First impressions on the new TV season
=CC drafts bill to censor broadcast obscenity

Bud Grant. A winning coach with a winning team.

The Bud Grant Show on KSTP-TV/Vikingsland is just one example of the unique local programming, leadership and service to the public by the team of Hubbard Broadcasting stations across our great land. The award-winning Black Forum on WTOG-TV/Tampa-St. Petersburg, Eyewitness News dominance by KSTP-TV and KOB-TV/Albuquerque and exclusive play-by-play coverage of the Vikings on KSTP-AM are other ways the Hubbard team excels in service to the public. So, for media strategies that really score, choose the winning ways of the Hubbard Broadcasting team, now with more than 50 years of broadcast leadership.
Only two U.S. licensing organizations had winners at the 1975 CBS-TV Rock Music Awards.

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TODAY'S WORKING WOMAN:

VERY SPECIAL CONSUMER...

VERY SPECIAL NEW NSI CATEGORY

The working woman of today is different. She has a higher household income, she's better educated and she's more style-conscious. In short, she's a prime target for products such as clothing, cosmetics, convenience foods, home furnishings and leisure-time goods and services, to mention only an obvious few.

But her television viewing habits are different too. Her preferences frequently differ from her non-working counterpart. The key to reaching her efficiently is in knowing what she watches.

NSI provides that key in the form of a "working woman" category in all three report sections—Program Audience, Time Period and Day Part. This Fall, use NSI to give this very special consumer some very special consideration in your spot buying.
Big growing bigger □ Green Giant Co., Le Sueur, Minn., will top last year's TV budget by 40% in fourth quarter with heavy TV campaign on network and spot for various of its frozen vegetable products. Green Giant expects to spend about $4 million in TV during 1975-76, up about $500,000 over last year, with fourth quarter spurt including spot TV in top 15 markets and participations on various ABC and NBC daytime programs and ABC and CBS prime-time series. Leo Burnett U.S.A., Chicago is targeting messages to women 18 to 49 and 25 to 49.

Making its move □ In its most extensive spot TV campaign to date, Martha White Foods Inc., Nashville, on behalf of corn meal and flour, is planning 56-market spread to begin this week, primarily in South and Midwest and continue for next 19 weeks. Commercials are slated toward women 18 to 29 and spotlight Tennessee Ernie Ford. Campaign was created and placed by Noble-Dury & Associates, Nashville.

In flight □ British Airways takes off in six TV, nine radio markets with prime and late fringe time 60's beginning Sept. 15 for five weeks and with a mix of 60's/30's starting Sept. 29. Campaign has Bicentennial theme, is geared to men 25-49, Tinker, Dodge & Delano, New York, is agency.

Neophyte □ Neutrogena Corp. of Los Angeles, makers of special yellow, opaque, nonarsenic soap, through Los Angeles office of Hall and Levine, division of Foote, Cone & Belding, will use television for first time ever in Chicago market beginning Nov. 3, with adult men and women as target audience.

At last □ Breaking into consumer advertising for its "soft, chewy, delicious" Twizzlers and Nibs licorice is Y & S Candies of Westfield, N.J. Company is 130 years old, until now an advertising hold-out. Friedlich, Fearan & Strohmeier, New York, has placed 60's in drive time in three radio markets for four weeks starting Oct. 6. FFS & reports budget for three months at $100,000.

Testing one, two . . . □ Ore-Ida Foods, Boise, Idaho, subsidiary of H.J. Heinz Co., through Doyle Dane Bernbach, will go into television for first time to promote new line of Ore-Ida frozen potatoes. Los Angeles and Chicago will be initial test markets, where campaign kicks off for 13 weeks on Sept. 22. Women 18 to 49 are target audience.

If at first □ Polaroid Corp., Cambridge, Mass., will place spot TV and radio campaign in top 15 markets to support SX-70 camera, starting in early October and continuing through December. Spot effort supplements network TV spurt on ABC, CBS and NBC to run until end of year, with commercials featuring Ed McMahon, Gene Shalit, Bill Beutel and Candice Bergen. Doyle Dane Bernbach, New York, is focusing on men and women, 18 to 49.

Teamwork □ Hertz Corp., New York, has signed up with football star O.J. Simpson in network and spot TV drive breaking in late September for Hertz Rent-A-Car service. Hertz said spending in fourth quarter is budgeted at annual rate of $10 million with commercials spotted on NFL football coverage throughout season on CBS and NBC and on stations in 25 top markets for 13 weeks. Ted Bates & Co., New York, is agency.

Playback □ TV spot campaign that Leo Burnett, Chicago, says will use same theme as last year for Memorex's Memory-Audiotape cassettes is due to start fourth quarter in fringe 30's, in at least 30 markets. Target audience is men 18-49.

Suspense □ Until two years ago Edie Adams appeared as TV commercials spokeswoman for Muriel Cigars of Consolidated Cigar Corp., New York. Ms. Adams continues to serve as marketing consultant to Consolidated, but company has embarked on effort to find successor. First of three candidates to don mantle is Margaret Davies, who will appear in new commercials to begin this week on Muriel sponsorship of NFL football games on NBC-TV and CBS-TV.

Commercials also will be carried on Muriel sponsorship of NBA basketball on CBS-TV. Ms. Davies will continue to appear for six weeks; two other candidates will be spotlighted in subsequent spots. Choice will be made next summer. Agency is DKG Inc., New York.

Wordy □ Mobil Oil Co. will bankroll two nine-hour radio specials, one on history of film music and other on fictional private detectives. Film-music special will be produced and bartered by Cinema Sound Ltd., New York, in association with High Fidelity magazine, and will use examples from 1905 through 1975, with Gene Kelly involved in narration. Private-eye special will be narrated by Heywood Hale Brown, and will include rare taped interview with Humphrey Bogart on this subject. Flagship station for two specials will be WORAM New York.

Q and A □ Taylor Wine Co., Hammondsport, N.Y., will invest half-million dollars, primarily in spot TV, to promote Taylor Lake Country Gold Wine in 34 markets, starting Oct. 21 and ending in early December. Through BBDO, New York, Taylor will introduce animated character, The Answer Grape, who recommends wine as appropriate before dinner. Target: adults 25 to 49.

Bleach burst □ Climatene Co., Canton, Ohio, through Wyse Advertising in Cleveland, has authorized $30,000 budget for test marketing in Chicago of 30-second spot boosting Linco Bleach. Campaign gets under way next week and will continue for three months. Spot is aimed at women 18 to 49.

Toe in TV waters □ Bell & Howell, through Robert L. Cohen Advertising, plans $30,000 test in Middle West (with Chicago as focus) for 30-second spot promoting new line of cameras. Campaign starts next week, will run for one month, will be geared to men 18-49.
Arnold keeps its bread on the rise with radio

Arnold Bread makes quality breads, breadstuffs and cookies—we're a premium product and we're priced that way.

Arnold Bakers has distribution all up and down the East Coast and as far west as Pittsburgh. We're continuing to make good sales gains despite inflation, economic recession and the completely unfounded rumor that bread has calories.

One of the reasons for our success is radio. The bulk of the Arnold advertising in the last three years has been radio. In fact, we've come full circle. We used to spend 75% of our broadcast budget in TV, 25% in radio. But now it's completely reversed. Radio gets 75%, TV the skinny part of the loaf. Arnold advertising is now on some 60 stations and continues to generate awareness and solid sales gains.

Now why do we concentrate so heavily on radio? Well, first there's radio's personal impact and consumer loyalty. Here's an example. About a year ago Arnold ran a simple mail-pull promotion on three New York stations. We asked listeners to send us a postcard telling us what kind of Arnold bread they bought and where they bought it.

Luckily the postcards were directed to the radio stations because our advertising agency, Nadler & Larimer, would have had to hire an extra mailroom to handle the response.

The response was surprising and gratifying for two reasons. One, of course, was quantity. We literally got thousands of replies to a two-week campaign. The other was quality. Postcards came in from hundreds of affluent suburbs from matrons, young housewives, from a mother superior in a New Jersey convent.

Another reason, of course, is the supermarket trade. This includes personnel of chain-store headquarters and store managers, our wholesalers and, in the case of Arnold bread, the distributors, our route men. These men, our most visible representatives with the trade and the public, are not as easy to reach with advertising. But they are reached the way most working people are reached—in radio drive time.

For this reason, Arnold has found radio advertising is most effective for reaching people in the trade and in reaching Arnold sales personnel.

And for the consumer, we find that with radio we can reach our target markets most efficiently. This is made possible by the fact that the programing of each radio station attracts a certain segment of the market—and keeps it. As the mountain of postcards demonstrates, you get listener loyalty, and therefore target marketing.

For the same reason, radio gives us another very important advertising asset—frequency. Now, TV is a wonderful medium and Arnold uses it. But frequency is expensive on TV because station loyalty is not as important to people as program preference. You don't care which station is carrying the program you want to watch. If Rhoda is the program you want to see, you tune to whichever station carries it.

So we count on radio to give us frequency and because it gives frequency, we also count on radio to give us another important advertising asset—continuity. In our business of bread and breadstuffs, where the purchase cycle is at least once a week—and we're marketing a long-established product—continuity of advertising impression is vitally important.

Again, with reference to the problems of an inflationary economy and the necessity of getting an advertising budget to produce more for less: We use radio because it allows us to achieve a particularly low cost per thousand. We achieve this by using two 30-second commercials back to back, generally for two different products, and paying for the cost of one minute. In this way, our cost for reaching each thousand homes for each product is cut way down.

Well, this is cost-efficient, but the question that probably leaps to your mind about this technique is: Isn't it difficult to advertise two bread products, one immediately after the other?

A good question and one to which we think we have a good answer. But before we give it, let me explain another part of the problem. In order to achieve another important advertising objective, advertising recall, which is often measured through advertising awareness, Arnold bakers has been using spokespersons in its radio commercials. I say spokespeople because we have been using two very different people to deliver our commercials.

One customer segment is better-educated, higher-income people. They are quality-minded. And for these people, we have Academy Award winner Joan Fontaine, and surveys show they like her.

The other segment of our market is younger—attracted to ethnic products, variety breads, health products—people who are less traditional, more informal. For such people and such products, we have a man who makes a dramatic juxtaposition to Miss Fontaine—comedian Phil Silvers. We used Phil Silvers to introduce a new Arnold product—Arnold Jewish rye.

In 1975, we used our two spokespeople in two 30-second commercials for two products, back to back. But sometimes, for extra impact, we use both Joan Fontaine and Phil Silvers to sell the same product.

With the help of Mr. Silvers, and using only radio as the advertising medium, sales of Arnold Jewish rye bread and pumpernickel have gone from zero about three years ago to the second largest-selling rye bread in our market out of some 20 national, regional and local rye bread brands. And we're very, very close to number one. Incidentally, when we used radio exclusively to introduce Arnold Jewish rye, we broke all the rules. They said you needed a picture to show the wrapper. You need the TV visual identity. We said we needed the crisp warmth of Phil Silvers on radio and—I'm happy to say—it worked.

There's only one thing we feel radio cannot do effectively. It cannot hand you a sample of the product.

Robert G. Fanelli became board chairman of Arnold Bakers Inc., Greenwich, Conn., on Sept. 1. Earlier, he had been president of company since 1971 and from 1964 to 1966. Mr. Fanelli has spent many years in the practice of law between his two tenures of employment with Arnold Bakers, with which he first became associated in 1946. Mr. Fanelli takes active interest in advertising and marketing aspects of bakery as part of his role as chief executive officer.
The whole point of ENG is the point of the Sony U-matic format.

Fast, easy, economical news gathering. That's the whole point of ENG. Fast, easy, economical operation. That's the whole point of Sony's ¾” U-matic® videocassette equipment. Cassettes and ENG were made for one another. They're a perfect match. But only Sony can give your ENG all the speed and savings of both cassette recording and cassette editing. Our all-cassette system consists of two editing units, an editing controller, portable recorder, Trinicon® color camera, and camera control unit. Operating savings? Huge. Because, unlike film, videotape is erasable, reusable, instantly replayable. And there is no processing. Which means no processing delays. No chemicals to dispose of. No processing costs of any kind. No wonder Sony ENG equipment is already making news at ABC, CBS, NBC, and over 200 local stations across the nation. For the whole exciting story, write Sony Corporation of America, Video Information Center Dept. 224-C, Box 1594, Trenton, N. J. 08607.
Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

Antitrust/networks. Justice Department antitrust suit charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angles in April 1972. Suit was 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 RJ & al.). Network appeals contending Judge Kelleher should not have permitted refileing of suits were dismissed by Supreme Court (Broadcasting, May 8).

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. Subcommittee staff has met with representatives of commercial and public networks and is awaiting report from them on feasibility of installing broadcast equipment in chamber. No action has been taken by Senate Rules Committee on S. Res. 39.

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 Oct. 3, replies Nov. 8.

Children's TV. FCC's policy statement on children's television programing, adopted last year (Broadcasting, Oct. 26, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case no. 74-2008). House Communications Subcommittee, meanwhile, has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (Broadcasting, July 21).

Citizen agreements. FCC policy statement and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agreements has been issued. Comments have been filed (Broadcasting, Aug. 4). Subject is scheduled for commission discussion on Oct. 23.

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. 14). Comments are due Sept. 15. Commercial station ascertainment is due for commission consideration on Nov. 4.

Comparative renewals. FCC discussion on proposed policy on comparative proceeding involving renewal applicant and applicant seeking to displace him is scheduled for Nov. 13.

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.222), which is substantially the same as bill that passed full Senate last year. House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223. Grouping witnesses by issue, subcommittee has heard from FCC and Office of Telecommunications Policy, cable industry, broadcast industry (Broadcasting, June 16) and from public broadcasters (Broadcasting, July 14).

CPB nominees. Seven of eight nominations to board of Corporation for Public Broadcasting have been confirmed by Senate (Broadcasting, Aug. 4). Eighth nominee to 15-member CPB board, Colorado brewer Joseph Coors, will have difficulty obtaining confirmation and for that reason had separate hearing from rest. He appeared before Commerce Committee last week (see story, this issue).

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcast crossownership has been appealed to Supreme Court by for all the major networks. The FCC said it was appealing because the 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 have been filed in that case (Broadcasting, Aug. 26).

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. Subject is scheduled for commission deliberation this Wednesday (Sept. 17).

EEG guidelines. FCC has issued notice of inquiry and proposed rulemaking on equal employment opportunity guidelines (Broadcasting, July 21). Comments are due Sept. 11; replies, Oct. 1. Scheduled for commission discussion on Sept. 25 are EEO guidelines for cable systems.

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 programing or scheduling in any way. S.1178 by Senator Roman Hruska (R-Ne). would do that and also address other practices which "discriminate" against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled, on two measures. Proxmire bill has twin in House, H.R.2189 by Robert Drinan (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thone (R-Ne). There is no sign of movement on two House bills.

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

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 resisting 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 have been filed in that case (Broadcasting, Aug. 26).

FCC has suspended collection of 1973, 1974
THE SOUND OF YOUR LIFE™
A unique adult music station programming service, featuring bright, contemporary arrangements of familiar modern music!
Highly identifiable and memorable to listeners...Proven ratings success in reaching the 25-to-49 key-consumer group...Commercially effective...Consistently high-quality at affordable fees!

THE SOUND OF YOUR LIFE™ Thematic Identifier Series
Created by Grammy-award winner Anita Kerr exclusively for Susquehanna Productions, this series of station identification jingles is compatible with any adult music format, and represents the start of a new era in station jingle development!

AN AMERICAN IDEA™
The dynamic series of more than 300 original one-minute Bicentennial radio vignettes, already heard on more than 115 of America’s greatest radio stations! A classic sales and audience builder for this Bicentennial period!

ANITA KERR and THE SUSQUEHANNA STRINGS
Filling the void in adult music programming, an exciting package of thirty original arrangements of today’s greatest contemporary hits...in bright, modern adult-oriented renditions recorded by Europe’s finest musicians exclusively for Susquehanna Productions!

THE JOHN J. MILLER REPORT
Incisive one-minute reports on the behind-the-scenes activities of America’s most famous people, from show business to high finance to politics! Fifteen reports weekly from a syndicated columnist with a built-in following of millions! An opportunity to offer your listeners something memorable to listen for!

HEAR THE PROBLEM-SOLVERS FROM SUSQUEHANNA PRODUCTIONS AT THE NAFMBI!
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A DIVISION OF SUSQUEHANNA BROADCASTING CO.
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When a veteran station group switched one of its key stations to NIS, it was news. When it weighed the results, and then switched another of its stations to the new 24-hour-a-day, all-day news service from NBC, that was even bigger news. The Rust Communications Group did just that.

Only two short months after bringing their Norfolk station, WKLX, to NIS, Rust brought their Richmond outlet, WRLN, into the NIS fold.

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 NORFOLK AND RICHMOND IS THE WAY IT CAN WORK FOR YOU.

Find out how NIS can work for you. Call Chuck Renwick (212) 247-8300 ext. 2102
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 WPFI(FM) New York. Ruling involves airing of George Carlin album cut. Scheduled for commission discussion this week is its proposed legislation to include teletext and cable in federal statute banning obscenity on radio.

Leapfrogging. FCC has initiated rulemaking (Docket 20487) aimed at modifying or repealing rules that require cable systems to select channels and cable in importing distant signals. Comments have been filed (Broadcasting, Apr. 4). Rulemaking is scheduled for commission deliberation Oct. 2.

License renewal legislation. Over 125 representatives and 20 senators have sponsored or co-sponsored license renewal bills so far in 94 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, and Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, sees no chance of hearing before end of year. NAB has placed its stamp of approval on two renewal bills, H.R. 5578 by Representatives Louis Frey (R-Fla.) and Goodloe Byron (R-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). Meanwhile, National Association of FM Broadcasters is mounting drive for radio-only renewal bill (Broadcasting, Aug. 25).

Network exclusivity on cable. FCC order substituting 35-55-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. They are scheduled for commission discussion on Oct. 14.

Pay cable; pay TV. FCC’s modification of its pay cable and pay television rules (Broadcasting, March 24) is being opposed on two fronts. Broadcasters and cable operators have appealed to U.S. Court of Appeals in Washington, and ABC, CBS and NBC have petitioned commission for reconsideration. Meanwhile Senator Philip Hart (D-Mich.) and his Senate Anti-Trust Subcommittee are looking into charges that broadcasters are “throttling” pay cable. Two days of hearings were held in May (Broadcasting, May 26); more were held in July (Broadcasting, July 14, 21).

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

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

Performers’ royalty. Copyright subcommittees in both houses have held hearings on measures to create performers’ royalty to be paid by broadcasters and other users of recorded works (Broadcasting, July 28). Bill on Senate side is S.1111 by Senator Hugh Scott (R-Pa.), who has been trying for some 30 years to push measure through. In last session of Congress, was attached 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(Arl.) New York violated personal attack rules has been appealed by licensee, Strauss Communications Inc., which claims rules are unconstitutional (Case nos. 75-1083 and 75-1084) (Broadcasting, June 18).

Pole attachments. Since fall of 1970, National Cable Television Association and AT&T have been at stalemate in pole-rate negotiations. Now, talks themselves may be over. NCTA officially wants FCC to assert authority over issue (Broadcasting, Sept. 8). It’s scheduled for commission discussion Sept. 30.

Public broadcasting funding. Public broadcasters have lost their fight for five-year funding for Corporation for Public Broadcasting. Bill sought (H.R. 6481) had provision for five-year appropriation as well as five-year authorization. House Appropriations Committee has rejected concept of five-year appropriation and plans to strike that provision from bill. If authorization part of bill passes House and Senate, committee said it would vote three-year appropriation in separate measure (Broadcasting, July 28). Future of CPB funding bill now in Senate Appropriations Committee (S.693), 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 pro-

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 programming.

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.

Contact...

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McLean, Virginia 22101
Area Code 703
790-5050
programs like *Meet the Press* be exempted from equal-time requirement, and that spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President. No action has been scheduled on Macdonald bill.

**Star stations.** FCC order stripping Star Broadcasting of KSN(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 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.** Texas banker Joe L. Allbritton and owners of Washington Star Communications Inc. have reached agreement under which Mr. Allbritton would take control of company. Under tender offer that expires Sept. 15, Mr. Allbritton would acquire up to 17,848 shares he does not now own for total of $285 million. Agreement commits Mr. Allbritton to comply with FCC's crossownership rules within minimum of two years, if commission requires that as condition for approving sale. Stations involved are WMAL-AM-FM-TV Washington, WLVA-AM-FM Lynchburg, Va., and WCVTV) Charleston, S.C. (Broadcasting, Sept. 8).

- indicates new or revised listing

### This week

**Sept. 14-16—Louisiana Association of Broadcasters fall convention, Royal Sonesta hotel, New Orleans.**


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

**Sept. 16—International Radio and Television Society's FCC Newsmaker Luncheon, Speaker: Commissioner Chairman Richard F. Wiley, Americana hotel, New York.**

**Sept. 16-17—Hearings on bill to revise FCC authority to handle common carrier rate increases (S. 2054), before Senate Communications Subcommittee. Washington.**

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

**Sept. 17—Leonard Goldenson, chairman and chief executive officer of American Broadcasting Companies, will be luncheon speaker at Hollywood Radio and Television Society, Beverly Wilshire hotel, Beverly Hills, Calif.**

**Sept. 17-19—Tennessee Association of Broadcasters convention. Speakers will include Tennessee Governor Ray Blynton; FCC Commissioner Robert E. Lee, and Frank Shakespeare, president, RKO General. Holi- day Inn-Rivermont, Memphis.**

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

**Sept. 17-20—Institute of Broadcasting Financial Management annual conference. Century Plaza hotel, Los Angeles. (1976 conference will be held Sept.**

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Meet the Schafer 903...

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

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

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

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

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**Datebook®**

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Broadcasting Sep 15 1975

14
“WGN Television?
It’s the Cubs,
neat movies...
and a lotta other stuff.
Everybody knows that!”
The two most listened-to FM's in the nation are both Bonneville Stations.

The beautiful story of Beautiful Music.

The New York and Los Angeles April/May Arbitron ratings are beautiful.

- WRFM in New York: 123,700 adult 18+ metro listeners per average quarter hour*
- KBIG in Los Angeles: 73,700*

That makes these Bonneville-owned Beautiful Music stations the two most listened-to FM's in the nation.

The FM Age is now.

Today over 90% of American households have FM sets.

- So it's no surprise that in addition to being the number one FM station, WRFM ranks number three among all stations, FM and AM, in the giant New York market*.
- Or that KBIG is number two among all radio stations in Los Angeles*.

More sounds of success.

Bonneville-owned KSEA is the number one FM in Seattle*.
- KMBR is the number one FM in Kansas City*.
- KSL-FM is the number one FM in Salt Lake City*
- And WCLR is the number three FM in the Chicago market*. (With an audience trend that's on its way up.)

The Bonneville brand of Beautiful Music is audience insurance.

(That's why more than 50 non-Bonneville owned radio stations across the nation have chosen the same music programming: Beautiful Music, selected by Marlin Taylor of Bonneville Broadcast Consultants.)

It's radio for adults.

Bonneville's Beautiful Music is: Polished. Balanced. Flowing.

That's why every Bonneville FM is a solid choice for your advertising when you're selling to adults.

The commitment to serve.

Ratings are people.

People who listen not only because they love the music, but because the Bonneville FM's have earned their trust and respect.

With award-winning features and documentaries that reach deep into their most basic interests and concerns.

With news they rely on. And exclusive reports from the Bonneville Washington Bureau.

As a matter of stated policy, outstanding community service is the primary objective of every Bonneville Station.

Put your commercial in the spotlight.

You want your radio audience to listen to your commercial:

- Not just to hear it. Vaguely. Lost in a confusion of sounds and ideas.

The Bonneville FM's put your commercial squarely in the spotlight.

Following segments of continuous Beautiful Music.

So you get peak audience attention.

And extra advertising impact. Every time.

Bonneville makes Beautiful Music for its audiences.

And its advertisers, too.

