Adding up the good news in first quarter revenues

No. 1 at both 6 & 10 in the Twin Cities!

The news ratings are in and the news is better than ever. Because Eyewitness News is more dominant than ever. At 10 p.m., for example, Eyewitness News swept all the major demographics against competing news programs—winning 42 out of 45 categories in Arbitron and 41 out of 42 in Nielsen.* Wider margins than ever before. Now 12.3% ahead of the second news station in total persons. So go with No. 1. Choose KSTP-TV. No. 1 more than ever.

EYEWITNESS NEWS
KSTP-TV
MINNEAPOLIS • ST. PAUL

For complete information contact your local Petry Office, or call KSTP-TV's Jim Blake or Dave Garvin at (612) 645-2724.

The Fourth TV Network

Serves Spanish USA
... and you may want to join us

Long before the American Revolution ... nearly a hundred years before the Pilgrims landed at Plymouth Rock, the Spanish language and culture were implanted in this country by Fray Marcos de Niza. That was in 1539. With the arrival of the Pilgrims, America became a bilingual nation and remains so today.

Now, 400 years later, there is a Fourth Television Network ... telecasting entirely in the Spanish language to America's second largest minority. SIN, the U.S. Spanish Television Network provides a full schedule of news, entertainment and sports to affiliated stations, helping to preserve the Spanish heritage ... one of America's oldest and most valuable cultural assets.

If you are interested in programming for Spanish speaking Americans in a community where there is no SIN affiliate, you can become an Extended Market Affiliate of SIN. EMA members receive anywhere from one to 50 hours of color Spanish language programming each week.

Serving your Spanish speaking community is an important and appreciated public service. It can be profitable, too.

For further information contact William D. Stiles, Vice President, Director of Sales.

U.S. SPANISH TELEVISION NETWORK
250 Park Avenue, New York, N.Y. 10017 (212) 697-0585

Harris’ new TF-100 for highest quality color film reproduction.

You won’t find another top-of-the-line automatic color film camera that equals the TF-100 for quality, adaptability or overall performance.

But you will find that a basic TF-100 camera system is priced considerably below the major competition.

Like all Harris products, the TF-100 is built in accordance with strict standards of quality, and offers such unique features as:

- multiple input port locations for interfacing with any film island;
- true film gamma correction for uncompromised scene reproduction;
- optional internal diplexer to allow dual inputs without additional multiplexing.

Compare the performance. And the specifications. And the price. See for yourself that the TF-100 is unsurpassed in quality and value.

Write Harris Corporation, Broadcast Products Division, 123 Hampshire Street, Quincy, Illinois 62301.
Edward R. Murrow
Jack Sterling
Arthur Godfrey
Ed Sullivan
Don McNeil
Jack Benny
Lowell Thomas
Johnny Carson
Chet Huntley
Walter Cronkite
Flip Wilson
Norman Lear
Howard Cosell
Barbara Walters

And now, Dinah!
Broadcaster of the Year Award

“I can think of no more appropriate recipient than Dinah. Her absolutely splendid contributions to our industry certainly warrant this recognition.”

— Jerome Feniger, President
International Radio and Television Society
WALL STREET SEES BOOM □ Record earnings for the first quarter of 1976 reinforce the convictions of leading brokerage firms that there will be a dramatic upswing in broadcast stocks and it will run well into 1977. PAGE 21.

NEW COPYRIGHT WRINKLE □ Revised Section III covering cable is produced for markup by Kastenmeier subcommittee. Cable and movie interests are generally favorable to it, broadcasters are disposed to oppose it. PAGE 24.

FAMILY VIEWING BARGAIN □ Judge in Hollywood trial offers plan that would ban such meetings of FCC with networks, return All in the Family to family time and provide for sessions with the public. PAGE 25.

WILEY FACES HIS INQUISITORS □ At oversight hearings on Capitol Hill, FCC chairman defends his actions on family viewing, equal time and other matters. PAGE 26.

CONSIDERING NAB REFORM □ Executive committee begins study of fact-finding recommendations but immediately rejects an overview by an outside consultant. PAGE 27.

STILL OBJECTING □ NAB protests stance of Justice Department in broadcast-newspaper crossownership case. PAGE 32.

NEW FACES FOR '76 □ NAB appoints four from radio and one from TV to its code boards. PAGE 33.

MOVING THROUGH COMMITTEE □ There's Capitol Hill action on three bills sought by FCC. PAGE 35.

DUAL PURPOSE □ At Silver Anniversary convention, AWRT takes a look at itself as well as the industry. PAGE 38.

COMPARATIVE ADS □ That issue proves to be the attention-grabber at the AAAA convention in West Virginia. PAGE 42.

CABLE ON THE HILL □ House Communications Subcommittee begins 15-17 days of hearings on cable television regulation with the heads of NAB, NCTA, CATV among those set to testify. PAGE 54.

INTROSPECTION □ CBS President Arthur Taylor tells press there's room for improvement. He suggests longer TV news as way to give more depth to electronic journalism. PAGE 57.

FLORIDA TRAGEDY □ Miami radio news director loses legs as bomb destroys station car. Attack came after station aired number of editorials critical of local terrorist activity in Cuban neighborhoods. FCC asks Justice Dept. to investigate. PAGE 59.

PBS UNVEILS FALL FARE □ "Theme" nights are part of its plan to rid schedule of "hodge-podge" programing. National consistency is goal as PBS tries to counterprogram the commercial networks in some cases. PAGE 62.

INFLATION □ Program station cooperative, the PBS group that picks shows for national feeds, blames rising production costs for its choice of 28 shows, 10 fewer than last year. PAGE 62.

WHITE HOUSE ON FIRST AMENDMENT □ Replying to a request that President Ford take action to reduce violence on TV, OTP Acting Director John Eger says programing is "protected in general" by First Amendment. Self-regulation by industry is better course. PAGE 63.

TROPHY TIME □ Emmys were handed out for daytime shows and NBC came away with nine, ABC six and CBS three. Dinah Shore's syndicated series won three. PAGE 64.

CLIMBING THE FCC LADDER □ In only four years at the commission, James R. Hobson has shot up from attorney adviser to acting chief of the Cable Television Bureau. PAGE 89.
JOHN HARRIS MANSION
Built by John Harris Jr., founder of Harrisburg, in 1764-66. It was Simon Cameron's home, 1863-89, and many famous people visited there. It is now home of the Dauphin County Historical Society.

PENNSYLVANIA
Pioneer and still the Leader

WGAL-TV was the first television station in this historic area. Today, after more than twenty-five years, it is still the dominant station. For example, Channel 8 has more viewers of its newscasts at 6 PM and 11 PM than other programs telecast at the same time by all other stations in the area combined.* The result of this impact is increased sales results for advertisers.

WGAL-TV
LANCASTER-HARRISBURG-YORK-LEBANON, PA.

*Nielsen Station Index, February - March, 1976, Sunday through Saturday, 7:00 AM to 1:00 AM. Audience estimates subject to limitations published by Nielsen.

STEINMAN TELEVISION STATIONS

WTEV Providence, R.I./New Bedford-Fall River, Mass.
Faithfulness:
Anyone wanting to factor time into consideration of whether broadcast has met fairness obligation will have mininet from FCC. This week commission is considering fairness complaints against 13 California radio stations that carried commercial spots placed by utility company to support nuclear power. Environmentalists opposed to nuclear power raised fairness issue, and question has come down to time devoted to both sides.

In its case-by-case treatment of 13 complaints, FCC is expected to indicate that principal factor to be considered is gross amount of time on each side. If that is out of balance, frequency of exposure of argument and size of audience that hears it might be sufficient to offset disparity. By that formula perhaps half of 13 stations will be told to provide time on other side.

Empty hopper:
House Communications Subcommittee will have no draft of legislation before it as it begins hearings today (May 17) on cable television regulation. Subcommittee staff had been working on draft bill modeled on its January cable report, which broadcasters roundly criticized, but has stopped, perhaps for rest of session.

New subcommittee chairman, Lionel Van Deerin (D-Calif.), isn't anxious to have bill drafted. He doesn't want to be implicated with any cable bill while cable hearings are in progress, and besides he has said there's no chance to pass cable legislation this year.

TVB under guns:
Disclosure that CBS-TV had pulled out of Television Bureau of Advertising (Broadcasting, May 10) set off shock waves for TV last week. Reports persisted that ABC-TV and NBC-TV were also considering dropping TVB memberships—and that owned TV stations of ABC, CBS and NBC might walk out as well. Loss of all three networks and their station groups would cost TVB well over $200,000 in annual dues, according to some sources. Though outlook brightened somewhat with report from NBC authorities late in week that they had "no intention of withdrawing at this time," over-all situation was so pressing that TVB President Roger D. Rice, scheduled to attend American Association of Advertising Agencies convention, deferred departure to remain at New York headquarters to fight fires if needed.

Chief complaint seemed to be, as in case of CBS-TV, that TVB was selling spot TV too hard against networks. Richard A. O'Leary, president of ABC owned TV stations, reportedly appeared before TVB board to protest that TVB was going too far. Officials of CBS and NBC stations also were said to be concerned, taking position that, as CBS source put it, "we sell against the networks every day, but that shouldn't be TVB's role." Controversy was further inflamed by reports that station reps, now major force in TVB affairs, were advocating that TVB urge stations not to clear expanded newscasts that networks are contemplating.

Poor politics:
While critics such as FCC Commissioner Benjamin Hooks protest unavailability of television network time for long political messages (see "In Brief"), political candidates are having personal problems with individual stations. In some markets there's little room for political commercials on television stations that are loaded with regular advertising. Condition not only frustrates campaign planners but also convinces candidates that television is too rich to need any help in Washington. Some congressmen are openly grumbling.

Too much ado:
Public Broadcasting Service had begun to turn cool to prospects of providing gavel-to-gavel coverage of upcoming political conventions even before commercial networks turned down request for free access to network pool (see page 61). Lawrence K. Grossman, PBS president, called group of prominent Washington journalists together for advice on convention coverage, got unanimous vote against unedited presentation of all convention events. One said it would be as irrelevant as full-text reading of Congressional Record.

Still waiting:
There apparently has been no decision at White House on successor to FCC Commissioner Glen O. Robinson, whose term expires June 30. Joseph Fogarty, counsel to Senate Communications Subcommittee, is regarded as front runner because of support of Senators John O. Pastore (D-R.I.), chairman of subcommittee, and Howard Baker (R-Tenn.), ranking minority member; Senator Baker, in fact, told White House Mr. Fogarty would have best chance of confirmation.

However, White House continues to say other candidates remain in running, that no decision has been made and, in reference to published reports, "no deal has been made" with Senator Baker to assure White House that its expected nomination of Thomas Houser to be director of Office of Telecommunications Policy would be cleared if Mr. Fogarty were nominated to FCC.

Partner's choice:
Field Enterprises (Chicago Sun Times, Daily News), owner of 22.5% of Kaiser Broadcasting Co., part of Kaiser Industries, which is being liquidated (Broadcasting, May 10), is negotiating with Kaiser for remaining 77.5% or at least enough to give it majority interest with possibility broadcasting company will go public later. Price has not yet been set, but estimates put it in $50-million range for Kaiser's five major-market UHF's and Kaiser Broadcasting Spot Sales rep firm.

Country and crossover:
Officials at Viacom Enterprises, New York, say they'll definitely get off ground with new weekly 60-minute syndicated-barter variety series under tentative title, Nashville Merry-Go-Round. (Its original title was Opryland, USA.) Eighty stations, representing 70% U.S. clearance, have already agreed to take series, among them WPIX-TV New York, KCOP-TV Los Angeles, KYW-TV Philadelphia and KRON-TV San Francisco. Viacom is now seeking advertisers to pick up four national minutes in each hour. Stations, which get show free, will be given six minutes to sell. Program will feature country music, Viacom sources say, although crossover pop performers will turn up. There'll be no permanent host.

Another Viacom show, syndicated revival of half-hour $64,000 Question, runaway hit on CBS in 1950's before shot down by quiz scandals, won't be distributed live, as originally planned. Line charges proved too high and stations rejected Viacom proposal to sell 30-second national spot in each show to pay AT&T. Taped version will be available for scheduling at stations' choosing. Introduction targeted for next September.
REWARDS
To us, awards are rewards.
Return on the investment we make in the communities we serve.
Investment.
In people with the talent to communicate.
In programs that deal constructively with reality.
And in news that reports reality and helps people deal with it.
It makes us feel good when our investment is appreciated...and even better when we accomplish genuine good.
George Foster Peabody Award
WTOP-TV
DuPont-Columbia Award in Broadcasting Journalism
WPLG
Bicentennial 1975
Ohio State Award
PNS
Freedoms Foundation.
The Principal Award
PNS
Ohio State Award.
TV Documentaries
WFSB-TV
Ohio State Award. Equal Merit
WPLG

Action for Children's
Television-Achievement in
Children's Television
PNS
Chesapeake AP Broadcasters'
Association Award
WTOP-TV
Neiman Fellowship
Harvard University
Ray White
WTOP-TV
Florida State AP Broadcasters'
Association Award
5 First Place Awards
WPLG
Regional Emmys. D.C. Chapter,
National Academy of
Television Arts & Sciences
WTOP-TV

San Francisco International
Film Festival.
Golden Gate Award
PNS
Chicago International Film
Festival. Gold Medal for
Documentaries.
PNS
International Film & TV Festival
of New York. Silver Medal for
Documentaries.
PNS
Virgin Island International Film
Festival. Special Gold Medal
PNS
White House News
Photographers Association.
First Place. Personalities.
Britt Arrington
WTOP-TV

There's a lot going on...

PNS
POST-NEWSWEEK STATIONS, INC.
More than meets the eye.
Business Briefly

Capitol Records: Capitol is mounting massive TV campaigns in more than 100 markets, covering every state in U.S. for two weeks, starting June 24. Object of attention is rerelease of early Beatles records as part of two-album set (also available in tapes). House agency, Ninth Floor Advertising, Los Angeles, declined to reveal budget but said it was largest project of this kind. TV advertising will be supported by extensive spot radio blitz and intensive merchandising effort in retail stores. Ninth Floor is aiming commercials toward men and women, 18 and over.

Pathcom: Pace CB line of citizens band radios will launch $4 million campaign, primarily in spot TV, said to be a prelude to extensive advertising by other CB manufacturers. Spot TV will be concentrated in top 20 markets following test in St. Louis during first quarter of 1976. National roll-out begins this month in few markets, and other markets will be added during June and July. Initial flight will last ten weeks and subsequent flights in same 20 markets will be of shorter duration. Spot radio and print media will supplement spot TV splurge. Pace CB's theme: "When you've got a Pace CB, you've got the world by the ears." BBDO, Los Angeles, created campaign and is placing buys to reach men and women, 18-49.

Allstate Insurance: Six-week spot TV drive is planned to break in mid-June in 60 markets. Leo Burnett Co., Chicago, is seeking time slots to reach men, 25-49, in prime and fringe periods, including spots programming.

Eastman Kodak: Kodak Paper will be promoted in 35 markets in daytime and fringe TV 30's in two three-week flights, starting June 21 and July 19. Targets are adults, specifically women, 25-49. Theme is "Kodak Paper. For the good look of the times of your life." J. Walter Thompson, New York, is agency.

Fisher-Price Toys: Month-long campaign in many markets begins May 24. Prime-time and children's TV 30's are targeted to ages 2-5 and 6-11. Waring & LaRosa, New York, is agency.

General Electric: Room air conditioners are subject of month-long early summer flight beginning June 7 in 19 markets. Fringe and prime-time TV 30's are targeted at heads of households. Young & Rubicam, New York, is agency.

Xerox: Month-long campaign begins May 31 for various Xerox products in limited number of markets. TV news and sports 30's are handled by Needham, Harper & Steers, New York.

Julie Meade on camera for Standard Brands.

Standard Brands: Company, through Ted Bates, spotlights Egg Beaters and Fleischmann's margarine on its new syndicated barter series Family Health News. Series is sent out in five-minute packets for use five days each week, mostly within matrix of local newscasts. Distributor is JWT Syndication. Focus is on preventive medicine. Stations get series free and are accorded 30 seconds for local advertisers within each show. Fifteen stations have already agreed to take Family Health News, among them WPXI(TV) New York, KTLA(TV) Los Angeles, WGN-TV Chicago and WWSV(TV) Cleveland.

Castie & Cooke: Bumble Bee tuna will be featured in approximately 25 markets for eight to 13 weeks, depending on market, beginning June 7. New TV 30's will run in daytime and fringe time. Targeted to women, 25-49. Richard K. Manoff, New York, is agency.

Oscar Mayer: Claussen Pickles will be focus of two summer flights, beginning May 24 for six weeks and August 16 for five weeks, in 35 markets. Daytime and fringe 30's targeted to women, 25-49 have theme, "You'll love them once you find them." Campaign budget is just under $1 million. J. Walter Thompson, Chicago, is agency.

Aramis: Local store promotion for men's toiletries continues with two-week flight beginning June 3 in selected markets. Fringe and prime-time TV 30's are targeted to men, 25-49. AC&R, New York, is agency.

Clorox: Spot TV campaign for 409 Spray is scheduled for five weeks in long list of markets, starting on May 24. Foote, Cone & Belding/Honig, San Francisco, is focusing on women 18-49, via commercials in daytime and fringe periods.

Faygo Beverages: In its first advertising campaign for Detroit-based soft drink company McCaffrey & McCall, New York, will emphasize spot TV and radio. Company's primary marketing area is Midwest and Northeast, totaling more than 25 markets. Two-month shot will begin July 5, with effort slanting toward women 18-49.

Dow Chemical: Ziploc storage bags receive spot TV coverage in nine markets in two four-week flights, starting May 24 and July 12. Fringe TV 30's are targeted to women, 25-64, Norman, Craig & Kummel, New York, is agency.

Schenley: Spot TV drive on behalf of Mateus wines is set for late May in extended number of markets for four weeks. Leo Burnett Co., Chicago, is aiming its spots at men, 18-34.

Block Drug: BBDO has signed company for 60 seconds each week in new series called Dolly, featuring country-music singer Dolly Parton. Syndicator is Show Biz, Nashville. Another 30-second weekly spot will be taken by Lever Bios. (also through BBDO). Stations, which get series free, will be accorded three minutes to sell to local advertisers. Target air date is September, with half of stations expected to run it in prime access. Series will include country and crossover pop singers.

Calgon: Fresh Fruit (food preservative) is poised for eight-week spot TV promotion starting in mid-June. Cunningham & Walsh, New York, is searching for time slots in fringe and
John Havlicek is one of the best at what he does. So is Katz.

Pro basketball's winningest team looks to John Havlicek to score points on the front end of its fast break.

In the rep business Katz has the hot hand. In the last 12 months, 14 television stations and 22 radio stations became new clients. They decided Katz has the resources to score in national spot sales.

Katz has more salesmen in more offices than any other rep. An IncentPlan motivates them to sell more. The exclusive “Probe” computer system helps them sell better with accurate audience data.

Then Katz backs up its salesmen with the biggest research, promotion and audience development operation in the business. By year end all of this selling power will be linked together in a nationwide on-line computerized sales network.

Sure Katz is big. So is the billing Katz builds for stations.

Come to Katz. Be with the best. Call Gordon Hastings, Vice President, New Business Development. (212) 972-2422.
WHEN YOU SLIP, IT HURTS . . .

And when you fall, it's a disaster. That's why so many of our clients who are Number One in their markets retain us year after year—they want to keep from slipping. It's so easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it can be rationalized; then suddenly, your station is in trouble. When you finally realize it, the reaction is often panic, and the changes that are made accelerate the decline.

If a station studies its audience in-depth regularly, you know just what's going on, and we press you to make sure you don't get careless, that the corrective action you take will be productive.

For other clients who are second, third or even fourth in their markets and heading for Number One, their ability to always move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for basic information helps immeasurably to keep decisions out of the personal opinion area.

It also helps that the big leader in town usually sleeps while he slips. If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.

McHUGH AND HOFFMAN, INC.
Communications Consultants
7900 Westpark Drive
McLean, Virginia 22101
Area Code 703
790-5050

BAR reports television-network sales as of April 25

<table>
<thead>
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<th>Day parts</th>
<th>Total minutes week ended April 25</th>
<th>Total dollars week ended April 25</th>
<th>1976 total minutes</th>
<th>1976 total dollars</th>
<th>1975 total dollars</th>
<th>% change from 1975</th>
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<tr>
<td>Monday-Friday</td>
<td>147</td>
<td>710,700</td>
<td>2,145</td>
<td>11,771,600</td>
<td>10,540,600</td>
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<td>Sign-on 10 a.m.</td>
<td>1,021</td>
<td>12,440,100</td>
<td>16,522</td>
<td>199,030,400</td>
<td>172,531,200</td>
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<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>328</td>
<td>5,810,100</td>
<td>5,284</td>
<td>109,316,800</td>
<td>84,808,700</td>
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<tr>
<td>Saturday-Sunday</td>
<td>8 p.m.-7:30 p.m.</td>
<td>104</td>
<td>2,915,000</td>
<td>1,577</td>
<td>49,122,500</td>
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<tr>
<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>19</td>
<td>743,700</td>
<td>364</td>
<td>15,807,000</td>
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<td>Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>416</td>
<td>28,485,200</td>
<td>6,812</td>
<td>456,341,500</td>
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<td>3,270</td>
<td>61,026,200</td>
<td>50,401,700</td>
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<td>Total</td>
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<td>55,693,800</td>
<td>36,074</td>
<td>590,241,600</td>
<td>578,398,500</td>
<td>+15.0</td>
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Source: Broadcast Advertisers Reports

Broadcasting May 17 1976
Get creative people involved in copy-testing research

Copy testing takes many forms, has varied reasons for being done and too often is a wasteful exercise. It can be simply testing of concepts, or:

☐ It can be evaluation of a commercial’s communication effectiveness, utilizing storyboards put on film with a synchronized sound track.

☐ It can be a measurement of selling effectiveness, comparing purchasing incidence among viewers and nonviewers of test commercials.

☐ It can be a check of recall of finished commercials after on-air exposure in the marketplace.

☐ It can be any combination or variation of these.

The larger the media budget, the more affordable copy testing becomes. Media budgets of tens of millions of dollars can readily afford multiple copy-testing techniques—from concept, to rough commercial testing to finished commercial on-air testing, etc.

But even the modest media budget advertisers should utilize concept and/or some kind of rough commercial testing of communications and selling effectiveness.

While far too many use research as a crutch, many more neglect to use research prior to finished commercials because they have no doubts that the concept is valid and that the communications devices and appeals will be effective with the prospective customers. We have discovered how disastrous that kind of thinking can be when an untested commercial, but one both the agency and the client love, gets into the marketplace.

It is simple, relatively inexpensive and not very time-consuming to do this prefinished commercial testing.

The priceless ingredient that should go into all copy testing, but which is most often excluded, is the genuine involvement of the creative group from beginning to end.

When you copy test, you are putting the creative man’s product under the microscope. His intuitions, his talents, his reputation. His best efforts are being put to the test. Leaving him out of the evolution of the research project and bringing him in only when the results are presented, is asking for trouble. It becomes, in effect, a confrontation and very often results in a hostile, less-than-cooperative attitude by the creative people.

That should be easily understandable, since results very often point out misdirections, weaknesses and ambiguities. And so, some creative people regard "research" as a threat and a tedium.

What is required to make copy-testing research a productive investment of money and time is a desire by creative people for insight into consumer reactions to the message. They must feel they can learn from copy testing, can find fascination in peoples’ reactions and responses. And, they must understand that research is a creative aid, not a creative anathema. More often than not, in fact, whole new horizons of copy opportunities open up for them. This is especially true of focus group studies.

I would like to cite two examples of creative people’s heavy involvement in research and copy testing.

The first is a booklet that our creative department put together after years of copy research. The basis of the booklet was from observations on research that show there are behavior patterns that individuals have toward advertising that are relatively predictable. If those patterns could be isolated and written down, then creative people would be freed from having to reinvent the wheel every time they sat down to do an ad.

This booklet looks at advertising copy from three vantage points: (1) Does the message conform to people’s images of themselves? (2) Does it give them meaningful information? (3) Does it help position a product or service in people’s minds?

It was natural that this booklet was put together by creative people, because it was developed as an aid to writing and designing advertising. (If you would like a copy of the booklet, "Behavior Watching For Fun And Profit," write to me.)

Here’s the second example:

On assignment for one of our clients, Life of Virginia, a creative team was asked to come up with some fresh, relevant approaches to life insurance advertising.

The team went to work with no new information. They developed some ideas they were excited about (naturally). At the same time, a series of focus group sessions were scheduled to delve into consumers understanding of and attitudes toward life insurance. Creative people attended all of these sessions. Out of this experience, the writers and designers went back and reassessed what they had done. They made judgments about which parts of their approaches were misdirected, or meaningless, or exploitable, and which of the approaches were most promising.

The result was that they, not the client or account executives, threw out most of what they had done and started over. They came up with a new campaign that appeared to satisfy what the consumers in the focus groups had expressed.

The material was then put into rough commercial form and tested. It was tested against the best commercial this client had produced up to that time, and tested against the commercial of an industry leader.

The test results indicated that the messages were clear, appealing, believable and memorable. The research also indicated areas that could still be improved.

Some additional fine-tuning was made in both copy and visual and when this commercial was presented to the client, the creative people made their final presentation with enthusiasm and conviction, as did everyone from the agency side. They knew with a good degree of certainty that they were now on target.

The presentation was not a dichotomy of what the creative people felt and what the marketing people felt. It was not a presentation of conflicting hunches.

The question that may come to your mind is: Could the new material be regarded as creative? Or was the result a mass of predigested pap?

The agency, including the creative people, concluded that this new campaign for Life of Virginia speaks to today’s young people in light of today’s concerns, and it does it in a way that is dramatically different from other insurance advertising. The new approach has left everyone associated with it feeling very positive.

You can get this positive kind of attitude by keeping creative people in all research meetings and decisions from beginning to end. By making them a part of the testing procedure, by allowing them to have a voice in what we all want to find out.
**Datebook**

### This week

- **May 16-18** - Illinois-Indiana Cable Television Association 12th annual convention. Forum 30 Plaza hotel, Springfield, Ill.
- **May 17** - FCC's deadline for comments on rule amendment to require broadcast stations and cable systems to notify opposing candidates of gifts of time to any other candidate within 72 hours prior to election day (Docket 20764). Replies are due May 27, FCC, Washington.
- **May 17** - Eighth World Telecommunications Day, developed by the International Telecommunications Union in cooperation with the United Nations Educational, Scientific and Cultural Organization. Theme this year is "Telecommunications and the Mass Media."
- **May 17** - Emmy Awards presentation, carried live on ABC-TV (9-11 p.m.). From Century Plaza hotel, Los Angeles.
- **May 17-18** - Virginia Cable Television Association spring conference. Holiday Inn, Afton Mountain, Waynesboro, Contact: Ron Roe, 560 Patton Street, Danville, Va. 24541; (804) 797-413.
- **May 18** - Idearama sponsored by Radio Advertising Bureau for salespeople. Holiday Inn, Airport, N.Y.
- **May 19** - National Radio Broadcasters Association sales seminar. Speakers include Paul Pulney, deputy chief, Federal Communications Bureau; Bob Wolfram, management consultant and training specialist, Kalamazoo, Mich. O'Hare Hilton hotel, Chicago.
- **May 20** - Advertising Research Foundation second mid-year conference. Hyatt Regency International Airport, Chicago.
- **May 20** - Idearama sponsored by Radio Advertising Bureau for salespeople. Holiday Inn, Airport, Salt Lake City.
- **May 20** - Idearama sponsored by Radio Advertising Bureau for salespeople. Holiday Inn, Albany, N.Y.
- **May 20** - Southern California Broadcasters Association luncheon. Presentation will be made by Doyle Dane Bernbach, featuring Russ Hand, senior vice president, client services; Jim Spero, vice president, media director, and Dave Butler, vice president, creative department, Michael's restaurant, Hollywood.
- **May 21** - FCC's new deadline for comments on AM clear channel proceedings to allow 1-4 clears to operate with greater than 50 kw (Docket 20642). Replies are due June 25, FCC, Washington.
- **May 21-22** - Public Radio in Mid-America (PRIMA) spring convention. KIOS-FM Omaha, Neb.
- **May 22** - Carl T. Rowan, political-social commentator for Post-Newsweek Stations, will deliver commencement address at University of Massachusetts-Amherst. Mr. Rowan and John W. Haigis, president of WHAI-AM-FM Greenfield, Mass., will be two of six persons to receive honorary degrees. Alumni Stadium, Amherst.

### Also in May

- **May 24-26** - California Community Television Association annual spring meeting. Senator hotel, Sacramento.
- **May 25** - U.S. Court of Appeals in Washington hears arguments in cases brought by more than 70 broadcasters seeking refunds of fees paid under 1970 fee schedule that Supreme Court held unlawful.
- **May 25** - Idearama sponsored by Radio Advertising Bureau for salespeople. Holiday Inn Downtown, Jackson, Miss.
- **May 25-26** - Seminar on television and film lighting to be presented by E. Calvin Winkler, Immer Florentino Associates, Bradley University Peoria, Ill. Information: Joel Hartman, Bradley University Center for Learning Resources, 1501 West Bradley Avenue, Peoria 61625-309) 676-7611, ext. 299.
- **May 27** - Idearama sponsored by Radio Advertising Bureau for salespeople. Holiday Inn West, Airport, Shreveport, La.
- **May 27-30** - Missouri Broadcasters Association spring meeting. Rock Lake Lodge, Table Rock Lake, Branson.
- **May 27-June 5** - Prix Jeunesse International, annual television competition for children's programs, co-sponsored by European Broadcasting Union and UNESCO. Bayerischer Rundfunk, Munich, West Germany.
- **May 28** - FCC's new deadline for comments on its inquiry into release of American TV programs to Canadian stations before broadcast in U.S. (Docket 20649). Replies are now due June 28, FCC, Washington.
- **May 28-29** - Alaska Broadcasters Association meeting. Anchorage Westward hotel, Anchorage.
- **May 28-29** - Regional seminar of the Radio-Television News Directors Association, sponsored by Texas A&M's University News Service and WTRK-TV. Houston. Bob Heath, Texas attorney general's office, will be featured speaker. Discussion topics will in-

### Doubleday Media Offers:

**WESTERN RADIO**

- **Top 50 Market**
- **5000 Watt-Fulltimer**
- **C&W format-Top ratings**
- **Excellent dial position**

**Price:** $2,300,000  
**Terms available**  
**$1 million in hard assets**  
**Additional rental possibility**

Call: Dan Hayslett  
**214/223-4334**

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*Brokers of Radio, TV, CATV and Newspaper Properties*  
**13601 Preston Rd., Suite 417 W, Dallas 75240**  

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*Broadcasting May 17 1976*  
**14**
Even when the time isn’t prime, NBC believes its programs should be. Perhaps that explains why, when the Daytime Emmys were announced a few days ago, NBC came away with more awards than any other network. The NBC winners:

Outstanding Drama Series: *Another World*
Paul Rauch, Executive Producer
Joe Rothenberger and Mary S. Bonner, Producers

Outstanding Drama Special: *First Ladies’ Diaries: Edith Wilson*
Jeff Young, Producer

Outstanding Actor In A Daytime Drama Special: *First Ladies’ Diaries*
Gerald Gordon, James Luisi

Outstanding Actress In A Daytime Drama Special: *First Ladies’ Diaries: Edith Wilson*
Elizabeth Hubbard

Outstanding Individual Director For A Special Program: *First Ladies’ Diaries: Edith Wilson*
Nicholas Havings

Outstanding Writing For A Drama Series: (For a single episode of a series; or for the entire series) *Days of Our Lives*
William J. Bell, Kay Lenard, Pat Falken Smith, Bill Rega, Margaret Stewart, Sheri Anderson, Wanda Coleman

Outstanding Writing For A Special Program: *First Ladies’ Diaries: Edith Wilson*
Audrey Davis Lavin

Outstanding Informational Children’s Series: *Go*
George A. Heinemann, Executive Producer
Rift Fournier, J. Philip Miller, William W. Lewis and Joan Bender, Producers

To all those who contributed their talent and energies to these honored programs, we extend our most heartfelt congratulations. The days wouldn’t be the same without you.
June

June 1—Idearama, sponsored by Radio Advertising Bureau for salespeople, Holiday Inn Scranton Downtown, Scranton, Pa.


June 1-4—Canadian Cable Television Association 19th annual convention and trade show. Four Seasons Sheraton House, Toronto.

June 2—FCC's new deadline for comments on proposed relaxation of TV tuning accuracy standard for channels 70-83 (Docket 20719). Replies are now due June 16, FCC, Washington.


June 3—Idearama, sponsored by Radio Advertising Bureau for salespeople, Holiday Inn Airport-South, Philadelphia.


June 3-4—Fourth annual national Pubi-Cable Conference. Campus, Kutztown; State College, Kutztown, Pa. Contact: Dr. Robert P. Fina, executive director of Pubi-Cable, Kutztown State College.

June 3-5—Associated Press Broadcasters sixth annual convention. William Sheehan, ABC News president, will be first speaker; FCC Chairman Richard Wiley; Jack Thayer, NBC Radio president; Vincent Wasilewski, National Association of Broadcasters president, who is also Bailey and Senator Hubert Humphrey (D-Minn.) will be featured speakers. Marquette Inn, Minneapolis.

June 3-5—Alabama Broadcasters Association 30th annual spring convention. Admiral Semmes hotel, Mobile.

June 3-5—Oregon Association of Broadcasters spring conference, Sunriver Lodge, Bend.

June 4-5—North Dakota Broadcasters Association spring meeting. Articaire motel, Devils Lake.

June 5-9—American Advertising Federation, 71st annual convention. Scheduled speakers and panelists include: Theodor E. Weyl; Donald Bandal, PepsiCo Inc, chairman (keynote); Carl Nichols, Cunningham & Walsh chairman and AAP chairman; Herb Klein, vice president George Gerber, dean of Ann Arden School of Communications at University of Pennsylvania; Donald Johnston, J. Walter Thompson Co, president; Charles Moss, Wells, Rich & Greene president; Shirley Polkoff, Shirley Polkoff Advertising Inc, Statler Hilton, Washington.

June 6-9—Mutual Advertising Agency Network annual meeting. Driskill Hotel, Chicago.

June 6-10—North Carolina Association of Broadcasters spring meeting, Southampton Princess, Bermuda.

June 6-25—Eighth annual Institute for Religious Communications. Loyola University, New Orleans. Contact: Dr. James L. Tungate, IRC, Loyola University, Box 201, New Orleans 70118; (504) 866-5471.

Major meetings

May 24-27—Annual convention, ABC-TV affiliates, Century Plaza hotel, Los Angeles.

June 3-5—Associated Press Broadcasters annual meeting, Marquette Inn, Minneapolis. 1977 meeting will be held in St. Louis; site and date to be announced.

June 13-17—National Association of Broadcasters board meeting, Washington.


June 20-23—NBC's 50th anniversary meeting of TV and radio affiliates. Waldorf-Astoria, New York.


Nov. 10-13—Society of Professional Journalists, Sigma Delta Chi, national convention. Marriott hotel, Los Angeles.

Dec. 11-16—Radio Television News Directors Association international conference, Americana hotel, Miami Beach. Fla. 1977 conference will be Sept. 14-18 at Hyatt Regency hotel, San Francisco. 1978 conference will be at Miami Hilton hotel, Atlanta; 1979 conference at site to be designated in Chicago.


Feb. 12-16, 1977—National Association of Television Program Executives 14th annual conference, Fontainebleau hotel, Miami. 1977 conference is scheduled for Los Angeles; site and date to be announced.


April 26-May 1, 1977—American Women in Radio and Television 28th annual convention, Radisson Downtown hotel, Minneapolis.

June 7—FCC's deadline for comments on its inquiry to gather information on cable TV subscriber rate regulation process (Docket 20787). Replies are due July 7, FCC, Washington.


June 8-10—Armed Forces Communications and Electronics Association 30th annual convention, Sheraton Park hotel, Washington.


June 9—Corporation for Public Broadcasting, regional meeting open to public participation. Drake hotel, Chicago.


