume, Box H-245, BROADCASTING.

Situations Wanted Television

Help Wanted Management

Instructional Television. Assistant Director, Assistant Professor. Michigan State University's large, full-scale color TV facility seeks experienced manager-producer with doctorate in instructional design/development or related field. Responsible to Director of TV for coordination of operations, budgets, personnel, planning. Assistant faculty in design, development, evaluation of TV instruction. May include teaching. Immediate opening. Salary $13,750 to $18,000. Resumes, references to E. Ingjersen, Director of TV, 116 Linton Hall, Michigan State University, East Lansing, MI 48824. An Equal Opportunity Employer.

Help Wanted Technical

Chief Engineer: Installation, operation and maintenance PBS station. Five years intensive television experience. FCC first class license required. Resume and references. Box H-144, BROADCASTING.

Supervisory Maintenance Engineer, in charge of maintenance PTV broadcast station, color TV background and first class FCC license required. Resume and references. Box H-145, BROADCASTING.

Chief Engineer, Southeast non-commercial UHF. Requires technical, managerial, and administrative skills and experience. Excellent benefits. Send resume and salary requirements. Box H-148, BROADCASTING.

Transmitter supervisor, needed immediately for upper Midwest UHF TV station. Must have UHF transmitter experience and be able to take complete charge of transmitter operations. Write Box H-173, BROADCASTING.


Senior VTR Engineer in charge quality control all recordings. Requires extensive editing experience. Good salary in Southeast. Equal Opportunity Employer. Box H-188, BROADCASTING.

TELEVISION

TV Engineer for control room operation and maintenance. FCC First Class license required. Contact chief engineer, WILK-TV, P.O. Box 380, Jackson, MI or telephone 517-783-2621.

TV Studio Maintenance Engineer. First phone. Experienced in tape and video. WPEC, Fairfield Drive, West Palm Beach, FL 33407. 305-848-7211.

Broadcasting Engineer, University of Michigan has opening for television technician who enjoys working with finest TV facilities. Four-year degree or equivalent experience. Requires PTV experience in studio control and the operation of television equipment. Applicants should be familiar with studio control and the operation of television equipment. Applicants should have a strong background in electronic repair and maintenance. Excellent benefits and working conditions. Send resume to Shirley Ware, Employment Services, University of Michigan, 2301 Administrative Services Bldg., Ann Arbor, MI 48104. A non-discriminatory, affirmative action employer.

Video/microwave technician. Microwave Common Carrier has opening in Chicago area. Technical school training and FCC license required. Testing and quality control experience a must. Supervisory responsibility a plus. Exceptional benefits, excellent career potential. Send resume to Human Resources, Mid-Continental, 7450 S. Pulaski, Chicago, IL 60652.

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

Help Wanted News

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Third phone endorsed. 20 year old, 2 years college in electric technology, no experience, need first chance. Send resume, including willing, Jack Haynes, 121 Burnet Dr., Baytown, TX 77520. 713-424-7491.
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Major Midsouth Production: House needs lighting director to share responsibilities in the lighting department. Experience desired. Producer/Supplier, must be experienced and knowledgeable. Will experience working with professional stage lighting. Experience with lighting in television and/or film necessary. The candidate must be able to work with a team and maintain a positive attitude. A paid position is available. Interested individuals should submit a resume to: Box W-238, BROADCASTING.

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CABLE

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MISCELLANEOUS

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Limited Offer! Send name and $10; receive 3 custom logos, plus our A Capella Demo. 3 station ID's. S16, Demo only. S2, M. fl Productions. No. 618R Thunderbird Estates, Maryville, MO 64468.


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**RADIO**

**Help Wanted Announcers**

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*Box H-25, BROADCASTING."

**PROGRAM DIRECTOR**
Tyrant desired to run personality MOR format in major market. Real challenge. 20K.

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The wrong hiring decision in your management or sales positions can be very costly. That's why we specialize in recruiting for markets your size.

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14 yrs. Experience—6 yrs. All-News Radio: From Anchorman to Editor to News Director. I've changed a format and built a winner. I want a chance to do more, and a change for the better. I know News and I know people. I'm a Newsman—Radio or TV.

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**YOUNG, AGGRESSIVE, GENERAL MANAGER, READY TO ASSUME NEW DUTIES, SEPTEMBER 1st, 1st PHONE, Degree, Excellent Track Record, Mr. Taylor... 414-782-9452.**

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**IMMEDIATE OPENINGS**
Let us analyze your resume now.