The Bonneville-owned FM Stations

- WRFM, New York
- KBIG, Los Angeles
- WCLR, Skokie/Chicago
- KSEA, Seattle
- KMBR, Kansas City
- KSL-FM, Salt Lake City

* Arbitron survey estimates, April/May 1975, metro areas, average quarter hour & AM-Midnight.
Mon.-Sun., adults 18+ (most recent estimate available at press deadline)
All data subject to qualifications of reports quoted.
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<th><strong>Major meeting dates</strong></th>
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<td><strong>Sept. 17-19</strong></td>
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<td><strong>March 21-24, 1976</strong></td>
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**Also in September**

| **Sept. 22** | Comments due at FCC regarding commission’s further notice of proposed rulemaking (Docket 19995) aimed at setting standard to prevent television signals commonly viewed in noncable-households of cable community from being blacked out because of mileage priorities. Reply comments are due Oct. 7, FCC, Washington. |
| **Sept. 22-23** | National Religious Broadcasters western convention. International hotel, Los Angeles. |
| **Sept. 22-24** | National Cable Television Association board meeting. Colony Beach hotel, Sarasota, Fla. |
| **Sept. 22-26** | Hearings on sports blackout amendment to Communications Act, which passed Congress in 1973 and expires this year, before House Communications Subcommittee. Rayburn House Office Building, Washington. |
| **Sept. 23-25** | CBS Radio Affiliates board of directors meeting, Marriott Inn, Newport Beach, Calif. |
| **Sept. 24-25** | Kentucky CATV Association fall convention. Continental Inn, Lexington. |
| **Sept. 25** | World Plan Committee of International Telecommunication Union meeting. Geneva. |
| **Sept. 25-28** | Television Information Office open meeting for broadcasters in Texas and nearby states to examine public and government attitudes toward TV and to discuss ways to increase public awareness of the medium’s achievements and problems. Representative Barbara C. Jordan (D-Tex.) will be Sept. 26 luncheon speaker, Houston Oaks hotel, Houston. |
| **Sept. 26** | FCC’s new deadline for comments on proposed rulemaking (Docket 20548) which would amend broadcast station multiple ownership rules to set a 5% limit on institutional ownership of broadcast stations. Previous deadline was Aug. 11. Deadline for replies was extended from Aug. 26 to Oct. 13, FCC, Washington. |
| **Sept. 26** | FCC deadline for comments on “warehousing” of movies by networks with regard to pay cable distribution (Docket 19554). FCC, Washington. |
| **Sept. 27-28** | First annual meeting of Public Radio in Mid-America, new regional association of public radio stations. St. Louis. Registration details from Bob Thomas, KWMU ST Louis 63121. |
| **Sept. 28-30** | Southern Cable TV Association convention. Scheduled speakers include FCC Chairman Richard E. Wiley and Senator Strom Thurmond (R-S.C.). Royal Coach motor hotel, Atlanta. |
| **Sept. 28-30** | Nevada Broadcasters Association annual convention. Kings Castle-Hyatt hotel, Lake Tahoe. |
| **Sept. 28-Oct. 1** | Pacific Northwest Cable TV Association meeting, Ridpath hotel, Spokane, Wash. |
| **Sept. 28-Oct. 3** | Society of Motion Picture and Television Engineers 117th technical conference and equipment exhibit. Jack Valent. president of the Motion Picture Association of America, will be Sept. 29 luncheon speaker. Century Plaza hotel, Los Angeles. |
| **Sept. 29** | FCC’s new deadline for comments on proposed rulemaking (Docket 20548) regarding multiple ownership of AM/FM and TV broadcast stations. Previous deadline was Aug. 29. Deadline for replies was extended from Sept. 9 to Oct. 9, FCC, Washington. |
| **Sept. 29-30** | National Religious Broadcasters Midwest convention. Winona Lake, Ind. |

**October**

| Oct. 1 | Deadline for entries for Forum Award, given by Doubleday Media Offers.

**Broadcasting**

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<th><strong>Regional Managers</strong></th>
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<td><strong>Bob Dolchow</strong></td>
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<td><strong>Dallas</strong></td>
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<td><strong>Neil Sargent</strong></td>
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<td><strong>John R. Lego</strong></td>
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**AM**

Growing single station market. Priced under $200,000. Liberal terms.

Call John R. Lego, collect 214-233-4334.

**Journalists.**

annually in print and electronic media for significant contributions to public understanding of peaceful uses of nuclear energy. Atomic Industrial Forum Inc., 7101 Wisconsin Avenue, N.W., Washington 20014, attention Jane Brand, media projects manager.

**Oct. 1-3—Pennsylvania Cable Television Association** fall meeting. Hershey motor lodge, Hershey.

**Oct. 2-3—Ohio Association of Broadcasters** fall convention. Speakers will include FCC Chairman Richard E. Wiley and Tom Bokew, NBC White House correspondent. OSU Center for Tomorrow, Columbus.

**Oct. 2-4—Combined fall meeting of Missouri Broadcasters Association and Illinois Broadcasters Association.** Speakers will include FCC Chairman Richard E. Wiley; Wayne Fickerling, president. J. Walter Thompson Co.; Mike Weinblatt, executive vice president, NBC-TV; and Vincent Wasiakiewicz, president, National Association of Broadcasters. Chase Park Plaza, St. Louis.

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

**Oct. 3—FCC’s new deadline for comments on proposed rulemaking concerning possible alternatives to March 31, 1977, deadline for older major market cable systems to comply with access and channel capacity rules adopted March 31, 1972 (Docket 20508). Previous deadline was Aug. 18. Deadline for replies was extended from Sept. 8 to Nov. 6.**

**Oct. 3-5—Massachusetts Broadcasters Association** annual meeting. Duxbury’s Resort, Hyannis. Contact: Douglas Roux, MBA, 16 West Main Street, Marlborough, Mass. 01752; (617)485-5555.


**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 20496) which would modify or eliminate use of signal strength contours for purposes of cable television system regulation. Previous deadline was Aug. 11. Deadline for replies was extended from Sept. 1 to Oct. 24. FCC, Washington.**

**Oct. 8—New England Cable Television Association** fall meeting. Highpoint Motor Inn, Chicopee, Mass.

**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. 13-14—New York State Cable Television Association** fall meeting. Spearkers will include New York Lieutenant Governor Mary Anne Krupsak; FCC Commissioner: Glenn O. Robinson; Robert L. Schmidt, National Cable Television Association president, and Robert R. Kelly, chairman of the New York State Commission on Cable Television. Treadway Inn, Binghamton, N.Y.


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


**Oct. 16-17—Association of Maximum Service Telecasters engineering committee meeting. 1735 DeSales Street, N.W., Washington.**


**Oct. 17-FCC regional meeting: With licensees, 1:30 p.m., Marriott Hotel, Boston; with public, 6:30 p.m., New England Life Insurance Hall, Copley Square, Boston.**

**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 (Docket 20509). Proposed radio class would operate on either 1606, 1612 or 530 kzh. Previous deadline was Aug. 16. Deadline for replies was extended from Sept. 5 to Nov. 18.**

**Oct. 17-18—Third annual Midwest Seminar on videotape and Film, nonprofit event sponsored by Chicago Film Council, Chicago Television Guild, Chicago chapters of Information Film Producers of America and Society of Motion Picture and Television Engineers. Demonstrations of latest audio-visual equipment and talks by authorities in A-V field are planned. Holiday Inn, Chicago’s O’Hare Airport. Information/registration: P.O. Box 11076, Chicago 60616.**


**Oct. 19-20—New York chapter of Society of Broad-
4-Channel business is good business

Get a better share of your market by using the QS 4-channel system.

More than 70 FM stations will tell you that QS offers strong promotional possibilities helping to create excitement for your station and helping to increase your share in your market.

The QS encoder is simple to install, easy to handle and inexpensive. It fits under existing FCC rules and regulations. The QS 4-channel system enhances the stereo image and offers the millions of 4-channel listeners increased listening pleasure.

Write to us for full information or visit our Booth No. 93 at the NAFMB.

QS 4-Channel Stereo

Are you listening?

SANSUI ELECTRIC CO., LTD. Tokyo, Japan • woodside, New York 11377 • Gardena, California 90247
Fernseh means television.

And television means bringing the best to the most. Even if you’re not ABC, CBS, or NBC.

Take a look at camera number 3 in the picture.

It’s our KCP-40, a straightforward, lightweight camera that offers performance equal to the finest broadcast camera system available (which happens to be our own KCU-40, camera number 1).

With remote operating controls as standard equipment, the KCP provides the incredible picture quality and lightness of weight that make broadcast applications such as 34 to 1 zoom shots from the Goodyear airship possible.

What’s more, with a simple lens change, the KCP-40 camera head can be directly mounted on a Fernseh multiplexer for telecine applications.

Whether you’re a broadcaster or a professional user, for the money you can’t do better.

Because Fernseh means television.

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.

Saddle Brook, Headquarters (201) 797-7400
Chicago (312) 681-5000
Houston (713) 688-9171
Los Angeles (213) 649-4330

FERNSEH Robert Bosch Corporation
February 1976

- Feb. 5-6 - Institute of Electrical and Electronics Engineers and Society of Cable Television Engineers sponsored seminar on CATV reliability, Holiday Inn, Philadelphia. Contact: James Herman, (215)874-4800.
- Feb. 8-12 - Public Broadcasting Service annual membership meeting, Century Plaza hotel, Los Angeles.
- Feb. 11 - Ohio Association of Broadcasters sales workshop, Bowling Green State University, Bowling Green.
- Feb. 11-13 - Colorado Broadcasters Association winter convention, Stouffer's Denver Inn, Denver.
- Feb. 12-14 - South Carolina Broadcasters Association annual convention, Holiday Inn, Florence.
- Feb. 23-26 - National Religious Broadcasters 33rd annual convention, Shoreham-Americans hotel, Washington, D.C.
- Feb. 23-25 - National Association of Television Program Executives 13th annual conference, Low Klein, Gateway Communications, is convention chairman; David Zimmerman, WOTV (TV) Grand Rapids, Mich., is facilities chairman; Fairmont and Mark Hopkins hotels, San Francisco.

March 1976

March 7-10 - Data Communications Corp., BIAS seminar, Hyatt Regency hotel, Memphis.
- March 21-25 - National Association of Broadcasters annual convention, Chicago.

April 1976

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

May 1976

- May 13-14 - Ohio Association of Broadcasters spring convention, Sawmill Creek, Huron.
- May 27-June 5 - Prix Jeunesse International, biannual television competition for children's programs, co-sponsored by European Broadcasting Union and UNESCO, Bayerischer Rundfunk, Munich, West Germany.

June 1976

- June 10-12 - Florida Cable Television Association annual convention, Don-Ce-Sar Hotel, St. Petersburg Beach.
- June 10-13 - Mississippi Broadcasters Association 35th annual convention, Phil Brady, WAPF (AM), McComb, is convention chairman; Sheraton hotel, Biloxi.
- June 13-16 - Florida Association of Broadcasters 41st annual convention, Breakers hotel, Palm Beach.
- June 26-29 - Georgia Association of Broadcasters annual convention, Lanier Lake Islands.

July 1976

July 14-17 - Colorado Broadcasters Association summer meeting, Wildwood Inn, Snowmass.

September 1976


November 1976


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

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

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

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

EDITOR: I always enjoy reading your magazine and I found that this particular report [on local TV journalism; BROADCASTING, Aug. 25] was very interesting. — Warren G. Magnuson (D-Wash.), chairman, Senate Communications Subcommittee, Washington.

EDITOR: I found the report most interesting. — John O. Pastore (D-R.I.), chairman, Senate Communications Subcommittee, Washington.

EDITOR: I certainly enjoyed the opportunity to review some of the recent journalistic accomplishments of local television. An active and vigorous press corps is as essential to the functioning of cities and states as it is to the nation and the progress being made in this area is to be commended. — George McGovern (D-S.D.), U.S. Senate, Washington.

EDITOR: I am, of course, well aware of the key position television plays as a source of news for Americans, and your report on new developments in how TV stations are handling news reports was most interesting. — Harrison A. Williams Jr. (D-N.J.), U.S. Senate, Washington.

EDITOR: I am always fascinated by the ingenuity newsmen use in getting some of their best stories, and I enjoyed reading the special report. It was well done and helpful to me. — Bob Packwood (R-Ore.), U.S. Senate, Washington.

EDITOR: The article [about local TV journalism] is well-written and provides an interesting presentation of the enlarging range of subjects as well as techniques that television news stations now deal with. — Charles Thone (R-Neb.), U.S. House of Representatives, Washington.

Both ways

EDITOR: Your editorial, “Back Door Cable” (Aug. 18), places into focus another potential danger. The KTV Spot Sales plan is exactly the dream of the money-wise cable entrepreneur.

Not only does the cable operator end up selling something to the public for which he pays nothing in the use of programs for free TV, but now this gem of an idea enables him to complete the “hijacking”!! Under this proposal the cable system also gains revenue by deleting the original commercials and substituting his own. Let’s hope the whole broadcast industry is not forced into a giant rip-off by the greed of a few. — Rex G. Howell, KREX-AM-FM-TV Grand Junction, Colo.

Straw and the camel’s back

EDITOR: I agree wholeheartedly with Robert Rogers’s “Open Mike” in the Sept. 1 issue. May I take the performer’s royalty concept a bit further?

I venture to say that 90% of the recording artists and manufacturers would be forced into some other field in 30 days if, hypothetically, all broadcasters stopped programming their music.

It seems the shoe is on the wrong foot. Every time a recording is played on radio it’s a commercial for the artist and the manufacturer. We sell them and their product—free. They should pay fees to broadcasters. — William D. Ellis, executive director and general manager, WCVI(AM), Connellsville, Pa.

Mort Bassett

EDITOR: We were sorry to read recently in BROADCASTING of Mort Bassett’s retirement and are greatly saddened to hear last week of his passing after a long illness [BROADCASTING, Sept. 8]. As a member of the legendary John Blair sales teams of the 40’s and early 50’s, Mort Bassett was one of the great, charismatic, strong, personal salesmen of his day.

However, it was in the suburbs, rather than on Madison Avenue, that he made perhaps his greatest contribution to our industry. He was the first rep to recognize the growth of community stations in the suburbs of many of the major cities of America.

His Bassett New York and Philadelphia suburban groups, which he formed almost two decades ago, were ahead of their times. — William F. O’Shaughnessy, president, WVXO(AM) New Rochelle, N.Y.

Walters writes

EDITOR: I just returned from vacation and wanted to write to thank you for the “Profile” on me in BROADCASTING. I am so pleased and honored to be in your publication and have received a great many lovely letters on the interview. BROADCASTING is obviously so widely read. — Barbara Walters, co-host, NBC-TV’s Today show.

thank you

On Friday August 22, 1975 at 5:20 pm our transmitter burned.

Through the dedicated efforts of these RCA men, John Dearing, Don Wright, Howard Small, Don Forbes, Anthony Albanese, Daniel Albanese and many others, KRIS-TV returned to the air on Monday August 25, 1975 at 6:30 pm just three days elapsed.

We appreciate most sincerely their efforts. Thank you from all of us.

T. Frank Smith, Jr.
President, KRIS-TV
Corpus Christi, Texas
Who says you can't get crowds with quality radio?

The Barry Farber Show, syndicated in 19 major markets, is getting both ratings and quality listeners! For example: WWJ in Detroit reports a gain of 28.8% in total listeners for the Barry Farber Show, compared to their previous programming in the same time period. For key groups the gains were even more outstanding:

- 35.9% for adults 18 and over;
- 42.4% for adults 25-49.

* The Barry Farber Show originates on WOR in New York, where it comprises 28% of that station's broadcasting week – 35 quality hours of intelligent and interesting interviews, discussions, and debates. The Barry Farber Show is available to your station through Syndicated Features in half-hour, hour, and all-night formats. For information write: Syndicated Features, Inc., 227 West 45th Street, New York, N.Y. 10036. Or call the Barry Farber Show at (212) 764-7000, Ext. 7097.

* ARB for Detroit Metro, Jan/Feb 1975 and April/May 1975

SYNDICATED FEATURES INC.
227 WEST 45TH STREET NEW YORK NY 10036 (212) 581-6866

New Package New Multi-deck SERIES 5000
from SPOTMASTER®

Versatile, accessible and reliable describes the new 5000 Series multi-deck cassette reproducer from SPOTMASTER. Versatility in design lets you choose from a three or five deck model in either mono or stereo, with or without cue tones, record and other options. Accessibility from fold-down front panel and slide out deck plates for easy cleaning and adjustment of the PHASE LOK III head bracket, plus a completely removable electronics package with modular components and easy trouble shooting with LED indicators of front panel functions. Reliability means the use of the best switches and components available including ribbon cable to replace bulky multiple wire harnesses, massive machined deck plates, a direct drive hysteresis synchronous motor and a super silent air-damped shielded motor. It's all here in the new 5000 series. Call us for more information and a complete set of specifications.

BROADCAST ELECTRONICS, INC.
8810 Brookville Road, Silver Spring, Md. 20910
Phone + 301 588 4983

Broadcasting Sep 15 1975
In the great Providence ADI Food Sales total $916,834,000

Source: Sales Management "Survey of Buying Power"

To get your share of these purchasing dollars buy

WTEV 6
PROVIDENCE, R.I. • NEW BEDFORD-FALL RIVER, MASS.
NEW LONDON, CONN.
Vance L. Eckersley, Manager

WTEV Providence, R.I./New Bedford-Fall River, Mass.
FM's decade

It will come as no surprise to FM broadcasters that annual radio conference in Atlanta this week, but 1970's have brought big gains in FM audiences. Study by Arbitron Radio in top-10 radio markets shows FM shares up from average 20.1% of total radio audience in April-May 1970 to 36.4% in April-May this year. That's 81% increase.

Chicago, Boston, Pittsburgh and Philadelphia FM's all had increases bigger than 100%. Detroit was this year's FM ringleader among top 10, with 41.1% share of radio audience, Washington second with 40.7%. In addition, Arbitron said that in average top-10 market, virtually half of top-10 radio stations were FM.

New 315 exemptions?

FCC is expected to make major change in its Section 315 policy this week when it takes up proposals of Aspen Institute and CBS. Form suggests that debates between political candidates be included in exemption provided for bona fide news events, while CBS says presidential news conferences should be exempted. Chairman Richard E. Wiley and Commissioner Glenn Robinson are believed ready to support boss proposals, and it seems unlikely that they could not carry majority of commissioners with them.

Whichever way vote goes, some officials say staff debate preceding it is likely to be bitter. General counsel's office favors both proposals, on basis of its reading of law; Broadcast Bureau opposes both, arguing that precedent are to be overruled, Congress should do it. And each side has short-fused advocates. On one issue to come up Wednesday — question of whether to modify fairness doctrine report — there is general agreement: Commission will deny petitions for reconsideration.

Step forward

TV network news people have discovered they need less light than they had thought for live or taped coverage of proceedings in House of Representatives chamber, thus eliminating one major obstacle to on-year test of TV access proposed in pending House resolution. News networks and Public Broadcasting Service ran tests in chamber during August recess, concluded that adequate TV picture could be produced with light that will be available at year's end, when refurbishing now in process in both House and Senate chambers is completed. There had been concern in both houses that extra lights broadcasters had thought they would need would be too hot and distracting.

This and other technical findings and recommendations were presented to House Rules subcommittee last week by advisory committee of network and public media representatives. Group said it has way to hide cameras (at least four) so that only lenses will show. Further research is being done by Congresional Research Service and PBS. There is no chance cameras will move in before Christmas, even assuming House votes to permit them. Similar resolution in Senate has received no attention.

Way out?

Important elements within National Association of Broadcasters were as cool as ever last week to National Association of FM Broadcasters intention to seek radio-only license relief from Congress ("Closed Circuit," Sept. 1), but there were signs that NAB may be on trial of compromise. Possible solution, heard from several competing applicants, would provide for five-year license period for radio and three-year period for television. But it would contain provisions designed to protect incumbents against challenges by competing applicants at renewal time. Thus, radio broadcasters would get longer-term licenses that they want and television broadcasters, renewal protection they want. And unity of industry would be preserved. That, at least, is how talk is going.

Too early to tell

White House planners say decision won't be made until next January on acceptance (or rejection) of invitation to President Ford to address annual convention of National Association of Broadcasters in Chicago March 21-24. Invitation suggests luncheon appearance last day (Wednesday) or any other time convenient to Chief Executive during convention.

There's ample precedent for presidential appearance. President Ford himself was featured at this year's convention in Las Vegas, following pattern established by his immediate predecessor. Mr. Nixon appeared at Houston convention year before. Since 1976 is election year, Mr. Ford's advisers presumably will favor his appearance in Chicago and attention it would attract if it can be fitted into schedule.

Up a pole

California cabalen say they'll be in "desperate trouble" if FCC does not take jurisdiction in pole attachment issue. They predict $10-per-pole rate within year for every California system, should utility and phone companies remain unregulated.

That would quadruple average rate currently paid ($2.50), which is taking about 4% of California systems' gross revenues. Additional slice in gross revenue would put most systems in red, cabalen say.

Cost increase cannot be picked up by charging higher subscriber fees, they say, because rates have already reached saturation level in California.

Never say die

Sandy Frank, syndicator who was last to fold tent in court fight against PTA II's encroachments on prime-time access opportunities for independent producers, has not yet given up battle on another campaign: to have FCC rule out multiple exposure (stripping) of series in access periods. Commission didn't say no first time around but wanted to separate issue from other PTA-I consideration.

Stripping as such is said to have fallen off in popularity; at least five series have stopped new production (Truth or Consequences, What's My Line, Jeopardy, Diamond Head and Dealer's Choice) although To Tell the Truth and Concentration remain in active production and there's said to be increase in number of stations scheduling Mike Douglas variety show in access. Mr. Frank will re-petition FCC within month.

Higher risks

Big judgments made out by generous juries in personal-injury and medical malpractice cases are cueing new interest in libel suits. Fear among publishers and broadcasters is that plaintiffs may seek to capitalize on juries' disposition to side with "victims" at a time when well-known companies will pay. Midwest broadcaster is reported to have settled recent libel case out of court to avoid possibility of heavier damages.

There's been talk at National Association of Broadcasters about group insurance for libel protection, but study found no advantage over individual policies now offered by commercial firms.

Honorable 'Godfather'

In its first international placement, "The Godfather" is reported to have been sold to NTV Network in Japan for $2 million for one showing. Sale of this feature is part of over-all transaction under which Paramount Television garnered more than $5 million for other features and large number of series.
**JERRY FORD'S ROAD SHOW**  □  The President, in marked contrast to his predecessors, finds local television much more to his liking than network TV. Stations in Providence, Milwaukee, Chicago, St. Louis and Los Angeles are treated to interviews; there's a Ford in other stations' future. PAGE 28.

**FIRST READINGS OF A NEW SEASON.**  □  Ratings for CBS's Beacon Hill go downhill, but the network's Phyllis and Switch come on strong. At NBC, Joe Forrester makes a solid start. Also, a look at producers' critical reactions to the family hour. PAGE 29.

**CEMENT IT**  □  House Communications Subcommittee Chairman Macdonald wants that pro sports antiballockout law made permanent with only one reversion. Hearing on the law, which expires after this year, will be held Sept. 22. PAGE 34.

**WE WANT REFUNDS TOO.**  □  Broadcasters go to appeals court, trying to shake loose from FCC fees paid under a schedule that the Supreme Court ruled illegal in a case brought by NCTA for cable. PAGE 36.

**SMALL-MARKET STANCES.**  □  NAB committee urges FCC to adopt higher cutoff number for small-market radio stations in complying with mandate for filing employment reports. Committee also does turnabout in endorsing ADI concept for radio. PAGE 36.

**MARCHING ON ATLANTA.**  □  National Association of FM Broadcasters expects 1,000 at its annual convention this week, many AM-only operators. FCC Chairman Richard Wiley and State Senator Julian Bond are among the top speakers. PAGE 39.

**COORS IS HERE.**  □  Colorado brewer's beer seems more popular in Washington than he is. Pastore hearings on Coors nomination to the CPB board run for three days, pick at his right-wing politics, membership on TVN board. PAGE 42.

**PULLING THE PLUGS.**  □  With Canada about to put a double headlock on U.S. advertising, Senators Magnuson and Jackson exhort Secretary of State Kissinger to push issue at upcoming Ottawa talks. PAGE 45.

