Advance report on football, postmortem on Olympics
Reordering the status quo at the NAB
A new look at an old problem.

The problems associated with drug abuse have been so widely publicized over the past 15 or 20 years, that people had begun to take them for granted.

At least that was the opinion of the Woodbury County Medical Society in Sioux City, Iowa, recently. And because law enforcement officials had uncovered the city's role in a major midwestern drug network, it became an urgent matter to inform the community and generate positive action.

That's why the Fetzer television station in Sioux City, KMEG-TV, produced a special two-hour television program which explicitly outlined the problems of drug misuse from medical and legal perspectives and introduced viewers to the various treatment services available. Audience response was overwhelming.

Keeping its viewers aware of social problems and advised of solutions is all part of the Fetzer tradition of total community involvement.
WILL INTRIGUE THE DAYLIGHTS OUT OF SAN FRANCISCO.

"EVENING—the MTWTF Show," a bold and innovative program that premiers August 9 on KPIX.

**Bold** because it's a locally-produced television series for the 7:30 PM strip... using the prime-time access period the way it was intended. And bold, because it replaces KPIX's successful lineup of Monday-through-Friday game shows.

**Innovative** because it gives the Bay Area a new, fresh look at itself. It’s for, about, and by San Franciscans.

"EVENING" is a unique blend of information and entertainment, featuring fascinating people, personalities, happenings. Plus what to do, where to go, how to live better in the Bay Area.

*Viewers will meet a wide variety of people—from Mr. Universe to Bill Cosby, from a woman who dated Jerry Brown to one of the richest men in San Francisco.*

*They'll find out where to get the best pizza in town. Or the best pair of jeans.*

*Personal advice from the program's "resident" psychiatrist.*

*What's best on TV that night—even if it's on another channel.*

*And much more.*

"EVENING" is another example of how a Group W station seeks and finds new ways to serve its community.

In San Francisco, that means a better view of the Bay Area.
Imagine a family of seven trying to stay alive on less than $140 a week. Not knowing they were entitled to an additional $60 a month in Federal Food Stamps.

This was the situation we found brewing in Erie County, New York. Not with just one family. But with over 50% of the eligible population.

It began with a call to WKBW-TV from a viewer who wanted to know about food stamp eligibility.

Our Eyewitness News "Troubleshooter," Henry Simon, decided to have a chat with the Social Services Department. For appetizers, he found that only the names on the welfare roles were getting food stamps.

Thousands of other people who qualified because they were needy, or unemployed, were left with growling stomachs.

Why? Because the agency had no outreach program.

So we decided to do our own reaching out. We did a story on the typical family of seven. It was all people needed to hear. Hundreds of calls poured into the station. And hundreds poured into the Social Services' office, forcing them to staff up just to handle the inquiries.

And because our listeners were still hungry for information, we did a series of hardhitting reports, feeding them all the facts.

As a result, the Erie County legislators opened an inquiry.

Today there are 50% more people receiving food stamps in Erie County.

Proving that by reaching the right ears you can reach the right mouths.

WKBW-TV
Buffalo
A FRESH START? □ House Communications Subcommittee Chairman Lionel Van Deerlin thinks the 1934 Communications Act is an anachronism and maybe it's time to rewrite this piece of basic broadcast legislation. A witness at the subcommittee's hearings last week on cable television regulation echoes the congressman's sentiments. PAGE 19.

MORE QUESTIONS THAN ANSWERS □ SRI research into Nielsen metered ratings for Chicago don't settle the controversy. Both sides find support for their positions, but no hard conclusions. PAGE 21.

FOOTBALL FACTS AND FIGURES □ Broadcasting's annual survey of college and pro football shows a slight rise in rights payments from broadcasters over last year. The networks' coverage plans and ad rates appear on PAGE 24 and their rights figures are on PAGE 26. A team-by-team breakdown for the NFL showing radio-TV plans and sponsors starts on PAGE 27.

THERE'LL BE SOME CHANGES MADE □ Summers appointment draws some disapproval from NAB members. His selection is just the beginning of a reorganization of the top levels of the association. PAGE 34. New NAB committee assignments are listed on PAGE 35.

JUSTICE AND THE FCC □ Commission's renewal of Topeka, Kan., station that Justice Department had petitioned to deny on grounds of concentration of control could wind up as a court case. PAGE 36.

ASPEN CONFAB □ Wiley and Houser are among the government communications representatives attending Aspen Institute session on policy formulation. PAGE 37.

OBJECTS □ NAB calls the House's recent revision of the copyright bill "one-sided" in favor of cable and starts to apply pressure for changes before the Judiciary Committee gets the bill. PAGE 38.

NEW RENEWAL □ Staggers introduces second renewal proposal to House in two months. This one sets licenses at five years for radio and four for TV. PAGE 38.

NOT FAIR □ NAB says FCC review board decision to add fairness doctrine issue in a comparative/renewal matter is prohibited by First Amendment. At issue is whether station must prove it devoted "reasonable amount of time" to controversial issues. PAGE 38.

ATTACK □ FCC widens the scope of its personal attack rules to provide for replies for attacks made "in relation to" as well as during discussion of a controversial issue. PAGE 39.

NOT GIVING UP □ National Black Media Coalition is not abandoning its plans for increased black station owners and employees after petition was turned down by the FCC. In addition to appealing it asked the commission to set up a media-access task force. PAGE 40.

VIOLENCE GETS THE AX □ Best Foods issues guidelines for its advertising which forbid buying time in or near programs with a "pervasive portrayal of violence." PAGE 41.

OUT IN THE COLD □ The over 500 applications that were rushed in before the FCC's freeze on requests for new radio stations and major facilities changes probably won't be a boon to equipment makers since the commission can't process them fast enough. PAGE 43.

LEE'S LAMENT □ In dissent to commission's creation of offshore service using TV channel 17, the commissioner deplors the erosion of UHF space. PAGE 44.

IATSE WINS ENG □ National Labor Relations Board rules that at KTTV, IATSE members are better skilled to use minicams for news than NABET members. PAGE 44.

JUST THE FACTS □ FCC Commissioner Benjamin Hooks releases statistics detailing cable's record in equal employment opportunities, a record that led to the commission's rulemaking for governing EEO in that industry. PAGE 45.

MORE THAN MONEY □ ABC didn't get rich from its Olympic coverage—it made perhaps $1 million—but the greater benefits were from the high ratings throughout the games. PAGE 46.

THE REAL WORLD OF ARTHUR MORTENSON □ Hughes Television Network chief is carving carefully this part-time and special network service's niche in the world of TV. PAGE 65.
The great Providence ADI is a rewarding market
Drug Store Sales
$148,272,000*

For more effective and productive advertising, you need the uniform coverage throughout the entire ADI area that WTEV delivers. Be sure to include this station in your marketing plans.

Representative
THE MEEKER COMPANY, INC.

WTEV
Providence, R.I. • New Bedford-Fall River, Mass. • New London, Conn.
Vance L. Eckersley, Manager

*Annual figures based on Sales Management "Survey of Buying Power" — July, 1976
Figures not published for Dukes and Nantucket Counties

STEINMAN TELEVISION STATIONS
WTEV Providence, R.I./New Bedford-Fall River, Mass.
Silent subject

Jimmy Carter’s campaign managers have considered but rejected plan to name task force on communications policy. There are 16 task forces advising candidate on issues of importance to campaign. But when Carter people began looking at communications as possible issue to cover in speeches, “we decided there weren’t the kinds of things you can relate to in a campaign,” according to one staffer. Cable TV controversy, for instance, “is so immensely complicated it’s not right to try to approach in a campaign,” he said. Mr. Carter would wait until he had resources of communications agencies under him before tackling issues like that in earnest. Despite absence of over-all communications policy task force, however, Mr. Carter is having background material prepared for possible speeches on First Amendment and privacy. That’s issue people can relate to in campaign, Carter people think.

Missionary

FCC Commissioner Benjamin L. Hooks, who because of his ties to camp of Democratic presidential nominee Jimmy Carter is often mentioned as next FCC chairman, is lobbying among Carter aides as well as among friends in Republican circles, but not to advance his own candidacy. Commissioner, who is first black member of FCC, is spreading word that blacks ought to be named to other regulatory agencies. FCC is one of four agencies with a black on board. Mr. Hooks says 18 others are white only, and he wants to improve odds.

All ENG

Target date for phase-out of NBC News film cameras is end of 1977, with most NBC O&O television stations on same timetable. Some film capability will be retained in bureaus, but ENG will supersede all else. Deals to sell or give affiliates network’s CP-16 film cameras will be worked out later, said Richard Fischer, vice president-TV news.

Clamping down

Evolution of satellites as worldwide disseminators of news is reason for growing trend toward censorship in many countries and in international councils. That’s view of Leonard Marks, chairman of U.S. Advisory Commission on International Educational and Cultural Affairs, upon return last week from Paris meeting with UNESCO officials. Mr. Marks, Washington communications lawyer, will confer with officers of American Society of Newspaper Editors, American Newspaper Publishers Association and National Association of Broadcasters on gravity of situation. UNESCO, with original mission of promoting international exchanges of information and ideas, could be on course leading to outright censorship. U.S. observers say. UNESCO meeting in Costa Rica at which there was serious talk of nationalization of news media among Latin American nations and restrictions on reporting in that area by free-society journalists (BROADCASTING, July 26) is cited as indication of way things are going.

Activist

FCC is close to naming new deputy chief of industry equal employment opportunity unit in general counsel’s office. Choice of Lionel Monagas, unit chief, and outgoing general counsel, Ashton Hardy, is Patricia Russell, 29, attorney in Broadcast Bureau’s renewal branch. Ms. Russell, native of Indianapolis, is graduate of Kentucky State University and Howard University Law School and has been active in civil rights and black organizations. Selection of Ms. Russell, who would succeed Clarence McKee, now legal assistant in Commissioner Benjamin L. Hooks’s office, must be cleared by personnel and internal security units.

Available

Shuffling of top executives at National Association of Broadcasters (see page 34) may leave Burns Nugent odd man out. Mr. Nugent, 51, who joined association in present post of executive vice president for relations in 1972, said he’s not bitter. “If in their [NAB executive committee’s and task force’s] deliberations there’s no spot for me, that’s OK with me. What the hell. There are other ways to make a contribution to the association,” he said. Mr. Nugent has already begun to search for another job, wants to manage radio or TV station. Before joining NAB he managed stations in Minnesota and Iowa for about 15 years, and “I’m pretty good at it,” he said.

Simmering

Network sources say issue of longer network evening TV newscasts is on back burner, but ABC officials, at least, think they’ll have proposal ready to discuss with ABC-TV affiliates board when it holds fall meeting Oct. 24-29 at Kauai, Hawaii. CBS and NBC sources don’t go that far, but it seems safe bet there’ll be more talk about it when their affiliates boards hold their own fall meetings: NBC-TV Nov. 15-17 at Barbados, CBS-TV that same week in Hawaii. Speculation has one thing definitely hardening: unlikelihood that longer newscasts will start before September 1977.

In addition to regular meeting in Hawaii in November, CBS-TV affiliates board has special session coming up this week in New York. It’s today and tomorrow (Aug. 9-10) and purpose is to get board better acquainted with members of new and enlarged program executive echelon that’s been installed in New York and on West Coast in past few months.

Bigger NRBA

National Radio Broadcasters Association, currently headquartered in New York, may open branch office in Washington. That decision will probably be made at association’s fall conference in San Francisco Sept. 19-22. Washington office, if opened, would probably be headed by NRBA’s current part-time executive director, Abe Voron. Association is hunting for new full-time executive for New York. Reason for expansion is growth of association from about 375 FM members last September when it was still National Association of FM Broadcasters to about twice that many AM and FM members now.

Try again

U.S. and Canadian officials are talking about another meeting on Canadian policies adversely affecting American television stations along border. And State Department officials, possibly feeling heat from 18 U.S. senators concerned about matter (BROADCASTING, Aug. 2), make it clear they want to talk about tax bill Canadian parliament has adopted that denies tax break to advertisers buying time on American stations as well as about Canadian policy requiring cable systems to delete commercials from American programs they import. Early in discussions between two countries on broadcasting problems, State tended to characterize bill as internal Canadian matter not susceptible to negotiation. State Department officials want meeting soon—certainly before Canadian government implements tax bill. It would be “awkward,” said State Department official, if Canada implemented bill before meeting.

Broadcasting Aug 9 1976
**Polaroid** □ Camera company will unleash $16 million campaign this fall, with more than 18,000 minutes on local radio and TV sponsorship of World Series and movie presentations of "Gone with the Wind" and "Patton" in November. In addition, company has scheduled 250 more network-TV placements. Candice Bergen will star in some TV commercials, many of which will introduce new lines of instant cameras and new film.

**Green Giant** □ New commercials for canned vegetables will be launched in fall flights, Sept. 20 through Oct. 17 and Nov. 15 through Dec. 5. Late fringe and daytime TV 30's are set for network play, with limited number of spot markets in addition. Target audience is women, 18-49. Leo Burnett, Chicago, is agency.

**Miles Laboratories** □ Grocery products division of Miles Labs will feature S.O.S. steel wool cleanser in fringe and daytime TV 30's aiming for women, 18-49, in long list of major markets. Next flight is Sept. 27 for five weeks. Doyle Dane Bernbach, New York, is agency.

**Zenith Radio** □ Manufacturer plans fall campaign on network TV to coincide with new season program premieres and election news coverage. Local distributors will augment national campaign on individual broadcast outlets.

**Nabisco** □ Wheat Thins campaign is out of test period, running day- and prime-time TV 30's in major West Coast markets. Second phase begins Sept. 20 through November, using actress Sandy Duncan for "the light little cracker with the big wheat taste." Network campaign is scheduled for January. Parkinson, New York, is agency.

**Star-Kist** □ Tuna fish campaign continues with fringe TV 30's in 30 spot markets plus some network, to run through end of year. Nine Lives Cat Food campaign begins new flight Sept. 6 through November in same number of markets. Both products target appeal to women, 18-49. Leo Burnett, Chicago, is agency.

**Rockwell International** □ Portable power tools will be centerpiece of spot-TV promotion to be launched by Rockwell in mid-October for six weeks in 67 major markets. Ketchum, MacLeod & Grove, Pittsburgh, is zeroing in on men, 25-54, via 30-second spots in fringe, prime and sports program positions.

**Standard Oil of California** □ Chevron motor oil will be highlighted in spot-TV push to begin in late September and continue through late November or mid-December, depending on market. BBDO International, San Francisco, is targeting its messages toward adults, 18-49.

**Peter Paul** □ Spot TV will sweeten seven-week campaign in support of Whistle Pops (lollipops that whistle), starting in mid-August in 25 markets in South and East. Wilson, Haight & Welch, Hartford, Conn., is directing its appeal toward children, 3 and older.

**McCullough** □ Chain saws by McCullough will get month-long TV flight beginning Aug. 16 in number of markets. Daytime, fringe and prime-time 30's are targeted to men, 25-54, Benton & Bowles, Los Angeles, is agency.

**Taylor Wine** □ In blueprint stage is spot-TV coverage as part of Taylor's pre-Thanksgiving and pre-Christmas moves. First is scheduled for two weeks, starting in early November and second for two weeks, beginning in early December. BBDO International, New York, is focusing on men and women, 25-49.

**Bob Evans Farm Sausage** □ Six-week spot TV drive will begin in late September,

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### BAR reports television-network sales as of July 25

**ABC $495,144,700 (31.7%) □ CBS $547,890,600 (35.0%) □ NBC $551,870,800 (33.3%)**

<table>
<thead>
<tr>
<th>Day Parts</th>
<th>Total dollars week ended July 25</th>
<th>Total dollars week ended July 25</th>
<th>1975 total dollars year to date</th>
<th>1975 total dollars year to date</th>
<th>% change from 1975</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>140 $626,400</td>
<td>4,010 $20,824,500</td>
<td>$18,894,900</td>
<td>$18,894,900</td>
<td>+92.7%</td>
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<tr>
<td>Sign-on 10 a.m.</td>
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<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>1,005 $10,382,800</td>
<td>347,214,000</td>
<td>293,501,200</td>
<td>+18.3%</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>279 $6,625,000</td>
<td>9,108 $175,168,200</td>
<td>129,286,100</td>
<td></td>
<td>+35.5%</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>101 $2,837,300</td>
<td>3,019 $84,880,800</td>
<td>70,864,300</td>
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<td>+19.8%</td>
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<tr>
<td>Sunday</td>
<td>21 $843,100</td>
<td>629 $25,617,300</td>
<td>11,012,100</td>
<td></td>
<td>+132.8%</td>
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<tr>
<td>Monday-Sunday</td>
<td>448 $28,535,700</td>
<td>12,310 $799,389,500</td>
<td>693,726,200</td>
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<td>+15.2%</td>
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<td>7:30 p.m.-11 p.m.</td>
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<tr>
<td>Monday-Sunday</td>
<td>205 $4,372,300</td>
<td>5,903 $109,810,700</td>
<td>92,578,800</td>
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<td>+18.6%</td>
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<td>11 p.m.-Sign-off</td>
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<tr>
<td>Total</td>
<td>2,219 $552,223,500</td>
<td>64,587 $1,562,706,100</td>
<td>$1,309,003,600</td>
<td></td>
<td>+19.3%</td>
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</tbody>
</table>

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### BAR reports television-network sales as of July 18

**ABC $471,533,300 (31.2%) □ CBS $533,099,600 (35.3%) □ NBC $505,849,700 (33.5%)**

<table>
<thead>
<tr>
<th>Day Parts</th>
<th>Total dollars week ended July 18</th>
<th>Total dollars week ended July 18</th>
<th>1975 total dollars year to date</th>
<th>1975 total dollars year to date</th>
<th>% change from 1975</th>
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<tr>
<td>Monday-Friday</td>
<td>143 $642,800</td>
<td>3,870 $19,998,200</td>
<td>$18,225,400</td>
<td>$18,225,400</td>
<td>+9.7%</td>
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<tr>
<td>Sign-on 10 a.m.</td>
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<tr>
<td>Monday-Friday</td>
<td>971 $9,715,400</td>
<td>26,603 $336,831,200</td>
<td>285,297,900</td>
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<td>+18.1%</td>
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<tr>
<td>Saturday-Sunday</td>
<td>269 $6,149,900</td>
<td>8,829 $166,543,300</td>
<td>126,403,900</td>
<td></td>
<td>+33.3%</td>
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<td></td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>113 $2,782,900</td>
<td>2,916 $82,043,500</td>
<td>66,363,300</td>
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<td>+20.0%</td>
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<tr>
<td>Sunday</td>
<td>17 $558,900</td>
<td>607 $24,774,200</td>
<td>10,725,600</td>
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<td>+131.0%</td>
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<td>6 p.m.-7:30 p.m.</td>
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<tr>
<td>Monday-Sunday</td>
<td>381 $19,205,100</td>
<td>11,862 $772,853,800</td>
<td>677,009,700</td>
<td></td>
<td>+14.2%</td>
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<tr>
<td>Monday-Sunday</td>
<td>154 $2,722,600</td>
<td>5,998 $105,438,400</td>
<td>89,312,800</td>
<td></td>
<td>+18.0%</td>
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<td>11 p.m.-Sign-off</td>
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<tr>
<td>Total</td>
<td>2,048 $41,777,600</td>
<td>62,387 $1,510,482,600</td>
<td>$1,275,338,600</td>
<td></td>
<td>+18.4%</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports
consisting of two three-week flights with two-week hiatus and spanning 30 markets. Supplementing TV will be radio in three markets. Byer & Bowman, Columbus, Ohio, is focusing on women, 25-54.

American Can Co. Gala paper towels will be spotlighted in spot TV promotion in more than 60 markets, starting in mid-November for three weeks. Wm. Esty Co., New York, is setting its sights on women, 18-49.

Dial Finance Extensive spot-radio drive is planned by Dial to blanket more than 70 markets for 10 weeks, beginning in early October. Marvin H. Frank Co., Chicago, is seeking to reach men and women, 25-49.

Hasbro Industries Various toy products play up spot TV in pre-Christmas push to begin in mid-September and continue for three months. Benton & Bowles, New York, is aiming for time periods catering to total children and children, 6-11.

Western Auto Supply Co. Various products will be spotlighted in six-week spot-TV effort now in preparation to start in early October in large number of markets. Barickman Advertising, Kansas City, Mo., will be concentrating on daytime and late fringe periods to reach men and women, 18-49.

Diamond-Sunsweet Corp. Separate spot-TV flights are being blueprinted for Sunsweet prunes and for Diamond walnuts. Push for prunes is set to start in early November for six weeks in about 25 markets to reach women, 50 and over. For walnuts, flight will begin in late September for nine weeks in about 50 markets, targeted to women, 25-49. Doyle Dane Bernbach, Los Angeles, is agency.

Bankers Life and Casualty Company celebrates its 25th year of using Paul Harvey radio commentary to promote its insurance. Firm will continue 60-second commercials daily on more than 600 affiliates of ABC Radio. Pictured are Mr. Harvey (l) and George Hunter, Bankers' director of advertising. Marshall John/Action Advertising, Northbrook, Ill., is agency.

Rep appointments
- Kevvitv Omaha: Katz Television, New York.

Whittemore Laboratories Spot TV and radio will be used for company's Vacor rodenticide (mice killer) for 10 weeks starting in early October. Spot-TV markets will total 27 and radio approximately 40. Brewer Advertising, Kansas City, Mo., is seeking to reach men, 18-49.

Kelly Foods Canned meat products will be displayed on spot TV in 14 Southern markets during eight-week flight, starting in late August. Noble-Dury & Associates, Nashville, is taking aim at women, 18-49, via commercials on daytime, fringe and prime-time programs. Another Noble-Dury client, Riceland Foods, is mapping spot-TV effort to break in late September for eight weeks in 13 Southern markets. Company will be advertising its Riceland rice and Chefway oil and shortening. Limited amount of radio will also be used. Agency is seeking women, 18 and over, and women, 25-49.

Cluett & Peabody Sanfor-Knits underwear is poised for spot-TV drive in early September lo run for three weeks. Young & Rubicam International, New York, is aiming to reach men and women, 25-49, via spots in fringe periods and within news and sports programs.

Endicott Johnson Corp. Company's shoe products will be showcased in spot TV and radio flights to begin August 23 for two weeks. Eighteen markets will be used, split between radio and television to reach men, 18-34. Vitt Media International, New York, is seeking daytime, fringe and prime periods on TV.


MODEL X700-RP
NET PRICE $635.00

- QUIET AIRDAMPED SOLENOID
- SUPER-TORQUE MOTOR
- HEAVY DUTY TAPE DECK
- PRECISION ADJUSTABLE HEAD ASSEMBLY

PHONE
TOLL FREE
800 638-0977

TAPECASTER
BOX 662 ROCKVILLE, MARYLAND 20851

Broadcasting Aug 9 1976
Testing, testing: keeping down costs for commercial tryouts

Over the past five years, the number of test commercials we’ve produced annually at Ralston Purina has increased six times, from 17 in 1971 to well over 100 last year. That’s twice as many tests as finished commercials.

The cost of our test commercials has risen almost as much—about 300% over the same five-year period. More importantly, test commercials have gone from a fairly insignificant part of our production budget to a point where, last year, they accounted for almost a quarter of our total production dollars.

With this as background, I’d like to share some of our thoughts on ways to cut the cost of test commercials—being the first to admit that we certainly don’t have all the answers. I’d also like to note at the outset that my remarks apply only to our rough test program at Ralston Purina, which, basically, tests memorability.

The purpose of our test program is simply to expose as many creative ideas as possible to the consumer. Obviously, then, it’s important that our test commercials be as inexpensive as possible, especially for brands with limited budgets.

Initially, this system involves on-air tests on a local UHF station, with a pre-recruited audience. The commercial or commercials scoring highest in memorability are then produced in finished form, and the resulting commercial is tested further and a decision is made to air or not to air. Based on a number of years of experience, memorability scores from these local on-air tests compare favorably with the more extensive day-after recall testing.

There are three basic types of test commercials:

The first, and probably most common, version is the animatic, which is simply a storyboard on film made up of a number of panels of artwork. The simplest type of animatic is shot still-frame in sequence on 16mm or video tape. A further step is to take it to limited animation—that is, to add some movement. Since animatics obviously don’t require a set or actors, they tend to be the least expensive type of test commercial to produce and therefore the most widely used. Our animatics currently are running about $4,000 each.

Next are photomatic test commercials. These are simply animated commercials made from photographs instead of artwork. Thus, they have the immediate advantage of realism—of being more representative of the finished commercial and less subject to misinterpretation. Photomatics also provide the opportunity to test viewer reaction to casting and sets.

In our experience at Ralston Purina, photomatics tend to cost roughly 50% more than animatics. One reason: Unlike animatics, photomatics require the additional expense of casting on-camera talent, studio rental, props, wardrobe, etc. This alone doesn’t explain the big difference in price, however. Perhaps the explanation lies in the fact that the closer you get to the original, the greater the temptation to take the commercial that extra step—to add more opticals, to dress the set a little more elaborately.

Which brings us to the third type of test commercial—live-action. While it’s almost always the most expensive, there can be exceptions. We have come across instances when it turned out to be less expensive—and far less time-consuming—to shoot a test commercial live than to assemble one from a number of still photographs and go through opticals.

At Ralston Purina, we use live-action selectively. For example, if we were trying to convince consumers of the palatability of a particular pet food, nothing makes the point like seeing a real, live dog wolf it down. Or, we might use live-action to illustrate a particular technique such as slow-motion.

How do you cut test commercial costs? To start with the obvious—maybe you’re producing more test commercials than necessary. If you’re getting too many versions of a particular creative strategy to test, perhaps your preliminary research isn’t doing the job it should in selecting your true alternatives. Make sure you’re not just testing variations on a theme.

Next, resist the temptation to “overproduce.” In rough production, it’s important to concentrate on getting the idea across—and leave it at that. A look at today’s test commercials shows they are far more finished than they were only a few years ago (and I include our own), but, more important, our research tells us they’re more finished than they need to be.

A test commercial should represent the idea faithfully—in terms of structure, proper sequence, pace, and brand-name exposure. But, it shouldn’t be overdone in terms of production values, since this is what brings up costs. Save production values—and this includes sound as well as picture—for the finished commercial.

There is an additional danger, too, in getting too elaborate, for this may distract the viewers by introducing extraneous elements into the commercial.

Some simple rules to remember: in animatics, try to simplify—concentrate on the idea and eliminate the irrelevant. Cut the cost of artwork by keeping the number of panels to a minimum and by simplifying artwork. Use limbo backgrounds or a single background with acetate overlays for individual panels.

Wherever possible, use still-frame rather than limited animation. Use opticals sparingly—and make sure there’s a sound reason for each of them. Shoot in 16mm and, instead of finishing the film, go to A&B rolls, and roll onto tape. Or shoot directly on tape in the first place.

Basically, the same guidelines apply to photomatics. Use as few photos as possible, keep them simple and keep opticals to a minimum.

Since live-action tends to be the most expensive type of test commercial, the first consideration is whether to use live-action or not. Beyond that, the basic guidelines for saving money in animatics and photomatics also apply, with the additional suggestions: Use locations instead of building sets, keep talent at a minimum (no pun intended), shoot in 16mm or video tape, and don’t use complicated opticals unless you really need them.

---

Tom Hurley joined Ralston Purina in his present position, in 1970. His responsibilities include coordination of the company’s over-all television production effort, in which capacity he works with the production departments of some nine agencies. Formerly a writer-producer at Gardner Advertising, Mr. Hurley also has been a television writer in San Diego and Phoenix, an editor with Capitol Records in Hollywood, and a producer-director of children's programing at noncommercial KETC-TV St. Louis.

Broadcasting Aug 9 1976
WTHI-TV Terre Haute is on top of the high ground.

So is Katz TV Continental.

Throughout the day, more viewers in the Terre Haute, Indiana, market watch WTHI-TV than the other two stations combined. In the four NSI reports, May 1975-May 1976, WTHI-TV averaged a 40% higher share in its Designated Market Area than its nearest competitor (M-S 9AM-mid).

WTHI-TV is now represented by Katz TV Continental. Salesmen in 14 offices are backed up by 39 sales research professionals with the computer power to produce the facts media decision-makers need to buy spot TV effectively. Join WTHI-TV. Climb to the high ground. Come to Katz.

WTHI-TV. Katz. The best.
Listen to what successful radio stations sound like.
"Billings have more than doubled within four months. We don’t have to pre-sell clients—they’re our listeners and are responding at a great rate. We’re also attracting clients who never used radio before. We are extremely proud of everything that’s happened to us. NIS has put radio on a pedestal that it’s never been on before." — John Phelan, KTSM, El Paso

"We were the original contemporary station in the state 18 years ago. It took us all these years with music to build the same size audience as NIS gave us in only 11 months." — Al Pellegrino, WPOP, Hartford*

"Our local account list has quadrupled. Over 90% of our business has come from new accounts. NIS has made us:" — Lee Zanin, WWTC, Minneapolis

"Advertisers’ response has been just great! Advertisers are getting results and keep coming back." — Edd Routt, WRR, Dallas

"We’ve developed a large amount of quality accounts that no other Omaha radio station can touch. And they’re buying larger schedules than we’ve ever experienced before." — Jerry Misner, KLNG, Omaha

"After switching from MOR to NIS, our overall audience increased 90% and the audience gain is reflected in new advertisers and new revenue:" — Art Williams, KFBK, Sacramento*

All of these radio stations have something in common besides the sweet sound of success.

Every one of them switched to NIS all-news radio. The complete programming service from the largest broadcast news-gathering force in the world, NBC News. Just one year old, and already NIS is a full-grown success. So if you want more people to listen to your station, listen to these stations. And call Chuck Renwick at (212) 247-8300 to find out more about the NIS all-news story.

Call now. Because next year instead of reading success stories, you could be writing one.

*SOURCE ARB MSA April/May 1975, April/May 1976, Total Adults, Mon - Sun, 6AM - Midnight
NOTE: Audience and related data are based on estimates provided by the rating services indicated and are subject to the qualifications issued by these services. Copies of such qualifications available on request.
### This week

- **Aug. 9-10** - Hearings on public broadcasting's record of minority hiring before House Communications Subcommittee, Washington.
- **Aug. 9-11** - Community Antenna Television Association seminar, Western Hills Lodge, Wagoneer, Okla.
- **Aug. 10-12** - Canadian Broadcasting League conference on "Crisis in Canadian Broadcasting," twenty papers will be presented and discussed on broadcast TV, cable, economics, programing and pay TV. St. Mary's University, Halifax, Nova Scotia.
- **Aug. 11** - FCC's new deadline for comments on its proposed rule amendment to permit the use of automatic transmitters at AM, FM and TV stations (Docket 20403). Replies are now due Sept. 13, FCC, Washington.
- **Aug. 11** - Connecticut Broadcasters Association summer sales seminar, Waterferry Inn, Cheshire.
- **Aug. 15** - Deadline for entries in CINE competition. Council on International Nontheatrical Events is nonprofit organization to encourage international communication and to select U.S. nontheatrical and short subject films for entry in appropriate international festivals. Details: CINE, 1201 16th Street, N.W., Washington 20036; (202) 785-1136.

### Also in August

- **Aug. 16** - Opening of Republican National Convention, Kansas City, Mo.

### September

- **Sept. 1** - FCC's deadline for comments on its inquiry into the reciprocity of its license requirements for broadcast stations operators (Docket 20802). Replies are now due Sept. 15.
- **Sept. 1** - FCC's deadline for comments on request by Public Media Center of San Francisco to institute inquiry and rulemaking on airing of public service announcements by broadcasters (RM-2712).
- **Sept. 8-11** - International Musespo '76, market place for international record and music industry. Fairmont Hotel. Information: 1355 Avenue of the Americas, New York 10018; (212) 489-9245.