June 9-10—National Association of Broadcasters second digital electronics seminar for broadcast engineers. Cleveland Engineering and Scientific Center, Cleveland.

June 10—Seminar on various management-oriented computer programs sponsored by BIASC (Broadcast Industry Automated Systems) division of Data Communications Corp. Air- port Hilton, Memphis.


June 10—Arizona Broadcasters Association spring convention. Speakers will include James H. Hummer, National Association of Broadcasters, Washington; Michael Bader, Halcy, Bader & Potts, Washington, and Ed Godfrey, KGW-AM-TV Portland, Ore., and Radio Television News Director Association committee member. Little America Hotel, Cheyenne.

June 10-12—Florida Cable Television Association annual convention, Don-Ce-Sar Hotel, St. Petersburg Beach.

June 10-12—Montana Broadcasters Association annual convention. Many Glacier Lodge.

June 10-12—South Dakota Broadcasters Association annual meeting. FCC Commissioner Benjamin Hooks will address the June 1 luncheon. Holiday Inn of Northern Black Hills, Spearfish.

June 10-13—Mississippi Broadcasters Association 53rd annual convention, Nor-Lake Inn, Pensacola. Lamar McComb, is convention chairman. Sheraton hotel, Biloxi.

June 11—FCC's deadline for comments on its proposed rule amendment to permit the use of automatic transmission systems in connection with FCC's 200 kHz FM stations (Docket 20403). Replies are due July 12, FCC, Washington.

June 11—Federal Trade Commission deadline for comments on proposed rulemaking to determine which warranties, if any, should be required in advertising of antacids. FTC, Washington.

June 12-15—Television Programming Conference (TVPYC), Marco Island, Fla. Contact: Tay Voye, Secretary/Treasurer, 451 Vine Ave, Venice, Fla.


June 13-16—Video Systems Exposition and Conference, third annual video hardware exhibit, held concurrently with summer Consumer Electronics Show. McCormick Place, Chicago.

June 13-16—Florida Association of Broadcasters 41st annual convention. Breakers hotel, Palm Beach.

June 13-17—National Association of Broadcasters board meeting, Washington.

June 14-18—Broadcast/Comm-76, exhibition of broadcasting and communications equipment. Participation is limited to U.S. manufacturers, U.S. Trade Center, Mexico City Information: Mary B. Waring, project officer, Office of International Marketing, Domestic and International Business Administration, Dept. of Commerce, Washington 20230.

June 14-18—Wire and Systems Exhibition and Conference, third annual video hardware exhibit, held concurrently with summer Consumer Electronics Show. McCormick Place, Chicago.

June 15-16—Florida Association of Broadcasters 41st annual convention. Breakers hotel, Palm Beach.


ing Bureau for salespeople, Holiday Inn N.E., Lincoln, Neb.


June 15 — Deadline for entries in Communications Inc.’s 1976 Clarion Awards competition for outstanding communication in areas of human rights, resources and the community. Radio and television are two of the seven categories to be judged. Information and entry forms: Clarion Awards, WCI, 8305-A Shook Creek Boulevard, Austin, Tex. 78756.


June 18-19 — Alabama AP Broadcasters Association annual meeting and awards presentation, Rodeway Inn, Birmingham.

June 19 — Annual election meeting of Missouri Public Radio Association, KSOZ(FM) Branson, Mo.

June 20-22 — New Jersey Broadcasters Association 40th annual convention, Great Gorge hotel, MacAllee.

June 20-23 — NBC’s 50th anniversary meeting of TV and radio affiliates. Waldorf-Astoria, New York.


June 23-25 — Maryland-District of Columbia-Delaware Broadcasters Association convention. Sheraton-Fontainebleau hotel, Ocean City Md.


June 24-26 — Pennsylvania Cable Television Association spring meeting. Seven Springs Mountain Resort.

June 24-27 — Rocky Mountain Broadcasters Association annual convention, Jackson Lake Lodge, Jackson Hole, Wyo.


June 26-29 — Georgia Association of Broadcasters annual convention. Lanier Lake Islands.

June 28-30 — Ohio Association of Broadcasters “Salute to Congress” and annual congressional dinner, Washington.

June 29 — Idearama, sponsored by Radio Advertising Bureau for salespeople, Sheraton Airport, Denver.

June 29 — Idearama, sponsored by Radio Advertising Bureau for salespeople, Sheraton Inn, Portland, Me.

June 29 — Idearama, sponsored by Radio Advertising Bureau for salespeople, Sheraton Jetport Inn, Orlando, Fla.

July 30 — July 1 — Wisconsin Broadcasters Association summer meeting. Speakers will include Charles Kuralt, CBS News, and Morris Reid, chairman, J.J. Case Co., Scotlandstatt Resort, Oconomowoc.

July

July 1 — FCC’s deadline for comments on its proposed amendment of noncommercial FM broadcast rules (Docket 20735). Replies are due Aug. 16, FCC, Washington.


July 1 — Idearama, sponsored by Radio Advertising Bureau for salespeople. Sheraton Crabtree, Raleigh, N.C.

July 7 — Texas Association of Broadcasters annual convention. Americana Inn of Six Flags, Arlington.

July 9 — FCC’s new deadline for comments on commission’s review of rules regulating network radio broadcasting (Docket 20721). Replies are now due Aug. 6, FCC, Washington.

July 11-12 — South Carolina Broadcasters Association summer convention. Mills-Haytt House, Charleston.


July 12 — Opening of Democratic National Convention, New York.


July 14-17 — Colorado Broadcasters Association summer meeting. Douglas Edwards, CBS correspondent, will be keynote speaker. Wildwood Inn, Snowmass.


July 15 — Idearama, sponsored by Radio Advertising Bureau for salespeople, Holiday Inn Fargo, N.D.


July 17 — Atlanta chapter of the National Academy of Television Arts and Sciences second annual Emmy awards dinner, Omni International hotel, Atlanta.

July 17-23 — National Association of Farm Broadcasters summer convention. Activities planned on three islands of Oahu, Maui and Hawaii with details to be announced later.


July 18-30 — National Association of Broadcasters 10th management development seminar, Harvard Uni-
Fears called exaggerated

EDITOR: Re your “Air Power” item (“Closed Circuit,” May 3): The existing AM channel separation in Europe, Africa and the Middle East has been nine kHz since the 1948 Copenhagen plan. All the International Telecommunications Union has done is to introduce this separation in Australia—a five kHz area representing no interference threat to the U.S. coasts.

All European channels will be shifted up one kHz, but this won’t affect expected interference levels in a general session.

Where “superpower” is concerned, let’s not forget that countries in the Europe-North Africa area have for years run stations in the 400 kHz to 1,200 kHz area. As an example, during extensive monitoring last year, the Turkish radio outlet at Istanbul on 1,016 kHz with 1,200 kw was heard at best some 20 db weaker than WINS (AM) New York (on 1,010 kHz) at a receiving location some 30 kilometers east of New York (in the main lobe of WINS) only about four or five nights out of the whole year during exceptionally good geomagnetic conditions. It was heard at weaker levels another five or so nights.

The proposed European power boosts might degrade interference margins by about 3 db—and only a handful of Europeans will use such high power. I know of nothing in the ITU proposal that would justify claims of potential widespread interference on both coasts.

If the American public could get reasonable [quality] radios, there would be no need for the proposed 750 kw super-

power and we would not get into an unfortunate power race the way the Europeans did. If we get superpower here, watch for the Latin-American countries to make the same moves and the advantages of a L-A clear channel will be lost.—Robert L. Foxworth, GPO Box 211, New York 10001.

ABC’s figures protested

EDITOR: Your story in the April 12 issue, “Tidying up the Top 100,” has been a source of some embarrassment to us.

We have been quite vocal in our satisfaction over placing number one in the Austin market against our CBS (channel 7) colleagues in ARB prime-time ratings, and your article crediting us with a tie has taken some explanations.

We are claiming the distinction of being the highest rated prime-time UHF station in the U.S. For Monday-Saturday, 8-11 p.m., NYT, and Sunday, 7-11 p.m., NYT, KVUE(TV) averages 44.1 in television households, and KTXC-TV averages 43.1.—Jim Burger, sales manager, KVUE Austin, Tex.

(ABC researchers who compiled the figures in the April 12 issue network program averages [with all nonnetwork programs excluded] for Monday Saturday 9:30-10 p.m., central [Austin] time.)

Wrong emphasis?

EDITOR: It has been a great disappointment to me that the communications industry has failed to grasp the seriousness of our dependence upon foreign oil. The media have instead yielded to temptation to disseminate scare stories about nuclear power. Every responsible authority realizes that solar, wind, geothermal and other favorite of the environmentalists can have small effect on our energy picture before the turn of the century and that we must rely upon coal or nuclear.

Nuclear power has an enviable record of safety—not one radiation-related injury to the public in over 1,000 operating years in the world’s commercial power reactors, and we have 20 years of nuclear Navy experience without a single injury to one of our sailors from the power plant.—R.M. Campbell, Cohasset, Me.

A newspaper’s answer

EDITOR: In reply to the April 12 letter from B.D. Thornton concerning double billing in print media:

Double billing definitely is a deceptive and unlawful practice, but double billing is only the practice of a few weak ad agencies, most of which are here today and gone tomorrow. It is not a practice of the print media in general.

A more deceptive and lower form of bad business is the oversight in billing by radio or TV for spots running (possibly by mistake) longer than the original order, spots that are destroyed by an inexperienced board operator or other technical mistakes, and ads in error for which no makeups are given.—Nick Parth, advertising manager, The Alliance (Neb.) Times-Herald.

Broadcasting May 17 1976
Our Broadcasters
Libel Insurance policy
is nearly as crisp and concise as your evening news.

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

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

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

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

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

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

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

Western Michigan University of Kalamazoo had a great basketball team this year... won the Mid-Am Conference and advanced to the NCAA tournaments. WKZO Radio broadcast all of their games, and at the end of the season, invited the team and coach to be on a live telephone call-in show. Over the next 80 minutes there was a great outpouring of appreciation, admiration and affection from both children and adults. They learned the athletes could do more than just play basketball. The players fielded hard questions, took time to talk to the kids, and served as an inspiration to us all.

Bringing people together is all part of the Fetzer tradition of total community involvement.

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
Wall Street sees big year in broadcast profits, prices

First-quarter rises in earnings revive buyers' interests in stocks; trend is charted well into 1977

Broadcast and broadcast-related companies are showing record earnings for the first quarter of 1976. "It is a boom time for broadcast stocks," said William Scuter of Merrill Lynch Pierce Fenner & Smith, New York. "Earnings are going up all over the street."

Stock prices, not unexpectedly, have followed suit. A year ago ABC was trading at around 19; last week it was close to 31 (see "Stock Index," pages 87 and 88). Metromedia, just over 11 a year ago, traded at around 24 last week. Cox Broad-casting, around 20 a year ago, is up to 32. LIN Broadcasting rose from 7 to 16.

Mr. Scuter said the market is experiencing a "catch-up." Stocks that have been underpriced are moving toward being "fairly priced." The action is based on reports of higher earnings.

ABC, reporting a 38% net income jump for the first quarter, and Metromedia, which showed a 39% income rise, were cited as examples of strong increases. Earnings of broadcast stocks, like ABC, are typically strongest in the second and fourth quarters, added Mr. Scuter, because demand for advertising is strongest in the spring and Christmas season. The strong first quarter of 1976 should guarantee a better over-all year, he said.

CBS is also starting 1976 with a first-quarter 15% net income gain. David J. Londoner of Wertheim and Co., New York, predicted CBS would show $4.95 per-share earnings for 1976 over-all and ABC $3.25 per share. ABC reported 99-cents-per-share earnings for 1975, down from $2.90 per share for 1974.

Next year (1977) should be even better for the two networks, said Mr. Londoner, since they will be able to lock in a substantial part of their sales at a very profitable level, with prices based on solid ratings and advertising positions in demand.

NBC's parent company, RCA, showed a

Top of the Week

First Quarter Track Record in 56 Companies

<table>
<thead>
<tr>
<th>Revenues</th>
<th>Earnings</th>
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<tbody>
<tr>
<td>1976</td>
<td>1975</td>
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</tr>
<tr>
<td>ABC</td>
<td>531,891,000</td>
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<tr>
<td>Capital Cities</td>
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<td>515,700,000</td>
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<tr>
<td>Cox Broadcasting</td>
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<td>Slater</td>
<td>25,421,000</td>
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<tr>
<td>BROADCASTING WITH OTHER MAJOR INTERESTS</td>
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<tr>
<td>John Blair</td>
<td>21,183,000</td>
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<td>Combined Communications</td>
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<td>Dunn &amp; Bradstreet</td>
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<td>Liberty</td>
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<td>Meredith **</td>
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<td>Rollins ***</td>
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<td>Wometco</td>
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<td>CABLECASTING</td>
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<td>American Television &amp; Communications **</td>
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<td>Communications Properties</td>
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<td>United Cable TV III</td>
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<td>Vtika</td>
<td>2,360,000</td>
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<td>PROGRAMMING</td>
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<td>Gulf and Western **</td>
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<td>20th Century</td>
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<td>Mervyn Josephson</td>
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<td>Needham, Harper &amp; Steers</td>
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<td>A.C. Nielsen</td>
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<td>Ogilvy &amp; Mather</td>
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<td>J. Walter Thompson</td>
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<td>ELECTRONICS AND MANUFACTURING</td>
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<td>Conrac</td>
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<td>General Electric</td>
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<td>Harris **</td>
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<td>3M</td>
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<td>Rosswell International</td>
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<td>Zenith</td>
<td>232,100,000</td>
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+ Change too great to be meaningful.
** First quarter takes in months both in calendar year 1975 and 1976.
*** First quarter tracks in months both in calendar year 1975 and makes up company's fiscal second quarter.
**** First three months of calendar year 1975 make up company's fiscal third quarter.
101.7% increase in 1976 first-quarter income over the first three months in 1975—a year that overall resulted in a $3.3-million income drop for RCA (Broadcasting, May 10).

Robert Beck of State Street Research and Management Co., Boston, predicted that "superb results" in this year's first quarter for broadcast companies in general will continue into 1977. Retail advertising has been strong, he said, as advertisers have seen the power of TV and the ease of going in through such innovations as the minicamera.

National spot advertising, which will probably jump 15-17% this year, according to Mr. Beck's estimates, will not sustain percentage gains of that magnitude in 1977, he said, but will still be significant at 8-10%. Local advertising which should do even better than national spot this year, according to Mr. Beck, should be up again, by as much as 12%, next year, he said.

Mr. Beck predicted all three networks will see revenue increases of 13% or better with income gains even higher. ABC will lead with about 20% net income gains for 1976, he estimated, with CBS a "little less" and NBC probably last.

Mr. Beck also said that "group broadcasting is going through the roof," pointing to Metromedia as an outstanding recovery from a soft 1975.

Harvey Sandler, with Goldman-Sachs & Co., New York, characterized the station business as "unbelievable and fantastic." The industry has never seen earnings as they are today, he said. Mr. Sandler estimated a 20-25% increase in revenues for station owners this quarter and a 30-35% earnings jump. And the second quarter will see stations starting out even more strongly, he added. Mr. Sandler predicted revenues in the second quarter would be in excess of 25% over the previous year with earnings 40-60% over last year.

An example of the gains this quarter pointed out by Mr. Sandler, was Metromedia, which has reported earnings per share jumped 61 cents, up from 16 cents, and not including gains from the sale of an outdoor advertising concern. Total net income for the company, including nonbroadcast concerns and the profits made from the sale of the advertising firm, showed a 397% increase from last year's first quarter.

Other dramatic increases in the station business were pointed out by Mr. Sandler. LIN Broadcasting reported almost triple earnings over last year (earnings per share jumped from 12 to 30 cents). Combined Communications more than doubled its earnings per share, to 26 cents. Capital Cities, one of the "leverage levered" broadcast station stocks, according to Mr. Sandler, experienced a healthy 35.9% increase in net income in the first quarter to $6,848,000.

A "record year" in 1976 for Cox Broadcasting Corp., Atlanta, was projected last week by Clifford M. Kirtland Jr., president, who also painted a bright picture for the broadcasting in general.

Speaking before the New York Society of Security Analysts, Mr. Kirtland pre-
Richard Stakes, president of Evening Star Broadcasting Co. (WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WCVTV Charleston, S.C.), named president and chief executive officer of co-owned The Washington Star. Andrew Ockershausen, who's been VP of broadcast company and is former chairman of joint boards of National Association of Broadcasters, becomes executive vice president and chief operating officer of broadcasting. Appointments were announced by Joseph Allbritton, publisher of newspaper and chairman and president of Washington Star Communications Inc., parent corporation. In other changes: Robert L. Nelson, senior vice president and treasurer of Star, was elected executive vice president of Washington Star Communications Inc., and Bero Bernhard, general counsel for Star, has been named general counsel for broadcasting company. His firm—Verner, Lipfert, Bernhard, McPherson & Alexander—was named counsel for broadcasting company, succeeding Hogan & Hartson. Actions follow series of corporate rearrangements (see page 33).

CBS board of directors has authorized purchase by company of up to 250,000 shares of its common stock in open market for replacement of current treasury shares issued for employe benefit plans or other purposes.

National Association of Broadcasters radio code board last week reaffirmed provision requiring broadcasters to make "good faith" determination about acceptability of record lyrics. It also adopted guidelines urging restrained and responsible advertising of beer and wine, agreed that old people are among those to whom broadcasters should extend special sensitivity in depictions. It affirmed code authority staff's rejection of cigarette paper advertising.

Producers of Midnight Blue said Friday New York Civil Liberties Union would seek injunction against Manhattan Cable's suspension of erotic series on leased channel. Cable system, owned by Time Inc., suspended show for "exhibiting a regular pattern of flouting governmental regulations related to obscenity."

In what was probably his last speech as acting director of Office of Telecommunications Policy, John Eger on Friday lashed out at what he sees as government infringement of broadcasters' First Amendment rights. He expressed concern about government "overriding" broadcasters' judgment, codifying aspearment procedures, prohibiting cigarette advertising, attempting to codify program percentage requirements and establishing prime-time access rule. Those actions, as well as FCC's case-by-case application of fairness doctrine, court decisions requiring hearings on program format changes and government's concern with program content, including sex and violence on television, "add up to a warning" that First Amendment is in danger. He spoke before Ohio Association of Broadcasters in Huron. Mr. Eger, who has spent five years at FCC and OTP, conceded he had been part of apparatus of which he is now critical. He is expected to make way for Thomas House, former FCC commissioner whose appointment as director is expected in matter of weeks.

dicted a 21% increase in second-quarter revenues over the $30.3 million of the same period last year. He also said net income would be up 45-50%, at about $1.15 per share. It was $4.6 million and 78 cents per share in April-June 1975.

Mr. Kirtland also reported that Cox radio properties have been experiencing the same over-all increases as television.

While noting that broadcast operations accounted for 62% of Cox revenues and 67% of pre-tax profits in 1975, Mr. Kirtland also gave cable its due. He said that the growth rate goal of 15% yearly for Cox Cable Communications, a 56.2%-owned affiliate, has proved realistic.

"Being in both businesses, we are convinced that broadcasting and cable television can be economically viable and complementary," he said. "We intend to keep a high profile in cable television." Over-all, Mr. Kirtland said, Cox shareholders' equity stood at $104.5 million in 1975 and had risen 87% over the past five years.

Cable television stocks also exhibited high growth rates for the first quarter of 1976, with the difference for some a transition from red ink to black. James Birney of the Wall Street firm of Furman Selz Mager Dietz & Birney characterized cable stocks as showing a "generally fair year-to-year improvement" resulting from higher subscriber numbers, reduced building expenses, effective rate increases and additional saturation. Pay cable is beginning to make a contribution, he said, but so far it has been "minimal."

Dennis Leibowitz, with E.F Hutton, New York, believes it will take more than one thing to open up the skies for cable TV; he feels the industry has not yet fully recovered. But over-all, he continued, the industry "looks very attractive." Cable stock prices have gone up tremendously over the last year, said Mr. Leibowitz—but, as they were severely depressed, that wasn't too hard to do. Cable stock prices are still reasonable today, he added, compared to the runaway days of 1972. Multiples range from eight to 15, Mr. Leibowitz explained—again, reasonable compared to the selling prices of 1972.

Carole Lewis Anderson of Paine, Weber, Jackson & Curtis, New York, suggested that the cost of going to pay is "substantially greater" than many cable operators projected. It is not the technical costs associated with delivering pay-TV channels that emerged as the hidden factor, she said, but the greater marketing costs associated with finding the right pay package. Nevertheless Ms. Anderson believes pay cable will offer much greater profitability in the long term. "The outcome of the introduction of pay cable can only be positive in contributing to revenues and income over the next two or three years," she said.

Ms. Anderson preferred to characterize the cable industry in groups. The two largest system operators—Teleprompter Corp. and Telecommunications Inc. (which has not yet reported results for
New wrinkle on cable copyright

Revised Section 111 produced for mark-up by Judiciary subcommittee; cable and movie interests generally favorable, broadcasters disposed to oppose

A new cable copyright proposal surfaced last week before the House Judiciary subcommittee currently marking up the copyright revision bill. Cable interests immediately welcomed it; the National Association of Broadcasters set out to kill it.

The new proposal was written by the subcommittee staff and Register of Copyrights Barbara Ringer at the request of Subcommittee Chairman Robert Kastenmeier (D-Wis.). It clings closely to the proposal put forth jointly by the National Cable Television Association and the Motion Picture Association of America (Broadcasting, May 10). It incorporates virtually none of NAB’s suggestions (Broadcasting, April 19).

Intended as a substitute for the cable section in the Senate-passed bill, S.22, and as a working draft for the Kastenmeier subcommittee to act on, the new proposal was unfurled at a markup session Thursday, just two days after private copyright negotiations between the broadcasters and NCTA-MPAA collapsed completely. Both sides blamed the other for the breakdown. They will not get together again. “That’s through. We tried. That’s over,” said NAB’s executive vice president, Donald Zeifang.

The focus now is on the Kastenmeier subcommittee, which must act as arbiter of conflicting private interests. The panel is proceeding cautiously and is not likely to adopt any provisions that have not already been thoroughly commented on by the interested industries. At the session Thursday it made some tentative decisions, including accepting the NCTA-MPAA formula for figuring copyright royalty rates for cable TV.

As does the Senate bill, this newest proposal would give cable systems a compulsory license—that is, the right to use dramatic and literary art works without having to negotiate clearance with each author, composer or artist with a copyright claim. Instead, the system operators would pay a single fee every six months to the register of copyrights, whose job it would be to distribute the money to the copyright holders.

But a new provision alters the way the royalty fee is computed. Instead of charging systems a flat percentage of their total revenues, as the Senate version does, it would base cable royalty payment on the number of distant signals systems carry. The subcommittee staff reported that the new plan would yield about $200,000 less in cable royalties than the Senate plan would—about $8.5 million.

The subcommittee put off the decision on a second critical provision that is designed to limit a cable system’s ability to alter broadcast programs and commercials. This is the provision that provoked NAB’s pledge to stand and fight. In the new draft language, as in the NCTA-MPAA agreement, a cable system is prohibited from substituting its own commercials before, during and after a broadcast program. Penalty for violating that provision would be loss of its compulsory license for that program.

Such a program-by-program restriction is not good enough for NAB, which wants a flat ban on all commercial substitution by cables. Without it, insists Mr. Zeifang, cable systems will be able to alternate two hats—one for when they want to be cablecasters, retransmitting programs intact, the other for when they want to be “quasi-broadcasters,” negotiating for programs on their own and selling them independently.

NAB’s sole reason for involving itself in copyright legislation is to insure that the door is not opened for cable TV to compete with broadcasters for broadcast product, audience and commercial revenues. The new bill in question is concerned with copyright, which is not given to the public domain.

NAB is convinced that if enforcement against commercial substitution is on a per-program basis, cable systems will not hesitate to give up their compulsory licenses whenever they can negotiate more lucrative arrangements for isolated programs, particularly sports programs and movies.

Mr. Zeifang said NAB will attempt to have the cable section killed if the current substitution wording is not altered.

NAB is having little luck all around. In its negotiations with NCTA and MPAA, NAB put forth six points it wanted included along with the MPAA-NCTA plan. Only one, the right of broadcasters to sue cable operators for copyright infringement, is reflected in the draft before the subcommittee now, and it was put there months ago by the Senate.

But all is not roses for the other two associations in the newest draft, either. MPAA, particularly, is disturbed by a few of the new provisions. One completely
Judge Ferguson offers bargain in family viewing

Whether plaintiffs and defendants will agree to it is not yet known; plan would prohibit meeting of FCC with networks, return "All in the Family" to family time period, provide for meetings with public and creative community; case could be settled by agreement Tuesday

The platoon of lawyers involved in the family viewing suit will reassemble in the courtroom of U.S. District Judge Warren Ferguson in Los Angeles tomorrow morning (May 18). When the day is out, they, their clients and the judge should have a good idea of whether the trial of the First Amendment case of the case can be terminated. Last week, there were no firm predictions.

Actually, the first sign of a break could emerge some time today in Los Angeles, where, it seemed likely, lawyers for both sides would meet to exchange views before going into court. Indications are that both sides are interested in a settlement of the case, which has been in court for five weeks—but that what the FCC perceives to be its obligations and responsibilities may present a major obstacle.

There have been a number of surprises already, however.

Judge Ferguson provided one last week when he circulated among the parties a proposed statement of principles—his suggestion for a basis of settlement of the suit that was brought by Hollywood writers, actors and producers and is aimed at lifting the restrictions imposed on programing by the family viewing concept.

The judge startled lawyers and witnesses a week ago, when he dispatched the trial during the Saturday session of CBS President Arthur Taylor and directed the attorneys to attempt to reach an out-of-court settlement. He indicated he had heard all he needed to know.

Neither the lawyers for the Hollywood plaintiffs nor those for the defendants—three networks, the National Association of Broadcasters, and the FCC—would comment on the judge's proposal, other than to say a settlement would be welcomed. However, the plaintiffs and the defendants were understood to be working on counterproposals of their own, apparently none of the parties is prepared simply to embrace the judge's proposal.

As pieced together from various sources, his statement contains at least one provision that surprised no one—it would bind network executives to refrain from talking to FCC officials about programing matters. Judge Ferguson, before suspending the trial two weeks ago, indicated that if he were to issue an injunction, as requested by the plaintiffs, it probably would not go beyond barring the kind of talks that network and NAB executives engaged in with FCC Chairman Richard E. Wiley before formulating the family viewing proposal. These talks, held in the plaintiffs' contention that family viewing—in which the first two hours of prime time are reserved for programing suitable for the entire family—constitutes a violation of the First Amendment.

But some reported provisions do provide surprises, and one seems almost bizarre. Under it CBS would consider returning All in the Family to a time period before 9 p.m. CBS's decision to move the program out if its 8 p.m. Saturday slot last year has been cited by the plaintiffs as a prime example of the kind of improper influence they say family viewing brings to bear on programing decisions. Returning All in the Family to what is now family time would, presumably, indicate network freedom. It's understood that the statement calls on the other networks not to oppose the rescheduling of the program.

Judge Ferguson made no reference to the arbitrator suit in which Tandem Productions is seeking $10 million damages because CBS rescheduled its All in the Family out of family viewing time. Trial of that suit is scheduled to follow the present one on the First Amendment issue. However, some lawyers feel that if CBS moved All in the Family back into family viewing time, Tandem's ability to collect damages would be weakened.

Another surprise proposal is said to suggest that the networks and stations hold meetings at which members of the public and the creative community could offer suggestions on programing. This appears to reflect the position of citizen groups that are in the case as friends of the court—the National Citizens Committee for Broadcasting and Action for Children's Television—that the public should have been permitted to participate in the process that led to the family viewing plan.

One provision would make it clear that, regardless of the validity of the NAB code—which now embodies family viewing as a provision—stations could carry any programing they choose. (They may do so now, if they resign from the code.)

Although the two sides have yet to discuss the judge's proposals—or any counterproposals of their own—some observers feel that the attitude of the plaintiffs toward Judge Ferguson's proposal is critical; the broadcasters' position, the feeling is, is closer to that expressed in the statement. There were signs last week that the plaintiffs were not unhappy with the judge's statement.

Attorneys for the networks, the NAB and the judge met in New York on Thursday, and did not reach agreement on a common front. And although there are some differences among the networks, the main problem appears to the FCC.

For the matter of industry-FCC talks on programing, the commission is known to be reluctant to refrain forever from such talks—and Judge Ferguson, in his discussion of settlement possibilities, recognized that might well be the case.

Broadcasting May 17, 1976

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Little oversight goes long way

In one-day hearing FCC is grilled on family viewing, equal time, and other posts of congressmen

FCC Chairman Richard Wiley’s chief regret about his role in the events that resulted in TV’s family viewing period is the “abuse” that has since been heaped on him from some public officials and private citizens.

Recalling the meetings he had in his office with network officials that led to the industry’s adoption of family viewing, Mr. Wiley said last week: “If any public official tries to act like this in the public interest and takes the abuse I’ve taken, he’d have to be out of his mind to do something like that again.”

Having said that, however, Mr. Wiley added: “If I had to do it over again, I would do so.”

Family viewing was the subject of some intense questioning during FCC oversight hearings last Monday before Representative John Moss’s (D-Calif.) Oversight and Investigations Subcommittee, a hearing that ranged across a variety of communications issues. The chief inquisitor on family viewing was Representative Henry Waxman (D-Calif.), an ally of the Hollywood writers, actors and producers whose suit against family viewing may be settled by agreement between the parties (Broadcasting, May 10, also see “Top of the Week”). Mr. Waxman’s district includes part of Hollywood.

The bulk of Mr. Waxman’s criticism Monday was that Mr. Wiley’s talks with the network heads were shielded from public view and participation and even apparently from the other members of the commission, none of whom attended the meetings.

None of the six commissioner’s present at the hearing (Charlotte Reid was ill) would criticize Mr. Wiley’s actions, however. “We all supported the chairman’s actions in this case,” Commissioner James Quello said. Commissioner Abbott Washburn told Mr. Waxman: “It seemed perfectly proper to me as a new commissioner that the chairman should be doing this.” He recalled that Appropriations Committees in both the House and Senate, the committees that control the commission’s funds, had threatened the FCC if it didn’t take some action against violence on TV. Mr. Moss, however, waved off that argument, saying: “I don’t find their threats overly disturbing, I’ve heard them do that over the years.”

In his questioning, Mr. Waxman intimated that Mr. Wiley used the FCC’s control over the networks’ TV licenses to force the networks to meet with him, a circumstance Mr. Waxman said he found “shocking.” But Mr. Wiley denied the charge, citing “sworn testimony” from CBS President Arthur Taylor and others at the family viewing trial in Los Angeles to back his claim that the FCC coerced no one.

Mr. Moss concluded that his subcommittee will have to set aside time later for hearings specifically on family viewing. Mr. Wiley protested that, saying family viewing is strictly an industry problem.

The commissioners were also attacked by the subcommittee members for their most recent rulings affecting political-candidate access to the airwaves. “I think the commission erred, and erred to the disadvantage of the public,” said Mr. Moss about the commission’s decision against the Ronald Reagan campaign in an equal-time complaint involving WCKT-TV Miami. The Reagan people argued that a 30-minute television interview by the station with President Ford that was chopped into five pieces and run on successive evening news shows the week before the Florida primary obligated the station to make like time available to Mr. Reagan. The commission ruled, however, that the segments were exempt from equal time because they were news interviews.

The decision, Mr. Moss said, was an “outrageous abuse of the commission’s discretion… It says in effect that a station can be as partisan as it wants as long as it presents it in a news program.”

Mr. Wiley said he was “not particularly pleased with it myself,” but that the commission could have acted no other way under the law.

Representative James Collins (R-Tex.) faulted the commission for another decision in which the FCC ruled that WGN-AM TV Chicago had to sell President Ford’s campaign time in units of 30 or 60 sec-
ond. The stations previously had a policy of refusing to sell time for political messages in less than five-minute periods. Mr. Wiley supports that policy. "In five minutes you can't get away with half-truths and innuendo. You have to deal with facts." he said.

Commissioner Quello defended the FCC decision, however, saying it permits candidates to run their campaigns the way they want.

Representative Waxman expressed displeasure with three other commission rulings: one exempting candidate debates from equal time, one exempting press conferences from equal time and the one which said Ronald Reagan's old movies trigger equal time for his opponent. The three "add up to a very strange system, in my mind," he said.

Representative Moss concluded that "in this presidential election year . . . the commission has failed to assume its responsibility in this area: insuring that candidates get "reasonable access" to TV and radio, and several presidential candidates have had difficulty in conveying their message to the American people as a result."

Representative Andrew Maguire (D-N.J.) had another bone to pick with the commission: its pending inquiry into improving VHF service to his home state of New Jersey. Mr. Maguire said he disagreed with the commission's rejection of a proposal to relocate a station in New York to Trenton, N.J. He questioned the commission's assertion that moving the station would be a "risky gamble" commercially and suggested that the commission did not have adequate evidence on which to base that judgment. The commission should have ordered a formal, independent economic study in the case, Mr. Maguire said.

Despite Mr. Wiley's assurances that "we are concerned about getting some good public service in New Jersey," Mr. Maguire is pessimistic about New Jersey's chances of getting good VHF service any time soon. "I'll bet we end up with a couple of mobile crews running around the state. Ten years from now we'll be right back here," he said. Mr. Wiley, "You can denigrate every effort we've made, but this is a sincere effort. I don't think we can say anything to satisfy you."

The subcommittee touched on a half-dozen other issues, many relating to telephone service and citizens band radio: • Mr. Wiley said that progress at the commission on a draft of cable TV legislation, said there is no bill yet. He added, "What we want to do [in cable regulation] can be done with our existing authority."

• Mr. Wiley praised the FCC's regional meetings saying they have succeeded in bringing the commission closer to the average citizen. "Maybe the average Screamer," Commissioner Glen Robinson corrected. "I would hate to think the kinds of people who show up at those meetings are the average citizens," Mr. Robinson said.

• Representative Moss charged that the commission "has refused to move aggressively to develop effective consumer participation in its proceedings." He favors funding public participants in FCC proceedings.

• Mr. Moss also urged stronger FCC enforcement of equal employment guidelines. "The employment practices of the broadcasting industry in this respect can only be characterized as inadequate," he said. It is a situation he finds particularly insidious because "unfair hiring practices may be subtly reflected in programming decisions and thus affect the attitudes of millions of Americans."

• Representative James Scheurer (D-N.Y.) urged the commission to find out what TV and radio services are available or being developed for the elderly. He said the telephone, radio and TV are the "lifeline for the elderly."

First step or last in NAB reform?

Fact-Finding Committee puts four long-term recommendations, five short termers before executive committee; overview by outside consultant vetoed immediately;

suggestion for new administrator survives, although criticism of Wasilewski is avoided; full board will have chance in June

The executive committee of the National Association of Broadcasters last week accepted for study a set of recommendations to improve NAB's operation. Product of the NAB board's "Fact-Finding and Review Committee," the suggestions include consideration of splitting NAB into separate radio and TV operations and of constructing a "management by objective plan" for the association.

The Fact-Finding Committee led by Donald Jones of KPZI(AM) Fond du Lac, Wis., met with the executive committee in Washington last Tuesday for roughly two and a half hours. The importance to be attached to the resulting pronunciation was in question. The original chairman, now secretary, of the fact-finding group, George Brooks of KCUE-AM-FM Red Wing, Minn., concluded that Tuesday was a signal occurrence in the life of NAB." But another member of the committee, Bill Sims of KOJO(AM)-KIOZ(FM) Laramie, Wyo., downplayed the recommendations, calling them "housekeeping" suggestions.

Mr. Jones concurred in Mr. Sims's evaluation. "We have a good foundation" at NAB, he said: "We don't want to tear anything down and rebuild it. We just want to do some interior decorating."

Whatever the characterization, the executive committee treated the recommendations with extreme caution, evidenced by the fact that the news release summarizing them was drafted by the chair-
Storer stations are concerned and are doing something about it.