**DISMAYED COMMISSIONER.**  □  FCC's approval of KCBS Des Moines transfer draws dissent from Glen O. Robinson. Commissioner says giving purchaser its sixth station in Iowa indicates FCC is not serious about combating concentration. PAGE 46.

**ON CUE FROM HILL.**  □  The FCC, under congressional prodding, is busy writing proposed legislation that would specifically ban indecency and obscenity on radio, television and cable. PAGE 47.

**KICKER.**  □  First, CBS did a documentary, Guns of Autumn. Now, the advertiser and audience ruckus kicked up by that documentary on hunting are to be examined by the network in another show, Echos of the Guns of Autumn. PAGE 50.

**MORE AND LESS.**  □  Bruskin study finds greater numbers of people are watching television, and they're watching it more often. At the same time, fewer people are reading newspapers, and those that are are reading them less. Charts help tell the story. PAGE 53.

**NEUTRALIZING HYPOS.**  □  An Advertising Research Foundation committee report proposes short-term remedies to help spot TV buyers compensate for hyped program ratings. Basically, it would involve analyses of local and network time periods before and after the sweep. PAGE 54.

**TAKE A DEEP BREATH.**  □  The networks last week began to assess the difficulties they'll have next summer in covering the Republican convention in far-off Kansas City and reporting the Democratic sessions in the close-at-hand, but close quarters, of New York's Madison Square Garden. PAGE 56.

**SAY CHEESE.**  □  TIO-sponsored Roper study indicates that more than half the country would like to see congressional events on live camera and over two-thirds would like to have major congressional events broadcast. Demographic break-outs of the study accompany the story. PAGE 57.

**GO EAST, YOUNG MAN.**  □  For 15 years, Ed McLaughlin labored in the radio vineyards of California, earning a reputation in programming sales and administration. That's why three years ago he was tapped to be president of ABC Radio Network in New York. PAGE 75.
Today's Programmed Automation Can Increase Your Sales ...and Profits.

HERE'S HOW.

The Broadcast Industry has leapfrogged into the Age of Automation. You have got to believe that automation is the wave of the future in our business. In 1975, stations will spend over 14-million dollars on equipment and programming. The business side of broadcasting is also automating with English printout logging and computer billing. It is projected that 90% of all stations will have some type of automation by 1977.

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Mr. Ford extends open Presidency to local TV

Barnstorming President has already made appearances on stations in Providence, Chicago, Milwaukee, St. Louis and Los Angeles; first reactions are positive, and he'll keep up pace as opportunity permits

Whatever else he accomplishes as President, Gerald Ford will be remembered as the first in that office to discover local television. Former President Nixon did not like the networks very much; yet he seemed to feel that, where television is concerned, the networks, with their national audiences, were the only way to go. President Ford, on the other hand, gets along fine with the networks, but he has found local television and, his aides say, loves it.

And why not? As he travels around the country in his roles as President and political candidate, he finds local television stations are delighted to have him on for special interviews or as guest on Meet the Press-type programs. The audience may not be national, but they can still be substantial in major markets. For that matter, the material can be picked up by the networks. And it's all free TV time.

Over the past weekend, for instance, the President was to be seen and heard on KMOX-AM-TV St. Louis, on the Newsmakers program. On Saturday Sept. 20, he is scheduled to appear on Bob Abernathy's interview program on KNBC-TV Los Angeles. And Westinghouse Broadcasting Co. officials were talking to the White House about the President visiting KPIX-TV San Francisco for an interview Sept. 22.

In the three weeks preceding the last weekend, he had stopped off for four television interviews as he criss-crossed the country. It began at 8:30 a.m. on Aug. 25 in a room of the Palmer House, in Chicago, where the President filmed an interview with Irv Kupcinet for Kup's Show; it was aired on WMAQ-TV on Aug. 31. But Mr. Ford received a bonus, in terms of coverage: the 110 Public Broadcasting System stations that regularly carry Kup's Show broadcast the interview on Sept. 7.

After leaving Chicago, the President flew to Milwaukee and sat for an interview with the anchormen of three stations in that city—WITI-TV, WTMJ-TV and WISN-TV. WITI-TV and WTMJ-TV had each requested an interview, and the White House suggested they arrange for a joint program. The half-hour interview, which began at 3 p.m., was conducted on the neutral territory of the Pfister Hotel using the equipment of noncommercial WMVS(TV), and was carried live by each of the three VHF's. WMVS broadcast a tape of the program.

Before Kup's Show was broadcast, the President had made another local appearance. On Aug. 30, while at Newport, R.I., he taped an interview for WJAR-TV Providence, R.I., for broadcast later that day. Again, he got more than his money's worth: WJAR-TV had set up a network of some dozen other stations to carry the program.

The only time the President's meet-the-local-TV-press campaign ran into anything other than smooth weather was in Sacramento, on Sept. 5, following the alleged assassination attempt. Joe Benti of KNXT(TV) Los Angeles was in town to film an interview for which he had been negotiating with the White House for weeks. And White House News Secretary Ron Nessen said the President was prepared to do the interview, but there were to be no questions about the incident that had just topped every newscast in the country.

As Mr. Benti recalls it, Mr. Nessen was concerned about two things. One was that the President might make an inadvertent comment that would compromise the prosecution's case against Lynette Fromme. The other was that the White House press corps traveling with the President seemed determined no one would have an exclusive interview with the President about the incident. "Nessen told me that if I asked questions about the attempt, he would open the interview to everyone—that news of the event shouldn't be exclusive. He also said the President might not do the interview if I didn't agree."

So he agreed, and did the interview in the low-key style that fits the "At Ease" segment of the 6 o'clock news, for which it was intended. Mr. Benti, who anchors that program, cut up the interview by category and broadcast the pieces over four nights last week.

President Ford has not been ignoring the networks in this period. He had intended on Monday (Sept. 8) to do a brief taped interview with ABC's Harry Reasoner to broadcast that evening on the first installment of ABC's newly designed evening news show. However, he postponed the interview—because of a crowded schedule, according to News Secretary Nessen; because of reluctance to expose himself to questions about the crisis over busing that had erupted in

What made Milwaukee famous. President Ford sat for an interview with anchormen at Milwaukee's three VHF stations last month, in one of a series of interviews he has been giving local television stations around the country. John McCullough, WTMJ-TV (I), Carl Zimmerman, WITI-TV (to President's left) and Ron Scott, WISN-TV, asked the questions during the half-hour program that was broadcast live by the three stations.
Boston that day, according to other sources.

As for the future, additional presidential appearances on local stations are to be expected. "He'll keep doing them as long as he gets invitations and he can fit them into his schedule," said one presidential aide last week. There is no question of the invitations coming in. Said one aide, "Every station in the world is calling."

**Networks’ new models are in the showrooms**

**Biggest premiere week of season gives early indications of successes and failures; ‘Beacon Hill’s’ light is dimming rapidly**

The new television season hit full stride last week, and already a few early portents emerge from the scramble among the three networks:

- **Beacon Hill** (CBS, Tuesday, 10-11 p.m., NYT), the most heavily publicized new show of the season, is in deep trouble. After a smashing 42-share debut on Sept. 25 in a special two-hour premiere, the series dipped to a barely tolerable 31 share against summer reruns on Sept. 2, and, in its first night of first-run competition in its regular timeslot (on Sept. 9), it finished third with an inadequate 14.6 rating and still lower 27 share.

- Another heavily publicized new CBS show, the sitcom **Phyllis** (Monday, 8:30-9 p.m.), looks like a bona-fide top-10 Nielsen hit, winning its time period easily on Sept. 8 with a strapping 22.8 rating and 42 share, actually getting better numbers than the sitcom that precedes it, **Rhoda** (22.8 rating and 40 share on Sept. 8), which was one of the hit new shows of last year.

- **Joe Forrester** (NBC, Tuesday, 10-11 p.m.), a cop-show spinoff from **Police Story**, is shaping up as NBC’s biggest new show hit, based on the fat 19.3 rating and 36 share it logged on Sept. 9 despite a poor lead-in from the 9 o’clock show, **Police Story** (which managed only a 15.5 rating and 26 share).

- In what may be the biggest surprise of the season so far, CBS’s new tongue-in-cheek private-eye show, **Switch** (Tuesday, 9-10 p.m.), scored a huge 22.9 rating and 39 share, easily outdistancing the three network-approving veterans it competes with, **The Rookies** on ABC and **Police Story** on NBC.

- Any fears that CBS’s **All in the Family** might be hurt by its move to Monday (9-9:30 p.m.) were put to rest by its first test in the new time period on Sept. 8, where it won special with its premiere, easily with a 30.4 rating and 48 share. Tougher tests will come after next week, however, when ABC’s Monday night football’s regular pro games begin.

Lee Currill, CBS’s programming vice president, says the network has “by no means” written off **Beacon Hill** yet, but he admits that the show “didn’t benefit a hell of a lot” from the big numbers it achieved when it jumped the previous week’s game. He adds that the early episodes, including tomorrow night’s (Sept. 16), were “weak,” but that those beginning with the week of Sept. 23 are so much better that they’ll be accorded “a big public push.

However, Mr. Currill’s NBC counterpart, Marc Bell, says lightly, “**Beacon Hill**’s a failure.”

“Every night it’s been on,” Mr. Antonowsky continues, “the show has lost rating and share points in its subsequent half hours, which means that people who start with the show hate it so much they tune out later on. Our call-back research indicates that people dislike **Beacon Hill** because they don’t understand it. With those costumes and that acting, they think it’s a foreign show.”

The more **Beacon Hill** falters, of course, the better it will probably be for NBC’s new Joe Forrester. Mr. Antonowsky thinks could crack the top 10.

If Mr. Currill is disappointed with **Beacon Hill**, he’s ecstatic over the performance of his Monday-night comedy lineup, which could develop into a ratings powerhouse similar to CBS’s Saturday sitcom block. **The Odd Couple** on Monday, **Rhoda** and **Phyllis** look so strong, Mr. Currill says, that they could end up making quick failures of their competitors on NBC (**The Invisible Man**) and ABC (**Barbary Coast**).

As a matter of fact, **Barbary Coast** may be the first casualty of the new season—it managed only a 12.1 rating and 21 share on Sept. 8, which was mitigated slightly by the fact that a number of West Coast stations delayed it for live network college football games.

**The Invisible Man** harvested a sub-par 16.3 rating and 2 share on Sept. 8 and NBC’s **Medical Mother, R.N.** (**One Must Die**) (8-9 p.m.) did even worse (13.8 rating and 25 share on Sept. 9). If neither of these programs shows substantial improvement in the next few weeks, Mr. Antonowsky says they could be gone by Dec. 1.

ABC-TV’s new programing chief, Fred Silverman, was unavailable for comment last week, but some of the network’s ratings speak for themselves.

ABC scored its best national Nielsen’s by far on Wednesday (Sept. 10). Its two new shows on that night—Mel Brooks’s wacky comedy, **When Things Were Rotten** (8-8:30 p.m.), and the hard-action cop series, **Sarge and Hutch** (10-11 p.m.)—came up with strong audience sampling, the former chalking up a 19.5 rating and 36 share and the latter 22.0 rating and 41 share. In addition, ABC’s returning cop show, **Baretta**, with Robert Blake, which began to build during the summer months, wound up with a 19.4 rating and 33 share, easily edging out CBS’s long-running **Cannon** (18.5 rating, 32 share) and NBC’s new **Doctors Hospital** (15.8 rating, 27 share). Both **Doctors Hospital** and **Kate McShane** (10-11 p.m.), CBS’s only new Wednesday series, failed to get that big important initial sampling (**McShane** managed only a 14.1 rating and 26 share), which reduces their chances of survival right off the bat.

Thursday’s New York and Los Angeles overnight ratings (the nation’s available at press time) yielded more good news for ABC. Its one new Thursday show, the sitcom, **On the Rocks** (8:30-9 p.m.), delivered an excellent 39 share in New York and a solid 33 share in Los Angeles. ABC’s 8 o’clock show, the returning sitcom, **Barney Miller**, which, like **Baretta**, started off badly last season and then found an audience during the summer, also racked up good numbers in New York (38 share) and Los Angeles (32 share).

NBC’s new Thursday sitcoms, **The Montefuscos** (8-8:30 p.m.) and **Fay** (8:30-9 p.m.), showed slippage in both New York and Angeles, and ABC’s previous week (when they jumped the gun to fairly solid sampling)—a slippage that, with some problems, tended to par them into the question-mark category. NBC’s other new Thursday shows, **Ellery Queen** (9-10 p.m.) and **Medical Story**, latched on to good sampling, particularly in New York, where the former hit a 39 share and the latter a 34 share.

**TV producers: all in the family hour**

Most fear its potential, rather than its actual effects, and they plan to go ahead with legal actions

"The family hour rule hasn’t affected my programs and the reason is summed up in the old show-business adage: You don’t fool with success.

That emphatic statement was delivered last week by Norman Lear, the head of..."
These bits ever, all seeing cause that self who stand in the hour the in sting, more bite, more hour shows (which considered, to The Bob Tinker, the spokesman for the Writers Guild, says that the guild’s lawyers are still working on the language of the suit but that, in general, it will charge that the FCC, as a government body, abridged free speech by putting pressure on the NAB and the networks to adopt the family hour. As soon as the suit is drafted and ready to be filed, Mr. Franklin adds, the guild will ask the courts for an injunction against the family hour until the litigation is resolved.

MTM Productions’ Grant Tinker supports this approach because “I think [FCC Chairman] M*A*S*H has totally misread the state of the mind of the American people.” Mr. Tinker says he doesn’t believe that Congress and the FCC have been swamped with mail from people railing against sex and violence on television. “Senator Tunney told me the other day he hadn’t seen one such letter of complaint in his years in Congress,” Mr. Tinker adds, referring to John Tunney, the junior Democratic senator from California.

M*A*S*H’s Gene Reynolds says he thinks the family hour “is directed not against sex and violence but against ideas.” He pauses, and then goes on, “It’s conservative pressure groups that are staking a claim with the FCC and Congress and the networks to go after ideas like the ones Norman Lear deals with on his shows: vasectomy, abortion, etc. These pressure groups regard M*A*S*H as un-American and dangerous because we’re irreverent and not too respectful of people in authority, particularly military authority.”

The irony for Mr. Reynolds is that, as a Hollywood liberal, “I’m, if anything, a moralistic person. I feel that a lot of the violence shown on television is gratuitous, and not really necessary. The same goes for a lot of the sex that you see on television, and I believe the director seems to be casting a leering eye. Sex presented in this way is not mature, or natural, or adult, but very childish.”

The problem is, of course, that in going after the sleazier forms of sex and violence on television, the family hour is outing television that’s prevalent and show like M*A*S*H, which, says Mr. Reynolds, “occasionally uses violence, but in a constructive way, in a way that says war is wasteful.”

“But from my experience, though,” concludes Mr. Reynolds, “CBS has not been unfair in our give-and-take with them over the family hour.”

“We wish the family hour hadn’t happened, and we hope it will go away,” says Mr. Tinker, “but meanwhile we’re living with it.”

Mr. Lear’s hope is that once the American people become aware of the implications of family hour, “they’ll realize that it’s just another form of censorship,” and then they’ll petition their elected representatives “to get the government out of television programming.” As of now, however, writers stuck with, programs in family hour time slots might well be quoting Gov. Reagan’s tongue-in-cheek way of handling the problem: “CBS’s censors pass all my scripts because I submit them all in crayon.”

FCC denies renewal to Eaton’s WOOK, adding another seizure to woes of broadcast group

Washington AM gets death penalty for contest, advertising irregularities; broadcaster says record was poisoned by disgruntled employee, will seek reconsideration; competing applicant is in wings

Richard Eaton, the group broadcaster whose hold on a number of his stations is already shaky, last week was denied FCC renewal of the license for WOOK(AM) Washington. Commercials for “Money Drawing Roots” and one offering three-digit scripture references to be used for “financial blessing” were among the practices that led to the death sentence.

The commission, a unanimous decision, said the station had broadcast false and misleading advertising and had aired lottery information, in violation of commission rules and the U.S. Code. It also said the station had failed to protect its listeners from harmful programming.

The decision left unresolved the fate of a competing application that had been filed for WOOK’s facilities by Washington Community Broadcasting Co. a local group of 43 area residents. The commission deferred action on the application for 30 days to give Community time to amend its financial showing to cure what the commission said was a deficiency.

The commission’s decision, announced on Friday, was reached on Tuesday. On the preceding day, Mr. Eaton’s attorneys had filed a motion with the commission asking it to delay further action in the case to permit the station to show that one of the commission’s principal witnesses “a disgruntled former employee, and a convicted felon, has repeatedly furnished the commission with false information.” The witness was identified as Frank Delvichio.

Mr. Eaton, in his statement, said, “We believe this man’s testimony so poisoned the record as to make it impossible for the commission to arrive at a fair decision.
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ABC NEWS

will be in the Garden Room, Terrace Level North, at the Fairmont Hotel in Dallas during the RTNDA. Affiliates and friends are invited to come see us Wednesday, Thursday or Friday, anytime after 5.
AAF summary. Thirty-five members of the American Advertising Federation met at the White House last Thursday for talks with staff that left them with "some reassurance that the administration is trying to move toward more efficient industry regulation," in the words of AAF Chairman Carl Nichols, chairman of Cunningham & Walsh, New York. AAF members expressed their opposition to the proposed consumer protection agency and the Federal Trade Commission's proposed food advertising guideline. They were briefed by William Siedman, assistant to the President; Roderick Hills, counsel to the President; James Pate, assistant secretary of commerce for economic affairs, and John Hull, deputy administrator of the Federal Energy Administration. Later they met for lunch with FTC Chairman Lewis Engman. Seated in the White House (clockwise from left) are Jonah Giltz, AAF executive vice president; Stewart Mitchell, Tracy-Locke Inc.; Bart Cummings, Compton Advertising Inc.; John McCarty, Frito-Lay Inc.; Robert Hilton, Glaser Brothers, Los Angeles; Calvin Hatch, Clorox Co., John Vickerman, director of business and trade associations, White House Office of Public Liaison; Leslie Harris, The Interpublic Group of Companies; Lois Nelson, Downtown Norfolk (Va.) Association; Mr. Pate; Robert Myers, U.S. Steel Corp.; Robert Funkhauser, Carnation Co., and William Sharp, Coca-Cola U.S.A.

based on the record." He added that his attorneys had intended to ask the commission to reopen the hearing to take the steps necessary to assure WOOK of a fair hearing. Unless the commission reopens the hearing on its own motion, Mr. Eaton said, he will petition for reconsideration and ask for a new hearing designed to assure that WOOK's operating record "over the past several years is fairly evaluated."

The commission's action affirmed the decision of the administrative law judge in the case, Forest L. McClenning, in denying WOOK's renewal. But it was even stiffer in concluding that Judge McClenning had erred in holding that WOOK was entitled to comparative consideration with Community.

It said Judge McClenning's findings on the violations mandated a conclusion that WOOK had engaged in misconduct requiring denial of its renewal. The commission noted that WOOK's history is studded with technical violations and that, despite a $7,500 fine for those violations and a promise that the station's future operations would be in compliance with the rules, the violations continued.

The commission said that WOOK's past representations were of no value and that, as a result, it could not rely on its present promises of future compliance. The technical violations alone warranted denial of the station's renewal, the commission said.

The decision comes as another in a string of troubles Mr. Eaton faces in attempting to hold on to his licenses. The licenses of two television stations he owns, WMET(TV) Baltimore and WFAN(TV) Washington, were revoked because the

stations were dark for substantial periods of time, but he is seeking commission reconsideration. An administrative law judge last year renewed the licenses of WMMR-TV Manchester, N.H., and KECC-TV El Centro, Calif., on condition that Mr. Eaton sell them. Both were charged with bribery in seeking to improve ABC network affiliation contracts. Another administrative law judge issued an initial decision denying the renewal of Mr. Eaton's WFA(BAM) Miami because of alleged fraudulent billing. And the renewal applications of his Cleveland Heights, Ohio, stations—WMJR(AM) and WLYT(FM)—are in hearing on charges of alleged bugging of the AM station manager's office.

Mr. Eaton has seven other stations—KIKU-TV Honolulu; WSD(AM) and WLDL(FM) Baltimore; WIX(AM) Rockville, Md.; WBNX(AM) New York; and KALI(AM) San Gabriel and KSOL(FM) San Mateo, both California.

price of newswire service. Under the new tariff, which went into effect on June 13, 1974, private line charges to users in high-density areas were reduced, while those to users in low-density areas were increased. A separate rate was included for short-haul services.

But if the commission postponed a decision on the major issue, it said it had enough information to rule on two related matters. And both rulings went against newswire services.

The commission found that the Telpek end link provision as used by newswire services and other multichannel private line users was "a like service" to the hi-lo tariff but was unlawfully priced at a different rate, in violation of the Communications Act. The rate was normally less than the newswire services would pay for private line service to low-density areas.

The commission also found that AT&T could not justify the offering of simplex (one-way transmission service) or half-duplex (alternate one-way transmission service) at reduced rates. The newswire services had requested the reduced rate offerings.

However, the commission is responding to the news media's complaints about increasing rates for private line services. It said it will "soon" institute a separate investigation into the need for preferential press rates for those services.

As for the hi-lo tariff, the commission said high-density, low-density and short-haul offerings were separate but like communications services priced at discriminatory rates. It said it must determine whether the discrimination is unjust and unreasonable.

Macdonald wants antiblackout law etched into stone

A bill that would make the pro sports anti-blackout law permanent was introduced in the House last week by Communications Subcommittee Chairman Torbert Macdonald (D-Mass.). The bill would make one alteration in the current law—passed by Congress in 1973 and due to expire the end of this year—by establishing a 24-hour cutoff for post-season baseball, basketball and hockey games.

The law now provides all games in those three sports plus football that are sold out 72 hours in advance cannot be blacked out on local television. The Macdonald bill would change that to 24 hours in advance for post-season games of all sports but football.

The reason for that change, said Mr. Macdonald, is that unlike football, which determines its division and over-all championships titles with single games, basketball, baseball and hockey use series to determine their championships. "Dates are uncertain until the teams involved are actually determined and the number of games in each series cannot be pre-


FCC trying again on AT&T's hi-lo rates; services to broadcasters subject to increase

The FCC has reopened its hearing on the AT&T's hi-lo tariff—which constitutes a departure from nationwide average pricing for voice grade private line service—on the ground it lacks enough information to make a decision as to its legality.

The case is an important one to broadcasters and news services as it affects the
Ever since LOVEWORDS was launched on KRLD, Dallas back in March of '73, it has been helping both AM and FM stations become NUMBER ONE, stay NUMBER ONE, or sound that way.

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...REAL PEOPLE SAYING REAL THINGS ABOUT LOVE, AND OTHER THINGS...
dicted," he said. "Because of this uncertainty in scheduling, the three-day cut-off is frequently ineffective."

Mr. Macdonald summarized several problems, which although not addressed in his new bill, will be taken up in his subcommittee's hearings on the law, scheduled for Sept. 22. Some sports clubs, he said, have exhibited "the same kind of public-be-damned attitude that forced Congress to act in 1973" by insisting that stadium seats with obstructed views be sold before lifting the blackout. Another problem, he said, is that some National Football League teams have been "blackballing" the number of stations blacked out for unsold home games, which appears, in some cases "to conflict with the league's own constitution and bylaws which establish a 75-mile zone."

On still another point, the congressman said "specious rhetoric about no-shows is thoroughly discredited" by an FCC report which concludes that the law might have hurt concession sales and radio broadcast rights, but has not harmed the sports clubs.

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Equal opportunity for buyers? Group protests WRVR sale to Sonderling

A citizen group moved last week to block the sale of Riverside Church's WQXR (FM) New York to Sonderling Broadcasting with a two-pronged attack on a proposed reduction of jazz programming on the station and, in a new wrinkle, on alleged racial discrimination by the church in seeking a buyer.

The Citizens Committee To Save Jazz Radio proposes the planned de-emphasis of jazz (much of Sonderling's format would consist of rhythm and blues), which the group contends is a viable format for the station. The committee says that although the church claims it is selling the station because of massive financial losses, it has not demonstrated that the losses are the result of the format and not mismanagement.