### Major meetings

<table>
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<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>Nov. 9-11</td>
<td>Television Bureau of Advertising annual meeting, Shoreham Americana hotel, Washington.</td>
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<tr>
<td>Nov. 10-13</td>
<td>Society of Professional Journalists, Sigma Delta Chi, national convention, Marriott hotel, Los Angeles.</td>
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<tr>
<td>Dec. 11-16</td>
<td>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 at Atlanta Hilton hotel; 1979 conference at site to be designated in Chicago.</td>
</tr>
<tr>
<td>Jan. 9-11, 1977</td>
<td>Association of Independent Television Stations (INTV) fourth annual convention, Four Seasons hotel, San Francisco.</td>
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<tr>
<td>Feb. 12-16, 1977</td>
<td>National Association of Television Program Executives 14th annual conference, Fontainebleau hotel, Miami, 1978 conference is scheduled for Los Angeles, site and date to be announced.</td>
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<tr>
<td>April 17-20, 1977</td>
<td>National Cable Television Association annual convention, Conrad Hilton, Chicago.</td>
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<tr>
<td>April 27-May 1, 1977</td>
<td>American Women in Radio and Television 26th annual convention, Radisson Downtown hotel, Minneapolis.</td>
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<tr>
<td>Sept. 12-14</td>
<td>Southern Cable Television Association convention, Fairmont Colony Square hotel, Atlanta. Contact: Otto Miller, executive secretary, PO. Box 465, Tuscaloosa, Ala. 35401; (205) 756-2157.</td>
</tr>
<tr>
<td>Sept. 12-14, 1977</td>
<td>Annual convention of Western Chapter of The National Religious Broadcasters, Sheraton hotel, Los Angeles airport.</td>
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<tr>
<td>Sept. 12-15</td>
<td>Sixteenth annual conference of the Institute of Broadcasting Financial Management. FCC Chairman Richard Wiles will be Monday luncheon speaker; Cox Broadcasting President Clifford Kirtland will be Tuesday luncheon speaker. Sheraton-Boston hotel, Boston.</td>
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<tr>
<td>Sept. 13</td>
<td>Public hearings in Chicago on first phase of Federal Trade Commission's proposed trade regulation regarding information and claims in food advertising. FTC regional office, 55 East Monroe Street, Chicago.</td>
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<tr>
<td>Sept. 14-16</td>
<td>Hearings on license renewal legislation before House Communications Subcommittee, Washington.</td>
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<td>Sept. 15-18</td>
<td>National Association of Broadcasters annual convention, Glessner Lodge, Galveston.</td>
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<td>Sept. 17-19</td>
<td>Maine Association of Broadcasters annual convention, Sebasco Estates.</td>
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<tr>
<td>Sept. 20-21</td>
<td>National Retail Merchants Association retail advertising workshop and seminar, Biltmore hotel, New York.</td>
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<tr>
<td>Sept. 21</td>
<td>FCC's new deadline for comments on AM clear channel proceedings to allow 1-A clearers to operate with greater than 50 kw (Docket 20642). Replies are now due Nov. 22, FCC, Washington.</td>
</tr>
<tr>
<td>Sept. 21-23</td>
<td>National Association of Broadcasters black management seminar for black station owners. NAB headquarters, Washington.</td>
</tr>
<tr>
<td>Sept. 22-24</td>
<td>1976 Biennial International Broadcasting Convention, sponsored by the Electronic Engineering Association, Institute for Electrical and Electronics Engineers, Institute of Electrical and Electronics Engineers, Institute of Radio and Electronic Engineers, Royal Television Society and Society of Motion Picture and Television Engineers. New techniques and equipment for the whole spectrum of the industry will be exhibited. More than 60 technical papers will be presented. The Grosvenor House, London. Information: The secretariat, International Broadcasting Convention, ISS, Savoy Place, London WC2R OBL.</td>
</tr>
</tbody>
</table>
Doubleday Media Offers: **A MARKET BONANZA**

- Fulltime—AM
- Exciting market growth potentials
- Excellent equipment
- Vast winter/summer resort center
- Oil rich economy
- Proven billing growth
- Limited media competition

Price: $360,000—Superb terms

Call: Dan Hayslett 214/233-4334

---

**Shenandoah Valley Television System Inc.**

a division of Worrell Newspapers, Inc. has purchased WHSV-TV (formerly WSVA-TV), Harrisonburg, Va. from **Gilmore Broadcasting Corporation** Kalamazoo, Michigan for $3,250,000

The undersigned assisted both parties in this transaction.

**R. C. CRISLER & CO., INC.**

Cincinnati, Ohio Tucson, Arizona
Oct. 9—Seminar of California Trial Lawyers Association for Northern California news media. Subjects will include libel and slander, reporters' shield law, media gag rule, invasion of privacy and public figure status. Hilton Inn, San Francisco International Airport.


Oct. 12—Public hearings begin in Dallas on first phase of Federal Trade Commission's proposed trade regulation regarding information and claims in food advertising. FTC regional office, 500 South Ervay Street.


Oct. 18—Mississippi Cable Television Association meeting, Biloxi.


Oct. 18-20—Mid-American Cable Television Association, Wichita, Kan.

Oct. 19—PCC regional meeting with broadcasters and members of the public from Texas, Oklahoma, Arkansas, Louisiana and Mississippi. Hyatt Regency hotel, Houston.

Oct. 19-20—Alabama Cable Television Association fall workshop meeting. Specific site to be announced, Birmingham.

Oct. 20-21—Kentucky Broadcasters Association fall convention. FCC Commissioner Benjamin L. Hooks has been invited to speak. Holiday Inn North, Newtown Pike, Lexington.


Oct. 21-22—Ohio Association of Broadcasters fall convention. Fawcett Civic Center, Columbus.

Oct. 22—Regional convention of Pittsburgh chapter, Society of Broadcast Engineers. There will be 50 equipment exhibit booths. Howard Johnson motor inn, Monroeville, Pa.


Open-Mike

Busy, busy

EDITOR: I thought you might be interested in a little updating of the activities of an old broadcaster as United States ambassador to Finland. The picture shows the president of Finland and the ambassador joining our Bicentennial celebration. In the year I have been here, Finnish network TV has made a complete turnaround. Where they once were attacking us almost nightly, they are now very kind to us. They televised our July 4 reception. They will be carrying an hour's program I did on the state of New Hampshire: one, because it looks like Finland and, two, in consideration of the Bicentennial, as New Hampshire was one of the 13.

President Kekkonen was given his first state visit to the U.S. on Aug. 3. He is being so honored because of some pretty valid arguments I proposed. — Mark Austad, U.S. ambassador, Helsinki.

(Mr. Austad [at left in picture] was variously an announcer, disk jockey, commentator and Metromedia vice president in charge of Washington affairs, under his professional name, Mark Evans, before his ambassadorial appointment.)

Called on call

EDITOR: Perhaps it is fitting that in a letter (July 26) concerned with Arbitron's problem with "aberrated call letters" in the recent Chicago report you should assign me to WDSM(FM) rather than the proper WSDM(FM). — James M. Robinson, general sales manager, WSDM(FM) Chicago.

The larger problem

EDITOR: For many years now some U.S. border stations have been fighting a losing battle to acquire cable protection in their market for network programing pre-released to Canadian stations.

A total of 34 prime-time network programs are currently being pre-released each week and appear on local cable systems anywhere from one hour to one week before they appear on the U.S. network affiliates.

With the advent of CATV via satellite, the problem that the border stations have been faced with may eventually become a nationwide problem. — Bob Groothand, general sales manager, WPTZ(TV) North Pole, N.Y.

Another way

EDITOR: In reply to Thomas C. Dillon's claim that advertising supplies "the entire cost of running all the radio and TV networks in the U.S. and all the individual radio and television stations": Surely Mr. Dillon is aware of the fine services of the Public Broadcasting System and National Public Radio.

In addition to the many noncommercial broadcast stations supported largely by government and institutional funds, there is a growing number of independently owned noncommercial stations. KOTO is one, created through the efforts of citizens who wished local radio service without commercial support. — Jerry Greene, general manager, KOTO(FM) Telluride, Colo.

The Adwon 'Profile'

EDITOR: Many thanks for the warm, sensitive profile of Saidie Adwon in the July 19 issue. It's truly an accurate portrait of a very special person. As a result of that article, Saidie has received letters from people all over the country. That's evidence, I think, of the impact of your publication.— Francine P. Proulx, executive director, American Women in Radio and Television, Washington.
Broadcasting

The weekly newsweekly of broadcasting and allied arts

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Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Ruth Lindstrom, account supervisor.
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Strawell, 90029. Phone: 213-463-3148.
Bill Berton, Western sales manager.

To: DRAKE-CHENALUT ENTERPRISES, INC.
8359 Topanga Canyon Blvd., Canoga Park, Ca. 91304

I'd like to hear a sample of your program formats. Please send me your free demonstration album.
I'm particularly interested in your ______format.

NAME

PHONE

TITLE

STATION

ADDRESS

CITY

STATE

ZIP

* Audience estimates for WLEV (FM) average quarter hour adults 18-49, April/May 1976 Arbitron. Mon.-Sun., 6 a.m.-Mid., TSA; share of persons 12+, April/May Arbitron, 1974, 1975, 1976; and subject to qualifications issued by rating service.

Copyright 1976 by Broadcasting Publications Inc.
As brush fires raged in the Los Angeles area last fall, KFI not only reported the news but provided listeners with a direct line to the scene. For 20 hours, "KFI in the Sky" informed listeners from its aerial post, in addition to its usual traffic reports. KFI reporters on the ground presented live updates all day. And listeners had the opportunity, through a KFI program, to talk directly to news people at the fires, both on the ground and in the plane—a service credited with having a calming effect on nearby communities.

For its exceptional coverage, KFI recently was honored by the Greater Los Angeles Press Club.

KFI: outstanding journalism and public service.
Top of the Week

Rewrite of Communication Act serious subject on Hill

As cable hearings wind down, Van Deerlin says 1934 law should be given "basement-to-penthouse" revamping; McGannon also on side of revisionists, as is one presidential candidate.

The House Communications Subcommittee's exhaustive examination of the need for revision of cable television regulation, in hearing again last week, may be just a prelude to an even more ambitious project now in the mind of Subcommittee Chairman Lionel Van Deerlin (D-Calif.)—to revise the entire Communications Act.

"A prime undertaking in the 95th Congress should be a basement-to-penthouse revamping of the 1934 Act," Mr. Van Deerlin said Friday, the morning after an afternoon of cable hearings that lasted into dinnertime. He added, "It's a laudable goal, but that's not to say it can be achieved ... Maybe it would be 1984 before we finished."

Work on the project would begin in January. "I talked with Lou Frey [ranking Republican on the subcommittee] and we see eye to eye on it," he said. The congressman noted that the Communications Act was written when the only mass medium of electronic communications was radio. A new act would set the stage for the regulation of developing technologies, such of cable, microwave, laser beams and fiber optics.

"The deficiencies, from my standpoint, are not in the act, but in the things taking place under the act," Mr. Van Deerlin said. He cited the FCC's rules restricting the availability of motion pictures to pay cable TV as an example of such a deficiency. "This has nothing to do with the act," he said.

The idea of revising the nation's basic communications law has been gaining popularity in official circles lately. "Everybody's saying it now," Mr. Van Deerlin said, recalling a speech by Jimmy Carter in June when the Democratic Presidential candidate was still seeking his party's nomination, in which Mr. Carter called for a review of the act.

Both Mr. Carter and Mr. Van Deerlin were preceded, however, by Senator Vance Hartke, who if re-elected this fall, intends to take the reins of the Communications Subcommittee in the Senate. Mr. Hartke has said his first undertaking would be a series of hearings "across the whole spectrum of communications." He said he wants to see if this nation's communications system conforms to the ideals in the act and to look at "new communications technologies coming down the road that no one I know has done a lot of preparations for."

Except for a session with all the FCC commissioners planned for Sept. 2, the Van Deerlin subcommittee is finished with its marathon cable hearings. No legislation will follow in this session, Mr. Van Deerlin said, although a report of the subcommittee's recommendations will probably be published. He said the staff has been asked to draft one.

The subcommittee will, however, move legislation that has been on the periphery of the cable hearings—principally the bill already passed by the Senate that authorizes the FCC to fine cable systems for rule violations. The commission does not have that power now.

End of the trail (almost) on House cable hearings

McGannon, Aaron, Shapiro lead witnesses in what should have been final week; record open until September for FCC stand

The House Communications Subcommittee wrap-up sessions on cable television legislation heard more of the same last week. A prominent broadcaster predicted that cable would go all-pay, and wondered how a fragmented system could support its program ambitions. A principal cable hardware supplier called the chairman of the FCC a hypocrite. That gentleman's rejoinder was postponed until Sept. 2.

Donald H. McGannon, president and chairman of Westinghouse Broadcasting Corp., a group broadcaster that also operates cable systems in Georgia and Florida, called for a "thorough modernization of the Communications Act of 1934 .... While it has served the country well, it simply is not adequate to lead us into the 21st century." He also asked the subcommittee to "consider creation of a Department of Communications headed by a cabinet officer ...."

Asked by the subcommittee if this review could include a study of license allocations, he said it could be "part of it."

After asserting that all cable would eventually become pay cable, he took the stance that proliferation of cable channels would hurt program quality. He questioned "the ability of a cable medium to garner an audience large enough to support the cost of the programing being presented. This is a very real problem when one thinks of 24 channels going into every home."

He compared the prospect with present-day radio and said: "It is questionable whether our policy of allowing a proliferation of stations in radio has best served the public." Noting that no radio station in New York City averages more than a 9% share of the audience, he said that many stations have turned to automation with recorded music because of its low cost.

He claimed that if cable penetration reaches a certain level, "there will be no reason, either technically or economically, for the over-the-air system to continue to function. When this occurs, there will no longer be a choice of service available." He advocated a national policy to prevent

“A prime undertaking of the 95th Congress should be a basement-to-penthouse revamping of the 1934 act." Van Deerlin
“uncoordinated development of cable.”

Daniel Aaron, vice president of Comcast Corp. and vice chairman of the National Cable Television Association (for which he appeared), urged Congress to direct the FCC to suspend its pay cable rules for five years in order to test the marketplace. He said the FCC could step in, if necessary, to prevent actual withdrawal of sports programming. Without a suspension of the rules, he said, it might be impossible for pay cable ever to reach its potential. He called for legislation in this session of Congress on pole attachments—legislation that would require the FCC to regulate “reasonableness” of agreements, with the states carrying out policy under it. He said cable should no longer be considered an “ancillary” service and that all restrictions on the medium should be based on a “clear factual demonstration” of harm.

That subject was taken up by Moses Shapiro, vice chairman of the board of General Instrument Corp., parent of Jerrold Electronics, a leading manufacturer of cable television equipment.

Quoting a 1975 General Instrument annual report, he read: “This whole attitude of throwing on the cable industry the burden of establishing ‘a priori’ that there will be no damage to the vested interests before something helpful to cable and the public is done, has typified the commission’s attitude ...” He claimed that he sent the report, with a cover letter, to FCC Chairman Richard Wiley. He said the chairman made no response.

One of the major causes of CATV’s “misfortunes,” he said, is “Congress’s own failure to provide the commission with adequate guidelines for dealing with a new communications medium that was not envisioned when the Communications Act of 1934 was enacted.” He also attacked the alleged “blatant hypocrisy” of FCC Chairman Wiley, whom Mr. Shapiro claimed has said the FCC has improved cable’s lot. Mr. Shapiro noted that Jerrold has spent a “seven-digit” amount to develop a prototype for a two-way system for cable but that FCC restrictions prevent its use and that of other technological advances. He said FCC actions are “like an embalmer helps a corpse.”

A defense of commission policy and a rebuttal to the House Communications

staff report on cable was to have been delivered by Mr. Wiley last week. The appearance was rescheduled until Sept. 2 in order to allow more commissioners to appear with him before the subcommittee. Nevertheless, Mr. Wiley’s prepared testimony was made available publicly.

“The subcommittee staff has suggested that this problem [regarding signal carriage] should not be handled through across-the-board rules ... but rather through ad hoc rulings based on the circumstances which exist in individual communities,” the prepared testimony read. “We believe that this ad hoc approach which would likely involve numerous hearings in individual communities, would result in considerable uncertainty to the industries involved and also in very substantial administrative and legal expenses.”

Of the subcommittee staff’s recommendation that no product restrictions are currently needed for pay cable, it read: “Action taken after the fact could raise substantial questions concerning interference with vested contractual rights or disruption of the established viewing patterns of cable subscribers accustomed to a given type of pay cable programming.”

The testimony said that the commission “has deferred any final recommendation ... on national cable regulation” until an in-progress review of FCC regulations is completed.

It also noted that Mr. Wiley had no disagreement with the subcommittee’s view that the “federal regulatory role should be confined to those aspects requiring national delineation of standards” and that “where federal pre-emption is called for ... the logic of pre-emption should be explicitly stated.”

In other testimony last week:

■ Burt Harris, president of Harris Cable Corp. and Harriscope Broadcasting and chairman of the National Cable Television Association said that “the first order of business is to educate the cable operators on what EEO [equal employment opportunity] is all about and to reinforce our industrywide commitment.” He favored self-regulation. NCTA President Robert Schmidt acknowledged that the cable industry has “not fulfilled our obligation” but noted that it does not plan to let this situation continue. He said that “the greatest obstacle” to minority system ownership “lies in financing.” Charles Tate, executive director of the Cablecommunications Resource Center, called for a “Cable Finance Corp.” that would “form a capital pool available to stimulate minority ownership of cable.”

■ In written testimony, Robert B. Cooper Jr., executive director of the Community Antenna Television Association said that “the typical rural viewer is spending from 170%-200% as much to receive poor television service as a city or suburban resident spends to receive good or excellent quality television. This is an inequity which technology should correct, but legislative assistance is needed.”

■ Edward J. Ennis, chairman of the board of the American Civil Liberties Union, presented “the ACLU’s long-standing policy in favor of open ‘common carrier’ access to cable television. ‘A 15-minute sampling of access programs followed his testimony.”

■ Montana District Judge Nat Allen, president of the National Translator Association, called cable “the greatest hoax ever promoted in the United States of America.” He argued that people “can get any kind of origination that they want with a microwave translator that can be gotten on cable, and for one-hundredth of the cost.”
Mondale book reveals active concern about broadcast role

Democratic vice presidential hopeful is all for: debates, TV time for opposition responses to President, a Congress open to broadcasters, longer license periods among other ideas to maximize open government

For Democratic presidential nominee Jimmy Carter's running mate, Senator Walter Mondale (D-Minn.), the media, particularly television, have a critical role to play in holding the President and the government generally to account. Televised debates between presidential candidates, the availability of network television for congressional responses to presidential addresses, broadcast coverage of Congress and the political parties—these are among the measures urged in the Senator's book, "The Accountability of Power: Toward a Responsible Presidency," published last year by the David McKay Co.

"Healthy and flourishing media can help retain public interest and preserve presidential conduct," Senate Mondale says, in the book written in the aftermath of the Watergate scandal that brought down the Nixon administration. "They can bring scandal to light, reveal deception, and provide fuller background and information to permit a better public judgment on vital issues."

And he is for anything that increases the public's view of presidential candidates and Presidents—televised debates between the candidates, for instance. He would have Congress "establish each major party's right to request up to five one-hour, simultaneous prime-time broadcasts on the three major television networks" for such debates. Minor parties polling "something like 5% or 10% of the popular vote" in the last election would be given the same right.

The proposal contains provisions to make it easier for the networks to accept. The equal-time rule would be suspended for the debates, and Congress would appropriate funds to defray the networks' costs.

News conferences, televised and otherwise, are favored as a means of holding Presidents to account. But the book is also concerned with offsetting the advantage the President's office affords the occupant in reaching the public. One proposal is that the networks be required by law to give congressional opposition party leaders "equal time for reply" to any presidential address. If the President appeared on all three networks at 8 p.m., so would the opposition leaders, "within 48 hours."

Senator Mondale has also proposed, as a means of informing Congress and the public of executive branch—government—a question and report period, during which cabinet officers and other executive branch officials would respond to questions from members of the Senate. And the sessions would be open to coverage by the media, including live radio and television.

Another Mondale proposal for redressing the presidential-congressional imbalance is for Congress to open its proceedings to coverage by radio and television. Not only committee meetings but sessions of the Senate and House must be opened to such coverage, Senator Mondale believes. As for the format to be followed in the coverage, that should be

Chicago Nielsens still questioned after SRI test

NBC points to discrepancies between meters and coincidentals, but Nielsen reads study other way

Results of the test designed to settle the dispute between NBC and the A.C. Nielsen Co. over the accuracy of Nielsen's new metered ratings in Chicago were made public last week, and they didn't settle it.

If anything, the report raised another question, about the size and turnover of the Nielsen Chicago sample. The sample base for the Chicago meters is 300 households, as opposed to 500 each for the Nielsen meter systems in New York and Los Angeles. Turnover is normally close to one-third of the base per year, through enforced change (20%) and attrition (10%–12%).

The report, by Statistical Research Inc., which conducted the test using telephone coincidental measurements for comparisons with the Nielsen metered results, contained findings that each side could—and did—cite in support of its own position.

- NBC cited the report's findings of "a consistent pattern of differences" in which the Nielsen metered ratings for NBC-owned WMAQ-TV Chicago were lower than SRI's coincidentals in "five consecutive time periods," extending from 4 p.m. to 7 p.m. Chicago time. In at least four of the five time periods SRI said the differences were statistically significant.

- Nielsen said this sort of result "is not unusual" and does not indicate "a consistent understatement of WMAQ audiences." The best way to judge, Nielsen said, is to look at all 15 time periods covered in the test, starting at 9 a.m. and running through 10:30 p.m. On this all-day basis, the differences between coincidental and meter results were no more than three-tenths of a rating point and less than one share point for seven of Chicago's eight TV stations (exception: WGN-TV, which the meter put 1.3 rating points and 3.6 share points higher than the coincidental).

"These results," Nielsen said, "demonstrate the absence of any consistent pattern of difference."

SRI's report covered 58 pages, 70% of which were taken up by tables. With it were separate comments of NBC and Nielsen, which co-sponsored the study. NBC's comments ran to one page, Nielsen's to a little over four.

Nielsen spokesmen said they had no immediate additional comments, but George A. Hooper, director of marketing services for NBC Television Stations, said NBC and Nielsen had agreed in advance that, if they couldn't agree on the SRI report, they would submit it to some other independent expert or body, such as the Advertising Research Foundation or outside consultants.

He indicated this course will be followed, though he said there had been no decision as to who the third party might be. He said neither NBC nor Nielsen would be bound by the third party's interpretation of the report, however.

WMAQ-TV has a contract for the Nielsen meter service. Mr. Hooper said, but it doesn't become effective until either NBC agrees that the meter service is accurate or
Nielsen agrees to change it.

Mr. Hopper said the difference shown by SRI in the five consecutive dayparts - 4:5 p.m., 5:5-30, 5:30-6, 6:30-7, 7:30-8 - indicate that ratings and shares for WMAQ-TV's early-fringe, early news and prime-time access programs are being understated by the meter panel. This, of course, has been NBC's position from the outset.

Mr. Hopper said he was not criticizing either Nielsen or the meter technique but that "something - by chance - went wrong" in selection of the panel sample.

The SRI report showed that, in terms of total households during the test in May, the meter produced ratings for WMAQ-TV that were 3.1 rating points below the coincidentals in the 4:5 p.m. period, 0.7 point below at 5:30, 2.2 below at 5:30-6, 3.2 below at 6:30-7 and 3.0 below at 6:30-7. Such shortfalls, taken consecutively, represent a "pattern - not just random," Mr. Hopper said.

The meter was also four rating points short of the coincidental for WMAQ-TV at 8:30-9 p.m., 2.2 short at 9:30-10 p.m. by half a point or less in the other dayparts. The meter was 3.4 rating points higher than the coincidental at 9:30-10 p.m., 2.3 higher at 10-10:30 p.m., 1.3 higher in the 9:12 noon morning block and less than a point higher in two other periods. Except for 0.9 superiority at 7-7:30, the meter ratings would have fallen short of the coincidental for all WMAQ-TV periods from 4 to 9:30.

In all, the meter was short in 10 of the 15 dayparts for WMAQ-TV and scored higher than the coincidental in five.

For WGN-TV, the meter was high in 13 periods, low in two. For WCUITV, a U, it was low in 12, high in two, even in one. For ABC-owned WLS-TV, the meter was high in seven and low in eight. For CBS-owned WBBM-TV, it was high in nine and low in six. For WTTW it was high in eight and low in seven. For channel 32

*Orange sour. KHIZ-AM-FM* Santa Ana, Calif., has appealed to the city council of Santa Ana, Garden Grove and Anaheim, all located in Orange county, to "take sanctions against the nation's largest radio and television audience measurement firms." The stations' manager, Pat Michaels, has asked those jurisdictions to take action to correct the injustices he says are created when Orange county is lumped together with Los Angeles in ratings surveys. Among his proposals to the city councils was a study into the possibility of requiring rating services to treat Orange separately from Los Angeles; an investigation into whether the major rating services are likely to overstate or understate; and an ordinance requiring registration of rating-service interviewers with local police departments; a request to Congress for an investigation of rating firms, and a resolution urging all Orange county cities to adopt strict licensing of audience measurement firms.

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**In Brief**

- **Senator William Proxmire** (D-Wis.), author of legislation to prohibit FCC intrusion in broadcast programming decisions, applauded agency's decision not to involve itself in radio station format choices (BROADCASTING, Aug. 2). "It is entirely possible," he said in Senate last week, "that some classical music formats may die because of this ruling. And as lamentable as that may be, it is better that broadcasters make that decision freely without being pressured by a government entity, building up precedent that might eventually go further toward limiting liberty than has already taken place."

- **President Ford** got into Olympics act last week, held reception at White House Thursday for U.S. team and six members of ABC Sports - including Jim McKay (pictured), anchorman for network's coverage of Montreal games. (Also see story page 46.) One of Mr. McKay's colleagues - commentator Howard Cosell, who also attended reception - was witness last week before House Select Committee on Professional Sports, offered opinion that baseball should be subject to antitrust laws.

- Also concerned with Olympics: Representative Robert Michel (R-Ill.), who wrote in Congressional Record last week that: "I think the networks owe the nation a full-disclosure account of everything they are offering the Soviets in return for the TV rights [to the 1980 summer Olympics in Moscow]. My liberal colleagues who are so concerned about the machinations of ITT and Lockheed vis-a-vis foreign governments may also want to reflect on what lengths ABC, NBC and CBS might go to in return for a prize of similar value."

- Nomination of Jefferson-Pilot Broadcasting President Charles Crutchfield to board of Corporation for Public Broadcasting has drawn opposition from National Black Media Coalition, which charged in letter to Senate Communications Subcommittee Chairman John Pastore (D-R.I.) last week that minority hiring performance of Jefferson-Pilot stations is "considerably worse than industry norm." NBMC Chairman Plurial Marshall urged Mr. Pastore not even to hold hearings on Mr. Crutchfield, but Senator Pastore said last week he will. Mr. Marshall said in letter that Jefferson-Pilot's WTVT-TV Charlotte, N.C., ranked 131st out of 138 top-50 network affiliates in black hiring in 1975 study by NBMC - record "so poor that had the station been before the FCC for license renewal, it could not have been found to have been operating within the traditional FCC zone of reasonableness in EEO." Mr. Crutchfield said, "That seems strange to me," particularly when considering that WTVT's license was in fact renewed in 1975. "We have a very good record," he said.

- **FCC has decided to hold in abeyance** its investigation into need for preferential press rates for private line services. Commission initiated inquiry in October, now says number of intervening events have occurred that could affect press rates, and thus it would not be productive to proceed at present.

- Children's Television Workshop has begun production on $4.2 million TV drama series for airing on public broadcasting in fall of 1977. Nine separate hours, under tentative title The Best of Families, will be given over to stories set in late 19th Century New York. Underwriters: National Endowment for the Humanities, Corporation for Public Broadcasting and Mobil Oil. Executive producer: Ethel Winant, former casting vice president for CBS-TV.

- Sony Corp. of America and Paramount Pictures have formed joint venture - Sony Paramount Home Entertainment Center - to market number of movie maker's box-office hits on video cassettes compatible with Sony's Betamax recorder-player.

- **RCA Corp.** is considering advisability of issuing about five million additional shares of common stock late this summer, in move to increase equity base. RCA now has about 75 million shares outstanding; stock has been selling around 27-28.
Elmer Lower, vice president-corporate affairs for ABC Inc., has an alternative form of political convention coverage in mind: live highlights interspersed with simultaneous live variety entertainment show. Roper survey's finding (Broadcasting, Aug. 2) that public wants convention coverage limited to one network "hasn't been discussed," Mr. Lower told National Academy of Television Arts and Sciences in New York last week, where he exposed novel coverage idea.

It looks like Senator John Pastore (D-R.I.), chairman of Senate Communications Subcommittee, is preparing to renegotiate on Congress' agreement to accept Freey amendment to sports antiblackout legislation. Proposal, by Louis Frey (R-Fla.), ranking minority member of House Communications Subcommittee, would— as one-year experiment—limit to 90 miles TV blackout zone around sports team's home town. Senate-House conference originally agreed to Freey amendment May 19 (Broadcasting, May 24), but forward motion stopped there. Last week, in further exchange of letters, Mr. Frey and House Subcommittee Chairman Lionel Van Deerrin (D-Calif.) wrote to Senator Pastore, urging action, received reply stating he was sympathetic to objections of Miami Dolphins football club, which claims Frey proposal would have devastating effects. Mr. Pastore said he conveyed his reservations to House Commerce Committee Chairman Harley Staggers (D-W.Va.) during Democratic convention in July, suggested Messrs. Van Deerrin and Frey check with him.

Not for Women Only, Barbara Walters-hosted syndicated barter strip, will return this fall with actress Polly Bergen and meteorologist Frank Field as co-hosts. Grey Advertising is expected to syndicate new versions (Syndicast Services bartered Ms. Walters') beyond NBC-owned stations.

Broadcaster charges of imbalance among witnesses scheduled to testify at House Communications Subcommittee hearings on family viewing in Los Angeles Aug. 17-18 have resulted in reinstatement of two pro-family viewing witnesses previously rejected: Sugar Ray Robinson, boxer now youth worker, and former FCC chairman Rose Hyde, now counsel for Bonneville International. None of networks will appear, although all were invited. CBS's Washington vice president, Bill Leonard, said in letter to Subcommittee Chairman Lionel Van Deerrin that CBS considers it improper to open itself on sensitive matters while family viewing suit proceeds in same town. Furthermore, he said, "I for one, as a supporter of the family viewing concept, would feel lonesome at a taxidermists convention, in company with that array of talent you have lined up for the hearings." Mr. Van Deerrin said he is well aware of, even sympathetic to, arguments for family viewing, but that whole point of going to Los Angeles is to listen to grievances of Hollywood community. Among producers and writers appearing: Grant Tinker of MTM, Norman Lear of Tandem and Larry Gelbart of M*A*S*H.

Justice Department says nomination of Margita White to be member of FCC does not involve conflict of interest, or even appearance of one. Senator John O. Pastore (D-R.I.) had raised question of conflict because Mrs. White's husband, Stuart, is member of Washington law firm (Hamel, Park, McCobe & Saunders) with communications clients. Mrs. White has agreed not to participate in cases before commission involving firm's clients, and that, Justice says, satisfies conflict of interest statute. Mr. White has agreed not to share in revenues firm earns from its communications clients. That goes beyond requirement of statute, Justice said, adding that, together, those steps guard against appearance of conflict. White House counsel took same position in letter to committee, FCC, in separate letter, deferred to Justice on issue involving Mrs. White's husband.

Fuel for the fire on public broadcasting EEO

Citizens Communications Center has produced a lengthy report on public broadcasting's EEO performance and the record of government and nongovernment agencies in regulating that performance which will provide the House Communications Subcommittee with considerable material for questions at its hearing on that subject this week.

