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Lutheran Television

This is the Life

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awarded last year to religious program artists. Lutheran Television thanks the National Academy of Television Arts and Sciences for this unique honor to "This is the Life" artists. We are pleased to offer our twenty fourth series to assist you in carrying your Public Service responsibilities with integrity and quality.

This is the Life
Lutheran Television
WHERE THOUSANDS OF BREADWINNERS BECOME LOSERS

Storer stations are and are doing something about it.

America's highways are like battlefields. In 1973 alone, they were the scene of over 20,000 accidents and 55,600 fatalities. And, while safety experts have cheered by the improvements, the 55-mph speed limit has made the carnage in 1974 still total, with estimated 44,500 dead.

By far most of the fatalities are men—many at an age when young families are vitally dependent on their support. This toll on American life goes beyond anything the grisly statistics reveal.

For this reason, Storer stations feel they must relentlessly press the attack against this deadly killer. So you'll find Storer stations across the country regularly devoting important air time to programs and editorials that stress highway safety.

KCST-TV in San Diego, for example, recently tackled a frequent cause of accidents - railroad crossings. Yet Georgia law doesn't require drivers to stop at crossings unless there's a stop sign. Many crossings have no signs. And of those that do, many have no bells and lights. So in a hard-hitting series of editorials, WAGA-TV in Atlanta pushed to make stops at all crossings a law, and to get signals at important crossings.

In Toledo, a fatal trailer-truck accident occurred at an intersection just off a busy interstate highway exit. WSPD-TV, aware that it was the scene of several other bad accidents, interviewed witnesses who live nearby. They learned that truck drivers regularly ran the light. Truckers checked and said that the light was so short, they couldn't stop. WSPD-TV informed the city traffic department and the light was re-timed.

Involvement like this in the lives of their communities is typical of all Storer stations.

We feel the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

The Storer Stations
Storer Broadcasting Company

Attention: Program Directors

A special announcement from:

Survival Anglia Ltd.

All-New Fifth Season of “World of Survival” is Now Available!

The fifth season and all-new edition of the “World of Survival” series is now available. Already cleared in 68% of the U.S., some of the top stations include:

- WCBS-TV New York
- WAGA-TV Atlanta • WMAQ-Chicago
- WBZ-TV Boston • WCKT-TV Miami
- WGR-TV Buffalo • WKYC-TV Cleveland
- KSD-TV St. Louis • WRC-TV Washington • WPRI-TV Providence
- WGAL-TV Lancaster • WLWT-TV Cincinnati • WSOCTV Charlotte
- WRGB-TV Albany

A Premiere Season Package: “For A Better World”

Five network proven special hours are currently being offered as a premiere season package entitled “For A Better World.” They include the Emmy-winning The Incredible Flight of The Snow Geese, with Glen Campbell, We Live With Elephants, with David Niven, World of The Beaver, with Henry Fonda, Mzima: Africa’s Mysterious Spring, with Cliff Robertson and The Forbidden Desert of The Danakil, with David Niven. Clearances to date exceed 72% of the U.S. and include:

- KABC-TV Los Angeles
- WGN-Chicago • KYW-TV Philadelphia
- WBZ-TV Boston • KPIX-TV San Francisco • WWJ-TV Detroit
- WTTG-TV Washington • KDKA-TV Pittsburgh • WFAA-TV Dallas
- KMOX-TV St. Louis • WSB-TV Atlanta
- WJZ-TV Baltimore • WFSB-TV Hartford

Both Qualify as Documentary Programs

The half-hour “World of Survival” and the hour “For A Better World” specials can both be “logged” as documentary programs and both can be run in Prime Time Access... “World of Survival” as first run and the hour specials “For A Better World” qualify for the exemption from the off-network restriction of the Prime Time Access Rule as “documentary” programs, as cited in the FCC Commission’s Second Report and Order, January 16, 1975.

To obtain these programs for your market, contact Marie Luisi, JWT Syndication Telephone 212-686-7000.
White version of Yago Sant’Gria on commercial starting blocks. Monsieur Henri Wines Ltd., subsidiary of PepsiCo Inc., Purchase, N.Y., is pouring more than $3 million into spot TV and radio over next 12 months to introduce its new white Yago Sant’Gria wine from Spain. Spot television and radio will begin in mid-August on eastern seaboard; move as far west as Chicago and as far south as Florida in October and through rest of nation by end of year or early 1976. Versions for black radio stations and for Spanish-oriented TV stations also will be used. One-minute radio and TV commercials plus 30-second TV spots have been created by Yago’s agency, Ogilvy & Mather, New York; copy theme, same as red Yago wine is, “Yago goes with all the good, good times.” Commercial will be geared to young people, especially women.

TV policy for cancer insurance. Union Fidelity Life Insurance Co., Trevose, Pa., is launching one-month spot TV campaign to help sell its cancer insurance policy in 35 states in which it operates, starting Sept. 1. Commercials present information on cancer and refer viewers to insert to appear in local newspaper which contains insurance application. This approach had been used by Union Fidelity earlier this year and has proved effective. Agency is Greybark, New York; target viewers are adult men and women.