But the committee also contends that since less than 1/2 of 1% of all stations are owned by minorities, the public interest "requires all transfers of broadcast stations to employ affirmative action to locate and sell minority buyers."

The committee says the church not only did not seek out a minority buyer, it "excluded a prospective black purchaser from equal opportunities to acquire the station."

William Green, president of the church's board of trustees, "flatly" denies the allegations of discrimination. "We were concerned with getting as good a price as possible, selling to someone with sound credit and who had a commitment to continue a jazz format," he said. "Why would we not sell to blacks?" He said the church had received a formal offer from a black group, but that it was "far, far less than what Sonderling offered."
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Broadcasters make their case for fee rebates

In appellate court they argue that Supreme Court rejection of 1970 fee schedule applied to them as well as cable people

Some 200 broadcast licensees and others regulated by the FCC weighed in at the U.S. Court of Appeals in Washington last week with arguments as to why the FCC should refund fees they had paid under the 1970 fee schedule, as it refunded fees paid by cable television operators.

Indeed the principal argument was that the commission’s refusal to reimburse noncable companies was inconsistent with the U.S. Supreme Court decision, handed down in March 1974, which led to the commission’s reimbursement of annual fees paid by cable television operators.

The appeals court is a second front in the fight being waged by broadcasters and others to obtain refunds. A number of cases are being litigated in the U.S. Court of Claims, where broadcasters last month asked for a summary judgment in their favor (BROADCASTING, Aug. 25).

The extraordinary amount of litigation grows out of the Supreme Court decision declaring the 1970 fee schedule illegal on the ground it was designed to recover 100% of the commission’s expenditures. The court directed the commission to establish fees sufficient to recover only benefits provided to the recipient.

But except for the cable operators, the hopes of those who had paid fees under the 1970 schedule that they would be reimbursed were dashed. The commission reimbursed only the cable operators with the explanation that the case had been carried to the Supreme Court by the National Cable Television Association; the National Association of Broadcasters had dropped out of the court fight after the U.S. Court of Appeals for the Fifth Circuit upheld the commission (though the NAB later filed a “friend of the court” brief in support of the NCTA’s Supreme Court appeal.

Most of the broadcasters in the appeals court proceeding have joined with NAB in a single brief. Their brief contends that the Supreme Court decision in the NCTA case requires the commission to reimburse broadcasters as well as cable operators, for that decision referred not only to the annual fees imposed on cable systems but also to “the broadcast industry as a whole.”

The brief makes two other principle arguments:

- The commission’s arguments that the payments were made voluntarily and that requests for refunds were untimely cannot stand, the first because the commission “insisted” on payment and pro-

vided for refunds after payment, the sec-

ond because payers who sought refunds

"at the very time of payment were turned away on the same timeliness grounds as others."

- The commission’s refusal to grant re-

funds to any of those it regulates except cable operators is “arbitrary and capricious.” The brief contends that although broadcasters and cable operators are “similarly situated with respect to the illegality of these fees,” the commission has refunded all annual fees paid by all cable systems, including those that did not request refunds, but refused refunds to all broadcasters, including those who asked.

The brief does not indicate how much money is at stake. But it says, “the most appropriate, and the simplest,” way to dispose of the case would be to direct the commission to refund fees collected under the 1970 schedule to the extent they exceed the amount paid under the previous schedule — adopted in 1966 — whose legality is not in question.

Radio employment limits in small markets prompts NAB resolution

Radio committee urges higher cutoff for mandatory reporting to FCC; there’s a change of heart about ADI concept being used for AM-FM

The National Association of Broadcasters small market radio committee, meeting in Washington last week, passed a resolution urging the FCC to exempt stations with 15 or fewer employes from filing an equal employment plan.

The FCC proposal asks for comments on whether the cutoff number should be 10 or 15 employes, and the small market radio committee picked the higher.

The resolution noted that small market broadcasting has few employment openings and that there is a general reluctance among qualified women and minorities to move to small market areas. The FCC proposal would not relieve small market stations of their responsibilities under the law, but only from filing an equal employment plan.

The committee also passed a resolution indicating it has warmed to Arbitron’s application of the television area of dominant influence (ADI) audience measurement formula to radio.

In May the committee had voted unanimously to oppose the concept. The new resolution, passed by the narrow margin of 4-to-3, says in part, “while the small market radio committee continues to have considerable reservations about the ADI concept, we recognize that it has potential benefit to the radio industry in general, even though some individual small market radio stations may not benefit.”

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mented in its April-May survey report, includes radio stations for the first time in the ADI section of the book. ADI is described as an exclusive market definition based on geographic divisions. It was developed in the early 60's for TV audience measurement and has become a universally accepted way of buying TV and newspapers. 

Arbitron decided to apply it to radio to give radio more visibility, to allow packaging of radio plans and to make it easier to plan radio when other media are involved, an Arbitron spokesman said last week. He said that until now, most small market stations were not listed in any syndicated report, but that many now are showing up in the ADI section of the Arbitron report. He said that in the April-May report, 536 of 1,093 stations listed in the top 50 ADI reports were small market stations and that 78% of the stations which were listed only in the ADI section of the report were radio stations. The small market radio committee's narrow vote reflects the members' concerns that small market stations might not show up in the ADI ratings even though they are the dominant stations in their cities of license.

The committee passed the resolution after hearing a presentation by Bill McClenaghan, vice president, and Bill Engel, audio production manager, both of Arbitron.

The members of the small market committee are Wayne Cornils, of KFXD-AM-FM Nampa, Idaho; chairman; Edward Fritts, WNLA-AM-FM Indianapolis, Miss.; Dick Painter, KSYS-AM-FM Mankato, Minn.; Sherwood Parks, KINK(AM) Salem, Ore.; David Parnes, WKV(T) AM/Brookings, Vt.; William Rollins, W SVM(AM) Valdese, N.C.; Robert Tobey, KOTS(AM) Deming, N.M., and Jack Younis, WEEB(AM) Southern Pines, N.C.

Stop those cards and letters. A proposed freeze on granting religious groups educational broadcast licenses may be the most beat-up dead horse in FCC history. The commission reported last week that about 1.3 million letters and postcards had been received protesting the proposal submitted by Abe L. Lansman and Lorenzo W. Milam (Broadcasting, Jan. 13), which was aimed at both religious and government groups. Despite the commission's decision last month (Broadcasting, Aug. 4) to dismiss the proposal, nearly 600,000 more protest letters have been received and there is little indication the numbers are ebbing. Even in the comment period during the rule making proceeding last spring, only one citizen group sided with the proposal as basically "worthly" although it did not comment on the religious freeze aspects of the petition (Broadcasting, March 24).

Sounding off. The number of complaints, comments and inquiries received by the FCC's Broadcast Bureau in fiscal 1975 was an all-time record, with the commission reporting 96,710. The previous high was 84,525 in fiscal 1973; the fiscal 1974 total was 78,129. Complaints rose from 50,414 in fiscal 1974 to 85,054 in fiscal 1975. The greatest single increase included objections to programming which jumped from 13,193 to 34,097.

Complaints concerning crime, violence and horror were up almost 1,000%—from 895 to 8,897. Broadcast advertising complaints rose from 1,731 to 6,385.

NAFMB heads for Atlanta

Wiley to be luncheon speaker along with Julian Bond; main issue is to protect small radio businessman from harassment by activists

National Association of FM Broadcasters' officials say they expect to corral about 1,000 radio broadcasters for their 15th annual convention in Atlanta.

Convention sessions, which run from Thursday through Saturday (Sept. 18-20) at the Marriott hotel, will include seminars on national and local sales, on quadraphonic sound for FM, on general programming trends, with an all-afternoon session on Thursday featuring a panel of FCC executives under the title "News from the Banks of the Potomac."

FCC Chairman Richard Wiley will be the special guest speaker at Friday's luncheon, which will precede the NAFMB's annual membership meeting. Jack G. Thayer, the president of NBC Radio, will deliver the keynote address on Thursday morning, and Saturday morning's keynoter will be Matthew Coffey, the president of the Association of Public Radio Stations. The luncheon talk on Saturday will be given by Julian Bond, the nation's best-known Democratic state senator from Georgia.

The first annual Golden Radio Awards will be bestowed on Sol Taishoff, the editor and chairman of Broadcasting, and Harold Kassens, retired assistant chief of the FCC's Broadcast Bureau.

About 90 manufacturers and service organizations will use the exhibition hall or separate hospitality suites to ply their wares.

Of the 1,000 or so broadcasters who will attend, as many as 30% will represent AM-only operations. The key issue that's expected to be on everybody's mind at the convention, according to Abe Voron, the executive director of the NAFMB, will revolve around "'congressional legislation to protect the small businessmen who own radio stations from harassment by any group with access to a mimeograph machine.'"
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Tough three days for Coors on Hill

Senators, witnesses hammer away at possible conflicts between TVN and CPB, and at his political views

Colorado brewer Joseph Coors was strongly urged by members of the Senate Commerce Committee last week to step down as director of the Coors-owned Television News Inc. to avoid the appearance of conflict of interest with a seat on the board of the Corporation for Public Broadcasting to which he has been nominated.

Midway through hearings on his confirmation last week, Mr. Coors said he would not quit TVN, maintaining steadfastly that there is no conflict between his directorship of that commercial operation and a directorship of CPB. He indicated that his stepping down from the seven-member board of TVN would not change the fact that Adolph Coors Co., of which he is executive vice president, will still hold the majority of stock in TVN. He said the move would be "more of a cosmetic than a real solution."

He returned at the tail end of the hearings, however, with a compromise proposal: "I would propose to the TVN board that it forthwith cut off any business discussions it is engaged in with CPB or PBS, and that no such discussions be undertaken during his CPB board tenure if he were confirmed.

Mr. Coors appeared to alter his stance a bit, however, when it became apparent that his "compromise" was not acceptable to several members of the Commerce Committee. Prodded by Senators John Pastore (D-R.I.), Robert Griffin (R-Mich.) and Lowell Weicker (R-Conn.), Mr. Coors promised to discuss with the TVN board the possibility of his stepping down. But he said he did not want to leave the impression he will change his mind. The Commerce Committee will await the outcome of that discussion, which Mr. Coors said will happen at the TVN board meeting next week.

Senator Pastore, who is chairman of the Commerce Committee, presided over the hearings before the full Commerce Committee, had said that because of the conflict, "at the moment I'd be inclined not to vote for your confirmation."

He said "no nomination that's come before this committee has bothered me more than yours."

Moments later, however, he added that "I think you're going to make it."

Mr. Coors's reference to "business discussions" in his compromise proposal referred back to a letter which figured prominently in the hearings. In the letter, dated July 24, Mr. Coors asked CPB President Henry Loomis to refrain from any decisions regarding possible CPB contracts with satellite receiving stations until Mr. Coors had a chance to discuss the matter with Mr. Loomis. He suggested in the letter that it would be in CPB's best interest to contract with a commercial earth station system. He did not mention his own TVN in the letter, but TVN has proposed establishing such a system and has been studied by a group comprising CPB, the Public Broadcasting Service, National Public Radio and the Ford Foundation. The implication was drawn that Mr. Coors, not yet a member of the CPB board, had his own private interest in mind in writing Mr. Loomis.

The possible financial conflict of interest was only half the story, however. Senator Pastore was more concerned about whether there might be a conflict between the ideals which prompted Mr. Coors to establish TVN two years ago, and the ideals behind the foundation of CPB. "The fact is that he set up TVN to combat what he felt was a bias in the television networks," Senator Pastore said. "My question is whether he is trying to get on the CPB board for the same reason." Mr. Coors's political views have been characterized as embedded deep within the right wing of the political spectrum. He acknowledged, when questioned by the senators, that he has contributed about $6,000 to the John Birch Society over the past 10 years, and he also acknowledged that dissatisfaction with what he sees as a liberal bias in network news entered into the thinking which led to the establishment of TVN. He constantly insisted under questioning, however, that the primary reason for establishing TVN was to provide a news source for independent TV
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See Go-Cart at NAFMB Atlanta

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former President Richard Nixon. Senator Weicker charged back, "That comes very close to guilt by association."

Charges were also made during the hearings that Adolph Coors Co. has a poor minority hiring record. Senator Pastore said the committee will ask the federal equal Employment Opportunity Commission and the Colorado EEOC for a report on Coors's employment record.

During his rebuttal the final day of the hearings, Mr. Coors said the accusers "have not done their homework." He defended Coors's minority hiring record with statistics he supplied and noted that Coors, as an approved government contractor, has government-approved affirmative action plans.

One witness Jona Vieta, a free-lance writer from New York, and a former employee of United Press International Television News, an independent TV news service that TVN bought out, questioned why TVN would offer to build satellite ground stations free of charge to stations when it is already losing about $500,000 a month. "I often wonder at its philanthropy," Questioned by Senator Stevenson, she admitted she was "insinuating something."

Mr. Coors later objected to that insinuation, which he took to mean that he is so determined to shape news with his political bias that he did not care about losing money. "We don't go into business to lose money," he said. "It is still our intention to turn this [TVN] around and make it a sound business venture." He reiterated that there is no bias in the news TVN writes.

Other witnesses opposing Mr. Coors included Frank Lloyd, executive director of the Citizens Communication Center; Pluria Marshall, of the National Black Media Coalition; Cathy Irvin, vice president for public relations for the National Organization for Women; Manuel Fierro of the National Congress of Hispanic American Citizens; Stephen Schlossberg, general counsel to the International Union, United Automobile, Aerospace & Agricultural Implement Workers of America; Dr. William Hanks, media coordinator of the NAACP, Pittsburgh; Charles R. Baker, executive director of the Institute for American Democracy Inc.; Nancy McMahon of the American Council for Better Broadcasting, Sun Prairie, Wis.

Those who testified in support of the nomination included Representative William Armstrong (R-Colo.); Rex Jennings, president of the Denver Chamber of Commerce; Reed Irvine, chairman of Accuracy in Media; Dr. Guy McBride, president of the Colorado School of Mines, Golden, for which Mr. Coors was a trustee for nine years; Raymond Kimmel of the Colorado Association of Commerce and Industry, Denver; and Leo N. Bradley a lawyer with Bradley, Campbell & Carney, Golden, who has represented the Coors companies.

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### Changing Hands

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

- **WOCN(AM) Miami**: Sold by WOCN Inc. to Minority Broadcasters for about $1.1 million. Principals in seller are Ed Winton and Myer Feldman who own WYBA-AM-FM St. Petersburg and WCGF(AM) Jacksonville, both Fla. Buying group is headed by Manolo Reboso, Miami city commissioner and contracting firm owner, and Hernandez, Miami attorney and former municipal judge. Other stockholders are Tomas Garcia Fuste who manages Spanish programming at WKID-TV Fort Lauderdale, Fla., and Eduardo Castera, Miami attorney. WOCN is on 1450 kHz with 1 kw day and 250 w night.

- **KCTY-FM Salinas, Calif.**: Licensed, Jeco Inc., sold by James E. Coyle to Jeco (a limited partnership) for $350,000 plus $210,000 for covenant not to compete. Principals in buyer are Robert L. Williams, accountant, and Richard B. Sleeper, management services firm owner. Through contingent applications, Jeco Inc. will be dissolved and Mr. Coyle will buy back 10% of stations for about $9,000. Neither seller nor buyer has other broadcast interests. KCTY is daytimer on 990 kHz with 1 kw. KCTY-FM is on 103.9 mhz with 3 kw.

- **WPCE(AM) Portsmouth, Va.**: Sold to Tidewater Radio Show Inc. to Associated Black Broadcasters Inc. for $50,000 plus $340,000 in liabilities. Seller is L.E. Willis Sr., who owns WOWI(FM) Norfolk, Va., and is bishop of God and Christ Church. Mr. Willis is seeking waiver of FCC's three-year rule and through sale of AM, hopes to earn capital to pay debts of FM. Buyer is owned by Sylvia Robinson (60%), Barbara Baker and Harvey Lynch (20% each). Mrs. Robinson is recording artist and Mrs. Baker is executive VP of Platinum Record Co. Englewood, N.J. Mr. Lynch, general manager of WJNY(AM) Newark, N.J., will assume that position at WPCE if sale is consummated. WPCE (formerly WWOI(AM)) is on 1400 kHz with 1 kw day and 250 w night.

- **WLAG-AM-FM LaGrange, Ga.**: Sold by LaGrange Broadcasting Co. to LaGrange Radio Inc. for $285,000. Principals in seller are Fuller E. Callaway Jr. and Edwin G. Mullins who have no broadcast interests. Buyer is equally owned by Paul E. Reid, owner of WBHB(AM) Fitzgerald, Ga., and L.A. Wood Jr., public relations man with telephone company. WLAG is on 1240 kHz with 1 kw day and 250 w night. WLAG-FM is on 104.1 mhz with 29.5 kw and antenna 220 feet above average terrain.

- **WPB(AM) Parsippany-Troy Hills, N.J.**: Sold by Parsippany Radio Inc. to Sound of America Inc. for $230,000. Sellers are brothers, Paul and William Godfrey. Paul Godfrey is communications engineering consultant, and William Godfrey is New Jersey corporate executive. Buyer is
The government wins again. FCC Chairman Richard E. Wiley led his commission team to victory over a mixed bag of Washington area broadcasters in a three-inch softball game organized by American Women in Radio and Television to benefit the Children's Hospital Medical Center. The umpire: Harold Kranz of Children's Hospital; the catcher: Simon Trane of WEAM(AM) Arlington, Va. AWRT's educational foundation has received a $12,500 grant from the Sears Roebuck Foundation to expand the effort, now in 17 hospitals, to 14 new sites. The project makes TV programming available to hospitalized children via video cassette playback units.

Magnuson, Jackson step into fray over Canadian actions affecting U.S. broadcasters

They ask Kissinger to take up matter in meetings in Ottawa next month

Senate Commerce Committee Chairman Warren Magnuson and Senator Henry M. Jackson, both Democrats from Washington, last week urged Secretary of State Henry Kissinger to renew efforts during his planned mid-October meetings in Ottawa to change the Canadians' minds about taking actions that might hurt American broadcasters.

They had two specific actions in mind: (1) The Canadian Radio and Television Commission has ordered Canadian cable systems to delete commercials from U.S. signals, and (2) the Canadian minister of state has announced he will reintroduce a bill in Parliament disallowing as tax-deductible expenses any advertising purchases on U.S. broadcast stations.

In a letter to the secretary last week, Senators Magnuson and Jackson said such actions would injure the Canadian economy and the quality of programming available to Canadian viewers. Furthermore, they said, the actions "are patently unfair to the current exporters of advertising services."

Similar letters were sent earlier to the State Department by a group of 15 senators headed by James Buckley (R-N.Y.) and by the president and chairman of the National Association of Broadcasters. The State Department said in a reply to Senator Buckley that it could do nothing about the proposed tax legislation, but that it was working on the problem with the Canadian Radio and TV Commission (Broadcasting, Aug. 18).

Senators Magnuson and Jackson suggested that Mr. Kissinger stress four points with the Canadians. First, the demand for cable in Canada, an industry which grosses over $100 million a year, "is directly related to the demand by Canadian citizens for U.S. programs."

The Canadian audience will not appreciate any actions to injure U.S. stations, they said.

Second, they said, Canadian networks and TV stations buy U.S. programs "at small increments of the actual U.S. production costs," which in effect means that U.S. broadcasting interests are helping to subsidize the Canadians' own program production.

Third, if Canadian businesses are...
prohibited from buying from the most effective media in their markets—in many cases these include U.S. stations—"overall Canadian commerce will be lower and the entire Canadian economy will suffer," they said.

Fourth, they said, the Canadian actions amount to "unfair discrimination against a very few U.S. broadcast stations" that are helping keep Canadian viewership high. "The Canadian actions must be viewed as calculated trade discrimination," the two senators said.

**FCC ruling on regional limit draws dissent from Robinson**

**Iowa buy puts Black Hawk over four-per-state quota proposed in pending rulemaking**

The FCC, which is considering a rule to limit to four the number of stations a broadcaster could acquire in any state, last week approved a station sale that will give a broadcasting company six stations in Iowa. The action dismayed Commissioner Glen O. Robinson, who saw it as a sign the commission is not serious about plans to adopt meaningful anticoncentration rules.

The licensee involved is Minnesota-Iowa's acquisition, the station, KCBCL(AM) Des Moines, which operates on 1390 kHz with 1 kw with a highly directionalized signal. The seller was Allied Broadcasting Co. and the price was $650,000.

Minnesota-Iowa is the licensee of KAA-LTV Austin, Minn. But it is its parent corporation, Black Hawk Broadcasting Co., which is headed by Robert Buckmaster, that concerns Commissioner Robinson. Black Hawk is the licensee of KWWL-AM-TV and KFMW(FM), all Waterloo, Iowa, and KLWW(AM) Cedar Rapids, Iowa. It also is the licensee of KTIV-TV Sioux City, Iowa.

The commission majority indicated it was not concerned about a concentration of control problem resulting from Minnesota-Iowa's acquisition of KCBCL. It noted that in addition to that station, Des Moines is served by five AM, six FM and three television stations, as well as by two daily newspapers.

Furthermore, it said, there are 18 other AM and FM stations, one television outlet and four daily newspapers within a 50-mile radius of Des Moines.

It also pointed out that Waterloo-Cedar Falls is served by 10 AM and FM stations and a daily newspaper, and Cedar Rapids by nine AM and FM stations, two television outlets and a daily newspaper. And within a 50-mile radius of Waterloo, it added, are 21 AM and FM stations, two television stations and four daily newspapers.

Given that abundance of broadcast and print media in and around the cities of license, the distance between the communities and KCBCL's low signal strength, the commission said, Minnesota-Iowa's acquisition of the station would not result in a concentration of control of media contrary to the public interest.

Commissioner Robinson, however, saw the assignment as posing "a most serious problem of regional concentration." The commissioner, the lone dissenter, said that in view of the pendency of the regional-concentration rule that would limit a broadcaster to four stations in a state, the KCBCL matter should be deferred.

What particularly concerns him, Commissioner Robinson said, was the commission's "almost casual approach to what is obviously a serious problem even under our existing regional concentration policy." At a minimum, he said, the commission should have required additional information as to why the concentration of ownership is deemed not to be "undue." He said the commission lacks sufficient information to determine the

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**Out in the real world.** The National Association of Broadcasters last week gathered up 28 FCC bureaucrats from their desks and took them out for a day in the life of a small-market radio broadcaster. Their first stop: WAGE(AM)-WZFM(FM) (bottom photo). Last week's field trip marked the third consecutive year for the NAB-sponsored affair. More than 100 FCC personnel have participated so far.

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Market area in which concentration should be measured and judged.

The commission's "haste in acting, and its insouciance toward the problem of measuring and judging concentration," Commissioner Robinson said, "make it reasonable to doubt the seriousness with which the FCC judges the problem of concentration, and make it seem dubious that it will actually go forward with meaningful rules to curb concentration."

### Media Briefs

**Money problems.** FCC has set for hearing transfer of construction permit for channel 51 KJOG-TV San Diego from Gross Broadcasting Co. (Jack O. Gross) to United States International University to determine if USIU has sufficient funds to build and operate station. Broadmoor Broadcasting Corp., licensee of KSON-AM-FM San Diego, filed petition to deny assignment, contending USIU was not financially qualified. FCC dismissed Broadmoor petition as untimely but decided to treat matter as informal complaint.

**Revised fees.** FCC has established fee schedule for 2.5 kw AM stations. Commission in June adopted rules that provided for 2.5 kw stations as intermediate step between standard 1 kw and 5 kw stations. Under revised fee schedule, filing fee for daytime-only 2.5 kw station is $300 with grant fee of $2,025. Unlimited 2.5 kw stations are charged $600 for filing and $4,050 for grant. Rules are effective Oct. 22.

### Steinman fires back at feminists' petition

The Steinman family’s WGAL-TV Lancaster, Pa., has urged the FCC to consider the industrywide implications of a petition to deny filed against the station by Feminists for Media Rights (Broadcasting, July 7). If the station’s renewal is brought to hearing, WGAL-TV said, "every broadcast station grandfathered" under new FCC crossownership rules would be "vulnerable to extortionate programing and employment demands."