The 75-page report concludes that public broadcasting's equal-employment opportunities record is "dimaying." According to the report, the 1976 EEO records of 145 of 185 public television stations receiving grants from the Corporation for Public Broadcasting raise questions regarding their compliance with FCC EEO rules and policies. Minority employment at 30 of the stations, for instance, was zero, the report said.

The report also examined the role of CPB and various federal agencies in enforcing public station compliance with EEO law.

CPB believes it "has no responsibility whatsoever" in that area, according to the report. And the report could find no evidence that federal agencies such as the Justice Department's Civil Rights Division or the Department of Health Education and Welfare's Office of Civil Rights were active in the area either.

Nor has the FCC been much help, said the report. Although the commission says that broadcasters are responsible for equal employment opportunities, said the report, the commission "has not officially recognized this linkage as to public broadcasting; in fact its application of its EEO rules to PTV has been the opposite."
$81.5 million is the painless broadcast price for football ’76

That's the cost for TV-radio rights for the upcoming season; it's only a slight increase over last year and it's already covered by eager sponsor firms


With one hand, broadcasters will be picking up a tab of more than $81.5 million for the right to broadcast the action in the football stadiums this season. With the other hand, they're happily posting solid-out signs throughout the season.

The total radio-TV football rights accruing to professional clubs and colleges will come to $81,578,075. That's a relatively modest $843,660 increase over the 1975 total of $80,734,395.

A nationwide survey, conducted annually by Broadcasting, produced this breakdown of the prospective payments to football in 1976:

- $75,400,000 from the television and radio networks for professional and college games. This is the same as last year, since the networks are continuing multi-year contracts negotiated prior to this season.
- $3,620,000 from local radio outlets for rights to National Football League games (exhibition and regular season), a substantial increase over last year's $2,947,500 and partially attributable to the entry this year of the Seattle and Tampa Bay franchises into the NFL.
- $796,000 in local TV rights to NFL games, mostly preseason, up from $680,000 last season.
- $1,762,075 for local radio and delayed TV rights to schools and colleges. The comparable figure in 1975 was $1,347,035.

Here's a rundown of how and when the television and radio networks plan to use the coverage they've bought:

ABC-TV will open its National Collegiate Athletic Association schedule with UCLA at Arizona State at 8 p.m. NYT, on Thursday, Sept. 9, and will start its Saturday NCAA games two days later with four regional contests, all at 4 p.m. NYT. In all, there will be 28 regional and 13 national games this year, with each market receiving 20 games during the season.

Thanksgiving weekend will be a heavy one: No game Thursday, but on Friday (Nov. 26) two games with Oklahoma at Nebraska, starting at 2, and Penn State at Pittsburgh at 9 p.m., and on Saturday a doubleheader of Army-Navy at 12:30 p.m. and Notre Dame at Southern California at 4 p.m. NYT. Several other doubleheaders are planned but details are not firm.

Major bowl games on ABC-TV and their per-minute rate-card prices are Liberty on Monday, Dec. 20, at 9 p.m. NYT ($65,000, up from $60,000 last year); Gator on Monday, Dec. 27, also at 9 p.m. ($52,000, up from $50,000); Sugar on Saturday, Jan. 1, at a time yet not designated. ($65,000, up from $60,000) and Hula on Jan. 8 at 4 p.m. NYT ($44,000, up from $39,000).

ABC's pro schedule opened July 23 with the NFL champion Pittsburgh Steelers against the College All Stars, followed by the Detroit Lions-Denver Broncos Hall of Fame game on July 24. Three NFL preseason games are set: New York Giants at Pittsburgh on Aug. 20 at 8 p.m. NYT; Pittsburgh at Dallas on Aug. 28 at 9 p.m. NYT, and Houston at Dallas on Sept. 4, also at 9 p.m. ABC's 14-game regular-season schedule of NFL Monday Night Football opens Sept. 13 with Miami at Buffalo.

A commercial minute in the Monday night games goes for $105,000, up from $100,000 last year, while a minute in the preseason contests is pegged $66,000, same as last year. ABC will also have the AFL-NFL pro bowl, tentatively set for Jan. 17, 1977, at Seattle, with minute rates in that one $75,000, also unchanged from this year's.

CBS-TV starts its schedule of three preseason games Aug. 7 with Dallas at Los Angeles at 10 p.m. NYT. The second preseason contest will be Cincinnati at Minnesota on Aug. 22 (1:30 NYT), followed a week later by Oakland at San Francisco (3:30 NYT).

The 91-game schedule of regular-season games opens Sept 12 with seven regional contests. There'll be doubleheaders on eight Sundays: Sept. 19, Oct. 3, 17, 24 and 31, Nov. 7 and 21 and Dec. 12. The Thanksgiving Day feature will be St. Louis at Dallas, starting at 3 p.m. NYT.

CBS-TV will also carry the NFC playoff games on Saturday and Sunday, Dec. 18 and 19, and the NFC championship on Dec. 26, with starting times to be announced.

Minutes in the first two preseason games are pegged at $50,000 and in the third at $54,000, all the same as last year. During the regular season, individual game prices range from $26,000 a minute in the first two to a high of $120,000 on Thanksgiving—representing in most cases apparent increases from a year ago. The Dec. 18 NFC playoff game is priced at $120,000 a minute, the next day's at $126,000 and the NFC championship on Dec. 26 at $130,000—up from $90,000, $100,000 and $134,000, respectively.

Minutes in the second games of doubleheaders are variously priced at $34,000, $52,000 and $58,000, depending on the date.

A pregame NFL Today show is being offered during the regular season at $21,000 to $27,000 a minute, depending on the date, except that on Thanksgiving the price reaches $48,000 a minute. All those are the same as last year. For the two playoffs and NFC championship the minute prices are $32,000, $36,000 and $50,000, respectively.

A postgame report is scheduled with minute prices ranging from $36,000 to $48,000 ($40,000 on Thanksgiving) during the regular season but rising to $50,000 and then $60,000 in the playoffs and $70,000 in the championship game. These ranges are general comparable to last year's.

NBC-TV, which claims to be the only network with pro-football ratings increases in both 1974 and 1975 (reaching an average 14.2 rating last year, up from 14.0 in 1974), opens its 1976 pro schedule on Saturday, Aug. 14, with the Pittsburgh Steelers at the Washington Redskins in the first of three preseason games, this
Take away our planes and we'd have to send your packages on the passenger airlines, and hope for the best. Take away our planes and we couldn't deliver your packages the next day 97% of the time. Take away our planes and our prices would have to go up, and our claim rate would probably go up with it. Take away our planes and we'd be a freight forwarder. And since there're already 250 air freight forwarders, the world didn't need number 251.

What the world did need when we went into business 3 years ago was a fast, low-cost, dependable way to get packages delivered from one city to another overnight. So instead of shipping packages on airlines designed for people, we created a system especially for packages. With a route structure designed for packages, not people. To and from big cities like New York and Los Angeles. And smaller cities like Macon and Albuquerque, Peoria and Rochester, and 5,000 other combinations, many of them virtually impossible to connect with on the passenger airlines. And we fly when packages need to fly, overnight, when more than 80% of the passenger planes are “asleep” on the ground.

It's a totally enclosed system. The packages are picked up by our trucks, flown on our planes, and delivered on our trucks. Everybody who touches your package works for Federal Express. Unlike the air freight forwarder/passenger airline system, the package never leaves our hands.

If you think about it for a minute, this is the only intelligent way to operate when you're in the business of handling valuable packages. Our claim rate seems to bear this out. It's two hundredths of one percent. And when you compare our claims paid ratio to Emery's, you'll find it's six times better than theirs.

In a test conducted by an independent research organization, our delivery rate was twice as good as theirs.* And when you compare our prices, you'll find we're the same and sometimes less than they are. If you took away our planes, none of this would be true. We'd be just another “me too” system of sending packages.

What could we say in our advertising about our service that 250 other companies couldn’t? We'd have to come up with some jingle, or some clever line in our advertising like, “Here today, there tomorrow” or something equally vague. The planes are the whole idea behind Federal Express. Take them away and you might as well call somebody else.

FEDERAL EXPRESS

*Test conducted April, 1975, by Opinion Research Corporation. Involving identical 9-lb. packages sent door to door. Summaries and other information available upon request from Vincent Fagan, Senior V.P., Federal Express Corporation. AMP Box 30167, Memphis, Tennessee 38130.
The football prize the networks pay

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<tr>
<th>ABC-TV</th>
<th>Rights</th>
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<tbody>
<tr>
<td>Coaches All-America Game</td>
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<tr>
<td>College All-Star Game</td>
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<tr>
<td>Hall of Fame Game</td>
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<tr>
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<tr>
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</tr>
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<td>Hula Bowl</td>
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<tr>
<td>AFL-NFL Pro Bowl</td>
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<td>NFC games</td>
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<tr>
<td>NFC Championship</td>
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<tr>
<td>Sun Bowl</td>
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<tbody>
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<tr>
<td>Fiesta Bowl</td>
<td>(4) Dec. 25</td>
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<tr>
<td>NFC Championship</td>
<td>(4) Dec. 26</td>
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<tr>
<td>Sun Bowl</td>
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<tr>
<td>Super Bowl</td>
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<tr>
<th>All networks announced rights</th>
<th>Estimated for unannounced games and series</th>
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<tr>
<td>Grand total for networks</td>
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(1) Rights included in NFL package.
(2) Rights included in NFL National Football Conference package.
(3) Rights included in A.F. American Football Conference package.
(4) Radio rights included in TV contract.
said they'd be providing facilities for TV coverage of more than a dozen teams' pre-
season away games and radio coverage facilities for the regular-season away games 
of the Detroit Lions and Tampa Bay Buc-
ceaneers.

A startling contrast to the unfortunate radio-TV experiences of the now-defunct 
World Football League is being provided by the new franchises in the NFL.

In Seattle, Jack Adamson, KIRO(AM) station manager, said his station experi-
cenced a million-dollar day last December when availabilities were offered and sold 
out within 24 hours. Robin Brummet, sales manager of KIRO-TV, the preseason 
carrier of the Seahawks, said there was a built-in impetus to area sports stemmed 
from the success of such organizations as the Seattle basketball Sonics and the 
Washington University football team. The latter school is said to command one of 
the highest broadcast rights figures in college circles.

In Tampa Bay, the Buccaneers came out with equal impact with Brooks-Galogly, 
holder of the radio rights, setting up a strong regional network throughout the state 
and reporting brisk sales. On the TV side, WTVT(TV) there said it expected 
nothing short of a sellout.

A breakdown of the local preseason and regular-season radio plans of the NFL 
teams, along with preseason TV arrangements for those clubs, follows.

AFC East

**Baltimore Colts**

For the 14th straight year WCBS(AM) Baltimore is originating radio coverage of 
the Colts. The six exhibition and 14 regular 
season games will be fed to a regional network of 28 stations in four states and 
the District of Columbia. This second year 
of a three-year contract will have Chuck Thompson and Vince Bagli back doing 
play-by-play and color announcing, respec-
tively.

WCBS, again working with Metro 
Communications of Bethesda, Md., in 
marketing the Colts network, had sold out 
by July 12. Major ingame sponsors are: 
Carling/National Brewing Co. and Equi-
itable Trust Co. (both through Doner); 
Baltimore Area Datsun Dealers (Parker); 
Royal Crown Bottling Co. (Hal Fran); 
Montgomery-Ward (Waltjen Associates); 
Household Finance Corp. (direct); Mary-
land State Lottery Commission (Rose-
bush), and Hamburgers Department 
Store (Mathis, Burden & Charles).

Coach's Corner and Colt Kickoff make 
up the half-hour of pregame offerings with 
News and Sports Scoreboard and the 
Locker Room Report filling the postgame 
30 minutes.

WJZ-TV Baltimore will telecast three live pregame away games and one home 
game on tape later in the evening.

WJZ-TV's announcing chores are being 
handled by Tim Ryan with retired Colts 
defensive end, Art Donovan, and WJZ-TV 
sports reporter, Andrea Kirby, providing color analysis.

Sponsors so far include: Carling/Natio-
nal Brewing Co.; Maryland State Lot-
tery; Baltimore Area Datsun Dealers 
(Parker), and Toyota (Dancer-Fitzgerald-
Sample).

**Buffalo Bills**

WKBW(AM) Buffalo will broadcast the 14 regular 
season and six exhibition games of the 
Bills. An upstate network of 11 sta-
tions will pick up the coverage. Returning 
for announcing duties are Jack Azar, Ed-
die Rutkowski and Al Meltzer.

Approximately 80% of the schedule has 
been sold. Ingame sponsors are Buffalo 
Savings Bank (Ed Muir); Oldsmobile 
Dealers of Western New York (Creative 
Express); Squibb Vitamins (direct); 
Schmidt's Brewery (Rosenfeld, Sirowitz 
& Lawson); Tops Supermarkets (Weil, 
Levy & King).

The station has arranged a package of 
one-hour pregame and one-hour postgame 
shows and various football features during the week. A spokesman 
said about 75% of this package has been 
sold. He characterized business as "very 
good."

WKBW-TV Buffalo is providing coverage 
of three road exhibition games: Detroit 
Lions (July 31); Cincinnati Bengals (last 
Saturday, Aug. 7) and Los Angeles Rams 
(Aug. 28). Coverage will be fed to WROC-
TV Rochester and WHEN-TV Syracuse, both 
New York. Manning the microphones 
again are Don Criqui and Paul Maguire. Approximately 70% of the adver-
sising has been sold. Major sponsors are 
Genessee Brewing (Esty); Erie County 
Savings Bank (Weil, Levy & King); and 
Upstate Dodge Dealers (BBDO).

**Miami Dolphins**

For the 11th year, WIOD(AM) Miami and 
the Dolphins are teamed for coverage of 
six exhibitions and 14 regular-season 
games. It's the second year of a three-year 
contract. Sixteen stations are on the 
regional radio network of the Dolphins.

Rick Weaver and Henry Barrow are 
again on play-by-play and color, respec-
tively. WIOD Sports Director Allen Minter 
has been added for more commentary.

Joe Abernathy, general manager of 
the station, reported a sell-out by mid-July 
to various participating sponsors.

For the third year, WTVI(TV) Miami is 
telecasting the Dolphins' exhibitions, 
starting Aug. 1 with a tape delayed broad-
cast of the Miami-Minnesota Vikings 
game. A home date with the Philadelphia 
Eagles (Aug. 15) will also be tape 
delayed. Live coverage will be given games 
at the Detroit Lions (Aug. 8), Tampa Bay 
Buccaneers, (Aug. 21), Houston Oilers 
(Aug. 28) and New Orleans Saints (Sept. 
4).

Roger Twibell, most recently with 
KDFW-TV Dallas-Fort Worth and now on 
the WTVI staff has taken over the play-by-
play and WTVI sportscaster Tony Segreto 
has returned on color. Announced last 
week as added color commentator, former 
Dolphin linebacker Nick Buoniconti.

No pregame or postgame programing is 
scheduled and there is no regional 
network.

Principal ingame sponsors include 
McDonald's (Stern, Walters & Simmons), 
Dade-Broward Ford Dealers (Mike Sloan 
Advertising) and Union Oil.

**New England Patriots**

WZB(AM) Boston, working under a long-
term pact with the New England Patriots, 
will broadcast all six exhibitions and 14 
regular-season games. Waz will feed the 
games to a nine-station network in New 
England. Returning announcers are Gil 
Santos (play-by-play) and Gino Capelletti 
(color). The two men are co-hosts of The 
Pregame Show and the postgame Wrap-
Up Show, sponsors of which are still to be 
announced. The ingame sponsors signed 
so far are Getty Oil (direct) and New 
England Chrysler-Plymouth (Young &
Charlie Jones (play-by-play); and Sam DeLuca (color) have returned to do the announcing. Ingame sponsors so far: Hell Oil (J. Walter Thompson), Datsun (Parker), Miller beer (McCann-Erickson) and Tom McAn shoes (Independent Media).

Cincinnati Bengals

For the ninth consecutive year, WLW (AM) Cincinnati is broadcasting the Bengals games—14 regular and six preseason skirmishes. A network of approximately 47 stations in Ohio, Kentucky, Indiana and West Virginia will carry the coverage. WLW is in last year of three-year pact.

Phil Samp, sports director of WLWT (TV) Cincinnati, will supply the play-by-play coverage and color commentary will be by Jim Cram of WLWT (TV) Columbus, Ohio. WLW spokesman said that about 98% of the coverage has been sold. Major sponsors are Chevrolet Motors (Campbell-Ewald); Marathon Oil (direct); Union Central Life Insurance (Adams, Gaffney & Associates). and Burger Brewing (Sive Associates).

WLWT is telecasting five exhibitions, two on a delayed basis. Coverage is being sent to WDTN (TV) Dayton, Ohio, and WLEX (TV) Lexington, Ky. Bill Brown handles play-by-play duties and Omar Brown the color. Major sponsors signed to date are Steak 'n Shake Restaurants (Ruben, Montgomery & Associates) and Fisher Bros. (direct). Station is in second year of a three-year contract.

New York Jets

WOR (AM) New York heads into the last year of a three-year contract to cover all six Jets' exhibitions and the 14 regular-season games. Thirty stations, covering New York, New Jersey, Pennsylvania and Rhode Island, will receive WOR's feed of the games. Marty Glickman has returned as the play-by-play man, with Dave Herman continuing on color. The Pregame Show has expanded to 45 minutes with the addition of coach Lou Holtz, who will join Mr. Glickman and Mr. Herman in telling listeners about what to look for in the upcoming game. As it did last year, the postgame show will feature Mr. Herman in a live telephone discussion of the game with callers. These sidebars will be spotted out to various advertisers.

Ingame sponsors so far: General Mills (Campbell-Mithun), Hess oil (J. Walter Thompson), Newark District Ford Dealers (Ketchum, MacLeod & Grove), the E.R. Squibb Co. (direct) and Manufacturers Hanover (Young & Rubicam).

WN-EW-TV New York will televise all three of the Jets' away exhibition games live: at St. Louis on July 31, at Houston on Aug. 21 and at Pittsburgh on Sept. 4.

What the major schools get from radio and local TV

<table>
<thead>
<tr>
<th>Conference</th>
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</table>

AFC Central

Cincinnati Bengals

Houston Oilers

After an 11-season affiliation with KILT (AM) Houston, the Oilers have moved to KRTH (AM) there and begin a multi-year contract by feeding gridiron action to a station network in Texas and Louisiana. Play-by-play responsibilities go to Ron Franklin, with Ron Stone handling color and Jerry Trupiano doing the 20-minute pregame and post-game shows.

The club, which purchased time on KRTH, has sold out the full schedule of six exhibition and 14 regular games. Ingame sponsors are the Texas Dodge Dealers Association (BBDO), Jack In The Box Restaurants (direct), Kentucky Fried Chicken (direct), Southwestern Bell Telephone (direct), AC-Delco local dealers (direct), Chrysler-Plymouth (Young & Rubicam) and Lone Star beer (Glen, Bozell & Jacobs).

Pregame and postgame sponsors are RCA local dealers (Art Jones), Turn Key Auto Parts (Johnny Sheppard Advertising) and East End Bank (direct).

KRTH also plans its own sports package to begin well before the scheduled 1 p.m. kickoff. The station will begin broadcasting football news and features such as interviews with players, coaches and fans, at 9:15 a.m. and will continue its program for a half-hour after the postgame show.

WKeX-TV Houston returns to televise one exhibition game which will have Bill Worrell and Mike Edmonds on play-by-play and Anita Martini on color. Sponsors are generally participating. The list includes Southwestern Bell Yellow Pages (Gardiner Advertising), Texas Commerce Bank (Ketchum, MacLeod & Grove), The Houston Post (Goodwin Dannenbaum), Houston Oids Dealers (Ross Hancock), Gatorade (Clint E. Frank), Michelob (D'Arcy-MacManus & Masius) and Toyota (Dancer-Fitzgerald-Sample).

Pittsburgh Steelers

The Steelers are welded to WTAE-AM-FM Pittsburgh for the seventh year and the first of a new three-year contract. The coverage of seven preseason and 14 regular-season games started with the Steelers-College All Star contest on July 23 and is being fed by WTAE to 40 stations in five states.

Returning to describe the play-by-play
activity is Jack Fleming. WTAQ Sports Director Myron Copeland does the color.
Sponsors include: Chrysler/Plymouth Dealers (Young & Rubicam); Pittsburgh National Bank (Ketchum, MacLeod & Grove); Zenith Dealers (Alex Degurian); Pabst beer (Kenyon & Echard); Household Finance Corp. (direct), and Sunoco (Rich, Greene).

The pregame lineup features the 10-game "Chuck Noll Show" and Steelers Warmup and the postgame fare is the five-minute Pro Football Scoreboard and the 10-minute Locker Room Report.

Two live and one taped pregame season are being originated by WIC-TV Pittsburgh and aired by WTAM-TV Alkona, Pa., and WBOY-TV Clarksburg, W.Va. Play-by-play duties are being handled by Merle Harmon with color commentary provided by WIC-TV Sports Director Sam Nover.

Advertising and Promotion Director Al Gordon reported that the station was sold out by July 1 with sponsors: Chrysler/Plymouth Dealers; Pittsburgh Brewing Co.'s Iron City Beer (Ketchum, MacLeod & Grove); Mellon Bank (McCann-Erickson); United States Steel (Compston); McDonalds (Elkman), and Foodland Grocery Stores (Falgren & Associates).

**AFC West**

**Denver Broncos**

KOA (AM) Denver holds the Broncos radio rights through the 1977 season and is originating the club's schedule for the sixth year. The slate includes the regular season plus seven exhibitions that started with the Hall of Fame Game July 24 in Canton, Ohio, between Denver and the Detroit Lions.

A 40-station regional radio network has again been set up by KOA. Back for play-by-play and color, respectively, Bob Martin and Larry Zimmer.

Pregame and postgame programming includes the John Ralston show, featuring the Broncos head coach, Scoreboard and NFL Today — Bronco Talk.

Joel B. Day, sales/marketing manager, reported KOA's Broncos coverage was sold out by June 30. Principal sponsors are Public Service Co. of Colorado (direct), Sill-Thehr Ford (Jack Campbell), Pepsi-Cola Bottling Co. (Astro Advertising), McDonald's (Bernstein/Rein & Boasberg), Frontier Airlines (Frye-Sills), Coors (Cadet Advertising), Capitol Federal Savings (Collie & McCoy), Standard Oil (Bernstein/Rein & Boasberg) and Denver Ford Dealers (J. Walter Thompson).

KBTV (TV) Denver will again do pregame shows with plans for three Broncos road exhibitions. John Rayburn returns for play-by-play and is being joined on color by Floyd Little, Denver running back who retired after a long and illustrious career. Joe Franzgrote, KBTV general sales manager said that sales were being spotted out and he expects that, like last year, there will be a sell-out.

**Kansas City Chiefs**

The six pregame and 14 regular-season Chiefs games will again be carried by KCMO (AM) Kansas City, with 55 stations signed to a regional network and "aiming for 60" this year. Al Wisk is doing the play-by-play announcing; Bruce Rice returns to do the color.

Presession TV rights to the Chiefs' games change hands this year, with KMBA-TV Kansas City signed to a one-year contract. The preseason exhibition schedule amounts to only two away games, for which the announcers are not yet selected. The sponsors signed thus far are Hamms Beer (Dancer-Fitzgerald-Sample), and Standard Oil (D'Arcy-MacManus).

Pregame and postgame sponsors were not confirmed at press time. Ingame sponsors are ISC Financial Industries (Olympic Advertising), one-fourth; Chevrolet (Campbell-Ewald), one-eighth; Hamms beer (Dancer-Fitzgerald-Sample), one-eighth.

**Oakland Raiders**

KGO (AM) San Francisco begins a one-year contract to carry the Raiders games — a total of 20 including six preseason — with an option for two additional two-year terms. The package supplies KGO plus eight other stations in the network feed, ranging from Nevada to Hawaii. Bill King will again do play-by-play; Monty Stickles will do color.

Pregame and postgame sponsors are not all signed, but include Dodge Dealers (BBDO), Pacific Stereo (Halb Advertising), Smith's menswear stores (Wenger-Michael) and Hayward Dodge (H.T. Advertising).

KGO-TV San Francisco will carry four preseason games, under a one-time-only contract. Each will be rebroadcast Sunday afternoon (in one case Saturday afternoon) following the night games. Don Klein and Al LoCasale return to do play-by-play and color, respectively. Sponsors so far are Miller Brewing (Mc Cann-Erickson), one-fourth, and Toyota (Dancer-Fitzgerald-Sample), one-fourth.

**San Diego Chargers**

KSDO (AM) San Diego will carry the Chargers games for the third year, feeding the coverage to KTCU (AM) Tucson, Ariz., KOWN (AM) Escondido and KSOP (AM) Brawley, both California. Announcers for the games are not yet confirmed.

Regular sponsors are Carte Blanche (DellaFemina, Traviso & Partners), Two Guys (direct), Jack In The Box (Doyle, Dane, Bernbach), Chevrolet

**Major network-televison football sponsors**

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Network</th>
<th>Games/Championships</th>
</tr>
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<tr>
<td>Mercury Marine</td>
<td>NBC</td>
<td>Senior Bowl</td>
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<tr>
<td>Midas</td>
<td>Wells Rich Greene</td>
<td>NFC games</td>
</tr>
<tr>
<td>Miller Brewing</td>
<td>ABC</td>
<td>AFC games</td>
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<tr>
<td>Mutual of New York</td>
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<tr>
<td>North American Phillips</td>
<td>ABC</td>
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<td>Ryder Trucks</td>
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<tr>
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</tr>
<tr>
<td>Warner Lambert</td>
<td>ABC</td>
<td>AFC games</td>
</tr>
</tbody>
</table>

**Broadcasting Aug 9 1976 29**
 بكينغس برونز

البكينغس برونز يلعبون في الدور النهائى للالتحاق بالدوري."، Exchange Bank Corp. (Village Adsmith) و Toyota (Dancer-Fitzgerald-Sample)

المبلغ الإجمالي من-spot sales management.

**Dallas Cowboys**

KRLD (AM) Dallas is back for the fifth year as the key station for the Cowboys and will feed six preseason and 14 regular-season games to a regional network of some 160 stations in five states.

Handling play-by-play is Verne Lundquist and Frank Gieber. Color responsibilities have not yet been assigned.

In-game sponsors include Chevrolet (Campbell-Ewald), Chevrolet local dealers (direct), Jack-in-the-Box (UB Marketing-Communications), AC Delco (direct), Lone Star beer (Glenn, Bozell & Jacobs), Champion spark plugs (J. Walter Thompson), Sanger-Harris (direct), Southwestern Bell (direct), and Dr. Pepper (Eagle).

Aside from the Pregame Show and the Postgame Show, sponsored by Nautilus Fitness Centers (Strayhorn) and Household Finance Co. KRLD's Cowboys program will include the Tom Landry Show and the Locker Room Show, sponsored by Amalie Oil (Bloom) and Toyota of Dallas (Brockway & Associates); the Bob Lilly Show, sponsored by United Fidelity Insurance (direct) and Scaggs-Albertson (direct); and the Pro Report, sponsored by the Toyota Dealers Association. During home-game days, the shows will begin two hours prior to kickoff.

Five of the Cowboys exhibition games (two road games and three home delayed one day) will be telecast by KXAS-TV Fort Worth. Rights are held by Eddie Barker & Associates.

Play-by-play on TV is also handled by Frank Gieber. Dave Manders provides color.

KXAS-TV is selling commercial time on a spot basis, with sponsors including Phillips Petroleum (Tracy-Loke), Weirs Furniture (direct), Gibson Department Stores (direct), Stokely Van Camp for Gatorade (Clinton E. Frank), Southwestern Bell long-distance (D'Arcy-MacManus & Masius) and various automotive dealers and dealer associations.

**New York Giants**

WNEW (AM) New York, in the third year of a three-year contract, is doing all six exhibition games and all 14 regular-season games of the Giants. The station doesn't feed the games to any kind of a network because, according to Varner Paulsen, WNEW vice president and general manager, "with our 50 kw signal we already reach most of the areas of New York, New
Jersey and Southern Connecticut."

The announcers (again) are Mary Albert (play-by-play) and former Giants defensive back Dick Lynch (color). The pregame Pro Football Preview is conducted by WNEW's sports director, Chip Cipolla, and the postgame show, presided over by Mr. Lynch, is called The Locker Room Report. Sponsors for these two sidebars are The Bregen Record (direct), Shop-Rite stores (Keyes-Martin & Co.), Carte Blanche (Della Femina, Travisano & Partners) and Schaefer beer (Summit Advertising).

In-game sponsors signed so far are Manufacturers Hanover (Young & Rubicam), Channel Home Centers for lumber, wall covering, paint, etc. (direct), Getty Oil (DKG Inc.), Toyota (Dancer-Fitzgerald-Sample) and Schaefer beer.

WPIX-TV New York is again telecasting the Giants' exhibition games, five this year compared to last year's six. Every one of this year's five exhibitions will be repeated the next day.

As in previous years, Don Criqui is doing the play-by-play and Tucker Fredericksen the color. The participating sponsors are Miller beer (McCann-Erickson), Toyota, Lufthansa airlines (McCann-Erickson) and Aamco auto transmission (Albert J. Rosenthal Co.).

Philadelphia Eagles

WIP (AM) Philadelphia is covering the Eagles games in the second year of a three-year pact. Either 11 or 12 stations in Pennsylvania, Delaware and New York will pick up WIP's coverage of six preseason and 14 regular-season games. Charlie Swift is play-by-play announcer and Al Pollard supplies the color. Mr. Pollard handles a postgame show.

Major in-game sponsors are Philadelphia Buick Dealers Association (John Newton Advertising), Pabst (Kenyon & Eckhardt) and Frito-Lay (Firestone).

WCAS-TV Philadelphia will be carrying the Eagles games for the 16th year and has arranged a schedule of six preseason contests, two on a delayed basis. Play-by-play announcer for two games will be Pat Summerall, with Ted Leitner handling the remainder. Color commentary for all dates will be supplied by Tom Brookshier, WCAU-TV sports director. Principal sponsors are Miller beer (McCann-Erickson), Chrysler-Plymouth Dealers Association (Young & Rubicam), Coca-Cola Bottlers of Philadelphia (Clyde Advertising), Bell Telephone (Lewis & Gilman) and McDonald's (Elkman).

St. Louis Cardinals

KMOX (AM) St. Louis is in its 17th year of covering the Cardinals exhibitions and regular season. Avid sports fans and insomniacs will be treated to a 4 a.m. live broadcast of the Aug. 16 preseason game between the Cardinals and the San Diego Chargers. Game site will be Korakuen stadium in Tokyo.

Principal sponsors of the Cardinals this year are Busch beer (Gardner), St. Louis Chevrolet Dealers (Weintraub & Associates), Jack-in-the-Box restaurants (Doylé Dane Bernbach), Hill-Behn Lumber Co. (P&B Advertising) and Missouri Savings and Loan (Donnelly Advertising).

The Cardinals' preseason TV continues for the third year at KSD-TV St. Louis which is covering all six exhibitions. The slate includes a tape delayed broadcast Aug. 21 of the Aug. 16 Cardinals-San Diego Chargers game in Tokyo. Similar delayed tapes are being used for three home dates (New York Jets, Aug. 1; Denver Broncos, Aug. 29, and Kansas City Chiefs, Sept. 5). Live coverage will be afforded games with the Oakland Raiders in Tempe, Ariz., Aug. 7, and with the Chicago Bears in Chicago Aug. 21.

KSD-TV sports director, Jay Randolph, and station sportscaster, Ron Jacober, have again teamed for play-by-play and color.