Big business in blank tapes. BASF System, Bedford, Mass., will blast off concentrated advertising campaign this fall on behalf of its blank audio tapes, using network and spot TV for first time. Through Y & R Enterprises, New York, BASF has bought into ABC-TV prime-time and late-night programs catering to young men, including rock music and sports, and spot TV is contemplated for selected major markets. BASF intends to spend more than $3 million over next 12 months, heavily in broadcast, to heighten its brand awareness and increase retail distribution. Its catchline in advertising: “We sound like the original because we are the original.”

Screen test for cable. American International Pictures, Los Angeles, is experimenting with cable TV advertising for first time on behalf of new motion picture, “Part II: Walking Tall,” with buys made by Tandour Four Inc., New York, on CATV systems in Akron, Toledo and Canton, Ohio. Cable TV will be part of saturation advertising campaign for film in which TV and radio advertising are being placed in more than 300 markets for opening of “Part II” in Midwest, Northeast and Far West over next few months. Spokesman for AIP said results of test will dictate future use of cable TV advertising for movies. Creative work on TV and radio efforts was performed by J. Walter Thompson Co., New York, and placement is by Diener Hauser Greenthal, New York.

Method in madness. Crazy Glue Inc., New York, is putting finishing touches on new flight of spot television to run in about 140 markets from mid-August to end of year, with flights lasting from one to three weeks, varying with market. Furman, Roth & Co., New York, is aiming for audience of women, 18 to 49.

Border crossing. Canada’s Labatt’s Beer will make greatest effort to build product awareness in this country, with spot TV campaign set to run through most of the fall. Spots will emphasize Labatt’s popularity in Canada, in attempt to get viewers in sample of Northern markets to try it. Campaign will be divided into three four-week flights, to begin Sept. 8, Oct. 20, and Dec. 1. Agency, J. Walter Thompson, New York, is buying fringe 30’s and 60’s, aimed at men 18-49.

Push comes to Punch. Quaker Oats Co., Chicago, is preparing spot TV spree in substantial list of markets throughout U.S. in support of Punch Crunch cereal. Adcom, Chicago, house agency for Quaker, is targeting its spots at children, 6 to 11, in campaign beginning in late August and continuing until mid-September.

TV’s clean-up hitter for VW. Volkswagen of America Inc., Englewood Cliffs, N.J., plans spot TV campaign scheduled to begin in mid-August for one month in approximately 50 markets to help clear out 1975 models. Doyle Dane Bernbach is seeking to reach men, 18 to 49.

Taking a chance on radio. Illinois is latest in list of states to use spot advertising to promote state lotteries. Three-week spot radio campaign for Illinois lottery begins today (Aug. 4), to run in almost every radio market in state. Agency, Lee King, Chicago, is buying 30’s aimed at adults 18 and over.

Musical marketing for Toyota. Toyota Motor Sales, USA, Los Angeles, is sponsoring 13-week, 90-minute radio show of talk and music called “Inner-Vue,” that began airing last week on over 150 stations throughout country. Show is produced and placed through Sound Communication Inc., Hollywood; with Clinton E. Frank Inc., Los Angeles, Toyota agency. Each show is devoted to individual music star or group (Robert Plant and Jimmy Page of Led Zeppelin, Red Stewart, Loggins and Messina, Jethro Tull, Alice Cooper); host is Jim Ladd, Los Angeles disk jockey.

Frost warning. It’s still August, but Deere & Co., Moline, III., is planning ahead for its snowmobile fall-winter drive in spot TV and radio. N.W. Ayer, Chicago, is clearing way for extensive buy throughout country in so-called “snow belt” to reach men from 18 to 49 in broadcast effort that will begin on Sept. 22 and continue through mid-November.

Counter commercials. General Development Corp., Miami, land developer in Florida, is building two-phase advertising campaign to counteract unfavorable publicity generated in recent years regarding Florida real estate. Print campaign will begin next month, buttressed by spot TV campaign in late fall in 21 major markets in Northeast and Midwest. Ted Bates & Co., New York, will probably use two-minute commercials that will focus either on testimonials from happy property owners in Florida or on “five things to look into when buying land.” Commercial will be directed to adult men and women.

Tried it, likes it. Ship’n Shore, Aston, Pa., which tested TV two years ago and has been increasing its expenditure in medium, is slated to begin its largest spot TV effort in mid-September on behalf of its women’s blouses. Through AC&R
Advertising. New York, Ship'n Shore will buy schedules in 28 markets throughout country to reach total women viewership. Commercials will show variety of blouses available, attempt to create favorable image for Ship'n Shore and have local taglines mentioning stores carrying apparel.

**Pointed push for Arrow shirts**

Cluett Peabody will sponsor spot TV campaign for its line of Arrow men's shirts beginning near end of this month. Spots will be daytime, fringe and prime time 30's, bought by Young & Rubicam, New York, and are being scheduled to run for one to four days beginning Aug. 17 in national sample of markets. Adults 18-49 are targeted.

**Hot campaign for frozen foods**

Campbell's will promote its Swanson frozen dinners and frozen breakfasts through four-week spot TV campaign set to begin Sept. 1 in many national markets. Agency, BBDO New York, is buying fringe 30's to reach women 25-49.