Robbery up 14%. Burglary up 17%. Forcible rape up 9%. Aggravated assault up 9%. Murder up 5%.

According to figures released by the FBI in 1975, crime took the biggest jump in 45 years. And every indication is that the trend is continuing.

Especially frustrating to law enforcement officials is the number of handguns and their easy availability.

Also infuriating is the fact that 65% of all people convicted of a felony are placed on probation. Many never set foot in a jail. This, in spite of the fact that nearly two-thirds of all those arrested for crimes are repeat offenders.

Storer Stations feel that this frightening rise in crime in America must be fought at every turn. So, daily, they lend their support editorially and in programming to crime-fighting efforts.

One case in point was WJBK-TV, Detroit, this past January. Legislation was introduced in the Michigan Senate calling for mandatory two-year prison terms for anyone convicted of using a handgun in the commission of a felony.

The bill was overwhelmingly passed by the State House, but faced serious roadblocks in the Senate. An attempt to bury the bill in committee was barely beaten down by an 18-13 vote.

Knowing a final decision was near, WJBK-TV devoted a series of editorials and guest viewpoints on 5 consecutive days that urged viewers to call and write their State Senator, demanding approval of House Bill 5073.

Just four days after the series, the bill was passed 28-7!

Representative Denis Hertel who introduced the bill credits WJBK-TV exclusively with getting the measure passed. In a letter to WJBK-TV, he stated: "I want to thank you for the tremendous combined effort you put forth to insure the passage of H.B. 5073. Your efforts aroused the citizens to call and write their legislators in unprecedented numbers. Hopefully, this taste of success will cause people to increase their efforts to contact their representatives."

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man of the association, Wilson Wearn of Multimedia Broadcasting, Greenville, S.C., in cooperation with Mr. Jones. Normally such a dispatch would have been written by the public relations staff. One NAB executive reacted as though a bomb had been defused. "This will take care of it," he said, a reference to some heat NAB has taken in recent months from such outspoken critics as Mr. Brookes.

In its release the executive committee said it accepted for study, "not necessarily ... for adoption," a group of short-term and long-term recommendations. It rejected off the top a suggestion that the NAB should subject itself to an outside management study. It said: "We feel that NAB officers and directors have ample creativity, imagination and leadership."

The short-term recommendations were primarily two: The radio and TV boards, perhaps separately, should list in order of priorities NAB goals and objectives for the coming year. A long-term corollary would be to list goals for the next five years. The second was that the NAB committee system be examined with an eye at adding or eliminating some panels and at giving directors more involvement in others.

The executive committee adopted two short-term goals on the spot. It agreed first that the executive committee should give a summary report at the beginning of each semiannual board meeting of all the events that occurred since the last board meetings. Second it agreed that from now on a budget report will be scheduled early in board meetings to insure ample time to discuss it.

There was another recommendation that could be added to the list of short-term. It is that NAB open its board meetings to the public. That suggestion was not included in the executive committee's release, but it was among the Fact-Finding Committee ideas discussed Tuesday.

Among the recommendations for long-term considerations are these: (No.1) that the executive committee authorize a study of how a "management-by-objective" plan might be incorporated into NAB management. (No.2) that the executive committee consider whether the NAB staff needs to be augmented in its composition and alignment in order to meet the needs of the 1980's.

Mr. Jones said there is no intention in this to suggest that NAB staff people should be replaced. Specifically he said, "I would say nothing to demean [NAB President] Vincent Wasilewski," whose job he said is "thankless, mean and terrible. It takes a superhuman effort to try to please all broadcasters." Mr. Jones said that in line with the No.2 long-term recommendation, there was a suggestion Tuesday that the NAB chairman might become a full-time Washington-based chairman, and another that NAB hire an "administrative assistant" to handle the affairs of the association, freeing the president to handle policy and ceremonial matters. The NAB used to have an executive who fit that bill—Grover Cobb, senior executive vice president, who died March 7, 1975.

A third long-term suggestion is that NAB consider creating separate radio and TV divisions with separate, autonomous boards. And (No.4), if No. 3 is adopted, thought should be given to "streamlining" the board.

There was little controversy in the meeting Tuesday, according to Mr. Jones. In fact, "the recommendations were enthusiastically received by people like Wilson Wearn," who, he said, has other things beside "housekeeping" matters to occupy his attention.

For himself, Mr. Wearn said, "It was obviously the objective of the Fact-Finding and Review Committee to be constructive and positive. The executive committee applauds the spirit in which these discussions took place."

The committee was put together after the January NAB board meeting in Key Biscayne, Fla., by Mr. Brookes, and although a resultant shuffle of membership pushed Mr. Jones into the leadership position, most of the suggestions are reflected in the original 16 grievances Mr. Brookes collected and presented at the Florida meeting.

The committee will make a final report at the NAB board meetings in Washington, June 13-17, after which it will disband. A fourth member of the committee, serving with Messrs. Jones, Brookes and Sims is Victor Diehm of WAZL(AM)-WVCD(FM) Hazleton, Pa.
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RKO’s parent runs into more difficulty

SEC allegation of payoffs prompts GT&R and O’Neil to consent to desist order, establishment of special review committee

The General Tire & Rubber Co., a conglomerate with holdings that include RKO General Inc. and its 16 radio and television stations, has been caught up in the Securities and Exchange Commission’s wide-ranging investigation of illegal corporate payoffs. The SEC last week filed a complaint in U.S. district court in Washington charging General Tire and its president, Michael Gerald O’Neil, with a long list of violations of federal securities laws, including illegal and improper payments” political contributions in the U.S., to officials of foreign countries, falsification of corporate books, and the maintenance of slush funds.

And General Tire and Mr. O’Neil agreed to a settlement of the charges. Without admitting or denying the allegations they consented to the entry of a court order restraining them from the actions of which they are accused. GT&R and Mr. O’Neil also agreed to set up a special review committee of General Tire’s board of directors to conduct an independent investigation of the charges. The findings are to be reported to the SEC in six months and will be made public.

The SEC is not the first government agency to learn of alleged improprieties on the part of General Tire in its foreign or domestic operations. Two weeks ago, outgoing Federal Trade Commissioner Stephen Nye said that agency was looking into charges that the company had violated the antitrust laws in connection with a payment made to a Moroccan consultant for the purpose of blocking Goodyear Tire & Rubber Co. from establishing a business in Morocco (Broadcasting, May 3).

And an extensive pleading detailing a number of the same allegations contained in the SEC complaint was filed with the FCC in December by one of two applicants seeking to supplant RKO as licensee of channel 7 Boston, now occupied by WNAC-TV Community Broadcasting.

The complaints have not acted on yet, and the SEC has not yet acted on that petition.

The SEC charges concerning corporate political contributions in this country did not identify the alleged recipients. But the complaint described a system, said to have been instituted by Mr. O’Neil in 1968, under which a percentage of salary increases or bonuses paid to top executives were skimmed off for a political slush fund. The proceeds were either deposited in a bank account labeled the General Tire Good Citizenship Fund or in a wall safe in Mr. O’Neil’s office. At least $65,000 out of a minimum of $80,000 collected between 1968 and 1972 was said to have been given to candidates selected by Mr. O’Neil or by others acting under his instructions.

The alleged illegal payoffs to foreign officials were said to total “several million dollars of corporate funds,” and the SEC said they went to individuals of diverse ideological and political backgrounds—from leftist Chileans and a “consultant” in Communist Romania to government officials and “consultants” in Morocco and Mexico.

The purposes were said to vary—to obtain price increases for General Tire products, to block entry of competition into a country and to win a contract (in Romania) to build a tire plant, among them. The complaint also alleged that General Tire paid $150,000 to Saudi Arabian financier, Adnan Khoshoggi, to get itself, its subsidiaries and its affiliates removed from the Arab boycott list of those companies dealing with Israel.

The SEC complaint also detailed a procedure General Tire is said to have followed between 1960 and 1970 to generate “at least $3 million” by overbilling “at least four affiliates” in a number of foreign countries. The funds were placed in accounts numbered 611, the complaint said, “and were used for various improper purposes in Chile, Morocco and other countries.”

Justice stance on crossownership again evokes protest from NAB

Association contends government agency should be defending commission action, instead of attacking it in hopes of getting more stringent rule

The National Association of Broadcasters is making another attempt to have the Department of Justice removed from the U.S. Court of Appeals case in which the FCC’s broadcast-newspaper crossownership rule is being challenged. The NAB says the department’s attack on the rule is inconsistent with its statutory role to defend commission actions.

The NAB is no supporter of the rule, which bars the creation of new broadcast-newspaper combinations in the same market and requires the break-up of 16 such combinations that the commission regards as constituting egregious monopoly situations. NAB and a number of broadcasters, newspapers owners and the American Newspaper Publishers As-
sociation are attacking the rule for what it does.

The Justice Department, through its Antitrust Division, and a number of citizen groups are opposing the rule for what it does not do; the department contends the commission should require the break-up of all television-newspaper cross-ownership combinations in the same market.

NAB initially sought to remove Justice from the case a year ago after the department's Antitrust Division petitioned the court to review the rule. NAB said then that Justice could not represent both a petitioner and a respondent—the FCC—in the same proceeding (Broadcasting, June 9, 1975).

The issue was ultimately declared moot by the court after Justice failed to file a petitioner's brief and instead asked that its petition for review be dismissed.

But the department had not withdrawn for good. On Feb. 17, when the commission filed its respondent's brief defending the rule against the appeals taken by its critics, Justice also filed a "respondent's brief"—but it was that in name only. It attacked the rule as vigorously as any appellant's brief, contending that the commission failed in its duty to promote economic competition and that First Amendment objectives required the commission to break up all cross-owned television-newspaper combinations in the same market.

The commission, in its response, said the department had erred in its assessment of the diversity and other public interest factors that went into its decision, and placed "an improper emphasis" on the role economic competition plays in the commission's public interest responsibilities. The commission also said that, to the extent Justice is challenging the wisdom of the rule rather than showing it is not in accord with the law, the courts "are not the proper forum" for the department's arguments.

Thus, NAB—as did the FCC in a brief replying to Justice's arguments—contends that the department was participating in the case as a petitioner, not a respondent. And, NAB said, the arguments it made last year for removing Justice from the case still apply—that Justice's "responsibility as counsel for the statutory respondent is to defend and implement the FCC's orders not to undermine them."

NAB adds that the issue is not academic. Those who seek to test the position in the commission's order "are entitled to a single coherent statement of that position," it said. "In sports parlance, petitioners are entitled to face the FCC in a fair contest without being clipped from behind by the Department."

The cross-ownership issue is a live one not only in court but at the FCC. The commissioners this week are expected to consider one of a number of petitions Justice has filed to deny renewal applications on the ground of concentration of control of broadcast and newspaper holdings. The stations are WIBW-AM-FM-Topeka, Kan., and the commission staff is recommending rejection of the petition.

The staff bases its commendation on the policy the commission laid down in the order adopting the cross-ownership rule. The commission then specified the cross-ownership situations it felt should be broken up, and said that, beyond them, it would consider designating renewal applications for hearing on concentration of control grounds "only on a showing of economic monopolization that might warrant actions under the Sherman Antitrust Act."

**Allbritton rearranges his cards to clear way for sale of stations**

The Washington Star Communications Inc., whose acquisition by Joseph Allbritton's Perpetual Corp. was approved by the FCC in January, is being reorganized. The aim is to simplify the corporate structure and to ease some of the tax bite when Mr. Allbritton sells the WSCI stations he is required to dispose of under the terms of the commission's order.

Before the reorganization, which has been approved by the FCC, Perpetual owned 99.2% of WSCI and it owned all of the stock of Evening Star Broadcasting Co. That company, in turn, was the licensee of WMAL-AM-FM-TV Washington and held all of the stock of WLVA Inc., licensee of WLVA-AM-TV Lynchburg, Va., and of First Charleston Corp., licensee of WCVT-TV Charleston, S.C.

When the structural changes are completed, the stock of WLVA Inc. and First Charleston, as well as the assets, including licenses, of WMAL-AM-FM and the stock of Evening Star Broadcasting will be held by Perpetual. However, there will be a reminder of the old days in Perpetual's new name—Washington Star Communications Inc., of Delaware.

The Evening Star Broadcasting Co. remains in existence as the owner of WMAL-TV.

The commission order permitting Mr. Allbritton to acquire WSCI, required him to dispose of the stations that would place Perpetual in conflict with the cross-ownership rules. And the reorganization plan indicates he intends to dispose of WMAL-AM-FM first. By assigning them to what is now WSCI of Delaware, he has increased their book value to a point where the taxes that would be paid on their sale will be decreased.

The application filed with the FCC for the assignments and transfers involved also said the transactions would simplify WSCI of Delaware's task of selling stations. Their assets, the application said, would be placed at the disposal either of "first tier subsidiaries" or of the parent company itself.

**New members join NAB code boards**

For radio, it's Farber, Fritts, Rubens and CBS Radio's Suppler; for TV: Conley is in and Rich replaces Kearl as chairman

The National Association of Broadcasters has appointed four radio broadcasters and one TV broadcaster to their respective code boards.

New on the NAB radio code board are Erica Farber of WROR(FM) Boston; Edward Fritts of WNLA-AM-FM Indianapolis, Miss., and Walter Rubens of KOBE-AM-FM Las Cruces, N.M. They replace Carl Venter of WPFF(AM)-WQDR(FM) Raleigh, N.C.; James Ward of WLC-AM-FM Nashville, and the late Jack Timmons of KWKH(AM)-KROK(FM) Shreveport, La.

There is a change in network representation on the radio code board. Jack Suppler of CBS Radio replaces Jack Clements of Mutual Broadcasting System.

On the TV code review board James Conley of Meredith Broadcasting Group, New York, is a new member. Robert Rich, code board member from KBJR-TV Duluth, Minn., moves up to chairman, replacing Wayne Kearl of Harte-Hanks TV, San Antonio, who retired from the board.

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Source: Allbritton Feb/Mar '76

**KOTV**

Tulsa, Oklahoma

**Rex Hubbard**

reaches 67 share and is seen by 44,000 people each week

**Why?**

See back cover
The FCC has touched up some of the procedures the staff follows in processing license renewal applications. Guidelines for determining which television renewal applications must be referred to the commission for review of nonentertainment programming have been adopted. And the commission has indicated the kind of "substantial" variation between promise and performance it would expect the staff to call to its attention.

At present, the staff operates under delegated authority to renew licenses of AM, FM and television stations that propose in the new license period to devote at least 6%, 8% and 10%, respectively, of their total programming to nonentertainment material. Applications proposing less than those minimums are referred to the commission.

Under the new delegation of authority, the staff will check proposals for programming in two new categories—local and "informational" (that is, news and public affairs)—as well as nonentertainment. Commercial television applications proposing less than 5% local, 5% informational and 10% nonentertainment programming will be referred to the commission. (The programming counted will be between the hours of 6 a.m. and 12 midnight.) The only exceptions are UHF stations not affiliated with a major network.

The commission has indicated it will consider "in the near future" revisions in the delegations of staff authority regarding commercial AM and FM renewal applications. However, the change dealing with promises versus performance will be implemented immediately for all three services. The change involves a definition of the word "substantial"—as in the authority given the staff to determine whether a "substantial" discrepancy between promised and delivered programming was justified in the public interest. The commission has acknowledged the licensee's discretion to adjust to changing circumstances while insisting that the information in an application be reliable.

The commission said that "a fairly low percentage threshold"—15% in any one category or 20% in all categories—would constitute a substantial variation. When it comes upon that kind of discrepancy, the staff will exercise its discretion in focusing on the timing and substance of the licensee's explanation.

The commission did not put the number in the rule. It said it wanted to permit flexibility in changing circumstances.

Changing Hands

Announced

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

- **WYOO(AM)** Richfield, Minn.: Sold by Fairchild Industries Inc. to Radio 98 Corp. for $625,000 plus $35,000 noncompetition covenant. Seller, publicly traded aerospace manufacturer, also owns KLEF(AM) Dallas and, subject to FCC approval, has sold WYOO-FM (BROADCASTING, Feb. 23) and purchased KDTX(FM) Dallas (BROADCASTING, Dec. 22, 1975). Buyer is subsidiary of Entertainment Communications Inc. (Joseph Field, principal) which also owns KBRR(FM) San Francisco, KLEF(FM) Houston and KUAC-AM/FM Tacoma, Wash. WYOO is on 980 kHz with 5 kw full time.

- **Wair(AM)** Weirton, W.Va.: Sold by 1430 Corp. to Gilcom Corp. of the Tri-State for $392,000. Seller is owned by Mone Anathan Jr. (who has 25% interest in KREG(I) Indio, Calif.), his brother, Robert P., and son, Mone III. Principal in buyer is Edward T. Giller, who also owns WFGS-AM/FM Altoona, Pa. \(Wair\) is on 1430 kHz with 1 kw full time.

- **Koca(AM)** and FM construction permit, Kilgore, Tex.: Sold by Radio Kilgore Inc. to Noalmark Broadcasting Corp. for $234,000. Seller is equally owned by Douglas Humble, William Y. Rice, Ewing Adams and Gillett Sheppard, none of whom has other broadcast interests. Buyer is owned by Edwin B. Alderson Jr. and William C. and Theodosia M. Nolan. Messrs. Alderson and Nolan are El Dorado, Ark., attorneys. Nolans are also principals in \(KELD(AM)-KEFU(FM)\) El Dorado and \(KXOW-AM-FM\) Hot Springs, Ark. \(Koca\) is on 1,240 kHz with 1 kw day, 250 w night. FM CP is for 95.9 mhz with 3 kw and antenna 150 feet above average terrain.

- **Kglu(AM)** Port Lavaca, Tex.: Sold by Angelo Broadcasting-Telecasting Inc. to Dan Andrus for $100,000. Seller is owned by Louis O. Seibert who has no other broadcast interests. Buyer is general manager of KVPL-AM/FM Ville Platte, La., and has no other broadcast interests. KGUL is 500 w daytimer on 1,560 kHz. Brokers: Doubleday Media for buyer, Kelley Associates Inc. for seller.

Approved

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

- **Kroc-TV** Rochester, Minn.: Sold by Southern Minnesota Broadcasting Co. to Quincy Newspapers Inc. for $4,250,000. Seller is owned by G. David Gentling who will retain KROC-AM/FM and who owns,
with his son, G. David Jr., KTYD-AM-FM Santa Barbara, Calif. Buyer publishes Quincy (Ill.) Herald-Whig and owns 88% of WQEM-AM-FM Quincy and 100% of WQEM-FM there and WQIV-TV Elkhart-South Bend, Ind. Ownership is in several family trusts. KROC-TV is NBC affiliate on channel 10 with 315 kw visual, 46.8 kw aural and antenna 1,260 feet above average terrain.

\* WHEN(AM) Syracuse, N.Y.: Sold by Meredith Corp. to Park Broadcasting Inc. for $2 million. Meredith publishes Better Homes & Gardens, Successful Farming and California newspapers, and owns KPHO-TV Phoenix; WGST(AM) Atlanta; Wnen-TV Bay City, Mich.; KCMO-AM-TV and KCEZ(FM) Kansas City, Mo.; WOW(AM)-KEZ0(FM) Omaha, and WHEN-TV Syracuse. Roy H. Park is sole owner of buyer which also owns WMGK(TV) Philadelphia, KYW(AM) Philadelphia, and WHEN-TV Buffalo. Buyer is sole owner of seller.

\* WLOB(AM) Portland, Me.: Sold by Adams-Russell Co. to Michael E. Schwartz and Donald L. Wilks for $600,000. Seller (Gerald J. Adams, president) is publicly traded and owns WYTV-FM Youngstown, Ohio, and cable systems in Maine, Massachusetts, Arkansas and Missouri. Buyers own WTYM(AM) East Longmeadow-VAQY(FM) Springfield, both Massachusetts; WRQK(FM) Greensboro, N.C.; WRQN(FM) Westbrook, Me., and have interests in WPET(AM) Greensboro. WLOB is on 1310 khz with 5 kw full time.

\* KRMH(AM) San Marcos, Tex.: Sold by Advance Inc. to Pioneer Broadcasting Co. for $440,000 plus $66,000 noncompetition covenant. Seller is owned by R. Miller Hicks who also owns KIXL(AM) Austin, Tex., and has interests in KJOW(AM) Shreveport, La., and KKN(AM) Sinton and KT1M(AM) Beaumont, both Texas. Principal in buyer is Wendell Mayes Jr. who has interests in Texas stations: KCR5(AM) Midland and CP for new FM there; KNOW(AM) Austin; KSNY(AM) Snyder and CP for new FM there, and various Texas cable firms. KRMH is on 103.7 mhz with 97 kw and antenna 530 feet above average terrain.

\* WTXU(AM) Wilmington, Del.: Sold by Port Frere Broadcasting Inc. to Radio Station WTXU for $500,000. Seller is owned by Gordon K. MacIntosh and Howard R. Robinson who have no other broadcast interests. Buyer is owned by John B. Reynolds Sr. and John B. Reynolds Jr. who also own WJBR(FM) Wilmington. WTXU is 1 kw daytimer on 1290 khz.

Other sales approved by the FCC last week include: KSN(AM) Bisbee, Ariz.; WYLN(AM)-WSEI(FM) Olney, Ill.; WMTL-AM-FM Leitchfield, Ky.; KCLU-AM-FM Rolla, Mo.; WSCV(AM)-WSLE(FM) Peterborouhg, N.H.; WKOIT(AM) Amsterdam, N.Y.; WNYH(FM) Starview, Pa.; KJNE(AM) Cheyenne, Wyo. (see page 75).

\* Legislation sought by FCC makes strides on Capitol Hill

Proposals on FCC fines, translator origination and common-carrier rate hikes are passed by Senate Commerce Committee; latter also meets House Communications Subcommittee approval

Three bills requested, in fact drafted, by the FCC received action from committees in the House and Senate last week.

Topmost among them is one that would give the FCC authority to fine cable systems for violations of FCC rules. It would also double the maximum fine the FCC can levy on broadcasters, common carriers and cable operators to $2,000 for a single offense and $20,000 for multiple offenses. For nonbroadcast radio stations—land mobile and citizens band, for example—the maximum fine for multiple offenses would be raised from $500 to $5,000.

The forfeiture bill (S. 2343) was voted out of the Senate Commerce Committee last week. From there it goes to the Senate floor. It has received no action in the House.

Another of the bills is one that would permit broadcast translators to originate a minimal amount of programing and commercials and would allow FM radio translators to be run without licensed operators.

The limit on program origination by translators is not specified in the bill (S. 2847 in the Senate, H.R. 9689 in the House); that would be left to the FCC. But what is envisioned is the kind of programing now permitted on UHF translators: solicitations and acknowledgements of financial support running no more than 20 seconds per hour.

The translator bill passed both the Senate Commerce Committee and the House Communications Subcommittee last week. The House subcommittee, in the first hearing presided over by new Chairman Lionel Van Deerin, heard testimony in support of the bill from FCC Chairman Richard Wiley and the National Translator Association. The Association of Maximum Service Telecasters Inc.
TK-76 PROVES ITS PICTURE QUALITY—AND MORE—WITH ITS OWN DEMO TAPE.

Steel mill to supermarket.
Your RCA Representative has an unusual TV camera tape to show you: the TK-76 portable camera demonstrating its capabilities.

In available light situations as varied as a steel mill and the interior of a supermarket, the TK-76 proved its unusual adaptability. Even when taping the contrast of brilliant molten metal and the mill's shadowy surroundings, the TK-76's automatic features held color balance while the camera produced excellent color resolution and consistent picture quality.

Good operating characteristics came through in overcast weather, in the bright artificial lighting of a flower shop—even transmitting faces illuminated only by low light.

Designers surprised.
The TK-76 was created to bring film camera freedom and high quality pictures to electronic journalism. This new camera was planned for secondary uses in sportscasting, documentary and local on-location commercial production.

Now, its performance has surprised even its designers. It is eminently suited to its proposed application, yet it's also a surprisingly good studio camera—as its own demo tape clearly shows.

Among the studio sequences are scenes of a girl's face that show the excellent closeups and detailing the TK-76 can achieve, and a slow panning across recognizable commercial products to demonstrate the clarity with which the TK-76 can show a product.
A new camera generation.
The TK-76 is the first camera to pack big-camera electronics into a 20-pound package without a backpack, all at a most attractive price: under $35,000.

Among the desirable features of the new-generation TK-76 are:
- Self-contained—no backpack or separate CCU
- Exclusive shock-mounted optical system
- Prism optics—f/1.4; freedom from reflections
- Picture quality equal to or better than that produced with commonly used news film
- Bias light—less lag in low light
- Three 3/4-inch PbO's
- Built-in sync generator—genlocks to external black burst or complete signal
- Vertical and horizontal contour enhancement—with comb filter and coring
- Rugged cast aluminum case
- T-bone construction—holds optical alignment
- Sealed camera case
- 1 1/2" (38 mm) diagonal viewfinder
- Fully adjustable viewfinder
- Interchangeable pentaprism viewers
- Automatic iris control with manual override
- Automatic white balance control
- Video level indicator in VF senses peak white or flesh level
- +9dB video gain switch—for extremely low light levels
- +12 volt DC power source
- Lightweight (6 lb.) battery belt
- Optional AC power adaptor
- Flat mounting base
- Convenient carrying handle
- Shoulder-balanced—minimizes fatigue
- Light weight—only 20 lb.
- Instant “on” from standby
- Fast warmup—9 to 7 seconds from cold start
- High sensitivity—450 LUX @ f/1.6
- Full bandwidth encoder
- Operates from −10°F. to +120°F.
- Built-in filter wheel
- Flare correction

Consider the logistics.
If you have been planning to enter electronic journalism or improve the portability of your teleproduction facilities, you have probably weighed the cost-versus-quality of portable cameras quite carefully.

The prime purpose of EJ is to build station ratings and reputation with exciting, where-it's-happening reportage. An inflexible, limited-use EJ camera cannot achieve this goal; thus even its reasonable cost is expensive. Nor is a costly EJ camera a good return on investment if its performance can be equalled by a medium-priced camera.

That medium-priced high performer is here: the TK-76. It is the first camera to combine the picture quality of expensive EJ cameras with the handling ease of a limited-capability portable. As bonuses, the TK-76 offers a high degree of studio capability, plus film camera freedom of movement and picture quality.

The logistics favor the TK-76!

See the TK-76 tape.
Your RCA Representative will gladly screen the TK-76 demonstration tape. We think you’ll find it a most rewarding twenty minutes.

Contact him today—and join the scores of TV stations and teleproducers who have already ordered new TK-76 cameras.
offered its support for a bill that would specify limitations on origination.

The third bill, also passed by both the Senate Commerce Committee and the House Communications Subcommittee last week, would increase from three to five months the amount of time the FCC can suspend a common carrier rate hike before it takes effect. It would also extend from 30 to 90 days the period of notice a common carrier company has to give before making a rate change.

AWRT examines media’s roles, women’s therein

American Women in Radio and Television held its 25th anniversary convention in Philadelphia May 5-9, dividing its attention between industry topics and the internal affairs and future of AWRT itself.

Several long-range projects were initiated, including presentation of AWRT’s Oral History Project (to comprise 50 interviews with women pioneer broadcasters) to the Broadcast Pioneers Library. BPL President Joseph Baudino was applauded for noting the library currently has records on nine women and 197 men and “it’s time we got that in balance.”

A commendation program was instituted—limited for the time being to network programs but to be expanded to commercials, films and regional programs in the future—honoring “productions which enhance the image of women, contributions to their education, representation and professionalism.” The honors went to Jim Shumaker, director of advertising and operations, CBS/Broadcast Group for Babe; Anthony Thomopoulos, vice-president-special programs, ABC-TV, for Eleanor and Franklin; Marlene Sanders, vice-president-documentaries, ABC News for ABC News Closeup on Women’s Health: A Question of Survival and Americans All: Dr. Jane Wright; John Montgomery, vice-president-programming, PBS, for Jennie, Lady Randolph Churchill (Thames Television) and Anything You Want To Be (produced by AWRT-member Susan Wayne and funded by AT&T); and G.W. Burkhardt, staff advertising and sales promotion manager, 3M Co., for funding “Why Me?”

The ninth annual Silver Satellite award was given to actress Marlo Thomas (That Girl) “in recognition of her artistic, educational, cultural and humanitarian contributions to the field of broadcast communications.” A special Bicentennial award was given in recognition of Virginia Kassel’s work on The Adams Chronicles (Broadcasting, April 19); Edythe J. Meserand, an organizer and first national president of AWRT, currently owner of Meserand Advertising, Esperance, N.Y., was honored on the celebration of her 50th year in broadcasting.

Key note speaker at the silver anniversary banquet, Helen Thomas, UPI White House bureau chief, gave a personalized review of recent political history, presidential personalities and the “constant wooing of the press.” Among other luminaries on the dais were Herbert Schlissel, president of NBC, William Sheehan, president of ABC News, and Sam Cook Digges, president of the CBS Radio Division, whose networks together sponsored the evening reception.

Messages were delivered to the convention from Bella S. Abzug (D-N.Y.), noting the absence, until recently, of a woman on the network evening news and stating that “the struggle continues;” from President Ford, commending AWRT’s “distinguished tradition of valuable public service,” and similarly from Philadelphia Mayor Frank Rizzo.

Resolutions passed at closed business meetings will preclude student membership in AWRT, will increase members dues by $50 per year (with 20% rebate to chapters) and may see the first male members of AWRT’s college branches. A recommendation to the board says AWRT’s current College Women in Broadcasting chapters should be encouraged to change their bylaws to be nondiscriminatory—a problem currently facing three CWB groups. This move is a concession to Title IX of the Educational Amendments Act which prohibits discrimination on the basis of sex in membership of college-supported groups. An earlier suggestion that the name be changed to “college students in broadcasting” was said to be “a dangerous step indeed, toward eventual male membership in the parent organization,” a possibility that has been averted in the new recommendation.

In keeping with AWRT’s image, general sessions and workshops were all-business, with less emphasis on women’s issues and angles. A key session on political advertising was moderated by political consultant Roger Ailes. Roger Ailes referred to organized broadcasters as “setting themselves up for a problem” regarding the purchase of time at the lowest unit rate. Mr. Ailes called for an investigation of the “jacking up” of prices just prior to selling time to politicians, an issue which he said, “could get ugly.”

On that panel, FCC Commissioner Ab- bolt Washburn reviewed the lowest unit rate rules (“Closed Circuit,” May 10); Daryl Babitz, special projects coordinator, Federal Election Commission, Washington, detailed the history and effects of the Federal Election Campaign Act, saying the current act “could be a boon to broadcasters,” by removing some limits on funding, and, therefore, on media expenditures. The FEC will hold seminars around the country beginning May 17-19 on the West Coast, she said. Daniel Payne, vice-president-creative director of Marti- tila, Payne, Kiley & Thorne, Boston, and advertising firm specializing in Democratic candidates, explained the creative-strategic standpoint his company used in developing Morris Udall’s TV spots, which he played for the assemblage. Ralph Murphine, self-styled “evangelical consultant” with Matt Reese & Associates, Washington, also specializes in liberal Democrats.

Among other workshops, one on advertising produced Miriam Bender, assistant director, Bureau of Consumer Protection, Federal Trade Commission, who described the differences in approach between government and self-regulation; Howard Bell, president of the American Advertising Federation, Washington, who agreed there is a place for both and Stockton Heifrich, director, NAB Code Authority, who gave an alphabetical rundown of those issues that “won’t go away”: alcoholic beverages advertising, comparative, contraceptive, dentist and doctors’, nutritional and over-the-counter advertising, program content, prime-time family hours and testimonials in advertising.

A panel on cable television dealt with questions of public policy and legislation on CATV. Henry Harris, president of Cox Cable Corp., Atlanta, denied that there is a “license to steal,” saying the smaller operators are struggling to survive, and Reva Melniker, vice president of Home Box Office, New York, explained the strictures against X-rated films.

A panel on radio programming included a brief history of all-news formats by Diane Blumenthal, NBC News and Information Service station service representative, and an overview of radio drama by Himan Brown of CBS Radio Mystery Theater; who said his plans for the fall include one week of O. Henry stories on his series, currently on 217 stations, seven hours weekly.

Goals for AWRT, as formulated by its new president, Saidie Advon, account executive, KTUL-TV Tulsa, Okla., include increased awareness of problems facing the industry and willingness to act “to counter moves which would destroy certain rights, and to support those changes which are good.” Attempts to remove “stimulus from every radio station, every television station in the country,” and expansion of member services.

Broadcasting May 17 1976

Still soaring. AWRT’s project for children is now operating in 65 hospitals around the country. The “Soaring Spirits” project was initiated by AWRT’s Educational Foundation in 1973 using Marlo Thomas’ Free To Be You and Me, Charlie Brown and Lassie packages. It’s Big Blue Marble is the AWRT-produced Time for Timothy and a hospital orientation film. Grants have been made by Sears-Roebuck Foundation, 3M Co., Sperry & Hutchinson.
Don't play games with prime access programming. Switch to "In Search of..." for 24 first-run half hours of voyages into the unknown. Created by Emmy and Peabody Award winning Alan Landsburg Productions for Bristol-Myers. "In Search of..." explores the yet unsolved mysteries of mankind. Currently filming all over the world, this new series will provide prime entertainment, without playing games, for prime access all-family audiences.

‘IN SEARCH OF’...

Doesn’t Play Games

IN SEARCH OF...
- UFO Landing Sites
- Witches of New Salem
- Noah’s Ark
- Fire Walkers of the Pyrenees
- Druids of Stonehenge
- Mystery of the Maya
  and may other adventures
  into the unknown

So if you don’t want to play games with prime access programming, contact:

Syndication through
RHODES PRODUCTIONS
A FILMWAYS COMPANY
6535 Wilshire Boulevard
Los Angeles, California 90048
213-655-2900

AND STARRING AS HOST NARRATOR
Leonard Nimoy
**Media Briefs**

**Metromedia into basketball.** Metromedia has acquired Harlem Globetrotters basketball teams and certain merchandising activities from Globetrotter Communications, Chicago, for cash price of about $11 million. Agreement in principle was announced last month (Broadcasting April 5). GCI is retaining ownership of radio stations.

**Anti-discrimination grant.** Ford Foundation has made $50,000 grant to Office of Communication of United Church of Christ, New York. Money is for program begun in 1968 to combat discrimination in broadcasting. Directed by Rev. Dr. Everett Parker, agency assesses program content and employment practices of local radio and television stations.

**Motive? In follow-up on death of WOL(AM)** Washington air personality R. (Soul Papa) Campbell (Broadcasting, May 10), WTOP-TV Washington correspondent Mike Buchanan reported police have information that Mr. Campbell was to testify at upcoming New Jersey grand jury investigation into payola. FBI is investigating lead, according to Mr. Buchanan, who said his information came from reliable source in Maryland police department handling case. FBI had no comment; police would not substantiate report, claimed no motive has been established.

**Joins ABC-TV.** KXLY-TV Spokane, Wash., has become primary affiliate of ABC-TV. Station is owned by Morgan Murphy Co. whose other ABC affiliated stations are: KTHI-TV Fargo, N.D., KAPP(TV) Yakima, Wash. and KV EW(TV) Kennewick, Wash. KXLY-TV had been dropped by CBS-TV for clearance reasons in favor of KREM-TV.

**Interconnection gift.** John E. Fetzer, group broadcast owner, has provided $25,000 grant to Nebraska Educational Television Network. Gift will cover one-time investment required for NETN to participate in proposed public television satellite network. Mr. Fetzer originally gave KUON-TV Lincoln, key station of nine-station Nebraska network, to University of Nebraska; Fetzer Foundation later donated equipment valued at $135,000.


**Montgomery, Savannah stations say it isn't so**

Two Montgomery, Ala., stations have asked the FCC to turn down petitions to deny their renewals, saying the complaints lack specificity.

The Montgomery chapter of the National Organization for Women charged WKAB-TV and WHHY(AM) with failing to ascertain and program to the needs of the community and with discriminating against blacks and women (Broadcasting, March 8). WKAB-TV replied that its programming exceeded its promises for the license period and said NOW never expressed any dissatisfaction with programming during the license period. WHHY argued much the same way, saying its programming was "substantially as proposed" and no question was raised, it said, "which would require explanation at a hearing or even serious concern."