Tony Belo, KSD-TV general sales manager, said that principal sponsors are Miller Brewing (McCann-Erickson) and C.J. Beck, maker of Lefrak's beer (McCann-Erickson). Major spot participants are "CREDIT SYSTEMS" Master Charge card (Berman-Dewey); Dr. Pepper Bottling (Stolz); St. Louis Ford Dealers (J. Walter Thompson-St. Louis) and McDonald's (Stolz).

Washington Redskins

The Redskins' penchant for veterans carries over to its broadcasting. WMAL (AM) is back for its 13th straight season with six exhibitions and the regular-season schedule of the club. A regional network of 40 affiliates is signed and the number may grow to 60 by September.

Len Hathaway and Sam Huff have returned for play-by-play and color, respectively.

WMAL sold out its Redskins coverage by June. In-game sponsors, each taking one-fifth, are Chevrolet (Campbell-Ewald), Tastykake (Lewis & Gilman), Aamco automotive (Brand, Edmonds & Bilio), Hardee's restaurants (Benton & Bowles) and Pabst (Kenyon & Eckhardt).

At least one hour of pregame programming is set. Midas mufflers (Wells, Rich, Greene) is sponsoring one segment; Koons Ford (Weitzman) has bought a second portion. Chris Hamburger's Locker Room Report, and negotiations are underway for a stadium show with Messrs. Hathaway and Huff. Home games will also include helicopter traffic reports in the stadium area.

WMAL's other Redskins' shows include Messrs. Hathaway and Huff on the Monday night Hathaway's Huddle, and the Redskins coach each Monday night on George Allen's Game, sponsored by Giant Food Stores.

WMAL attributed much of its 1976 selling success to a special film presentation to sponsors. In it, shots of the team in action...
were subordinated to vignettes of people, places and such things that reflected the local area’s Redskins fever.

WWMJ-TV is back for the seventh year of preseasone Redskins coverage, starting with a live pick-up from Atlanta Aug. 31. Three other August road games will be carried live. A home game Sept. 3 with the Chicago Bears will be offered on tape the next day, as will the home game with the Pittsburgh Steelers Aug. 21 (carried nationally on NBC-TV).

Jim Thacker is back on play-by-play and Irv Cross has returned on color. WWMJ-TV Sports Director Steve Bassett is offering sideshows.

The preseason games are being fed to 11 other area stations.

No pregame or postgame programing is planned. WWMJ-TV said ingame spots had been sold to a list of diversified sponsors.

The radio and TV contracts are new this year and run through the 1978 season.

**NFC Central**

**Chicago Bears**

WGN (AM) Chicago will carry 14 regular-season and three exhibition games of the Bears. The familiar team of Jack Brickhouse (play-by-play) and Irv Kupcinet (color) is on hand again.

Approximately three-fourths of the schedule has been sold, with one-fourth still available. Major sponsors are Heileman Brewing Co. (Campbell-Mithun), Household Finance (Needham, Harper & Steers) and Chicagoland Oldsmobile Dealers (Benton & Bowles).

The Half Time Show has been bought by Painter Council Union (Compad); the postgame Scoreboard show by Office Equipment Co. (Compad); news program following Scoreboard by Shanghai Lil Restaurant (Rockland Irving & Associates), Warm-Up Show by Consumers Tire Co. (Compad) and Mike Pyle Show by Edward Hines Lumber Co. (Marsteller).

Six preseason contests are being telecast by WBBM-TV Chicago. Brent Mussberger handles play-by-play chores and John Morris the color. Three-quarters of the football schedule has been sold, with one-quarter sponsorship each to Tru-Value Hardware (Home Products Marketing) and Chicago-and Ford Dealers (J. Walter Thompson) and the remainder to participating sponsors. The station expects that the one-quarter sponsorship remaining will be sold before the season opener.

**Detroit Lions**

WRJ (AM) Detroit has signed another one-year contract with the Lions to serve as the originating station for their games. This year’s network includes 50 stations throughout Michigan, an increase of 15 over last year. Because of a conflict with WRJ’s coverage of the Detroit Tigers’ baseball games, the station will originate only four of the Lions’ seven exhibition games and 10 of its 14 regular-season games. WCRAM there will transmit the seven games WRJ is unable to carry. Bob Reynolds starts his 24th year as the Lions’ play-by-play man, and former Lions’ linbacker Mike Lucci is the new color man.

As of now, ingame sponsors are Ford cars (J. Walter Thompson), Pabst beer (Kenyon & Eckhardt), Sears’ winter products (Werner Advertising, Detroit), Mudas mullers (Wells, Rich, Greene), and a local restaurant chain called Elias Brothers (Simons, Michaelson of Detroit). Two-fifths are still available. WRJ is planning a full five hours of pregame programing and another hour’s worth of postgame shows, both under the umbrella title of Pro Football ’76. There will be a total of 15 commercial minutes within each hour, which will be spotted out to a number of participating advertisers. By mid-July, WRJ sources said that half of these pregame and postgame minutes had already been sold.

The Lions have a new television station this year, WWJ-TV Detroit, which outbid last year’s WJBK-TV Detroit. WWJ-TV is telecasting six exhibition games, three at home (against Buffalo July 31, Miami on Aug. 8 and against Baltimore on Sept. 2) and three away (at Cincinnati on Aug. 14, at Memphis with Dallas on Aug. 21 and at Kansas City on Aug. 27). The away games will be presented on delayed tape the following nights. All games will be in prime time. Duane Dowd is the new play-by-play man and ex-players Ron Kramer and Dave Koucrek do the color.

WWJ-TV sources say the station will probably spot out the games rather than go for sponsorships because it’s a sellers’ market presently. “With all the national-spot and local-spot money available right now,” one source said, “the prognosis for a sellout of the games is very good.”

**Green Bay Packers**

WTMJ (AM) Milwaukee has signed another one-year contract with the Packers to carry all six of their exhibition games and the 14-game regular-season schedule. WTMJ will serve a 60-plus station line-up blanketing Wisconsin, Minnesota and Michigan. Jim Irwin, last year’s color man, is doing the play-by-play. The new color man is Lionel Aldridge, former defensive end of the Packers.

Ingame sponsors so far: Pabst beer (Kenyon & Eckhardt), Midland Co-op for products like tires, grease, Tru-Value Hardware stores (direct), Independent Insurance Agents of Wisconsin and Independent Insurance Agents of Milwaukee (both Lance Hanish, Milwaukee), the Ford dealers of Wisconsin and upper Michigan (J. Walter Thompson), John Deere lawn cutters and snowmobiles (Ayers), Household Finance Co. (Needham, Harper & Steers), Graff’s beverages (Klopenberg, Switzer and Tietch, Milwaukee) and the M&I Bank (direct). Household Finance, in addition, has bought half-sponsorship in both the pregame show (taped interviews with players in that day’s game) and the postgame show (rap-up and scores of other games). The other half still hasn’t been sold.

WLUK-TV Green Bay will again carry one intrasquad Packers’ game and all six of the regular-season televised home games are with Cincinnati Bengals (July 31), Tampa Bay Buccaneers (Aug. 7), the New York Giants (Aug. 28) and Atlanta Falcons (Sept. 3). The two away games are the ones at the New England Patriots (Aug. 15) and at the Buffalo Bills (Aug. 20).

WLUK-TV is feeding the games to WITI Milwaukee and WSAU-TV Wausau. Wis. Pabst beer (Kenyon & Eckhardt) is the only ingame sponsor signed so far, and sources at WLUK-TV say the station may end up spotting out the rest of the commercial time to various participating advertisers. “We can make more money that way,” according to this source.

Bob Schulze, the sports director of WLUK-TV, will do the play-by-play and Chuckie Lane will do the color. No pregame or postgame shows are on tap, but for 20 weeks, throughout the entire season, The Bart Starr Show’s weekly half hour will be devoted to ongoing analysis and comment. Two-thirds of this series will be sponsored by Coca-Cola (McCann-Erickson) and Pabst beer; the other third is still available.

**Minnesota Vikings**

Twin City Federal Savings and Loan Association, holder of broadcast rights to Vikings’ games, has switched to WCCO(AM) Minneapolis-St. Paul. Six exhibitions and the 14-game regular season are being covered by WCCO which is feeding a regional network of 25 outlets.

Joe McConnell, the Vikings’ radio play-by-play announcer, continues in that capacity. Grady Alderman, who retired as a Vikings player in 1975, has taken over color commentary.

WCCO is continuing in the tradition of heavy programing on game days by having two hours of related shows prior to home contests and one hour of football programs before road games.

Twin City Federal (Colle McVoy) is sponsoring half of each game. Pabst Brewing (Kenyon & Eckhardt) and John Deere Co. each sponsor one quarter.

Principal advertisers in related shows are United Hardware’s Handy Hank Stores on Viking Close Up, a five-minute pregame program; J.H. Dockendorf, Admiral-Norge distributor, on Halftime Huddle, and Kentucky Fried Chicken on the postgame Viking Replay.

Twin City Federal also shifted its preseasone Vikings TV to WTCN-TV Minneapolis-St. Paul, which is telecasting them away and one home exhibitions that started July 31 from Miami.

The games are being relayed to KROC-TV Rochester, KEYC-TV Mankato and KCMG-TV
Alexandria, all Minnesota.

WTCN-TV's assistant sports director, Roger Buxton, is handling play-by-play. John Sauer, who had done five years of Vikings preseason TV, is back on color.

Twin City Federal is one-third sponsors of the telecasts. Other major sponsors include Pabst beer, Skil Tools and Lindahl Olds.

**NFC West**

**Atlanta Falcons**

The Falcons, which had been with WQXT(AM) Atlanta since its entry into the NFL in 1966, has moved to WGST(AM) there for its radio origination.

A Falcons regional network was being set up to cover the team's six exhibitions and 14 regular-season games.

Sponsorships and other details have not been announced yet.

WXIA-TV Atlanta has moved into the last year of a three-year contract with the Falcons for preseason TV. Six games are involved with the away games live and the home games, starting with the July 31 game with the Washington Redskins, being offered on a one-day delayed basis.

Dave Diles, on play-by-play, and Steve Sommers, on color, are the new team in the TV booth.

**Los Angeles Rams**

For the 30th year, KNX(AM) Los Angeles will carry the full season and preseason schedule of Rams games, feeding 20 regional affiliates in California, Arizona and Nevada. Dick Enberg and Don Drysdale return to do play-by-play and color announcing, respectively. Exact length of the station's "long-term contract" is undisclosed.

In-game sponsors are Sparkletts Drinking Water (Bozell & Jacobs), Pacific Telephone (BBDO), Day and Night air conditioning (Ayer/Jorgensen/MacDonald) and Mayflower Warehouse Div. (Caldwell-Van Riper). Pregame and postgame sponsors are again Sears (Star) and Kentucky Fried Chicken (Henry Kauffman).

KNX(TV) Los Angeles is handling four preseason telecasts of Rams games for the first time and the Chuck Knox coach's show during the regular season. Play-by-play announcer is Stu Nathan; Jim Hill is on the color. Sponsors are participating. As in previous years, Saturday night games will be carried at 11:30 p.m. (delayed a few hours) and repeated Sunday afternoon.

**New Orleans Saints**

The Saints have marched over to WGSO(AM) New Orleans under a new year-to-year contract. WWL(AM) there had been the radio originator.

WGSO is feeding a regional network of approximately 30 stations.

WGSO is feeding the slate of preseason and regular-season games to a regional network of approximately 40 stations. The new team behind the mike is Wayne Mack, WGSO's sports director, on play-by-play, and Dick Butkus, former Chicago Bears all-Pro, on color.

Principal in-game sponsors are Coca-Cola (McCann-Erickson), Delta Airlines (Burke Dowling, Adams), Burger King (BBDO), Chevrolet dealers (Campbell-Ewald), Pabst (Kenyon & Eckhardt) and Life General Securities.

WWL-TV New Orleans has stayed on to carry the preseason Saints. Sponsorships and other details have not been announced yet.

**San Francisco 49ers**

For the 20th year, KSFO(AM) San Francisco will carry the 20 regular and preseason 49ers games and the station is currently renegotiating for next year's contract. KSFO will feed to 13 regional affiliates. Lon Simmons and Gordy Solits return to do play-by-play and color, respectively.

Regular game sponsors, each one-fifth
More changes on the way for NAB staff

Summers selection as number two but first of many; executive VP titles for others to be dropped; Hulbert in line for station services, Gray for top TV post

The appointment of John Summers to be chief administrator and number-two man of the National Association of Broadcasters has drawn general approval within the association. But not unanimous approval.

Among the few early dissents to the selection—made by President Vincent Wasilewski with the blessing of the NAB executive committee and task force—was at least one raised within the executive committee and task force at its two-day deliberation in Washington two weeks ago. There, Andrew Ockershausen, of Washington Star Stations, immediate past NAB board chairman, objected to the naming of another lawyer to work immediately under Mr. Wasilewski, himself a lawyer, at the broadcast association.

The same objection came from George Brooks of KCUE-AM-FM Red Wing, Minn., a radio board member whose strongly worded concerns about the internal structure of NAB as early as last January helped goad the board in June into approving reforms that led to Mr. Summers’s appointment (BROADCASTING, June 21).

Both Mr. Brooks and Mr. Ockershausen had nothing but praise for Mr. Sommer’s character and competence. But Mr. Brooks repeated his call for a broadcast manager to fill the number-two slot. “I hope it’s a temporary appointment,” he said last week concerning the naming of Mr. Summers.

Mr. Brooks’s comment contrasted with that of Joint Board Chairman Wilson Wearn, who said last week, “I think we made the right choice. I have nothing against lawyers . . . John is a very smart guy and he knows our industry through and through. He has managed a substantial department up there for a number of years [Mr. Summers has been general counsel at NAB since 1971] and done it well.”

The selection of Mr. Summers surprised many inside and outside the association two weeks ago, including him. There was, however, a reason for the haste: “We didn’t want to flounder around for weeks and even months,” according to Don Thurston of WNMN-AM-FM North Adams, Mass., radio board chairman. “We felt speed and specific definition of the second in command . . . was of paramount importance.” That the selection surprised so many was itself a surprise. Mr. Summers had been mentioned for the post a year ago (“Closed Circuit,” June 9, 1975.)

But the Summers appointment is only the tip of the iceberg. Other internal reforms will rearrange and reorient at least two departments at the association and will move some key people, bring in one or two new ones. Mr. Thurston heads a subcommittee of the task force that is redrawing the NAB organization chart and redefining eight to 10 top jobs.

Mr. Thurston, Mr. Wearn and others caution that nothing has yet been decided, but discussion is heading in this direction:

- Where there are now four executive vice presidents within the association, there would only be two in the future—Mr. Summers. The other department heads would be called senior vice presidents. Those for public relations, station services and government relations would report to Mr. Summers.

- The public relations department, headed now by executive vice president James Hubert, would be “reoriented” from a primarily inward-pointed disseminator of information and promotion to an outwardly directed one. A common complaint is that the public does not have a high enough regard for the service broadcasting provides. “Our effort toward the general public at large ought to be strengthened,” said one member.

- Presumably a professional public relations person would be hired, and Mr. Hubert would move to head another department . . .

- Most likely, to lead station services, now called station relations. The department, currently headed by executive vice president Burns Nugent, is now the chief sales arm of the association, which concentrates much of its efforts on membership. All of the direct services provided stations by the association, including some now in public relations, would come under this department. The job of vice president for radio, held by Charles J. French, would go to that of a new vice president for television. Leading candidate for the latter is George Gray, currently the NAB’s hundred-plus market TV specialist in the government relations department. Before joining NAB April 1, Mr. Gray was vice president for Washington affairs for the Avco Broadcasting Corp.

- A new general counsel to replace Mr. Summers will be chosen from outside NAB. That has yet to happen; he or she will report to both Mr. Summers and Mr. Wasilewski. The secretary-treasurer, John Kinzer, the only other officer of the association corporation, besides Mr. Wasilewski, will continue to report to the president.

- The government relations department would not change much, except that it might be renamed “congressional relations” to reflect what is in fact its focus. Contacts with the FCC and Federal Trade Commission are generally handled by the general counsel’s office.

- All of this has been contemplated but none of it decided, nor will it be until Mr. Thurston’s subcommittee further refines the NAB organization table and writes its...
job descriptions. The subcommittee, made up of Mr. Thurston, Charles Batson, a TV board member of Cosmos Broadcasting, Columbus, S.C., Mr. Ockershausen and William Leonard, executive committee member and Washington vice president for CBS Inc., meets in Washington Wednesday (Aug. 11). Mr. Thurston said he hopes the committee's product will be finished and approved by the task force and executive committee at their meeting Aug. 31. New appointments or moves, he said, will wait until then.

Meantime, another subcommittee under radio board vice chairman Donald Jones of PSB Radio Group, Fond du Lac, Wis., which comprises all the other task force members, is at work on a "methodology for annual goal-setting." It is also considering a long-term project giving further autonomy to the respective radio and TV industries at NAB.

Amidst all this, John Summers, the 45-year-old former FCC lawyer who has been with NAB almost 10 years, returned from a vacation in Germany to Washington last week and tried to get accustomed to the idea of being second in command. He found a lot of support from the other staffers in Washington, where praise was unanimous. There were the inevitable comparisons to Grover Cobb, the NAB senior executive vice president who died in March 1975, even from Mr. Summers. He said he thought he would be doing much the same work Mr. Cobb did, "keeping my finger on everything the association is doing and getting the best performance for the dollar we can get," but with one immediately noticeable difference. Mr. Cobb started in the government relations department and kept his hand in there until his death. His involvement in legal affairs was minimal. With Mr. Summers, the reverse of that is likely to be true.

Mr. Summers said he had had too little time to have worked out a program for himself, but he thought it of premier importance to "keep up the field staff." NAB has five representatives in the field now, he said, and he would increase that so there could be more direct contact between the association and individual stations—members as well as nonmembers.

The appointment of Mr. Summers and the coming changes at the association are seen differently. One insider said last week, "it's a Band-Aid." Another said, "I would call it a major realignment that should lead to very excellent results." Says NAB's new second in command: "I wouldn't call it a shake-up—just an effort for better coordination between the various units and to increase the productivity of the association."

**NAB's line-ups for 1976**

The National Association of Broadcasters announced its committee assignments for 1976-77 last week. They are as follows, beginning with the association's executive committee and task force, the latter being the group set up to implement reforms the NAB approved at its board meeting in June. All except the executive committee members were appointed by NAB Chairman Wilson Wearn of Multimedia Broadcasting Co., Greenville, S.C., and NAB President Vincent Wasilewski. The membership of the executive committee is defined by the association's by-laws.


**Task Force—**In addition to the executive committee members, Forest W. Amsden, KGTV-TV Portland, Ore.; Charles A. Bafian, Cosmos Broadcasting Corp., Columbia, S.C.; Frank W. McManus, KRIO/AM Santa Rosa, Calif., and Carl V. Ventura, Jr., WPTF/AM-WDOR(FM) Raleigh, N.C.

By-laws—Mike Shapiro, WFAA-TV Dallas, Tex., chairman; Mr. Batson and Ben A. Laird, WOJZ-AM-FM Green Bay, Wis.


**First Amendment—**David G. Schiobert, Doubleday Broadcasting, Dallas, chairman; Hebelis W. Hobel, Nassau Broadcasting, Princeton, N.J., and Mr. Leonard.


Convention—Mrs. Roman and Mr. Jones, co-chairmen; John R. Anderson, WCCW-AM-FM Traverse City, Mich.; Mr. Amstden, Mr. Ebel; Mr. Laird; Mr. McLaren; Mr. Roberts; Mr. McCreery, WSHL-TV Indianapolis; Daniel F. Paccara, WGN Continental Broadcasting, Chicago, and Mr. Weldon.


Cable radio—William R. Simms, KJQCD/I-AM KXQZ(FM) Larnet Wyo., chairman; Mr. Taylor; Mr. Hodder; Richard Janssen, Nationwide Communications, Columbus, Ohio, and William Ryan, WNSG/AM-VCCV(FM) Naples, Fla.


Television Information Office—Pete Storey, Stone Broadcasting, Miami, Beach; Chairman: Mr. Broman; Thomas E. Bogie, WMVTV/Medford, Wis.; Mr. Gordon; John Cowden, CBS-TV, New York; Robert Kapline, NBC, New York; Ellis Moore, ABC, New York; Leslie Arries, WBTN-TV Buffalo, N.Y., and Philip J. Lombardo, Coventina Broadcasting, New York.


Justice may take FCC to court on co-located crossownership

FCC's renewal in Topeka, which Justice petitioned to deny, is marked as possible test case

The FCC and the Department of Justice may be heading for a showdown in court in their dispute over the policy the commission should follow in cases involving what the department considers concentrations of media control.

The department has filed a notice of appeal from the commission's decision to renew the licenses of Stauffer Publications Inc.'s WBW-AM-FM-TV Topeka, Kan., over the department's objections (Broadcasting, May 24).

However, the notice, which was filed in the U.S. Court of Appeals in Washington and which refers to the United States v. Federal Communications Commission," was described by a Justice official as "protective" in nature. Jonathan Rose, deputy assistant attorney general for antitrust, said the department had not yet decided whether to challenge the commission in court. The notice preserves the department's options, and Mr. Rose said a decision was likely in a "few weeks."

If pursued, the appeal would have meaning not only for Stauffer but for seven other licensees. Like Stauffer, their renewal applications were opposed by Justice in petitions that alleged concentration of media control.

Indeed, the implications could be even wider. The value of the commission's new crossownership policy in protecting multimedia owners against such petitions could be at stake.

Justice had contended in its opposition to Stauffer's renewal that Stauffer, owner of the only newspaper in Topeka as well as the broadcasting properties, possessed a monopoly of local advertising and news dissemination in its area that was "repugnant to antitrust principles" and "imimical to the public interest." The arguments are similar in Justice's other petitions to deny.

The commission, however, said that it would be governed by the policy that it laid down in its media crossownership rules in January 1975 (Broadcasting, Feb. 3, 1975). Those rules bar the creation of new daily newspaper and broadcast crossOwnerships in the same community but require divestiture only in cases of what the commission styled "egregious" monopoly—where the only station and the only newspaper in a community are under common ownership.

As for petitions to deny renewal applications of stations under common ownership with a local newspaper, the commission said it would not order a hearing on a concentration-of-control-of-media issue unless a showing is made "of economic monopolization that might warrant actions under the Sherman Act."

And its analysis of the Topeka market, the commission said, indicated Stauffer is not in violation of that act.

Citizen groups keep format-change ball rolling

The FCC did not have to wait long for a challenge to its policy statement that format-change decisions must be left to the broadcaster discretion and that court opinions forcing the commission to intervene in such matters are inconsistent with the Communications Act and violate the First Amendment (Broadcasting, Aug. 2).

The WNCN Listeners Guild, of New York, and the Citizens Communications Center, of Washington, have petitioned the U.S. Court of Appeals in Washington to review the order. The Listeners Guild was one of two citizen groups whose opposition to Starr Broadcasting's efforts to abandon WNCN's classical music format for rock in 1978 was denied.

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KYOR-AM-FM Blythe, Calif.: Sold by KYOR Inc. to Blythe Radio Inc. for $335,000. Seller is owned by Robert B. Roddy who also owns KPAG(AM) Pagosa Springs, Colo. Buyer is owned by Robert R. Hull, former Los Angeles regional membership executive of Associated Press, who has no other broadcast interests. KYOR(AM) is on 1450 kHz with 1 kw day, 5 kw night. KYOR-FM is on 100.3 mhz with 35.1 kw and antenna 278 feet above average terrain. Broker: Blackburn & Co.

WSMILIAM Graham, N.C.: Sold by Smiles of Graham Inc. to Acme Communications for $325,000. Principals in seller are Norman J. Suttons, Young A. Pully, Derwood H. Goodwin, and John T. Minges (who have no other broadcast interests) and James C. Davis and Norman Young. Mr. Davis is principal in WRCN(AM) Raleigh, N.C., and WLPFM(AM)-WPOG(FM) Suffolik, Va. Mr. Young is principal in buyer. Other buyers are Aubrey E. Aycock and W. Glenn Thompson. Mr. Aycock is present WSMI general manager, Mr. Young is station manager and Mr. Thompson is air personality and account executive there. WSMI is 500 w daytimer on 1190 kHz.

WCVR(AM) Randolph, Vt.: Sold by Sconness Group Broadcasting to Vermont Media Group for $325,000. Principals in seller are Scott R. McQueen, Theodore E. Nixon, Randall R. Odeneal and Alfred W. Hill, who also own WLNH-AM-FM Laconia, N.H., and WCVR-AM-FM Springfield, Vt. Buyer is owned by John Shafer and Daniel Bradley. Mr. Shafer is operations manager of WWSR-AM-FM St. Albans, Vt., and has an interest in WCAT(AM) Orange, Mass. Mr. Bradley was formerly sales manager at WCVR(FM) and WZZF(FM) both Burlington, Vt. WCVR is 1 kw daytimer on 1320 kHz. Broker: Keith W. Horton Co.

WDIS-AM-FM Elizabethton, Tenn.: Sold by Walter A. Curtis, trustee, to Metro Broadcasting Corp. for $250,000. Seller is trustee for former owners. J. H. Lewis and C. M. Taylor, who declared bankruptcy last December. Buyer is owned by Haynes E. Elliott (40%), Fred P. Davis (40%) and Orville F. Surber (20%). Mr. Elliott has real estate and farming interests in Elizabethton. Mr. Davis owns jewelry store there and local real estate. Mr. Surber sold 50% of WDEB-AM-FM Jamestown, Tenn., for $10,000 plus buyer's assumption of liabilities (Broadcasting, Feb. 16). WDIS(AM) is on 1520 kHz with 1 kw day, 500 w during critical hours. WDIS-FM is on 99.3 mhz with 3 kw and antenna 79 feet below average terrain.

Khbn-AM-FM Monticello, Ark.: Sold by Baker Broadcasting Co. to Andres Broadcasting Co. for $240,000. Seller is owned by Edward K. Baker who has no other broadcast interests. Buyer is owned by Charles H. Andres who is national sales manager for KTV(NF) Fort Worth. Khbn(AM) is 1 kw daytimer on 1430 kHz. Khbn-FM is on 93.5 mhz with 3 kw and antenna 205 feet above average terrain.

Other sales reported at the FCC last week include: WBTI(AM) Wabash, Ind.; WJDR(AM) South Haven, Mich.; KFLB(AM) Lubbock, Tex. (see page 52).

Approved
The following transfer of station ownership was approved last week by the FCC:

WBKO(TV) Bowling Green, Ky.: Sold by Professional Telecasting Systems to Bluegrass Media for $1.75 million. Principals in seller are D.C. Combs and John M. Berry who have no other broadcast interests. Buyer is owned by Clyde Payne, present WBKO general manager, and eight business and professional men from Bowling Green, none of whom has any broadcast interests. WBKO is ABC affiliate on channel 13 with 316 kw visual, 30.2 kw aural and antenna 740 feet above average terrain.

Other sales approved by the FCC last week include: KDDB(AM) Oakes, N.D. and KGUL(AM) Fort Laramie, Wyo. (see page 52).

Aspen meeting features Wiley, Houser, Geller

Six-day session will begin probing how communication policy is formed

The Aspen Institute's Program on Communications and Society has gathered 18 authorities on government communications policy-making—most of them policymakers themselves—for a six-day conference on the mysteries of policy formulation, starting tomorrow in that Colorado resort.

FCC Chairman Richard E. Wiley, Office of Telecommunications Policy Director Thomas J. Houser and John Richardson, director of the Commerce Department's Office of Telecommunications, are among the participants. So are some of their top staff members. So, too, are critics of their policies, such as Henry Geller, former FCC general counsel and now an Aspen communications fellow, and Frank Lloyd, director of the Citizens Communications Center, currently in Aspen on a special two-week fellowship.

The conference is part of a project to examine communications policy and the policy-making process for which former FCC Commissioner Glen O. Robinson will serve as chairman while teaching law at the University of Virginia. Roland Homel, formerly with OTP and now with the Aspen Institute for Humanistic Affairs, is director of the project. Both will participate in the conference this week.

Forrest Chisman, associate director of the Aspen Institute, said last week that the

FM or AM/FM Combination Wanted in Metropolitan Area


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institute is using the summer at Aspen to consult with a wide range of authorities on "the fruitful directions" the project might take and "the types of research" that might be undertaken. The merits of the various issues will not be discussed, he said.

Last month, a group of academicians conferred in Aspen on the subject. And Mr. Chisman said another session might be held in Washington in the fall.

NAB gears up for copyright battle in full committee

House Judiciary unit gets bill from Kastenmeier and letter from Wasilewski detailing association's objections to it

Terminating the House's new version of the copyright revision bill "one-sided" in favor of the cable television, the National Association of Broadcasters began a lobbying campaign last week seeking changes in the bill when it goes before the House Judiciary Committee.

After months of hearings and debates, the bill cleared the Judiciary's Subcommittee on Courts, Civil Liberties and the Administration of Justice under Representative Robert Kastenmeier (D-Wis.) last Tuesday.

An aide to the subcommittee said at midweek the bill had been tentatively scheduled for mark-up by the full committee this Tuesday (Aug. 10). The same aide said it is unlikely the full committee will change anything the subcommittee has done, which in many instances is significantly different from what the Senate did with its copyright bill, passed in February (see BROADCASTING, Aug. 2, for comparison). He said the broadcasters want the copyright bill to set communications policy. But, he said, "this is a copyright bill, not a broadcasting policy bill."

Nonetheless, NAB President Vincent Wasilewski sent a letter to Judiciary Committee Chairman Peter Rodino (D-N.J.) last Tuesday, explaining the association's objections to the subcommittee draft and urging three changes. At the same time, the association began casting about for a sponsor or sponsors for its proposed amendments.

The NAB amendments would: put the small cable system exemption from full royalty rates out of reach of all cable systems that are part of multiple systems. The current draft extends the small system exemption to any system not part of the top-25 multiple systems and with revenues up to $320,000 annually. The NAB would require cable systems to pay full marketplace copyright prices for any additional signals the FCC might grant in the future. The bill before the full committee merely requires the proposed copyright royalty commission to meet in the event of such an FCC action to consider new royalty rates. The bill creates a compulsory license for cablecasters, enabling them to pay semiannual fees to a copyright pool rather than negotiating with each copyright owner for copyrighted material on broadcast signals. And the NAB would require full copyright liability for all distant broadcast signals carried by a cable system also transmitting pay programming if the commission weakened its present antiphon ing rules.

Another change the broadcasters would like, although not pushing, is in the decision by the Kastenmeier subcommittee two weeks ago to extend the cable compulsory license to signals imported from Canada and Mexico. In the case of Mexican signals, a cable system would have to be located within the original signal's broadcast range to be able to carry that signal under the compulsory license. But up north, a cable system must only be located within 150 miles of Canada or above the 42d parallel to be able to carry Canadian signals under the compulsory license.

Broadcasters within that range (42d parallel is the southern border of Oregon and Idaho in the West, of Massachusetts and New York in the East) are not sure what impact that provision would have on competition in their markets. There is unease about the amendment's potential effect but so far there has been no damor for change from stations in the north, NAB said.

Staggers sends second renewal bill to House

This one proposes five-year term for radio, four years for TV; earlier version would give both four

House Commerce Committee Chairman Harley Staggers (D-W.Va.) introduced a new license renewal revision bill last week that would give radio a longer license renewal term than TV: five years compared to four.

This is the second renewal bill Mr. Staggers has introduced in two months. His first, H.R. 14382, proposes a four-year league term for both radio and TV (BROADCASTING, June 28).

There are several other differences between the chairman's first and second offerings. Unlike the first, Mr. Staggers's new bill, H.R. 15035, contains no prohibitions on FCC consideration of media cross-ownership or integration of ownership and management. Nor does it say anything about station ascertainment of community needs. It would leave to the FCC decisions on how to handle those two points at renewal time.

Under the Staggers bill, the commission would be required to renew a station's license if it meets two criteria: (1) if it is "responsive" in its program service to the problems, needs and interests of its service area, and (2) if it conducted its operation in accordance with all commission rules and regulations.