**Withdrawn from circulation**

The National Advertising Review Board reports that Kayser-Roth Hosiey Co. has terminated pantyhose TV advertising controversy by agreeing to discontinue its use of commercial comparing its No Nonsense brand with L'eggs brand of Hanes Corp. Accordingly, NARB panel dismissed Hanes's appeal from earlier decision, issued by National Advertising Division, that said No Nonsense commercial was not misleading. Panel took pains to emphasize that it "did not reach a judgment on the truth or accuracy of the advertising in question" and that its opinion "should not be read as either agreeing or disagreeing with the NAD's decision that the advertising was not misleading."

Nobody else challenges to national advertising, including 10 on television, also have been resolved by NAD. Agreeing to discontinue or modify their television claims: Banquet Foods Corp. (frozen dinners), Carnation Co. (Mighty Dog food), Clorox Co. (dawn opener), Hasbro Industries (Digger the Dog and Hasbro G.I. Joe with Kung Fu Grip toys), Lever Bros. (Wisk) and Quaker Oats (Kerr's Ration Burger 'n Eggs dog food).

NAD reviewed and found acceptable TV commercials for Abbott Laboratories (Clear Eyes moisturizer), American Home Products Corp. (Sani-Flush) and Procter & Gamble (Dawn dishwashing detergent).

**Out of the egg**

In its most extensive use of TV to date, Holly Farms Poultry Industries, North Wilkesboro, Conn., will begin substantial spot TV campaign in about 50 markets in Southeast and Northeast, starting in late August and continuing up to Thanksgiving. On behalf of Holly's various dressed poultry products, its agency, Long, Haymes & Carr Inc., Winston-Salem, N.C., is zeroing in on total women and men, 18 to 49.

**Cereal campaign**

Kellogg begins extensive campaign later this month for its Product 19 breakfast cereal. TV spots will emphasize nutritional value of brand. Six-week schedule will start Aug. 18, and reach wide range of major and secondary markets. Agency, Leo Burnett, Chicago, is buying daytime and prime access 30's, with target audience of women aged 35 and older.

**Radio, TV both on menu for Hardee's**

Hardee's, fast-food hamburger chain, will launch major spot radio and TV campaign for its restaurants in August and September, with emphasis on markets in Southern United States. Spot TV campaign begins first, on Aug. 18 in most markets, and will run for six weeks; radio spots will begin running in September for at least four weeks. Agency, Benton & Bowles, New York, will buy fringe, prime time, and children's programming 30's and 60's for television, aiming at adults 18-49 and at children 2-11. Series of 30-second radio spots, also being bought by B&B, will aim at adults 18-49.

**Signing aboard for Barker ride**

Four advertisers signed date to date for Barker sponsorship of Sammy & Co., 90-minute variety series starring Sammy Davis Jr., are Block Drug Co. (Grey Advertising), Colgate-Palmolive (direct), Faberge (Nadir & Larimer), and Monarch Wines (RDR Associates). Series will complete initial 26-week cycle in late September and has been renewed for additional 26-week period. Syndicast Services Inc., New York, reports it has cleared more than 60 stations and expects series will be on at least 85 stations that have been carrying Sammy. Syndicast said additional barter advertisers are negotiating for sponsorship.

**Ethnic emphasis**

Carnation Co., Los Angeles, will pour out extensive spot radio effort beginning in September to reach black women, 18 to 49, with six-to-nine-week flights spotlighting Instant Milk, Evaporated Milk, Breakfast Bars and Contadina Tomato Sauce. Burrell Advertising Inc., Chicago, is placing buy on black-oriented stations in long list of major markets.

**Basic campaign for root beer**

Spot TV campaign for A&W root beer begins today (Aug. 4) in range of markets nationwide. Spots will run for three or four weeks, and will aim at teens and at women 18-49. Agency, Humphrey, Browning & MacDougall, Boston, is buying daytime, fringe, and prime time 30's.

**TV entry for Albertson's**

West Coast supermarket chain has entered its first major TV special sponsorship. Chain is Albertson's, major food retail chain in 11 Western states, and one-hour show is *Polynesian For the Fun of It*, starring Vic Damone, Nancy Wilson and Ferrante and Teicher. On barter basis (Albertson's has bought four minutes), show is in 26 markets and is being aired Aug. 2-4 in conjunction with Boise, Idaho-based chain's Hawaiian Days promotion. Station lineup was handled by Norman, Navan, Moore & Baird, Los Angeles, Agency is Davis & Rouke, Boise.
304. AUDIO CONTROL HANDBOOK—for radio and television broadcasting, 4th Edition, Revised and Expanded by Robert S. Orningel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging into all technical and electronic aspects of audio operation. 192 pages, illustrated. $11.00

305. BROADCAST JOURNALISM, An Introduction to News Writing by Mark W. Hall. Covers all basics of radio-televison news writing style, techniques—for student and practicing professional. 160 pages, 6’’ x 9’’, 75 diagrams, 7 photos. $12.50

306. COLOR FILM FOR COLOR TELEVISION by Rodger J. Ross. Currently available color films and processes which enable television producers to meet different program requirements. 200 pages, 6’’ x 9’’, 2 color pages, illus., diagrams, charts. $9.95

307. DOCUMENTARY FILM: The Business of Calecasting edited by Howard W. Coleman, A. C. Nielsen Co. Seventeen experts in the field give a thorough appraisal of this important medium emphasizing the business angle. 288 pages, 6’’ x 9’’, 2 color pages, illus., diagrams, charts. $9.95