Another station replying to a petition to deny was WTVN-TV Savannah, Ga. The Savannah chapter of the National Association for the Advancement of Colored People had charged the station with not programming to the needs of blacks and the people of Savannah in general, and not controlling its own employment policy since hiring is handled through the merit system of the State of Georgia. The station replied that it had carried a "significant amount of programming designed to serve the needs of the black community," said the petition failed to identify a single problem or need "the station did not deal with." The criticism of the merit system was unfounded, it said, because the final decision in employment matters is left to the agency involved—in this case, the station. Claims that the station has a poor record of hiring women and blacks are also untrue, the station said, as there have been no vacancies since 1970.

**WBAL-TV wins renewal**

WBAL-TV Baltimore has been granted license renewal by the FCC, which refused the Urban Advisory Communications Council of Baltimore's petition to deny. It said UACCB's claims of discrimination did not raise any substantial or material questions and that the station's employment profile indicated it was well within the zone of reasonableness and that "there has been no pattern of discriminatory layoffs."

**Bandwagon.** WTMJ-TV Milwaukee's promotional efforts have hit the road. A fleet of 11 city buses bearing the station's new logo and Bicentennial theme are now on the streets. Standing in front of one bus when it was introduced to the public April 23 are (l to r) Michael McCormick, WTMJ Inc., president; John Doyne, Milwaukee county executive, and Dave Eastman, chief garage foreman of the Milwaukee Transport Co. The promotion—which had to meet the approval of the Milwaukee County Transport Board—also includes interior advertising space. Yearly advertising costs run $615 per bus.

**New home.** KCST-TV Storer Broadcasting Co.'s San Diego UHF station now operates out of a newly-completed 30,000-square-foot broadcast center. At ABC-TV affiliated and remodeled costs of more than $950,000, Storer added an additional 8,000 square feet and revamped the entire interior of the building which once had been used as a ballpoint pen factory. KCST-TV is an ABC affiliate.
Here's how WXYZ-TV uses film to keep on top of the news and the ratings.

In the Detroit market WXYZ-TV's early and late news shows are number one. A lot of credit goes to film teams headed by Joe Doneth of the News Film Department. Says Doneth: “We film practically everything in single system sound. Most times we use a camera-man, soundman and reporter with CP-16 cameras and wireless mikes; we get a lot of flexibility and mobility this way when covering a story.

“We had been getting excellent results with Kodak Ektachrome EF film 7242 (tungsten) for the last year; now we have been using the new Eastman Ektachrome video news film 7240 (tungsten). We have found that 7240 has superior grain structure and definition. We get excellent results at E.I.250, 500, and even 1,000. At 250, 7240 looks as good as 7242 normal.”

Dean Erskine, head of the Film Editing Department, edits to eliminate lip flutter and other major editing problems. We are death on talking heads, so we use B rolls on most every story to show what the conversation is all about.

Mike Kalush, another member of the WXYZ-TV team, feels that his staff has been in the forefront of developing 7240. “I've shot with 7240 when I literally could not see through the viewfinder and the picture showed up just great. Like the time we were doing a five-part documentary on industrial thefts for our Action News Show. We spent the night on top of a switch tower overlooking a railroad car. We had a CP-16 camera and no illumination but a red flare. We ‘captured’ the gang of car thieves on film. Then we force-processed the film one stop, and had a great story for our Channel 7 Action News audience.”

Joe Doneth and Mike Kalush agree that as their work with Eastman film 7240 progresses they are more and more convinced that film will remain an important factor in news reporting for years to come. This could be one of the factors which makes WXYZ-TV’s News number one.

Film is good news.

*Source NSI Detroit market Jan. 76—DNA ratings. Figures subject to qualifications available on request.
Comparative ads in center ring at AAAA meeting

Two agency chairmen take sides in championing, testing concept

Pros and cons of the always sensitive issue of comparative advertising—essentially the question of comparative advertising on TV—were argued by two of advertising's leading figures last week in a climactic session of the American Association of Advertising Agencies convention at the Greenbrier, White Sulphur Springs, W. Va.

The arguments were prepared for delivery Saturday in the wind-up of the three-day meeting, which earlier had explored questions ranging from government regulation to marketing trends, advertiser-agency relationships and methods of agency compensation.

Stanley I. Tannenbaum, chairman of Kenyon & Eckhardt, championed the practice of naming names in making product comparisons in advertising, which he called "the advertising industry's own brand of consumerism" while Andrew G. Kershaw, chairman of Ogilvy & Mather, condemned it as ineffective, damaging to advertising's credibility and over the long haul potentially destructive to the free-enterprise system.

The practice of comparing an advertised product with a named competitor, rather than with "Brand X," was permitted by the networks and by the AAAA under guidelines adopted in the early 1970's at the insistence of the Federal Trade Commission, which felt this would give the public better information on which to base its choices.

The extent to which the practice has grown was pointed up by Mr. Tannenbaum, who cited information compiled by the Gallup & Robinson research firm to show that the number of comparative commercials in prime time had increased from one out of 30 in the 1973-74 season to one out of 12 last year. NBC-TV, he added, believes the ratio may be "considerably greater" today.

Mr. Tannenbaum, naming names, said users of comparative advertising include most auto manufacturers, many leaders in most other product categories and "certainly the majority of the agencies" in his audience.

"I think you'll agree," he said, "that the conduct of these advertisers and their agencies is generally regarded as ethical. You may also agree that even if they were inadvertently guilty of a slip, that sin would have been purged in the commercial-acceptance wringers of the broadcast industry and publishers' advertising review boards—which are above those of the Archangel Michael."

ABC-TV's standards and practices department told him, Mr. Tannenbaum said, "that the rejection rate for comparative commercials is noticeably higher than for other spot commercials" and that "during the past year we have not received an unusual amount of complaints (about comparative commercials) from either advertisers or viewers and, in fact, the amount of complaints showed a decrease over previous years. The number of viewer complaints (1973 through 1976) has been negligible."

NBC-TV's standards department, he said, "informs me that it requires more work, more research, greater vigilance and more negotiation to process comparison commercials. And the end result is a service to both advertiser and consumer." NBC also said, he added, that "sensitivity to comparison commercials lies with the 'attacked' rather than with the consumer. There's no more question of good taste with comparison commercials than for those of any other type."

CBS-TV takes a dimmer view, he acknowledged, saying Jack Hinton, CBS-TV director of commercial clearance, advised him "that CBS has always felt that no one names his competitor with any good in mind."

He quoted Mr. Hinton as saying that in 1975 the CBS-TV commercial clearance department reviewed 490 comparative commercials, of which 252 were approved and 238 were rejected or are still pending. More than that, Mr. Hinton said, "CBS feels that comparative advertising is not always making for a better informed consumer, but is more often creating a confused consumer. We don't like it, most advertisers don't like it and our mail indicates consumers don't like it."

But the CBS view, Mr. Tannenbaum insisted, is "the notable exception" among media and is not subscribed to by most consumer groups, either.

As to the effectiveness of comparative advertising, he said that a Gallup & Robinson study, covering 97 TV comparative ads, found "three out of 10 were clinkers. They boomeranged and produced negative reactions, or were just ineffective. On the other hand, like most commercials, the majority enjoyed varying degrees of effectiveness, some modest, some of outstanding proportion.

"This suggest the obvious: We should recognize that the comparison technique's effectiveness is determined by a combination of product superiority, truth, fairness and presentation skill."

"It is a mistake to condemn comparative advertising as ineffective, confusing and a disaster to our business because some advertisers do not know how or when to use it. Or who complain when they find themselves with a product disadvantage in face of a competitive superiority. Nor can we single out a few commercials to make some firm conclusions that the technique itself is both ineffective and harmful. I just cannot agree that you can look a few way-backed nags in the mouth and then conclude horse-racing is headed for disaster."

K&E's own use of comparative commercials, Mr. Tannenbaum said, "has been effective simply because when two or more products are designed to do the same thing, the consumer benefits by learning which one does it better. And that is what


Edward N. Ney of Young & Rubicam International, New York, was elected vice chairman, and Roger J. Mohr of Arthur Meyerhoff Associates, Chicago, was named secretary-treasurer. John Crichton continues as AAAA president.

Elected to three-year terms as directors at large were Eugene H. Kummel of McCann-Erickson, David B. McCaffrey of McCaffrey & McCall and John P. Warwicke of Warwicke, Walsh & Miller, all New York. Named to one-year director-at-large terms were Paul C. Harper Jr. of Needham, Harper & Steers, New York, and John S. Pingel of Ross Roy Inc., Detroit.

Named to the board as representatives of AAAA regions were John S. Bowen of Benton & Bowles, New York (re-elected), Anthony C. Chevins of Cunningham & Walsh, New York, and Edward F. Chase of Harold Cabot & Co., Boston, representing the eastern region; Arthur E. Earley of Meldrum & Fews冲动, Cleveland, and H.W. Neuwoehner of Batz, Hodgson, Neuwoehner, St. Louis, (both re-elected), and Robert M. Trump of Foote, Cone & Belding Communications, Chicago, representing the central region, and Gordon M. Gumpertz of Gumpertz Bentley Fried Scott, Los Angeles, representing the western region.
THE LIARS ARE COMING!

WITH...FIVE HALF-HOURS PER WEEK!

Top-Name Celebrity Panelists with Host Bill Armstrong!
Laughs, Fun, Prizes Galore and...a Pack of Lies!

LIARS CLUB

NEW FOR THE FALL SEASON
AVAILABLE SEPTEMBER 1976

Produced by Ralph Andrews Productions, Inc.
in association with
20th Century-Fox Television and Golden West Broadcasters
SOLD PRE-RELEASE: New York, Los Angeles,
Philadelphia, Louisville, Greensboro, Albany, Norfolk
...and many others pending.
we demonstrate. Not who says it funnier ... or more tenderly ... or with a more likeable spokesman. You don't get the spokesman with the product ... Comparitive advertising, he concluded, "has been executed both misteriously and adroitly. As with other techniques, a few of its practitioners have abused the cause of advertising while the majority, respecting its power and their responsibility, have advanced it. On balance, I hail comparative advertising as industry's own brand of consumerism when properly executed. It makes the consumer more conscious of his responsibility to himself to compare before he buys. Moreover, it serves as an incentive for advertisers to produce better products. And isn't that the greatest reward that advertising can offer the consumer?"

Mr. Kershaw was quick to answer—that comparative advertising does not work. His own agency's research involving comparative and noncomparative commercials for six package-good brands, he said, showed that:

"Comparitive television advertising does not offer any advantage to the package-goods advertiser. It does not increase brand identification. It makes consumers more aware of competitors. It results in lower belief in claims. It results in increased misconception and confusion. It is not more persuasive."

Mr. Kershaw also cited studies by syndicated research services as reinforcing his conclusion that "there is no advantage to be gained by comparative advertising. On the average, that is. Certainly individual cases may pay off in recall, or even in persuasion. But one swallow does not make a summer; the exception proves the rule, and even a blind hen finds an occasional corn."

"I shall be obliged to our competitors and their clients," he added, "if they scoff at these findings. It will give Ogilvy & Mather a welcome competitive advantage."

He acknowledged that comparative advertising was common. His graphic was: "The print medium lends itself to fair, full and thoughtful comparisons. The 30-second TV commercial does not. Indeed, our troubles stem from FTC's failure to understand that it is almost impossible to make a comparative 30-second TV commercial whose fairness, truthfulness and capacity to mislead is beyond challenge."

Advertisers and agencies, Mr. Kershaw continued, must "resist the temptation to form generalizations from isolated or unique cases where comparative advertising seems to have been justified and successful." Rules and codes, he said, "don't really help." And when offenses occur or are claimed to have occurred, "the immediate problem is that there is no adequate, speedy process for examination of complaints, and no adequate speedy retribution for offenders. Neither the FTC nor self-regulation will solve it. It can only be solved by self-control and self-discipline. We must adopt and practice higher standards of ethics; we the agencies, and our clients."

For the long term, he continued, "the widespread practice of comparative advertising would reduce the credibility and effectiveness of advertising and intensify the distrust of business corporations."

"We have already seen that ferocious hostility erupts between corporations that used to be sensible, honorable competitors—all because of some stupidly provocative comparative advertising. It is not in our interest to reduce the advertising arena to the kind of mud-slinging that has hitherto been the special preserve of politics. Widely practiced comparative advertising could speed up the destruction of what remains of the free enterprise system, for in the end nobody would have any respect for business or advertising."

Yet Mr. Kershaw and Mr. Tannenbaum did not seem always quite as far apart as most of their contentions suggested. Mr. Kershaw, for all of his opposition, held that advertisers do and should have an "absolute and unchallenged" right to use comparative advertising but should exercise the right only "in the very rarest of cases." And Mr. Tannenbaum, while upholding the values of comparative advertising, acknowledged that there is too much of it on the air. "Experience tells me," he said, "there are just not that many significant and demonstrable brand differences to warrant the current level of comparative advertising usage."

In the convention-closing address Niel O'Connor, chairman and chief executive of N.W. Ayer ABH International, the AAAA's retiring chairman, suggested that "truth in advertising" and "truth in business," catchwords often proposed as the answers to most if not all of the problems of advertising and business, are "neither likely nor possible" because the concept of "truth" is inevitably subject to change. The best that advertising—and business—can do, he said, is tell the truth "to the best of our knowledge."

"Credibility will come," he said, "when people begin to know that we really do tell the truth, to the best of our knowledge...."

Do we really think that the American economic system is a good one? Do we really think that advertising is a vital part of the system? Do we think business operates in the public interest as well as in its self-interest? If we can answer 'yes' to all of those questions, we won't have to present probabilities as eternal verities ... We should not hide behind vain protestations of absolute truth ... If we show that we're human, and flawed, imperfect as we are, we will be believed ...

Two radio reps divide Avery-Knodel list

Buckley Radio Sales, New York, and Pro/Meekeer Radio, New York, have taken over representation of AM and FM stations in 50 markets that were formerly handled by Avery-Knodel, New York.

The reassignment of stations followed A-K's decision to leave the radio representation business and concentrate on television (BROADCASTING, April 26). In the past three weeks Buckley has signed former A-K stations in 36 markets and Pro/Meekeer, in 14 markets. Spokesmen for these companies said some other stations may be added later. Billings involved in the reshuffling are said to be $2.5 million to $3 million.


Also KSWO(AM) Lawton, Okla.; KROC-AM Rochester, Minn.; WJGO(AM) and WQRI(FM) Burlington, Vt.; WFBM(AM) Springfield, Ill.; KBLU(AM) Yuma, Ariz.; WBQI(AM) and WKWF(FM) Dubuque, Iowa; WZLU(AM) Reading, Pa.; WTHI(AM-FM) Terre Haute, Ind.; WWNY(AM) Watertown, N.Y.; WMSS(AM) Massena, N.Y.; WCR(AM) Champaign, Ill.; WLRM(AM) Urbana, Ill.; WGEM-AM-FM Quincy, Ill.; KWTM(AM) and KKEZ(FM) Fort Dodge, Iowa; WIMA-AM-FM Lima, Ohio; WHBF-FM Rock Island, Ill., KLKL(AM) and
Meet the most impressive lineup Ara Parseghian has ever fielded.

“Ara’s Sports World”
These stations have joined “Ara’s Sports World.”

WOR-TV New York
KABC-TV Los Angeles
WLS-TV Chicago
KYW-TV Philadelphia
WBZ-TV Boston
KGO-TV San Francisco
WTOP-TV Washington, D.C.
WTAE Pittsburgh, Pa.
WFAA-TV Dallas-Ft. Worth
KSDK-TV St. Louis
KMSP-TV Minneapolis-St. Paul
WSB-TV Atlanta
WPLG-TV Miami-Ft. Lauderdale
KOMO-TV Seattle-Tacoma
WTOG-TV Tampa-St. Petersburg
WJZ-TV Baltimore
WFSB-TV Hartford-New Haven
KATU Portland, Ore.
WTMJ-TV Milwaukee
WLWT Cincinnati
WKBP-TV Buffalo
KOVR Sacramento-Stockton
KWGN Denver
WPRI-TV Providence
XETV San Diego
WCCB-TV Charlotte
WTVN-TV Columbus, O.
WSBP-TV Greenville-S.-Asheville
WKZO-TV Kalamazoo-Grand Rapids
WAST Albany-S.-Troy
WLWD Dayton
WBRE-TV Wilkes Barre-Scranton
WSAZ-TV Charleston-Huntington
WHP-TV Lancaster-H.L.—York
WNYS-TV Syracuse-Elmira
KMOL-TV San Antonio
WAVY-TV Norfolk-P.N. News
WFMY-TV Greensboro-H.P.-Winston Salem
WEYI-TV Flint-Saginaw-Bay City
WWBT Richmond-Petersburg
WSBD-TV Toledo
WTVD Raleigh-Durham
KETV Omaha
WHEC-TV Rochester
WSLS-TV Roanoke-Lynchburg
KJEO-TV Fresno
WAND Decatur-C.-Springfield, Ill.
KHQ-TV Spokane
WNDU-TV South Bend-Elkhart
WGAN-TV Portland, Me.
KOB-TV Albuquerque
WEHT-TV Evansville
WKJG-TV Ft. Wayne
KMST Monterey-Salinas
WJIM-TV Lansing
KVOA-TV Tucson
WKOW-TV Madison
WJBF Augusta
WCIV Charleston
KOAM-TV Pittsburgh-Joplin
WTVM Columbus, Ga.
KCAU-TV Sioux City
WBJA-TV Binghamton
WAOW-TV Wausau
KMCC Lubbock
WJET-TV Erie
KLAS-TV Las Vegas
KBCI-TV Boise
WABI-TV Bangor
KBAK-TV Bakersfield
KRCR-TV Chico-Redding
WUTR-TV Utica
WXOW-TV LaCrosse
These superstars have joined “Ara's Sports World.”

Pele
World’s greatest soccer player and star of the New York Cosmos.

Johnny Bench
Star catcher of the world champion Cincinnati Reds; twice National League MVP; eight All-Star Game appearances.

Bobby Clarke
Center and captain of the Philadelphia Flyers; National Hockey League’s Western Division MVP three times in four years.

Archie Griffin
Ohio State’s All-American running back and the only two-time winner of the Heisman Trophy; now signed to play for the Cincinnati Bengals.

Sheila Young
America’s amazing speed skater who won gold, silver and bronze medals at the 1976 Winter Olympics.

Steve Garvey
Hard-hitting and great-fielding first baseman for the Los Angeles Dodgers; National League’s 1974 MVP.

Dick Weber
Greatest bowler of all time; winner of more tournaments and prize money than any other bowler; named on nine All-Star teams.

Francie Larrieu
America’s foremost woman track star; holds indoor and outdoor world records for 1000, 1500 and 3000 meters, plus indoor records for mile and 2-mile.

Tim Shaw
Long Beach State swimming star and world record holder in 400, 800 and 1500-meter freestyle; 1976 Amateur Athlete of the Year.

Dwight Stones
Star of Long Beach State track team and world record holder for the high jump at 7 feet 6½ inches.

Bill Koch
America’s leading cross country skier and silver medal winner in the 30-kilometer event at the 1976 Winter Olympics.

...and many more professional and amateur superstars from virtually every popular sport! Each episode features one of these superstars demonstrating and talking about his or her particular sport.
These major youth-sports competitions will be highlighted.

National Boys’ & Girls’ Karate Championships
(Dallas)
Iowa Girls’ Basketball High School Championships
(Des Moines)
Junior National Ski Championships
(Waterville Valley, N.H.)
WIM Competition Figure Skating Championships
(Milwaukee)
World Minicycle Grand Prix Cyclerama
(Indian Dunes, California)
American Youth Soccer National Playoffs
(El Camino, California)
Sherm Chavoor Invitational Diving & Swimming Competition
(Sacramento)
U.S. Gymnastics Federation Junior Olympics for Boys & Girls
(Fort Worth and San Antonio)
American Canoe Association Junior Canoeing & Kayak Slalom Championships
(Kernville, California)
New York City Junior Boys’ & Girls’ Track Championships
(New York)
U.S. Trampoline & Tumbling Association’s 4th Annual International Age-Group Events
(Cedar Rapids)
All-American Youth Bowling Championships
(San Francisco)

...plus a wide range of other exciting events that add up to the most all-encompassing display of youth-sports competition ever presented on a single television series.

“Ara’s Sports World” from Viacom

National time fully sold to Kellogg and Burger King.
**1975 network-TV billings top '74 by 7.7%**

A total of 513 advertisers contributed to network television's record $2,430,667,200 in billings in 1975, the Television Bureau of Advertising reported in releasing company-by-company estimates of their network spending. The list included 59 newcomers to network television ranks.

The 1975 billings total represented a 7.7% increase over 1974's $2,256,519,100 (BROADCASTING, Jan. 19), although the 1975 list had three fewer network advertisers and 11 fewer newcomers than in 1974.

Procter & Gamble again was the biggest network investor, with outlets estimated at $161.3 million, up 11% over its 1974 spending. P&G was one of seven top-10 members that increased their network budgets in 1975 (see page 50).

Michelle Tiernan Corp., with outlets totaling $1,289,800, led the list of newcomers (see page 50).

The 1975 network TV users and their investments as estimated for TVB by Broadcast Advertisers Reports are as follows:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Advertiser</th>
<th>Investment</th>
<th>Rank</th>
<th>Advertiser</th>
<th>Investment</th>
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*New to network television.*
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<td>Photocell &amp; Gameco</td>
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<td>5</td>
<td>Borden</td>
<td>2,584,100</td>
<td>11</td>
<td>Safeway</td>
<td>4,023,000</td>
</tr>
<tr>
<td>6</td>
<td>Goodyear Tire &amp; Rubber</td>
<td>2,143,700</td>
<td>12</td>
<td>Pepsi Cola</td>
<td>1,431,500</td>
</tr>
<tr>
<td>7</td>
<td>Procter &amp; Gamble</td>
<td>2,112,100</td>
<td>13</td>
<td>Safeway</td>
<td>1,151,300</td>
</tr>
<tr>
<td>8</td>
<td>Union Carbide</td>
<td>2,418,100</td>
<td>14</td>
<td>Reader's Digest</td>
<td>1,456,900</td>
</tr>
<tr>
<td>9</td>
<td>General Foods</td>
<td>1,460,700</td>
<td>15</td>
<td>Safeway</td>
<td>1,130,000</td>
</tr>
<tr>
<td>10</td>
<td>General Mills</td>
<td>1,452,000</td>
<td>16</td>
<td>Safeway</td>
<td>1,124,000</td>
</tr>
</tbody>
</table>

**The top spenders:**

1974 % change investment 75 vs 74

<table>
<thead>
<tr>
<th>Category</th>
<th>Advertiser</th>
<th>Investment 1974</th>
<th>Investment 1975</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>Kraft (1)</td>
<td>3,598,700</td>
<td>3,739,000</td>
<td>4.5%</td>
</tr>
<tr>
<td>Tobacco</td>
<td>Philip Morris (1)</td>
<td>3,639,000</td>
<td>3,834,000</td>
<td>5.2%</td>
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<tr>
<td>Auto</td>
<td>General Motors</td>
<td>2,474,900</td>
<td>2,523,900</td>
<td>2.0%</td>
</tr>
<tr>
<td>Hospitals</td>
<td>Eli Lilly (1)</td>
<td>1,124,000</td>
<td>1,171,800</td>
<td>4.4%</td>
</tr>
<tr>
<td>Media</td>
<td>CBS (1)</td>
<td>1,460,700</td>
<td>1,560,000</td>
<td>6.6%</td>
</tr>
<tr>
<td>Electronics</td>
<td>General Electric</td>
<td>1,212,100</td>
<td>1,274,000</td>
<td>5.1%</td>
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<tr>
<td>Chemicals</td>
<td>Du Pont (1)</td>
<td>1,151,300</td>
<td>1,212,000</td>
<td>5.2%</td>
</tr>
<tr>
<td>Utilities</td>
<td>American Electric Power</td>
<td>1,130,000</td>
<td>1,171,800</td>
<td>3.7%</td>
</tr>
<tr>
<td>Banking</td>
<td>Chase Manhattan</td>
<td>1,124,000</td>
<td>1,171,800</td>
<td>4.4%</td>
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<tr>
<td>Retail</td>
<td>Sears Roebuck</td>
<td>1,431,500</td>
<td>1,456,900</td>
<td>1.8%</td>
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<tr>
<td>Entertainment</td>
<td>United Artists</td>
<td>1,124,000</td>
<td>1,171,800</td>
<td>4.4%</td>
</tr>
</tbody>
</table>

**Among the newcomers, the 10 largest are:**

1. Michelin Tire Corp.
2. Dana Corp.
3. Basco Industries
4. Acme Smoked Meats
5. National Cash Register
6. Lipton Tea
7. Allied Chemical
8. Allied-McCullough
9. Diamond Shamrock
10. Diamond-Sunshine
The shocking truth about Lederle Laboratories

We save lives for a profit. Shocking? Only to the naive. If we didn't, many life-saving medicines used every day might never have been developed. And we wouldn't be able to provide our many non-profit services. That's the "shocking truth" that rarely gets into print or on television.

For example:

Lederle has an emergency team on call 24 hours a day to provide medicine and advice to the medical community, anywhere, anytime. Expensive. Unprofitable. But important.

We also have a nation-wide symposia program to help doctors stay abreast of the latest developments in their fields, on a person-to-person basis. Plus:

Special programs to alert pharmacists and physicians of new findings on the pros and cons of drugs. And more.

For complete details on all the medical services our profits support, call Public Affairs at (914) 735-5000, at Lederle.

Call collect. We think you ought to hear both sides.

LEDERLE LABORATORIES
A Division of American Cyanamid Company
Pearl River, New York 10965
Diary rigging charged in Wichita

KTVH(TV) Wichita-Hutchinson, Kan., has filed a complaint with the FCC, accusing a rival, KARD-TV Wichita, of "willful fraud" in the submission of Arbitron and Nielsen diaries for November 1975. KARD-TV has refused comment.

(KTVH operates on channel 12 and is licensed to a subsidiary of the Minneapolis Star and Tribune Co.; KARD-TV, on channel 3, is owned by the Kansas State Network Inc.)

The complaint states that M. Dale Larsen, president and general manager of KTVH, reviewed both sets of diaries and deduced that three were sent to Arbitron from the household of J. Lawrence Proffit, KARD-TV national sales manager (and former KTVH employee). These diaries, according to Mr. Larsen, "reported viewing only KARD-TV" with one set said to be tuned to KARD-TV "from sign-on to sign-off."

Two Nielsen diaries, Mr. Larsen said, came from the residence of S.W. Funk Jr., a KARD-TV technician, and a third from that of Charles W. Brown, board chairman of the Kansas State Network. Both viewed KARD-TV "to the exclusion of any other station in the market" with one set reported on the full broadcast day, the complaint says.

Mr. Larsen said all three were filled out with handwriting similar to that on the Arbitron diaries.

The FCC has requested a response from KARD-TV.

ANA cites trend to fees

A new survey by the Association of National Advertisers shows that the 15% media commission is still the basic method of agency compensation but that one out of three advertisers uses some form of fee arrangement. Other highlights of the 126-page report unveiled at the ANA Advertising Financial Management Workshop held in Tarpon Springs, Fla., departures from the 15% commission system are often among smaller advertisers and industrial companies; changes in agency compensation arrangements were made by 53 companies over the past two years, with 19 advertisers shifting from a commission to fee system and 10 from a fee to a commission arrangement; the trend to the use of house agencies by ANA member companies seems to have leveled off, as has the trend toward use of media-buying services.

Advertising Briefs

Togetherness. Prentiss Court Advertising Agency and Shorey & Walter, both of Greenville, S.C., have combined staff and operations. Final result will be Shorey & Walter; Gene Dickson, Prentiss Court president, becomes officer of new firm.

Multimedia jargon. Spot sales, advertising talk once confined to broadcasting, has crossed over into print realm. Time magazine now uses phrase in advertising sales brochure which lists primary and supplemental spot markets and offers "Spot Sales Rate Card."
for Communications Financing Heller-Oak offers Project Funds...

...without equity participation

...through a loan or lease of any size

...on a long or short-term basis

True, we are interested in your financial history — but, we are just as interested in your current operation and plans. Potential carries a lot of weight. Discuss your financial needs with Heller-Oak and allow us to develop a personal plan for your situation.

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How to regulate cable television: House hearings to get under way

They could go on for weeks as witness list, which broadcasters see slanted toward cable, grows

Amid complaints from broadcasters that the witness list is stacked in favor of cable, the long-awaited hearings on cable television regulation begin today (May 17) before the House Communications Subcommittee. The first witnesses will be former FCC Chairman Dean Burch, former Office of Telecommunications Policy Director Clay T. Whitehead and Don LeDuc, attorney and professor of communications arts at the University of Wisconsin.

The hearings are scheduled every day through Thursday this week. Tuesday's session will feature a panel of economists including David Blank of CBS, Leland Johnson of the Rand Corp., Stanley Besen of Rice University and Rand Corp. and Victor Ferrall of the Washington law firm of Jones, Day, Reavis & Pogue.

Continuing the "them" day approach—the first to be introduction day, the second cable economics day—the third hearing day will examine the noncommercial applications of cable technology. Among the witnesses for that session are Margaret Cleland, a cable consultant to the Connecticut state library; Maxine Rockoff of the National Center for Health Services Research; Mitsuru Kataoka of the Irvine Unified School District, Irvine, Calif.; Mary Sue Smoller, officer for the government access cable channel in Madison, Wis., and a panel discussing the Spartanburg, N.C. project, a federally funded cable TV experiment with different applications of two-way cable.

On Thursday the heads of the three major trade associations in the field will testify, including National Association of Broadcasters President Vincent Wasiczewski and Executive Vice President John Summers; National Cable Television Association President Robert Schmidt and Chairman Burt Harris, and Community Antenna Television Association President Kyle Moore.

From 15 to 17 days are planned for the cable hearings, each day designed to illuminate some facet of the subcommittee staff's cable TV study issued last January (BROADCASTING, Feb. 2). Sessions after those this week will focus on distant signals, copyright, exclusivity, pay TV, federal-state-local regulatory issues, pole attachments, cable industry structure, crossownership, minority employment and rural telecommunications.

The hearings are scheduled to resume Monday, May 24, with congressional witnesses, including Representative John Murphy (D-N.Y.) showing excerpts of Manhattan Cable's Midnight Blue which is piped into some homes in his district ("Closed Circuit," May 10). Representatives of the three networks will testify May 25; the only confirmation so far is Everett Erlick of ABC, May 26 will be set aside for testimony from trade associations other than the first three already named.

Preliminary sparring has begun for the hearings. Last week a delegation that included representatives of the National Association of Broadcasters and ABC complained to subcommittee Chairman Lionel Van Deerlin (D-Calif.) that the witness list favors cable. And a cable group had the same complaint. The Cable Antenna Television Association seemed most concerned about an imbalance in favor of the less militant NCTA.

MSO's may come under siege from home-towners

FCC's 1977 deadline will give impetus to fights for franchises; FCC Seltzer, Warner's Hauser expect fireworks on the community front

A scramble for cable television franchises may be imminent as more and more franchises come up for renewal locally. The big push will be the FCC's March 31, 1977, deadline for grandfathered (pre-1972) systems to renegotiate their franchises to comply with the commission's rules.

Some small system operators are concerned that large multiple system operators may seek expired franchises as a less expensive way to expand operations. Early indications at the FCC, however, do not support that view. "MSO's are the most likely to be raided," according to Roger Seltzer, special relief branch chief at the FCC's Cable Television Bureau, who noted challenges from community groups. "It's only a handful of systems involved so far," said Mr. Seltzer, "but then there haven't been that many franchises come up for renewal." Since the 1972 rules, only a couple of hundred franchises have been renewed, Mr. Seltzer pointed out.

He added, however, that the handful of cases today could be a forerunner of what will come when the FCC's deadline for refranchising hits. There will be a "lot of activity" in the next year or two on the franchise renewal front, he predicted. Aside from the impact of the 1977 deadline for grandfathered systems, many of the traditional 20-year franchise deals, once typical in the CATV industry, are due to expire.

So far, the attack on expired cable franchises has been directed at MSO's by noncable groups claiming the need for local control and responsiveness. Examples include Cablecom General's system at Hugo, Okla., where the franchise was denied renewal by the local authorities. A nonexclusive franchise was awarded to a group said to be made up of local citizens. A similar contest, not yet settled, involves Cablecom's system at nearby Isabela, Okla. The Hugo case is being fought in the courts and at the FCC.

Warner Cable Corp. is under attack at its franchises in Valparaiso, Fla., and Altoona, Pa. In Valparaiso, the city government refused to renew Warner's franchise and instead awarded it to themselves. Warner has served notice that it will shut down service 90 days after the franchise expires. However, it is still seeking review of the city's decision, claiming the action was taken without a public hearing.

In Altoona, a 10-year franchise granted by the city in February was contested by a local group which is seeking review through a referendum on the issue.

Gustave Hauser, chairman and chief executive of Warner Cable, said that unless the cable operator receives some kind of reasonable stability, he is disinclined to make capital investments at the end of a franchise period. The cable industry lacks the kind of legal framework that gives franchise or license stability such as that which broadcasters and utility operators have, he said. Mr. Hauser expressed his belief that the "pirates" won't win expired franchises, thus forcing cable operators to sell their plant at "distress prices." However, in the interim there will be a "flurry" of attacks against MSO's, especially in small communities, he said.
NBC, NABET still apart on contract

Union strike continues after six weeks; CBS, ABC pacts next

Members of the National Association of Broadcast Employees and Technicians voted last Wednesday (May 12) to reject by a substantial margin a three-year agreement covering 1,700 NBC engineers, writers, cameramen and maintenance workers.

A NABET official said rank-and-file members turned down the tentative agreement because the "money package" was unsatisfactory. He said members considered the wage offer inadequate and they objected to provisions reducing jurisdiction by the union in electronic news assignments. He said they felt this latter provision eventually would cut back on employment of NABET members.

The union struck NBC on April 1 (Broadcasting, April 5) but the network continued on-air operations through use of nonunion personnel. NABET and NBC had been meeting off and on in the intervening period through the offices of the Federal Mediation and Conciliation Services in Washington and, on May 8, union negotiators and the network announced they had reached an agreement in principle.

The result of the balloting was announced by NABET officials at their headquarters in Washington after they had tabulated the voting from members in New York, Cleveland, Chicago, Los Angeles, San Francisco and Washington.

Union officials said that picketing would continue but they stood ready to renew negotiations.

The rejected pact was said to represent a compromise between labor and management. In the wage sector, it provided for an 8% boost in the first year of the contract, a 6.2% increase in the second year and a 6.9% jump in the third and final year. In the final year, the weekly salary of most technicians and news writers reaches $460.

A key issue was NBC's insistence on altering provisions dealing with jurisdiction over electronic newspapering assignments. The expired contract gave NABET jurisdiction up to 250 miles on such assignments. NBC reportedly insisted on a 50-mile limit and the compromise worked out to a 75-mile jurisdictional border for the union. The union was fearful that rules restricting its jurisdiction would pave the way for increased use of "stringers" and per diem workers and a reduction in union staffs.

NBC and NABET were said to have arrived at compromises on provisions concerning the scheduling of workers and lunch-time periods.

The period since April 1 has been marked by acrimony between NBC and NABET. NBC charged that some NABET members had participated in "sabotage" of film and video-tape equipment and sued the union. In turn, the union countersued. At one point the union offered to return to work, but NBC turned down the proposal unless NABET could guarantee there would be no further damage to equipment. NABET said NBC's action constituted "lock-out.

CBS, meanwhile, has been negotiating in Chicago with the International Brotherhood of Electrical Workers, which performs the technical assignments at its television and radio networks. That contract expired last September but has been extended. There were indications last week that a settlement was imminent. ABC's contract with NABET expires next year.

KRVR (FM) in Davenport, Iowa has been on the air since December, 1974. This profitable stereo station follows a strict philosophy of quality and reliability.