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305-202-4210
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An Equal Opportunity Employer. MF.

Broadcasting Aug 25 1975
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MAJOR NORTHEAST MARKET
Must be able to deliver weathercast clearly, precisely and with personality.
Prefer experienced television personality, but will consider all applicants. An Equal Opportunity Employer.
Write Box H-209, BROADCASTING.

NEWS REPORTER
A reporter who goes for the center of the news, then watches and listens. A reporter who asks tough questions and gets answers. A reporter who tells all life is the news. Write: Box H-227, BROADCASTING.

ACTION REPORTER
A reporter who tells people the right to be treated fairly. We tackle the tough ones with management backing. An action staff set up and waiting.
Write: Box H-229, BROADCASTING

Network Affiliate in major western market needs lead anchor for early/late evening news. Must have solid background in writing/reporting. Major market experience preferred. Send resume (no tapes now) to: Box H-281, BROADCASTING.

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Highly personalized style ANCHORMAN
Good-looking individualist seeks key anchor job. Help stamp out dull anchormen.
No Megid stations please!
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NEWS PRODUCER: I'm a professional, trained the best with experience to boot. Sound news judgement and sharp production—a true broadcast journalist. Excellent with film, tape and the latest in mini-cam. Currently employed. Major market only. Box H-243, BROADCASTING.

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MISCELLANEOUS

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

Situations Wanted News

RADIO AUDIENCE SURVEYS from $269
• INCREASE SALES REVENUE
• ACHIEVE GROWTH AT THE AGENCY LEVEL
• INCREASE STATION PROFITS AMONG EMPLOYEES

Professional Research Services

THE CITY OF BORGER, TEXAS
IS READY FOR CABL
It is the desire of the City of Borger to receive proposals for a community area television system. Section 50 of the City Charter provides the City with the authority to grant franchises for such ventures. It is the intent of the City of Borger to obtain for its citizens a high standard of service and quality. It is also the City's desire to give each interested party an opportunity to submit a proposal. For that reason, we are asking interested parties to contact the City Managers Office, 111 East Sixth, P.O. Drawer M, Borger, Texas, 79007, or telephone 806-273-2681 prior to October 15, 1975.

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John Lehr, Chairman

50,000 WATT AM FULL TIMER
1000 watts night. Assets only. Not the Corporation. Best facility within 100 miles or more. Metro market of about 300,000. Will sell for one million dollars ($1,000,000.00) gross. No extras. $290,000.00 down payment. 8 year payout. Interest only payable annually first 3 years. Last 5 years pay principal and interest annually.

BUSINESS BROKER ASSOCIATES Ask for "Al"
Days call 800-354-9591
In Kentucky call 800-432-9532
Nights call 506-278-5049

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50,000 watt AM CONSTRUCTION PERMIT—DAY TIMER. Big southern metro area. Cost $140,000. Owner will take $10,000 or trade radio property included. Own Radio station, No Brokerage. Best offer takes property. A personal concern.

BUSINESS BROKER ASSOCIATES Ask for "Al"
Days call 800-354-9591
In Kentucky call 800-432-9532
Nights call 506-278-5049

For Sale Stations

TOP MARKET OFFERING
AM and 50,000 watts FM stereo stations in the nicest city of the top 15 markets. Combined price: 3/4 million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.
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Rare opportunity for dedicated, ambitious Radio people who always wanted to own a part of a Radio Station (AM) in a good medium growth market (6a, Wi), but never had the right opportunity. A once in a lifetime break for a limited number of professionals. Minimum investment equal to first year salary. Non-marketing investors also invited. Contact owner direct in confidence: Box H-204, BROADCASTING.
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Name______________________ Phone_____________________

City________________ State________ Zip________

Insert _______ time(s). Starting date _______ Box No.________

Display _______ (number of inches).

Indicate desired category: ________________________________

Copy: ____________________________________________________

Broadcasting Aug 25 1975 90
Profile

Sherlee Barish and the match game in television journalism

"I deal exclusively in news because that's where the action is in this industry." 

For Sherlee Barish, the action is jobs—finding a local station a new anchorman to help boost sagging ratings, or placing a consumer reporter with a news staff anxious to broaden its feature coverage.