308. DOCUMENTARY FILM in AMERICAN TELEVISION: From Function to Method by A. William Bloom. A critical examination of the documentary movement in American television. 312 pages, 6’’ x 9’’, illustrated, appendices, notes. $9.95

309. THE TECHNIQUE OF TELEVISION PRODUCTION, 4th Revised Edition by Gerald Millerson. New revised and updated throughout to reflect the latest techniques and equipment. New chapter on color TV, this book consolidates its leadership as the standard in the field. 440 pages, 160 illustrations, bibliography. $14.50

310. THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION: Technological Changes edited by Raymond Sports- wood. Major reference work of 10,000 entries—will eventually comprise three or four volumes. 1,124 pages, 6’’ x 9’’, 1,000 diagrams, index. $37.50

311. THE WORK OF THE MOTION PICTURE CAMERAMAN by Fred Young and Paul Parcell. Details the working environment, the day-to-day routine and equipment used by the film cameraman. Also covers—length—the part played by the director of photography. 245 pages, 20 pages of diagrams, 32 pages of halftones, $16.95

312. TV CAMERA OPERATION by Gerald Millerson. Examines step by step the various principles that underlie the use of the television camera. Clear, concise and an absolute must for anyone aspiring to TV camera work. It surpasses anything I have seen on the subject. —Richard D. Huffo, Director of Broadcasting, St. Lawrence University. 160 pages, 5’’ x 8’’, 71 two-color diagramatic illustrations, glossary. $10.95

313. TELEVISION COMMERCIALS: How to Create Successful TV Advertising by Charles Anthony Wainwright. The first comprehensive, down-to-earth book to give insight into the creative aspects of creating commercials. 384 pages, 6’’ x 9’’, 100 illustrations, index. $8.95

314. TELEVISION IN THE PUBLIC INTEREST: Planning, Production, Performances by A. William Bloom, John F. Cox and Gene McPherson. Practical information and advice on a neglected area—how the layman may make better use of TV for public service causes and projects. 192 pages, 6’’ x 9’’, 88 illustrations, glossary, index. $8.95

315. TELEVISION NEWS, 2nd Edition, Revised and Enlarged by Irving E. Fang. Revised throughout and reset, including many new illustrations, expanded treatment of radio news, updated discussions on First Amendment problems related to electronic journalism. 384 pages, 6’’ x 9’’, about 100 illustrations. $15.50

316. THE WORK OF THE TELEVISION JOURNALIST by W. W. Tyrell. Describes every job from writer and producer to that of cameraman, recordist, film editor and newscaster. Invaluable as a basic primer for all newcomers to television—beginners and professional. 176 pages, illustrated, glossary. $11.50

317. WRITING FOR TELEVISION AND RADIO, 2nd Edition by Robert L. Hilliard. Emphasizing the "bread-and-butter" aspects of the writer's craft in the mass media, this is also practical for home study. 320 pages, 6’’ x 9’’, with sample scripts and applications, index. $7.95

318. THE TECHNIQUE OF THE SOUND STUDIO, Radio, Television, Recording, 3rd Revised Edition by Alec Nisbett. The basic approach of this widely-used text and guidebook is emphasizing general principles rather than rule-of-thumb, has the latest technological developments. 358 pages, 5’’ x 8’’, 234 diagrams, glossary. $14.50

319. THE TECHNIQUE OF SPECIAL EFFECTS IN TELEVISION by Bernard Wilkie. A unique, pioneering and astonishingly comprehensive book that covers everything one needs to know about "special effects" from popping champagne corks to bullet and bomb effects. 400 pages, 5’’ x 8’’, 200 halftones, 40 pages, appendix, index. $18.50

320. THE BROADCAST COMMUNICATIONS DICTIONARY edited by Lincoln Diament. Puts at your fingertips—some 2,000 technical common and slang words in daily use on both sides of the Atlantic . . . many coined during the last decade. Includes familiar words that mean the same thing (and the same words that mean different things) in English-speaking countries everywhere. An extremely useful tool. 128 pages. $6.95

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Monday Memo
A broadcast advertising commentary from Helen Atwood, media director, Wendt Advertising Agency, Great Falls, Mont.

Finding the consumers up in the Big Sky

According to what I hear from television and radio stations in our state, there's a good bit of money coming into Montana from national spot buys. Is it being spent as effectively as it might be? I doubt it.

Montanans see and hear a lot of advertising that is creatively off-target. We don't know much about traffic jams, nights at the opera, long queues and so on, though we have an interest in products showcased in these situations.

But more important, national advertising loses impact here because media people are guided by major-market trends, consumer profiles, scheduling patterns and daypart descriptions that do not apply.

Unfortunately for a media buyer, viewers and listeners here don't fall into neat categories. This is explained partially by the fact that we are media poor. If a person wants to spend an evening in front of a TV, the choice of programs is limited. In each of the three ADI's that account for better than 85% of our TV households, there are only two home stations to carry the programming of three networks. If a person wants to tune on the radio, there may be just one station to tune in. So an effort to make demographic media-buying an exact science runs askew in Montana.

Nonetheless you can reach us through broadcast. We're hooked on it. You just have to know the territory.