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

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

"Virtually every feature in the edit mode is used at one time or another. The interesting thing is that the features don't interfere with each other. Start Memory and Motion Sensing are assets, especially in automation. We can avoid tape spillage and tape breakage, and reduce the amount of time spent cueing-up."

"The phase stability from one end of the tape to the other is excellent. That's a prime consideration for stereo operations. The front-panel limited-range level controls have been invaluable. We can be sure our stereo balance is always correct and that the level between tapes is very consistent."

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

Find out more. Call us collect (309/828-1381) and ask us your questions about the 850 Series.
pects to fill the orders of more than 150 units well before the end of 1976, a company official stated.

The TK-76 is priced in the neighborhood of $35,000. It is a self-contained unit, resting on backpack-style shoulder harness, with an encoded color signal, ready for record- ing or for direct on-air use. The power source is a 12-volt battery belt worn by the camera operator.

PBS's captioning plan inflexible, costly, contend opponents

EIA, broadcasters urge FCC to do more research

Broadcasters and the Electronic Industries Association urged the FCC to turn down a proposal by RCA that would allow captioning of TV shows for the deaf and hearing impaired until there is more field testing of the proposed method and consideration of other systems.

The plan was advanced by the Public Broadcasting Service and involves reservation of line 21 of the vertical blanking interval of television broadcast signals for the transmission of encoded captions (BROADCASTING, Dec. 1, 1975). The captions would be visible only on sets equipped with a special decoder.

The main objections, in the comments received at the commission, were that the PBS plan is inflexible, economically prohibitive and can't be used with most of the networks' prime-time programming.

A temporary adoption of the plan for three years was suggested by the Consumer Electronics Group of the EIA. Establishing a permanent system now would be "unreasonably rushing a crucial policy decision," EIA said. PBS felt it was important the rule be a permanent one to stimulate industry development of the hardware and software necessary.

CBS was worried that the plan will waste "valuable, scarce vertical interval space" as was the National Association of Broadcasters which predicted other uses for line 21 in the future that should not be "neglected or forever locked out" by reserving line 21 exclusively for aural captioning. This would not be the case, said PBS, "There remains ample capacity . . . to accommodate" future services in line 21.

Price estimates by PBS were $25,000-$50,000 for equipment and $1,000 per hour. These figures were disputed by NBC which said $525,000 and $7,600 per hour would probably be more accurate. CBS captioned an episode of The Waltons and estimated that the total cost for captioning the 511 hours of primetime programs it broadcast in the 1975-76 season would be about $1.9 million.

Another objection was that the PBS plan can only be used with video-taped material, a "practical way" to caption material on film, said NAB, and most prime-time programming is on film.

Further study should be given to the captioning systems in use in Europe, said EIA, NAB and CBS, especially the Teletext system used in England. This plan provides the encoded information at a faster rate and allows much more material to be shown. Such a system, said EIA, would not only provide captions, but could offer information of interest to the general public, making the system easier to market and probably less expensive than one solely for the hearing impaired.

BIAS seminar. Station operators, managers and sales directors have been invited to session sponsored by Broadcast Industry Automated Systems division of Data Communications Corp. Seminar at Airport Hilton in Memphis will be follow-up of three-day working session held earlier this year. Features are: various management-oriented computerized information programs, including options in automated sales report projections; new BIAS 202 system; backup services and BIAS interface with other automated gear.

One moment, please. AT&T private line rate increases (BROADCASTING, April 5), scheduled to take effect May 19, should be postponed, wire services and American Newspaper Publishers Association told FCC, until those groups can make detailed study. New rates for microwave and telephone lines mean 60% increase, they said, and will hinder dissemination of news to remote areas.

High frequency family. Collins Radio Group, Rockwell International Corp., has introduced family of high frequency communications equipment featuring receivers, 1-kw, 3-kw and 10-kw transmitters and transceivers. System elements are standard 19-inch rack-mounted. Series is designated HF-80 line.

Master recorder. Ampex Corp. has introduced ATR-100 recorder-reproducer for mastering audio tape. System has eliminated use of pinch rollers and all operating controls are contained in matrix-type panel about size of pocket calculator.

Big improvement. TV Itaopan has ordered RCA color TV transmitting equipment costing more than $580,000 to improve broadcast facilities of its ch. 5 outlet in Salvador, Brazil.

Gauging contours. FCC has suspended use of terrain roughness factors in predicting FM and TV fields at night contours until May 1, 1977, while method is developed to calculate deviations caused by unusual terrain. In meantime, field strength charts will be used, but without regard to terrain roughness.

Sold to Rome. Ampex Corp. has received $1 million contract from Italian broadcasting network (RAI) in Rome for video-tape equipment including nine AVR-2 modular video recorders/reproducers, two TDR-900 digital time base correctors and two RA-4000 automatic video programers.

July 1 changes for NPR news bureau stir some discontent

Frischknecht's plan will enlarge scope of unit beyond news, public affairs

A plan to reorganize the national news bureau within the National Public Radio structure has evoked complaints from news bureau staffers that the scheme will downplay news and public affairs activities in favor of "softer" material.

The reorganization plan, announced by NPR President Lee Frischknecht after a two-month study assessing public radio's growth and development, will involve no staff changes, but will require a renaming and reshuffling of departments. The plan calls for the 11-member news and information bureau (spread out among Washington, New York and San Francisco) to be elevated and become a department of program content resources, serving all three NPR program departments: cultural, informational and specialized audiences. Between four and seven positions are expected to be added to the new department to expand the focus of the unit.

Jim Ruskell, executive producer for All Things Considered, has been named acting director of the new department. The programming division, headed by NPR Vice President Presley D. Holmes, will oversee the new department and, at the same time, administrative activities related to programming will be spun off into a new corporate relations division. That division would also comprise the public information, station relations and development departments.

In calling for the reorganization, which should take effect July 1, Mr. Frischknecht said a shift was necessary to broaden the content of materials provided beyond the news and news and public affairs activities related to programming will be spun off into a new corporate relations division. That division would also comprise the public information, station relations and development departments.

Bob Zelnick, news bureau chief before he resigned last week, called the reorganization plan a "bogus issue and a hoax." He admitted that the bulk of the bureau's activities has been in the news and public affairs area, especially in providing segments for the nationally known All Things Considered program, but he outlined a growing effort in cultural programming with the arrival last January of a reporter especially attuned to that area.

Mr. Zelnick claimed that other program units that develop nonnews material have not done as well as the national news bureau has done its job of providing public affairs reporting and interpretation.

Also tied with the reorganization plan is charges of "union-busting" by news bureau staffers who have reportedly taken initial steps toward establishing a union. Basic grievances are over salary levels, which staffers contend are below similar jobs at other organizations. The top
minimum base salary for a reporter at NPR, said Mr. Zelnick, is $16,250 a year.

The reorganization plan fails to confront the issue raised by many NPR member stations that they are not contributing enough to the national program schedule which is assembled in Washington, according to Mr. Zelnick.

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**Journalism flawed, says CBS’s Taylor**

To counter outside threats, it must improve objectivity, he tells press institute

The "great powers and responsibilities" of the press—broadcast and print—were examined by CBS President Arthur R. Taylor before the Assembly of the International Press Institute in Philadelphia last week. He iterated that "television . . . must in my view take further steps to insure that the world it presents is more than a superficial one." And he pointed out that he "recently asked those independent broadcasters affiliated with the CBS Television Network to consider the goal of expanding the CBS Evening News as a worthy one for this industry."

As in his original speech to the CBS affiliates (Broadcasting, May 10), Mr. Taylor did not elaborate on a format or timetable.

Mr. Taylor concentrated on calling on the American press to "use the time gained by this post-Watergate honeymoon to put its house in order. It must act now," he said, "to increase the public's trust and confidence. For the next time, the assault may not be clumsy."

There are still too many lapses in judgment, careless errors, pandering to base instincts, too much trivia and not enough serious examination of issues, he said. Journalists must be "scrupulously objective and fair," he said, "and increasingly, the specialist-reporter will be necessary to provide in-depth knowledge and expertise."

Privacy, a fair trial and simple human dignity, Mr. Taylor said, must be allowed to balance press freedom. On the subject of investigatory journalism—"so much in fashion since Watergate"—he said that "the competent and hard-nosed professional" must "not be tempted to transgress the boundaries of fairness and objectivity in his or her hunger for a journalistic coup. For every Woodward or Bernstein," he said, "there are hundreds of reporters spending countless thousands of hours in tedious, unglamorous work."

Mr. Taylor also noted his concern over challenges in the form of prior restraint, judges issuing gag orders, the increasing use of court subpoenas, arrest and search warrants to force disclosure of unpublished information, the bill, S.1, now before the Senate, the equal-time law and "the so-called fairness doctrine," all of which, he said, represent "a tremendous potential threat to the integrity and freedom of broadcast news."
The first 50 years

of NBC will be celebrated in a
BROADCASTING special report
on June 21. It will track the first network from
Mary Garden and Will Rogers to Angie Dickinson and
Chevy Chase. From David Sarnoff and Deac Aylesworth
to Anthony Conrad and Julian Goodman. From Frederic
William Wile to John William Chancellor.

We will do it in words, in pictures and in style.

All in time for a special distribution to NBC's
golden anniversary convention of both radio and
television affiliates in New York's Waldorf-Astoria.

Your own salute to NBC will be at home in ours.

You belong in Broadcasting Jun 21
Future editorialists? Cleveland area schoolchildren may be no more informed than other youngsters, but they're getting an opportunity to speak their minds on WQBA(AM) there. As summer vacation approaches, the Scripps-Howard Broadcasting Co. station is wrapping up its first school year of Classroom Camera, which sends an ENG camera to elementary schools to capture what's on the minds of 6-to-12 year olds. At least 12 one-to-two minutes spots are aired weekly, mostly in commercial positions when there's a youthful audience. "The kids are so sophisticated that it's beyond imagination," says William F. Baker, news program director, who plans to continue the show into summer school and beyond. Topics of concern have ranged from drugs to black history to gun control. Public reaction has been positive, Mr. Baker says, with the exception of those who think "kids are too young to be commenting on such subjects." At the Nathaniel Hawthorne elementary school, one youngsters takes his turn at the clapboard (left) as taping begins under the supervision of news cinematographer Steve Kotton and producer Pat Martin (right). A similar program is airing the views of South Florida youths at another Scripps-Howard station, WPVT-TV West Palm Beach.

Miami newsman loses legs in car bombing

Victim had been editorializing on air against local terrorists; FCC asks Justice to intervene; says federal government should protect those who speak out; $50,000 in rewards are offered

Broadcast editorializing may have its first martyr.

Emilio Milian, 44, news director of WQBA(AM) Miami, Fla., was the victim of a bomb planted behind the firewall in his station automobile April 30, minutes after leaving the air on his nightly Habla El Pueblo talk show on that all-Spanish radio station. Mr. Milian had broadcast a number of editorials decrying terrorism among Miami's Cuban community. It is thought that he was the victim of that same terrorist element, which had at least twice warned him against continuing the station's editorial campaign.

Mr. Milian lost both his legs in the explosion, which was triggered when he turned the ignition key. He was severely mutilated as well, suffering injury to his left hand and to the left side of his body. He was released from intensive care only last Tuesday (May 11), and is not expected to be able to return to duty for several months. The station, which has continued its editorial attack, anticipates that Mr. Milian will be broadcasting from his hospital room within several weeks.

Herbert Levin, general manager of the Susquehanna Broadcasting station, said that almost $50,000 has been put up in rewards for information leading to the apprehension and conviction of Mr. Milian's attackers, including $25,000 from the parent broadcast group. The Florida Association of Broadcasters put up $1,000, the Greater Miami Association of Radio Broadcasters $8,000 and the Miami newspapers more than $5,000.

Mr. Levin called the attack on Mr. Milian "an obvious assault on the First Amendment." The FCC apparently agrees: It is asking the Justice Department to intervene in the case on the grounds that the nation's communication's policy encourages editorializing, and that the federal government must therefore protect broadcasters when they pursue a vigorous editorial policy.

Chairman Richard E. Wiley on Thursday wrote to Attorney General Edward H. Levi, seeking Justice Department intervention in the case. Mr. Wiley said that the commission's fairness doctrine imposes an affirmative obligation on broadcasters to discuss controversial issues of public importance. Accordingly, he said, the government has an obligation to find and prosecute those responsible for the attack on Mr. Milian. The government's failure in that regard, he said, could have a chilling effect on broadcast journalists across the country.

Mr. Milian is a Cuban American. He has been with WQBA since 1965, and has been news and program director since 1971. He is married and has three children. WQBA has a 17-person news staff. It presents a four-hour news block each morning from 5 to 9 a.m., a 12 noon to 1 p.m. news hour, news again from 5 to 6 p.m., Mr. Milian's talk show from 6 to 7 (the bombing occurred at 7:17), talk again from 9 to 11 and news from 11 p.m. to 12 midnight.

KARK
Little Rock,
Arkansas

Rex Humbard
reaches 86 share and is seen by 63,000 people each week

Why?

See back cover

Source: Arbitron Feb/Mar '76
Agnew does reprise on sins of media

In 'Today' appearance, he takes particular aim at pro-Zionist influences

Former Vice President Spiro T. Agnew was back before a television camera and microphone last week, and it was almost as though he had never left. He attacked the media.

Mr. Agnew, who resigned two-and-a-half years ago and pleaded no contest to a federal charge of tax evasion, was a guest on the Today show on NBC-TV. The purpose was to promote his novel, "The Canfield Decision."

But he also spent time, in answering the questions of Today's Barbara Walters, to criticize the media—what he regards as the media's power and lack of fairness.

He said, no, he did not think young people should enter politics. The media have made it "a dangerous game" in which a single statement can be the ruin of a career. "I just think it's impossible for a person in politics to do the job they're elected to do under present conditions," he said.

The former Vice President added a new dimension to his criticism of the media: their alleged pro-Zionism. Asked by Miss Walters about characters in the Agnew novel who talk about "the Jewish cabal, of the Jewish or Zionist lobby having too much strength, too much influence in Congress," he said:

"I do feel that the Zionist influences in the United States are dragging the U.S. into a rather disorganized approach to the Middle East problem. I feel, for example, that we don't have an even-handed policy in the Middle East."

Later he said, "I think the media are sympathetic to the Zionist cause, put it that way."

Mr. Agnew declined to answer questions about his own resignation—he has maintained he was innocent of the charges contained in a lengthy Justice Department statement on his case—or about former President Nixon. His interest was in talking about the book and the media. Besides, he said, he is saving that material for a "memoir" he hopes to sell.

Vermont gag order opposed

A television station and four newspapers in Caledonia county, Vt. have requested a hearing to fight a proposed gag order in a first-degree murder case. The station, WCAX-TV Burlington, and the papers are protesting a request by the attorney for the defendant, Scott David Dunkerly, 21, that the public be excluded from pre-trial hearings, that lawyers be prohibited from telling the news media that only court personnel have access to the official files of the case.

Potomac perspectives to be offered NBEA sessions in Washington

The men in and behind the news jam editorialists' agenda

Some 100 to 125 broadcast editorialists are expected in Washington June 8 to 11 to gain first-hand information from national policy-makers at the fourth annual meeting of the National Broadcast Editorial Association.

The conference, based at the Mayflower hotel, will include briefings at both the White House and the State Department. Vice President Nelson Rockefeller will provide a keynote address Wednesday morning (June 9), to be followed by a discussion of a Senate bill (S.1) to reform the U.S. Criminal Code with Senator Edward Kennedy (D-Mass.) and Quinn Tamm, a law enforcement consultant and former assistant director of the FBI.

A luncheon, scheduled that day at the State Department, will feature an address by Winston Lord, director of the Secretary of State Henry Kissinger's policy planning staff. That will precede a White House briefing with Secretary of Defense Donald Rumsfeld and James Lynn, director of the Office of Management and Budget, and possibly, a meeting with President Ford.

Thursday is to be marked by meetings with members of Congress including Representatives Brock Adams (D-Wash.) on the budget and Elizabeth Holtzman (D-N.Y.) on defense, and Senators Hubert Humphrey (D-Minn.) on employment and the economy, and Mike Gravel (D-Alaska) on energy. A discussion on upcoming Senate and House races will feature the chairman of the congressional campaign committees: Representatives John Anderson (R-Iil.) and Wayne Hays (D-Ohio), and Senators Ted Stevens (R-Alaska) and Wendell Ford (D-Ky.)

The NBEA's James Madison Award for furtherance of freedom of expression is to be presented to Judge Harold Medina, formerly of the U.S. Court of Appeals for the second circuit in New York, at a Thursday night banquet.

William Ray, chief of the FCC's Complaints and Compliance Division will participate in a Friday panel on legal issues that will precede a nuts-and-bolts session on writing editorials and a luncheon addressed by Representative Ronald Dellums (D-Calif.).

Registration fees for members are $80 before May 24 and $94 thereafter. The fee for nonmembers is $100. Applications should be sent to Ted Powers, NBEA secretary-treasurer, WBZ-TV Roanoke, Va. NBEA will also assist with hotel reservations.
Turndown for PTV

ABC sees no reason to give PBS access to convention pool while others pay their way

Public television's request for free access to the commercial networks' pool coverage for this summer's political conventions apparently was turned down last week.

The message was conveyed in a letter to Larry Grossman, president of the Public Broadcasting Service, from George Watson, ABC's vice president of the Washington news bureau. ABC explained that it would be "unfair" to the other pool subscribers to allow PBS free access.

No reply has been received from either NBC or CBS, but Mr. Grossman read the ABC letter as an end to public television's hopes of providing live gavel-to-gavel coverage of the Democratic and Republican national conventions. Convention coverage by PBS will instead be confined to public affairs and news programs that may be expanded as the convention nears. The Robert MacNeil Report, Black Perspective on the News and USA: People and Politics are examples. Other special programs may be added, said Mr. Grossman.

RTNDA picks finalists

WCCO-TV, WBAL-TV, WCBS(AM) are biggest regional winners

The Radio Television News Directors Association has selected the regional winners that will compete for national RTNDA television and radio awards this summer. Those stations still in the running were judged in four categories, with individual competitions for the West, Midwest, Northeast and Southwest.

Both WCCO-TV Minneapolis and WBAL-TV Baltimore led the television winners with two regional awards. WCBS(AM) New York received the most radio honors, with three awards.

Awards were not made in every category for each region. A complete list of categories and regional winners—which will receive certificates primarily at regional RTNDA meetings—follows:


■ Investigative award: KNXT(AM) Los Angeles, WCCO-TV, WCAU-TV Philadelphia, WPLO-TV Miami, WCBS(AM) Minneapolis, WRVA(AM) Richmond, Va., and WBUR(AM) Providence, R.I.

■ Editorial award: KOMO-TV Seattle, WBBM-TV Chicago, WCVB-TV Boston, WCXT(AM) Miami, KGON(AM) San Francisco, WJBC(AM) Bloomington, Ill., and WCBS.

■ Spot news award: KVOV-TV Stockton,

Calif., WBAL-TV, KTRK-TV Houston, KCBX(AM) San Francisco, WIZM(AM) La Crosse, Wis., WSB(AM) Atlanta, and WCBS.

Earning special mention were WDAF(AM) Kansas City, Mo., for spot news and WBBG(AM) Muncie, Ind., for a program on esophageal speech.

Food-stamp reporting, series on food problems win top RFK awards

Broadcast journalists were to be honored with two out of six Robert F. Kennedy Journalism Awards for outstanding coverage of the problems of the disadvantaged. Selected for a plaque and a bust of the late senator in the eighth annual competition were Tom Pettit of the NBC Nightly News for his series on food stamps, and Bob Cain and Cathleen Gurley of WWVA(AM) Wheeling, W.Va., for their two-part series, The Care and Feeding of America. An awards luncheon was scheduled last Friday at the John F. Kennedy Center for the Performing Arts in Washington.

In addition, Dan Rather, John Sharron and Peter Poor earned honorable mention for "The J.Q. Myth" program on CBS Reports. Citations went to Mark Lendner of WCKT(AM) Miami for a 15-part series on substandard housing in Miami, and to Sally Fitz of KMOX(AM) St. Louis for the program, "Too Far from Help."

Already sold in markets representing 67.4% of total U.S. TV homes including

- Chicago
- Providence
- Portland, Ore.
- Denver
- Charlotte
- San Diego
- Bakersfield
- Pensacola/Mobile
- New Bern
- Greenville
- Washington, N.C.
- and many more....

YEAR 2

ESCAPE INTO WORLDS BEYOND BELIEF

SPACE: 1999

MARTIN LANDAU, BARBARA BAIN, CATHY SCHOLL

Broadcasting May 17, 1976

81
Grossman sets up PBS's fall line-up to counterprogram commercial fare

Key is thematic scheduling for each night, hope that stations will run them whole

The Public Broadcasting Service has proposed a fall programming schedule that can offer an alternative to commercial program schedules.

The plan calls for setting aside certain nights for programming built around a single theme, such as drama or public affairs. Many sporadic specials will be packaged as 52-week series and their placement in the PBS national feed is designed to gain maximum impact for public television and in several instances to counterprogram the commercial networks.

The success of PBS's attempt to put "consistency" into its programming schedule, according to President Larry Grossman, rests with the stations. They can choose to take nationally fed programs live or tape them for insertion at other times in their own local schedules. The degree to which public stations follow PBS's national scheduling plans will be witnessed this fall when the stations file carriage reports.

Mr. Grossman explained the programming schedule is an effort to get as much consensus as possible, allowing for more economy in terms of impact and promotion. If most stations carry a national program at the same time, promotional efforts will have a greater effect nationally, he continued. It has been shown, said Mr. Grossman, that the most successful programs have the most consistent carriage.

The "handicap" in public television, said Mr. Grossman, is that when the viewer finds something he or she likes it often not there the next time the person looks for it on the schedule.

The PBS schedule is nevertheless designed to give stations the maximum flexibility for tailoring certain programs to their local audience's time needs, he added.

Sunday night would be set aside primarily for cultural programs to run on a 52-week basis. Included in Sunday's line-up are: Evening at the (Boston) Pops to be alternated with Evening at Symphony; followed by Masterpiece Theater and then Dance Performances, which includes Dance in America, Theater in America and the Live From Lincoln Center series.

Monday will be devoted to Grand Prix Tennis during the summer and to reruns of the Adams Chronicles in the fall. In Performance at Wolf Trap, which previously was a series of specials, will follow on a regular basis.

Tuesday night, when the commercial networks have not scheduled any full-length movies, PBS will present the classic Janus Film package. Prior to the Janus films, PBS will feed various specials, including the Hallmark Hall of Fame programs, the National Geographic documentaries and other programs produced by PBS or acquired outside. The format marks a departure from the special-of-the-week concept PBS has used in the past.

Wednesday, PBS will feed the Nova science series at 8 p.m. followed by the Great Performance series at 9. (The Great Performance series will be repeated the following Sunday.)

PBS has set Thursday aside for dramatic programming and will lead off the evening schedule with Masterpiece Theater, followed by either Visions, Hollywood Television Theater or Classic Theater (featuring British produced drama shows) on rotating basis.

Friday would become PBS's public affairs night with back-to-back news and informational programming running from 7:30 p.m. to midnight. Opening the evening will be the Robert MacNeil Report, which is stripped in every weeknight at that time, followed by Washington Week in Review, Wall Street Week, USA: People and Politics (which may be expanded as the political conventions approach) and an hour of documentaries at 10. World News and then ABC Captioned News will wind-up the night's schedule.

Saturday evening will begin with PBS's Children's Film Theater at 7:30, when the commercial stations are presenting access programming. Reruns of Tuesday specials and Thursday night's drama series will follow.

The children's program Zoom will be presented at 6:30 p.m. weekday evenings opposite local news programs on the commercial networks.

Target audience programming such as Woman, Black Perspective on the News and Black Journal will be fed at 7 and 11 p.m. for the stations to insert at their discretion. Mr. Grossman claims that target audience (minority) programming fails to reach its intended viewers when it competes in prime time against the commercial networks.

PBS stations cut program buying

Co-op commits to 28 series, 10 fewer than last year

The Public Broadcasting Service's station program cooperative, which chooses the programs that will be fed nationally for the next season, has picked 28 series representing a collective investment of $15 million. Last year 38 series were bought for $16.5 million.

The program selections are expected to fill about 40% of the PBS schedule, with the remainder filled by programs produced by member stations and offered free and by outside acquisitions made by PBS and arranged through underwriters.

The drop in the total number of series purchased during this program cooperative was attributed to escalating program costs. Nevertheless stations contributed a record $9.5 million, with the Corporation for Public Broadcasting kicking in $3 million and the Ford Foundation $2.5 million for the total station program cooperative (SPC) funding effort. At the last SPC, CPB and Ford each contributed $4.6 million, with the stations providing $7.3 million.

The series chosen by the 256 member stations represent the production efforts of 17 public TV stations.

From WNET(TV) New York, PBS stations selected Great Performances, featuring dance, theater and the Live from Lincoln Center series cultural shows; Opera Theater Presents, featuring five operatic productions produced in conjunction with the Canadian Broadcasting Corp., and Ingmar Bergman's Scenes from a Marriage, six-hour-long programs originally shown on Swedish television.

Series produced by WETA(TV) Washington that were purchased by the stations are: Washington Week in Review, featuring 52 half-hour programs, and Special Events, with coverage of impor-
First Amendment applies ‘in general’ to broadcasting, Eger says for Ford

Acting director of OTP, writing for President, tells mayor that violence on TV is beyond reach of governmental intervention

John Eger, acting director of the Office of Telecommunications Policy, in a letter written in behalf of President Ford, said that broadcasters’ programming “is protected in general by the First Amendment” and that “we question whether the federal government in a free society should presume to dictate moral standards for the whole country …”

It is the public itself, he said, that should act to bring pressure to bear when they are dissatisfied with programming.

Mr. Eger’s letter went to Mayor David D. Shiffman of Santa Barbara, Calif. He had written President Ford to ask him to “take the leadership in starting some meaningful action” aimed at reducing the presentation of violence on television. Mayor Shiffman enclosed a copy of a resolution deploring television violence that was adopted unanimously by the United States Conference of Mayors last year.

Mr. Eger, in responding to the letter for the President, said, “We share your concerns and are deeply distressed at what appears to be an increasingly prevalent problem as measured by the number of complaints received in Washington.” But he questioned the wisdom of government-imposed standards of programming “which could stifle creativity and diversity.”

Mr. Eger said “While we personally deplore the presence of violence in television programming, we believe the First Amendment imposes a limit to governmental intervention in television speech, absent some clear, compelling and imminent danger to society.”

Mr. Eger said the primary responsibility for regulating program content rests with the broadcaster. But they also should make their displeasure known when they feel broadcasters have failed to exercise the proper restraint. And they should communicate their displeasure to the broadcast advertisers involved, to the FCC and to their elected representatives.

Mr. Eger said the resolution adopted by the mayors conference is the kind of public expression likely to impress broadcasters with the seriousness of the public’s concern. “Given their dependence on public acceptance and their commitment to public service,” he said, broadcasters “will and do respond positively to such public expressions.” He said the institution of the family viewing concept last fall is indicative “of broadcasters’ sensitivity in these matters.”

Program Briefs

One medium to another. Rankin-Bass Productions, New York, has sold 90-minute cartoon of J.R.R. Tolkien’s cult novel about mythical creatures, The Hobbit, to Xerox Corp. Sponsor is paying $1.1 million for two airings of The Hobbit, first of which goes on NBC-TV in fall of 1977.

Dylan special. NBC-TV will broadcast special starring singer-composer Bob Dylan, Sept. 14 (10-11 p.m.) in his first TV headliner appearance. Taped show is sponsored by Craig Corp. through Needham, Harper and Steers, New York.

Camera shipper. Caroline Kennedy, 18-year-old daughter of Jacqueline Kennedy Onassis, has latched on to glamorous summer job: photographer’s assistant for ABC-TV in Montreal during its coverage of Olympic games from July 17 through Aug. 1. She’ll report to Rick Giacalone, director of photography for ABC Inc. Her duties? As one ABC source put it, “She’ll be shlepping cameras for two weeks.”

Sale plans made. Agreement has been reached to sell Avco Broadcasting Corp.’s film production unit to Bright Light Productions, both firms Cincinnati-based. Bright Light is newly formed film production house; three of four owners are former Avco employees, fourth is former newsmans.
NBC-TV top winner in daytime Emmys

Syndicators' best effort is triple-honored 'Dinah'!

Although CBS-TV has emerged as a strong number one in the daytime Nielsen ratings, it has managed to win awards in only three daytime Emmy categories last week, compared to nine for NBC-TV and six for ABC-TV.

ABC's The $20,000 Pyramid won the "outstanding game or audience-participation show" Emmy and NBC's Another World topped the Emmy for "outstanding drama series" during the third annual daytime awards telecast on CBS-TV last Tuesday (May 11).

Six of NBC's nine Emmys were awarded to the First Ladies' Diaries series of three specials, with the one on Edith Wilson telecast on Jan. 20, 1976, nailing statuettes in four categories, including an Emmy for "outstanding drama special."

The syndicated Dinah Shore show (distributed by 20th Century-Fox Television) picked up Emmys in three categories, including the one for "outstanding talk, service or variety series."

The daytime categories and winners were listed by the Academy of Television Arts and Sciences as follows:

Outstanding drama series: Another World, NBC, with Emmys to Paul Rauch, executive producer; Joe Rothenberger, producer, and Mary S. Bonner, producer.

Outstanding drama serial: First Ladies Diaries: Edith Wilson, Jan. 20, 1976, NBC, with Emmy to Jeff Young, producer.

Outstanding game or participation show: The $20,000 Pyramid, ABC, with Emmys to Bob Stewart, executive producer, and Anne Marie Schmitt, producer.

Outstanding talk, service or variety series: Dinah! (syndicated) with Emmys to Henry Jaffe, executive producer; Carolyn Raskin, executive producer, and Fred Tatashore, producer.

Outstanding actor in a daytime drama special: Larry Haines, Search for Tomorrow, CBS.


Outstanding actress in a daytime drama serial: Helen Gallagher, Ryan's Hope, ABC.

Outstanding actress in a daytime drama special: Elizabeth Hubbard, First Ladies' Diaries: Edith Wilson, Jan. 20, 1976, NBC.

Outstanding host or hostess in a daytime game or audience participation show: Allen Ludden, Password, ABC.

Outstanding host or hostess in a daytime talk, service or variety series: Dinah Shore, Dinah! (syndicated).

Outstanding individual director for a drama series for a single episode: David Pressman, "One Life to Live," Jan. 26, 1976, ABC.

Outstanding individual director for a special program: Nicholas Havinga, First Ladies Diaries: Edith Wilson, Jan. 20, 1976, NBC.

Outstanding individual director for a game or audience participation show for a single episode: Mike Gargiulo, The $20,000 Pyramid, Feb. 18, 1976, ABC.

Outstanding individual director for a variety program for a single episode: Glen Swanson, Dinah! "Dinah Salutes Tony Orlando and Dawn on their 5th Anniversary" (syndicated).

Outstanding writing for a drama series for a single episode of a series; or for the entire series: William J. Bell, Kay Lenard, Pat Falken Smith, Bill Rega, Margaret Stewart, Sheri Anderson and Wanda Coleman, Days of Our Lives, NBC.

Outstanding writing for a special program: Audrey Davis Levin, First Ladies' Diaries: Edith Wilson, Jan. 20, 1976, NBC.
Outstanding entertainment children's series: *Big Blue Marble*, (syndicated) with Emmy to Henry Fownes, producer.

Outstanding entertainment special: "Danny Kaye's Look-in at the Metropolitan Opera," *The CBS Festival of Lively Arts for Young People*, CBS, April 27, 1975, with Emmys to Sylvia Fine, executive producer; Bernard Rothman, producer; Jack Wohl, producer, and Herbert Bonis, producer.

Outstanding individual achievement in children's programming for a single episode of a series; or for a special program: The Muppets, performers, *Sesame Street*, (PBS), April 25, 1975, Jim Henson, Frank Oz, Jerry Nelson, Caroll Spinney, Richard Hunt and Fran Brill.


Outstanding informational children's series: *Go*, NBC, with Emmys to George A. Heinemann, executive producer; Rift Fournier, producer; J. Phillip Miller, producer; William W. Lewis, producer, and Joan Bender, producer.


*Award applies to categories and areas for the period July 1, 1974 through March 15, 1976.*

From I Love Lucy's pregnancy to Maude's abortion, from the National Association of Broadcasters' televised code to the allegedly indecent broadcast of a George Carlin album cut, Mr. Bunc and Mr. Steinberg have pieced together the people, corporations, events and law that shaped the mass media.

There's a plethora of information for trivia-lovers—I Love Lucy ran 179 episodes—but the authors, professors of communications at Hunter College in New York, have a higher goal in mind: "to provide an informational frame of reference that will permit the formation of sound critical judgments" regarding the broadcast, print and motion picture industries.


Mr. Bunc, a research sociologist at the University of California at Berkeley, introduces his book by asking two questions: "Are the business, church, corporations which at present control American radio and television either willing to present, or capable of representing the diverse and antagonistic interests that are essential...? Are these business corporations responsible trustees of our social communications system?"

With chapters on local ownership, cross-ownership, multinational holdings and conglomerates, Mr. Bunc attempts to find the answers.


Mr. Hood came up through the ranks of BBC and now, as a professor of film and television in England, provides a simple overview of both the BBC and commercial broadcasting there. From the anchorman to the busboy, chambermaid, sound camera crew, Mr. Hood details job responsibilities, piecing together the total broadcasting picture. His study even includes an appendix with salary grades.


The author, a former scriptwriter, producer and organizer of the BBC's Romanian and Italian services, introduces his work by calling radio "the only unstoppable medium of mass communication" and thus "the most powerful weapon of international propaganda."

It was the Nazis, Mr. Hale writes, that first tried radio's propaganda potential. In his book he examines the methods and effectiveness of the Nazi External Service as well as that of the British, the Americans and the Third World.
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### AM PROGRAM TYPE COMMENT

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**6-10am**

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Seasonal: Detroit Lions and Michigan State Football; Detroit Piston basketball; Detroit Tigers baseball; Golf Tournaments; Port Huron Mackinac boat race; Michigan International Speedway race reports; Economic Club speeches.
Industry News


David H. Polinger, president, Suburban Broadcasting Corp., licensee of WSNU-TV Patchogue, L.I., named assistant to president of WPIX Inc., New York, which owns and operates WPIX-FM-TV New York and WICU(AM) Bridgeport, Conn.

Lee Hanna, VP, television news, NBC News, New York, named VP and general manager of NBC-owned WMAQ-TV Chicago, succeeding Lee Schulman, who was appointed VP, program development, NBC Television Stations Division (Broadcasting, May 3).

Richard F. Wolfson, executive VP/general counsel, Wometco Enterprises, Miami, elected chairman of executive committee. Arthur H. Hertz, senior VP, profit planning, named chief financial officer. Louis Wolfson II, senior VP, given responsibility for broadcasting and CATV.

Frank J. LaDolce, accounting director, CBS Television Stations Division, New York, appointed assistant controller.

Patricia Bondesen, executive secretary, Golden West Broadcasters, San Francisco, named coordinator of national business development.

John Rohrbeck, sales director, KNBC(AM)/TV Los Angeles, appointed station manager.

Jim Reid, program manager, WDCS-TV Washington, appointed assistant general manager.

Newly elected officers, Greater Richmond (Va.) Broadcasters Association: J. Philip Goldman, WRFQ(AM), president; Barry Coffman, WQOE(AM), secretary; and Clarence Morrison, WVEU-AM, treasurer.

Jeanine Christensen, assistant promotion manager, KTXX(TV) Salt Lake City, advanced to promotion manager.

Todd Thayer, program director, KKIX(AM) Lompoc, Calif., appointed station manager.

Stanley Swan, operations/farm director, WACK(AM) Newark, N.Y., given additional duties as assistant station manager.

Jim Ellis, associate producer/writer of children's program, Max B. Nimble, joins WKCX-TV Cincinnati as manager, creative services department, responsible for advertising, promotion and public relations.

William Devine III, general manager, noncommercial KIUN(AM) Rialto, Mo., joins WEBN(AM) Buffalo, N.Y., as manager.