Her Madison Avenue-based Broadcast Personnel Agency has, since 1961, provided a unique service to the industry, starting out by filling all sorts of jobs for local stations nationwide, and increasingly in the last 10 years quenching their thirsts for fresh news talent.

Her work has given her a special perspective on the changes the news business has undergone in the last two decades. "When I started out, local news was just something you did to satisfy the FCC. Now, it's the most competitive part of a station."

In an average market below the top 25, an anchorman who 10 years ago was making $15,000 to $18,000 can now command from $25,000 to $50,000, she says. A news director who pulled in $10,000 or so back then is now worth $25,000 to $35,000. Reporters have become "a tremendous business in themselves," according to Miss Barish. A reporter who might have made $8,000 in 1965 now makes an average of $25,000, she figures.

Weather and sports people have profited accordingly. A weatherman in that average market has likely improved his salary from $10,000 to $25,000 or $40,000 in a decade, but his station's demands upon him have increased as well. "You've got to be a meteorologist, or a personality, to make it," Miss Barish says.

"Sports people are very hard to come by. Now everybody wants a 'sports character,' like Bill Curry or Jim Bouton," she says. Such "characters" have gone up in price from about $12,000 to the $25,000 to $50,000 level—as costly as anchorpeople, in some cases.

She is quick to point out that the key factor in this salary spiral is mobility. "Relocation is nothing in this business. I know an anchorman who has been married six years, and in that time they've lived in eight cities."

And the higher one gets, the more dizzying does the salary scale become. For anchorpeople, "$200,000 is the norm in the major markets," according to Miss Barish. She doubts that, in a few years, any eyebrows will be raised at a salary like that paid to Tom Snyder of WNBC-TV New York, reported at over $400,000. "Do you know what two or three rating points can mean to a station in New York? Two or three million dollars—and they don't care if they give the anchorman 10% or 20% of that."

What is a local station looking for when it invests that kind of money? "Warmth—that's the new word they're asking for. He has to be a 'communicator'—he has to make good eye contact." There is also a growing demand for female co-anchors in many markets, and since there have been relatively few women who have been trained for such jobs, those who are qualified are earning more and more.

Miss Barish's business has been given a large boost by the rise of news consultants. "They've made the business more competitive," she believes, and says that consultants are largely responsible for the "youth syndrome" in television news—hiring younger talent to bring in the 18-49-year-old audience.

What about "happy news," a trend for which consultants have been blamed? "It has peaked, I think. There's going to be a more relaxed news atmosphere compared to what we had 20 years ago, but there won't be so much happy talk."

Sherlee Barish arrived at her career in a rather roundabout way, tutoring high school students and selling real estate before joining WIRK(AM) West Palm Beach, Fla., as a receptionist in 1952. She worked up to program director of then-fledgling WIRK-TV, but left for New York in 1955 to become a saleswoman for Official Films, where she sold syndicated programs to stations. Traveling 50 weeks a year, she came to know station people and jobs nationwide, and it wasn't long before she was telling stations in major markets of talented newspeople, in smaller cities, with an itch to move up.

The mechanics of the Broadcast Personnel Agency are fairly basic, if only because Sherlee Barish does the bulk of the work herself. Her business comes from two directions: from newpeople, who call her long distance, send her their video tapes, and almost always tell her their troubles; and from stations, which call with long-term openings to be filled or with near-term emergencies.

If she can place a newsperson with a station, and she is an assetful in a sense of 50 times a year—she receives a commission, from the station, of 20% of a year's salary over $20,000, or 15% below $20,000. In recent years, she has made around $100,000 for herself annually, although, she notes, 1975 has been a lean year for her as well as for others.

She doesn't handle beginners, and gives three years' experience at small-market reporting as almost a necessity before she can place a prospect. A likely first job for her clients is a weekend anchor—weekday reporting position in a secondary market, with a move to an anchor job in a similar city or a reporting job in a major market to follow three years after.

She finds some cities to be "step-pingstone markets"—ones with good news stations and a reputation for developing good talent. Oklahoma City (which has produced Frank McGee and Jim Hartz, among others); Minneapolis; Buffalo, N.Y.; Miami; Tulsa, Okla., and Houston are chief among such news hotbeds.