If you think it's not worth the time and effort to change creative approaches and buying patterns that are working well in major markets in order to reach us, consider for a minute that we have neighbors much like us—in Wyoming, Idaho, and large portions of Washington, Oregon, Utah, Nebraska and the Dakotas—and together we constitute a substantial market.

To be able to use broadcast most effectively, you should know first what it does for us here in the Big Sky state. Here, as elsewhere, it is an important source of entertainment, but it also serves other critical functions.

Despite the immense size of Montana (147,138 square miles), our 750,000 residents have a keen sense of community. We want news of one another. The problem is we're separated by vast distances and sometimes by rugged weather. We have only 12 daily newspapers and a few publications. To keep in touch, we turn to broadcast. Broadcast is connective tissue.

Of course, we need broadcast for more than news of ourselves. We need to know what's happening outside our boundaries. I do not refer strictly to news events. If you stop to think that most of us met our first Puerto Rican when NBC's Chico and

the Man came into our homes, you'll begin to see the point.

A case can be made that our desire and need for communication, from within and outside, improves attention levels. Further, those subscribing to the less-is-more theory will agree the impact of the broadcast medium is improved by the scarcity of alternative media and other forms of entertainment.

How, then, can a broadcast campaign break down? It breaks down because the homework has been done on the big cities and even surveys taken here are geared for larger markets.

A buyer of drive-time radio is probably not aware that standard Montana office hours are 8 a.m. to 5 p.m. and the office force can get to work in 10 or 15 minutes. Afternoon listening is weakened by the 6:30 start of TV prime time. Sure, radio is very strong during those abbreviated hours when Montanans are getting ready for work, or driving to and from.

But it is strong, too, during the daypart commonly called housewife time. We spend an extraordinary amount of time in cars despite the short office commute. A daytime run-of-schedule buy often does as good a job as a morning or evening drive-time and costs less.

ROS has additional importance on a daytimer in the winter, especially in a single-station market. Last Dec. 21 in central Montana, the sun rose at 8:10 a.m. and set at 4:37 p.m. (This summer our days have been almost twice as long, which necessitates a re-evaluation of spot frequency and audience levels.)

TV buyers get more help than radio buyers from surveys—if they bother to study them. I suspect many buyers are influenced greatly by cliches of the trade: "If you want to sell to the geriatric set, advertise on Laurence Welk" or "Gunsmoke's audience is poor, old and rural." These catchy descriptions of audience won't hold in Montana. Usually these programs show up as well in the ratings as any others, and often better.

In the first place, if we want to watch TV, we must watch what's available. Second, television is a source of family entertainment here more than in the major markets. In our uncrowded areas the generations as well as the socio-economic groups mix more freely. Third, new programs take longer to catch on. We favor the old and familiar.

I'm worried that a lot of money is being wasted on audience outside your demographic specs, remember our groups are more closely knit and thus exert more influence on one another.

I like to buy movies by title. Movies don't have long runs at our motion picture houses and many TV viewers have only a single theater in their home towns. As a rule of thumb, I'd rather address viewers who aren't thinking how much they'd hate to live in New York or Los Angeles. I like to place spots in shows viewers are comfortable with and eager to watch, even though other shows may rate as well by number.

The intangibles that make one buy better than another may be nothing more than hunch and mother-in-law research. Numbers, where they exist here, can't always tell a buyer how to act.

There are other boondoggles advertisers must confront on our radio and TV stations. For the most part, they stem from economic considerations. The stations can't charge enough to produce the revenue needed for topflight operation. We need better talent—radio and TV. Once in a great while we luck upon a strong personality, but soon he's on his way in search of a bigger apple. We lack the money for adequate facilities. We need better programing. Our FM stations sound canned. We need better newsmen, better production people. We even need more surveys. But no matter the shortcomings, broadcast works.

Radio and TV are surefire means of reaching us. But before you produce the spots and buy the time, do acquaint yourself with our acres and attitudes. You won't get the results you want if you don't know the territory.

Helen Guthrie Atwood has previous agency experience at Botford, Constantine & McCarly, Los Angeles, and with Bozell & Jacobs, New York, and Media Affiliates Inc., Memphis, a Bozell & Jacobs subsidiary. She presently is media director of Wendt Advertising Agency, Great Falls, Mont. Prior to her agency work, she was with a book publisher, and a San Francisco hotel as public relations director.
SRDS ANNOUNCES A CHANGE IN FREE LISTING SERVICE

Effective with October 1975 issues for Spot Radio and Spot Television.

We are departing from our long-standing policy of complete listing service for all commercially operated stations.

Now, each station will determine the future reporting of its listing information.

As you're all well aware, some stations listed in our service do not attract national/regional spot dollars from our subscribers and/or are not interested in actively seeking such business through SRDS.

The complete listing for these stations will be modified. As a service to our subscribers, we shall leave only the station call letters, ownership, address, phone number, city of license, and media code.

As we see it, our business is to help those who plan, buy and sell spot time nationally and regionally.

Some stations say they are not interested in selling national spots. Subscribers say they are not interested in certain stations. Why should SRDS continue to bear the cost of compiling and distributing information no one wants or cares about?