Paul Francis, account executive, H&R Block, Kansas City, Mo., joins noncommercial KCPT(TV) there as public information director.

Candace Greene, general assistant/staff photographer, public relations department, National Association of Broadcasters, Washington, named editor of NAB Highlights. She takes over that duty from Milton Magruder, former director of publications, now editor/special assignments at NAB.

Broadcast Advertising

John P. Blair, co-founder, member and honorary chairman of board, John Blair & Co., New York, retired May 4. He founded company 43 years ago with late Humbolt J. Greig as Greig, Blair & Co., and became national station representative firm several months later after association with late Lindsay Spight. Company also owns WHHI(AM)-WCOZ(FM) Boston.

Robert A. Hume, VP, account supervisor, Benton & Bowles, New York, named senior VP, management supervisor, succeeding Bern Kanner, who has been appointed senior VP, group executive and director of international operations, B&B, New York (Broadcasting, May 10).

Larry A. Olshan, senior VP/media director, J. Walter Thompson, Chicago, promoted to general manager, JWT, Los Angeles. Robert H. Irvine, VP, associate media director, JWT, Chicago, replaces Mr. Olshan as media director.

Virginia Dalton, production services supervisor, J. Walter Thompson, Chicago, appointed broadcast business affairs manager and legal coordinator, Needham, Harper & Steers Advertising.

Michael D. Moore, senior VP/associate director of media management, Benton & Bowles, New York, named director of media management.

John F. Hilz, senior VP, McNurn-Erickson, New York, joins Sawdon and Bess Advertising there as VP, new business development.

Herbert D. Gordon, VP/media director, Ketchum, MacLeod & Grove, Pittsburgh, appointed senior VP.


Sandra Kaminsky, broadcast buyer, Kenyon & Eckhardt, New York, named to same post, Clinton E. Frank, Chicago.

Carlos T. Muniz, Philadelphia office manager, H-R/Stone, named to same position, Pro/Meecker Radio there.

Robert J. Fox, account supervisor, Joseph Lipsky, creative supervisor, and Robert M. Rees, management supervisor, BBDO, New York, named VP's.

Edward H. May, national sales manager, WXTV(TV) Jacksonville, Fla., named manager of Atlanta office of Petey Television, replacing Rod Sterling who was appointed manager of Petey's Chicago office (Broadcasting, March 22).

Anthony C. Rocco, special projects director, ABC-TV sports sales, New York, and John Grace, central division sales manager, Chicago, elected VP's.

Richard H. McCoy, director, advertising planning, Eastman Kodak, Rochester, N.Y., named manager, advertising/customer services, succeeding Donald M. Lewis Jr., who will retire July 1.

Bernard E. Zuckerman, advertising director, Hecht Co. department store chain, Washington/Baltimore area, named marketing development manager, KPIX(TV) San Francisco.

Alfred M. Tauroney, Canadian national sales
manager, WNYT-TV Carthage, N.Y., is retiring after 34 years with owner, Brockway Co., Watertown, N.Y.

Jack C. Clifford, president/general manager, WXIA-TV Atlanta, appointed general sales manager, KXTV(TV) Sacramento, Calif. Justin Cassidy, KXTV sales manager, promoted to national sales manager.

James E.L. O'Sheilds, regional sales manager, WKRC-TV Cincinnati, promoted to general sales manager.

Craig Marshall, national sales manager, WTMJ-TV Pittsburgh, promoted to general sales manager, WISN-TV Milwaukee, succeeding Jim Norton, who continues as sales manager. Both stations are Hearst-owned.

Mike Jones, local salesman, KQV-TV Eureka, Calif., appointed regional sales manager.

John C. Rocke, account executive, WPHL-TV Philadelphia, joins WRKT-AM-FM Cocoa Beach, Fla., as regional/national sales manager.

David Forier, national sales manager, CKLW-AM-FM Windsor, Ont. (Detroit), named general sales manager.

Eugene J. Sutorius, TV account executive, Spotmasters, New York, joins WNU-TV Linden, N.J. (Newark), as general sales manager.

Programing

Robert E. Shay, director of broadcasting, WCBS-TV New York, named head of programming for WPXITV there, and will be nominated for VP at next meeting of board of directors on May 24. Mr. Shay succeeds Hendrik (Hank) Booraem who retires this summer.

Edith O'Shea Hills, program coordinator, ABC International Television, New York, named director, program and sales services, that division.

Gareth Wigan, creative affairs VP, feature film division, 20th Century-Fox, Beverly Hills, Calif., appointed production VP.

John Williams, general manager, Editel, Hollywood, named VP in charge of post-production operations, Trans-American Video there.

Michael D. Kirkland, president, Communications Resources Corp.; multimedia service specializing in film work, Scottsdale, Ariz., named senior VP, Broadcast Programing International, radio station program producer, Bellingham, Wash.

Consciousness-raiser. As part of the Public Broadcasting System's development of a comprehensive public awareness program to boost viewer and institutional support for its programs, the establishment of a vice presidency for public information has been recommended to the PBS board. Larry Grossman, PBS president, has appointed Charles M. Lichenstein to head the department of public information on an interim basis during the search for the new vice president. Mr. Lichenstein will continue as vice president, national affairs. In addition, Mr. Grossman appointed Lorraine Jahn, a former account executive with the Aigen/Pearman Advertising Agency in New York, to the newly created position of director of advertising.

Sid Perry, program/production manager, WLCV-TV Tampa-St. Petersburg, Fla., named promotion director of parent, Raahal Communications, succeeded by Michael B. Schuster, production manager, WPFW-TV Green Bay, Wis.

Tim McDonald, assistant program director, WDCX-TV Washington, promoted to program director.

Jack Jarvis, director, WFLA-TV Tampa-St. Petersburg, Fla., named production manager.

Malcolm D. Potter, program manager, WUET-TV New Orleans, appointed program director, WTAE-TV Pittsburgh.

Charlene Watts, air personality, WANO-AM-FM Pittsburgh, rejoins co-owned WILIAM (AM) Boston as program director.

Len Dawson, former quarterback, Kansas City (Mo.) Chiefs of National Football League, signed as analyst for NFL games on NBC-TV beginning this summer.

Art Eckman, sports director, KSFO (AM) San Francisco and announcer for San Francisco Giants baseball team, named to same post at KRON-TV there.

Jim Russell, executive producer of All Things Considered, National Public Radio series, Washington, named acting director, Department of Program Content Resources at NPR.

Jack Mitchell, NPR director of informational programming, named acting executive producer of All Things Considered.

Broadcast Journalism


Joseph R. Rovit, assistant news director, Hearst-owned WTMJ-TV Pittsburgh, promoted to news director of co-owned WISN-TV Milwaukee, succeeded by Bill Church, WTMJ-TV assignments manager. Carolyn Smith, producer, WTMJ-TV AM Pittsburgh, replaces Mr. Church as assignments editor. Susan McNerny, WTMJ news desk assistant, named associate news producer.

Bruce Johnson, reporter, WCPO-TV Cincinnati, appointed news correspondent, WTOP-TV Washington.

Mike Parker, KFQM (AM) Los Angeles, and Rick Wallace, KVEN (AM) Ventura, elected chairman and vice chairman, respectively, of California AP Television Radio Association. Dave LaPrad, WAZL (AM) Lafayette, elected president, Indiana AP Broadcasters. Mark Watkins, WIBC (AM) Indianapolis and Phil Lengyel, WJFG (TV) Elkhart, elected VPs for radio and TV, respectively.

David Hazinski, ENG/political/government reporter, WSOO-TV Charlotte, N.C., named ENG reporter, WJIC-TV Pittsburgh.

Chuck Blechlin, assistant news director, KGO-TV San Francisco, named news director, KATU (TV) Portland, Ore.

Graham Smith, anchorman, KVUE (TV) Austin, Tex., named to same post, KSAT-TV San An-
tonic, Tex. Howard Murphy, from WVUE-TV in New Orleans, joins KSAT-TV as reporter/producer.

Timothy J. Lennex, program director, National Broadcasting Services, New York production firm, named reporter, WERC-AM-FM Birmingham, Ala.

Bill Townsend, reporter/anchor, WLFI-TV Lafayette, Ind., named to same position, WBBH-TV Fort Myers, Fla.

Bob Cashen, anchorman, KOSA-TV Odessa, Tex., appointed news director, KVJO-TV Eureka, Calif.

Michael Conway, assignment editor, WKYC-TV Cleveland, joins WQK-TV Huntington, W.Va., as news reporter/producer.

Peter O. Graves, news department, KIUP(AM)-KRSI(FM) Durango, Colo., named news director.

Robert Pinny, news reporter/air personality, KLOA(AM) Ridgecrest, Calif., named news director.

Frank Coletta, news director, WCAP(AM) Lowell, Mass., named news reporter, WHM-AM-FM Providence, R.I.

**Cable**

Lawrence Schneider, executive, Warner Cable Co., Oshkosh, Wis., appointed manager, Northwest Cablevision, Winsted, Conn.

Thomas Olzewske, salesman, Magnavox CATV, Manlius, N.Y., appointed Northeast regional sales manager.

Robert Fishler, assistant comptroller, Chicago Pneumatic Corp., named comptroller, Magnavox CATV, Manlius, N.Y.

**Equipment & Engineering**

Edward O. Lauman, international communications equipment specialist, has joined CCA Electronics Corp. as field manager, Saudi Arabia district. He will be stationed in Riyadh. Saudi Arabia, will supervise installation and maintenance of FM radio station and $1.6 million, seven-station, countrywide HF and UHF network.

Andrew M. Jackson, chief engineer, WPLG-TV Miami, named engineering director, WJBC-TV Pittsburgh.

John Swanson, chief engineer, KTUU-TV Oakland, Calif., returns to WTVF(TV) Nashville in same position.

Melvin Cornfield, staff VP, tax affairs, RCA Corp., named VP and treasurer, succeeding Laurence J. Farley, who has resigned.

Leon Blesladecki, returns to KLOA(AM) Ridgecrest, Calif., as chief engineer after service in Navy.

Mort Golden, sales manager, Precision Film Laboratories, New York, named sales VP.

**Allied Fields**

James Parton, has resigned as chairman of National Advertising Review Board to become assistant librarian of Congress in Washington in July. He will leave his NARB post at end of May.

Harold P. Feig, VP/account executive, Nielsen Television Index, Northbrook, Ill., appointed regional manager, central territory.


Patty J. Bourne, administrative services supervisor, Cargill, Wilson & Acey, subsidiary of Doyle, Dane, Bernbach, Atlanta, named business manager, Szabo Associates, national broadcast collection agency there.

Gabe Pressman, WNEW-TV New York, named to Deadline Club's Journalism Hall of Fame. Club is New York City chapter of Society of Professional Journalists, Sigma Delta Chi.

Late Paul A. Porter, Washington communications lawyer (Arnold & Porter) and former FCC chairman who died last November (BROADCASTING, Dec. 1, 1975), named among six winners of Urban Justice Awards presented by Antioch School of Law.

Marlo Thomas, actress, received Silver Satellite award from American Women in Radio and Television "in recognition of her artistic, educational, cultural and humanitarian contributions to the field of broadcast communications" at AWRT's 25th annual convention in Philadelphia.

Seymour N. Siegel, university dean for educational technology at City University of New York and 1947-69 director of communications for noncommercial WNYC-AM-FM-TV New York, named to receive honorary doctor of laws degree from Emerson College, Boston, for services in educational technology.

**Deaths**

Frederick L. Allman, 68, engineer, and former station owner, died May 7 at Sibley hospital, Washington, after heart attack. He had owned WSWA-AM-TV Harrisonburg, Va., WSWA(FM) Winter Haven, Fla., and WIMA(AM) Orange, Va. He was also co-owner of WRIA(AM) Muskegon, Mich. He sold his broadcast interests in late 1960's. His wife, Mary, survives.

Jack Farnell, 59, VP/programming director, Foote, Cone & Belding, Chicago, died there May 10 of heart failure after long illness. He was former director of Ralph Edward's Truth or Consequences, producer/writer of Ladies Be Seated, and VP, director of radio and TV for Wade Advertising, where he produced Quiz Kids. Survivors include his wife, Chellen, and two daughters.

Louis Allen, 63, chief meteorologist, WTOP-AM-TV Washington, died after heart attack May 9 at Suburban hospital, Bethesda, Md. He began broadcasting weather forecasts on TV in 1948 at WNEW-TV Washington, predecessor to WRC-TV there. At time of death he was also president of Allen Weather Corp., private weather forecasting firm there. Surviving are his wife, Jeanette, and three daughters.

Geraldine Cutler When, 67, past owner of KWTFTI AM Wichita Falls and KNYTAM San Marcos, both Texas, died in her sleep April 30 at her Wichita Falls home. She and her husband, Forest Livings When, were both FCC consultants and radio audience researchers. Survivors include her husband; son, Don, president/general manager of KWTFT, and daughter, Jerri Martin.

Robert F. Brady, 67, retired electrical engineer whose work with satellites in mid-1950's led to first voice transmission from space, died May 2 of cancer at Fairfax (Va.) hospital. He was member of research and development staff in office of Army chief signal officer from 1941-1961. His wife, Mary, two sons and three daughters survive.

Arnold Horlik, 64, senior director, CBS Television Network business affairs department, died May 2 of cancer in New York. He is survived by his wife, Ditta.

Herbert Neuman, 80, retired music director, noncommercial WNYC(AM) New York, died May 4 while attending dinner in his honor at Roosevelt hotel there. He originated Masterwork Hour, said to be oldest continuous broadcast series of classical music, in 1928. His wife, Mary, survives.

Shimen Ruskin, 69, radio/TV/film actor, died of cancer April 23 in Los Angeles. He is survived by his wife, Ray, and one son.

James Flavin, 69, character actor, died April 30 in Beverly Hills, Calif., after heart attack. Among TV series in which he appeared were Burns and Allen, Lucille Ball Show and Dr. Kildare. He is survived by his wife, Lucile, and one son.

Max Dolin, 88, musical director for NBC, West Coast, for more than 45 years, died in Los Angeles April 18. He is survived by two sons.

Bryan E. Meilleur, 26, administrative assistant/news director, WTWAM(AM) St. Johnsbury, Vt., died April 18 there.
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 (1) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

<table>
<thead>
<tr>
<th>Title (length)</th>
<th>Artist-label</th>
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<tbody>
<tr>
<td>1st Week Rank</td>
<td>2nd Week Rank</td>
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### Contemporary

<table>
<thead>
<tr>
<th>Title (length)</th>
<th>Artist-label</th>
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<tbody>
<tr>
<td>Welcome Back, Kotter (2:48)</td>
<td>John Sebastian - Reprise</td>
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<tr>
<td>Right Back Where We Started From (3:16)</td>
<td>Maxine Nightingale - United Artists</td>
</tr>
<tr>
<td>Boogie Fever (3:25)</td>
<td>Sylvester - Capitol</td>
</tr>
<tr>
<td>Love Hangover (3:40)</td>
<td>Diana Ross - Motown</td>
</tr>
<tr>
<td>Disco Lady (3:50)</td>
<td>Johnny Taylor - Columbia</td>
</tr>
<tr>
<td>Silly Love Songs (5:54)</td>
<td>Paul McCartney &amp; Wings - Capitol</td>
</tr>
<tr>
<td>Bohemian Rhapsody (5:55)</td>
<td>Queen - Elektra</td>
</tr>
<tr>
<td>Shannon (3:50)</td>
<td>Henry Gross - Lifesong</td>
</tr>
<tr>
<td>Show Me The Way (3:25)</td>
<td>Peter Frampton - A&amp;M</td>
</tr>
<tr>
<td>Happy Days (2:40)</td>
<td>Pratt &amp; McClain</td>
</tr>
<tr>
<td>Fooled Around and Fell In Love (2:58)</td>
<td>Elvin Bishop - Capricorn</td>
</tr>
<tr>
<td>Rhiannon (3:45)</td>
<td>Fleetwood Mac - Reprise</td>
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<tr>
<td>Get Up and Boogie (4:05)</td>
<td>Silver Convention - Midland Int'l.</td>
</tr>
<tr>
<td>Trying To Get Feelin' Again (3:45)</td>
<td>Barry Manilow - Arista</td>
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<tr>
<td>Shop Around (3:23)</td>
<td>Cap'n &amp; Tennille - A&amp;M</td>
</tr>
<tr>
<td>Misty Blue (3:38)</td>
<td>Dorothy Moore - Malaco</td>
</tr>
<tr>
<td>Only You (2:44)</td>
<td>Dr. Hook - Capitol</td>
</tr>
<tr>
<td>Sara Smile (3:07)</td>
<td>Hall &amp; Oates - RCA</td>
</tr>
<tr>
<td>Never Gonna Fall In Love Again (3:45)</td>
<td>Eric Carmen - Arista</td>
</tr>
<tr>
<td>Love Really Hurts Without You (2:58)</td>
<td>Billy Ocean - Arista America</td>
</tr>
<tr>
<td>Love In The Shadows (3:18)</td>
<td>Neil Sedaka - MCA</td>
</tr>
<tr>
<td>A Fool To Cry (3:59)</td>
<td>Rolling Stones - Rolling Stones</td>
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<tr>
<td>Lonely Night (Angel Face) (3:17)</td>
<td>Captain &amp; Tennille - A&amp;M</td>
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<tr>
<td>Strange Magic (3:22)</td>
<td>Electric Light Orchestra - United Artists</td>
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<tr>
<td>Dream On (3:25)</td>
<td>Aerosmith - Columbia</td>
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<tr>
<td>Takin It To The Streets (3:20)</td>
<td>Dobie Gray - Warner Bros.</td>
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<tr>
<td>Deep Purple (2:47)</td>
<td>Donny &amp; Marie Osmond - MCA</td>
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<tr>
<td>More, More, More (3:02)</td>
<td>Andrea True Connection - Buddah</td>
</tr>
<tr>
<td>Lorelei (3:21)</td>
<td>Styx - A&amp;M</td>
</tr>
<tr>
<td>Rock 'n' Roll Love Letter (2:52)</td>
<td>Bay City Rollers - Arista</td>
</tr>
<tr>
<td>Union Man (3:20)</td>
<td>Carl Barr - Asylum</td>
</tr>
<tr>
<td>Hurt (2:05)</td>
<td>Elvis Presley - RCA</td>
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<tr>
<td>I Do, I Do, I Do, I Do, I Do (3:15)</td>
<td>Abba - Atlantic</td>
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<tr>
<td>Dream Weaver (3:15)</td>
<td>Gary Wright - Elektra</td>
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<tr>
<td>Moonlight Feels Right (3:38)</td>
<td>Starbuck - Private Stock</td>
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</tbody>
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### Country

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<thead>
<tr>
<th>Title (length)</th>
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<tbody>
<tr>
<td>Отырь Over (3:38)</td>
<td>Olivia Newton-John - MCA</td>
</tr>
<tr>
<td>Love Song (4:30)</td>
<td>Elton John - MCA</td>
</tr>
<tr>
<td>Young Blood (2:37)</td>
<td>Bad Company - Swan Song</td>
</tr>
<tr>
<td>I've Got A Feeling (3:17)</td>
<td>Al Wilson - Playboy</td>
</tr>
<tr>
<td>Making Our Dreams Come True (2:29)</td>
<td>Cyndi Greco - Private Stock</td>
</tr>
<tr>
<td>It's Over (2:51)</td>
<td>Boz Scaggs - Columbia</td>
</tr>
<tr>
<td>Love Hurts (3:03)</td>
<td>Nazareth - A&amp;M</td>
</tr>
<tr>
<td>Still Crazy After All These Years (3:25)</td>
<td>Paul Simon - Columbia</td>
</tr>
<tr>
<td>Theme from &quot;Barretta&quot; (3:06)</td>
<td>Rhythm Heritage - ABC</td>
</tr>
<tr>
<td>One Piece at a Time (3:10)</td>
<td>Johnny Cash &amp; Tennessee 3 - Columbia</td>
</tr>
<tr>
<td>Theme from &quot;S.W.A.T.&quot; (4:07)</td>
<td>Rhythm Heritage - ABC</td>
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<thead>
<tr>
<th>Title (length)</th>
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<tbody>
<tr>
<td>I'll Get Over You (3:12)</td>
<td>Crystal Gayle - United Artists</td>
</tr>
<tr>
<td>Come On Over (3:39)</td>
<td>Olivia Newton-John - MCA</td>
</tr>
<tr>
<td>One Piece at a Time (3:10)</td>
<td>Johnny Cash &amp; Tennessee 3 - Columbia</td>
</tr>
<tr>
<td>After All the Good is Gone (2:56)</td>
<td>Conway Twitty - MCA</td>
</tr>
<tr>
<td>Together Again (3:56)</td>
<td>Emmylou Harris - Reprise</td>
</tr>
<tr>
<td>What I've Got in Mind (2:38)</td>
<td>Billie Jo Spears - United Artists</td>
</tr>
<tr>
<td>Hurt (2:05)</td>
<td>Elvis Presley - RCA</td>
</tr>
<tr>
<td>My Eyes Can Only See As Far As You (2:38)</td>
<td>Charley Pride - RCA</td>
</tr>
<tr>
<td>I Couldn't Be Me Without You (2:40)</td>
<td>Johnny Rodriguez - Mercury</td>
</tr>
<tr>
<td>What Goes On When the Sun Goes Down (2:51)</td>
<td>Ronnie Milsap - RCA</td>
</tr>
<tr>
<td>Don't The Girls All Get Prettier at Closing Time (2:56)</td>
<td>Mickey Gilley - Playboy</td>
</tr>
<tr>
<td>Don't Pull Your Love/Then You Can Tell Me Goodbye (3:18)</td>
<td>Glen Campbell - Capitol</td>
</tr>
<tr>
<td>You've Got Me To Hold On To (3:04)</td>
<td>Tanya Tucker - MCA</td>
</tr>
<tr>
<td>Lone Star Beer &amp; Bob Wills Music (2:06)</td>
<td>Rod Steagall - ABC/Dot</td>
</tr>
<tr>
<td>She'll Throw Stones At You (2:58)</td>
<td>Freddie Hart - Capitol</td>
</tr>
<tr>
<td>Forever Lovers (3:41)</td>
<td>Mac Davis - Columbia</td>
</tr>
<tr>
<td>Walk Softly (3:02)</td>
<td>Billy &quot;Crash&quot; Craddock - ABC/Dot</td>
</tr>
<tr>
<td>The Winner (5:11)</td>
<td>Bobby Bare - RCA</td>
</tr>
<tr>
<td>I'll Can Make It On My Own (3:00)</td>
<td>Tammy Wynette - Epic</td>
</tr>
<tr>
<td>Mental Revenge (2:40)</td>
<td>Mel Tillis &amp; Statler Brothers - MGM</td>
</tr>
<tr>
<td>Drinkin' My Baby (Off My Mind) (2:23)</td>
<td>Eddie Rabbitt - Elektra</td>
</tr>
<tr>
<td>If I Had To Do It All Over Again (2:35)</td>
<td>Roy Clark - ABC/Dot</td>
</tr>
</tbody>
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Where Things Stand

Status report on major issues in electronic communications

Antitrust/networks. Justice Department antitrust suits charging networks with illegally monopolizing prime time were filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kellieher permitted Justice to refile suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Network appeals contending Judge Kellieher should not have permitted refiling of suits were dismissed by Supreme Court. Networks made another effort to have suits thrown out by filing motions for summary judgment (BROADCASTING, May 3).

Broadcasting in Congress. Resolution to permit daily live broadcasts of House chamber proceedings failed in crucial vote before House Rules Committee, panel that serves as gatekeeper for legislation for consideration of full House (BROADCASTING, March 29). Committee voted 9 to 6 to send H. Res 875 back to its Ad Hoc Subcommittee on Broadcasting, headed by B.F. Sisk (D-Calif) for further study. Mr. Sisk plans to call subcommittee meeting before June 1 to decide next action on station rule. There is second broadcast resolution pending in House by Representative Jack Brooks (D-Tex), chairman of Joint Committee on Congressional Operations, committee whose recommendation of broadcast coverage sparked recent activity. Mr. Brooks opposed to Sisk plan because it provides that networks would administer coverage, designed plan that would have Congress run camera. Resolution providing for broadcast coverage of Senate, pending in Senate Rules Committee since last year, has received no attention.

Cable rebuild deadline. FCC has relaxed rebuild requirements it would have imposed on systems by 1977 (BROADCASTING, April 5, 12). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed cancellation of 1977 deadline in U.S. Court of Appeals in Washington.

Canadian policies. Canadian policy that cable systems there delete commercials from signals of U.S. stations and proposed law denying Canadian advertisers tax deduction for time purchased on American stations are being fought by U.S. broadcasters assisted by FCC and State Department. Stations involved have met with Canadian Radio Television Commission and advanced plan involving Canadian subsidiaries, but reaction from CRTC was cool (BROADCASTING, March 22) and indications are not for Canadian stations will proceed with cable proposal on tax deduction ("Closed Circuit," April 12).

Children's TV. FCC's policy statement on children's television programing, adopted in 1974 (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Cases 1-74-2006). House Communications Subcommittee has held four days of hearings on broadcast advertising and children, and a member of that subcommittee, Timothy Witth (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, 1975).

Consumer agency. Both house of Congress have passed bills to create new agency for consumer protection (consumer advocacy is Senate's term for agency), but two bills differ in one respect significant to broadcasters: Senate bill (S. 200) has exemption that prohibits agency from becoming involved in FCC license renewal proceedings, but House bill (H.R. 7575) does not. However, committee report that accompanies House bill says agency's "active participation should be discouraged" in renewal proceedings. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. Promised veto by President apparently has stalled conference to resolve differences between two bills.

Copyright legislation. Senate has approved unanimously its version (S. 22) of copyright revision (BROADCASTING, Feb. 23). It provides for compulsory license for public broadcasters and cable television. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice was at work last week on markup on its copyright bill, H.R. 2223.

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting crossownerships prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Cases 75-1064 et al.). Number of parties had petitioned commission to reconsider its order, but commission denied them.

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small markets, which have two years to divest. Acquisitions of cable systems by TV stations are still banned within grade B contour of station. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8). National Citizens Committee for Broadcasting is seeking appeals court review as are two of system owners involved (BROADCASTING, April 26).

EEO guidelines. FCC has issued proposed rulemaking on equal employment opportunity guidelines. Comments have been filed (BROADCASTING, Oct. 27, 1975). Commission is also considering EEO policy for cable (BROADCASTING, Feb. 23); matter is scheduled for commission consideration on June 30.

Fairness doctrine bills. Senate action on two bills to eliminate fairness doctrine has gone no further than hearings conducted for five days last year by Communications Subcommittee. Although Senator William Proxmire (D-Wis) continues to promote his bill, S. 2, on Senate floor, it is not on this year's agenda of Communications Subcommittee. Nor is other bill, S. 1178 by Senator Roman Hruska (R- Neb). Proxmire bill has twin bill in House, H.R. 2189 by Robert Drinan (D-Mass) and Mr. Hruska's is duplicated in H.R. 4928 by Charles Thone (R-Neb). There is no sign of movement on two House bills.

Family viewing suit. Writers Guild of America, West and Tandem Productions have filed suit in U.S. Court for Central District of California (Los Angeles) aimed at blocking implementation of family viewing concept adopted by networks and National Association of Broadcasters (BROADCASTING, Nov. 3, 1975). FCC is defendant along with networks and NAB in both suits, which are based on antitrust and First Amendment grounds. Tandem Productions, besides seeking injunction, wants $10 million damages. Trial in Writers Guild case was abruptly halted when district judge called for out-of-court settlement (BROADCASTING, May 10; also see story, this issue).

FCC fees. Sixteen parties have appealed (Cases 75-1053 et al.) FCC's order modifying its fee schedule (BROADCASTING, Jan. 20, 1975). Oral arguments have been held (BROADCASTING, Jan. 26). More than 70 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Cases 75-1087 et al.). Briefs have been filed in that case (BROADCASTING, Sept. 15, 1975). More than 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al) (BROADCASTING, Nov. 3, 1975). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4, 1975).

Food advertising. Federal Trade Commission staff attorneys are analyzing comments regarding proposal to regulate claims and information contained in food advertising (BROADCASTING, May 10). Trade regulation rule would include such areas as nutrition claims and comparisons and energy and calorie claims. Rule was proposed Nov. 7, 1974, with disputed issues of fact and comments submitted in opposition by broadcasters and advertising agencies and generally in favor by consumers (BROADCASTING, Aug. 4, 1975; seq.). Public hearings on certain aspects of proposal will begin June 7 in Washington and continue in San Francisco, Chicago and Dallas.

Format changes. FCC has instituted inquiry
Indecency. FCC's declaratory ruling on indecency broadcasts (Broadcasting, Feb. 17, 1975) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by objecting Pacifica Foundation's WBAI(FM) New York. Oral arguments have been held (Broadcasting, April 5). Ruling involves airing of George Carlin album cut. Commission is considering proposed legislation to include television and cable in federal statute banning obscenity on radio (Broadcasting, Sept. 15, 1975). Commission also fined WXPN(FM) Philadelphia $2,000 for obscene and indecent broadcast, has begun hearing on license on ground of licensee abdication of responsibility. FCC is scheduled to discuss proposed bill to bar obscenity on broadcast stations and cable systems on June 2.

License renewal legislation. There is no date set, but House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has said there will be hearings this year on bill to revise broadcast license renewal procedures, among which leading measure is H.R. 5578 by subcommittee ranking Republican Lou Frey (R-Fla.). Radio-only proposal by National Radio Broadcasters Association has no sponsor yet, but it is counted among proposals being considered in preparation for renewal bill hearings. So far more than 150 representatives and 20 senators have sponsored or co-sponsored renewal bills; 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. Senate will take no action until House makes first move.

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals in Washington by CBS, NBC and ABC television affiliates associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order.

Pay cable: pay TV. FCC's modification of its pay cable and pay television rules (Broadcasting, March 24, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Oral arguments have been held (Broadcasting, April 26). Justice Department has filed on side of cable (Broadcasting, Feb. 9). Commission has to remove restrictions on use of series-type programs by pay cable (Broadcasting, Nov. 10, 1975). Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay TV (Broadcasting, Dec. 15, 1975). Also, cable systems, New York Cable Television Association and National Cable Television Association are taking state of New York to court, challenging its assumption of jurisdiction over pay cable rates (Broadcasting, April 12).

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, 1975). 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. S. 1111 is being considered separately from Senate-passed copyright bill. 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).

Prime-time reruns. FCC's Office of Network Study is considering comments submitted in response to October 1974 notice of inquiry concerning proposal to limit amount of network reruns shown during prime-time.

Public broadcasting funding. First-ever long-range appropriation for Corporation for Public Broadcasting has been written into legislation by House Appropriations Subcommittee on Labor, Health, Education and Welfare (Broadcasting, May 10). Bill would fund CPB for next three fiscal years at these levels: $96,750,000 in 1977, $107,150,000 in 1978 and $120,200,000 in 1979. Government money is available under matching plan requiring CPB to raise $2.50 privately for every federal dollar. CPB appropriation for this year of $78.5 million has passed both houses. Also, House-passed bill authorizing $30 million for improvement and construction of educational broadcasting facilities has cleared Senate Commerce Committee.


Section 315. U.S. Court of Appeals in Washington has upheld FCC's change of its administration of equal-time law. Democratic National Committee has asked for full-court rehearing of decision (Broadcasting, April 26). Commission said political debates and press conferences by presidential and other candidates will be treated as equal-time if broadcast during any 72-hour period following the newscast or sports program of the candidate's opponent. FCC said it would be treated as equal-time if broadcast during any 72-hour period following the newscast or sports program of the candidate's opponent.

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Comments have been filed (Broadcasting, Dec. 15, 22, 1975); matter is scheduled for commission consideration on July 30.

WPIX(TV). FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., a decision contested by commission's Broadcast Bureau (Broadcasting, Sept. 22, 1975). Case is moving toward oral argument stage.
As compiled by Broadcasting. May 3 through May 7 and based on filings, authorizations and other FCC actions.

Abbreviations: ALI—Administrative Law Judge, attn.—alterate, ann.—announced, ant.—antenna, aura.—aural, aux.—auxiliary, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, Doc.—Document. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz, kw—kilowatts. MEOV—maximum expected observed value. mhz—megahertz, mod.—modification. N—night. PSA—presssure service authority. SH—specified hours, trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual, w—watts. *—noncommercial.

New stations

AM applications

- Marshalltown, lowa—MTN Broadcasting Co. seeks 1190 khz, 250 w. P.O. address: 3373 Sea Isle Rd., Marshalltown 31817. Estimated construction cost $27,400; first-year operating cost $36,000; revenue $75,000. Format: Contemporary. Principals: Dean L. (55%), Audrey G. (35%) and Mark K. (10%) Oswald are parents and son, respectively. Dean is general manager of WMC(IAM) Memphis; Mark is assistant marketing manager of WMC-TV Memphis. Ann. May 6.


- Ripley, Miss.—Country-Politan Broadcasting Co. seeks 1260 khz, 500 w. P.O. address: Box 888, Ripley. Miss. Estimated construction cost $30,500; first-year operating cost $40,225; revenue $40,000. Format: C&W. Principal: Jerry W. Hill (100%) deals in paper products, ice cream, fabrics and real estate. Mr. Hill has application pending for FM in Ripley. Ann. May 3.


- Portland, Me.—Sunshine Broadcasting seeks 93.1 khz, 50 kw, HAAT 220 ft. P.O. address: 4 Pine St., Seabrook, N.H. Estimated construction cost $71,905; first-year operating cost $72,400; revenue $100,000. Format: Popular music. Principal: George Alan Silverman was recently sales manager of WEEI-FM Boston. Ann. May 3.

- Seminole, Okla.—Seminole Broadcasting Co. seeks 105.5 mhz, 3 kw, HAAT 286 ft. P.O. address: c/o Ron Ricord, 1806 Melody Lane, Ada, Okla. 74826. Estimated construction cost $43,663; first-year operating cost $35,100; revenue $48,000. Format: Contemporary. Principals: Ron and Karen Ricord (50%) and Frank and June Ricord (50%). Mr. Lilly is general manager at KTEN-TV Tulsa, Okla. Mr. Ricord is sales manager for various broadcast operations. Ann. May 4.


AM actions

- Mayfield, Ky.—Purchase Sound Broadcasting Bureau granted 1430 khz, 1 kw-D. P.O. address: Box 13, Mayfield 42066. Estimated construction cost $75,700; first-year operating cost $72,000; revenue $75,000. Format: C&W standards. MOR. Principal: Five equal owners, no other broadcast interests (BP-V-19817). Action April 23.

- Broadcast Bureau granted following CP modifications to extend completion date to time shown: WNLC New London, Conn., to Oct. 1 (BMP-14162); WVCQ Coral Gables, Fla., to Sept. 30 (BMP-14683); WBBU Trenton, N.J., to Sept. 1 (BMP-14614); WXYY Cleveland, to Oct. 23 (BMP-14610).

AM starts

- WACD Alexander City, Ala.—Authorized program operation on 1590 khz, 1 kw. Action April 9.

- KBMW Wabasha, Minn.—Authorized program operation on 1590 khz, 1 kw. Action April 22.

FM applications

- Pocatello, Idaho—KSEI Broadcasting seeks 104.9 mhz, 3 kw, HAAT 382 ft. P.O. address: Box 31, Pocatello 83201. Estimated construction cost $97,680; first-year operating cost $82,840; revenue $94,000. Format: Standards. Principal: KSEI Broadcasting is owned by KGVO Broadcasters, whose principal is Dale G. Moore. Mr. Moore's holdings include interests (up to 100%) in KSEI(AM) Pocatello, KCPA(AM) Helena, Mont., KGVO-AM-TV Missoula, Mont., KCFW-TV Kalispell, Mont. and presidency of other stations without stock holdings. Ann. May 3.

- Portland, Me.—Sunshine Broadcasting seeks 93.1 mhz, 50 kw, HAAT 220 ft. P.O. address: 4 Pine St., Seabrook, N.H. Estimated construction cost $71,905; first-year operating cost $72,400; revenue $100,000. Format: Popular music. Principal: George Alan Silverman was recently sales manager of WEEI-FM Boston. Ann. May 3.