In its opposition filed at the commission, WGAL-TV called FMR’s main contention—that the Steinman family holds too great a concentration of media control—"a thinly veiled collateral attack" on commission policy which did not require the Steinman family to divest its television property (Broadcasting, Feb. 3).

The station accused FMR of using the renewal process to bludgeon WGAL-TV into compliance with unsubstantiated demands—"represent what WGAL-TV views as the needs of the community."

WGAL-TV also claimed that FMR deliberately ignored the Steinman family’s policy which "assures independent and autonomous operation" among its media holdings.

It also characterized FMR as an "essentially unrepresentative pressure group."

### Programing

**FCC drafts harsh new law on obscene or indecent programing.**

Asserting radio, TV and cable need more control than other media, agency considers tougher standards than Supreme Court has imposed.

The FCC, in its continuing effort to respond to congressional and public outcries about allegedly offensive material on radio and television, is fashioning a proposed federal statute to prohibit the transmission of obscene or indecent matter by broadcasting as well as by cable television.

And in view of what it considers the "indiscriminate" nature of those media and of its concern over children's access to them, the statute would establish a more stringent standard governing "morally offensive material" than that required by the Supreme Court’s landmark obscenity case, Miller v. California.

The broadcast of obscene, indecent or profane material is now barred by a section of the U.S. criminal code. However, the section was enacted when radio was the only electronic medium in general use, and it refers only to utterances and language. The draft legislation, being prepared by the commission staff and to be considered by the commission this week, would not only bring the law up to date in applying it to conduct as well as to language, and to cable television as well as to "radio communication," it would also, in accord with the Miller decision, specifically define the types of "obscene" behavior it is to ban. That case involved the mass mailing of unsolicited sexually explicit advertising for several "adult" books.

But where the Miller decision, in defining "obscene material," refers to "patently offensive material" which, "taken as a whole, appeals to the prurient interest of the average person applying contemporary community standards," the commission would add: "for radio communication or cable television."

The proposed bill is being prepared in accord with a promise to Congress to prepare legislation to bring the obscenity statute up to date. For years, members of Congress have been complaining about "offensive" material on television. The public too has made itself heard: last year, the commission received more than 24,000 complaints about such programing, and although that represents a drop from some 32,000 complaints received in 1973, there were only 2,100 in 1972. An earlier response to the pressure was Chair-
man Richard E. Wiley’s successful effort
to persuade the networks and the National
Association of Broadcasters to reserve the
first two hours of prime time for “family
viewing.”

The specific types of behavior to be bar-
red as obscene are “an act of sexual inter-
course, including genital-genital, anal-
genital, or oral-genital intercourse,
whether between human beings or be-
tween a human being and an animal; of
masturbation; or of flagellation, torture or
other violence indicating a
sadomasochistic sexual relationship; or
close-up representation of a human
genital or excretory organ.” The examples
were borrowed from a proposed revision
of the criminal code submitted by the
Justice Department last year.

Like the Miller decision, the draft legis-
lation specifies that obscene material lacks
“serious literary, artistic, political or
scientific value.” But, in a memorandum
accompanying the draft, the staff notes
that material not considered obscene be-
cause it does not appeal to prurient in-
terests or does have some value, could
still be barred from electronic media if it is
“indecent.”

“Indecent material” is defined in the
draft the way the commission defined it in
its declaratory ruling that a George Carlin
comedy record broadcast by WBAI(FM)
New York was “indecent” (a ruling that the
licensee, Pacifica Foundation, is ap-
ppealing): “a representation or verbal
description of a human sexual or excre-
tory organ or function, which under con-
temporary community standards for radio
communication or cable television is pa-
tently offensive.”

The proposed bill does not state
whether consideration of the material
should be based on a local, state, or na-
tional standard, or how and by whom it
should be applied. Those matters would
be left to the courts.

The draft legislation would delete the
prohibition now in the law against the dis-
semination of “profane” material. The
FCC staff, in its memorandum, says the
deletion was based on the infrequency
with which the courts have construed the
term profane and the small number of
court decisions that have upheld it against
constitutional attack.

The proposed bill would be an amend-
ment to the Communications Act, and it
would repeal the obscenity section of
the criminal code. It would also provide for
criminal penalties—for both the licensee
or cable operator and persons actually in-
volved in the broadcast or cablecast—of
a $10,000 fine or one year in prison (two
years for repeaters), or both. The commis-
sion would also be authorized to impose
forfeitures of up to $10,000 at least in the
case of broadcasters; it is seeking legis-
lation authority to fine cablecasters.

Broadcasters and cable operators would
have two affirmative defenses under the
proposed bill.

In an indecency case, a defense would
be that precautions had been taken to
avoid reaching children under age 12 and
those adults who chose not to be exposed
to the material and that the material had
serious literary, artistic, political or sci-
entific value.

In a case involving allegedly obscene or
indecent material, a defense would be that
the broadcaster or cable operator was re-
quired either by law or by commission
rules to transmit it. Section 315, the equal-
time law, for instance, prohibits a broad-
caster from censoring a political broadcast,
while commission rules prevent the altera-
tion of broadcast signals carried by cable
systems.

However, the staff memorandum
makes it clear that such a defense would
not be available to programing distributed
over a cable system’s public-access chan-
nel.

The memorandum says that although
cable operators are barred from exercising
program control over public-access chan-
nels, they are required by the commission
to establish rules barring obscene and
indecent material; accordingly, the
memorandum says, they must exercise
some control.

However, the memorandum also sug-
ests that the cable rules be amended to
make it clear that operators are respon-
sible for such programing and that “they
must take all reasonable and prudent steps
possible to preclude its distribution.” The
memorandum says existing rules are
“ambiguous” as to the amount of control
necessary. Thus, the proposed legislation
would apparently provide no protection
for material of the type said to have been
presented on some public access channels,
particularly in New York (BROADCASTING,
June 9).

The FCC staff contends in its memoran-
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?
30 Man-Years
In the Making

BIAS
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More than 30 people have worked for over a year updating and modifying all existing programs and developing new computer programs to use the expanded facilities, and increased efficiencies made possible by the Burroughs 6700 computer, now the heart of the BIAS system.

Join the satisfied customers coast to coast and in England and Canada, working with BIAS-2...the world's largest on-line broadcast computer system, providing management information on all areas of radio and TV station operation.

Call 901-332-3544 collect; ask for Pat Choate, Director of Marketing.

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CBS News was
proceeding last week
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to produce the follow-up show, Echoes of the Guns of Autumn, concentrating on pressures that were exerted on the network and its affiliated stations and on advertisers with respect to the initial program. Echoes is scheduled for telecast on Sept. 28 at 6-7 P.M. NYT. A CBS News spokesman said officials of hunting
and
clubs and
target leaders will be
invited to air their views.

In New York alone, more than a thousand telephone calls were received by midweek, according to a CBS News official, and they ran five-to-one against
the
telecast.
CBS would not identify the advertisers that withdrew from the documentary. Only the Block Drug Co., Jersey City, N.J., retained its sponsorship, two 30-second spots. The network filled the 16 other commercial half minutes with promotional and public service announcements.
Other sources said Curnian's Coffee-Mate, Teledyne Aqua Tec's Water Pik and Datsun cars were among the advertisers that withdrew from the telecast.
Leonard H. Block, board chairman of Block Drug, issued a statement saying that prior to the telecast, Block Drug execu-
shortened it simply to The Cup.”
He explained that Marlboro contracted with the New York Racing Association to underwrite the event, and CBS-TV, in turn, arranged with the NYRA for the coverage. “We had nothing to do with Marlboro,” he stressed.
To promote TV viewership of The Marlboro Cup, Philip Morris Inc., New York, carried advertisements in newspapers last week that included the surgeon general’s warning on cigarette smoking. It made no mention of CBS-TV but suggested: “Check your local listings for TV coverage.

CBS-TV ‘Guns’
has hard recoil

Documentary on hunting begets follow-up special on furor;
some advertisers defect but Block stays on basis that sponsor should not pressure the medium

CBS-TV viewers will become privy later this month to a rare and behind-the-scenes look at the pressures that build up when a network TV network plans and telecasts a documentary on such a highly charged subject as hunting.

Even before CBS-TV carried a 90-minute documentary, The Guns of Autumn, on Sept. 5, CBS News had received angry mail from gun and hunting groups and decided on a sequel to the program if it lived up to CBS’s promise of an unbiased and forthright follow-up. It was dispelled by such developments as cancellation notices from more than a half-dozen advertisers of the news documentary and a flood of mail and telephone calls last week generated by the program.

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Percy into the act on children's TV

He writes Wiley, Engman and heads of television networks, seeks information on improvements

Senator Charles Percy (R-Ill.) has indicated that as ranking minority member of the Investigations Subcommittee of the Senate Government Operations Committee, he is preparing to take an active role in the area children's TV programming and advertising.

Last month he wrote letters to the chairman of the FCC and Federal Trade Commission, as well as to the three commercial television network presidents, demanding comments on what they are doing to correct several specific problems. "Without question, there is a growing interest in this subject in the Congress," Senator Percy wrote FCC Chairman Richard Wiley. In his letter to FTC Chairman Lewis Engman, he wrote, "You can count on me to work within the Senate to make this arm ... aware of our duty to do what needs to be done, either indirectly through support of timely action by the relevant agencies and industry groups, or directly through legislation in the absence of definitive progress."

A subcommittee aide said Mr. Percy has no immediate plans for hearings or other action, but is awaiting replies to his letters before planning the next move. He said the senator plans to make an announcement concerning the letters sometime this week.

"I am concerned that not enough is being done to ensure the protection of children from the potential hazards of television advertising," Senator Percy wrote Chairman Engman. He said he is concerned that violations of the code of the National Advertising Review Board are dealt with only after the offending ads have been aired. He said he is also concerned that the children's advertising provisions of the NARB code and the TV code of the National Association of Broadcasters do not apply to most of the TV programs children watch, that shows are aired on weekday afternoons and evenings. "It seems to me that the criterion for special protection should be the number of children watching at a given time," he said.

Senator Percy wrote Chairman Engman that he is disturbed by the advertising of over-the-counter drugs and vitamins during times children are watching TV and by the possibility that personal hygiene products might also be advertised then. He took Mr. Engman to task for not tackling the problem of advertisements for highly sugared foods.

To Chairman Wiley, Senator Percy wrote that he feels there is need for further reducing the amount of commercial time per viewing hour. He also said, "the almost total absence of innovative and instructive child-oriented programing calls for additional and timely action to correct that situation. I would appreciate knowing specifically what is being done and what is planned by the FCC in this respect."

Senator Percy also said he is certain improvement in children's programing and advertising can be made "without harm to the private enterprise system" and "without raising the spectre of government censorship."

To the network presidents, Mr. Percy wrote that the family viewing period is "well and good, except that it discriminates against many viewers in the Central and Mountain time zones because it ends at 8 p.m. instead of 9 p.m."

"We cannot be satisfied with a code which takes into account children on the East Coast but not those in the Midwest, or weekend viewers more than those who watch on weekdays," he said in one letter.

Capities finds FCC adamant about Saturday

Prime-time access waiver rejected as commission doesn't accept split of adjacent local programing as basis for dispensation

The FCC is showing signs of being tight-fisted when it comes to requests for waivers of the new prime-time access rule, now in effect—at least insofar as Saturday night is concerned.

Capital Cities Communications Inc. asked for a clarification or a waiver of the rule to permit its WCAU-Channel 10 Philadelphia and WKBW-TV Buffalo, N.Y., to carry a half-hour Saturday evening news program during prime time without the time counting against the three hours of network programing the stations are allowed in prime time.

Capities said it would present one half hour of local news and/or public affairs programing immediately before and after the network news show. And, it noted, the rule provides for an exemption from the three-hour limitation for "regular network news broadcasts, up to a half hour, when immediately adjacent to a full hour of "continuous locally produced news of public affairs programing."

Capities asked for a waiver of the rule if the commission read continuous as meaning a network news show inserted between two half hours of local news or public affairs programing did not warrant an exemption. Capities noted that the commission had granted such a waiver in connection with The Reasoner Report on ABC in 1973, and again in 1974-75.

The commission, however, said "continuous" was what it said and what it meant. Furthermore, it noted that the U.S. Court of Appeals in New York, when it remanded the rule for further consideration, directed the commission to decide whether it would protect Saturday night entirely from network public affairs programing, which is generally exempt from

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How does Lear's garden grow?

With a daring daytime show, 'Mary Hartman, Mary Hartman,' turned down by CBS and now being sold in syndication

The first episodes of this series feature the mass murder of a family of five (plus goat and chickens), a lustful housewife, a grandfatherly type who reveals himself to be the town exhibitionist and a heroin concerned that her kitchen floor wax hasn't turned yellow. It's definitely not the stuff for family hour. It's a daytime series, Mary Hartman, Mary Hartman, produced by Norman Lear's TAT Productions, rejected by CBS as a daytime show (although the network wanted it for prime time) and now sold to 40 television stations for stripping five days a week.

Mr. Lear presented the series to TV station executives late last month after CBS turned him down and after the appearance of an enthusiastic Wall Street Journal piece on the show. The 26-week series has now been sold to stations licensed to such groups as Cox, McGraw-Hill, Meredith Storer, General Electric, Scripps-Howard, Outlet and Combined Communications.

The show is being sold by Jerry Perenchio, with whom Mr. Lear is associated in TAT. Mr. Perenchio is being assisted by James Packer, president of Mission Argyle Productions.

The show is being written by Ann Marcus (of CBS's Search for Tomorrow) and Gail Parent, a television writer. It was developed by Al Burton, TAT director of new projects.

AMPTP gives in

The Association of Motion Picture and Television Producers last week came to terms with the International Alliance of Theatrical Stage Employees. AMPTP agreed to the same contract provisions agreed to separately a week earlier by Universal and Paramount. After finishing touches, the contract will be submitted to the more than 20 union locals involved for a vote by Oct. 8. The contract provides for a 44% increase over a 42-month period. At a news conference last week, IATSE business agents expressed support for the new contract.
Television: the more medium

Bruskin study finds number of people watching TV has increased and the amount of time they're watching is on the rise, too, while fewer people are reading newspapers and they're looking less

More people watching TV—and watching it more. Fewer people reading newspapers—and reading them less.

Those are the dominant trends found by R.H. Bruskin Associates in a study, commissioned by the Television Bureau of Advertising, comparing 1975 viewing and reading habits with those found in a similar survey in 1970.

TVB, releasing the results today (Sept. 15), reported that the percentage of adults who said they watched TV "yesterday" increased from 81% in 1970 to 85% in 1975, while adults who said they read a newspaper yesterday' declined from 77% in 1970 to 73% in 1975. The amount of time spent with TV increased from an average of 139 minutes per adult per day in 1970 to 179 minutes in 1975, while time spent with newspapers dropped from 36 minutes a day in 1970 to 32 minutes a day in 1975.

More than that, TVB said, television showed gains among respondents in all major age groups, educational levels and income brackets, while newspapers showed declines in most of these.

"Faced with the need to make every advertising dollar count," said TVB President Roger D. Rice, "the modern marketer looks at newspapers and finds a drop in circulation and readers, a jumble of page and column sizes, a sharp increase in rates.

"With television he finds a growing and receptive audience that devotes more time to television than to all other media combined. In 1974, among the major media, television was the nation's fastest growing advertising medium. In 1975, television will again show the greatest gains. The new Bruskin study offers solid documentation for television's growing advertiser acceptance."

The Bruskin firm, an independent research organization based in New Brunswick, N.J., found the greatest gains in numbers of TV viewers in the 35-49 age group and in the $7,000 to $9,999 and $10,000 to $14,999 income brackets, TVB pointed out. The bureau also said that newspapers showed declines in incidence of readership by total adults and total women in all 10 demographic categories studied and that men readers declined in eight of the 10, including only in the 35-49 age group and among college-educated men.

In time spent, TV's gains ranged from a half-hour per person per day in the college-educated group to 56 minutes a day.

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in the $10,000-to-$14,999 level, while newspapers lost ground in all demographics for total adults and total women, and also lost in seven of the 10 for total men.

ARF presents proposals to lessen effects of hypoing

Short-term solution means analysis of network and local time periods before and after sweep; extended audience measurement would stem effect over long range

Proposals aimed at softening the impact of program "hypoing" were put forward last week by the Advertising Research Foundation's television audience measurement committee.

The recommendations, made public at the Association of National Advertisers Workshop on Advertising Planning and Research, were described as procedures that would alert spot television buyers and sellers to unexpectedly high or low audience shares in a given time period.

The proposals were read to the ANA meeting by Michael Drexler, senior vice president of media, Doyle Dane Bernbach, New York, and co-chairman of the committee. At the heart of the proposals for the short term was a recommendation for analyses of network prime time and local time periods in weeks preceding and following the sweep period.

"Specifically, the committee recommends that a network prime-time analysis be developed providing an index of sweep period," Mr. Drexler said. "This report would be prepared by network, by evening, by half-hour and issued coincident with the local sweep report delivery."

"We also recommend that, subject to cost considerations, a similar, analysis be prepared and issued by the local rating services for prime time, and local time in frequently measured markets, comparing sweep period shares with the adjacent and preceding report."

The committee felt that this procedure would bring changes in audience shares to the attention of buyers and sellers, giving them the option of adjusting the ratings they consider atypical. But the ARF unit acknowledged that this is "only a short-term solution to hypoing." To mitigate the effects of hypoing over the long term, it said, it is necessary to lengthen the audience measurement period.

"Ideally, it would be desirable to have continuous measurement and reporting throughout the year," Mr. Drexler stated; "but the goal of continuous reporting would entail substantially higher costs and is not practical at this time."

Mr. Drexler pointed to the industry's dilemma over a four-week versus an eight-week measurement period. He said an eight-week sweep would be more representative of each quarter of the year and would help to minimize the effects of hypoing, but it also could eliminate weekly rating reports in many markets that have them now.

The committee, he said, considered an alternative of weekly reports at half the present weekly sample size, but added that this posed the question of how reliable and useful the data would be. He said the committee has sought the advice of several statisticians to determine to what extent the effects of a half-measurement weekly sample would have on: (1) the use of individual weekly ratings to estimate audiences for regular programing, including once-a-week and strip programs as well as one-time only events; (2) the use of four-week versus eight-week averages to estimate audiences during the sweep period; (3) the use of weekly ratings to identify trends during the sweep period; (4) the use of data for audience flow analysis, assuming there were no program changes in either the four-week or eight-week sweep period and (5) the use of data for audience flow analyses where one week of unusual programing is eliminated.

"As we expect to resolve these technical issues within the next few days at which time the committee will be able to finalize its recommendations on the hypoing issue," Mr. Drexler reported.

He said a related issue which the committee tackled was the coordination of sweep measurement periods with local spot TV activity. Mr. Wexler noted that although spot TV activity is relatively consistent throughout the year, the requests for availability tend to peak in March and August.

Mr. Drexler said the committee also looked into the differences between local market diary measurements and corresponding meter measurements. He showed a chart which pointed out that differences are greater during the weekend and weekday daytime and during the late-night time periods.

He commented that "if it is obvious these differences can affect decisions on how national and local advertising funds are allocated." He said the committee planned to recommend that the ARF, in conjunction with appropriate industry groups, sponsor a major study of television measurement techniques with the goal of improving methodology for measuring station audiences.

Mr. Drexler prefaced the committee's recommendations relating to program hypoing by summarizing some of the committee's findings previously announced. These were: There are systematic variations in share levels before, during and after sweep periods; the most significant variations occur during prime time and early fringe time and most frequently involved movie time periods; in daytime, there is no evidence of greater than expected variation in sweep period shares.

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Broadcasting Sep 15 1975
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 from the previous Playlist week.

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<tr>
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<td>How Long (Bet You Got a Chick on the Side) (3:30)</td>
<td>POINTER SISTERS—ABC</td>
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<td>Games People Play (3:29)</td>
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<td>It Only Takes a Minute (3:13)</td>
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<td>Holding on to Yesterday (3:18)</td>
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<td>I'm Not In Love (3:40)</td>
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<td>Midnight Blue (3:25)</td>
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<td>Help Me Rhonda (2:49)</td>
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<td>Rendezvous (3:30)</td>
<td>HUNTON BROS.—Capitol</td>
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<td>Carolina In The Pines (3:05)</td>
<td>MICHAEL MURPHY—Columbia</td>
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<td>Please Mr. Please (3:24)</td>
<td>OLIVIA NEWTON-John—MCA</td>
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<td>Daydreams About Night Things (2:21)</td>
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<td>Blue Eyes Crying in the Rain (2:17)</td>
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<td>Rhinestone Cowboy (3:18)</td>
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<td>(Turn Out the Light and) Love Me Tonight (2:18)</td>
<td>DON WILLIAMS—Dot</td>
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<td>I'll Go To My Grave (Loving You) (2:46)</td>
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<td>Don't Cry Joni (3:01)</td>
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<td>San Antonio Stroll (2:45)</td>
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<td>If I Could Only Win Your Love (2:36)</td>
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<td>I Hope You're Feeling Me (2:59)</td>
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<td>The First Time (3:04)</td>
<td>FREDDIE HARR—Capitol</td>
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<td>What In The World's Come Over You (3:30)</td>
<td>SONNY JAMES—Columbia</td>
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<td>Funny How Time Slips Away (3:02)</td>
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<td>Rocky (3:36)</td>
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<td>Bringing It Back (3:07)</td>
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<td>What's Happened to Blue Eyes (2:17)</td>
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<td>Heart to Heart (2:45)</td>
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<td>Love in the Hot Afternoon (3:20)</td>
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<td>Another Woman (3:07)</td>
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<td>I Want To Hold You In My Arms Tonight (3:19)</td>
<td>STELLA PARTON—Country Soul</td>
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<td>Say Forever You'll Be Mine (2:45)</td>
<td>DOLLY PARTON &amp; PORTER WAGGONER—RCA</td>
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Broadcasting Sep 15 1975
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(502) 247-3542
NIGHT: (502) 247-5657

Broadcasting Sep 15, 1975 56
seats where aisles are narrow, complicating an already difficult access problem. As for workspace, he estimated 75% to 80% of a network's needs would have to be accommodated "somewhere else."

The networks may supplement, their Garden space with small suites at Adjacent 31st Street or in nearby One Penn Plaza, now largely vacant. Or, if that isn't feasible, they may ask New York City to close off 31st Street for parking of their trailers that will house assignment desks, editing units, writers, public relations, and other personnel, and that is needed and cannot be accommodated inside. The city has indicated it would close off 31st Street if necessary—but would rather not.

The anchor booths on the main Garden floor will not be in a row as in the past. Officials said the setup won't permit that. So two will be on one side and one on another.

All in all, ABC News's Wally Pfister summed up, the Garden "will be inconvenient and difficult, but there are no insurmountable problems."

The network officials will get a similar tour of the Kansas City arena later this month, perhaps during the week of Sept. 22. But they know the place and what some of its problems may be.

One is that, as Mr. Pfister put it, there is "a large work area"—but it's located 300 feet from the hall. And those 300 feet are not just empty space; they're occupied by railroad tracks on which trains pass from time to time. So getting back and forth between work areas and the hall may take cautious eyes as well as sound legs and wind.

It'll be some time before the news organizations know what all their problems and opportunities are and how they're going to meet them. They emphasize that, whatever the problems, they aren't complaining. They've told party officials all along that site selection is a party's job. The newsmen's is to provide coverage wherever the conventions are held, not to second-guess the party planners.

Nor will they guess with any certainty what their coverage will cost. Four years ago the three-network total was estimated at $15 million to $20 million. But four years ago both conventions were in the same place—ordinarily a money-saving factor. Next year, however, one will be in New York, which could cut down considerably on travel expense. Some say that unless expensive union or other problems develop, New York could save each network $250,000 to $500,000. Most say they'll wait and see about New York as well as Kansas City.