So, effective with October issues, we are starting a program of minimal listing treatment for those stations who, by their own expressions or actions, have indicated they do not desire the full service which SRDS affords.

If we've done our job well, we should not inconvenience the user. Frankly, we should not inconvenience the station whose listing is being modified, either. If the station isn't interested in soliciting national/regional spot business, he's not losing anything. If he is interested in soliciting national/regional spot business, then he should not expect SRDS to assume his costs for doing so.

It is probable that problems will arise that we have not anticipated. We'll take them as they come. For the most part, it is expected that group and network listings will substitute for the small-market station whose listing is modified. This way, users of our broadcast editions will have sufficient information on which to plan buys.

There is no charge to stations for SRDS reporting their information.

Also, there can be no exceptions. We must live with our policy and apply it fairly and equitably to all. This means, if a station in a major market elects not to meet our new listing requirement, it will not be possible for us to include all of its information.

The alternative. There is an alternative to our proposed plan. SRDS can impose a substantial increase in the subscription price. We feel this would be self-defeating and undesirable.

However, there may be options we haven't considered. We would welcome suggestions.

Sound business judgment compels us to take this action.

Harvey A. Harkaway
Publisher
Standard Rate & Data Service, Inc.
5201 Old Orchard Road
Skokie, Ill. 60076
312—966-8500
Where Things Stand

Status report on major issues in electronic communications

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Indicates new or revised listing.

Antitrust/networks. Justice Department antitrust suit charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kleeheer permitted Justice to refile suits after President Ford moved into White House, and it did (Case nos. 74-3599 RJK et al). Network appeals contesting Judge Kleeheer should not have permitted refiling of suits were dismissed by Supreme Court (Broadcasting, May 5).

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

Cable legislation. FCC's proposed revisions in cable television legislation were scheduled for commission discussion last week.

Cable rebuild deadline. FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (Broadcasting, July 14). Action concludes rulemaking in Docket 20363. Commission, however, has outstanding another rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. That search goes forward; comments are due Aug. 18; replies Sept. 8.

Children's TV. FCC's policy statement on children's television programing, adopted last year (Broadcasting, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case no. 74-20608). House Communications Subcommittee, meanwhile, has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (Broadcasting, July 21).

Citizen agreements. FCC policy statement and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agreements has been issued. Comments were due last week (see story, this issue).

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Consumer agency. Senate passed bill to establish Agency for Consumer Advocacy after amending it to insure agency may not involve itself in broadcast license renewal proceedings before FCC. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. In House, Government Operations Committee passed bill similar to that passed by Senate, but with one significant difference for broadcast industry. Bill, H.R. 7575, does not exempt proposed agency from involving itself in license renewal proceedings.

Copyright legislation. Omnibus copyright revision bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Copyright Subcommittee has completed mark-up and cleared for full Judiciary Committee its bill (S.22), which is substantially the same as bill that passed full Senate last year. House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223, Grouping witnesses by issue, subcommittee has heard from FCC and Office of Telecommunications Policy, cable industry, broadcast industry (Broadcasting, June 16) and from public broadcasters (Broadcasting, July 14).

CPB nominees. Seven of eight nominations to board of Corporation for Public Broadcasting were confirmed by Senate last week, having been voted out without objection by the Senate Commerce Committee (Broadcasting, July 28). Eighth nominee to 15-member CPB board, Colorado brewer Joseph Coors, will have difficulty obtaining confirmation and for that reason has been separated from rest. Commerce Committee will decide separate hearing to him Sept. 9-10.

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting crossownerships prospectively and requiring break-up of 16 crossownerships has been appealed by various parties to three different court circuits of appeals. Suits have been transferred from the Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Case nos. 75-1064 et al.).

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Antitrust/networks. Justice Department antitrust suit charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kleeheer permitted Justice to refile suits after President Ford moved into White House, and it did (Case nos. 74-3599 RJK et al). Network appeals contesting Judge Kleeheer should not have permitted refiling of suits were dismissed by Supreme Court (Broadcasting, May 5).

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

Cable legislation. FCC's proposed revisions in cable television legislation were scheduled for commission discussion last week.

Cable rebuild deadline. FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (Broadcasting, July 14). Action concludes rulemaking in Docket 20363. Commission, however, has outstanding another rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. That search goes forward; comments are due Aug. 18; replies Sept. 8.

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However, court has yet to designate circuit in which they will be argued. In addition, number of parties petitioned commission to reconsider its order, but the commission has denied them.

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

Distant sports. FCC has adopted “same-game” rule governing cable television’s reimportation of distant sports programming (Broadcasting, July 14).

EEO guidelines. FCC has issued notice of inquiry and proposed rulemaking on equal employment opportunity guidelines (Broadcasting, July 21). Comments are due Sept. 11; replies, Oct. 1.

Fairness doctrine bills. Senate Communications Subcommittee conducted five days of hearings on two bills intended to eliminate fairness doctrine. S.2 by Senator William Proxmire (D-Wis.) would delete Section 315 from Communications Act, section containing equal time requirement as well as statutory basis for fairness doctrine. Proxmire bill in fact would prohibit FCC from influencing broadcast programming or scheduling in any way. S.1178 by Senator Roman Hruska (R-Neb.) would do that and also address other practices which “discriminate” against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled, on two measures. Proxmire bill has twin in House, H.R.2189 by Robert Drinan (D-Mass.), and Mr. Hruska’s bill is duplicated in H.R. 4928 by Charles Thome (R-Neb.). There is no sign of movement on two House bills.