- Southeastern Broadcasting Co. seeks 105.5 mhz, 3 kw, HAAT 286 ft. P.O. address: c/o Ron Ricord, 1806 Melody Lane, Ada, Okla. 74826. Estimated construction cost $43,663; first-year operating cost $35,100; revenue $48,000. Format: Contemporary. Principals: Ron and Karen Ricord (50%) and Frank and June Ricord (50%). Mr. Lilly is general manager at KTEN-TV Tulsa, Okla. Mr. Ricord is sales manager for various broadcast operations. Ann. May 4.
Summary of broadcasting

FCC tabulations as of March 31, 1976

<table>
<thead>
<tr>
<th>Commercial AM</th>
<th>Commercial FM</th>
<th>Educational FM</th>
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<td>1,018</td>
<td>158</td>
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*Special temporary authorization  **includes off-air licenses

Broadcasting May 17 1976 75
Facilities changes

TV application

TV action
- KMTF Fresno, Calif.—Broadcast Bureau granted modification of CP for changes; ERP 562 kw vis., 112 kw aud.; ant. height 2220 ft.; change type trans. and ant. (BMPET-862). Action April 30.

AM applications
- WPGC Morningside, Md.—Seeks CP to increase power to 50 kw; make changes in ant. system. Ann. May 5.
- WAGL Lancaster, S.C.—Seeks CP to increase power to 50 kw; install DA; change anti-trans. location; change type trans. Ann. April 30.
- WBSN Crane, Tex.—Seeks CP to change frequency to 810 kzt; make changes in ant. system. Ann. May 5.
- KVIL Highland Park, Tex.—Seeks CP to add night-time power with 1 kw; install DA-2; change hours of operation to unlimited. Ann. April 30.

AM starts
- Following stations were authorized program operating authority for changed facilities on date shown: KCLA (BPH-1989), April 21; KGKR Las Cruces, N.M. (BP-20,099), April 26; WABN Williamsburg, Va. (BP-20,033), April 26; WHOW Clinton, Ill. (BP-20,032), April 22; WKIC Bogalusa, La. (BP-20,232), April 26; WKBQ Garner, N.C. (BMP-14,027), April 22; WYRD East Syracuse, N.Y. (BP-19,968), April 22.

FM applications
- WBQB-FM Augusta, Ga.—Seeks CP to change trans. location; install new ant.; increase height of ant. system; change TPO; ERP 82 kw; HAAT 1516 ft. Ann. May 4.
- KEYN-FM Wichita, Kansas—Seeks CP to change trans. location; install new trans.; increase height of ant. system; change TPO; ERP 100 kw; HAAT 230 ft. Ann. May 5.
- WULS Sewanne, Tenn.—Seeks CP to change frequency to 91.5 MHz (ch. 218). Ann. May 3.
- KNTU Denton, Tex.—Seeks CP to change frequency to 88.1 MHz (1987); change TPO; ERP 16.9 kw; HAAT 149.9 ft.; install new trans. and ant. Ann. May 3.

FM actions
- WRQF-FM Genesee, Ill.—Broadcast Bureau granted modification of CP to change trans-ant. location; redesignate studio and remote control location to Jena Times Newspaper Bldg., on 2nd St., Jena; change ant.; make change in ant. system; ERP 3 kw (H&V); height 300 ft. (H&V); remote control permitted (BMPH-14699). Action May 3.
- WECI Elkhorn City, Ky.—Broadcast Bureau granted modification of CP to change trans-ant. location; change studio and remote control location to Jena Times Newspaper Bldg. on 2nd St., Jena; change ant.; make change in ant. system; ERP 3 kw (H&V); height 300 ft. (H&V); remote control permitted (BMPH-14658). Action May 3.
- KJNA Jena, La.—Broadcast Bureau granted modification of CP to change trans. location; change studio and remote control location to Jena Times Newspaper Bldg., on 2nd St., Jena; change ant.; make change in ant. system; ERP 3 kw (H&V); height 300 ft. (H&V); remote control permitted (BMPH-14699). Action May 3.
- KSBL Buffalo, Mo.—Broadcast Bureau granted CP to install new trans.; ERP 3.9 kw (H&V) (BPEV-1206). Action April 23.
- KGLT Bozeman, Mont.—Broadcast Bureau granted CP to change frequency to 19.9 MHz (ch. 220); change trans. location; install new trans. and ant.; make change in ant. system; ERP 2 kw (H&V); ant. height 185 ft. (H&V); condition (BPED-2127). Action April 28.

Fines
- KMTF(FM) Mammoth Lakes, Calif.—Broadcast Bureau notified licensee of apparent liability for forfeiture of $100 for failing to employ at least one first-class radio telephone operator regularly available at all times. Licensee has 30 days to pay or contest forfeiture. Action April 28.
- KCOG-AM-FM Centerville, Iowa.—Broadcast Bureau notified licensee of apparent liability for forfeiture of $350 for operating with excessive power. Licensee has 30 days to pay or contest forfeiture. Action April 27.
- WEKY-AM Richmond, Ky.—Broadcast Bureau notified licensee of apparent liability for forfeiture of $1,200 for failing to transmit weekly off-air monitor test of Emergency Broadcast System as set forth in EBS checklist furnished to all broadcast stations. Licensee has 30 days to pay or contest forfeiture. Action April 27.
- WGGO(WF) Cumberland, Md.—Broadcast Bureau notified licensee of apparent liability for forfeiture of $325 for filing renewal application after due date. Licensee has 30 days to pay or contest forfeiture. Action April 20.
- WTBO-AM Baltimore, Md.—Broadcast Bureau notified licensee of apparent liability for forfeiture of $400 for failing to pay certain license fees. Licensee has 30 days to pay or contest forfeiture. Action April 18.

Other actions
- WDXR-FM Paducah and WCBL(WA) Benton, Ky.—Commission granted waiver of multiple applications for renewal of license for stations licensed for broadcasting to more than one station’s operating area. Licensee has 30 days to pay or contest. Action April 27.
- WROV(FM) Roanoke, Va. and WFHS(FM) Bethesda, Md.—Broadcast Bureau granted renewal of licenses for WROV and High Fidelity Broadcasting, respectively, subject to stations submitting certain employement data to FCC. Action April 30.
- WTIK (AM) and WRDU-TV, both Durham, N.C.—Broadcast Bureau granted license renewal to W&W Broadcasting Co. and Triangle Telecasters, respectively, subject to stations submitting certain employment data to FCC. Action April 30.

Rulemaking
- Commission amended rules to further limit amount of programming that may be duplicated by commonly owned AM and FM stations in same local area. Effective May 1, 1979, if either AM or FM station is licensed to community of over 100,000 population, FM station shall not devote more than 25 percent of available time to duplicated programming. If either AM or FM station is licensed to community over 25,000 but not over 100,000 population, FM station shall not devote more than 50 percent of average program week to duplicated programming. Effective May 1, 1979, 25 percent limit on duplication will be extended to stations in 25,000-100,000 category. Action April 30.

Translators
## Service Directory

### Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jansky &amp; Bailey</td>
<td>5390 Cherokee Avenue, Alexandria, Virginia 22314</td>
<td>(703) 354-3400</td>
<td>Consulting &amp; Monitoring services</td>
</tr>
<tr>
<td>Edward F. Lorentz</td>
<td>1711 N St., N.W., Suite 300, Washington, D.C. 20036</td>
<td>(202) 296-2315</td>
<td>Consulting &amp; Monitoring services</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>2922 Tel Ct., Potomac, Maryland 20854</td>
<td>(301) 384-0574</td>
<td>Consulting &amp; Monitoring services</td>
</tr>
<tr>
<td>Leo's Precision</td>
<td>9616 Pinkney Court, Potomac, Maryland 20854</td>
<td>(301) 299-3722</td>
<td>Consulting &amp; Monitoring services</td>
</tr>
<tr>
<td>Carl E. Smith</td>
<td>8200 Sonnville Road, Cleveland, Ohio 4414</td>
<td>(216) 223-4808</td>
<td>Consulting &amp; Monitoring services</td>
</tr>
<tr>
<td>Vir James</td>
<td>621 Jenkins Street, Lakehills, Texas 75901</td>
<td>(214) 342-5206</td>
<td>Consulting &amp; Monitoring services</td>
</tr>
<tr>
<td>Merle Saxon</td>
<td>634-9558, (202) 312-2821</td>
<td></td>
<td>Consulting &amp; Monitoring services</td>
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<tr>
<td>John H. Mullaney</td>
<td>25 West Long Lake Road, Bloomfield Hills, Mich. 48013</td>
<td>(313) 842-0225</td>
<td>Consulting &amp; Monitoring services</td>
</tr>
<tr>
<td>Dawsun Espy</td>
<td>P.O. Box 3177, Olympic Station 80212, Beverly Hills, Calif. 90210</td>
<td>(213) 232-3302</td>
<td>Consulting &amp; Monitoring services</td>
</tr>
<tr>
<td>Matthew J. Vissides, P.E.</td>
<td>1001 Buford Drive, McLean, Va. 22101</td>
<td>312-600-1200</td>
<td>Consulting &amp; Monitoring services</td>
</tr>
<tr>
<td>Commercial Radio Monitoring Co.</td>
<td>100 S. Market St., Lee's Summit, Mo. 64063</td>
<td>(816) 234-3777</td>
<td>Consulting &amp; Monitoring services</td>
</tr>
<tr>
<td>Cambridge Crystals</td>
<td>445 Concord Ave., Cambridge, Mass. 02138</td>
<td>(617) 876-2810</td>
<td>Consulting &amp; Monitoring services</td>
</tr>
<tr>
<td>Swager Tower</td>
<td>Box 656, Fremont, Indiana 46737</td>
<td>(219) 495-5165</td>
<td>Consulting &amp; Monitoring services</td>
</tr>
<tr>
<td>Cohen and Dippe, P.C.</td>
<td>9616 Pinkney Court, Potomac, Maryland 20854</td>
<td>(301) 299-3722</td>
<td>Consulting &amp; Monitoring services</td>
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<tr>
<td>John B. Heffelfinger</td>
<td>9208 Wyoming Pl., Hilland 4-7010</td>
<td>(213) 317-7339</td>
<td>Consulting &amp; Monitoring services</td>
</tr>
<tr>
<td>Rosemar Television Systems</td>
<td>250 West 57th Street, New York, New York 10019</td>
<td>(212) 246-3967</td>
<td>Consulting &amp; Monitoring services</td>
</tr>
<tr>
<td>MedWest Engineering Associates</td>
<td>1004 A &amp; K University, Peoria, Illinois 61614</td>
<td>(309) 692-0933</td>
<td>Consulting &amp; Monitoring services</td>
</tr>
<tr>
<td>Midwest Engineering Associates</td>
<td>1004 A &amp; K University, Peoria, Illinois 61614</td>
<td>(309) 692-0933</td>
<td>Consulting &amp; Monitoring services</td>
</tr>
</tbody>
</table>

### Commercial Radio Monitoring Co.
To Be Seen by 120,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM/FM and facsimile facilities.

*1970 Readership Survey showing 3.2 readers per copy.
Call letters

<table>
<thead>
<tr>
<th>Call letters</th>
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<tbody>
<tr>
<td>WGTQ</td>
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<tr>
<td>KALO-FM</td>
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</table>

Applications

- **Greater Humboldt-Dakota City Cable TV, Box 55, Humboldt, Iowa 50439**: For channel assignment; deleted call letters. Ann. May 7.
- **Lake Mahomet Cable, 221 W. Front St., Box 559, Detroit Lakes, Minn. 56501**: For channel assignment. Ann. May 7.
- **Vista Cable, 107 N. Main, Monroeville, Ind. 47960**: For channel assignment. Ann. July 1.
- **Warner Cable of Merrill, for Merrill, Wis. (CAC-06529)**: For channel assignment. Ann. July 1.
- **Prince Canal Cable TV, for Princeton, Ind. (CAC-06264)**: For channel assignment. Ann. July 1.
- **Channel Cablevision, for Mt. Vernon and Booneville, Ind. (CAC-06265)**: For channel assignment. Ann. July 1.
- **Covenent Cable TV, for Greensburg, Penn township, Manor borough, Youngwood borough, and North Irwin borough, all Pa. (CAC-06512)**: For channel assignment. Ann. July 1.

**Cable TV Systems**


**Actions**


- WAPA-TV San Juan, PR.—Commission denied renewal petition by WAPA-TV Broadcasting Co. requesting extension of program order for dual-language programing of its station. Action April 28.

- WAPA-TV San Juan, PR.—Commission denied renewal petition by WAPA-TV Broadcasting Co. requesting extension of program order for dual-language programing of its station. Action April 28.
RADIO

HELP WANTED SALES

Midwest market suburban daytimer grossing very little at present needs take charge sales manager who has good background at planning and selling promotional ideas, contests, gimmicks, etc. and motivating sales staff to do same. Big percentage of station gross offered to right person. Must have successful track record. Box S-24, BROADCASTING.

Southwest Penna. FM seeking experienced sales pro. Ability to develop creative sales packages and sell direct accounts a must. Opportunity for management. Resume to Box S-124, BROADCASTING.

HELP WANTED MANAGER

Top-rated, medium market Midwest beautiful music FM seeks sales manager who can sell and lead sales staff. Send complete resume, earning expectations and goals to Box O-220, BROADCASTING.

One of the leading radio groups in America is looking for two persons who can perform as sales managers today and general managers tomorrow. If you think you qualify, send complete resume and salary history today. An excellent opportunity, an Equal Opportunity Employer. Write Box S-30, BROADCASTING.

Experienced radio manager wanted by Top 50 market station owner. You must have proven record of administration, sales, programing and promotion. Full details and salary requirements first letter. Box S-51, BROADCASTING.

Bus. Mgr./Bkpr. Fine AM/FM, attractive S.F. area. Exceptional growth opportunity. EOE, Box S-93, BROADCASTING.

Small to medium market. Attractive, growing. Rocky Mountain city with excellent opportunity. An Equal Opportunity Employer. Write Box S-51, BROADCASTING.

Northeast medium market. Seeks strong self-starter. Salesperson who would like to move to the position of general manager. Excellent opportunity. Send resume and sales track record to Box S-168, BROADCASTING.

Southeastern suburban FM rocker in Top 50 market needs street-lighting sales manager to start with low billings and become a star. No guarantees, no draw, but big commissions and percentage of gross, and later, part ownership, and the GM slot. Box S-186, BROADCASTING.

Manager wanted, sales manager, move up, 2 station group owner. 1000 day. 250 night. Eastern Pennsylvania, Salary commision. Run your own ship. Box S-187, BROADCASTING.

Unique opportunity for creative, hard working person looking to move up to sales manager. E.O.E. Resume to WSPK, PO Box 1703, Poughkeepsie, NY 12601.

Sales Manager, Twin Falls, Idaho. 5 KW full-time MOR with outstanding community profile has opportunity for experienced sales person with successful local sales record. Must be creative sales person and have ability to motivate other people in competitive market. Attractive, growing, Rocky Mountain city with excellent four-season climate. Only 90 miles from Sun Valley. Call Dick Ryals, 208-733-3381 after 5 p.m. or call 208-733-1570 after 7 p.m. MDT, or write Box 65, Twin Falls, ID, E.O.E. Mf.

Wanted: General Manager, Radio, must speak fluent Italian. Call collect 301-652-5129.


Director of Marketing. Super salesperson with radio background wanted. Must have solid track record. Please send resume today. Bill Moyes, Frank N. Magid Associates. One Research Center, Marion, IA 52302.

HELP WANTED SALES CONTINUED

Radio, salespeople wanted. Every one of our sales managers was once a top account executive with one of our stations. If you are an experienced executive with a goal of sales or station management, send your resume to Community Service Broadcasting, inc., Box 1209, Mt. Vernon, IA 52676. No phone calls, please.

Opportunity for hard working sales person. If you like the sunshine, can sell and write, send resume with sample copy to: Fred Greenbaum, PO Box 4457, Yuma, AZ 85364.

HELP WANTED ANNOUNCERS

Wanted experienced salesperson-announcer heavy on small market sales for assistant manager possibilities. Box S-135, BROADCASTING.

Help wanted: Radio announcer-sales person for Carolina area. Large market. Box S-176, BROADCASTING.

Central California, ARB, TSA No 1. Rated, medium market. $5,000. Modern country station needs 1st phone, experienced, stable DJ, with excellent production, music director, news & sports copy reading capabilities, for afternoon drive. Only applicants submitting complete resume and references will be considered. Reply to Box S-197, BROADCASTING.

Morning person Michigan AM/FM seeking communications, MOR, top rated. Looking for experience, community involvement, ability to relate one-to-one. Beautiful area. Resume Box S-206, BROADCASTING.

Immediate opening for country music announcer. 3rd must. 1st, better. Small market 18,000 in prosperous southern West Virginia. Send tape, resume to: H. Beamer, WAAC Radio, PO Box 1011, Princeton, WV.

Announcer: with first ticket. Phone 301-272-4400. Evenings call 301-676-6040. WAMD, Aberdeen, MD 21001.

Easy listening format may need another big voice plus summer fill. Send resume, tape, salary requirements to Al Makay, WEZE, Boston, MA 02116. Equal Opportunity Employer.

Contemporary country station needs bright announcer for air shift and production. Send tape and resume to Program Director: WIGF, Box 38, Sumter, SC 29150, EOE.

MOR Announcer: Mature voice, for growing, small market station. Send resume to Jim Hepler, WQIN, Box 149, Lykens, PA 17046.

Full and part time. Experienced preferred: stability, ambition, dependability and a third endorsed a must. First even better. Send tape, resume and letter to WRNJ, BOX 1000, Hackettsown, NJ 07840.

New station near Chicago seeks ambitious announcer to join a winning team. Endorsed third, college. P.O. Box 34-454, EOE.

Adult entertainer for a successful country station in the 300,000 metro market of Huntington, West VA. It's an all new physical facility, with a relaxed professional atmosphere and a desire to win. Part of a 14 station group. EOE. Call Dan for details 304-453-4600.

Experienced contemporary jock with interest in sales for highly-rated Midwest FM rocker. Contact Steve West at 217-522-4441.

HELP WANTED TECHNICAL

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

We're looking for an experienced continuity, production person. Must be creative, organized, familiar with all facets of production, and able to handle AM/FM operation. Two years at station with excellent facilities, resume and salary requirements to Box S-188, BROADCASTING.

Program Director (No air shift) for disco soul station in the Midwest. Must be executive type and know how to handle people. Also must be experienced in how to get n了个eople. No floaters or drinkers. Complete resume and salary requirements. Box S-201, BROADCASTING.


Fall 1997 opening in midwest university Communication and Media Services Department is seeking two individuals: 1. To teach Basic and Advanced Television Production classes. 2. To teach Basic and Advanced Audio and Radio classes, advise student radio and station and do production. Both positions require a Master’s degree. Ability to be creative, organized, and able to teach General Communication classes and advise students. Deadline for applications is June 30, 1997. Contact Dr. J. Thompson, Department of Fine Arts, Bemidji State University, Bemidji, MN 56601. An Equal Opportunity/Affirmative Action Employer.

Program Director/Morning Announcer, for central Virginia daytime country music station. Salary competitive, above minimum. Send resume, air tape, requirements to Box 5085, Charlottesville, VA 22902.

SITUATIONS WANTED MANAGEMENT

Sales oriented GM looking for medium, small market station management. Currently GM major group fulltime, 5000 watt AM midwest top 75 market. Strong, documentable sales background, Programing, engineering expertise. RAB, CHMC, First ticket. University graduate. 33, married, family, Box 2-225, BROADCASTING.


Gen. mgr, super sales personality announcer produc. Real world business experience. Degreed, hard work and long hours are no stranger to me. Box S-165, BROADCASTING.

Public radio GM seeking similar FM or PD position at station committed to program diversity and strong PR in the community. 4 yrs, noncommercial experience and M.A. in Human Development, Ocean Dr., No. 2, McKinleyville, CA 95521.

Manager, sales, equipment, engineering consultant. 17 years experience available to station or group that believes a manager is an investment not an expense. New owner will probably take over June 1st so my plane is fueled. Send resume, air tape, and documented interview. Gary Ingram 919-637-4450 or 638-5667.

SITUATIONS WANTED SALES

Sales or Sales-Announcing Combo. I'm experienced and strong in sports packages and promotions. I have experience with copy and produce soft spots. Now employed in Midwest. Box S-70, BROADCASTING.

Manager/Sales Manager, Seven years radio, Degree. Heavy promotion. Presently selling with nation's best rockers. Small markets. Box S-182, BROADCASTING.

HELP WANTED TECHNICAL

Continued

Immediate opening for Chef Engineer, 3 towns, night directional, 5,000 W. Midwest contemporary AM station. New transmitter and equipment. Good pay and hours. EO. Reply to Box S-81, BROADCASTING.

Maintenance Chief with superior technical qualifications needed by Texas WHF, Box S-105, BROADCASTING.

Excellant opportunity for qualified assistant chief engineer in South Texas station, Box S-112, BROADCASTING.

BROADCASTER WITH STATIONS IN 5 MARKETS OPENING IN SW OHIO MAJOR MARKET FOR CHIEF ENGINEER; MUST BE EXPERIENCED AND ADAPTABLE WITH DIGITAL, MULTIPLE FREQUENCY, NONDIRECTIONAL SYSTEMS; 1ST CLASS RADIO TELEPHONE LICENSE AND MANAGEMENT EXPERIENCE; GOOD MATH BACKGROUND. DESIRE DILIGENT TAKE-CHARGE INDIVIDUAL. Send resume to Box S-140, BROADCASTING.

A regional 5,000 watt news engineering position available for a creative engineer who can be chief and also do some competent on-air work. Engineers hate on-air work, but read this. This is a solid station in the west, the pay is $10,000 for the right person, and FM is pending. Which means a competent engineer and be C.E. at a good AM-IE, get in on the ground floor of an FM operation, and even may become too busy to have to do air work. With perhaps a raise to boot. How about that! EO. Box S-205, BROADCASTING.

Chief Engineer for North Carolina AM/FM. Some air work required. Average pay, average living conditions. Contact Tom Joyner, Beasley Broadcast Group, Post Office Box 1355, Goldsboro, NC, 919-734-8003.

First phone for 200,000 watt FM 95 directional AM. Must be experienced in all aspects of studio and automation equipment. Send resume and salary requirements, Director of Engineering, PO Box 6002, Roanoke, VA 24017.

Chief Engineer/Announcer for central Virginia non-directional daytime country music station. Salary commensurate ability. Send resume, air tape, requirements to Box 5085, Charlottesville, VA 22902.

HELP WANTED NEWS

Local newsprint minimum 3 years experience. Mature voice. Must be able to dig out, write and air three local newsprint daily. Network affiliate, Mobile equipment, Michigan. 3rd class endorsed. Write Box S-72, BROADCASTING.

Elusive news director wanted. Our standards are rough, a hundred rumors prove it. What makes you stand out in your market? We need a seasoned, unique, creative, witty, adult, one of a kind communicative director that will be heard and talked about. Midwest location with good staff. Resume, Box S-152, BROADCASTING.

Experienced News Director for MOR/Contemporary formatted leading station in Central Florida. Send complete resume, references and tape to Manager, WDBO, PO Box 158, Orlando, FL 32802.

News Director, Southeast market of 145,000. Two manners: staff expanding to 3 within a year. Must have good equation. #1 is be a hustler. Two years of experience required. EO. Box S-208, BROADCASTING.

News personality wanted by leading station in market. Experienced only. Send tape and complete resume to Jim Martin, News Director, WDBO Radio, Orlando, FL 32802.

America's top MOR station needs on-air news reporter. Must be thinker, digger, writer. Send tape and resume to: John O'Day, News Director, 1220W GAR, Cleveland 44147, an EEO Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Northern California gospel station. Take charge program director experienced in gospel music, program logs, FCC R & R's, air shift. Salary plus commis- sion. Experience. Owner buying other stations. Box S-178, BROADCASTING.

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

Heavy, unpredictable morning personality with creative production. Some medium to large market experience. Top 40. Young family man. Box S-207, BROADCASTING.

Broadcast school grad looking for first job. 3rd phone endorsed. Northeast preferred. Box R-218, BROADCASTING.


Thirteen years experienced MOR talent. Strong production, big quality. Prefer Michigan. West references. 305-922-3749 or Box S-89, BROADCASTING.

Experienced announcer, wants to return, settle in Northeast. Looking for announcing, sales position, excellent references. Ready in August. Box S-90, 1st phone 5 second rock'n'roll personality, wants nights. All nights at together Top 50 roller. Tape, resume available, Box S-106, BROADCASTING.

Modest! I'm not mad morning man, clever production, sales leader. College graduate, wife, children. Job only in S.C., N.C., Ga. Box S-133, BROADCASTING.

The exorcist. Ill drive that tormenting need of a jock out the window. Write soon. Box S-143, BROADCASTING.

Personality please. Want someone who does more than read PSA's over record into's? Number 1 personality at number 1 eastern medium market. Creative, entertaining, good bits, no ego problems. Adult contemporary or Top 40. 3A, 27, equal opportunity employee. Box S-163, BROADCASTING.

Announcer: enjoy broadcasting immensely!! Warm, friendly style. Strong production. Can write spots and work well. 3rd phone endorsed. Box S-146, BROADCASTING.

Modest college grad. B.A. Communications. 3rd endorsed. Seeks first break anywhere. Box S-185, BROADCASTING.

PD-Jock looking for position as announcer in medium market. Over 2 years experience contempo- rary, Box S-102, BROADCASTING.

Warm mature voice, 13 yrs experience 1st phone. Fully experienced beautiful music, MOR formats. Also interested light news. Box S-199, BROADCASTING.

12 year pro, seek opportunity to entertain. Can handle PD duties with experience in all formats. Your listeners would be a solid air man who will stick. Box S-200, BROADCASTING.

Radio broadcaster, 8 yrs experience, some small market. Versatile, can cover away. Prefer Michigan, Ohio, Indiana, Illinois. Box S-202, BROADCASTING.


Northeast Ohio what ails you? I want to return to my native state. Operations manager at my current station with autonomy. If you have a hard worker on your staff call 302-337-7011 or 629-6863 and ask for Allan Frazier.

Top 40 personality who pulls numbers! Four years experience, first phone, and college. Medium and up. 301-653-1711 or 358-2257.

**SITUATIONS WANTED ANNOUNCERS CONTINUED**

Attention Floridians! 15 years experience in medium and large markets. MOR jock, production, music director. Will consider any market. Any shift. Call Norm 1-813-842-3187.

Creative personality. 5 years experience in broadcasting. High school diploma. Worked as jock, production, music director, and sometimes news announcer. Will consider any market. Call John Doe at 555-5555.

**SITUATIONS WANTED TECHNICAL**

**1st phone engineer.** Some studio maintenance, boardwork, excellent references. Box S-125, BROADCASTING.


**Vocational engineer, July, August, Proofs, maintenance, short-term relief board, copy, production. 20 years experience. POB 8, Wallace, CA 95254.**

**Former chief engineer and program director (seven years experience, including DAS and high power transmitters) now building and installing equipment for major broadcast manufacturer, desires chief engineer position in Philadelphia. Will relocate. Box S-151, BROADCASTING.

**Strong on maintenance, good technical background, mgmt, exp. First phone. Prefer small station Tom Padwa, 212-283-5389.**

**SITUATIONS WANTED NEWS**

**Female N.D. seeks reporter position in medium or large market. B.A. 3 years experience. Box S-311, BROADCASTING.**

**Experienced journalist. 7 years major markets. Seeking news directorship in major medium market station dedicated to local news. Reply Box S-128, BROADCASTING.**

**Newsmen, a digger, MA, award winning, major market experience. PR background. Box S-170, BROADCASTING.**

**Female news director who gathers/writes/sells hard local news at No. 1 medium AM/FM. Under contract, Prefer East or Colorado. Box S-180, BROADCASTING.**

**News-female. Medium-major market only. Experience in gathering, writing, editing. Must be familiar with 16mm film camera operation and some film editing. We want someone who will do what is necessary to get the story, we don’t want stars. Box S-171, BROADCASTING.**

**SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS**

**Looking for small market Texas operation needing PD. Seven years experience, sales included. Box S-64, BROADCASTING.**

**Community minded/involved county air personality. Background includes controversial telephone talk, public affairs, interviewing, news; also, sales and production. Under contract. Box S-179, BROADCASTING.**

**Operations Manager/News Director. 20 years experience in major-market programming, news, production. 1st phone. Consider television or telephone talk show. Box S-204, BROADCASTING.**

**12 years, PD, MD, jock. No. 1 ratings in all size markets. AOR, Program Director, Major market, West or SW. Jay Thomas, 501-751-4940.**

**Accomplished "Do it all" broadcaster. Management, sales. P.D. background. First phone. 408-255-2010, before 1 PM P.D.T. Leave message.**

**SITUATIONS WANTED TECHNICAL**

**HELP WANTED MANAGEMENT**

**interdisciplinary education and research institute seeking Assistant Director for Community Education to develop and administer media delivery of programs in community education and manpower development in criminal justice. 12-month salary $20,000-$30,000 DOE, Appointments during June/July. Send vita to: Dr. Havelock, Director, Criminal Justice Center, University of Alaska, 3211 Providence Avenue, Anchorage, AK 99504. Further information on request.**

**We are an Affirmative Action Employer.**

**HELP WANTED SALES**

**Sales Management-TV. Station in top 100 Southern market seeks experienced manager who can motivate, sell and plan a solid course. Salary plus incentive for producing growth. Resume and financial requirements to Box R-228, BROADCASTING.**

**Sales, Leading transportation company seeking aggressive New York, studio and representative to sell transportation services to video industry. Salary & fringe. Send resume to Box S-181, BROADCASTING.**

**Florida network TV station is seeking a sales account executive with a good retail background. Must know both retailing and television sales. A thorough knowledge of TVB sales materials and their proper use is also important. Excellent salary potential in a very nice place to live. Please respond from women and members of minority groups encouraged. Reply to Box S-136, BROADCASTING.**

**Opportunity to sell TV in a small but competitive Northeastern market. ABC affiliate, new owners, new image. Must sell us and we'll all grow. Call Bob Gray, 207-945-6459. Equal Opportunity Employer.**

**HELP WANTED TECHNICAL**

**Chief Engineer for American Samoa ETV. Experienced in transmitters and VTR maintenance. Two year contract. Transportation paid. Send resume to Box S-84, BROADCASTING.**

**Asst. Chief with potential to be chief in 2 to 4 years. BSEE preferred but not required. Heavy maintenance experience in studio and transmission equipment. Good communication ability. AM-FM-TV, Beautiful West Coast city. Box S-97, BROADCASTING.**

**HELP WANTED TECHNICAL**

**Video engineer for New York metropolitan area university. Experience in high power transmitter. ASM, video camera operation, color video and film editing. We want someone who will do what is necessary to get the story, we don’t want stars. Box S-171, BROADCASTING.**

**Assistant Chief Engineer. Need five years experience in TV engineering including all studio, microwave and transmitter equipment. Some supervision helpful. Group owned, stable company in a western state. Prefer person living in west now. Send resume and salary requirements to: Box S-150, BROADCASTING.**

**Chief Engineer for growing UHF network affiliate. Studio and transmitter maintenance. Contact John Conboy, General Manager, KMMV-TV, Box 1506, Palm Springs, CA 92262. Phone: 714-326-7121.**

**Television studio maintenance/operator. First phone and three years experience preferred. Contact E. Alen, KTOW Box 6, Tulsa, OK 74101 or phone 918-582-9233. Equal Opportunity Employer.**

**Chief Engineer. Must have first class FCC license and prior management experience in major market. Total responsibility for operating studio technical equipment, remote units operation. Day-to-day supervision personnel. Forward resume and salary requirements to Mrs. Lois Cole, Personnel Mgr., WPLG-TV 10, 3900 Biscayne Blvd., Miami, FL 33137. An Equal Opportunity Employer M/F.**

**Chief Engineer, WRCO-TV, Group owned network VHF in Rochester, New York, looking for strong management, strong technical, experience with organized labor facility. Send resume to Director of Engineering, WNEC-TV, PO Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.**

**Operating engineer, with 1st class FCC license to work television control room. Phone operations manager. 1-716-327-3142. Excellent benefits. An Equal Opportunity Employer.**

**Supertech. Heavy VTR maintenance background. Supervise on the 24 hour, 7 day, 365 day/year record of self motivation. Hettel Broadcasting, Box 581, Honolulu, HI 96809.**

**HELP WANTED NEWS**

**Fifties market. Deep South wants news assignment editor. Must be a self-starter, a task master who is a line writer, editor, producer who knows what a good film story is and can upgrade his or her staff. Management is your track. Equal Opportunity Employer. You start at $9,000. Box S-49, BROADCASTING.**

**Weekly newsmagazine producer主持 and public affairs editor needed for top rated station in Midwest's market. Salary dependent upon your experience and ability. Box S-66, BROADCASTING.**

**Top rated station seeks experienced feature reporter. Have air samples ready. Box S-154, BROADCASTING.**

**Television reporter with a minimum of 1 year experience in writing, covering and editing news events. Must be familiar with 16mm film camera operation and some film editing. We want someone who will do what is necessary to get the story, we don’t want stars. Box S-171, BROADCASTING.**

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HELP WANTED NEWS CONTINUED

Sports personality for medium market network UHF in northern Ohio. Must have background in radio and TV. B.S. Degree. Must be a positive, strong person, able to handle fast pace and stress associated with a competitive, top ten market station. Must have broad experience in news, features, promotion, play-by-play. Situated in Toledo. Applicants must have production experience, an understanding of the TV business, and good interpersonal skills. Excellent opportunity for motivated, experienced, Radio-Television personality to join a major network. Box 3-177, BROADCASTING.

Professional experienced news director wanted to dig, write and edit news. Minimum of 5 years experience. Welcome to move. CATV, radio, programming. Must have a strong background in promotion. Send resume to Box 3-178, BROADCASTING.

Anchor, Television news anchor person Los Angeles. Send resume and tape to Pete Schissinger, Program Director, KCOP-TV, 915 North La Brea, Los Angeles, CA 90038.

Help wanted: Co-anchor person. Minimum one year experience as a news television reporter or anchor person. No phone calls. Write John A. Taffe, News Director, WILX-TV, PO Box 380, Jackson, MI 49204. Equal Opportunity Employer.

Help wanted: News reporter/photographer. Minimum six months experience as a news television reporter/photographer. No phone calls. Write: John A. Tallevco, News Director, WILX-TV, PO Box 380, Jackson, MI 49204.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/director/editor for small format video tape operation. Must have knowledge of commercial production, Major market independent. Equal Opportunity Employer. Box S-56, BROADCASTING.

Artist. Major market, southwest, needs experienced TV artists with solid print and on-air background to assume responsibilities of station art department. Equal Opportunity Employer. Send resume, samples to Box S-137, BROADCASTING.

Promotion manager, Midwest top fifteen market, independent. Must be experienced, hard worker, creative, strong on air and writing. Great opportunity! Box S-166, BROADCASTING.

Producer, special projects. Film and videotape background. Strong writing skills. Minimum three years commercial experience. Top ten major market net affiliate. An Equal Opportunity Employer. Box S-195, BROADCASTING.

TV promotion director, background in creative writing, advertising, and sales promotion. Write WILX-TV, PO Box 380, Jackson, MI 49204. Attn: Stuart S. Hazard, Program Director, An Equal Opportunity Employer. No phone calls please.

SITUATIONS WANTED MANAGEMENT

General Manager. Also sales manager, programing, etc. Thoroughly experienced and successful all phases, including station ownership; group administration, Special expertise in: Management, sales management, sales (local, regional, national), programing, film-buying, production, news, promotion, community involvement. Outstanding credentials! Television, 21 years, Radio, 8. Total broadcasting experience, 29 years. Age, 46. Degreed. Aggressive, innovative, quality competitor. Accustomed to formidable challenges and much responsibility. Specialist in programing and Sales. Can increase, substantially, your profits and prestige. Box S-147, BROADCASTING.