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**Journalism Briefs**

Scholarship winners. Pamela Stith, senior at East Tennessee State, Johnson City, and Judy Wied hold senior at University of Illinois, Urbana, have been awarded Distinguished Communications Scholarships by the Southern Baptist Radio and Television Commission, Fort Worth. Miss Stith's scholarship honors Bill D. Moyers, who received commission's 1966 Distinguished Communications Award while serving as press secretary to Lyndon B. Johnson. Miss Wied's scholarship honors Elmer D. Lower, vice president of corporate affairs for ABC, who received his award in 1972 while he was president of ABC News.

Reading writing. International Reading Association, Newark, Del., has established nonprint media award for radio and television program on reading and related fields. Deadline is Jan. 15, 1976, for scripts presented within 1975. Further information: IRA, 800 Barksdale Road, Newark, Del. 19711.

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**Roper finds public wants Congress on TV**

TIO-commissioned report says two-thirds would like major events televised, over half would like everything on.

A majority (53%) of Americans think events in Congress should be covered by television, and two out of three (68%) think major congressional events should be covered.

These findings emerged last week from a special survey conducted by the Roper Organization, New York, for the Television Information Office. The study found 27% of the respondents opposed to TV coverage of Congress, not more than half the number who favored it.

In addition to the 53% who favored coverage, 15% said they favored coverage of only "major" events in Congress, while 6% had or gave no opinion.

TIO Director Roy Danish, releasing the results, said the study was conducted in July among 2,000 adults, 57% of whom were age 30 or older, 18 and over, in a national sample conforming to a demographic profile of the U.S. Congress thus far has refused to permit live coverage of its debates.

At least limited coverage of congressional events was favored by majorities in all major demographic subgroups, TIO reported. But coverage was more strongly favored in some than in others.

Respondents under age 30 and those in larger markets (so-called "A" markets) most often favored some congressional coverage—74% each in that case. Those in the smallest ("D") counties were most positively opposed to coverage (34%), while those with only grade-school educations were more apt to not to have or give an opinion (21%).

High school and college graduates tended to favor at least some coverage more often, than those with less education. Respondents in the $12,000 to $17,999 and over-$18,000 income brackets were more favorably inclined than those with lower incomes. Occupations, however, seemed to have relatively
little bearing on attitudes.

TIO Director Danish saw the survey results as “confirmation of the recent Roper study that showed television’s credibility and ranking as the primary source of news at all time highs” (Broadcasting, April 14). “People are given ample coverage of the President and apparently are interested in and concerned about the workings of the legislative branch of our government.”

The question asked in the study was as follows:

“The two houses of Congress have never permitted live television coverage of their debates. Some congressmen feel that a few legislators might take advantage of the cameras to show off for the television audience. And some feel that viewers would not understand that many congressmen must be absent because they are working on committees or performing other important duties. But others believe it would be a good thing to televise important public congressional activities in order to show how Congress deals with national problems and issues. How do you feel—that there should be coverage of events in Congress, or that it’s better that there is no television coverage of Congress?”

TIO summarized the results in the following tables:
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<th>Closing Wed. Sept. 10</th>
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<th>% change in week</th>
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**Note:** The table above represents a simplified representation of the data from the image. Each column and row represents different categories such as stock symbols, exchanges, closing prices, changes in week, market capitalization, etc. The data is used for financial analysis and does not include any additional context or narrative from the image.
Media

Al Howard, former general manager, WEAU-TV Eau Claire, Wis., named VP and general manager, KTVV-TV and KRFI(FM) Austin, Tex.

Ellis Shook, general manager, KMBQ-TV Kansas City, Mo. until July (Broadcasting, July 28), named general manager WEX-TV Petersburg, Va. He succeeds John Mackin, who died in July.


Vincent Cremona, general manager, WOQV(FM) New York, appointed general manager WRWW(FM) Briarcliff Manor, N.Y.

Phil Geiger, VP/general manager, WCHL(AM) Chapel Hill, N.C., named general manager, WPST(FM) Trenton, N.J.

Armand Plato, account executive, KSOP(FM) San Jose, Calif., named promotion director, KMGE(FM) San Jose.

Colonel Ed Brown, sales staff, KORL(AM) Las Vegas, named VP/station manager, KVOV(FM) Henderson-Las Vegas.

Fates & Fortunes®

Anchormen News Directors Program Directors Sports Reporters Sales Managers Meteorologists Promotion Directors Newsmen Executive Producers Newsmen General Managers

We've placed some of the best professionals in television station operation in their present jobs. In all size markets. From the smallest to the Top Ten, and in all parts of the country.

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James F. Goodman, executive VP/programming director, WVAL-TV Raleigh, N.C., named president/general manager of licensee, Capitol Broadcasting Co., Raleigh, succeeding Fred Fletcher, retired (*'Closed Circuit,' Sept. 1).

Joseph T. Chairs, business manager, WDBO-AM-FM-TV Orlando, Fla., named business affairs manager, broadcast division of licensee, Outlet Co., Providence, R.I.


Broadcast Advertising


Robert M. Gutkowski, account executive, NBC-TV's participating program sales department, New York, named sports sales manager.


John H. Thomas, executive VP, Gaynor & Ducks advertising firm, New York, elected president of parent Gaynor Co., New York,
Thompson, associate research TV Sales, succeeding Young Robert Perkins, research, Grey Advertising, Edward Lambek, research manager, Ketchum, Benton & Bowles, New York, named assistant general manager, Ed Maloney, manager, Metro TV Sales, Detroit, named group sales manager for unit in New York.

Skip Tash, account executive, WLYF(FM) Miami, named general sales manager, WMYQ(FM) Miami.

Robert F. Gertenbach, director, National Advertising Division, Council of Better Business Bureaus, New York, named VP.

Philip J. Shiftman, media research director, Benton & Bowles, New York, named network research manager, Ketchum, MacLeod & Grove, New York.

Edward Lambe, VP/executive director, research, Grey Advertising, New York, named associate research director, J. Walter Thompson, New York.


Herb Hirsch, general manager, WAI(A)FM Miami, named local sales manager, WCG(AM)-WYOR(FM) Coral Gables, Fla.

Richard B. Bloom, creative director, D'Arcy-MacManus & Masius, Cleveland, named creative group head, DM&M, St. Louis.

Charlie Roberts, program/music director, WRLW(AM) Lakewood, N.J., resigned to form Charlie Roberts Advertising and Promotion Inc., Farmingdale, N.J.

Programing

Andy White, story editor, The Waltons (CBS), named producer, succeeding Robert L. Jacks, who has joined Frankovich/Self Productions in executive capacity.

Tom Harmon, veteran sportscaster, joins Mutual Radio Network to do daily sports show from Los Angeles.

By Williams, executive programming producer, WICT-TW Pittsburgh, named program director.

Elizabeh Board, public service director/programming assistant, WWDC-AM-FM Washington, named executive producer that station's Empathy talk show.

Curt Smith, sports director, Armed Forces TV, Germany, named to same position, WAKB-TW Alpena, Mich.

Carol D. Porter, staff artist, WBM-TW Chicago, named art director, WPSC-TV Hartford, Conn.

Nancy Jean, continuity director, WITY(AM) Danville, Ill., named to additional post of music director.

Broadcast Journalism

Sam Zeiman, executive news director, CBS Television Station Division, New York, named executive director, news-public affairs, WMAL-TV Washington. Neil Boggs, producer/host, WAVE-TV Louisville, Ky., named reporter/weekend anchor, WMAL-TV.


John Auble, reporter, KSD-TV St. Louis, named special event/feature reporter, KMUX-FM-TV St. Louis.

John L. Quaintance, news director, WDHO-TW Toledo, Ohio, named co-anchor Capital AM, news/public affairs show at WAST(TV) Albany, N.Y.

Tony La Monica, executive news director, KHOM(AM) Denver, named news director, KDEN(AM) there.

Don Severns, Air Force meteorologist, named meteorologist, WBBM-AM-Chicago, named program director, Ross Roy Advertising, Detroit, named reporter/co-anchor, WBBM-TV. Larry Elliott, reporter, WATZ(AM) Alpena, named to same position, WAKB-TV.

Kelly M. McKeever, reporter, WDLR(AM) Delaware, Ohio, named reporter/night news editor, WMBQ(AM)-WBKB(FM) Williamsburg, Va.

Lynn Rashikis, free-lance reporter, named news director, KOME(FM) San Jose, Calif.

Bud Gindhart, assignment editor, KOAA-TV Pueblo, Colo., named general assignment reporter, KREM-TV Spokane, Wash.

Equipment & Engineering

Robert T. Sheeren, information director, GTE Sylvania, Stamford, Conn., named VP, public affairs.

Pat Pattillo, chief engineer, noncommercial KTXX-TV-Lubbock, Tex., named to same position, KTXX-FM, same city.

Allied Fields

Wilfrid Dean Jr, assistant director for frequency management, Office of Telecommunications Policy, Washington, has retired. OTP deputy assistant director, Samuel E. Probst, will become acting director for frequency management.

Valentine Appel, president of AHF Marketing Research, New York, formerly with Benton & Bowles, New York, elected president, W.R. Simmons & Associates, media research division of Stanton-Grudin-Chook Inc., New York media and marketing service. He is succeeded by Arthur LaPorta, executive VP of AHF.

Gerald P. Norton assistant to solicitor general, Department of Justice, named to newly created post of deputy general counsel at Federal Trade Commission, Washington, Thomas L. Adams, legislative counsel for Small Business Administration, named assistant general counsel for legislation and congressional liaison at FTC.

Herbert Zeltner senior VP/director of marketing services, Kenyon & Eckhardt, New York, resigned to form consultancy firm, Herbert Zeltner, Marketing & Communications, New York.

A 'Movin' performance. The worlds of Dr. Frederick Breitenfeld, executive director of the Maryland Center for Public Broadcasting, are not all non-commercial. He also plays the trumpet professionally and does some acting. The latter was demonstrated on the "Comrade Stowaway" episode of NBC-TV's Movin' On when Dr. Breitenfeld (center) was cast as an FBI agent. Also at the filming in Williamsburg, Va., were Corey Allen (second from left), director of the episode, and Claude Akins (right), star in the series.
Deaths
Nicholas Rahall Sr., 93, founder of Rahall Communications Corp., died Sept. 1, after long illness at his home in Beckley, W. Va. Rahall Communications, which he founded with his sons is headquartered in St. Petersburg, Fla., operates one television and six radio stations in Florida, West Virginia, Pennsylvania and Indiana. He is survived by his second wife, Wada; sons N. Joe, chairman of Rahall board, Sam and Farris; and one daughter, Mrs. Sam Newey.

Kenneth A. Jarvis, Las Vegas free-lance producer/director, named faculty advisor, Texas Tech University's noncommercial KTXT-FM Lubbock, Tex.

For the Record®
As compiled by Broadcasting, Sept. 2 through Sept. 5 and based on filings, authorizations and other FCC actions.


New stations

TV applications
- Birmingham, Ala.—Alabama Citizens for Responsive Public Television seeks ch. 10 (192-198 mhz); ERP 316 kw vis., 31.6 kw aur., HAAT 1,046 ft.; ant. height above ground 795 ft. P.O. address: Box 642, Auburn, Ala. 36830. Estimated construction cost $244,421; first-year operating cost $200,000 (for all three stations). Legal counsel Stein & Plesser, Washington, consulting engineer Steve Lewis. Principal: Alabama Citizens for Responsive Public Television is nonprofit corporation, Nancy Spears, director. It is also applicant for stations in Demopolis and Montgomery, both Alabama (see below). Ann. Sept. 3.
- Demopolis, Ala.—Alabama Citizens for Responsive Public Television seeks ch. 41 (632-638 mhz); ERP 447 kw vis., 44.7 kw aur., HAAT 1,082 ft.; ant. height above ground 100 ft. P.O. address: Box 642, Auburn, Ala. 36830. Estimated construction cost $93,651; first-year operating cost $300,000 (for all three stations). Legal counsel Stein & Plesser, Washington; consulting engineer Steve Lewis. Principal: (see Birmingham, Ala. above). Ann. Sept. 3.
- Montgomery, Ala.—Alabama Citizens for Responsive Public Television seeks ch. 26 (542-548 mhz); ERP 229 kw vis., 33.9 kw aur., HAAT 590 ft.; ant. height above ground 553 ft. P.O. address: Box 642, Auburn, Ala. 36830. Estimated construction cost $93,600; first-year operating cost $300,000 (for all three stations). Legal counsel Stein & Plesser, Washington; consulting engineer Steve Lewis. Principals: (see Birmingham, Ala. above). Ann. Sept. 3.

TV action
- Anaheim, Calif.—TV proceeding: Orange County Broadcasting Co., Voice of Orange Empire, and Golden Orange Broadcasters competing for ch. 56 (Docs. 18295-8, 18300)—Review board made effective initial decision of Judge Forest L. McCloud in Anaheim ch. 56 proceeding. In initial decision, released April 3, Judge McCloud granted application of Golden Orange Broadcasting Co. for CP for new station on ch. 56 and denied competing applications of Orange County Broadcasting Co. and Orange Empire Broadcasting Co., based on comparative evaluation of applicants. Review Board granted ch. 56 (72-728 mhz); ERP 5,000 kw vis., 1,000 kw aur., HAAT 1,865 ft. P.O. address: 125 S. Claudia, Anaheim, Calif. 92805. Estimated construction cost $1,224, first-year operating cost $1,110, revenue $936,000. Legal counsel Marcus Cohn, Washington; consulting engineer Commercial Radio Equipment Co.; Principals: Pat Boone, et al. have interests in various California businesses. Action Aug. 29.

AM applications
- Calhoun, Ga.—Cherokee Broadcasting Co. seeks 900 khz, 1 kw-D. P.O. address: Box 381 Calhoun 30701. Estimated construction cost $46,500, first-year operating cost $32,836; revenue $65,000. Format: standard. Principals: William Hill (51%) is employee at WEBST (AM) Calhoun. Richard Jones (17%) owns auto parts store. Lamar Hand and Samuel D. Thomas (each 16%) are owner of exterminating company and owner of insurance company, tax consultancy and retail stores, respectively. Ann. Sept. 2.
- Conway, S.C.—Kingston Broadcasting Co. seeks 1050 khz, 5 kw-D. P.O. address: 1501 3rd Ave., Conway 29527. Estimated construction cost $143,109; first-year operating cost $65,800; revenue $100,000. Format: C&W. Principals: J. Oliver Benson et al. (10%) each are area businessmen, professional and student. Ann. Sept. 2.
- Saltville, Va.—Children of Virginia seeks 1600 khz, 5 kw-D. P.O. address: Box 1044, Sylva, N.C. 28779. Estimated construction cost $43,800; first-year operating cost $40,000; revenue $42,000. Format: C&W, contemporary, gospel. Principals: James B. Childress (52%) owns WMSJ (AM) Sylva, WSKS (AM) West Jefferson, N.C. and land development company. Mr. Childress also owns printing company with other stockholders of proposed station Jan R. Caddell and L. Clay Denny (each 24%). Ann. Sept. 3.
- Lancaster, Wis.—Bert R. Peterson seeks 1280 khz, 500 w-D. P.O. address: 2634 Gabriel St., S. Zion, Ill. 60099. Estimated construction cost $30,818; first-year operating cost $29,000; revenue $72,000. Format: contemporary top-40. Peterson is advertising manager for Forecast magazine, Chicago. Ann. Sept. 3.
- Minoqua, Wis.—Lakeland Communications seeks 1570 khz, 1 kw-D. P.O. address: Box 584 Minoqua 54548. Estimated construction cost $21,684; first-year operating cost $24,000; revenue $25,000. Format: progressive country. Ann. Aug. 29.

AM starts

- KPAG Pogasa, Calif. - Authorized program operation on 1400 kHz, 1 kw-D. Action Aug. 20.
- KTWG Agana, Guam - Authorized program operation on 710 kHz, 10 kw-D. Action Aug. 18.
- WEGG Rose Hill, N.C. - Authorized program operation on 710 kHz, 250 w-D. Action Aug. 18.

FM Applications

Springfield, Ill. - Group 76 Inc seeks 98.7 mhz, 50 kw, HAAT 500 ft. P.O. address: c/o Ben Miller, esq. 712 S. Second St., Springfield 62704. Estimated construction cost $133,027; first-year operating cost $140,860; revenue $150,000. Format: beautiful music. Principals: A. Joe Jackson et al. (10% each) are radio station employees, businessmen and professionals. Ann. Aug. 22.


- Cullowhee, N.C. - Western Carolina University seeks 91.7 mhz, 10 kw, P.O. address: Department of Speech and Theatre Arts, Cullowhee 28723. Estimated construction cost $610; first-year operating cost $6,000. Principal: Donald L. Loeffler, department head. Ann. Sept. 4.

FM Actions

- Amherst, Mass. - Broadcast Bureau granted joint petition for approval of agreement by Mid Sussex Broadcasting Co. and Hampshire County Broadcasting Co. to discontinue application of Mid Sussex and retained application of Hampshire County on processing line awaiting further action (BP1-9414, BP1-9168). Action Sept. 4.

FM Starts

- KDJO Pueblo, Colo. - Authorized program operation on 97.9 mhz, ERP 100 kw, HAAT 320 ft. Action Aug. 21.
- WMPR Sumter, S.C. - Authorized program operation on 88.1 mhz, ERP 98 kw, HAAT 1,000 ft. Action Aug. 25.
- KCHU Dallas - Authorized program operation on 90.9 mhz, ERP 100 kw, HAAT 790 ft. Action Aug. 25.

FM Licenses

Broadcast Bureau granted following licenses covering new stations:

Ownership Changes

Applications

- KCTV-AM-FM Salinas, Calif. (AM: 980 kHz, 1 kw-D, DA: 1029 mhz, 2.6 kw) - Seeks transfer of control of JECO Inc. from James E. Coyle (100% before; none after) to JECO, a general partnership (none before; 100% after). Consideration: $390,000. Principals: Mr. Coyle will become 10% partner in JECO, general partnership. Other partners are R.B. Management Services Inc. (51%), Richard Steeper, sole stockholder and Robert L. Williams, Accountant Inc. (45%), Robert Williams, sole stockholder. Assignment of license to JECO, a general partnership, is contingent on grant of transfer of control. Ann. Sept. 2.
- KDFA (AM) Delta, Colo. (1400 kHz, 1 kw-D, 250 w-N) - Seeks assignment of license from Monarch Broadcasting Co. to Chama Broadcasting Corp. for $125,000. Seller: Rose Mary Town, general manager and secretary-treasurer. Buyer: Marjorie A. Price (100%) is sales manager and 4% stockholder of KWSR (AM) Rifle, Colo. Ann. Sept. 5.
- KHEI (AM) Weiser, Idaho (1260 kHz, 1 kw-D) - Seeks assignment of license from Oxbow Broadcasting Co. to WEJSERadio Inc. for $148,000. Seller: Edwin C. Walker, Dorothy Miller and Robert and Marjorie Cooper have no other broadcast interests. Buyers: William B. and Suzanne T. Scott (50% jointly) are self-service laundry owner and dietician, respectively. Arthur C. Thompson (25%) is retired air force officer. James C. Fitzak (25%) is also retired. Ann. Sept. 2.
- WDKL (AM) Clarksdale, Miss. (1600 kHz, 1 kw-D) - Seeks assignment of license from Coahoma Broadcasting Co. to Southland Communications for $150,000. Seller: Robert J. McIntosh, president. Buyers: Dan D. Moulds (35%) is general manager of WMBC (AM): WJW FM (Columbus, Miss. Frank M. Deramus (21.6%) has interest in savings and loan and drugstores. Dan W. Curran and Larry S. Tibor (21.6% each) are pharmacists with interests in drugstores. Mr. Tabor also owns real estate and insurance company. Ann. Sept. 3.
- WLAC TV Nashville, Tenn. (ch. 5) - Seeks transfer of control of WLAC Inc. from Thomas B. Baker Jr., A.G. Beaman and Trustees (100% before; none after) to Channel Two Television Co. (none before; 100% after). Consideration: $15,750,000 plus $3,000,000 for real estate associated with station. Principal: Channel Two Television is licensee of KFRC-AM TV Houston. Major stockholders are Oveta Culp Hobby (39%), William P. Hobby Jr. (28%) and Jessica Hobby Cato (28%). Ann. Aug. 29.
- WAAM (AM) Waynesboro, Tenn. (1480 kHz, 1 kw-D) - Seeks transfer of negative control of Waynesboro Broadcasting Co. from Sharon Lynn Gosh, executrix of estate of Ashoke K. Gosh (50% before; none after) to Clifton deVaughn Swafford (none before; 50% after). Consideration: $2,000 plus assumption of liabilities. Principals: Mr. Swafford is general manager of station. Ann. Sept. 5.
- KFYN (AM) Bonham, Tex. (1420 kHz, 250 w-D) - Seeks assignment of license from Fannin Broadcasting Co. to Bonham Broadcasting Co. for $120,000. Seller: Tom McDonald, president, has no other broadcast interests. Buyers: Roy V. Floyd (50%) and Mary Ann Brewer (50%) own KDFA (AM) Frederick, Okla., and two-thirds interest in KGBH (AM) Memphis, Tex. Ann. Sept. 2.

Actions

- WQWV (FM) Riviera Beach, Fla. - Broadcast Bureau granted transfer of control of Wardall Broadcasting from Hall Engineering Co. and William J. Hall (50% each before) to William J. Hall (61.1% after) (BTC-7310).
- WRJ (AM) Joliet, Ill. (1510 kHz, 500 w-D) - Broadcast Bureau granted assignment of license from Midwest Radio Corp. to WRJ Inc. for $308,000. Seller: Anthony Moritz, president. Buyers: William Lipsey (30%), J. Robert Wheeler (20%), et al. Mr.
Lipsey is investor and Mr. Wheeler is former general manager and stockholder of WJLC (B-8437). Action Aug. 29.

Western Media, Inc. — Broadcast Bureau granted assignment of license from W. Russell Withers Jr. and James Withers dba Withers Broadcasting Co. of Illinois to W. Russell Withers Jr. dba Withers Broadcasting Co. of Illinois (B-464), BAL-2165). Action Aug. 28.

KNIAM (AM)-KLRL (FM) Knoxville, Iowa. (AM: 1320 kHz, 500 w; FM: 92.1 mhz, 3 kw) — Broadcast Bureau granted assignment of license from Red Rock Lake Broadcasting Co. to Leighton Enterprises. Two corporations will merge, with Leighton Enterprises acquiring the company. Alver Lipsey is majority stockholder in both corporations. Leighton Enterprises owns KOUR-AM-FM Independence, Iowa, and has been granted a KFM-AM-FM St. Cloud, Minn. (see below) (BAL-8451, BAL-2156). Action Aug. 28.


KSKU (FM) Hutchinson, Kan., (102.1 mhz, 100 kw) — Broadcast Bureau granted assignment of license from Sound Sales to Broadcast Enterprises Co. for $215,000. Seller: Marguerite Sours has no other broadcast interests. Buyers: Jack S. (51%) and Arvilla M. Sampson (49%). Ms. Sampson is former general manager of KOK (AM) St. Louis (BAL-2147). Action Aug. 28.


WWTWF (FM) Corinth, Miss. (95.3 mhz, 3 kw) — Broadcast Bureau granted assignment of license from Radio Corinth to E.C. Holsford for $90,000. Sellers: Elbert A. White and James Withers. Action Aug. 28.

KAYQ (AM) Kansas City, Mo. (1190 kHz, 1 kw; D) — Broadcast Bureau granted assignment of license from Broadcasting Inc. to Coleman American Broadcasting Co. for $550,000 plus Coleman American Communications shares. Seller: Edward S. Scott (97%) owns parent Lakewood Broadcasting Service, licensee of KLAK-AM-FM Lakewood, Colo. Buyer: Coleman American Companies, James F. Coleman, president, is president of Broadcast Bureau and is involved in movie and storage business. (B-8387). Action Aug. 29.