For the most part, she finds the work pleasing and jokes that she enjoys "messing in other people's lives." Any annoyance she feels has to do with the high-powered and often brittle personalities with whom she deals. "All anchormen have very healthy egos," she says. "They call me up and just say 'Hi,' and expect me to know who it is."

Her projections for the long-term future of local news? "I think you'll see everything live. We'll see all-news TV stations. And Tom Snyder will be all grey by then." But as local news grows, Sherlee Barish's list of clients is likely to grow as well.
More muscle

The image and character of the Television Bureau of Advertising will be significantly changed by the expanded role that station sales representatives have been given in the organization. In recent years the attitude of reps toward TVB has ranged from indifference to hostility. Now, suddenly, every rep on the national scene has joined up.

Well, all right, television needs all the selling help it can get, and, as everyone knows, the rep field contains some of television’s most agile and aggressive salesmen. The trick will be to orient TVB toward selling all kinds of television, local, spot and network, against other media, not toward selling one kind of television against another.

Television’s long-range health depends upon the expansion of its total revenues, not only through diversion from other media but also through the creation of new advertising sources. The medium’s prospects look to be improved by the infusion of rep knowledge into TVB.

Pen pal

Nicholas Johnson has notified television broadcasters in Ohio and Michigan that their performance will be rated by him and his associated busybodies at the National Citizens Committee for Broadcasting. He apparently has in mind something like the ratings he occasionally put out at government expense when he was a member of the FCC.

It is a friendly little letter that Mr. Johnson has dispatched, making no demands, but it will disarm no broadcaster who has paid any attention to Mr. Johnson’s slanders of the past. The only inference to be drawn from this first venture is that Mr. Johnson hopes to institutionalize the National Citizens Committee, which is neither national nor representative of many citizens, as an ongoing factor in license renewal procedures at the FCC.

The only ratings that mean anything are those that come from a station’s audience. Mr. Johnson and the elitists at his side have neither reason nor authority to apply their private standards to what is put on the air for consumption in Ohio or Michigan.

This is make-work that cannot be justified unless the foundations that support the committee now think of it as a charity or welfare project.

In a family way

Three weeks ago FCC Chairman Richard E. Wiley summoned the president of the Association of Independent Television Stations to Washington to inquire into the membership’s programming plans for the 7-9 p.m. family-viewing period. It is an indication of the docility with which broadcasters have come to accept government intrusion into their private affairs that not one cry of outrage has been heard.

The response to Mr. Wiley, as reported here last week, was a recommendation from the association’s directors that members abide by the National Association of Broadcasters television code which, since last April, has marked 7-9 p.m. off limits to sex and violence. That is unlikely to give Mr. Wiley what he was after.

The code provides that independents—and network affiliates too, for that matter—may continue to broadcast violent or sexy programs until Sept. 1, 1977, if the shows were under contract last April 8, the date of the family-time adoption by the NAB’s television board.

It will be interesting to see how Mr. Wiley reacts to the enigmatic answer of the INTV board. He had time last week, while motoring in New England, to consider his next move. If he follows his own precedents, he will give the INTV another and somewhat harder nudge. The technique was perfected in his negotiations with the networks—which devised the family-time provision at his bidding. It had been pioneered earlier when he persuaded the NAB, also with network encouragement, to tighten its commercial time limits in children’s programing.

It is difficult to suppress the suspicion that Mr. Wiley may have been reminded about the independents and family time just before the new season gets under way, with sexless and peaceful network programming at 8-9 p.m. The code, and the government’s manipulation of it, can be made to work in wondrous ways to make everybody toe the same line.

In Hollywood, largely at the instigation of the Writers Guild, there is talk of suing somebody for restraint of artistic freedom or even of trade in the application of the family-viewing restrictions. If there is to be a suit, as sensible people must hope there is not, the government ought to be the principal defendant.

A resource

The journalistic service that television stations provide is turning into one of the most important ingredients in station profitability. Strong news programming builds audiences which attract advertising and elevate advertising rates. News is a valuable commodity.

It may also be the most valuable asset stations can possess if direct satellite to home telecasting becomes economically feasible. If stations are to argue for a national policy that prevents networks from discarding all their affiliates and broadcasting nationwide from a single station in the sky, they must give local service as their principal reason for existence.

The prospects of satellite-to-home service are already under formal discussion at the FCC (BROADCASTING, Aug. 11). The station news director’s job looks more important than ever.
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