That provision is consistent with broadcaster pleas for more licensee stability, a spokesman for the National Association of Broadcasters said last week.

As would the first bill, the second Staggers bill would ensure that stations do not have to resubmit any papers already submitted to the FCC and would permit court appeal of FCC license decisions in the station's own district.

Fairness issue in KBAY case draws criticism

NAB says First Amendment prohibits FCC from ordering station to prove it carried reasonable amount of controversy

The FCC review board's decision to add a fairness doctrine issue—one involving the little-noted affirmative-obligation aspect, at that—against United Broadcasting Co. in a comparative/renewal proceeding in which it is involved (BROADCASTING, July 19) is generating a controversy in the industry.

Not only has United urged the commission to review the board's action in adding that issue and several others, the National Association of Broadcasters has entered the case to urge deletion of the issue. The commission's Broadcast Bureau also says the board erred.

At stake in the case is United's license to operate KBAY-FM San Jose, Calif. The renewal is being challenged by a group called Public Communicators Inc., which includes Philip Jacklin, who is a professor at San Jose State University, head of the local Committee for Open Media and originator of the concept of free-speech messages, for which an increasing number of stations around the country have been providing time.

It was in response to a PCC petition that the board added seven issues against United, including one to determine whether KBAY "has devoted a reasonable amount of its broadcast time to the presentation of conflicting viewpoints on controversial issues of public importance" during its 1971-74 license term.

The so-called affirmative-obligation aspect of the fairness doctrine had been largely overlooked until the commission, in June, in response to a complaint from Representative Patsy Mink (D-Hawaii), held that WHAR (AM) Clarksburg, W.Va., violated that aspect of the doctrine in failing to provide programing dealing with strip-mining (BROADCASTING, June 14).

The review board cited that case in adding the fairness doctrine issue.

But United, the NAB and the Broadcast Bureau contend that inclusion of the issue is inconsistent with commission policy—although the three are not in complete agreement on the point.

United and NAB argue that the com-
mission has considered and explicitly re-
jected a proposal that it consider fairness
doctrines only on an over-all basis at renewal time, rather than as they are
during a license period. Furthermore, United, said, neither PCI nor any of
its members filed a single fairness com-
plaint against KBay, either for failing to
present contrasting views after airing a dis-
cussion of controversial issues or for fail-
ing to present such issues in the first place.
The Broadcast Bureau does not agree
that the commission is foreclosed from
considering "a pattern" of fairness doctrine violations at renewal time.
However, the bureau says that PCI failed
to comply "with the specificity and sup-
port requirements" provided for in the
rules. "There is no indication of any kind
as to what local issues PCI considers to be
of public importance or identification of
any local issues which were inadequately
covered," the bureau said.
The review board imposed the burden of
proof on the issue on United. The NAB argued the commission is placing the commission
in the role of ultimate editor and as raising
a serious First Amendment issue, for
United would be required to submit its
complete record of controversial issue pro-
graming, and disagreements between the
licensee and PCI would be bound to devol-
ap as to why some issues were covered and
others not, and even as to whether some
issues were controversial, the NAB said.
This, the NAB added, would require the
commission to arbitrate not one issue but
"a large proportion of the issues covered
by the licensee during its license term." That approach, the NAB said, is not one of
limited government. Rather, it is "an ap-
proach utterly abhorrent to the First Amend-
ment."

Besides the seven issues added, includ-
ing two dealing with an alleged lack of
public affairs programing, United has ob-
jected to the help the bureau afforded PCI
by "interpreting" its petition to enlarge
issues. The board said the help was needed
because PCI lacked legal counsel.
But United, which noted it and the
Broadcast Bureau had had difficulty com-
prehending the petition, said that there is
no precedent for the board to bestow that
"benefit on a competing applicant for a
licensed facility who has chosen not to be
represented by counsel" (favoring
"one party (university professors, stu-
dents, etc.) with exceptional and extraor-
dinary help and consideration as against
the other (an existing broadcaster)."
United said, "reduces the hearing to an
empty thing."
The Broadcast Bureau, however, dis-
agreed. It said nothing in the rules requires
the board to add issues "in the precise
language in which they were requested." Furthermore, it said, PCI did not request
the issues that were added, "although in
general terms." The bureau opposed the
addition of three of the issues—one deal-
ing with an equal employment opportunity
complaint, another with a comparison of
the mail-in proposal programing and the
third, the fairness question.
The KBay case is not the only one in
which the affirmative-obligation aspect of
the fairness doctrine has become a factor.
A license-renewal proceeding involving
KAZA(AM) Alameda, Calif., is another.
The San Francisco chapter of the Com-
mittee for Open Media last week peti-
tioned the commission to reconsider its re-
jection of the committee's petition to deny
the station's renewal application. And one
of five arguments it made was that the 10
minutes of public affairs programing listed
in the station's composite week and its
zero minutes of news were evidence of a
failure to cover controversial issues of
public importance.

FCC extends rule
on personal attacks
It says they're subject to reply
whether made during or after
aired discussion of controversy

Broadcasters have been put on notice by
the FCC that personal attacks that are sub-
ject to its rules for reply can occur "in rela-
tion to" as well as during a discussion of
a controversial issue of public importance.

The commission provided that "clarification" in concluding the proceed-
ing that had been generated by a complaint
filed by Representative Benjamin S. Ros-
enthal (D-N.Y.) against WMCA(AM) New
York.
The congressman had complained after
a talk-show host on the station on March
8, 1973, referred to him as a "coward." Al-
though the comment was made some
hours after a discussion on a meat boycott
then in progress, the commission origi-
nally ruled that the comment was made
in relation to that discussion and that
the personal-attack rule applied. The com-
mision said that the station should have
notified the congressman and offered time
for a reply.

The U.S. Court of Appeals, however,
overruled the commission. Among other
things, it said the commission had signif-
cantly extended the personal attack rule to
cover instances "where an alleged attack is
separated by a substantial time lapse from
the issue discussion" to which it is said to
relate.

But it also said that although the com-
mision could not apply that interpretation
in the WMCA case—the station could not
have been expected to predict the new in-
terpretation—the commission could ex-
tend the rule in the future.

And that is what the commission is
doing. It said that, in light of the court's
opinion, action on the Rosenthal com-
plaint would not be appropriate. But it said
that in the future, the personal attack rule
will apply in circumstances where it is ap-
parent that attacks are made either during
a continuing discussion of or in relation to
a discussion of a controversial issue of
public importance. In the latter case, the
commission said, the attack must occur
within "a reasonable period of time follow-
ing the discussion."

Two rejected in FCC's
KORK-TV decision ask for reconsideration
Western keeps trying on angle
of news leak; Valley says its
the best and only alternative

Western Communications Inc., licensee of
KORK-TV Las Vegas which was denied
renewal by the FCC, and its compet-
ing applicant, Las Vegas Valley Broadcast-
ing, also denied, have both asked the FCC to
reconsider (BROADCASTING, July 5).
Western, denied renewal because of
fraudulent billing, had said the commis-
sion committed a legal error when it
allegedly leaked news of the tentative deci-
sion in the case to Broadcasting
("Closed Circuit," June 14). Western now
wants a rehearing and reconsideration of
the decision on the grounds that the
resulting investigation into the leak was
inadequate.

"A full evidentiary hearing" is the only
way to get the necessary facts to determine
"whether the leaks have prejudiced
Western or its rights" since, it said, the
government security officer's investigation
was not complete. He didn't interview,
Western said, "a number of restricted
decision-making personnel who might
have been in a position to leak informa-
tion" and the commissioners were not interviewed in person, but were just given a questionnaire.

In addition, Western said, a hearing is needed because the investigator could not get information from members of the trade press who would not reveal their sources. "This lack of cooperation," said Western, "reconfirms the need for an evidentiary hearing where the testimony of the trade press representatives might be compelled."

Western also objected to an element of the commission's decision that said if Valley could clear the financial problem that caused its rejection by the FCC, it could refile. This matter of being financially qualified was the subject of Valley's petition for reconsideration. It took exception to the commission's decision and said that "there is no evidence in the record to support a conclusion that Valley will not have this collateral." Since Western is hopelessly disqualified, it said Valley's application should be reasonably assessed in light of the fact that Valley is the only alternative to substantial disruption in service to the public on channel three.

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**Blacks to wage ongoing fight for bigger piece of FCC action**

**Rulemaking rejected, they demand agency set policy expanding access to station ownership, employment**

The National Black Media Coalition does not intend to drop the goals of its petition for rulemaking that the FCC rejected after considering it for two and a half years (BROADCASTING, July 26). The coalition's chairman, Pluria Marshall, in a "Dear Dick" letter to FCC Chairman Richard E. Wiley, said the coalition will ask the commission to establish a task force or an FCC-citizen commission to seek "alternative" ways of gaining access to the media for blacks. He announced, too, that the coalition's attorneys have been authorized to seek court reversal of the commission's rejection of the rulemaking.

Mr. Marshall said the petition had been designed as a formal request for rules that would open doors to blacks in broadcast ownership and employment. The commission rejected the various proposals for rulemaking either on the ground that they were being considered in other proceedings, had already been adopted, or were without merit. But Mr. Marshall said the commission's action replaced "a policy of benign neglect with one of purposeful, intentional and affirmative refusal to grant any means of media access to black Americans."

He said the commission had refused to increase its staff to investigate local complaints of discrimination in program policy and will not "free up clear channels or open up VHF drop-ins, either." (Actually, the commission has yet to rule on proposals to break down the clear channels or add short-spaced VHF drop-ins to the table of allocations.)

"What," Mr. Marshall asked, "must we do now—challenge every license renewal in the land to force you to come to grips with our communications needs? Is that a cost-effective way to proceed?"

Mr. Marshall suggested an alternative: The commission could initiate a policy analysis designed "to select which routes for black media access are the most cost-effective and the most potentially productive." It could then, he said, set an overall policy to override individual rulemaking precedents.

Mr. Marshall asked the commission to schedule a three-hour meeting to hear the coalition on its proposal for the establishment of a task force or a joint FCC-Citizens Commission on Black Media Access. Such a body, he said, should have a policy-oriented staff consisting of a director, five attorneys, a statistician and support personnel. He also said it should be provided with "at least a travel and honoraria budget for its nongovernment members."

Chairman Wiley's office last week had not yet prepared a response. Donald Wear, the chairman's special assistant, indicated considerable consideration of FCC action was "likely but couldn't be provided. He said some time would be set aside in one of the en banc meetings the commission holds each month. However, he noted that those meetings are held for any members of the public who want to participate, and generally the sessions do not run more than three hours.

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**House, Senate agree on CPB appropriations**

**Conferences go for higher level for first year, lower levels for second, third years; it's all probably going to be vetoed**

A House-Senate conference committee cemented appropriations for the next three years for the Corporation for Public Broadcasting last week, resolving differing spending levels in House and Senate bills by taking the Senate's higher appropriation for the first year and the House's lower levels for the second and third.

Under a matching system requiring CPB to raise $2.50 privately for every $1 of government money, the corporation would have available to it: $103 million in 1977, $107.15 for 1978, $120.2 million for 1979.

An aide to the Senate Appropriations Committee said the Senate conferees settled for the House's lower spending ceilings for public broadcasting the second and third years in order to gain the higher level the first year. Their thinking was, he said, that if CPB qualifies for all the available funds the first year, an attempt can be made later to supplement the second and third years' ceilings.

Appropriations committees in both houses expect President Ford to veto the appropriations package that contains the public broadcasting money. The bill encompasses all programs in the labor, health, education and welfare fields.

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**Last big windfalls from Ford Foundation**

**Five grants to public television just about use up earmarked funds**

The Ford Foundation has made another $5,505,000 in grants to noncommercial television, nearly exhausting its last big allocation to the service.

In five grants, the first three to the Public Broadcasting Service, the foundation awarded:

- $1 million for public affairs programming (BROADCASTING, June 28).
- $405,000 to the Station Independence Program, a PBS effort to help member stations increase and diversify financial and viewer support.
- $2.5 million to the Station Program Cooperative, the PBS system whereby stations select national programming.
- $1.1 million to WNET-TV New York for national programming.
- $500,000 to WETA-TV Washington for management reorganization and national programming.

A $40-million allocation was authorized to go to public television in 1974 and is to be completed in 1977. Thus far, $38.9 million has been granted from this fund. Overall, the foundation has contributed $289 million to noncommercial television.
Best Foods will shun TV violence

Television advertiser issues guidelines on time purchases

Best Foods Division of CPC International, a $24-million-a-year television advertiser, has issued guidelines for itself, its advertising agencies and timebuying services that forbid the purchase of commercial time in or adjacent to programming that "might cause a destructive influence because of a pervasive portrayal of violence."

The prohibition is contained in a company publication, "Policy Statements on Affairs of Consumer Interest." The policies are binding on the firm and its agencies, Dancer-Fitzgerald-Sample and McCann-Erickson, and on its spot TV buying service, Time Buying Services of RDR Associates. Best Foods products include Hellman's mayonnaise, Nucoa margarine, Skippy peanut butter, Nusoft fabric softener and Niagara starch.

The statements also forbid the depiction of violence in Best Foods commercials and also say, "Communications addressed specifically to children will contain nothing that seeks to exploit their immaturity or that might result in harm."

Dennis Beaumont, director of communications and advertising services for the division, which is located in Englewood Cliffs, N.J., said there were several reasons for issuance of the guidelines at this time. One, he said, was the "growing number of letters from viewers who have criticized our commercials for being on programs they consider violent." He said that Best Foods and its agencies, as a matter of practice, have shunned TV programs they felt to be violent. But he said that the scatter-buying technique prevalent in TV "sometimes results in a spot appearing on an episode that turned out to have some violent scenes."

Another reason for Best Foods' concern, Mr. Beaumont said, is that the company will be allocating a larger portion of its TV advertising budget this fall to prime-time sponsorship and reducing somewhat its commitment to daytime.

The Best Foods policy statement also stipulates that "credibility will be maintained in all communications to consumers," and that broadcast commercials, print advertisements and other literature "will observe what we believe to be high standards of good taste and contemporary values" and all of its factual claims will be substantiated in writing.

Ad Council spots provoke counterclaim

Critic of U.S. system asks NBC to carry his spot and speech

NBC-TV last week was asked to carry 30-second messages critical of the American economic system to counter messages the network has agreed to carry for the Advertising Council. As the only television network to clear the Ad Council spots, it was the first to hear from Jeremy Rifkin, head of the People's Business Commission, successor to the People's Bicentennial Commission which staged an ill attended counterdemonstration in Washington on July 4.

The Ad Council messages invite requests for a booklet explaining the virtues of American business. Mr. Rifkin's spot solicits requests for antibusiness information. Mr. Rifkin also asked NBC-TV to sell him a half-hour of prime time in the week of Oct. 11 for a speech he wants to make.

Herminio Travesas, NBC-TV vice president for standards and practices, said the Ad Council messages were not considered controversial and were therefore outside the fairness doctrine. Mr. Rifkin's spots would be judged on their own merits, Mr. Travesas said.

Agencies on the rise

Advertising agencies are beginning to report striking gains in their financial statements for the first half of 1976. The Interpublic Group of Cos., New York, and Ogilvy & Mather International, New York, are examples.

Interpublic reported record net income for the first half of the year of $5,041,000 ($2.13 per share), up 25.6% over the $4,012,000 ($1.75 per share) in the like period of 1975. Gross income rose to $93,239,000 from $83,802,000 in the second half of 1975.

Ogilvy & Mather's net income for the first six months jumped by 29.8% to $2,920,797 ($1.58 per share) from $2,250,651 ($1.24 per share) in the corresponding period of 1975. Revenues for the first six months of 1976 were $51,974,479, as against $45,670,484 last year.

Broadcasting Aug 9 1976
### Contemporary

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<th>Over-all rank</th>
<th>Last week</th>
<th>Title (length)</th>
<th>Artist &amp; label</th>
<th>Rank by day parts</th>
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These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each 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 at which it appears. A (1) indicates an upward movement of five or more chart positions.

### Country

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<th>Over-all rank</th>
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Shooting starship. Fastest bolt strikes With Your Love (Grunt) by Jefferson Starship. Single follows a long list of record successes by a group that established its name more than a decade ago as Jefferson Airplane. Marty Balin supplies vocals. WABC New York and WJFK Erie, Pa., named it as an add while WLS Chicago and WOR (Boston) list it as an established number on their charts. Fulfillment. Superstar Elton John, accompanied by Kiki Dee, take the last leap to the top this week with Don't Go Breaking My Heart (RCA/MCA). This rhythmic love song promised to go all the way when it entered "Playlist" with a bolt six weeks ago. Reflecting that chart position, the duet is the number one request at WLOX/Miami and WIXI/Dallas. Biltmore. Another veteran group, War, scores a bolt with Summer (United Artists). Appropriately released June 21, this mellow rock record is called the "hottest add" by Jimmy Fulmer of WOCOM Greensboro, N.C., who predicts "it will go top 10!" Also debuting with a bolt is Slowdown (Capitol) by Boz Scaggs. Getting airplay as an LP cut long before its release as a single, this tune was written by Mr. Scaggs with his keyboard player and arranger David Pack.
Manufacturers see rush for radio facilities as filing flood, business trickle

There'd be huge hardware market if FCC could process all that paper, but it can't beat present productivity.

On paper, the 572 AM and FM applications filed at the FCC in June would seem to forecast a boon for broadcast equipment manufacturers. As applicants rushed to beat a six-month freeze on requests for new radio stations and major facilities changes (Broadcasting, July 5), the number of filings increased 1,000%—from the previous monthly average of about 50.

Estimated construction costs for new stations—as reported in "For the Record," Broadcasting, July 12, 19, 26 and Aug. 2—total some $5.38 million. The figure grows considerably when the costs of leasing equipment and improving existing facilities are counted.

But the major equipment manufacturers foresee no flood of business now.

"All these applications don't mean a nickel to us," says Dan Roberts, head-quarters sales manager of Harris Corp.'s Broadcast Products Division, unless the FCC processes them speedily. Mr. Roberts anticipates that the number of grants will be slowed down "just by the sheer weight of paper" and "by the FCC moving with its typical glacial speed."

Mr. Roberts fears that some applicants might be discouraged by a long wait for approval and other money troubles. Other applicants, he says might face a different financial situation by the time their applications are processed.

But his main concern, which is shared by other manufacturers, is that the "closed season" will be extended past January for lack of FCC manpower to catch up with the backlog. (In announcing the freeze, Broadcasting, May 31, the commission said it would give its staff an opportunity to catch up with the backlog. At that time, there were some 800 applications on file.)

If the FCC doesn't start processing the applications immediately, "then we'll all be in trouble," says Wally Warren, FM marketing analyst, RCA Commercial Communications Systems Division.

Jack Lawson, senior VP of Spartac/Division of Cetec Corp., says "maybe it's too early" to judge how fast the FCC will react, but warns that if the freeze continues into next year, "we're going to have to rely on replacement" orders. He thinks that six months isn't enough time for the FCC to deal with its present backlog.

Al Senter, marketing manager for Collins Radio Group/Rockwell International, doesn't expect to be "particularly hurt" by the FCC actions but claims "we're all being exercised in a paper mill."

A positive note, however, comes from Jason Fox, president of CCA Electronics. Mr. Fox says that he expects "a major breakthrough," and that "given the expected snowfall," his firm will be building up its inventory over the past few months.

At the FCC, David Landis, assistant chief of the broadcast facilities division, says of the freeze: "We'd have been better off without it." He said that the commission would have received fewer applications over the six-month "closed season" than it did during June.

Mr. Landis, however, believes that it is the sentiment of the commission not to extend the freeze as a "matter of credibility." He said that the FCC extensions of past freezes probably led many to apply before the deadline.

Mr. Landis is quick to explain the problem of understaffing in his division. He mentioned that requests for additional workers in his division had been scratched from the 1977 fiscal year budget by the Office of Management and Budget.

The possibility of transferring engineers from other commission divisions is under consideration, he said. But he explained that a three-to-six month training program would be necessary before transferees could adequately process applications. And even if more personnel could be obtained, he said, the division would then face a shortage of work space.

One remedy that most likely will be employed, although there probably will not be an official announcement, he said, would be to take a get-tough approach in dealing with both AM and FM applications ("Closed Circuit," July 19). With the exception of mutually exclusive applications, defective applications would be returned, to be resubmitted following the freeze. Refilling is currently required of FM applications whereas AM applications can be corrected, with processing continuing. Refilling after the freeze shouldn't cause much delay for applicants, he said, because most June applications presumably will not be processed until after Jan. 1.

Mr. Landis says that the staff currently has been able to process an average of 25 new radio station and major change applications per month.

No hike, immediately at least, for AT&T part-time TV rates

AT&T has filed a revised tariff for providing part-time television service. It does not call for an increase in rates, which came as a pleasant surprise to broadcasters. However, the company said further revisions could be expected.

The tariff, filed with the FCC to become effective Oct. 1, would continue in effect the present nonrecurrent service at the current interexchange channel rate of 75 cents per mile per hour. But, because of a lack of demand, the tariff would eliminate a part-time recurring service at the same hour—or for 10 consecutive hours—of each day.

The present rates were established in 1973 for a trial period that was to run for two years but was extended a year at the company's request. AT&T had indicated it would be obliged to raise the part-time rate to $1, but last week it defended as reasonable the continuance of the 75-cent charge.

The further revisions for television service the company mentioned would become effective no later than Feb. 1, 1972. Since tariffs must remain on file 60 days before becoming effective, AT&T can be expected to file them by Dec. 1.

One factor in the company's decision to retain the present rates for part-time television service, a company official said, is the knowledge that the commission is scheduled to issue a decision Oct. 1 in a major proceeding involving private line service.

FCC judge finds Bell rates acceptable

An FCC administrative law judge has held that, over-all, the interstate revenue levels earned by AT&T's Bell System operating companies are reasonable in relation to the revenue requirements and are "capable of
providing rates of return at the reasonable levels"—9.5%—set by the commission.

Judge David I. Kraushaar also warned against the commission trial staff's proposal to split off from AT&T Western Electric and its subsidiary, Bell Telephone Laboratories. He said the record establishes that the integration of those elements in the Bell system "has provided, and continues to provide, definitive useful public benefits in the form of system-wide expertise and innovations that have, in turn, led to monumental technological advances."

Judge Kraushaar's findings have only an indirect impact on broadcast transmission rates: The fate of those rates is bound up in the private line case, a 15-year-old proceeding in which the commission will fashion policy regarding the basis on which AT&T should price its mixture of monopoly and competitive services. The commission is under court order to conclude the case by Oct. 1.

Lee again decries UHF diversion to other uses

In dissent to offshore grant
he sees erosion of TV spectrum
but puts some hope in new study

The FCC, says Commissioner Robert E. Lee, needs a "new script" for dealing with requests it receives from nonbroadcasters who want to share UHF frequencies: "The handkerchief which the commission has been using for entrepreneurs' sob stories simply won't work as a bandage to hold the UHF television band together. Other entrepreneurs are waiting in the wings with additional UHF-sharing ideas."

The passage captures the dismay that pervades the opinion Commissioner Lee issued in the commission's decision to create a new common-carrier radio service—Offshore Radio Telecommunications Service—primarily for use by companies engaged in offshore oil and natural-gas exploration and drilling. The commission will permit the use of television channel 17 on a shared basis in the Gulf of Mexico (Broadcasting, Aug. 2).

The commission said that there was a need for the service, which had been requested by Offshore Telephone Co., and that there was no demand for television use of the channel in the area. However, it also said it was concerned about the potentially adverse impact of such sharing in the future.

Accordingly, the commission has initiated a formal staff investigation of the future spectrum requirements of UHF television. And it will not consider additional sharing of UHF channels for offshore telecommunications pending conclusion of the investigation.

To Commissioner Lee, the investigation offers the hope of "a UHF master plan we can all applaud." He expressed concern, as he has in the past, about the growing requests for UHF frequency space—taken together, he said, they "virtually exceed the available UHF television spectrum space"—and warned that UHF, not VHF, holds the key to expansion.

"It's time," he said, "to admit 'steal the spectrum' out of UHF. If the commission replaces this overused rerun with a strong UHF television policy as it has promised so often, I can stop rerunning my dissent."

Commissioner Lee was not alone in dissent. Commissioner James H. Quello said he was concerned that the majority might be "acting precipitously to satisfy an immediate need that might well be better satisfied by other means"—that is, the use of frequencies in the 900 mhz band.

Furthermore, he said he is unwilling to continue the sharing of television channels on an ad hoc basis. Like Commissioner Lee, he applauded the commission's decision to develop a plan covering the possible future needs of UHF television. But until those needs are known, he said, "I question whether further sharing of UHF channels is in the public interest."

IATSE wins KTTV minicam jurisdiction

Labor board rules members' skills in film journalism qualify them
over NABET's electronic cameramen

The National Labor Relations Board last week favored the International Alliance of Theatrical Stage Employees in a jurisdictional dispute with the National Association of Broadcast Employees and Technicians over the operation of minicams for news gathering at KTTV(TV) Los Angeles.

The NLRB noted that there is no industry trend of assigning minicam work to either union and ruled: "Where IATSE members have traditionally performed the function of news gathering; where skills, economic impact, and the favor an assignment of the work to IATSE members, and where the employer is satisfied with this and continues to prefer the assignment, we must conclude that an assignment of the work to IATSE is warranted."

The IATSE local contended its members, who had been handling film cameras for news gathering, sometimes without the assistance of a reporter, were more journalistically competent to handle a minicam in the field. NABET argued that its members handled studio electronic cameras and their technical skills were necessary to the operation of a portable electronic camera.

The NLRB agreed that IATSE members were skilled as photojournalists and that "it takes little time to acquire and master those operational skills" required to run a minicam. The board concluded that the dispute concerned "the function of news gathering rather than the operation of a particular type of equipment."

Women's league offers forum for 315-proof 'great debates',

But invitations to candidates
await selection of Republican

The League of Women Voters is ready. A recent decision by the FCC has cleared the way. Only two major obstacles remain to the first presidential-candidate debates since 1960: the Democratic candidate and the Republican candidate.

Admitting they have no commitments from Democratic nominee Jimmy Carter or Republican contenders President Ford and Ronald Reagan members of a league steering committee formed to fund and produce such debates said last week they are optimistic about their chances. They are waiting for the Republican convention and have "not sought an answer yet" from Mr. Carter.

"The whole inhibition against debates since 1960 has been the equal-time law," said Newton Minow, former FCC chairman and one of three co-chairmen selected to head the steering committee. But the recent FCC decision defining debates as bona fide demands under Section 315 of the Communications Act removes that problem, he said.

Mr. Minow made the remarks at a news conference in Washington introducing the co-chairmen. Also appointed were Charles E. Walker, president of Charles E. Walker Associates, a consulting firm, and deputy secretary of the treasury during the first Nixon administration, and Rita E. Hauser, a partner in the New York law firm of Stroock & Stroock & Lavan.

Mr. Minow emphasized that broadcasters could not legally participate in setting up ground rules for the debates since the media could only cover news events, not create them.

So far, only ABC and NBC have expressed willingness to cover the debates, said James Karayan, project director ("Closed Circuit," Aug. 2).

Preliminary plans schedule the debates for the weeks of Sept. 25, Oct. 11, Oct. 18 and Oct. 25. The Oct. 18 debate would be between vice-presidential candidates. The cost of the debates approximates $200,000, which would be raised by the league, according to Ruth Cluken, league president.

Fill-ins for Furness

Three NBC News correspondents and the anchorwoman at NBC's WMAQ-TV Chicago substituted for Betty Furness in two-day spells on NBC's Today program between July 28 and August 1. During that time, Miss Furness was in Kansas City, Mo., preparing features for broadcast dur-
ing the Republican national convention, there.

Catherine Mackin, congressional corre-pondent for NBC News and a floor re-porter for the conventions, appeared on July 28 and 29; Jane Pauley, co-anchor at WMAQ-TV Chicago since September 1975, on July 30 and Aug. 2; Betty Rollin, NBC News correspondent in the Northeast bureau, based in New York, appeared Aug. 3 and 4; and Linda Ellerbee, who joined NBC News in December 1975 from WCBS-TV New York as Washington corres-pondent (assigned to political campaigns since the primaries this year), appeared Aug. 5 and 6.

Dems get help in appeal for equal-time rule review

The Democratic National Committee is evidently hoping for a Supreme Court decision on the FCC's press-conference ruling in time to help its cause in the November election. Its petition requesting review of the decision that was upheld by the U.S. Court of Appeals in Washington asks the high court to hear and decide the case "expeditiously." The commission's ruling, reversing pre-cedents of more than 10 years' duration, held that live, on-the-spot coverage of can-didates' press conferences and political de-bates is exempt from the equal-time rule (Broadcasting, Sept. 29, 1975).

The DNC has opposed the ruling on the ground that the news conference aspect particularly favors the incumbent Presi-dent.

'Malice' standard applied to corporations in Martin Marietta dismissal

A federal district judge in Washington has held that corporations no more than in-dividuals can win a libel suit against a mass media publication unless it can prove convincingly "actual malice." Judge Thomas A. Flannery issued the ruling in dismissing a $15-million libel suit the Martin Marietta Corp. filed against the Washington Star. The suit was triggered by a story published last fall that dealt with allegations that Pentagon officials had been entertained by prostitutes at a Mary-land hunting lodge leased by Martin Marietta, a defense contractor. Judge Flannery said that dismissing a case on the ground of lack of malice rather than per-mitting it to go to trial screens out all but the strongest libel cases and thus "advances the First Amendment policy shielding the press from harassment." He said the issue of defense contractors' en-tertainment of Pentagon officials was a matter of legitimate news interest and ad-ded that there was no evidence of malice. He also held that Martin Marietta was a "public figure" as defined by libel laws.

Judge Flannery's ruling is believed to be the first in which the "malice" standard has been applied to a corporation rather than to an individual.

Few minorities and women found in better jobs of cable business

Hooks releases figures that led to FCC's new EEO rulemaking

For the past several years, FCC officials have criticized the cable television industry's performance in hiring and promoting minorities and women. Last week, some of the industry figures on which that critici-sm was based were disclosed.

Cable Television Bureau statistics from 1973 and 1974 indicate that of 20,000 employees in the industry, there were only 16 black women in higher paying jobs, while black males constituted only .07% of officials and managers, .06% of the professionals, .6% of the technicians and .2% of the sales force.

Spanish-surnamed Americans, Orientals and American Indians were also said to be poorly represented, as were women generally, especially in the top jobs. Women accounted for only 2% of the officials and managers, 4% of the professionals, 2% of the technicians and 9% of the sales workers.

"In essence," said Commissioner Ben-jamin L. Hooks, who included the figures in a statement accompanying the commis-sion's proposal to amend its equal employ-ment opportunity rules for cable television (Broadcasting, Aug. 2), "minorities and women were all but invisible in this new industry which held such promise" for them.

The commission noted in its notice of rulemaking that it had adopted EEO rules for cable television operators and licensees of cable television relay stations in 1972 and had required those systems and CARS operations with more than five employees to file annual employment reports. But, it added, the rules apparently have not pro-duced a positive impact on the employ-ment of minorities and women in the indus-try.

The commission said its proposed rules were designed to emphasize its view that equal employment opportunity is an im-portant aspect of the commission's regula-tory scheme, to clarify its position that EEO programs must be active, not passive, and to make enforcement more effective.

The commission's proposals would re-quire cable operators and CARS licensees with five or more—or, an alternative offered for comment, 10 or more—full-time employees to file an affirmative action program and to update it every third or fifth year, including availability surveys. The FCC also proposed a sample EEO pro-gram as an aid to cable television opera-tors in developing their own plans.

Commissioner Hooks was the only one of six voting commissioners to express dis-satisfaction with the rulemaking. He con-cluded in it the extent it emphasized the commission's position that EEO is "an important aspect of assuring equitable par-ticipation" in the communications indus-try.