KBMN (AM) Bozeman, Mont. (1230 kHz, 1 kw; D) — Broadcast Bureau granted assignment of license from Eagle Inc. to Western Media Inc. for $400,000. Seller: KBMN Inc., William A. Merrick, president and general manager, has no other broadcast interests. Buyers: Kermit O. Koth, Tony A. Keal, Donald E. Jones, Gerald W. Rounsburg and Leonard Kehl (each 20%). All but Leonard Kehl own KCSR (AM)

Facilities changes

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<td>KENI-TV Anchorage — Broadcast Bureau granted request to change studio location to Fourth Avenue Theatre Bldg., Anchorage, and to operate transmitters remotely from control from studio location (BCTV-267). Action Aug. 28.</td>
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<tr>
<td>KFSN-TV Fresno, Calif. — Broadcast Bureau granted request for authority to change studio location and to operate transmitters by remote control from 1777 “G” St. Fresno (BCTV-269). Action Aug. 19.</td>
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<tr>
<td>WTVN-TV Columbus, Ohio — Broadcast Bureau granted request for authority to operate transmitters by remote control from 753 Harmon Ave., Columbus (BCTV-270). Action Aug. 28.</td>
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AM applications

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<td>KZUL Parker, Ariz. — Seeks CP to increase power to 5 kw; install control room; sewer. Action Aug. 28.</td>
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<td>KCOR Vivian, La. — Seeks CP to change frequency to 1320 kHz. Action Sept. 2.</td>
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<td>WKQO Hibernia, Minn. — Seeks CP to increase daytime power to 10 kw; install 5 kw-CH; change type trans. Action Aug. 28.</td>
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<tr>
<td>KIRL St. Charles, Mo. — Seeks CP to add nighttime power of 500 kw, change hours of operation to 10; install DA-2. Action Sept. 2.</td>
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<tr>
<td>WWT Cantor, N.C. — Seeks CP to increase daytime power to 5 kw; change type trans. Action Sept. 2.</td>
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</tbody>
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AM actions

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<tr>
<th>AM stations</th>
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<tr>
<td>WQBS San Juan, Puerto Rico — FCC granted application by Quality Broadcasting Corp. of San Juan for CP to increase power of WQBS from 1 kw-U to 5 kw-DA. U. American Colonial Broadcasting Corp., licensee of WKV (AM) San Juan, opposed application, claiming increased power would make ‘concentrations of influence and control” in violation of multiple ownership rules. FCC concluded, grant of application would not undermine multiple ownership rules. Action Sept. 3.</td>
</tr>
</tbody>
</table>

FM action

FM stations

Following actions were authorized program operating authority for changed facilities shown: WPLQ Atlantic (B-17893). Aug. 20.

FM starts


Case assignments

The Case in Progress: Acting Chief Administrative Law Judge Chester F. Naurowicz made following assignments on date shown:

WEOF-FM Chicago, FM proceeding: assignment of license from Zenith Radio Corp. to GCC Communications of Chicago Inc. (Doc. 20581) — Designated ALJ Byron E. Harrington to serve as presiding judge and scheduled hearing for Nov. 5. Action Aug. 25.


Procedural rulings

WELPJ-FM Huntsville, Ala., facilities change proceeding: Garrett Broadcasting Service (Doc. 19258) — FCC ordered Broadcast Bureau and Garrett Broadcasting Service to file comments regarding disposition of case involving Garrett’s application to change WEP from daytime to unlimited operation. Action Aug. 28.


Ripley, Miss., FM proceeding: Country-Politan Broadcasting and Tri-State Broadcasting, competing for 102.3 mhz (Docs. 20534-4) — ALJ James F. Tierney continued proceeding, since die to be resumed
### Applications
- **University of Utah, Monticello and Blanding, Utah—Seeks ch. 59, rebroadcasting KUED-TV Salt Lake City, via K308Q Orangeville and rural Emery county, Utah (BPTV-2906). Action Aug. 29.
- **Franson Peak Television Association**, Curlew and Main, Washington—Seeks ch. 5, rebroadcasting KSPS-TV; ch. 9, rebroadcasting KXLY-TV; ch. 11, rebroadcasting KREM-TV and ch. 13 rebroadcasting KTVB, all Spokane, Wash. (BPTV-5378-81). Action Sept. 3.

### Cable
- Follows operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage).

### Translators
- **Cheeaha Cablevision**, Albertville, Ala. (CAC-05561): Requests certification of existing operations.
- **Richey Cable**, 6501 E. Dreyfus, Scottsdale, Ariz. 85251: For the Coto de Caza Valley, Az. (filed 05498): KTVK, KBHD-TY, KAET, KOOL-TV Phoenix; KTAR-TV Mesa; KVOA-TV, KQV-TV, KOLD-TV.

### Fines
- **WDCS(FM)** Portland, Me.—Broadcast Bureau notified Dirigo Communications that it incurred apparent liability for forfeiture of $100 for willful or repeated violation of rules by failing to make required entries in operating log. Action Aug. 27.
- **WBQ(A)** Westbrook, Me.—Broadcast Bureau notified that it incurred apparent liability for forfeiture of $2000 for repeated or willful violation of rules by broadcasting telephone conversation without informing party and without licensee's intention to broadcast conversation. Action Aug. 27.
- **WALM(A)** Albion, Mich.—Broadcast Bureau ordered to pay $2500 for repeated violation of rules by failing to make quarterly inspection of tower lights and associated lighting control devices, indicating and alarm systems, by failing to calibrate remote antenna meters, by failing to provide operator of proper grade in actual charge of transmitting system, by failing to ensure that entries in operating log were correctly made and that properly licensed operators were employed and by failing to make required entries in maintenance log. Action Aug. 27.
- **KTHI-TV** Fargo, N.D.—Broadcast Bureau ordered to pay $500 for repeated violation of rules by failing to permit station's transmitters to be operated by operator with expired first-class radio-telephone license. Action Aug. 27.

### Rulemaking
- **FCC** issued second rulemaking notice on proposed assignment of ch. 6 to Mountain View. 
- **Mountain View, Ark.—Broadcast Bureau issued new temporary license for WCTF-TV (now KTRA(AM)), and filed notice to correct erroneous listing of call sign**. 
- **University of Utah, Monticello and Blanding, Utah—Seeks ch. 59, rebroadcasting KUED-TV Salt Lake City, via K308Q Orangeville and rural Emery county, Utah (BPTV-2906). Action Aug. 29.
- **Franson Peak Television Association**, Curlew and Main, Washington—Seeks ch. 5, rebroadcasting KSPS-TV; ch. 9, rebroadcasting KXLY-TV; ch. 11, rebroadcasting KREM-TV and ch. 13 rebroadcasting KTVB, all Spokane, Wash. (BPTV-5378-81). Action Sept. 3.

### Other action
- **WAUR(FM)** Aurora, Ill.—Broadcast Bureau denied request to identify as Aurora-Oakbrook-Wheaton-Elmhurst, Ill. Action Aug. 22.
Betterview Cablevision of Arizona, Suite 201, 5540 W. Glendale Ave., Glendale, Ariz. (CAC-05523); KTVK, KHOU-TV, KSBT-TV, WNWO-TV, KGIN-TV, KOLD-TV Tucson; KAZZ Nogales, all Arizona; KTLA, KTVF Los Angeles.

Nation Wide Cablevision, for Alameda county, Calif. (CAC-05514); Add KMOV-TV Sacramento, KTVB TV, KTLX Los Angeles.

Storer Cable TV, for Sonoma county (CAC-05499), Bodega Bay (CAC-05500), Monic Rio (CAC-05501) and Yountville (CAC-05502), all California: Add KNTV TV, KTVU San Francisco.

Cablevision for Cleveland. Cablevision for Cleveland.

Cablevision for Cleveland.

Tucson.

Cablevision for Cleveland.

Tucson.

Cablevision for Cleveland.

Tucson.

Cablevision for Cleveland.
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Telecommunications Consulting
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Paul Godley Co.
Consulting Engineers
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Phone: (201) 746-5000
Member AFCEE

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Consulting Engineers
(formally Commercial Radio)
1234 G St., N.W., Suite 500
Washington, D.C. 20005
Phone: (202) 296-2372
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Member AFCEE

A. D. Ring & Associates
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Washington, D.C. 20036
Member AFCEE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
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Tall Church, Va. 22042
Member AFCEE

LOHNES & CULVER
Consulting Engineers
1154 15th St., N.W., Suite 606
Washington, D.C. 20005
Phone: (202) 296-2372
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Washington, D.C. 20006
(301) 327ler-6725
(301) 384-5374
(202) 223-4654
Member AFCEE

SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Republi 7-6666
Washington, D.C. 20005
Member AFCEE

Hammett & Edison, Inc.
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 362-5208
Member AFCEE

John B. Heffelfinger
9208 Wyoming Pl. Hilaad 4-7010
Kansas City, Missouri 64114

Jules Cohen & Associates
Suite 400
1730 M St., N.W., 699-3707
Washington, D.C. 20036
Member AFCEE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-6386
Member AFCEE

VIR JAMES
CONSULTING RADIO ENGINEERS
2922 Telestar Ctr. (703) 560-6000
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Rosner Television Systems
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 244-3967

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Consulting Engineers
Broadcast and Communications
900 - 36th Ave.
Seattle, Washington 98122
(206) 322-7860

Midwest Engineering Associates
Consulting Engineers
F. W. Hannel, P.E.
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7304 N. Oxford, Peoria, Ill. 61614
(309) 691-3428

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CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
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Cambridge, Mass. 02138
Phone (617) 876-2810

CABLEDATA
Accounts Receivable.
Data Processing for Cable Television.
P.O. Box 13040 / Sacramento, Ca 95813
(916) 824-6412 or 916-485-5811

Service Directory
Help Wanted Sales

Immediate opening for account executive, preferably RAB trained, for California daytimer. Salary, bonuses, incentives. Box J-7, BROADCASTING.

Major Group Operator, Top 50 market, AM-FM. All replies confidential. Box J-36, BROADCASTING.

Time is running out, why not own part of a station without any cash investment, Northeast chain looking for general manager who is a street fighter. Interview required. Box J-52, BROADCASTING.

Major broadcasting company in major market needs thoroughly experienced sales manager to drive five person sales department. No salesmen need apply. Send resume to Box J-70, BROADCASTING.

Experienced small market manager for Western Tennessee daytimer, minority interest available, $6,000. Cash requirement, Box J-76, BROADCASTING.

Station Manager. Single station market. Group ownership. Existing vacancy. Full time AM-FM Northern resort area. Must be aggressive, well organized, with strong commercial and programming background. Ideal husband-wife team opportunity. Preference given Minnesotans, Wisconsin and Michigan applicants. Investment opportunity if qualified and desired. All replies confidential and answered. Box J-90, BROADCASTING.

Major radio station representative seeks manager for Los Angeles market. Individual presently controlling some stations with billing preferred. Equitable arrangement. Base salary override and expenses. All replies confidential. Box J-141, BROADCASTING.

Radio Manager needed. Station with quality programming needs experienced sales-minded manager. Must be strong on community and public relations and be a good administrator. Reply to: Box J-142, BROADCASTING.

El Paso Texas, Local Sales Manager for No. 1 FMAM rocker. E.O.E. Salary competitive. Send resume to: Chuck Ashworth, KINT 98, Box 10243, El Paso, TX 79933.

We are number one, soon doubling gross, booming college town automated rocker. You are experienced, dedicated, ambitious sales manager who can577.1x765.4, 50x67, generate and maintain own billing, and motivate sales staff. Box J-8, BROADCASTING.

Helped Wanted Sales

Help Wanted Ancounts

Southern Florida coast. Best facility in metro market, over 20 years same ownership, needs professional, aggressive, self-starting salesperson with at least 2 years experience in fulltime radio sales. Substantial base plus commission arrangement to prevent income drop from first day on your salary held in strict confidence. Send resume to Box J-75, BROADCASTING.

Local Sales Manager. Prestige station in Southern New England. You must be experienced, honest, highly motivated, an inspired leader. Excellent earnings if you meet our ambitious goals. An Equal Opportunity Employer M/F. Send complete details to Box J-116, BROADCASTING.

Sales Representative for Ohio and Michigan. Mature, professional with proven track record to sell syndicated advertising programs to banks, S&L, auto. Striking position arrangement yields super high income for individual who can produce. Advertising, radio or jingle experience necessary. A unique opportunity for a unique person. Write: Box J-159, BROADCASTING.

Radio sales needed. Station with quality programming needs experienced Program Director with some sales or engineering background. Must have solid background. Reply to: Box J-144, BROADCASTING.

Come back home to Texas and step into one of two easy living small markets. KBAL manager. Experience in sales, on-air, production or take a long list to KLSN, 300 North Main, Brownwood, TX 76801. Recently taken over by new owners. Stock options possible. Detailed resume to above address.

New Mexico. Good opportunity to solid salesperson in one of the state's best radio markets. Great station, great staff. Call Ray Stephens, KGAK, Gallup, 505-853-4444.

Searcy, Arkansas. KWCK Radio will hire two new account executives very soon. Previous sales experience a must, great opportunity with one of America's finest small market stations. Contact Mike Home, owner, KWCK Radio, Searcy, AR 72143 or phone 501-268-7123.

WHRL, Albany, New York seeking experienced beautiful music sales people 518-283-1123 or write WHRL, Box 333, Albany, 12201

50,000 Watt WPST, Trenton, multiple Major Armstrong tower winner. Serves all of New Jersey plus South to Wilmington, Delaware. Presently adult contemporary and I am adding some exciting concepts. If you can sell as part of a team, you've got a good salary, personal and group incentives and great future. Don't apply unless you want to grow with New Jersey's most powerful station. Call Phil Geiger at 609-896-0875 or write Box 9780, Trenton; An Equal Opportunity Employer.

WSRS Radio is now offering a career opportunity in advertising sales to qualified applicants with established track record selling quality product. For personal interview resume to Jack Flynn, WSRs, PO Box 961, West Side Station, Worcester, MA 01602. WSRs is an Equal Opportunity Employer. No phone calls, please.

Wanted Immediately salesperson-announcer. Good market and money, 314-596-9577 forMgr.

Number One FM with FM on air Jan. 1st. Looking for experienced person who can appreciate working with professionals and living in beautiful Colorado. Call Mike Galer, 303-544-5646.

Help Wanted Ancounts

Major market NE MOR seeks warm mature performer for mid-days. EOE. Tell all first letter to Box H-212, BROADCASTING.

Combio Job: Announcing and selling, four hours each daily. Can you hack it. Salary, commissions, bonuses, etc. Please send resume and references. Box J-62, BROADCASTING.

Staff Announcer by AM-FM Stereo station seeking applicants from Colorado and nearby states. E.O.E. Husband and wife desirable for Colorado or small family. Air mail Box J-74, BROADCASTING.

Top Market, Midwestern suburban powerhouse seeks experienced announcer for MOR format. Send resume, references to Box J-80, BROADCASTING.

Medium market station is looking for a full time announcer with some experience in music and news. Please send resume. An Equal Opportunity Employer, Box J-119, BROADCASTING.

Radio Announcer Needed. Station with quality programming needs Program Director with some sales or engineering background. Must have solid background. Reply to: Box J-143, BROADCASTING.


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 986, Powell, WY 82435, An Equal Opportunity Employer.

Morning person, high power WGGG FM. Country music. Local color plus concert ticket sales ability a must. Experience required. Salary depends on ability. Clovis, NM. Box 219, Clovis, NM 88414, Phone 505-651-2142.

Immediate opening for versatile announcer, copy, production, remotes, news, must have pleasing voice, MOR with local emphasis. Mail resume, tape, salary requirements to WLKR, Box 547, Norwalk, OH or call for appointment.

Adult 100K FM morning announcer for mixed format of classical, jazz, adult popular; some production. Selling communicator with minimum one year's experience and third endorsed starts at $8037. Tape and resume immediately to: Personnel Officer, G-1, WRNR, Box 42141, Rolla, MO 65401. Tapes returned on request. The University of Missouri is an Equal Opportunity Employer.

Help Wanted Technical

Chief Engineer for high power directional daytimer. Religious format. Security, low-pressure for real pro. Resume to Box J-61, BROADCASTING.

Need a Chief Engineer with experience in maintaining AM transmitters, DA, RPU, Mobile studio, recording studio and contemporary format studio; with ability program/production/sales people and translate needs into working systems; must be equipment proposal and bid specifications to suppliers; prepare quarterly budget planning and year end reports; prepare FCC filings and proofs and have desire to lead a line engineering staff. This is a leading station in a top 50 market city in the southwest. Send a complete resume of experience and education, salary requirements and a brief statement of approach to engineering management by objectives to Box J-69, BROADCASTING.

Ready to advance? The opportunity and challenge are here at this Missouri Stereo station experience as assistant chief desired. Station and equipment top flight. All replies confidential. E.O.E. Send resume to Box J-91, BROADCASTING.

Classified Advertising

RADIO

Help Wanted Announcers

Classified Section for rates, closing dates, box numbers and other details.
Help Wanted Technical Continued

We want a Chief Engineer to serve as Director of Engineering for a group of 3 small market stations in the West. We're a growing organization with other acquisition pending. Salary: $10,000. Send complete resume in first reply to Mr. D. 5865 Camino Escolante, Tucson, AZ 85718.

Help Wanted News

Midwest, Major Market, suburban powerhouse seeks experienced News Director. Strong journalism background and air. Writing. Will hire with top flight morning MOR personality. Resume, references to Box J-79, BROADCASTING.

News Director, eastern station. Must be capable of digging, writing, and airing solid local news and handle play-by-play. Salary 5200 plus benefits. Equal Opportunity Employer. Box J-85, BROADCASTING.

Searcy, Arkansas. KWCK Radio, one of America's finest small market stations needs all around programmers with basic news knowledge. Everyton on our staff is a GM. Please send resume to Mike Horne, owner, KWCK Radio, Searcy, AR 72143.

Need strong on-air newscaster for top-rated major market 50KW. Send tape and resume to Mark Neely, WCKY, Cinn., OH 45202.

Afternoon newscaster needed for contemporary station in New Hampshire. Send tape and resume to Dave Cokely, News Director, WHEB, PO Box 120, Portsmouth, NH 03801. Immediate opening for right person.

Newsperson/Announcer position soon to be open at local easy listening station, WHTG AM/FM, Eastonown, NJ. No beginners.

Aggressive, creative experienced news person needed. No. 1 AM with FM on air Jan 1st. Tapes, resumes and salary requirements to Jack Carter, PO Box 93, Pueblo, CO 81002.

Help Wanted Programing, Production, Others

Country Program Director for Midwest AM-FM Stero. Knowledge of country music, demonstrated leadership ability, good air and production presentation plus proven ratings experience. Requires to work in Mike Horne's, owner, KWCK Radio, Searcy, AR 72143.

GM proven ability, increase sales & listenerhip. Good track record. Detail man. Box J-88, BROADCASTING.

G.M. prefers medium or small market. Thoroughly experienced in all phases of broadcasting, honest, sober and stable. Box J-92, BROADCASTING.

Successful broadcaster, 15 years experience. Sales/management/ownership. Desires position as general manager, sales manager or, under right circumstances, account executive. Would also like to hear from allied companies, equipment, brokers, etc. I'm a go-getter, age 37, looking for a career opportunity. Location open, and remuneration negotiable. Box J-116, BROADCASTING.

Sales increases with numbers are easy! This major market G.M. is exceeding budget projections without any hard work. Experienced in all phases; can make investment. Looking for G.M. or G.M. slot with someone who wants to grow. Excellent credentials. Box J-126, BROADCASTING.

Seasoned professional who can put it all together. 25 years management small to medium markets. Box J-133, BROADCASTING.

Manager/sales manager and traffic manager. Package deal; husband and wife team. 36 years combined experience. Resumes on request. 219-291-7571.

Situations Wanted Management Continued


Situations Wanted Sales

Young (24), Bright (Degreed), experienced (cur- rently small market sales manager) wants to break into larger market radio, preferably in Pittsburgh, preferred, but all replies considered. Box J-132, BROADCASTING.

5 years ex. announcer wants sales, part-time air. Prefer small market. Cal, Brian Burns, messages, 803-C383-4353, 1227 Spring, Paso Robles, CA 93448.

Situations Wanted Announcers

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


Personality morning man working New England contemporary looking for good rocker or contemporary. Good bits, creative, entertaining, good numbers. Small market PD experience. 27, BA. Box J-84, BROADCASTING.

Warm personality with PD experience and good production. Seek medium or metro market, contemporary or country, or Midwest. New England. Will consider all. Reply Box J-88, BROADCASTING.


Experienced announcer/music director: production and news. Looking for position in Northeast on growing station, any format. If you have an immediate opening, please contact Box J-103, BROADCASTING.

Sportscaster looking for play by play position at college level or minor league baseball. Will relocate anywhere. Box J-104, BROADCASTING.

Young, single announcer seeking small to medium market. Progressive Rock station only. Needs young, music, hard working, dependable. Currently employed at Adult Contemporary station. 11/4 years exp., 3rd endorsed. Will relocate. Box J-105, BROADCASTING.

Basketball play-by-play. One of the nation's best. Exceptional delivery. Box J-110, BROADCASTING.

Small market PD looking for new direction in a medium market contemporary MOR/Top 40. Good production, experienced in all phases currently doing morning with phone bits. Not afraid of work. Box J-122, BROADCASTING.

First phone rock jock. Manager of college station seeking first pro job. Can do sports. Wants to see 312-253-6071 after 4:00 CDT, of Box J-123, BROADCASTING.

Young, married, 1st, 3 years experience, specialized production skills. Seeking any size market, any format, preferably in Missouri of Midwest. Box J-125, BROADCASTING.

Lawyer, not into it, wishes to return to first love. Experienced sportscaster, announcer, DJ, intelligent, enthusiastic. B.P., any sport, insightful, informed, sports commentary. Box J-127, BROADCASTING.

My recent supreme decision forced me to release my tapes! Personality pro. Natural talent. Crazy but very subtle. Major market Top 40's; no time and temp formats. Box J-128, BROADCASTING.

Situations Wanted Announcers Continued

Not just another pretty voice. Unique late night rock sound. And more. Box J-130, BROADCASTING.

Attention California. Limited free offer. Veteran Mid West radio personality. Tops in all facets will offer "in person" application at no cost to you. What you see and hear may make it worth your while to write Box J-131, BROADCASTING.

Announcer, salesman. First phone seeks MOR station, mid to large market. Single, middle age, wishes to return to radio after long absence. Five figure income. Box J-138, BROADCASTING.


Don't read this ad if you are looking for anything less than an excellent sportscaster. Experience PBP in all sports, would like to move up to major market, available now, call 316-883-8410 after 5 pm CST.

Announcer, Program Director, first phone, 10 years experience. Professional voice, top production. 406-452-5732.

First phone! Big bands, etc. Have money making showcase. All markets. Radio 27 years. 53. Evenings. 219-436-8781. Fort Wayne, IN.

Young, hard working announcer seeking contemporary/MTV station. First phone. 2 years experience. Pro- duction, news and sales ability also. Frank 312-381-0770.

First phone, great voice, thirteen years experience in radio as announcer, music director, program director, good news, available now. What have you? 413-663-9898. Want New England area.

Hire me! Fresh out of college, eager, ambitious, talented. Warm Conversational communicator; also super copy, production, Hard worker. 3rd. Try me! Ken Jennings, 24 Peirce, Everett, MA 2149, 617-387-5791.


Top 40 night jock wants new job, 1st ticket. Currently employed. Will relocate. 607-748-7261 before 2 p.m.

Entertaining, inventive announcer/engineer. Ex- perienced AM-FM. Strong, production/writing. 1st phone recent BS Broadcasting includes TV operation/ production/engineer. Western states only. No CW. Call 408-393-8607 after 6 PM, (write Bill) 150 Nancy Ln, No. 23, San Jose, CA 95127.


PBP for basketball, football, lacrosse, talk show, sports show; Will relocate 505-863-1730, 6116 Messman Pl, NE, Albuquerque, NM 87101.


Free-form announcer looking for progressive FM sta- tion. 25 years old, single, college grad, third phone, 4 years experience AM and FM, all phases, excellent voice, imagination and references. Medium to large Eastern market preferred. D. Thei 1-412-775-0576.

Big John available now, good numbers, stability, PD experience, first phone, 8 yrs experience. Will travel, any area considered, looking for professional opera- tion with decent living for family. Contact John Lingus, 99 Riviere Dr, Agawam, MA 01001, 201-494-1033.

Great desire and ability. Looking for a young an- nouncer with good personality and 3rd? Ready now, anywhere. Ron Kercher 303-484-9093 CO.