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

Fee schedules. Sixteen parties have appealed FCC’s order modifying fee schedule (Broadcasting, Jan. 20) (Case nos. 75-1053 et al.); more than 60 appeals have been filed by broadcasters and others from commission’s refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Case nos. 75-1087 et al.). Several parties seeking refunds have filed in U.S. Court of Claims (Case nos. 82-74 et al.).

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

Leapfrogging. FCC has initiated rulemaking (Docket 20487) aimed at modifying or repealing rules that require cable systems to select closest stations in importing distant signals. Comments were filed last week (see story, this issue).

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

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals (Broadcasting, April 21) in Washington by CBS, NBC and ABC television associations. Order also is subject of petitions for reconsideration filed with commission.

Nutritional advertising. FTC has republished its proposed trade regulation rule on nutrition claims in food advertising in conformity with rulemaking procedures set out in Warranty-FTC Improvements Act. Comments on disputed issues were filed last week (see story, this issue); deadline for comments not proposing disputed issues to be announced.

Obscenity. FCC’s declaratory ruling on indecent and obscene broadcasts (Broadcasting, Feb. 17) is being appealed to U.S. Court of Ap-

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11
peals in Washington (Case no. 75-1391) by
object of ruling, Pacifica Foundation's
WBAA(FM) New York. Specific ruling involved
station's broadcast of George Carlin album
cut that commission ruled indecent and
obscene.
Pay cable; pay TV. FCC's modification of its
pay cable and pay television rules (Broad-
casting, March 24) is being opposed on two
fronts. Broadcasters and cable operators
have appealed to U.S. Court of Appeals in
Washington, and ABC, CBS and NBC have
petitioned commission for reconsideration.
Meanwhile Senator Philip Hart (D-Mich.) and
his Senate Antitrust Subcommittee are look-
ing into charges that broadcasters are "thrott-
ling" pay cable. Two days of hearings were
held in May (Broadcasting, May 26); more
were held last month (Broadcasting, July 14,
21).
Payola. Grand juries in three cities have in-
dicted 16 individuals and six firms on charges
relating to payola. Another grand jury indicted
Clive Davis, former CBS Records head, for in-
come-tax evasion. Justice Department says
its investigation, which resulted in indict-
ments, reached into 16 cities, is "only the
beginning" (Broadcasting, June 30).
"Pensions" case. FCC decision holding that
NBC violated fairness doctrine in connection
with Pensions: The Broken Promise TV
program, was ordered vacated by three-judge
panel of U.S. Court of Appeals which—acting
at request of full nine-judge circuit—vacted
its own earlier decision (Broadcasting, July
14). Petitioner, Accuracy in Media, has an-
nounced its intention to appeal to Supreme
Court (Broadcasting, June 30).
- Performers' royalty. Copyright subcommit-
tees in both houses have held hearings on
measures to create performers' royalty to be
paid by broadcasters and other users of
recorded works (Broadcasting, July 28). Bill on
Senate side is S.1111 by Senator Hugh Scott
(R-Pa.), who has been trying for some 30 years
to push measure through. In last session of
Congress, it was defeated as amendment to
Senate's copyright bill. S. 1111 is being con-
sidered separately from pending copyright bill
S. 22. Subcommittee on House side is
scrutinizing duplicate of Scott bill, H.R. 5345 by
Representative George Danielson (D-Calif.)
for possible insertion in copyright revision bill
pending there (H.R. 2223).
Personal attack rules. FCC order asserting
that WMCA(AM) New York violated personal
attack rules has been appealed by licensee,
Straus Communications Inc., which claims
rules are unconstitutional (Case nos. 75-1083
and 75-1084) (Broadcasting, June 16).
Pole attachments. Since fall of 1970, National
Cable Television Association and AT&T have
been at stalemate in pole-rate negotiations.
Most recent proposal by AT&T has been re-
jected by NCTA (Broadcasting, June 9). NCTA
has since offered single rate proposal (story
this issue) similar to FCC staff's formula. Both
sides must now analyze those proposals.
Otherwise FCC again faces jurisdictional issue
and whether to impose its own rate scheme.
Prime time access rule III. FCC on May 14
modified rule in response to decision by U.S.
Court of Appeals in New York which essen-
tially affirmed rule's constitutionality (Broad-
casting, May 19). Two appellants—National
Association of Independent Television Pro-
ducers and Distributors and Sandy Frank
Program Sales Inc.—asked court to reverse
commission on effective date—Sept. 8, 1975.
They wanted date extended, but court re-
jected their requests. Frank has asked for
rehearing (Broadcasting, June 30).
- Public broadcasting funding. Public broad-
casters have lost their fight for five-year fund-
ing for Corporation for Public Broadcasting.
Bill sought (H.R. 6461) had provision for five-
year appropriation as well as five-year author-
hization. House Appropriations Commis-
te has rejected concept of five-year ap-
propriation and struck that provision from bill.
If and when authorization part of bill passes
House and Senate, committee said it would
vote three-year appropriation in separate
measure (Broadcasting, July 28). Future of
CPB funding bill now in Senate Appropriations
Committee (S. 893), which, like House bill,
has both five-year authorization and ap-
propriation, is uncertain.
Section 315. Senate Communications Sub-
committee Chairman John Pastore's (D-R.I)
bill to exempt presidential and vice presiden-
tial candidates from equal-time requirements
in Section 315 of Communications Act
(S.508) is being scrutinized during hearings
on fairness doctrine bills. There will be further
hearings before subcommittee takes action
on it. House Communications Subcommittee
Chairman Torbert Macdonald (D-Mass.) has
introduced measure (H.R. 5600) which ex-
cludes Mr. Pastore's bill, but also provides
that programs like Meet the Press be ex-
empted from equal-time requirement, and
that spokesman from opposing party be
given opportunity to reply to any partisan
broadcast address by President. No action
has been scheduled on Macdonald bill.
Star stations. FCC order stripping Star Broad-
casting of KISM(AM) Vancouver, Wash., KOIL-
AM-FM Omaha, and WIFR-AM-FM Indianapolis
has been appealed to U.S. Court of Appeals in
Washington (Case no. 75-1203).
VHF drop-ins. In April, FCC adopted inquiry
(Docket 20418) into feasibility of dropping as
many as 83 VHF channels into top 100
markets (Broadcasting, April 7). Inquiry
resulted from United Church of Christ petition
which substantially embodied study by Office
of Telecommunications Policy suggesting
channels could be added if mileage-separa-
tion standards are reduced. Commission in-
vited comments on economic and technical
feasibility of drop-ins; deadline has been ex-
tended from July 11 to Oct. 15.
WNCN(FM) (now WQIV). Citizen groups
have appealed to U.S. Court of Appeals in
Washington FCC action authorizing New York
station to change its call letters before time
for protest had expired and from denial of stay
(Case nos. 74-1925, 74-1929). They have
also petitioned commission to deny station's
renewal application. Principal issue is format
change from classical to rock. Competing ap-
plication for WQIV's frequency has been filed
by Concert Radio Inc. GAF Corp. has offered
to buy station for $22 million, return it to
classical format (Broadcasting, July 28).
New trends in video disc systems, video cassettes and videotape recordings in comparison with super 8 and developments in 16mm and 35mm films. Rochester Institute of Technology, Rochester, N.Y. For further information on program: Professor Peter Dart, University of Kansas, Lawrence 66045; (913) 854-3991. For queries on local arrangements: Professor Reid H. Ray, RIT, Rochester 14623; (716) 464-2772.