But he dissented to the portions of the notice seeking comments both on exempting cable systems with fewer than 10 full-time employees from filing the proposed updated EEO program and on the com-mission's statutory authority to enforce EEO rules on cable operators.

As for his first complaint, the commis-sioner noted that exempting systems with fewer than five employees—as is now the case—would require such programs from only 33% of the industry, while raising the threshold to fewer than 10 would reduce the coverage to about 18%. "Given the relatively poor performance of the indus-try in the past in the employment of women and minorities," he said, "this ex-emption, if adopted, would be unaccept-able." He urged members of the public, EEO enforcement agencies and industry representatives to oppose the higher threshold.

As for the FCC's power to issue EEO rules, Mr. Hooks said it was clearly establish-ed. "I see no need to seek comments as to our statutory authority in this regard," he said.

Comments in the rulemaking are due on Nov. 10, replies on Dec. 10.
Mr. Arledge or even scene, many that more and brought ABC-TV...

100,000 according...belonged about season network Performance richer than revenues from Montreal...1,500 to one.

In dollars, ABC's estimated profit on all...of the summer Olympics last week with a two-hour summary that hit the high spots and brought the total to some 75 hours of airtime—an impressive figure, but no more so than the number of manhours that went into it.

With 500 ABC people on the Montreal scene, many if not most working 12-, 15- or even 18-hour days, these easily came to 75,000 hours and more likely ran over 100,000, according to the best estimates.

Even the lower figure would represent a ratio of more than 1,000 manhours for every hour of airtime, and some estimates at the other extreme would take it closer to 1,500 to one.

In dollars, ABC's estimated profit on all that work seemed less impressive—about a million and maybe less, ABC sources estimated. At $72,000 a spot, it took in an estimated $40 million, but costs were said to be only slightly less than that.

But it struck a gold mine in ratings (following story) that carried ABC into first place in the three-network season-to-date race and in the process virtually guaranteed higher revenues—and presumably more profits—in the future.

And although the commercial positions were all sold out, the network eased quite a few promos for its new fall season into the coverage breaks, which should do no harm to ABC's new-program sampling in September.

Any profit at all on this year's games would be better than results of the 1972 games in Munich. On that one, totaling 63 hours in airtime, ABC lost an estimated $1 million.

Coverage in Montreal represented a logistical ordeal that by all accounts ran smoothly. At times as many as six events were in progress simultaneously, and track and field alone sometimes had five or six going at once. The events were spread out, often many miles apart—gymnastics, for instance, at the Forum, rowing on the St. Lawrence, soccer in the main stadium, swimming and diving in one place, archery, field hockey, basketball, wrestling in other locations. And they started at 9 a.m. and ran, on occasion, to almost midnight.

In charge of overcoming the logistical problems, sorting through the multitude of conflicting events and getting a coherent presentation on the air were Roone Arledge, president of ABC Sports and executive producer of the coverage, who commanded the selections for air from an array of 32 monitors in master control, and, on the technical side, Julius Barnathan, ABC vice president in charge of operations and engineering.

Basic, straightaway coverage was by ORTO, the Olympic Radio TV Organization, set up by the CBC. ORTO provided what amounted to pool coverage, supplying "neutral" feeds of the events that ABC-TV and the other foreign TV organizations could use—and supplement—as they wished.

ABC had 25 cameras of its own, all electronic, and 25 tape machines on hand to augment ORTO's basic coverage with pickups concentrating on U.S. and other athletes in key situations, corollary devel-
opments, sidebars, features and interviews. To run them and the associated electronic gear, it had 166 technicians on the scene.

The ABC staff also included about 185 people in production and support services and management who were moved in from New York, plus 150 Montreal people hired for temporary, messengers, security and similar assignments.

Production costs were estimated by ABC officials last week at about $15 million—or close to a million dollars a day. These were on top of ABC's $25 million payment for TV rights—on which it expects a net profit of $2 million—because it supplied its own production crews instead of having it provided by the Canadians.

(Actually, ABC designed and built the center in components—described by Mr. Barnathan as "a very large Erector set"—for use first at the Olympics at Innsbruck last winter. After Innsbruck, ABC moved the prefabricated units into space the Canadians supplied in Montreal. Among other things were included two control rooms, a studio, two film chains, two slow-motion units, two character generators, two frame-storage units, two routing switches, three synchronizers and small tape machines. The ABC engineers moved into designing, moving and installing the center—and into general planning for the Montreal coverage, which started three years ago—cannot be computed.)

The Montreal coverage has its little snafus, as when commentator Howard Cosell's earpiece went dead during a fight and a replacement had to be scrounged up in a hurry. Or when the swim hall went dark except for emergency lighting shortly before a race and the guilty plug had to be traced down in minutes.

But Mr. Barnathan—for whom the Olympic games were just the latest in a series of major events at which he has been responsible for the technical end of ABC's coverage this year, starting with the winter Olympics and including the Democratic and upcoming Republican conventions—said there were only two "real problems."

The first occurred early on, in the loss of the Toronto-to-Buffalo, N.Y., leg of the line to New York for about nine minutes. But six minutes were filled from New York with commercials—all of which originated in New York throughout the games—and feature material that had been prepared against such a mishap. So actual loss of airtime was kept to about three minutes.

The other problem occurred during the closing ceremonies when ORTO officials objected to the position of one of ABC's cameras—although use of that location had been clearly authorized, Mr. Barnathan said. When ABC refused to budge, ORTO cut the feed from that location until police moved the camera out. The police action was shown in ABC's coverage.

"Actually, very little went wrong," Mr. Barnathan said last week as he oversaw removal of the tons of equipment. About half was en route to Kansas City for the GOP convention there next week. The rest was "being discommodated and sent to [ABC centers in] New York, Washington and Hollywood," except for ENG cameras, which were being returned to the ABC News units and ABC-owned stations from which they had been borrowed.

While the technicians were getting shipshape after the games were over, the thoughts of other ABC executives—and executives of CBS and NBC as well—were already beginning to turn to the 1980 summer Olympics, to be held in Moscow. Reports persist that the Russians are seeking $100 million for the rights: four times what ABC paid this year. The networks expect to submit their bids in early to mid-autumn and expect the Russians to name the winner soon after that.

**ABC scores own victory with ratings for the Olympics**

ABC-TV's second week of Olympics coverage continued ABC's Nielsen dominance to such an extent that, like the previous week, the top seven shows consisted of the seven nights of the Olympics.

In terms of demolishing the competition, the 1976 Summer Olympics, with a two-week 48.2-share average, did even better than the 1972 games at Munich, which averaged a 46.7 share. The over-all Nielsen rating of the 1972 games was higher (26.1 rating) than the 1976 games (24.8 rating) because the 1972 games were telecast in late August and early September, when sets-in-use figures are typically higher than they are in July.

The two Olympics' weeks allowed ABC to widen its season-to-date lead over CBS. In the 47 weeks since the season started last Sept. 8 ABC has an 18.2 rating, CBS a 17.8 and NBC a 16.5.

The honors for the highest-rated Olympics night of all this year go to Tuesday, Sept. 27 (7:30-11 p.m., NYT), which hit a 28.5 rating and 52 share. During the second week of the Olympics, only the final night (Sunday, Aug. 1, with its closing ceremonies) fell below a 50 share.

### Programing Briefs

**View from Italy** by Ben Barry & Associates, New York, has sold two-hour documentary The Two Kennedys . . . A View from Europe for November airing to WOR-TV New York, KIIS-TV Los Angeles, WNAC-TV Boston and WHBQ-TV Memphis. Documentary, which links assassinations to Mafia, was made by Italy's Rizzoli Co. three years ago.

**Still running**. Ralph Andrews Productions has bought daytime game show, Celebrity Sweepstakes from Burt Sugarman Inc. NBC-TV series airs daily and one night each week.

**Making deals**. Hatos-Hall Productions and Worldvision have concluded arrangements with Las Vegas Hilton hotel for tapping 32 half-hour segments of Let's Make a Deal, starring Monty Hall, in hotel's main showroom. Syndicated by Worldvision for prime-time access, programs will start in September. Break the Bank, Jack Barry and Dick Enright celebrity panel show, with Jack Barry as host, has been sold in 46 markets. Syndicated by Dick Colbert, Co., series is also scheduled for prime-time September start.

**Reconsideration rejected**. FCC rejected petition filed by minority public interest groups to reconsider decision concerning National Collegiate Athletic Association (NCAA), ABC and six ABC affiliate TV stations. FCC had decided NCAA and stations did not discriminate against black colleges in selection of collegiate football games for televising. In original petition, community groups, including East Feliciana Black Action Organization and Concerned Citizens of Baton Rouge, complained of discrimination in sports coverage and employment practices. FCC found no evidence black schools were treated differently than other schools in same division and saw no specific, material evidence of employment discrimination. In reconsideration decision, commission said petition was filed after 30-day deadline established by Communications Act, and still did not establish discrimination.

**From print to broadcast**. According to Hoyle, humorous newspaper column dating back to 1930, is now available for radio in five-minute format. Distributor is BFKlein Radiowest, Palm Desert, Calif.
Media


John T. Lawrence Jr., special projects director, Taft Broadcasting, Cincinnati, elected VP, administration. John D. Chapman, sales/marketing director, Amusement Park Group, advanced to corporate marketing VP Arthur L. Haack, corporate controller, named VP.

William T. Abbott, attorney, law department, NBC, New York, named senior attorney. David Bellin, advertising/promotion VP, and Ken Horton, broadcast advertising administrator, NBC-TV, New York, transferred to Burbank, Calif., office.

Caroline Hoff Harmon, manager, Equal Opportunity Programs, ABC Inc., named director, that department, succeeded by Marilyn Maieska, senior personnel representative, ABC Inc., both in New York.

William C. Lacey, manager, broadcast administration, WCBS-TV New York, promoted to broadcast administration director.


James R. Bowers, sales manager, KGLI-AM/KKO(FM) Bend, Ore., appointed general manager, KTKI(AM) Pendleton, Ore.

Michael Cantoni, general/commercial manager, KAPX(AM) San Clemente, Calif., rejoins WHW(AM) Lakewood, N.J., as executive VP/station manager.

Gary L. Kniesley, station manager/operations director, WPVH(AM) Painesville, Ohio, appointed general manager.

Prudy Taylor, reporter, WASH-TV Fort Myers, Fla., named public affairs director.

Ruby Savage, traffic manager, WXV(AM) Montgomery Ala., assumes additional duties as operations manager.

Lynne Grasz, promotion/public relations director, KOL-TV Lincoln and co-owned KON-TV Grand Island, both Nebraska, joins KMOX-TV St. Louis as director of information services. Miss Grasz was recently elected president, Broadcasters Promotion Association (BROADCASTING, June 28).

Ron Fagan, administrator, advertising/promotion, KNBC-TV Los Angeles, named director of advertising/promotion, KTLA-TV there.

Dennis Neary, assistant promotion manager, WISH-TV Indianapolis, appointed advertising/promotion director, WTHR-TV there.

Janice Gray, promotion supervisor, KIRO-TV Seattle, appointed director of promotion.


Wanda Henegar, assistant traffic director, WATE-TV Knoxville, Tenn., named promotion director.

Lee Polk, VP for television/motion pictures, King Features, New York, elected president, New York chapter, National Academy of Television Arts and Sciences, succeeding Jules Power, who resigned to take post as senior VP of academy. Dick Schneider, producer/director of such projects as Macy’s Thanksgiving Day parade and Tournament of Roses parade, replaces Mr. Polk as chapter’s first VP.

Wes Bowen, moderator, Public Pulse, public opinion program, KSL Inc., Salt Lake City, elected VP, public affairs. KSL is licensee of KSL-AM-FM-TV there.


Dale Eichor, music director/air personality, KMWW(AM) Fort Dodge, Iowa, assumes additional responsibility as operations manager.

Barry Goldfarb, special projects coordinator, noncommercial WXIF-FM-TV Rochester, N.Y., appointed acting manager, administration and personnel, in departmental reorganization. John Bell, engineering director, named manager, broadcast operations. David Dial, radio services director, named radio manager. Charles McConnell, production manager, appointed television manager.

Phyllis T. Shelton, education associate, Baltimore City Public Schools, joins WJZ-TV there as public affairs director.

Susan D. Coes, writer/researcher/PR associate, Connecticut state government, Hartford, joins Connecticut Public Television there as development associate for special events.

Broadcast Advertising


Jeffrey I. Fine and Stephen D. Clow, VP's and management supervisors, Doyle Dane Bernbach, New York, named senior VP's.

William H. Lynn, VP, TV/radio programming, Ketchum, MacLeod & Grove, New York, appointed senior VP, television/radio.

John A. Bluth, VP/manager of Chevrolet sales promotion, Campbell-Ewald, Detroit, joins D’Arcy-MacManus & Masius, Bloomfield Hills, Mich., as senior account executive. Denise L. Dase, media analyst, Leo Burnett, Chicago, and David J. Irvine, media analyst, Campbell-Ewald, Detroit, join DM&M as media planners.

Lee Hanes, VP/associate creative director, Kenyon & Eckhardt, Boston, appointed associate creative director, BBDO, San Francisco.

Frank J. Kopek, associate media director, Benton & Bowles, Chicago, named VP

Stuart Agres, manager of research development, Leo Burnett, Chicago, Art Jordan, account supervisor, and Donald Spies, creative director, named VP’s.
James Pockmire, advertising planning director, Wyse Advertising, Cleveland, appointed media director. Holly Fazio, broadcast buyer, named planner/buyer for print and broadcast.

Leslie Smith, media assistant, promoted to assistant buyer. Diane Niederman, broadcast planner/buyer, assumes responsibility as buyer/planner for national accounts.

Hilary Hinchman, associate media director, Warren, Muller, Dolobowsky, New York, named VP.

Warren Winstanley, account executive, Campbell-Ewald, Detroit, joins Kenyon & Eckhardt in same capacity.

Michael Barry, VP/associate research director, J. Walter Thompson, Chicago, appointed account supervisor. Margaret Redhead Keogh, copywriter, promoted to creative group head.

Kris Augusta, account executive/senior salesperson, RKO General’s wrORFM Boston, promoted to national sales representative, RKO Radio Representatives, New York.


Kathleen Kinsella, manager, advertising/sales promotion, school department of Holt, Rinehart and Winston publishers, New York, joins CBS Radio Spot Sales as a sales director.

Jeffrey A. Lovline, president, Syracuse University chapter, Alpha Epsilon Ro, national honorary broadcasting society, named assistant media planner, Grey Advertising, New York.

Jack West, sales manager, KBHK-TV San Francisco, appointed general sales manager.

Steve Goldman, Chicago sales team manager, Petry Television Sales, joins Telekro there as manager of its “Tigers” group sales team, succeeding Mike Velazquez, named Chicago “Tigers” group manager.

Dick Gold, national sales manager, WNBC-TV New York, named retail sales manager, co-owned KNBC-TV Los Angeles. Managers of other newly-established retail sales units at NBC owned-and-operated stations are: Diran Demirjian, MCM/TV Los Angeles; Al Jerome, WMJTV Chicago; Cliff Ford, WKYC-TV Cleveland and Jim Martz, WRC-TV Washington.

Lois Weiss, account executive, KIBCAM Los Angeles, promoted to retail sales manager.

Ron Watkins, local sales manager, WATE-TV Knoxville, Tenn., named general sales manager.

Jim Mikels, account executive, promoted to assistant sales manager.

Manny Brooks, general sales manager, KBHK-TV San Francisco, joins KPLR-TV St. Louis as sales director.

Suzanne Burns, account executive, WENFM Des Plaines, Ill., named sales research manager, WBMM-TV Chicago.

Frank S. DeTillio, general sales manager/assistant general manager, WEHT-TV Evansville, Ind., appointed local sales manager, WGR-TV Buffalo, N.Y.

Bruce Lewis, account executive, KMEGT-TV Sioux City, Iowa, appointed local sales manager.

Michael Brock, account executive, WAVIVAM Dayton, Ohio, named sales supervisor.

Judy Strumor, account executive/co-op specialist, WHDHAM Boston, joins WPLG-TV Miami as co-op specialist, market development.

Donna R. Munde, account executive, WFWT-FM Trenton, N.J., named local sales manager.

Sharon Disador, editorial coordinator, ABC New York, promoted to manager of commercial operations in broadcast operations and engineering division.

**Programing**

Dennis E. Doty, VP prime-time program development, East Coast, ABC Entertainment, New York, elected VP, prime-time variety programs, Los Angeles, succeeding Frank Brill, who resigned to become executive VP of Jerry Weintraub’s Management III Productions in Los Angeles. Linda Finson, manager of late-night programs, East Coast, ABC Entertainment, named director of special programs, East Coast.

Ken Page, VP, European operations, Europea Pictures Television, London, promoted to domestic syndication VP/general manager, and will relocate to Los Angeles office in September.

Allan B. Schwartz, director of special programming, Twentieth-Century Fox Television, Los Angeles, appointed VP, specials and movies for television. Nancy Malone, development director, promoted to VP, comedy development.

**Broadcast Journalism**

Joseph T. Dembo, executive producer of CBS Morning News with Hughes Rudd and Bruce Morton, will become CBS News correspondent at his request, to begin when his successor is named. In addition to correspondent duties, he will anchor three weekday News on the Hour broadcasts on CBS Radio Network. Prior to his present post, Mr. Dembo had been manager of CBS News Rome bureau, VP of CBS Radio, general manager, WBBSAM New York, and director of CBS Radio news.

Roann Kim Levinson, assistant producer, Instructional Television Centre, Tel Aviv, named manager of editorial services, ABC Inc., New York.

Tenol R. Sunda, editorials director, WBSASM New York, promoted to assistant director of news operations and programs.

Tom Dolan, chief assignment editor, ABC-owned KGO-TV San Francisco, appointed assignment manager, co-owned WABC-TV New York.

Lee Essesser, special projects director, KXAS-TV Fort Worth, promoted to news director.

Travis Linn, assistant to chancellor, Dallas County Community College District, in charge of program development/production, noncommercial KERA-TV Dallas, joins CBS News as manager of new Southwest bureau, based in Dallas.

Kathi Schroeder, reporter/photographer, KOAT-TV Albuquerque, N.M., named assignment editor.

John S. Wilson, news editor/correspondent, WRLAM New City, N.Y., joins WNLK-AM-FM Norwalk, Conn., as news director.

Philip Archer, reporter/photographer, Houston News Service, joins KPRC-TV there in same capacity. Gerry Oher, graduate, University of Missouri, Columbia, joins KRPC-TV as new executive director/producer. Nancy Hellebrand, reporter/anchor, WBTSC-TV Lafayette, La., named to same post at KPRC-TV.

Carlton Cary, formerly newswriter, WBRASAM Baltimore, named weekend assignment editor, WMAT-TV there. Artie Williams, photographer/editor, KTVXAM Richmond, Va., joins WMAT-TV in same capacity.

Dennis Fech, news/program director, non-commercial WFMAM-FM Jackson ville, Fla., named reporter, WKSX-TV there. Mike Lyons, producer, non-commercial WPUR-FM Tallahassee, Fla., also joins WKSX-TV as reporter.

Marty Glazek, anchorwoman, WUHQ-TV Battle Creek, Mich., joins WNEH-TV Bay City, Mich., in same post.

Nancy Riner, reporter, KTOKAM Oklahoma City, joins KWVFTV there in same capacity.

Joe Girardina, minicam reporter, KATC-TX Lafayette, La., named news coordinator, WALTAM Mobile, Ala. Molly Broderick, graduate, Spring Hill College there, joins WALTAM as reporter/cameraperson.

**Broadcasting Aug 9 1976**
Cable

Graham S. Stubbs, engineering director, Jerrold Electronics, Horsham, Pa., joins Oak Industries, Crystal Lake, Ill., as VP engineering, CATV division.

Paul Abbate, program executive, ABC-TV, New York, named director of program development for Showtime, pay cable subsidiary of Viacom International there.

Herman Bruning Jr., VP, financial operations, Unijax, multiproduct manufacturer/distributor, Jacksonville, Fla., joins Jerrold Electronics, Horsham, Pa., as controller.

Richard L. Behr, contract administrator, turnkey projects, Magnavox CATV, Manlius, N.Y., appointed manager, systems design and field engineering.

Thomas J. Zimmerman, founder/VP/general manager, Daconics Corp., manufacturer/distributor of computer-based word processing systems, Sunnyvale, Calif., joins Channel 100.

Abbreviations: ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; aux.—auxiliary; cr.—critical; CP—construction permit; DA—day; DA—day; D.—day; DM—day; D.O.—day; Dri.—drip; ED.—effective radiated power; HAAT—height of antenna above average terrain; kHz—kiloherz; kw—kilowatt; MEOV—maximum expected operation value; mhz—megahertz; mod.—modification; N.—night; PSA—pressurized service authority; SH—specified hours; trans.—transmitter; TPO—transmitter power output; U.—unlimited hours; vis.—visual; w.—watts; *—noncommercial.

Optical Systems Corp., Burlingame, Calif., as operations VP.

Cecile Slagle, accounting manager, TeleCable, Norfolk, Va., named controller.

Equipment & Engineering


Robert M. Dahl, manager of production services/associate director of operations, Children’s Television Workshop, New York, joins Imero Fiorentino Associates there as director of production services. Imero specializes in lighting design and production systems for TV and entertainment industry.

Allied Fields

John N. Baker, VP, Transportation Displays, San Francisco, joins Compum/Net division of Arbitron, Los Angeles, as marketing director.

Gary (Drake) Thornton, reporter/anchor, KFDM-TV Beaumont, Tex., joins Division of Broadcasting, Abilene (Tex.) Christian University, as instructor and manager of university’s radio station.

Lynne S. Gross, telecommunications professor, Long Beach City College, Los Angeles, joins faculty of Communications Arts department, Loyola-Marymount University there.

Jay W. Bradbury, news director, KBWAM San Bernardino, Calif., named media representative for California Medical Association, San Francisco.

Deaths

William Burkhart, 77, former chairman of board, Lever Brothers, New York, died July 31 at Phelps Memorial hospital, North Tarrytown, N.Y. He joined firm in 1938, was named VP in 1950, president in 1955, and later chairman. He retired in 1974. Survivors include his wife, Frances, and daughter, Diane.

Lord Thomson of Fleet, 82, head of one of the world’s biggest media chains, died in London Aug. 4. Within 42-year span, he built empire which now consists of 180 newspapers, 105 magazines and radio and TV stations in Great Britain, Ireland, Canada, Africa and West Indies. He is survived by his son, Kenneth, who inherits title, and daughter, Phyllis.

Ben Bonnell, 72, former arranger for symphonic and media chains, died in London Aug. 29 at Sibley Memorial hospital, Washington. He is survived by his sister, Dorothy.

John Gentri, 48, air personality, WCHAM Greenwhich, Conn., died after heart attack July 21 at his home there. He joined station two years ago as host of The Gentri Connection, call-in talk show. He is survived by his wife, Joan, and seven children.

For the Record

As compiled by BROADCASTING for the period July 26 through July 30 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; aux.—auxiliary; cr.—critical; CP—construction permit; D.—day; DA—day; D.—day; D.O.—day; Dri.—drip; ED.—effective radiated power; HAAT—height of antenna above average terrain; kHz—kiloherz; kw—kilowatt; MEOV—maximum expected operation value; mhz—megahertz; mod.—modification; N.—night; PSA—pressurized service authority; SH—specified hours; trans.—transmitter; TPO—transmitter power output; U.—unlimited hours; vis.—visual; w.—watts; *—noncommercial.

New stations

TV application

Kansas City, Mo.—Kansas City Youth for Christ seeks ch. 5 (688.492 mhz); ERP 652 kw vis.; 65.2 kw aud.; HAAT 115.8 ft.; 1,900 ft.; PO, address: c/o David Lewis, 4715 Rainbow Blvd., Shawnee Mission, Kan. 66205. Estimated construction cost $1,350,000; first-year operating costs $1,550,000; revenue $100,000; Legal counsel Fisher, Wayland, Southmayd and Cooper, Washington; consulting engineer: Edward F. Lorenz and Associates. Principals: Applicant is nonprofit nonstock corporation which proposes to operate suggested station. Ann. July 15.

TV actions

Broadcast Bureau granted following CP modifications to extend completion time to date shown: WTVY Dothan, Ala., to Jan. 26, 1977 (BMPCT-7636); WSPA-TV Montgomery, Ala., to Jan. 26 (BMPCT-7633); KLOC-TV Modesto, Calif., to Jan. 26 (BMPCT-7645); KTSF San Francisco, to Jan. 26 (BMPCT-7624); *WHMM Washington, to Jan. 26 (BMPCT-865); WEGA-TV Tallahassee, Fla., to Jan. 26 (BMPCT-7623); WLS-TV Chicago, to Jan. 26 (BMPCT-7625); WCCT Cookeville, Tenn., to Jan. 26 (BMPCT-858). Action July 26.

TV start

KEVN-TV Rapid City, S.D.—Authorized program operation on VHF ch. 5 (76-62 mhz); ERP 95.5 kw vis.; 95.5 kw aud.; HAAT 1,900 ft. Action July 9.
Broadcast Bureau granted following licenses covering new stations:

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City, State</th>
<th>Frequency</th>
<th>Power</th>
<th>Ownership</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>WQV-M</td>
<td>Gulfport, Fla.</td>
<td>1490 kHz</td>
<td>110 W</td>
<td>Variety</td>
<td>Non-profit corporation</td>
</tr>
<tr>
<td>WQV-F</td>
<td>Gulfport, Fla.</td>
<td>98.3 FM</td>
<td>500 W</td>
<td>Religious</td>
<td>Religious organization</td>
</tr>
<tr>
<td>WQV-A</td>
<td>Gulfport, Fla.</td>
<td>1560 kHz</td>
<td>1000 W</td>
<td>Variety</td>
<td>Non-profit corporation</td>
</tr>
<tr>
<td>WQV-P</td>
<td>Gulfport, Fla.</td>
<td>1230 kHz</td>
<td>1000 W</td>
<td>Religious</td>
<td>Religious organization</td>
</tr>
<tr>
<td>WQV-S</td>
<td>Gulfport, Fla.</td>
<td>1240 kHz</td>
<td>1000 W</td>
<td>Religious</td>
<td>Religious organization</td>
</tr>
</tbody>
</table>

FM applications

1. **KZTB-AM**
   - City: Corpus Christi, Tex.
   - Frequency: 1560 kHz
   - Power: 1000 W
   - Ownership: Variety
   - Purpose: Non-profit corporation

2. **KTOM-AM**
   - City: Kansas City, Mo.
   - Frequency: 630 kHz
   - Power: 1000 W
   - Ownership: Variety
   - Purpose: Non-profit corporation

3. **KXOA-AM**
   - City: Oklahoma City, Okla.
   - Frequency: 1230 kHz
   - Power: 1000 W
   - Ownership: Variety
   - Purpose: Non-profit corporation

4. **KXOM-AM**
   - City: Amarillo, Tex.
   - Frequency: 1230 kHz
   - Power: 1000 W
   - Ownership: Variety
   - Purpose: Non-profit corporation

5. **KXOA-FM**
   - City: Oklahoma City, Okla.
   - Frequency: 107.9 FM
   - Power: 1000 W
   - Ownership: Variety
   - Purpose: Non-profit corporation

6. **KXOM-FM**
   - City: Amarillo, Tex.
   - Frequency: 104.1 FM
   - Power: 1000 W
   - Ownership: Variety
   - Purpose: Non-profit corporation

AM applications

1. **KXRB-AM**
   - City: Corpus Christi, Tex.
   - Frequency: 1560 kHz
   - Power: 1000 W
   - Ownership: Variety
   - Purpose: Non-profit corporation

2. **KXOA-AM**
   - City: Oklahoma City, Okla.
   - Frequency: 1230 kHz
   - Power: 1000 W
   - Ownership: Variety
   - Purpose: Non-profit corporation

3. **KXOM-AM**
   - City: Amarillo, Tex.
   - Frequency: 1230 kHz
   - Power: 1000 W
   - Ownership: Variety
   - Purpose: Non-profit corporation

4. **KXOA-FM**
   - City: Oklahoma City, Okla.
   - Frequency: 107.9 FM
   - Power: 1000 W
   - Ownership: Variety
   - Purpose: Non-profit corporation

5. **KXOM-FM**
   - City: Amarillo, Tex.
   - Frequency: 104.1 FM
   - Power: 1000 W
   - Ownership: Variety
   - Purpose: Non-profit corporation
**Owensboro**.

**Applications**

- **WSVT-AM-FM Vidalia, Ga.** — Seeks FCC's permission to move to Vidalia, Ga., and use 900 kw (Earp 860) for its new FM coverage.
- **WCND-AM-FM La Porte, Ind.** — Seeks FCC's permission to use new FCC-approved tower, which is to be a 250-foot pole located north of the city.
- **KJQZ-AM-FM Redding, Calif.** — Seeks FCC's permission to use a new tower located north of the city.
- **KAKM-AM-FM Kersey, Colo.** — Seeks FCC's permission to use a new tower located north of the city.
- **KSHS-AM-FM Heights, Minn.** — Seeks FCC's permission to use a new tower located north of the city.
- **KWW-AM-FM Schuyler, Neb.** — Seeks FCC's permission to use a new tower located north of the city.
- **KURO-AM-FM Arvada, Colo.** — Seeks FCC's permission to use a new tower located north of the city.
- **KJHE-AM-FM Independence, Mo.** — Seeks FCC's permission to use a new tower located north of the city.
- **KBPR-AM-FM_PA, OH.** — Seeks FCC's permission to use a new tower located north of the city.
- **KDKR-AM-FM Austin, Tex.** — Seeks FCC's permission to use a new tower located north of the city.
- **KZIQ-AM-FM Fairbanks, Alaska** — Seeks FCC's permission to use a new tower located north of the city.
- **KZSH-AM-FM Shreveport, La.** — Seeks FCC's permission to use a new tower located north of the city.
- **KZDO-AM-FM Oklahoma City, Okla.** — Seeks FCC's permission to use a new tower located north of the city.
- **KFW-AM-FM Fort Myers, Fla.** — Seeks FCC's permission to use a new tower located north of the city.
- **KZIT-AM-FM Fort Worth, Tex.** — Seeks FCC's permission to use a new tower located north of the city.
- **KZTV-AM-FM Vancouver, Wash.** — Seeks FCC's permission to use a new tower located north of the city.
- **KZTXT-AM-FM Anchorage, Alaska** — Seeks FCC's permission to use a new tower located north of the city.
- **KZTV-AM-FM Little Rock, Ark.** — Seeks FCC's permission to use a new tower located north of the city.
- **KZTV-AM-FM Shreveport, La.** — Seeks FCC's permission to use a new tower located north of the city.
- **KZTV-AM-FM Fort Worth, Tex.** — Seeks FCC's permission to use a new tower located north of the city.

**Facilities changes**

**TV application**

- **KBFT-AM-FM Fort Worth, Tex.** — Seeks FCC's permission to use a new tower located north of the city.
- **KZTV-AM-FM Vancouver, Wash.** — Seeks FCC's permission to use a new tower located north of the city.
- **KZTV-AM-FM Anchorage, Alaska** — Seeks FCC's permission to use a new tower located north of the city.
- **KZTV-AM-FM Little Rock, Ark.** — Seeks FCC's permission to use a new tower located north of the city.
- **KZTV-AM-FM Shreveport, La.** — Seeks FCC's permission to use a new tower located north of the city.
- **KZTV-AM-FM Fort Worth, Tex.** — Seeks FCC's permission to use a new tower located north of the city.