Versatile radio man with 3 years experience looking for good station to grow with. Bill Smith 516-731-6168.
**Situations Wanted**

**Announcers Continued**

**Personality.** Top 40. Two years experience. Medium to large market desired. 30 Chase Street, Lakewood, CO 80228, 303-987-2914.

**Big ratings in Fresno! Versatile, voice, BA, experience.** Here 2½ years, will relocate. Big copywriting, news. Fred Missman, 3342 E. Santa Ana, Fresno, CA 93726, 209-226-2228.

**PPB Sportscaster** available now. Extensive major market football/basketball experience. 215-297-5609, Box 14, Solebury, PA.


**Situations Wanted News Continued**

**Female, good one year, BA, 3rd, attractive, bright. Looking for move to medium/large market. Rexmire Rix, 524 Allen, Owenton, KY 42301, tel. 502-683-0441.**

**2 years experience writing/reporting, major market Radio-TV seeks permanent position in small market. West, Midwest or Rocky Mt. Box J-61, 312-252-1902.**

**Experience:** dedication; journalism BA; travel ability. 15th West 15th Avenue, Hutchinson, KS 67501. 316-663-7997.

**Situations Wanted Programing, Production, Others**

**Seeking management or programming. Guarantee to lower overhead and improve sound. Presently managing small daily in medium market.** First, degree, married, ten years experience all phases. Box J-111, BROADCASTING.

**Desire program manager position at Beautiful/Good Music station. Six yrs. production coordinator; extensive music background. Also TV anchor. Box J-157, BROADCASTING.**

**Brilliant career ahead, help start it off. Degree, 26, film, tape, NYU/CHF exp. Anywhere. Jim Kelley, 83 Kellogg Hill Road, Weston, CA 0860, 203-226-7662.**

**Need PD? I am creative with 3 yrs exp. I would like my first opportunity as a PD. More info call 312-646-2007.**

**Major market morning man, commercial manager/production director will produce any format, program or jock country. B.A. First, $11,000, 6240 Washington No. 3, Hollywood, FL 33023.**

**First phone program director seeks position at contemporary station in Pennsylvania. Well experienced in the top fifty markets, reliable, and stable. Henry Kastelli, Box 7, Highspire, PA 17034.**

**Help! Major market Program Manager/A Jock tucked away in Pennsylvania. I need to escape. 717-326-5470.**

---

**TELEVISION**

**Help Wanted Management**

Television program manager for S.E. market. Duties include employing and supervising production and production staff; scheduling programs; preparing budget; knowledge of FCC rules and regulations and rating research. Salary open. Equal Opportunity Employer. Send resume to Box J-94, BROADCASTING.

Sales Manager. Small market TV and radio, responsible stations, pleasant community. Incentive and opportunity. Box J-113, BROADCASTING.

Business Manager. Group-owned station looking for strong, systems oriented person. Top 25 market, excellent salary and fringe. Call or write Mike Walker, Ron Curtis & Company, 5725 East River Road, Chicago IL 60631. 312-693-6171.

The Louisiana Educational Television Authority is currently accepting applications for the position of Executive Director. Forward all resumes to Harold M. Block. P.O. Box 108, Thibodaux, LA 70301. All applications must be postmarked or received no later than October 8, 1975.

**Help Wanted Sales**

Over 100 Florida progressive NBC affiliate television station has an opening for a creative, hard working, account executive. Must have previous experience calling on station accounts. Salary open. An Equal Opportunity Employer. Write Box J-64, BROADCASTING.

**Help Wanted Technical**

**TV Engineer** wanted to work daily operations, maintenance, and color remote unit. Position requires first class License and four years experience in East. Equal Opportunity Employer. Box J-81, BROADCASTING.

**Senior VTR Engineer** in charge quality control all recordings. Requires extensive editing experience. Good salary, opportunity. 75% work in Southeast. Equal Opportunity Employer. Contact Robert Gay, Director of Engineering, WIBF TV, Huntsville, AL phone 539-1783 tare code 2051.

**Chief Engineer.** Tried of the rat race or ready to move up from Assistant Chief? Midwest group owned station needs Chief with strong administrative and technical skills. Excellent location and benefits, salary commensurate with ability. Call or write Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631. 312-693-6171.

**Assistant Chief, first phone, heavy production experience and maintenance. RCA VTR's and IVC play basketball and football experience required.** Television experience helpful. Send resume, play by play tapes, or video tape or cassette to William L. Brown, Vice President and General Manager, WMWD-AM-FM-TV. 212 Southwest Jefferson Avenue, Peoria, IL 61602.

**Help Wanted News**

Anchor person for news. Southern, on coast, reaching 77,000 homes at 6 PM. Experience and charisma a must. Box J-47, BROADCASTING.

**Midwest Television station** still looking for assignment editor. If you have at least three years experience in large or medium market and would like to hear from you, Send resume to Box J-97, BROADCASTING.

**News Director/Anchor** for rapidly growing market in the S.E. Send resume and availability, Equal Opportunity Employer. Box J-136, BROADCASTING.

**Sports Director.** WMWD-AM-FM-TV Peoria, Radio play by play basketball and football experience required. Television experience helpful. Send resume, play by play tapes, or video tape or cassette to William L. Brown, Vice President and General Manager, WMWD-AM-FM-TV, 212 Southwest Jefferson Avenue, Peoria, IL 61602.

**Help Wanted Programing, Production, Others**

Traffic: independent. Independent commercial Top Ten. Must be experienced in all phases of sales service/traffic. Box J-72, BROADCASTING.

Top Ten market station, affirmative action employer. seeks producer-director. Degree, live, remote and film experience. Send letter, salary requirements, resume. Box J-114, BROADCASTING.

**Experienced TV production director.** All phases of TV production, heavy in News and Public Affairs and Commercials. Minimum of one (1) year experience. Write/Call Stuart S. Hazard, WIXL-TV, P.O. Box 380, Jackson, MI 49204. An Equal Opportunity Employer.

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**Producer/Director** for Community College CCTV. Experienced producer-director, know-how for color studio, Creative, strong writing and ability to understand and implement instructional design, develop programs. Master's degree required. Salary based on qualifications and experience. Apply: E.F. Seminarsa, Director, Library Learning Center, Niagara County Community College, Sanborn, NY 14132.
Situations Wanted Management

Professional Broadcaster 33 years television and radio. Manager, sales, programming, FCC. Excellent references. Resume on request. Box J-124, BROADCASTING.

Situations Wanted Technical

Chief Engineer in Top 40 market UHF station. Wants change. Experience all phases TV & radio. Box J-82, BROADCASTING.

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Situations Wanted News


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Reporter, anchor, four years major market awards. Ratings. On the way up. Box J-120, BROADCASTING.

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Weekend anchor, reporter, mini doc producer, news-talk show host and writer. Looking for challenging solid news operation. 813-939-0929 Monday or evenings.

Read this ad: News editor for major suburban daily wants to bring 12 years experience to radio or TV in top 25 market. Age: 33, crisp with words, fast to learn, strong on government. 201-742-8374 after 1 p.m.

Situations Wanted Programming, Production, Others

Creative producer/hostess with 5 years award winning experience on nationally syndicated talk show seeks position in major market. Strong at public affairs and getting guest to talk openly and candidly. Resume and tape (as available) on request. Box J-42, BROADCASTING.

Dedicated TV production man, experienced all phases, desires move to Top 20 market as producer-director. Degree, Family management experience. Box J-129, BROADCASTING.

Experienced Director in all phases of programming. Wants to move up. Can better your on-air look. Prefer Midwest. Box J-134, BROADCASTING.


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BUY--SELL--TRADE

WANTED TO BUY EQUIPMENT

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Tape recorders two mono Ampex 350's needed. Must be in good condition. Tom Talbot, WJUL, Niagara Falls, NY.

Equipment Wanted: Looking to buy two 55 or 60 kilowatt UHF transmitters, RCA or Harris. Immediate availability needed. Call Charles Boulton, 510-555-8500.

Equipment Wanted: Wanted: used telecine (DMU) Data-Disc 1000 or Ampex HS-100. E. Stewart, 388 Reed Road, Bloomer, WI 54723. 715-543-7600.

Nema-Clarice or RCA Field Intensity Meter. Jim Rew, 804-787-2750.

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119 14-inch reels of FM stereo Good Music with 25 Hz switching tones, all in good shape, recently taken out of service. $100.00 per reel buys them; Bud Pentz, KWBE, 402-223-5121, Beaumont, TX 77703.


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TV transmitter, GE type TF-6 tuned to Ch. 3 has coils and crystals for Ch. 5. Used as auxiliary with 33,000 hrs. 5,000 watts max output. Condition: (1) WGBY-IV, Springfield, MA 315-474-3911. Al Ehichen, Chief Engineer.

Schaefer Automation, Model 800, 5 Ampex AG 440, net-work joiner. 3 cartridges. (2 R.S.). Logger, SMC Card reader for programming carousels, presently running hierarchal format. SH 5500G 800-279-5330. WZWU, P.O. Box 1844, Augusta, CA 95903.

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For Sale Equipment

IVC 960 Color Video Recorder with complete rack including color monitor and audio system. 250 hours, excellent condition. Contact: Glen Polder, 213-657-9200.

28% off. Demonstration console and cart deck. Brand new but full warranty. One each Broadcast Services Co. Box 85, Selma, CA 93667. 919-284-2102.

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Deejays: New, sure-fire comedy! 11,000 classified one liners. $10. Catalog free! Edmund Orin, 2786-B West Roberta, Fresno, CA 93705.

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Help Wanted News

ALL NEWS ANCHOR
We want a journalist with personality for this important shift in a major market. All News experience is a plus.
Box J-140, BROADCASTING.

Situations Wanted Management

MAJOR MARKET MANAGER

Help Wanted News

Situations Wanted Programing, Production, Others

PRODUCTION MANAGER
Two years of directing and production experience. One and a half years in news. Salary and location open.
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Situations Wanted Management

HELP WANTED NEWS
We want a journalist with personality for this important shift in a major market. All News experience is a plus.
Box J-140, BROADCASTING.

Help Wanted Sales

SPORTS/NEWS/TALK/MUSIC
Versatility describes me best. Top talent for a good opportunity in a good market. Play-By-Play, Talk Show, Programming. A real asset to any organization. For tape & resume, write
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Help Wanted Technical

CHIEF ENGINEER
Wanted for south central location must have 50 KW AM and directional experience. Multistation owner offers salary based on ability and experience. Requirements, resume and references to Box J-117, BROADCASTING.

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CHIEF ENGINEER

Help Wanted Sales

SPORTS/NEWS/TALK/MUSIC
Versatility describes me best. Top talent for a good opportunity in a good market. Play-By-Play, Talk Show, Programming. A real asset to any organization. For tape & resume, write
Box J-101, BROADCASTING.

TELEVISION
Help Wanted News

Executive News Producer wanted: Experienced, aggressive person to produce early and late evening newscasts for a major market. CBs affiliate. Group owner. Equal opportunity employer. Call Jim Brennan at (916) 441-4041. Written resume also required.

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Television
Customer Service Representative—challenging opportunity with company offering nationwide computerized traffic/billing systems. Traffic/Operations Management experience necessary. Must be willing to travel.
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The Newsweekly of Broadcasting and Allied Arts

Broadcasting Sep 15 1975

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On the Premises

All of the TV Equipment, Radio and Photo Equipment to be sold piece by piece to the highest bidder. Also all office equipment and Antenna. Anyone wishing a complete list of this sale. Write, Phone or Wire Auctioneer Office, Lebanon, NH, Box 347. Tel: 603-448-3366. J.W. BARBER JR AND LARRY GRAY - AUCTIONEERS.

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Enclose check or money order

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Omits a reasonably priced proof—our equipment and engineers are the best in the business. You'll be surprised how little it costs to have a professional consultant do your proof. Call for a quote.

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1,000 watt specified hour AM in small western town. Good Station in good community with excellent future. Owner wants to retire.

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$180,000 with $80,000 down. Remainder on terms. Excellent potential for Owner-Operator. Discount for cash.

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403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Ekin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 819 x 11"; illustrated. $12.95

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411. COMMERCIAL FCC LICENSE HANDBOOK by Harvey F. Sweere. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radio endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exams, plus sample questions on each subject (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations. $9.95

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Profit or potential? You can have either or both in Maine radio properties. Contact associate Bob Kolmel at (802) 524-5963. AMs or combos from $100M to $400M in attractive markets.

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Payable in advance. Check or money order only.

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Name ________________________________

City ________________________________ State ______ Zip ______

Insert ________ time(s). Starting date ________ Box No. ______

Display ________________ (number of inches).

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Copy:

FOR SALE STATIONS CONTINUED

FOR SALE STATIONS CONTINUED

FOR SALE STATIONS CONTINUED

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5000 Watt AM Fulltime Radio Station

WJRD, 1150 on dial. 5000 Watt day, 1000 watts night. CBS affiliate. C/W format. Judicial sale by order of U.S. district Court set for 1:00 pm, October 13, 1975 at East Door, Federal Court House, Tuscaloosa, Alabama. Public sale to highest bidder on terms and conditions as approved by the court.

Contact: William K. Van Huss, 371-638-1331 (Indianapolis, Indiana) or George S. Wright, Attorney, 205-345-5440 (Tuscaloosa, Alabama)

FOR SALE STATIONS CONTINUED

Broadcasting Sep 15 1975
Profile

The four-way street of ABC's McLaughlin

Ed McLaughlin thinks radio—particularly network radio—is in the midst of the greatest resurgence since its heyday in the forties.

And, of course, being president of the ABC Radio Network, he's convinced that a good deal of the credit for this resurgence should be pinned to ABC's lapel for its creation of four separate subnetworks seven years ago.

"We can't get out of the way of all the business we're doing—we've become a major vehicle for advertisers," says Mr. McLaughlin. The beauty of ABC's setup, he continues, is that by maintaining four different networks geared to four reasonably well-defined audiences, "we can tailor the demographics to fit the sponsor." For example, ABC Radio has 1,506 affiliates in the fold, 553 of which are hooked up to the American Information Network. This network was formed to accommodate community-oriented talk stations such as WMAA(AM) New York and KGO(AM) San Francisco, and advertisers seeking an adult audience of serious bent would gravitate toward this slice of ABC Radio.

Conversely, the 357 affiliates on ABC's American Contemporary Network are made up of teen-appeal stations such as ABC-owned WABC(AM) New York and WLS(AM) Chicago, with their top-40 rock formats. ABC structures the five-minute hourly newscast so it sends down the line to stations on the Contemporary Network so that they won't jar the top-40 formats.

Middle-of-the-road music and older-adult audiences are the stock-in-trade of the 409 stations on the American Entertainment Network, and progressive rock, with its audience of young males, is the dominant format of the 207 affiliates that make up the American FM Network.

These four subnetworks, in Mr. McLaughlin's view, represent a demographic supermarket that covers the needs of just about any advertiser seeking a national radio audience.

"When we set up this four-network system back in 1968, we were taking an incredible risk," says Mr. McLaughlin, who at that time was vice president and general manager of KGO(AM), the ABC-owned station in San Francisco. "The network ended up doubling its losses in the first year, and didn't really begin edging into the black until 1972."

In July 1972, Mr. McLaughlin took over as president of the ABC Radio Network.

"My key goal," he says, "was to go aggressively after major stations in major markets and get them signed up as ABC affiliates." The ideal state of affairs, he continues, would be to have under contract four solid stations in all the major markets, each of the four linked up with one of ABC's subnetworks.

As Mr. McLaughlin would be the first to admit, he's been wheeling and dealing in one way or another since, at the age of 17, "I became the youngest treasurer of a theater in San Francisco history" (at a legitimate house called the Orpheum). A stint in the Office of War Information (and later in the Army Air Force) at the tail end of World War II cut short his career as theater treasurer. But he was enamored of show business and everything connected with it, so on his discharge from the service in 1946 he took the $2,000 he had saved and invested it in a nightclub called Dominick's in Vallejo, Calif.

When a San Francisco nightclub called Jack's went on the market, he sold his interest in Dominick's and bought into Jack's. "I wanted to change the name but I couldn't afford a new sign," he remembers. He could spring for one new letter, though, so, under the new ownership, the place became known as Fack's. Groups like the Four Freshmen and Hi-Lo's appeared regularly at Fack's.

Mr. McLaughlin's nightclub entrepreneurship was interrupted when the government ordered him back into service in 1951. But that two-year tour of duty turned out pleasantly when the Army stationed him in London and gave him the job of handling the bookings of show-business people who were volunteering to appear at various military bases during the Korean War.

He had dabbled in college during his nightclub days, taking a course here and a course there, but after his discharge from the Army in 1953 he decided to attend San Francisco State in earnest. Emerging with a degree in radio and television production in 1957 but with no job in the offering, he began putting together programs for KTIM(AM) San Rafael, Calif., and then splitting the sponsor take with the station.

"I was very pragmatic," he says. "I sold a golf show I concocted, called On the Tee with Ed McLaughlin, to a local driving range, and the show I put together on cooking hints was picked up by a local restaurant."

Despite all this hustling, though, Mr. McLaughlin found himself $10,000 in the red after a year with KTIM. In 1959, he got a sales job with Oakland Tribune-owned KGO(AM) Oakland, Calif., which later became KEBW(AM). Within a year, "I was outselling the station's three other salesmen combined," he says. The secret? "I practically lived with the advertisers I sold to," he says. "I made my clients feel that I wanted their products to be as successful as they did—it was as though I went into business with each and every one of them."

With local sales experience under his belt, he joined Peters, Griffin, Woodward: in 1960 as its San Francisco account executive "to get exposure to the national side of the business," as he puts it.

One of the stations he repped at PCW was Storer Broadcasting's KGBS(AM) Los Angeles, and when the general sales manager's job became available in 1962, Storer offered it to him and he accepted. In the new position, he also served, in effect, as program director, taking on a station "that had no format," as he puts it, and changing it to a "good-music" station, which ended up prospering under the slogan he created (and now winses at): "The Sound of Music over the City of the Angels."

But the chance came for him to move back to his native city in 1964 as general sales manager with KGO.

Mr. McLaughlin has made steady progress up the ABC corporate ladder ever since. Competence and enthusiasm have to be big parts of the reason. Still another is loyalty to his medium. As one who's known him for a long time says, "I've never seen anyone more dedicated to radio than Ed McLaughlin."
Radio spoken here

An Associated Press dispatch from Madison, Wis., reports that 125 out of 200 applicants for entry to the University of Wisconsin's journalism school failed a basic examination in English usage. A professor explained that more and more students are "not convinced they need to know how to write." One of the student failures explained: "I want to go into radio news. Why should I have to know about commas and semicolons and hyphens?"

It is a question that is herewith called to the attention of members of the Radio Television News Directors Association, assembling for its annual meeting in Dallas this week. Certainly broadcast news cannot be held responsible for the inability of 60% of Wisconsin's journalism aspirants to pass a simple test; it would be interesting to know the high-school English teachers in those students' experience. But practicing broadcast journalists must be concerned when youngsters out there have come to believe that the spoken word is a different language from the written word.

It isn't necessary to hear the commas, semicolons and hyphens in a professional radio or television broadcast to know that they are there. A decent respect for the language is as necessary to the broadcast journalist as to the writing kind.

Wisconsin and other universities will continue to serve their purposes by insisting that students meet sensible standards, on paper as well as on the air.

A matter of terms

The National Association of FM Broadcasters' new campaign to divorce radio from television in license-renewal legislation will presumably be discussed, in more detail than has heretofore been made available, at this week's conference of the association in Atlanta. An evaluation of the legislation must await its drafting.

It is hard, however, to down the suspicion that the plan was originally conceived less for its substance than for promotional effect. The NAFMB's ambition to expand its constituency is evident in the name it has bestowed on its annual convention: "The National Radio Broadcasters Conference and Exposition." As has been noted in this space before, a campaign for radio-only renewal legislation will no doubt appeal to some AM broadcasters as well as FM.

When Abe Voron, the NAFMB executive director, announced the drive for separate legislation (Broadcasting, Aug. 25), the only principle firmly in his mind was to disengage radio from "the TV dragon" in future deliberations on the Hill. The substance of the proposal was to be written later.

Mr. Voron may have a point in worrying about the political hazards that may face radio whenever that medium is jointly considered with television on the Hill. He is not correct, however, in implying that renewal legislation has come to its present state of inactivity because of television.

Renewal bills were adopted last year by both Senate and House. They were alike in a number of provisions, including an extension of the present three-year license term to five years. They differed enough, however, to require a Senate-House conference—which was never held. Harley Staggers (D-W.Va.), chairman of the House Commerce Committee, objected to the five-year license term and refused to appoint House conferees.

As the legislation died with the 93d Congress, it became evident that the five-year license, though adopted by both houses, had become the fatally divisive issue when it came to consideration of a compromise bill. It is as likely to be divisive in future deliberations on the Hill. Mr. Voron has said that he thinks the term of licensing is less important than knowing that the license is secure if you've done a good job." He may find that on that point radio broadcasters disagree with him.

It was primarily the radio members of the National Association of Broadcasters, the organization that has been at the front of the campaign for renewal relief, who insisted that the NAB lobby hard for the five-year term. As the failure of the legislation proved, the NAB lobby too many chips on that issue.

Broadcasters who argue for longer license terms see in them a decrease in legal expense and administrative work load. That view is probably illusory, as has been noted here before: Five-year license renewals would undoubtedly entail proportionately larger reports than those covering three years. Unless bureaucratic temptation were uncharacteristically resisted at the FCC, there would undoubtedly be interim reports required, with so long between renewal inspections, no recession in Washington law practice would be remotely threatened.

In the long run, broadcasters must campaign for termless licenses to run as long as operations meet the conditions of the license, though challengeable for due cause at any time. The fixed term, of whatever length, merely establishes the timetable for harassment.

Circumstances may not favor that approach now. Neither do they seem to favor a five-year license as the principal legislative aim.

Who's complaining?

Fiscal 1975, which ran from July 1, 1974, to last June 30, set an all-time record for "complaints, comments and inquiries," according to the FCC. The grand total was under 100,000—96,700 to be precise.

The surprise is that the figure is so small. With all the agitation fomented on Capitol Hill, at the FCC and by self-anointed public-interest groups alleging excesses in crime, violence, pornography and bad manners on the air, one would think that in a nation of 214 million more than five hundredths of one percent of the population would take pen in hand.

We do know from experience, however, that even an inadvertent break away from a network while a sports event is in progress generates more complaints in minutes than all of the abracadabra that flows from the mouths of politicians and from other publicity-bent agitators in any recorded fiscal year.
Xerox is proud to present a major television special starring George C. Scott and William Devane. “Fear On Trial” is the gripping dramatization of the true story of John Henry Faulk, a CBS broadcaster who was unable to find work because a group of self-appointed arbiters questioned his beliefs and his patriotism.

In the 1950’s and early 1960’s, the hysteria of Communist witch-hunts, defamation and blacklisting drove teachers from their jobs, forced ministers from their churches and put performers and writers out of work.

“Fear On Trial” is the story of one man who chose to fight back.

An Alan Landsburg Production. Directed by Lamont Johnson. Written by David Rintels.

Thurs., October 2, CBS-TV Network, 9:00 pm ET.
Check your local listing.
**Channels of Help**

On May 6, 1975, several tornadoes struck Omaha and northeast Nebraska with disastrous results: five deaths, 129 injuries and damage to hundreds of homes and apartments.

The Lincoln Fetzer TV station ran spot announcements for contributions to the Red Cross. By May 23rd, the total money raised by the publicity of the several media involved was $301,334. These funds were used by the Red Cross to assist 894 families with food, clothing, housing, medical service and other urgent needs.

Helping the Red Cross help tornado victims is all part of the Fetzer tradition of total community involvement.

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**The Fetzer Stations**

- WKZO - Kalamazoo
- WKZO-TV - Kalamazoo
- KOLN-TV - Lincoln
- KGIN-TV - Grand Island
- WWTV - Cadillac
- WWUP-TV - Sault Ste. Marie
- WJFM - Grand Rapids
- WKJF(FM) - Cadillac
- WWAM - Cadillac
- KMEG-TV - Sioux City