TV Broadcast Management in East, all phases of station management with strength in administration, accounting, and personnel. 10 years experience, last 3 as AGM. Selling striving to grow again. Reply: Box S-169, BROADCASTING.

SITUATIONS WANTED TECHNICAL

Chief Engineer, experienced with network production. Desire technical challenge and good community to raise children. Box S-52, BROADCASTING.

First phone. 2 years experience major market Heavy operations engineer. Experience in both push button and digital systems. Will relocate prefer western. Box S-132, BROADCASTING.

SITUATIONS WANTED NEWS

Anchorman, Excellent voice, appearance, Early thirties. Presently working news anchorman with top rated radio station in large southwestern market. Some TV experience. Will reply to all others. Box S-27, BROADCASTING.

Bright female reporter/cameraperson/editor in mid-sized market looking for a change. Box S-73, BROADCASTING.

Fifteen years experience last five Top Ten TV market. Play by play color hockey, football, basketball, street, six eleven strips. Strong investigative, opinion pieces, tight scripts. Personable, no nonsense package. 313-352-6672 or Box S-74, BROADCASTING.

Award-winning investigative reporter with leading national chain, seeking solid position with major market station. Strenuous work ethic, take advantage of innovative, hard-hitting film style. Impeccable personal and professional reputation. Married, children, mid-30's. Box S-78, BROADCASTING.

Reporter, 3 years currently employed. College degree, simplified greatly, raised in warm manner. Top 125 only! Box S-96, BROADCASTING.

Do dedication, motivation, initiative and loyalty still count? Young journalist with solid experience in radio news with 3 major broadcasting organizations wants a chance to broaden his vision news. Give me an opportunity and I’ll prove I belong on your news team. Box S-94, BROADCASTING.

Extremely knowledgeable young sports director in top 50 market desires move up. Excellent production. Major college PBP Tape and resume on request. Box S-100, BROADCASTING.

Net. quality news/doc. photographer in top 50 market desires move up. 5 yrs. experience. Strong on editing. Dependable results. Box S-119, BROADCASTING.

No fancy slogans! I am looking for a break in a smaller market as TV weatherman. B.S. Biology, work in radio. Give me a chance. I will show you some creativity. Respond Box S-124, BROADCASTING.

Med. Mkt. radio N.D. seeks medium major mkt. TV, possibly with radio. Anywhere. Married, 24, 3 years experience. Dependable, healthy. B.A. Broadcasting, Journalism. PBP sports also. Audio tape, photo, resume, references upon written request. Box S-158, BROADCASTING.

TV news producer. Does your news department have talent, equipment, and news consciousness? Do you lack the professional show quality? Need you a producer-motivator. That’s me! Box S-160, BROADCASTING.

Sports Director: Late twenties, pro football and baseball experience. Emphasize local sports and participate in many of my features. Box S-161, BROADCASTING.

Employed, but in a rut. Looking for anchor or weekend anchor/reporter opening. Medium or small market. Degree. Box S-173, BROADCASTING.

Producer/Director: graduate leading television school. B.S. Education. Seeks entry in both production and programing. Contact Kimborough 212-JUNE-3700.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Programing Public TV network goal of successful programing. Looking for proven adminisitrative & creative skills. M.A. Excellent references. Box R-88, BROADCASTING.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Creative, mature young man seeking directing position in a small or medium market. School training with experience in news and public affairs programs. Familiar with TV production techniques and studio operations. Will relocate, eager and dependable. Write for resume. Box S-92, BROADCASTING.

Producer/Director, newscast No. 1 for 6 years. Net-work sports. Commercials. Award winning newscasts. Box S-141, BROADCASTING.

TV & Film production man. Five years experience. 1/3 as director. BA Broadcasting Journalism. WSSU. Call 509-327-2664 or business 509-327-1737. Michael Wagner, W. 2615 Queen, Spokane, WA 99025.

Energetic young male background CATV program engineer. Familiar and on deck system. ENG experience. Offers himself in PES position. Resume and reel on request Box S-155, BROADCASTING.

TV & Film production man. Five years experience. 1/3 as director. BA Broadcasting Journalism. WSSU. Call 509-327-2664 or business 509-327-1737. Michael Wagner, W. 2615 Queen, Spokane, WA 99025.

Energetic young male background CATV program engineer. Familiar and on deck system. ENG experience. Offers himself in PES position. Resume and reel on request Box S-155, BROADCASTING.

TV & Film production man. Five years experience. 1/3 as director. BA Broadcasting Journalism. WSSU. Call 509-327-2664 or business 509-327-1737. Michael Wagner, W. 2615 Queen, Spokane, WA 99025.

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FOR SALE EQUIPMENT CONTINUED

Beau Tape heads for popular audio cartridge tape machines. All Mono 2 track heads $19.00; all stereo 3 track heads $95.00. Replace your Noritronics heads. UMC Electronics Co., Box 307, North Haven, CT 06473. 203-288-7731.

CCA Automation equipment, 1969 AR-1000 2 desks, 2 reels, plus all accessories; excellent condition, almost never used. WPUL, PO Box 1433, Barrow, FL 33830. 813-533-9093.


Aikal-CVC-150 color camera modified to include self contain sync. generator and external drives, plus 100 ft. camera cable. $2,950.00. Panasonic 3100 1/2 inch. $150.00. Box S-192. BROADCASTING.

Gates SP-10 automation programmer. logging system, time selector, associated equipment and Criterion 55. Call KSTT 319-326-2541.


RCA BTA-250 AM transmitter, spare RF line meter, complete set used spare tubes, $1,100.00, with Rust 108E remote control $1,500.00; Gates M4990 frequency monitor $115.00; Gates M5693 AM modulation monitor $300.00; CBS Audimax $400.00; Gates sounderman limiter $700.00. Gene Healy 203-758-2468.

Helax-styroflex. Large stock-bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

One stop for all your professional audio requirements. Bottom line oriented. F.T.C. Brewing Company, Box 8057, Pensacola, FL 32505.

COMEDY


365 days of laughs, page a day. $5 per month. Box 183, Prospect Heights, IL 60070.

Contemporary comedy! Most usable deejay service available! Hundreds have renewed! Freeazel 5804-E Twinling, Dallas, TX 75227.

Cheap radio thrill! The mind-blowing LP produced by & for radio people. Custom music trax, sound effects, outrageous jingle singers, soap organ, top rated, synthesized logos, gobsm all! $12.00 postpaid, or write for free sampler: L-A Air Force, 2445 East Stuy St., Long Beach, CA 90814.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, and giveaways. No matter or name, bet-tal! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

If you do Author, interviews, talk shows, etc., keep up to date on the latest books! More than 200 of them are reviewed in each issue of The West Coast Review of Books. 6311 Wilma Street, Hollywood, CA 90028. Sample copy: $1.25.

45 RPM relocked record shock. Choose from a variety of colors. Write for free samples and price too. Pic-A-Disc Products, 2717 Gibson St., Flint, MI 48503.

PLACEMENT SERVICE

Many Top 40, MOR and country and western openings available now! Rush tapes and resumes to: Air Talent Placement, 1516 Hinnan, Suite 555, Evanston, IL 60201.

PERSONNEL AVAILABLE

TV production personnel available. Camera, audio, floor, switcher, director. Bon Vivant-camera announcer experience also. Unique vocational curriculum combines on-air experience through PTV station with broadcast media training. Ginny Holder, AAVTI, Austin, MN 55912. 507-437-6681. Fully-trained radio personnel also available.

PROGRAMMING

Nationally known management consultant is now available to pump up ratings and billings for underdeveloped radio stations. Protect your investment. Bill Elliott & Associates. 305-967-8638.

Star Trek's Gene Roddenberry talks about his career and Star Trek, in this new fifteen minute radio program. Write L.E. Wallace, Jr., Productions, Box 15253, Baton Rouge, LA 70895.

INSTRUCTION

Job opportunities and announcer-duj-1st class FCC license training at Announcers Training studios, 152 W. 42nd St., New York, NY 10036. Free brochures. (EEO/AA).


First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. While Institute (formerly Ekins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.


No: tuition, rent! Memoryize—study—Command's "Test-Answers" for FCC first class license plus "Self-Study Ability Test"! Proven! 59.95. Moneyback guarantee. Command Productions, Box 26346, San Francisco 94126. (Since 1967)

1st Class FCC, 6 wks, $450.00 or money back guarantee. VA appvd. Nat'l Inst. Communications. 11488 Oxind St., N. Hollywood, CA 91606.

REI teaches electronics for the FCC First Class Radio Telephone license in 80% of our students will pass their exams. Classes begin June 21 and August 2.

REI. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-8922.

REI. 2402 Tidewater Trl, Frederickbog, VA 22401. 703-373-1441.

Omega State Institute, your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students welcome. Free booklet. Call or write today. 312-321-9400. 235 East Grand Avenue, Chicago, IL 60611.

Get your first to get there first! Don Martin School of Communications! Since 1937, training broadcasters for Broadcasting! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd, 5th Floor, Hollywood, CA 90028. Call 213-462-3281 or 213-657-5886.

1st Class FCC, 6 wks, $450.00 or money back guarantee. VA appvd. Nat'l Inst Communications. 11488 Oxind St., N. Hollywood, CA 91606.


INSTRUCTION CONTINUED


Zero to FCC 1st class in 6 weeks or less. Approved for veterans. Accredited by NATTS, Academy of Radio and Television, 1304 State St, Bettendorf, IA 52722, 1-319-359-7571.

Breakthrough Leading FCC License school offering broadcast endorsement study guide and exams that really work. $12.95 complete. All FCC Radio and Television, 1304 State St, Bettendorf, IA 52722.

RADIO

Help Wanted Management

Major Denver religious station is looking for an aggressive sales-oriented manager with experience in religious radio. Send qualifications and salary requirements to Box S-123, BROADCASTING.

Sales Manager

The largest regional rep firm is looking for a well qualified person to be responsible for 3 offices. Expansion planned. Company benefits are great. State your full past experience and earnings. We will tell you about our salary bonus arrangements, and plans.

Lansing, Michigan, President. Regional Rep Corp. 5340 Central Avenue St. Petersburg, Florida 33707

Help Wanted Sales

The nation's largest syndicator of Fine Arts programming is looking for a bright, articulate person to represent us. Applicants must possess a thorough knowledge of both commercial and non-commercial broadcasting, including budgeting, sales and programming, and be willing to travel extensively. For the right person this will be a most rewarding career opportunity.

PARKWAY PRODUCTION, INC. 7979 Old Georgetown Road Washington, D.C. 20014 301-657-9808

Help Wanted Announcers

WANTED MORNING PERSONALITY. Our highly rated morning man is being promoted within group. Upper Midwest beautifully equipped contemporary station requires strong personality to replace him. Must be bright, creative, strong on telephone and a real personality able to do the unusual that causes talk. Work for young program oriented group, and earn big dollars in medium size market. Reply with resume to Box S-157, BROADCASTING. An Equal Opportunity Employers.

MORNING PERSONALITY

Major group station is looking for a morning personality who can communicate! Ability to entertain without offending, in music, news and information format. Send only resume. Box S-191, BROADCASTING.
Situations

Detroit's bright FM-100 needs announcers for Pop Adult M.O.R. format. No calls, just send tape and resume to: Paul Christy/OP. WNCC-FM, Box 1310, Dearborn, Mich. 48126. Equal Opportunity Employer.

Help Wanted Announcers Continued

HELP! BEING HELD CAPTIVE IN...

HELP WANTED CHIEF ENGINEER.
First class. Twelve years experience in radio construction, operation and maintenance. Six years with current employer, a full power AM-FM in-op. Resume and references available. Desires right spot in western states. Roger A. Tighe. KRLD Radio, 7901 Carpenter Fy, Dallas, Texas 75247.

BROADCAST ENGINEER - First class. Twelve years experience in radio construction, operation and maintenance. Six years with current employee, a full power AM-FM in-op. Resume and references available. Desires right spot in western states. Roger A. Tighe. KRLD Radio, 7901 Carpenter Fy, Dallas, Texas 75247.

BROADCASTING is looking for a Junior Announcer. Live shot. Must be young and energetic. Write for information.

BROADCASTING is looking for a sports director. Must know sports and be able to talk. Call 201-445-9772 or write 262 Gateway Road, Ridgeway, N.J. 07450.

YOU BELONG IN BROADCASTING!
1735 DeSales Street, N.W. Washington, D.C. 20036

YOU BELONG IN BROADCASTING!
1735 DeSales Street, N.W. Washington, D.C. 20036

Mail Resume and photo for consideration.

Attention S.E. College Football Fan.

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HELP WANTED TECHNICAL

TELEVISION

Help Wanted Management

NEWS MANAGEMENT
Dynamic, creative person with solid TV news experience who wants to move to top management. Broad knowledge of TV news operations, ability to work with people, make decisions, think, and work hard a must. Management oriented reporters, producers and executives are preferred. Resume and photograph to Box S-96, BROADCASTING.

Help Wanted Technical

SALES/TRAFFIC OPERATIONS
Person with Broadcasting background in Sales/Traffic area to convert data and train TV personnel in the operation of new in-house Computer system. Broadcasting experience required. Experience on any broadcast computer system a plus.

COX DATA SERVICES INC.
A business in service of Cox Broadcasting Corporation
An Equal Opportunity Employer

Help Wanted News

ALL NEWS

Exciting challenge with public radio's first all news station. Top 30 Market 5KW AM is now accepting applications for the following positions:

Assistant News Director. Morning editing and anchor. Some supervision of editors and production duties. Two years reporting, third endorsed. Salary to $11,000.

Sports Director. Produce and deliver sports news, features plus Play-by-play. Two years including PBP knowledge hockey, basketball, football. Salary to $11,000.

Editor/talent. Write, edit, deliver news as part of three person team. Additional reporting and production. Two years reporting/writing, third endorsed. Salary to $9,000.

Reporters. Gather, write, deliver news. Research, write, produce investigative and documentary reports. One year reporting, third endorsed. Salary to $7,500.


Production Assistant. Tape editing, production, copy editing and writing. Some reporting anticipated. One year writing/production, third endorsed. Salary to $7,500.

Announcer/Operator. Nights and weekends plus production. One year announcing, third endorsed, good jazz background. Salary to $7,000.

Full credentials, including tape, in first letter. Tapes returned on request only.

Radio Manager
WNED
P.O. Box 1283
Buffalo, New York 14240
An Equal Opportunity Employer M/F

Midwest. If you own a station and no longer desire to personally operate it, but don't want out completely ... Consider merging with a seasoned, aggressive organization which has a track record of industry success. You will own part of our parent company in addition to receiving a payout. Potential for public ownership, tax advantages. Reply in confidence with details of your situation. Box S-162, BROADCASTING.

Radio Station

Radio Station

Prefer west of Mississippi River
Up to $100,000 cash available
Box S-184, BROADCASTING.

EXPERIENCED BROADCASTER

$20,000. CASH DOWN PAYMENT FOR SMALL MARKET STATION IN OHIO, ILL. IND. KY OR MO.

Box S-198, BROADCASTING.

For Sale Stations

Profitable single station market opportunity. Attractive New England community. Inexpensive non-directional AM operation priced at less than 2-1/2 times gross at $900,000. Annual cash flow in six figures.

Box S-129, BROADCASTING.

Full time AM with FM affiliate in medium Florida market. Excellent growth potential for right operator. Cash buyers only. No brokers please.

Box S-130, BROADCASTING.

Top Ten market full time AM. Outstanding facility in competitive comparison. MOR format. Current profit picture break even. Valuable real estate included. $2,850,000 cash.

Box S-131, BROADCASTING.

PACIFIC NORTHWEST. Highly profitable daytime operation. '75 gross exceeded $210,000. Price $400,000. Terms.

Box S-142, BROADCASTING.
For Sale Stations
Continued

5 kw daytime, South. Ethnic money-maker. $275,000 cash is less than 1.5 X gross. This one will go fast. No Brokers. Box S-145, BROADCASTING.

NORTH CAROLINA AM-FM-LOW DIAL POSITION. GROWTH AREA-VALUABLE REAL ESTATE. ABSENTEE OWNED. CONTACT. Box S-167, BROADCASTING.

STATION FOR SALE
Top 20 market
Full AM-FM combination
$1,000,000.
Box S-174, BROADCASTING.

FLORIDA
2 Metro market coastal daytimers with nighttime pending-profitable-excellent frequencies—both under 3 times gross. Favorable terms to qualified buyers
REGGIE MARTIN
Media Broker (305) 361-2181

Mountain State
Profitable - Full Time - AM
$600,000 Terms
W.R. Twining
88 Post Street, Suite 515
San Francisco, Ca. 94104
(415) 981-5510 (408) 624-7710

5000 Watt Full time AM & Class A FM Stereo
"Large central Florida City" Buy one or both
$470,000 cash for AM
$420,000 cash for FM
BUSINESS BROKER ASSOCIATES
615-684-7511

RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
PO. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

WHY NOT????
Reserve this space
for your ad
and find out how
well BROADCASTING
can work for you!!!

For Sales Stations
Continued

Brokers & Consultants
THE KEITH W. HORTON COMPANY, INC
1705 Lake Street • Elmhrie, New York 14902
PO. Box 948 • (507) 723-7138

PAUL KAGAN
ASSOCIATES, INC.
106 MERRICK ROAD ROCKVILLE CENTRE N.Y. 11570 (516) 764-5516

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles, California
Contact: William L. Walker
Suite 808, 12720 Delaas St., N.W.
Washington, D.C. 20036
202-232-1553

BORADCASTING’S CLASSIFIED
RATES
Payable in advance. Check or money order only.

When placing an ad indicate the EXACT
classification desired:
Television or Radio. Help Wanted or Situations Wanted. Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy type or print quality copy.

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

No telephone copy accepted.

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

BROADCASTING does not forward tapes of any kind. PLEASE do not send them to us. They will be returned to you.

Rates, classified listings ads:
Help Wanted: 50c per word—$10.00 weekly minimum. (Billing charge to stations and firms: $1.00.)
Situations Wanted: 40c per word—$5.00 weekly minimum.
All other classifications, 60c per word—$10.00 weekly minimum.
Add $2.00 for Box Number per issue.

Classified display ads:
Situations Wanted (Personal ads) $25.00 per inch.
For Sale, Wanteds to Buy Stations: Employment Agen-
cies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

The word Count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm. CCD. PD. GM, etc. count as one word. Hyphenated words count as two words.

Name
Phone

City
State
Zip

Insert time(s). Starting date
Box No.

Display (number of inches).

Indicate desired category:

Copy:
### Broadcasting

**ABC**
- **Net change in week:** +7,289
- **1976 Low:** 12
- **1976 High:** 31
- **Tracking Period:** June 12, 1976
- **Approx. shares out: 1000:**
- **Total market capitalization: 1000:**

**Capital Cities**
- **1976 Low:** 4
- **1976 High:** 5

**CBS**
- **1976 Low:** 3
- **1976 High:** 12

**Cox**
- **1976 Low:** 1
- **1976 High:** 6

**Gross Telecasting**
- **1976 Low:** 0
- **1976 High:** 10

**Lin**
- **1976 Low:** 1
- **1976 High:** 1

**Monday**
- **1976 Low:** 2
- **1976 High:** 3

**Rahall**
- **1976 Low:** 1
- **1976 High:** 2

**Shepherd-Howard**
- **1976 Low:** 1
- **1976 High:** 1

**Starr**
- **1976 Low:** 1
- **1976 High:** 1

**Storer**
- **1976 Low:** 1
- **1976 High:** 1

**Taft**
- **1976 Low:** 1
- **1976 High:** 1

**Broadcasting with other major interests**

**Adams-Russell**
- **1976 Low:** 3
- **1976 High:** 4

**AVCO**
- **1976 Low:** 3
- **1976 High:** 4

**Bartell Media**
- **1976 Low:** 1
- **1976 High:** 1

**John Blair**
- **1976 Low:** 1
- **1976 High:** 1

**Chris-Craft**
- **1976 Low:** 1
- **1976 High:** 1

**Combined**
- **1976 Low:** 1
- **1976 High:** 1

**Copley**
- **1976 Low:** 1
- **1976 High:** 1

**Cowles**
- **1976 Low:** 1
- **1976 High:** 1

**Dun and Bradstreet**
- **1976 Low:** 1
- **1976 High:** 1

**Fairchild**
- **1976 Low:** 1
- **1976 High:** 1

**Fuqua**
- **1976 Low:** 1
- **1976 High:** 1

**Gannett**
- **1976 Low:** 1
- **1976 High:** 1

**General Tire**
- **1976 Low:** 1
- **1976 High:** 1

**Globe Trotter**
- **1976 Low:** 1
- **1976 High:** 1

**Grumman**
- **1976 Low:** 1
- **1976 High:** 1

**Harte-Hanks**
- **1976 Low:** 1
- **1976 High:** 1

**Jefferson-Pilot**
- **1976 Low:** 1
- **1976 High:** 1

**Kaiser Industries**
- **1976 Low:** 1
- **1976 High:** 1

**Kansas State Newspaper**
- **1976 Low:** 1
- **1976 High:** 1

**Knight**
- **1976 Low:** 1
- **1976 High:** 1

**Lee Enterprises**
- **1976 Low:** 1
- **1976 High:** 1

**McGraw-Hill**
- **1976 Low:** 1
- **1976 High:** 1

**Media General**
- **1976 Low:** 1
- **1976 High:** 1

** Meredith**
- **1976 Low:** 1
- **1976 High:** 1

**Metro Media**
- **1976 Low:** 1
- **1976 High:** 1

**Multimedia**
- **1976 Low:** 1
- **1976 High:** 1

**New York Times Company**
- **1976 Low:** 1
- **1976 High:** 1

**Dutilt Co**
- **1976 Low:** 1
- **1976 High:** 1

**Post Corp**
- **1976 Low:** 1
- **1976 High:** 1

**Reeves Telecommunications**
- **1976 Low:** 1
- **1976 High:** 1

**Rollins**
- **1976 Low:** 1
- **1976 High:** 1

**Rust Craft**
- **1976 Low:** 1
- **1976 High:** 1

**San Juan**
- **1976 Low:** 1
- **1976 High:** 1

**Scheering-Plough**
- **1976 Low:** 1
- **1976 High:** 1

**Sonnderling**
- **1976 Low:** 1
- **1976 High:** 1

**Tech Operations**
- **1976 Low:** 1
- **1976 High:** 1

**Times Mirror Co**
- **1976 Low:** 1
- **1976 High:** 1

**Washington Post Co**
- **1976 Low:** 1
- **1976 High:** 1

**Wometco**
- **1976 Low:** 1
- **1976 High:** 1

**Total**
- **1976 Low:** 1
- **1976 High:** 1

### Cablecasting

**Amecko**
- **1976 Low:** 1
- **1976 High:** 1

**Amer. Elect. Cable**
- **1976 Low:** 1
- **1976 High:** 1

**American TV & Cable**
- **1976 Low:** 1
- **1976 High:** 1

**Atena Comm.**
- **1976 Low:** 1
- **1976 High:** 1

**Burnup & Sims**
- **1976 Low:** 1
- **1976 High:** 1

**Cablecom General**
- **1976 Low:** 1
- **1976 High:** 1

**Cable Info**
- **1976 Low:** 1
- **1976 High:** 1

**Comcast**
- **1976 Low:** 1
- **1976 High:** 1

**Commun. Properties**
- **1976 Low:** 1
- **1976 High:** 1

**Cox Cable**
- **1976 Low:** 1
- **1976 High:** 1

**Entron**
- **1976 Low:** 1
- **1976 High:** 1

**General Instrument**
- **1976 Low:** 1
- **1976 High:** 1

**Geneve Corp**
- **1976 Low:** 1
- **1976 High:** 1

**Telecommunications**
- **1976 Low:** 1
- **1976 High:** 1

**Telemarketing**
- **1976 Low:** 1
- **1976 High:** 1

**Telemarketing**
- **1976 Low:** 1
- **1976 High:** 1

**Time Inc.**
- **1976 Low:** 1
- **1976 High:** 1

**Tocom**
- **1976 Low:** 1
- **1976 High:** 1

**Usa-Cable**
- **1976 Low:** 1
- **1976 High:** 1

**United Cable TV**
- **1976 Low:** 1
- **1976 High:** 1

**Viacom**
- **1976 Low:** 1
- **1976 High:** 1

**Vik**
- **1976 Low:** 1
- **1976 High:** 1

**Total**
- **1976 Low:** 1
- **1976 High:** 1

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Broadcasting May 17, 1976

87
**Programing**

COLUMBIA PICTURES

DISNEY

FILMWAYS

FOUR STAR

GULF + WESTERN

MCA

MGM

TELEVISIONS INTL.

TRANSCONTINENTAL

VIDEO CORP.

WALTER READE

WARNER

WARTHRED

**Service**

**BRDO INC.**

**Electronics/Manufacturing**

**Standard & Poor's Industrial Average**

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<th>Stock Symbol</th>
<th>Closing Wed. May 12</th>
<th>Closing Wed. May 5</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares out (000)</th>
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**Service**

**BRDO INC.**

**Electronics/Manufacturing**

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**Standard & Poor's Industrial Average**

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**Less active stocks. Trading in the following issues is too infrequent to weekly reporting. This listing records the amount and date of the last known sale:**

- **Elkins Concert Network**
- **Marx Industries**
- **Telenet**

**Over-the-counter bid prices supplied by**

- **Hobson & Weeks, Hemophyl-Noyes inc., Washington.**

*Yearly highs are drawn from trading days reported by Broadcast. Actual figures may vary slightly.

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

**Broadcasting May 17, 1976**
The Cable Bureau’s James R. Hobson: a study in upward mobility at the FCC

There are in several of the key jobs at the FCC men who share a number of common characteristics: young (on the sunny side of 40), clean-cut and given to the dress code of the 1960’s and earlier—three-button suit, striped tie and button-down collar. Among them is James Hobson, who in four years has shot up through the ranks from attorney adviser to acting chief of the Cable Television Bureau (the acting will be dropped when the Civil Service Commission completes the necessary paperwork), an upward mobility just short of breathtaking in that bureaucratic orbit.

Like the others, Mr. Hobson is a Wiley man. It was FCC Chairman Richard E. Wiley who saw to it that Mr. Hobson was moved along. And he resembles the other Wiley men in more than appearance. He is like them in style, in an understated approach to things, a characteristic that seems to carry over to a preference for restraint in the use of government power. And he’s like them, too, in ability.

(Mr. Hobson is like some of the other Wiley men—and Mr. Wiley, too, for that matter—in another respect: He earned his Republican stripes in the heat and smoke of a Republican presidential campaign, Senator Barry Goldwater’s [R-Ariz.] losing effort in 1964. Among his fellow workers in that one, incidentally, was Margita White, now White House director of communications.)

But there is a difference in Mr. Hobson’s background, one that may put a new light on the swiftness of his progress. Although he appears relaxed and pressure-free, Mr. Hobson is a man with time to make up. It took him, as they say, a while to find himself.

At first it seemed that journalism would be Mr. Hobson’s career. After graduating from Cornell with a B.A. in English in 1959, he worked on a weekly in Fairfax, Va., the Sun-Echo; on a national weekly, the now defunct Washington (D.C.) World, and on the Charlotte (N.C.) Observer. It was Carl Hess, who had been editor of the World but who in 1964 was Senator Goldwater’s chief speechwriter, who recruited him for the campaign as writer and researcher. After that experience at losing, Mr. Hobson returned to journalism as Washington editor of Medical Economics.


hedging his bets, began attending the University of San Francisco law school at night. Four years later he won his degree—the second advanced degree he had earned by attending classes at night; the first was an MA in international relations at Washington’s Georgetown University.

Mr. Hobson finally connected with the FCC and his first law job in 1972. A year earlier, he had traveled East and was interviewed by the commissioner’s then general counsel, Richard E. Wiley. By the time he joined the staff—at 35, along with a crop of law school graduates in their mid-20’s—Mr. Wiley was a commissioner. When he became chairman, in March 1974, he pre-empted Mr. Hobson for his own staff.

Which raises a question. Why, when the FCC was looking for a new chief of the renewal branch, one who could help reduce a staggering backlog of petitions to deny renewal applications, did Chairman Wiley turn to his special assistant, who had never managed anything more complex than a one-man office as Washington editor of Medical Economics?

“Just a hunch based on observation,” Mr. Wiley said the other day. “He was older, more mature. He was an excellent writer, and seemed to have leadership potential. I thought he could move things along as chief of the renewal branch.”

And he did. The backlog was whittled down from over 200 petitions to deny in January 1975 to some 60 early this year.

Of course, he had help, in a strengthened staff provided by the commission and in a reduction in the number of incoming petitions. Mr. Hobson’s contribution, colleagues say, was an ability to “motivate” his staff, to inspire a feeling of elan.

(Not everyone regards the reduction of the backlog as a cause of celebration. The citizen’s groups that filed the petitions are more concerned with the nature of the branch’s work product—with what Frank Lloyd, director of the Citizens Communications Center, calls the “disingenuous denial” of scores of petitions to deny. Yet even he speaks favorably of Mr. Hobson in connection with the one matter on which they had direct, personal contact: the FCC’s proposed rulemaking dealing with citizen-broadcaster agreements. He listened, Mr. Lloyd said, and many of Citizens’ positions are reflected in the commission’s final document.)

Given his record at the renewal branch, Mr. Hobson’s appointment last month to replace the outgoing David Kinley as chief of the cable bureau—a substantial promotion—is more easily understood. “He met the challenge, and was looking for a new one,” Mr. Wiley said. “The job gives him an opportunity to prove what he can do. And I need him.”

The chairman also feels comfortable with Mr. Hobson. For although it may be too early to predict the kind of leadership Mr. Hobson will give the bureau, he does not seem the kind who would be an ideologue; he does not see himself as an “advocate” of the cable industry. He sees his job as focusing on the commission’s need to be aware of all sides of cable issues and on applying the rules—not on serving the industry as such.

Whether he can avoid the fate of his predecessors of being labeled by broadcasters as a cable advocate remains to be seen. But like Mr. Kinley, he believes broadcasters as well as cable industry leaders (of whom, by the way, he knows virtually none) should drop by to present their views (Broadcasting, April 26). And those who know him believe that if anyone can overcome what Mr. Kinley says is broadcasters’ suspicion that the bureau is “the lion’s den,” it is Mr. Hobson. He has risen as rapidly as he has, after all, by the quiet and efficient application of intelligence and training. He does not roar.
About time

Two reports in this publication's May 10 issue promised trouble for cable television operators. One was about the introduction of another sexual feature on Manhattan Cable in New York, this one Blue Night at the Movies. The other was about the intentions of Representative John Murphy (D-N.Y.) to show samples of Midnight Blue, Manhattan Cable's long-established sex show, at forthcoming hearings of the House Communications Subcommittee.

At least some of the trouble may have been headed off by the decision of Manhattan Cable last week to cancel both programs. Perhaps Mr. Murphy will see no need now to show Midnight Blue in broad daylight on Capitol Hill where it would look even sleazier than it has looked in the middle of the night in New York. Absent Manhattan Cable's change of mind, Mr. Murphy could have produced a gamey double feature by adding selections from the blue movies which contained, in the promoter's words, "a lot of nudity, much simulation, no actual penetration."

There are, however, other troubles that Manhattan Cable has risked in canceling these shows. FCC rules forbid cable systems to interfere with access-channel content except to prevent the distribution of material that is indecent or obscene. Sticky First Amendment questions could be raised by promoters with a thirst for publicity. Still Manhattan had no other choice, as its embarrassed parent, Time Inc., presumably agreed.

And at those rates

In recent letters to this magazine, readers have complained that radios, formerly a standard appliance, are disappearing from hotel rooms that are equipped with television sets.

Norman Wain, president of Penton Broadcasting, Cleveland, deplored the condition in a communication that also complained of the disappearance of radio schedules, call letters and frequencies from daily newspaper listings (Broadcasting, April 12). Sanford Wolff, national executive secretary of the American Federation of Television and Radio Artists, added the suggestion of unified action by the industry and unions to persuade hotel owners to restore radios to rooms (Broadcasting, May 10).

It won't be easy to reverse the trend. Few television sets manufactured for hotels contain AM or FM tuners. Small radio sets, unless welded to the wall, would be stolen faster than replacements could be mustered. But for radio broadcasters it's worth an old-school try.

Injustice taught here

Broadcast stations in many communities in Illinois have been subjected to meticulous investigations by law students from the University of Illinois. The students are working under detailed instructions contained in four and a half pages of single-spaced typescript from which selection follow:

Out of their work, the students are advised, "could come some license renewal challenges or other legal actions; and, if warranted, the preparation of a petition to deny, fairness complaint, or other legal document would be a logical part of your project... Some of you may want to follow up on your station and personally participate in legal actions. It may even be possible to get academic credit, or possibly an internship with some public-interest law firm for this purpose."

Elsewhere: "One purpose of this undertaking is to see if you can discover a new legal theory/approach for making broadcasters more 'responsive' in some way."

And, at the close: "The record of your experience can be of future use to you, me and others as we all explore the frustrations of broadcast reform together."

Those familiar with his record as the FCC's house radical, failed political candidate and feeder at foundation troughs will not be surprised to learn that the author of those instructions is Nicholas Johnson, who is now commuting from his Washington base to teach a course in which is misnamed broadcast law at the University of Illinois. The course would be more aptly called Advanced Witch Hunting.

There is only one interpretation that students can take from Mr. Johnson's assignment: to find any excuse for legal action against the stations under scrutiny. Is it possible that this absolute perversion of the principle of assumed innocence has been approved by the academic committee of the University of Illinois School of Law?

Hold your hats

Whatever candidates win or lose, the media—mainly television—will be the culprit in the elections. The candidates and the commentators are establishing this in the pre-convention campaigning. They say that the "press" and television are the direct routes to the electorate, but they really mean television.

This may explain, for the nonce, why the front-runners—Democrat Jimmy Carter of Georgia and Republican Ronald Reagan of California—are the outstanding TV performers. Mr. Reagan, the professional actor, knows all the nuances, and has the bearing. Mr. Carter may be an amateur, but he is an actor and he seems to have mastered the John F. Kennedy technique of the low-key, youthful, clean-cut, smiling and well-dressed TV appearance, interlaced with TV commercials depicting his rural, religious background as a peanut farmer.

Whatever the nominating conventions' outcome, there are certain verities that seem self-apparent. If Gerald Ford wins the nomination, there probably will be no great debates. The Presidency affords the incumbent a platform he will not be disposed to share with a contender who has only recently come to national attention.


It just might appeal to their theatrical instincts.

"Where did you get the new set designer?"

Editorials

Drawn for Broadcasting by Jack Schmidt

Broadcasting May 17 1976 90
On December 2, 1975, Dayton, Ohio, nearly lost a loved one—it's only downtown theatre and one of the city's most treasured architectural landmarks.

Many were doubting whether sufficient funds could be available in time to save the Victory Theatre from demolition. At 3:00 that afternoon, WHIO Radio launched a radiothon that raised nearly $2,000 an hour for four hours. Thanks in part to WHIO's quick action, the Victory Theatre has a new lease on life and still is keeping Dayton entertained. WHIO Radio: an integral part of the community.
The Rex Humbard Ministry is...

more than a television show, on over 435 stations around the world. These TV programs air on major stations in Africa, Australia, Japan, South America, the Philippine Islands, and all North America.

more than special appearances in North America and abroad where Rex Humbard and the Humbard Family Singers minister in person. Individuals who respond in the rallies are referred to local churches for continued spiritual help.

more than literature, including a monthly magazine, devotionals, books for family living, and other special publications.

more than radio broadcasts beamed to areas unreached by television.

more than a 24-hour prayer group consisting of dedicated men and women who pray with individuals who call for help.

more than a local church the Cathedral of Tomorrow, in Akron, Ohio, ministering to the needs of the community.

more than a staff answering correspondence from people of all walks of life who write about their joys, sorrows, and needs. The staff works with national civic and religious organizations to meet people's needs whether mental, physical, or spiritual.

The Rex Humbard Ministry is...
a message of hope to individuals in need. The Rex Humbard Ministry uses every available means to meet the needs of people by presenting positive family programming through the good news of the gospel of Jesus Christ.

Box 100 • Akron, Ohio 44331