**FM applications**

- **KZSC Santa Cruz, Calif.** — Seeks FCC to change its frequency to 90.1 MHz and change its ERP to 25 kW and HAAT 250 ft. Action July 22.
- **KWBZ-AM-FM Zephyrhills, Fla.** — Seeks FCC to change its frequency to 90.5 MHz, and change its ERP to 25 kW and HAAT 250 ft. Action July 22.
- **KWBZ-AM-FM Zephyrhills, Fla.** — Seeks FCC to change its frequency to 90.3 MHz, and change its ERP to 25 kW and HAAT 250 ft. Action July 22.
- **KWBZ-AM-FM Zephyrhills, Fla.** — Seeks FCC to change its frequency to 90.2 MHz, and change its ERP to 25 kW and HAAT 250 ft. Action July 22.

**FM actions**

- **KXFM-AM-FM Santa Barbara, Calif.** — Seeks FCC to change its frequency to 90.1 MHz, and change its ERP to 25 kW and HAAT 250 ft. Action July 22.
- **KWBZ-AM-FM Zephyrhills, Fla.** — Seeks FCC to change its frequency to 90.5 MHz, and change its ERP to 25 kW and HAAT 250 ft. Action July 22.
- **KWBZ-AM-FM Zephyrhills, Fla.** — Seeks FCC to change its frequency to 90.3 MHz, and change its ERP to 25 kW and HAAT 250 ft. Action July 22.
- **KWBZ-AM-FM Zephyrhills, Fla.** — Seeks FCC to change its frequency to 90.2 MHz, and change its ERP to 25 kW and HAAT 250 ft. Action July 22.

**FM starts**

- **KXFM-AM-FM Santa Barbara, Calif.** — Seeks FCC to change its frequency to 90.1 MHz, and change its ERP to 25 kW and HAAT 250 ft. Action July 22.
- **KWBZ-AM-FM Zephyrhills, Fla.** — Seeks FCC to change its frequency to 90.5 MHz, and change its ERP to 25 kW and HAAT 250 ft. Action July 22.
- **KWBZ-AM-FM Zephyrhills, Fla.** — Seeks FCC to change its frequency to 90.3 MHz, and change its ERP to 25 kW and HAAT 250 ft. Action July 22.
- **KWBZ-AM-FM Zephyrhills, Fla.** — Seeks FCC to change its frequency to 90.2 MHz, and change its ERP to 25 kW and HAAT 250 ft. Action July 22.

**Facilities changes**

**TV application**

- **WKEF Dayton, Ohio** — Seeks FCC to change its frequency to 3377.9 kHz and make changes in its ERP to 25 kW and HAAT 150 ft. Action July 22.

**FM applications**

- **KZSC Santa Cruz, Calif.** — Seeks FCC to change its frequency to 90.1 MHz and change its ERP to 25 kW and HAAT 250 ft. Action July 22.
- **WETN Wheaton, Ill.** — Seeks FCC to change its frequency to 90.7 MHz and install new trans. and change its ERP to 25 kW and HAAT 150 ft. Action July 22.
- **WAUS Berrien Springs, Mich.** — Seeks FCC to change its frequency to 90.1 MHz and install new trans. and change its ERP to 25 kW and HAAT 150 ft. Action July 22.
- **WKNO-FM Camden, N.J.** — Seeks FCC to change its frequency to 90.3 MHz and install new trans. and change its ERP to 25 kW and HAAT 150 ft. Action July 22.
- **WKGM Greene, N.Y.** — Seeks FCC to change its frequency to 90.1 MHz and install new trans. and change its ERP to 25 kW and HAAT 150 ft. Action July 22.
- **WTFL Lake Success, N.Y.** — Seeks FCC to change its frequency to 90.1 MHz and install new trans. and change its ERP to 25 kW and HAAT 150 ft. Action July 22.
- **WWIL Wilmington, N.C.** — Seeks FCC to change its frequency to 90.1 MHz and install new trans. and change its ERP to 25 kW and HAAT 150 ft. Action July 22.
- **WWMCM Urbana, Ill.** — Seeks FCC to change its frequency to 90.1 MHz and install new trans. and change its ERP to 25 kW and HAAT 150 ft. Action July 22.
- **WVCA Canton, Ohio** — Seeks FCC to change its frequency to 90.3 MHz and install new trans. and change its ERP to 25 kW and HAAT 150 ft. Action July 22.
- **WBKZ-FM Youngstown, Ohio** — Seeks FCC to change its frequency to 90.1 MHz and install new trans. and change its ERP to 25 kW and HAAT 150 ft. Action July 22.

**Facilities changes**

- **WKEF Dayton, Ohio** — Seeks FCC to change its frequency to 3377.9 kHz and make changes in its ERP to 25 kW and HAAT 150 ft. Action July 22.
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Service Directory
Summary of broadcasting

FCC tabulations as of June 30, 1976

<table>
<thead>
<tr>
<th>Licensed on air STA</th>
<th>CPs not on air</th>
<th>Total CPs on air</th>
<th>Total CPs authorized*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,450</td>
<td>4</td>
<td>4,479</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>2,772</td>
<td>0</td>
<td>2,820</td>
</tr>
<tr>
<td>Educational FM</td>
<td>814</td>
<td>0</td>
<td>814</td>
</tr>
<tr>
<td>Total Radio</td>
<td>8,036</td>
<td>4</td>
<td>8,144</td>
</tr>
<tr>
<td>Commercial TV</td>
<td>700</td>
<td>1</td>
<td>701</td>
</tr>
<tr>
<td>VHF</td>
<td>509</td>
<td>1</td>
<td>510</td>
</tr>
<tr>
<td>Educational TV</td>
<td>231</td>
<td>9</td>
<td>233</td>
</tr>
<tr>
<td>VHF</td>
<td>90</td>
<td>3</td>
<td>93</td>
</tr>
<tr>
<td>ERP</td>
<td>141</td>
<td>6</td>
<td>147</td>
</tr>
<tr>
<td>Total TV</td>
<td>931</td>
<td>10</td>
<td>961</td>
</tr>
</tbody>
</table>

*Special temporary authorization **Includes off-air licenses

In contest

Designated for hearing

- WMJX(FM) Miami—Commission has designated for hearing application of Bartell Broadcasting of Florida, for renewal of license for WMJX. Hearing issues include questions about newcast and countest practices (Doc. 20826). Action July 27.


- KHTB(FM) Bolivar, Mo.—Broadcast Bureau notified licensee of apparent liability for forfeiture of $750 for violation of rules by failing to file financial reports for 1973 and 1975, failing to maintain and input power to within 90 percent of licensed value or by failing to have logs kept by employees competent to do so having actual knowledge of facts required. Action July 14.

Fines

- KLYX(AM) Nampa, Idaho—Broadcast Bureau notified licensee it incurred apparent liability for $750 for violation of rules by failing to file financial reports for 1973 and 1975, failing to maintain and input power to within 90 percent of licensed value or by failing to have logs kept by employees competent to do so having actual knowledge of facts required. Action July 14.

Other actions

- KHPA(FM) Hope, Ark.—Broadcast Bureau granted request for waiver of rules to identify as Hope-Precott, Ark. Action July 22.

- WJVA(AM)-WRBR(FM) South Bend, Ind.—Commission renewed licenses for period ending August 1, 1979, normal expiration date for Indiana stations. Licensee of both stations is Boone American Company. FCC explained that both stations were granted short-term renewals on December 19, 1975, for period to end August 1, 1976, because licensee failed to assure adequate supervision and control of stations. It said fraudulent billing and deceptive station promotion had occurred at WRBR(FM) in the past. Commission said it has found no recurrence of misconduct for which short-term renewal was granted. It also reviewed information on stations’ employment practices and found it satisfactory. Action July 27.


- *WTVS(TV) Detroit—Broadcast Bureau granted license renewal to Detroit Educational Television Foundation pending result of employment discrimination case now pending in district court. Action June 30.

- WHTV-TV Meridian, Miss.—Broadcast Bureau granted renewal of license to Central Television subject to requirement that licensee maintains local studio facilities in Meridian. Action July 16.


- WNGE(TV) Nashville—Broadcast Bureau granted license renewal to General Electric Broadcasting Co. conditioned on outcome of proceedings in various district courts. Action July 23.

- KPLX(FM) Fort Worth—Broadcast Bureau granted request for waiver of rules to identify as Fort Worth-Dallas, Tex. Action July 22.


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Broadcasting Aug 9 1976

54

Petitions


Actions

- Kernville, Calif.—Broadcast Bureau assigned FM ch. 272A (102.3 mhz.) to Kernville. Channel originally was assigned to Kernville on May 9, 1973, but was deleted effective Dec. 1, 1975, since no one had applied for its use. On petition filed by Kern River Broadcasting Co., Bureau proposed assignment of ch. 272A to Kernville. Action July 20.

Rulemaking

Petitions


- Community Antenna Television Association, Oklahoma City, Okla.—Seeks amendment to permit receive-only “small earth stations”: and to alter procedures for filing applications for domestic satellite earth station authorizations to permit receive-only “small earth stations” (RM-2725). Ann. July 26.

Actions

- Commission denied petition by Sandy Frank Program Sales for modification of prime-time access rule to prohibit “multiple exposure” of programs during prime-time access period. Frank, syndicator of access period programming, requested modification to prohibit exposure of more than one episode of same program each week (except for local news and public affairs programs) in access time on stations owned by or affiliated with national television network in 50 largest television markets. Action July 28.

- Commission concluded that determination of entertainment programming by broadcast stations is matter within discretion of licensees, and said it would not interfere in licensee decisions to make changes in their entertainment formats (Doc. 20682). Action July 28.


Translators

Applications


- XYZ Television, Durango, Colo.—Seeks CP to add Hermosa, Colo. To present principal community; change frequency from ch. 38 (187-188 mhz.) to ch. 68 (794-800 mhz.): change type of trans.; increase output power to 100 w (BPTT-3004A). Ann. July 22.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced July 27 (stations listed are TV signals proposed for carriage):

<table>
<thead>
<tr>
<th>Call letters</th>
<th>Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>KBTS</td>
<td>Louisiana Educational Television Authority, Shreveport, La.</td>
</tr>
<tr>
<td>KSMU-FM</td>
<td>Nampa Broadcasting Co., Nampa Idaho</td>
</tr>
<tr>
<td>KUOW</td>
<td>Woodward Broadcasting, Fairmont, Minn.</td>
</tr>
<tr>
<td>WOUL</td>
<td>University of Louisville, Louisville, Ky.</td>
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<td>KJVC</td>
<td>Heart of Dixie Broadcasting Corporation, Muscle Shoals, Ala.</td>
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<td>WWKL</td>
<td>Cape Cod Community College, West Barnstable, Mass.</td>
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<td>WIBI-TV</td>
<td>WEMT Bangor, Me.</td>
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<td>KTNQ</td>
<td>KQBS Los Angeles</td>
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<td>KODI</td>
<td>KUDI Great Falls, Mont.</td>
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<td>KKOI</td>
<td>KLPN Minot, N.D.</td>
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<td>KXDE</td>
<td>KBUZ Mesa, Ariz.</td>
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<td>WNCR</td>
<td>WAAB Worcester, Mass.</td>
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<td>KJOG</td>
<td>KBUZ Mesa, Ariz.</td>
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<td>WHRR</td>
<td>WMPS-FM Memphis, Tenn.</td>
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<td>WVEE</td>
<td>WPLO-FM Atlanta</td>
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<td>WITX</td>
<td>WCOP-FM Boston</td>
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<td>WKRL</td>
<td>WOLI Ottawa, Ill.</td>
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<td>KHAL</td>
<td>KEDI Honolulu</td>
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<td>WNCN</td>
<td>Radio Vango, Charlotte-Amalie, St. Thomas, VI.</td>
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<td>WBCF</td>
<td>Belleville Area College, Belleville, Ill.</td>
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<td>WSBC-FM</td>
<td>State University of New York, Cortland, N.Y.</td>
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<td>WSFF-FM</td>
<td>Coastal Broadcasting, Schoolcraft, Michigan</td>
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<td>WSRM-FM</td>
<td>San Antonio, Shafter, Calif.</td>
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<td>KUYT</td>
<td>Christian Broadcasting Academy, Alton, Ill.</td>
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<td>WHYM</td>
<td>KGVS Pensacola, Fla.</td>
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<td>WQCI</td>
<td>WABF Toledo, Ohio</td>
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<td>WPRD</td>
<td>KLSC Portland, Ore.</td>
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<td>KGSM</td>
<td>KRAM San Marcos, Tex.</td>
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**Other actions**

- Warner Cable of Fort Worth Beach, Fort Worth Beach, Cinco Bayou and Mary Esther, Fla. — Seeks special temporary authority to carry WGBS Panama City, Fla. (CSR-10287). Ann. Jul. 27


- General Media Corp., WCEE-TV Inc., Rockford Cablevision and Total TV, Loves Park, North Park and Winnebago county, all Ill. — Jointly seek special relief requesting limited waiver of rule as it relates to cross-ownership of television station WCEE-TV Freeport, Rockford, Ill. and cable television systems in that market (CSR-026). Ann. Jul. 27

- Pioneer Valley Cablevision, Palmer, Mass. — Seeks issuance of declaratory ruling stating that WFSB-TV Hartford, Conn. is entitled to network nonduplication treatment (CSR-1037). Ann. Jul. 27

- Clinton County Cable Corp., Wilmington, Ohio — Seeks waiver of network non-duplication rules so that Clinton county will not be required to provide protection for WDTN Dayton, Ohio (CSR-1024). Ann. Jul. 27

HELP WANTED SALES

New 100,000 Watt FM stereo & quad 24 hour top radio. Needed for station. Some experience required. Strong imagination, bright mind, excellent communications skills- First year commission is $100,000.  To be spent as you wish. Salary $50,000 paid for each $5000 sold. This gives you more than 25% of your sales, with no investment except your own effort. We are looking for the bright, ambitious, self-starter who can and will make a fortune in AM-FM. Contact Mr. Freeman, President, American 7,397 W. Central, Wichita, KS 67212. An EOE M/F.

HELP WANTED MANAGER

General Manager wanted for successful Kentucky AM/FM Radio. Exceptional opportunity. EOE. Box U-57, BROADCASTING.

General Manager wanted for full time AM, no. 1 in market. Excellent opportunity for growth. Send resume to Box U-178, BROADCASTING.

Stereo FM good music station in Illinois looking for ambitious sales person. Send resume to Box V-5, BROADCASTING.

Top salesperson. Free to travel for the industry's largest and best syndicator of production materials, stations and automated music services. Send full resume to Box V-93, BROADCASTING.

Top sales opportunity for experienced, willing salesperson. Excellent single market Wisconsin AM-FM. Draw, expenses, hospitalization, life insurance, retirement plan. Send resume to Box V-117, BROADCASTING.

Experienced salesperson, proven sales record for top pay. Largest "share of audience" (18-49) ARB. Liberal salary, liberal incentive. KFMQ Radio, Terminal Bldg. Lincoln, NE.

Get away from the snow and cold and move to Sunny Arizona. KVOK/JOE is looking for a successful salesperson with management potential. Our stations are separately programmed and represent half the stations in this 60,000 plus metro market. Base salary with excellent commission plan. Write or call Jim Stoeve 602-782-4321, Box 228, Yuma, AZ 85364.

Aggressive salesperson for Long Island area, AM-FM operations in excellent market, managerial opportunity. WHNL, Box 219, hempstead, NY 11550.

We are the top station, and have one of the best facilities in the state. We need a qualified salesperson who knows how to sell medium market radio to replace a 25-year veteran earning significant 5 digit figures. Excellent benefits, good list. Management opportunities possible. WBLV, Box 929, Lewiston, ME 04240. Equal Opportunity.

HELP WANTED ANNOUNCERS

Top market, Ohio River town looking for an announcer, 1 year experience and 3rd phone. Sales helpful. Box U-84, BROADCASTING.

Personality M-O-R Morning Person. Our last two morning men were grabbed up by major market 50 kilowatts. We're good. If you are, and if you are stable and mature, send resume to Box V-12, BROADCASTING.

Immediate opening for 1st Phone personalities M-J-O-R. Format: Technical knowledge required. 6:00 PM-Midnight and Midnight-6:00 AM. Small market in Rocky Mountain Area. Top pay. Reply to Box V-18, BROADCASTING.

Are you funny, are you exciting, are you creative, then you should be in radio. WADD needs an announcer, at a northeast Ohio station. Send resume. An Equal Opportunity Employer. Box V-112, BROADCASTING.

First ticket announcer, strong on production for 10KW Central Oregon Station. Tape and resume to KBND, P.O. Box 1071, Bend, OR 97701. An Equal Opportunity Employer.

Looking for ambitious, rich voiced announcers with some board experience and strong on news. Send tapes and resume to Frank C. Carman, KNLJ AM/FM. Box 389, Salt Lake City, UT 84110.

Staff announcer. College and experience preferred. Great small market station. WCLW, Box 929, Lewiston, ME 04240. Equal Opportunity.

HELP WANTED ANNOUNCERS

Combination announcer and production director for medium market southwest progressive country stations. Must know trends, have experience. Tape and resume to Gordon Macry, K102, 444 Executive Center Blvd., El Paso, TX 79902.

Announce-Production-Copywriting. Ambitious person, all round talent. 48 hour week for $650 per month. Pleasant working conditions in city of 100,000. Some live news and DJ. 3rd phone. Send tape and resume. KBND, 506 American Bank Building, Odessa, TX 79761.

First phone announcer with other ability. Send tape and resume to WAMD Aberdeen, MD 21001.

Morning DJ. Wanted! Experienced personality DJ. wanted for upbeat dynamic station. Must be able to do some production-copy. Contact Bob Catlin-WDEW Westfield, MA.

WIOS Radio AM. Tawas City Michigan. Small Market. Some experience. EEO. Must have related experience. Reply to tape: John Carrou WIOS Tawas City, MI.

$50,000 watts. Beautiful Music Stereo FM located on the Eastern shoreline of Lake Michigan is seeking a qualified and suitable staff announcer with production ability. Position includes daily air shift and production responsibilities. 3rd class engineering license required. Contact Paul Martin, WWGQ/WGWQ FM Stereo, Box 296, Muskegon, MI 49443 or call 616-722-1681. We are an EOE Employer.

Adult contemporary morning personality for no. 1 station in market. Facilities, nice area. Air/production and resume to Bob Welsch, PD, WGMJ, P.O. Box 107, St. Joseph, MI 49085. A Midwest Family Station. EOE.

Immediate. Experienced staff announcer needed for top-rated FM-Stereo beautiful music station. Must also have production/copy skills. Tape & resume to WSRS, West Side Station, Worcester, MA 01602. An Equal Opportunity Employer.

Announcer with high school play by play ability. Job offers: broadcast station, college or professional. EOE.

Aggressive Cont/MOR seeks afternoon personality. Commercial experience necessary. We offer: stability, upward mobility, good pay. EOE. Tape and resume to: WTON, Box 99, Stauton, WV 24401.

One of the first Bonneville MOR programmed stations needs pleasant sounding announcer. Some production and copy writing. Send tape and resume to Mr. Reilly, WWOM, Box 5146, Albany, NY 12205.

We are seeking a special caliber of person, who has some knowledge of the fundamentals of communication. Prior experience is not required, but a first ticket is, for those of you who want to learn our brand of radio, call or write Broadcast Enterprises. Box 968, Powell, WY 82435.

New station, major Southwestern USA market, Fall opening for MOR-Contemporary Personality who is a communicator. Experienced. Tape, resume, salary requirement to: SM, Inc., 2160 Fifth, Bay City, MI 48706.

Wanted Announcer. Qualified to handle announcing duties and music. Must have a minimum 1 kw station. Excellent Plant & Job. 314-586-8577 for Mgr.

Announcer for big, small market country AM and all news FM that is growing fast. Good chance for advancement. Extra talent for remotes, bonuses for some news and production. Excellent opportunity for person who likes rural living and can contribute to this unusual operation. EOE. We hire only by interview. Call for appointment Mr. Smith, 503-862-8833, Klamath Falls, OR.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.
HELP WANTED ANNOUNCERS
continued
P.D. announcers and newspaper needed for contemporary N. Dak. Radio. Tape, resume and requirements to: Jack Ingstad, Box 2072, Minot, N. Dak. 58701, Replies confidential.

HELP WANTED TECHNICAL
Chief Engineer, Upper Midwest, directional AM, 5 kw days, 1 kw nights. Separate patterns, FM Stereo. Automated remote control. Experienced professionals required. Ability to do occasional air work helpful, but not required. Excellent situation. Located near nice city. Call 815-332-3436 or 397-3070 for details. Excellent work conditions.

Chief Engineer wanted for AM/FM combination in one of midwest's finest medium sized cities. Need knowledge and experience on non-directional AM, Stereo FM at area rate code 602-336-7933 or write, White Employee. Send resume to Box V-76, BROADCASTING.

Successful New Mexico Class C FM needs engineer-announcer experienced in studio and transmitter. Excellent salary and fringe benefits. Must be self-motivated, able to take direction and get along with people, to dig, write, and air. Send tape and resume to Dave Houston, Box 500 Springfield, VT 05156.

HELP WANTED NEWS
continued
The Imagination Station needs talented newscaster who can write and produce short creative news vignettes. May also double as morning person. Format is new and exciting, and audience is unlimited. Call 815-332-3436 or 397-3070 for details. Excellent work conditions.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS
Program Director. Top 15 Midwest market contemporary. Must have track record, good voice, and know station promotions. Box V-7, BROADCASTING.

Modern country music program director, with extensive national program director experience desired. Must be good writer, responsible for station promotions, and total air product. Box V-8, BROADCASTING.

Looking for a start? Excellent station going from live to automation soon needs people eager to learn. Top 40 format. Box V-85, BROADCASTING.

Successful New Mexico Class C FM needs experienced county program director. Must be heavy in production, music knowledge. Excellent salary. Stable, mature individuals only. Send resume to Box V-110, BROADCASTING.

Automation freak with super production. Engineer & air talent opening in one, to be Operations Director for a brand new super power FM in Beaumont, Texas. (93rd mile). Make it sound live and we can win. Call Ken Stephens, Box 400990 or 512-867-8000.

New 50 kw FM Christie area radio station located on Eastern shore of Maryland to become operational in October. Now employing complete staff. Write Maranatha, Inc., Box 130, Princess Anne, MD 21853 or phone 301-749-1435.

Help wanted—College teaching. Oklahoma State University seeks instructor one-year appointment for Fall 1976. Minimum master's degree plus three years experience in the field of history or political science, who expects high student performance. Send resume to Harry Heath, Director, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74074. An Equal Opportunity, affirmative-action employer.

SITUATIONS WANTED MANAGEMENT
GM-experienced all facets. Strong track record. Dependable. Box U-115, BROADCASTING.

Attention: Major Market Radio. Dynamic sales personality desires position as local/national sales manager for group or individual station. Strong credentials, personable, highly creative with unusual sales techniques. Build your sales with a fresh, energetic, hard-working talent. Write Box V-96, BROADCASTING.

Business/Operations Manager seeking opportunity to improve efficiency and morale by streamlining your operation. Supervisory experience. Heavy Broadcast Computer experience. 6 years with affiliate in top 20, Box V-89, BROADCASTING.

15 year professional seeks small/midsize market station to manage or manage with. Well versed in all phases of station operation. Will consider all areas to relocate if offer is solid. 301-757-3352.

WANTED SITUATIONS SALES
Young, aggressive, hustler. Proven record. Take advantage of my professional approach towards radio sales and marketing. Recent experience in major market preferred with earning potential of $20,000 plus. Box U-189, BROADCASTING.

Manage and sell. Sales Manager built regional powerhouse. Worked with nation's best programmers. Strong, creative direction, Self-sufficient servicing. 27, degree, Box V-107, BROADCASTING.

SITUATIONS WANTED SALES
Seeking sports PBP-Sales position in medium market. 2 years experience, College graduate, Professional attitude. Call 812-275-3200.

SITUATIONS WANTED ANNOUNCERS
DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Authoritative, "net quality" voice, personally, formerly Big Band leader, 15 yrs DJ, MD. ND. Box V-53, BROADCASTING.

Announcer available. Strong news/1st/2 yrs exp. Desire AOR or news work. Box V-56, BROADCASTING.

Experienced announcer/professional, production. 3 yrs. Adult contemporary or Top 40. Box V-63, BROADCASTING.

Articulate, knowledgeable, responsible—well read, bright, well traveled. Seeks position radio talk show host. Spent 20 years in show business. AFTRA member. Know radio well. Was born for this new career. Bob Syrian 212-954-8191 or Box V-65, BROADST.

First phone Top 40 jock. Recently worked in Oklahoma City area. Former production director (2 years) and jock (3 years) at open format College Station. Currently employed as disco jock. New 312-439-2884 or Box V-79, BROADCASTING.

Versatile, experienced announcer, 26, desires growth opportunity. 3rd endorsed. Box V-81, BROADCASTING.

Contemporary personality desires move to medium or major market. 3 years experience. Box V-94, BROADCASTING.

Currently employed Top 50 Market Pro. All formats including automation, but prefer MOR and Modern Country. The Plus's include copyrighting/production/romantic. Many hats for sale, with security and benefits. 35, single and stable with A 1 professional and credit credentials. $15,500 minimum. Lets communicate via Box V-95, BROADCASTING.

Classical announcer. Ten years in the business. Worked as commentator for major symphony orchestra series. Good production. Seeking full time fine arts radio station that can make classical music pay. Too: Top 50. Reply Box V-100, BROADCASTING.

Helio Ilioupis, 27 yrs old. 3rd year working. Looking on contemporary. Want to plant roots. Box V-101, BROADCASTING.

New York City air personality available for Jazz-oriented format. 6 years experience as host and producer of Jazz program on New York's WStStan Kenton, Charles Mingus, Bill Evans and many other Jazz artists. Box V-103, BROADCASTING.

Thirty years experience. Need job. Announce, sell, write, etc. Available immediately. Box V-105, BROADCASTING.

Heavy thinker, light touch. Explorer of high spaces and bottom lines. Melodic, Energetic point of view. Soft sell. Seeks all night music and talk show. Tape available. 718-244-3426 evenings or Box V-115, BROADCASTING.

Radio DJ-TV newcomer available for part time or full time. 213-674-7238 please call mornings.

DJ-Newcastle, BA, 3rd class, three years experience, bright, hard working, dependable, wants to relocate now. Prefer west coast or greater Chicago area and modern Country or MOR format. Will consider all offers. Box V-78, 414 Aylesford Place, Lexington, KY 40508. or call 1-800-253-1773.

They wouldn't let me play P.D.O. Bach inventive classical music host-announcer available. Bruce Thomson, 1508 Valley Drive, San Jose, CA 95130.

Young announcer, good voice. Top 40, soul experience. Box 21, Jesse Scott 2502 B St #17 San Diego, CA 92102 714-233-4309.
Maturity, experience, talented ability, 3rd endowed, and definitely a "producer," Peter MOR, classical or country. Can do all equally well. Not a time and temp man. If interested, call 305-888-6262. Mon. 5-9 p.m. Call for Richard Hall.


**Broadcast Grad., 42, AFR-TV Exp., newspaper reporting, film lab. background. Third Phone. Endorsed. George Muzyka, 3825 N.gewater Ave, Chicago, IL. 60634. Call for Air Check tape. 312-685-1984.**


26 married P.D. strong production including 4 track recorders, 10 years air work including talk shows, news, some video and sales. Looking for top 40 MOR talk show. Wishing to relocate. Steve Christopher 346 73rd Street Niagara Falls, NY 14034, 716-283-4752.


**Baby in basket,** 6 yrs pro all formats prefers to stay in Florida but will relocate for better family support and right opportunity. 904-761-6920 anytime. Write resume.

Top zone. 40/Soul DJ. 3rd endowed, 3 yrs exp, talented and hard working. Tapes/reviews 521-527-7276.

**Hard working family man** with first 5 yrs exp. Seeks 3rd position to get back into radio. Mike Valgus 1474 Sacramento Blvd. 305 S.F. C.A. 415-775-7833. Wishing to start at the bottom of the totem pole.


**Attention Florida!** DJ 3rd endowed, light board, ex- cellent commercials and news, ready now! Glenn Miller, c/o Martine, 7600 S.W. 133 Court, Miami, FL 33183 305-395-1342.

**Station Manager!** Need Jock MOR, country, sports? Good voice. Sell tool! Terry Boyd 714-444-8728, 871 Brockwood El Cajon, CA.

**SITUATIONS WANTED TECHNICAL**

**Chief Engineer.** 25 years experience, 50 KW AM, directional, 100 KW FM. Automation, southwest, $15,000. Box U-157, BROADCASTING.

**East Tenn. Stations:** maintenance contracts available. Audio, DA proofs, installation, FCC filings. Box V-92, BROADCASTING.

**SITUATIONS WANTED NEWS**

**Sports/News reporter.** Young, aggressive grad desires reporter/caster position in medium or small market. Strong journ background. Major College PBP and talk exp. 3rd endowed. Box V-118, BROADCASTING.

**Sportscaster: persevere** for first commercial break. Almost any format, Football, Basketball, Baseball, Hockey, baseball, sports talk shows. 3rd endowed. B.S. sociology, private school teaching-coaching since 1972. Available now, will relocate. Peter Conney, Manager Road, Attilboro, ME. 617-222-4798.

**Sports director.** 23 Over five years experience small market radio. Solid radio background includes spot, production, copy, sales, and shift. College degree in broadcasting. Dedicated and dependable. Looking for the right move up. For details contact Cliff Yiffin Board 584 Ebernton, GA 30653, 706-325-2788.

**Michigan State Univ. grad (Telecommunication, Magna Cum Laude) with 3 yrs non-commercial news/sports/PBP experience seeks similar work as full time start in radio anywhere. Call Dave at 312-949-8489.**

**SITUATIONS WANTED CONTINUED**

**Experience PBP broadcaster looking for chance to move up. Must have broadcast management experi- ence and college degree or equivalent. Good salary, stable employment and top benefits. Write and in- clude resume to Box V-55, BROADCASTING.**

**Mature** engineer. Looking for top market. Must have broadcast management experience and college degree or equivalent. Good salary, stable employment and top benefits. Write and include resume to Box V-55, BROADCASTING.

**Microwave engineer.** Maintenance and repair of microwave systems in Nevada and California. Two year minimum microwave experience required and some broadcast experience helpful. Person must be able to work on his own. Good salary, benefits, company car and excellent corporate benefits program. Send resume and salary history to: Box V-78, BROADCASTING.

**Director of Engineering.** Major Midwest market. Full color, UHF and Megahertz Operation. PBS affil. Administrative plus some operating experience required. Box V-114, BROADCASTING.

**Chief Engineer** for University based Public TV-FM- CTV facility. Responsibilities include design, mainte- nance and technical supervision of a modern full color facility. Minimum requirements: BSEE or equivalent, FCC first, three years experience in engineering management capacity and complete knowledge of state-of-the-art broadcast electronic systems. Available: Immediately, Salary: Open. Please send resume with references and salary histo- ry to Box V-115, BROADCASTING. An Equal Opportu- nity Employer.

**Fast-growing new TV station in Winnipeg, Canada, the friendly capital city in Manitoba, seeks techni- cians with good basic training in electronics and 3 to 5 yrs. Major market experience in engineering. Send resume to: Mr. Robert Hall, Chief Engineer, CKND-TV, 603 St. Mary's Road, Winnipeg, Manitoba, Canada.

**Immediate opening** for transmitter maintenance engineer. Contact Kari Black, KE, KRTV, Great Falls, MT.

**TV Engineer wanted to work in all color, remote- controlled UHF public television station in Western Michigan. Must have first class license and television experience. Send resume to: Paul Bock, Chief Engineer, WJGT-TV, Grand Valley State Colleges, Allendale, MI 49401. An Equal Opportunity Employer.**

**Assistant chief engineer.** Opportunity for first class engineer for group owned, network affiliate. Great area to work and live. E.O.E. Send resume to WJKT-TV, P.O. Box 17000, Jacksonville, FL 32216 Attn: Chief Engineer.

**Videotape editor/master control technician needed at well established major market CBS affili- ate. In/Out position. Send resume and salary history to Box V-97, BROADCASTING. An Equal Opportunity Employer.**

**Transmitter and Maintenance engineer needed. 1st class license required. Transmitte eng. to main- tain remote UHF transmitter. Maintenance eng. for control room equipment. Write or call WRBT-TV, Baton Rouge, LA. 504-786-3232.**

**West Virginia Public Broadcasting is looking for a qualified engineer to operate VTRS, cameras, transmitters, etc. Position is for a FCC First and some technical training. EOE. Apply: WSWP-TV/ WVPB (FM). P.O. Box AH, Beckley, WV 25801, Attn: Chief Engineer.**

**Assistant chief engineer** for midwest UHF network affiliate. Must have strong broadcast background in- cluding R.F. ability to work with, and supervise people. We are an Equal Opportunity Employer. Reply to: A.W. Taylor, C.E., WYTV, 3800 Shady Run Road, Youngstown, OH 44502.

**Television control room technician. Prefer FCC First license with 3/4 inch cassette, color camera and VTR experience. Salary 200.00 wky. WZTV Nashville, TN. Please send resume to: Box V-98, BROADCASTING.**

**Closed Circuit TV technician.** Thorough knowledge and experience in TV maintenance and operation. Rush resume to Robert Hunsly, Algate Gold, Northern Illinois University, DeKalb, IL 60115. Phone collect 815-753-0171.
HELP WANTED TECHNICAL CONTINUED

TV maintenance engineer, must have heavy Ampex VTR and TV knowledge of Standard and Color. Area need good general tech. Resume ASAP or call Chief Engineer, 1534 Kapilani, Honolulu, HI 96814 808-941-3011.


HELP WANTED NEWS

Weekend Anchor/reporter. If you’re a reporter ready to move up to anchor, move to this news oriented station in a top 100 market. Our station is number one. If you’ve got the ability, energy and leadership to help us stay that way join our team. Box V-21, BROADCASTING.

TV Reporter. Need experienced general assignment reporter. Minimum 3 years TV experience with ability to dig. Salary depends on experience. Send resume. I’ll contact you. Box V-50, BROADCASTING.

Field reporter wanted for small market station. Must have reporting and news film experience. Some anchorman work possible. Send resume to Box V-70, BROADCASTING.

Major midwestern vacationland area station currently seeking mature, strong voiced anchor for prime time newscasts. Need one who knows how to win and hold loyal news audiences with network style commitment and delivery. Just plain reader shouldn’t apply. Send letter, resume and salary expectations to Box V-118, BROADCASTING.

Reporters/Photographers. Medium-market Mid- west affiliate seeks experienced, dedicated profes sionals to work on a current staff in highly competitive market. Applicants should have at least 1 year of television or strong radio experience. Send resume to: J. Michael Beecher, News Director, KTIV-TV, Sioux City, IA 51103. No phone calls. E.O.E.

News producers/assignment editor with strong news background and good TV sense. Top 30 market. Equal Opportunity Employer. Send resume WJAR-TV, Providence, RI.

Anchor/Producer/Midwest affiliate now seeking accomplished PRO. No beginners. Somewhere there is among you a talent to be communicated on a per-son-to-person basis. One who can relate, write, and generally put it all together twice a day. Tape, resume and references now being accepted. C/O News Director, WTVT. 3800 Shady Run Road Youngstown, OH 44502.

HELP WANTED PROGRARING, PRODUCTION, OTHERS

We’re Expanding. Top 20 Market seeks eng pro ducer, production assistants, desk assistants, re porters, etc. Excellentitious needed, write or call (212) 677-2375. Equal Opportunity Employer. Box U-198, BROADCASTING.

General accountant/office manager. Leading television station and production center needs person with good broadcasting accounting experience. Individual without broadcast experience need not apply. This is a heavy position requiring excellent accounting skills and the ability to perform. Must assist in supervision of office and growth and profitability. Excellent benefits. Equal Opportunity Employer. Send resume to Box V-88, BROADCASTING.

TV producer/director: Powerful California TV station looking for experienced on-air personality. Must be capable of producing/writing/directing TV commercials and in-camera scenes. Ed hands-on experience with engineering staff and VTR board switching. Send tape and resume only to Sam Dallion, KMPH-TV, 2600 Moonpy Blvd, Visalia, CA 93277. An Equal Opportunity Employer.

HELP WANTED PROGRARING, PRODUCTION, OTHERS CONTINUED

Producer/director/filmmaker for Southeastern Public Television Station. Must be experienced in graduation from a four year college or equivalent or professional competence in shooting and editing 16mm color film with sound. Ability to manage a small production unit in the development of instructional and special projects. S.14,412 annually. Send resume, film and video work samples to Box V-71, BROADCASTING.

Instructional Television Staff writer for Southeast Urban TV Station. Demonstrated ability to write creatively for broadcast and print media. Must script exercises developed by the station. Bachelor's degree is required. Master's preferred. Deadline for application August 25. An Equal Opportunity Employer. Send application to Box V-71, BROADCASTING.

Creative commercial producer-director with strong experience in film and studio production, VTR editing and close client contact. Send resume and tape to Prod. Mgr., WFRV-TV, P.O. Box 1128, Green Bay, WI 54305. Equal Opportunity Employer.

Producer-Director Public Television seeks expe rience person with perfected writing, producing, directing, editing, and leadership skills. Extensive mobile unit experience required. Excellent opportunity for professional growth. Send resume, salary requirements, and last production unit. Remote, and editing equipment. Not an apprenticeship position. Salary negotiable. Contact WGBH-TV, 201 Army Armory Square, Springfield, MA 01105. 413-781-2801.

Producer/director for operating shifts, includ ing video switching and telecine operation. Some experience and/or first phone required. Reply to A.W. Taylor, C.E., WVT, Inc. 3800 Shady Run Rd., Youngstown OH 44502.

Graphic Artist/photographer. Full-time. To set up and operate camera and lighting in the field. Minimum of two years experience in television graphics design and preparation. Available October 4; closing date September 3; annual salary $8,000 to $9,000. For description and application write: University Regional Broadcasting, Inc., 3440 Office Park Drive, Dayton, OH 45439.

TV producer-director with B.A. and 3 years experience that wants to supervise a 3 person TV section in a University Media Department. Must be able to pro duce and direct TV programs and other media presentations, schedule and supervise work assignments, and coordinate operations. Starting salary $12,000-$15,000. Send resume to Informational Media Laboratory, University of Wisconsin-Milwaukee, P.O. Box 413, Milwaukee, WI 53201. An Equal Opportunity Employer.

Producer-Director for demanding TV broadcast project, must be skilled at working with teachers, engineers, production, photography and graphic ex perience. Slow-Scan TV, 600 Hecile Street, Hancock, MI 49930.

SITUATIONS WANTED MANAGEMENT

General Manager of small market stations seeks management opportunity in larger markets or group; substantial experience required; salary commensurate; able to travel for interviews. Reply Box U-85, BROADCASTING.

Program knowing, production excellence, light operation, seeking increased earning opportunity, Box V-71, BROADCASTING.

For sale! Top executive from major Rep seeks move to station with management responsibility over reputation outstanding. Investigate! You'll be surprised and glad you did. Box V-111, BROADCASTING.

Let's make a deal. You'll get an attractive, smart woman in her mid-thirties. Experience working in broadcast, advertising and TV production and I'll get a rewarding job & good salary. Excellent references. Write Box V-122, BROADCASTING.

SITUATIONS WANTED SALES


SITUATIONS WANTED TECHNICAL

Chief engineer 20 years broadcast experience all phases of UHF VHF seeks challenging position. Box V-90, BROADCASTING.

Chief Engineer experienced in VHF and UHF; large and small markets. Heavy maintenance experience on Ampex, Noreco, GE, RCA. Hourly familiar with all phases of broadcasting and production. Contact Bill Taylor 1311 Ski Lodge, Montgomery, AL or call 205-277-4864.

SITUATIONS WANTED NEWS

Reporter Top 75 experience, tied reporting PBP, production. BA Journalism, VTR available. Currently full time radio, want back into TV. Box U-164, BROADCASTING.

Meteorologist: Four years television and radio experience forecasting for New England region. Professional Member of AMS, 27 years old. VTR available. Box U-14, BROADCASTING.

Sports Personality. I don't just read scores, I do sports commentary, play by play and lots of interviews. Medium market size. Excellent work ethics and ready to move up. Box V-33, BROADCASTING.

Personable sports anchor/door. Nine years experience, four as director in medium size markets. Only stations with positive sports attitude need inquire. Box V-38, BROADCASTING.

News is my life. Add life to your news! A news pro, ready to anchor and/or report. Currently, top-rated all news radio anchor and part time TV in a top 5 market. A 13-year veteran at 32. Current with ENG. Box V-84, BROADCASTING.

Puerto Rican Broadcaster seeks on-air entity level position in television news. Credits include talk radio, British television, and UPI. Experienced in all areas of production, TV and film production. Call 202-232-8509, or write Box V-72, BROADCASTING.

News Director: Troubled news department? I can produce ratings, profits and solid journalism. Box V-77, BROADCASTING.

Experienced female co-anchor in medium market wants to move up. Also strong street reporting ability. 4 years in all phases of TV plus B.S. Broadcast Journalism, Box V-82, BROADCASTING.

News Management: Presently employed assistant news director medium market. Desire similar position in larger market, or ND in smaller or medium market. BA. Available. Box V-84, BROADCASTING.


Ratings getting weatherman/anchor/eg m. Am also a 16mm cameraman with my own equipment. Box V-99, BROADCASTING.

Best play-by-play man around. 3 sports, News Director and anchorman of all-news format. Box V-99, BROADCASTING.

Experienced female reporter/news caster with solid reporting and on-camera skills. Excellent voice and appearance. Box V-102, BROADCASTING.

I'm a young aggressive, self starter, recent grad, who wants to get out of the business and have some major market experience. I will go anywhere anytime. Give me the chance & I'll do the job. Reverts Calls or write David 812-484-1217, 4 Dutchpass Rd. St. Paul 55110.

Versatile newcomer, writer, BA, seeks position with small to medium size. Experience with VTR production and editing. Will relocate. I. Lubinsky 212-444-6848.

Late anchor Eastern North Carolina, Station being sold. Seems writer, reporter, anchor or back-shop position. First ticket. Weeknights, Ted Wolfe 919-637-2111.

Broadcasting Aug 9 1978
THE TECHNICAL OPPORTUNITIES

THE TRENDS OF THE TIMES: COMMUNICATIONS

COME AS A READER / PHOTOGRAPHER experienced, in news, documentary, interview, music, drama, ready to move to medium or large station or production house. Will relocate. Address tape on request. Box V-15, BROADCASTING.

Production Manager position desired by production manager ready to move. Excellent background and credentials, major market experience, consider progres- sive, production situation. Box V-42, BROADCASTING.

RCA Projectors, Microwave equipment wanted.

RCA High Band Transmitters, 1 KW to 25 KW, Trk-72 Film Chains, TP-7 Side Projectors, Microwave equipment 2 GHz and 7 GHz. Box V-45, BROADCASTING.


2-Highband VTRs, with DOC and CAVEC, Contact Chief Engineer at 605-996-7501 or write: P.O. Box 1849, Mitchell, SD 57301.

FOR SALE EQUIPMENT

for sale 2 RCA TT-10AL transmitters. Presently tuned to Channel 5. Also available Harmonic and Sideband filters. One diplexer as well as two manual RF Patch Panels. Box V-44, BROADCASTING.

FOR SALE EQUIPMENT

Complete gear for FM Radio Station. All equipment in excellent condition. In use at present time. Available about October 1st this year. FM B Gates Transmitter complete with many accessories. 25 MHz, 1 Hewlett Packard FM Frequency-modulation monitor, 1 FM Limit, Harris Solid State, 1 Harris Solid State ACC 1.4 KW Transmitter with power divider, 1 220 watts 7/8" ands helix transmitting line complete with fittings. 1 Gates console (in use for production at present time). Transmitter has spare power transformer, plus two spare intermediate transformers. Buyer must arrange for shipment.

$4,000.00 buy: TV 215-30, City Palmyra Radio System 805 E. Kenneth, Spearman, TX 79081.

SINCE WANTED

WANTED

WANTED TO

SITUATIONS WANTED

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Conscientious, capable and creative director with 12 years in medium and 2 years in major markets seeking similar position. Experienced in news, commercial, promotional and Public service direction with college & graduate degrees in TV. Relocateable and available immediately. Box V-104, BROADCASTING.

Experienced reporter/photographer will travel to get right job. Available immediately. Standups 16mm silsof and some ENG. Investigative background. Doug Cummings. 913-267-1165.


FOR EMPLOYMENT

The Captain's mate, over 30 radio stations need an- nouncers. All formats. Send 50c in coin plus self-ad- dressed-stamped envelope for current issue. Box V-68, BROADCASTING.

PUBLIC NOTICE

A CATV ordinance is under final consideration by Metropolitan Nashville-Davidson County, Tennessee. Comments on this proposed ordinance by CATV owner/operators are requested and will be considered at a Public Hearing in Nashville on September 23, 1976. Interested parties may elect to make verbal comments at the hearing; however scheduling priority will be given to those who have filed written com- ments. Deadline for written comments: September 10, 1976. For a copy of the ordinance, contact: CATV Special Committee c/o Metro Planning Commission, Metro Postal Service, Nashville, TN 37202.

FOR EMPLOYMENT


SITUATIONS WANTED CONTINUED

FOR SALE EQUIPMENT CONTINUED

FOR EMPLOYMENT

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TECHNICAL OPPORTUNITIES

MATV installation business your city, part time. $200.00 day possible. Melvin Cohen, Box 809, Bay- ton Beach, FL 34335.

INSTRUCTION


1st Class FCC, 5 wks. $450.00 or money back guarantee. VA approved. National Communications, 11486 Oxnard St., N. Hollywood, CA 91606.

Announcing & radio production. Learn at Omega State Institute.

FCC First Class license. Prepare for your test at Omega State Institute.


Rei teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin Sept. 13, and October 25. Student rooms at each school.

Rei. 61 N. Pineapple Ave., Sarasota, FL 34157.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-8441.


Free booklet demonstrates "Job Power" of our FCC 1st class license preparation. Write Announcer Training Studios (A.T.S.), 152 West 43rd St., New York City, 10036 (Vets benefits). 212-221-3700.


Prizes Prizes! Prizes! National brands for promo- tions, contests, programs. No balls or trade ... be- tter! For fantastic deal, write or phone: Television & Radio Features, Inc., 186 E. Superior St., Chicago, IL 60611, call collect 312-344-3700.

Radio announcements recorded, 7½ ips, full color, 1000 words, $2.67. Hal worksheet, 33 S. Sperling, Dayton, OH 45403.
RADIO

HELP WANTED

GENERAL MANAGER

My station is in immediate need of a General Manager who has demonstrated sales ability and enjoys community involvement. We are a New Jersey AM and Class B FM. The person we hire will have an opportunity to grow with their accomplishments by participation in Stock Options. Please reply in confidence to: BOX 40, NEWTON, N.J. 07860. We are an Equal Opportunity Employer.

HELP WANTED SALES

SALES REPS. - MALE
OR FEMALE Full or P/T
Territories open - Arlington-Alexandria, Va. Area; Richmond, Va. Area; Albany, N.Y.; Cumberland & Baltimore, Md. Areas; Central New Jersey.

HELP WANTED TECHNICAL

CHIEF ENGINEER

Caribbean AM-FM group. Must know DA, audio, automation, construction and design. Hard work with good pay and conditions.

HELP WANTED NEWS

Sportscaster For Radio. Were News 13 is looking for a staff sportscaster who can script and read scores, stories and comments - monologs and afternoons, weekends. Excellent pay and working conditions for dedicated professionals. Looking for personality spot on Cleveland's only all sports station. No TV, no play-by-play, but writing and conversational skills must be first rate. Send tape and resume to John Webster, Program Director. WERE, 1500 Chester Ave, Cleveland, Ohio 44114.

SITUATIONS WANTED ANNOUNCERS

CHUCK BUELL

with top rating successes at KIMN, Denver, WLS, Chicago, KFRC, San Francisco is now available to perform for your Rocker or Adult Contemporary. (415) 820-33-33.

SITUATIONS WANTED NEWS

Major Market News PRO

Solid Broadcast Background

Top References

Available October 1

Box V-89, BROADCASTING.

TELEVISION

HELP WANTED MANAGEMENT

BUSINESS MANAGER

Major Market Group-owned TV/AM/FM

Combination needs Financial Manager

for Midwest facility. Excellent opportunity with growth-oriented company. Reply in confidence to Box V-104, BROADCASTING.

Equal opportunity employer M/F.

HELP WANTED SALES

VIDEO SWITCHER SALES:

Locate L.A. area, willing to travel West Coast. Like to sell quality products. Video technical background essential.

Write: Nubar Donoyan

3700 N.E. 53rd Avenue

Gainesville, FL 32601

Tel: 904-378-1581

HELP WANTED TECHNICAL

CONSUMER TV RECEIVER ENGINEER

San Francisco Bay Area

Excellent opportunity for career growth working for our Engineering Division. Qualified candidate for this newly created position will be responsible for video, audio and two other analog hardware design functions and production support. Candidate should have BSEE and 3 or more years experience in television circuit design with a strong background in analog design. RF experience helpful. Our Company offers an excellent benefits package and working environment. Send resume with salary history to Personnel Manager, ATARI, Inc., 14600 Winchester Blvd., Los Gatos, CA 94030, EOE.

HELP WANTED TECHNICAL

TRANSMITTER and MAINTENANCE ENGINEERS

Needed immediately FCC first class license required. Transmitter engineer to maintain remote control UHF transmitter. Maintenance/ operator engineer for maintaining control room equipment. Write WRSF-TV, PO Box 146685, Baton Rouge, LA 70898, EOE.

SITUATIONS WANTED NEWS

News is my life...add life to your news! A news pro, ready to anchor and/or report. Currently, top-rated all news radio anchor and part time TV in a top 5 market. A 13-year veteran at 32. Current with ENG.

Box V-64, BROADCASTING.

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HELP WANTED TECHNICAL
For Sale Equipment
Six Ampex VR2000 B Recorders
Perfect condition. All with Amtec, Coloric, Vel. Comp, 3M DOC. Four with EECO editing systems.
One PCP90 Philips Camera
B Version With Base Station
Perfect condition
Call or write: G. Gould Teletronics
231 E. 55th St., New York, N.Y. 10022
tel: (212) 355-1600

Wanted To Buy Stations
Wanted TV Station. 5-7 million range. Experienced Broadcaster - Investors
Box V-87, BROADCASTING.

DESIRE
active role in operation of local radio station, AM/FM. Heavy ad agency background. Copy, Contact, Administration. Northeast preferred. Investment considered.
Box V-113, BROADCASTING.

For Sale Stations
UHF television station in Northeast, full color, network affiliated. Financially qualified buyers only. No brokers.
Reply Box V-41, BROADCASTING.

TOP TEN MAJOR MARKET, MIDWEST, DAYTIME AM VALUABLE DOWNTOWN BUILDINGS WITH PARKING LOT MODERN EQUIPMENT. PRICED AT 2 TIMES, FINANCIALLY QUALIFIED BUYERS ONLY.
BOX V-67, BROADCASTING.

POWERHOUSE FLORIDA DAYTIMER
EXCELLENT FREQUENCY
EXCELLENT MARKET
EXCELLENT REAL ESTATE
$400,000 with $100,000 down and liberal terms.
BOX V-106, BROADCASTING.

appraisals
Paul Eagan
ASSOCIATES, INC.
100 MERRICK ROAD ROCKVILLE CENTRE, N.Y. 11570 15161 784-5516

Brokers & Consultants to the
Communications Industry
THE KEITH W. HORTON COMPANY, INC
1705 Lake Street * Elmhurst, New York 14402
P.O. Box 646 * (807) 733-7138

MIDWEST
Single station mkt. popul. 40,000...daytime AM. Gross revenue $300,000; cash flow, in excess of $80,000. Price including real estate — $600,000 cash.

A Confidential Service to Owners and Qualified Buyers

CECIL L. RICHARDS, INC.
Media Brokers
Call 'Lud' Richards (703) 821-2552

NEW ADDRESS Suite 408, 7700 Leesburg Pike, McLean, Va. 22043

BROADCASTING'S CLASSIFIED RATES
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When placing an ad indicate the EXACT category desired: Television or Radio. Help Wanted or Solutions 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.

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No telephone copy accepted.

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BROADCASTING does not forward tapes of any kind. PLEASE do not send them to...they will be returned to you.

Name
Phone
City State Zip
Insert ______ time(s). Starting date ______ Box No. ______

Display _______ (number of inches).

Indicate desired category:

For Sale Stations

MIDWEST

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

MEDIA BROKERS
APPRaisERS
RICHArd A. SHAheen
345 North Upper Drive * Chicage 60611
312-467-0040

BUSINESS BROKER ASSOCIATES
615-894-7511

BROADCASTER

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Broadcast Aug 9 1976

52
### Broadcasting

**Broadcasting**

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**Broadcasting with other major interests**

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Broadcasting Aug 9 1976

63
### Programing

**COLUMBIA PICTURES**

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**TOTAL** 197.932 4 17/8 116

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**TOTAL** 945.033 42.892 021

**Standard & Poor's Industrial Average** 117.1 115.3 +1.8

-A American Stock Exchange
-M-N-Midwest Stock Exchange
-N-New York Stock Exchange
-O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Hambrooke & Weeks, Kempef-Noyes Inc.
Washington.
Weekly Losses are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.

*Stock did not trade on Wednesday, closing price shown as last trade price.
**No P/E ratio is computed, company registered net loss.
***Stock split.

**Less active stocks. Trading in the following issues is too insufficient by weekly reporting. This listing reports the amount and date of the last known trade:**

- **CACA Electronics**
  - 1/8 11/29
- **Concert Network**
  - 1/8 6/17
- **Eliot Institute**
  - 1/8 11/29
- **Heritage Communications**
  - 1/8 4/7
- **Lamb Communications**
  - 1/8 6/27
- **Telepa**
  - 1/8 3/27
- **Universal Communications**
  - 1/8 4/27
- **Woods Communications**
  - 1/8 12/27

**Broadcasting Aug 9 1976**

84
Hughes's Mortensen: down to earth, even over satellite hook-ups

Arthur M. Mortensen, the president and chief executive officer of the Hughes Television Network, calls himself a practical man.

So you won't hear him issuing declarations about how Hughes is within striking distance of becoming a full-fledged fourth network, ready to take on ABC, CBS and NBC and give them a run for their money.

Mr. Mortensen still shakes his head over the way his predecessor, Robert Hales, punished off the fourth-network pipe dream (Broadcasting, Jan. 14, 1974).

"For Hughes even to think about a fourth network is totally impractical," Mr. Mortensen says. He puts a figure of $500 million as the literal cost of buying five TV stations in major markets and adding, for example, the huge programming and sales staffs that a truly competitive fourth network would have to hire.

And, as revealed by one study Mr. Mortensen had his staff put together, a fourth network, even if it were able to sign up as an affiliate one station in each of the major markets, could only round up a maximum of 57% of the country, compared to the 97% to 99% coverage the three major networks can deliver for a typical prime-time program.

So Mr. Mortensen, a tall, trim, silver-haired 59-year-old whose manner is open and friendly, doesn't waste time and energy on visions of a fourth network. Instead, he talks about the profitable year Hughes is having as an ad-hoc network for sponsors and syndicators with particular programs or events. He has so much confidence that Hughes's feeder lines will be busy for the next 12 months that he recently put in an order to RCA American for the yearly domestic-satellite bulk rate of 1,800 hours. A huge chunk of these hours, he says, will be given over to the transmission by Hughes of a home team's away games (in all the pro sports) back to the home city.

"This kind of networking is what we do best, and I expect satellites will cut the line cost dramatically," Mr. Mortensen says.

"Lines and tariff charges were the real expertise of Richard Bailey, the man who started Hughes, " he says.

The immediate upcoming event Mr. Mortensen is most concerned about is the Colgate-sponsored two-hour Federation Cup Tennis Tournament (which sports insiders have dubbed the Davis Cup for women) from Philadelphia on Aug. 29 (9-11 p.m., NYT), for which Syndicate Services, the distributor, is lining up stations. Hughes's cameras will cover the event, and its technicians will transmit it to stations.

And the biggest departure for Hughes in recent years—i.e., its getting involved in the actual bicycling of tapes for a 90-minute weekly syndicated barter series called Steve Allen's Laugh-Backs—is paying off in the ratings and could eventually end up as a full 52-weeks-a-year series, according to Mr. Mortensen. IPS, which produces the series (Hughes is bankrolling it), has taped 10 episodes (three of which will be repeated, for the first 13-week cycle). If the ratings hold, Mr. Mortensen says, the go-ahead for the next 13 Laugh-Backs will be a mere formality.

"Steve Allen is an old neighbor of mine from the days I lived in Los Angeles," Mr. Mortensen says. Although born in Colorado, Mr. Mortensen moved to Los Angeles with his parents when he was six years old. He says his most vivid memories as a young man in California were his tours of duty in the Metro-Goldwyn-Mayer back lot in the 1930's as everything from the guy who parked Clark Cable's automobile to night watchman on the set of the Philadelphia Story.

A strict Mormon, Mr. Mortensen attended Brigham Young University in the late 1930's. But he dropped out in 1941 to join the Navy. Because "I'd boarded around some as a radio announcer in college" (his major was physical education), he joined KLO(AM) Ogden, Utah, as an announcer when he was mustered out of the Navy in 1945. Two years later, to better himself, he switched from announcing to sales at KLO, and, two years after that, was hired as a salesman by CBS-owned KNX(AM) Los Angeles.

Continuing on a two-year cycle, he was made national sales manager (based in Los Angeles) of the Don Lee Broadcasting System (which later became part of RKO) in 1951. In 1954, he jumped at the chance to become general manager of Jack Wrather-owned KFMB(AM) San Diego, a CBS Radio affiliate. Those were the days, Mr. Mortensen remembers, when CBS was feeding its stations a full network service. "I had to search for time in the schedule to do my own local programs," he says.

In 1957, the Wrather organization promoted him to general manager of KERO-TV, its station in Bakersfield, Calif., which prospered under his tutelage during the next seven years.

An influential vice president with Gene Autry's Golden West Broadcasting, Norman Boggs, who had worked with Mr. Mortensen at Don Lee, recommended him to Mr. Autry when the general manager's post at KTLA-TV Los Angeles became vacant in 1964.

But by 1966 he'd found himself enmeshed in a fundamental policy dispute with an upper-echelon executive at Golden West (whose name he prefers to keep anonymous) and, as he puts it, "I quit before I was fired."

The rest of his broadcasting career was guided by what industry insiders refer to as "the Mormon Mafia." Arch L. Madsen, a Mormon who's president of the Bonneville International Corp., made Mr. Mortensen president of the Los Angeles/Kansas City division of Bonneville in 1966, with responsibility for KBIG(AM)-KBRT(FM) Los Angeles and KMBZ(AM)-KMBR(FM) Kansas City, Mo.

After eight years with Bonneville, "I realized I had no further place to go unless the president bowed out, which wasn't likely because we're both about the same age," Mr. Mortensen says. So in February 1974, when Howard Anderson and Bill Gay, the two Mormons who serve as directors of the Summa Corp., one of whose divisions in the Hughes Television Network, offered Mr. Mortensen the presidency of Hughes (to succeed another Mormon, Bob Hales, who now works full time for the church), he accepted, beginning the task at Hughes he is now immersed in—developing to the fullest its own, and realistic, niche in television.
Copyright 1978?

The copyright bill that is emerging from the House Judiciary subcommittee headed by Representative Robert Kastenmeier (D-Wis.) has been welcomed by the National Cable Television Association and found deficient by the National Association of Broadcasters. The divergence of reaction all but guarantees that the bill will be subjected to further scrutiny by the full Judiciary Committee and to extensive debate if it reaches the House floor during this session of Congress.

The disputes, of course, are over the provisions dealing with copyrights and cable television. At this stage of legislation, broadcasters must concede that the cable establishment is closer to achieving its ends than broadcasters are to achieving theirs. Still, broadcasters may take some comfort in knowing they have made more headway in the House so far than they made in the Senate, which adopted a bill even less to their liking.

The NAB has said it will carry on its campaign to get provisions that were rejected by the House subcommittee. It wants less liberal fee scales for smaller cable systems that are owned by multiple system operators. It wants full copyright liability for any distant signals that the FCC in the future adds to those it now permits cable systems to carry. And it wants any cable system carrying a pay-television service to be exposed to total copyright liability for all distant signals, as well as for its pay service, if the FCC relaxes or eliminates the antisiphoning rules that now restrict pay-cable access to movies and sports.

The last will be especially resisted by the cable interests whom the broadcasters charge with building the distribution system for pay cable on profits from the broadcast services they have carried at no fee at all until now and could carry at only modest fees under either the House or Senate legislation. But if it were to become law, it would entitle the cable operators to realize their announced ambition for the removal of regulatory controls over pay cable.

If indeed there had been copyright liability fixed by the marketplace from the beginning, there would have been no reason for most of the FCC regulations that the cable operators have protested over the years.

As advertised

In its findings and conclusions, the final report of the American Association of Advertising Agencies’ study of consumer attitudes toward advertising (Broadcasting, Aug. 2) is not materially different from the preliminary report issued 16 months ago. But its appearance is welcome, because it provides a useful reminder of how small are the constituencies of the critics who are forever carping about advertising’s alleged ills and evils.

Like the preliminary report (Broadcasting, March 24, 1975), the final work—a 253-page book, “Advertising and Consumers: New Perspective” by Rena Bartos of J. Walter Thompson Co. and Theodore F. Dunn of Benton & Bowles—does not try to gloss over the shortcomings that were found. It makes clear that people have become more skeptical about advertising. The number who think it results in better products, lower prices or a better standard of living was lower in 1974 than in 1964, when a similar study was done, while those who thought it usually insults the intelligence or creates unneeded purchases had increased.

People are critical of clutter and less favorable toward TV and radio commercials than toward print ads. And it is their attitudes toward these that color their attitudes toward advertising generally—not a total misfortune, since they are less favorably disposed toward outdoor and direct mail than toward electronic advertising.

But these and similar negative findings were also found to make, as the report said said about clutter and intrusiveness, “only a minor contribution to [consumers’] overall attitudes toward advertising.” What really counted, the study discovered, was how they looked at advertising in terms of the consumer benefits it offers (information about products, where to find them, costs and the like), its credibility and its entertainment value. In short, if advertising tells them what they want to know and is believable and enjoyable, they like it.

On a broader scale, the study found that despite all the noise the critics make, advertising is not a matter of deep concern to most people. Those who thought it something needing immediate attention and change dwindled slightly in the 10-year interval between studies, and those who regarded it as “essential” increased. In both cases the pro-advertising viewpoint dominated by approximately 9 to 1.

The negative viewpoints should of course be heeded. Their causes need to be corrected insofar as possible. But the report does advertising a service in making clear—again—that the professional critics speak more for themselves than for others.

Step one

The selection of John B. Summers to be second in command at the National Association of Broadcasters came naturally to the first in command, Vincent T. Wasilewski, president. It was history repeating itself. Mr. Wasilewski, like Mr. Summers, rose through the NAB legal department to become executive vice president 15 years, almost to the day, before Mr. Summers’s selection was confirmed by the NAB’s special task force that is carrying on the reform of the NAB management.

Others within the NAB staff and membership had aspired to the number-two spot. Among many broadcasters there was a desire for the selection of an experienced broadcaster. But this, as reported elsewhere in this issue, is but a first step. Other assignments will be made as jobs are redefined. The whole program may then be judged by the members.

The NAB has one basic function, to protect the free estate of broadcasting and its allied arts. The most effective lobbies in Washington are relatively small, well paid and highly motivated. Those are the qualities to be sought in the reorganized NAB.

"I told you before. We guarantee the quality of the picture, not the program."  

Broadcasting Aug 9 1976 66
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