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


Aug. 29 — Comments due at FCC on inquiry to re-evaluate need for UHF television taboos in connection with channel allocations. Reply comments due Sept. 17.
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# 1 Seven Days A Week SUNDAY, 9-10 a.m.
First in Homes, Teens, Children 6-11, Total Children. In Fact: 213% more Children than its closest competition.

# 1 SATURDAY, 7-8 a.m.
First with Total Teens, Children, Children 6-11. 91% of all Children.

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

Planning. Post-Newsweek Stations President Joel Chaseman and his assistant, Peggy Cooper (r), confer with Mary Louise Smith, chairwoman of the Republican National Committee, about the Oct. 26-28 "Ballots and Broadcasters" conference in Reston, Va. The meeting is being co-sponsored by Post-Newsweek, the League of Women Voters and the Aspen Institute.

September
■ Sept. 5-6—Mississippi Broadcasters Association license-renewal seminar. Chuck Cooper, WCBI-TV Columbus, is chairman. Jacksonson motel, Jackson.
■ Sept. 5-7—American Women in Radio and Television Western Area Conference, Caesars Palace, Las Vegas.
■ Sept. 12-14—Maine Association of Broadcasters annual meeting. Sebasco Lodge, Sebasco Estates.
■ Sept. 15—Deadline for entries in 1976 Ohio State Awards competition, sponsored by the Institute for Education by Radio-Television, for informational, educational and public affairs radio and television programs. Additional information and entry forms: The Ohio State Awards, 2400 Oleniang Road, Columbus, Ohio 43210.
■ Sept. 16-17—Society of Broadcast Engineers, Indiana chapter, regional convention and equipment exhibition. Atkinson hotel, Indianapolis.
■ Sept. 17-19—Radio Television News Directors Association international convention. Bill Monroe, NBC News and a past RTNDA president, will be keynote speaker. Fairmont hotel, Dallas.
■ Sept. 25—World Plan Committee of International Telecommunication Union meeting, Geneva.
■ Sept. 25—FCC deadline for comments on "warehousing" of moves by networks with regard to pay cable distribution (Docket 10554). FCC, Washington.
■ Sept. 28-30—Ne nada Broadcasters Association annual convention. King's Castle-Hyatt hotel, Lake Tahoe.
■ Sept. 28-Oct. 3—Society of Motion Picture and Television Engineers 117th technical conference and equipment exhibit. Jack Valenti, president of the Motion Picture Association of America, will be Sept. 29 luncheon speaker. Century Plaza hotel, Los Angeles.

October
Oct. 2-3 —Ohio Association of Broadcasters fall convention. Columbus.
Oct. 2-5 —Joint fall meeting, Missouri Broadcasters Association and Illinois Broadcasters Association, Chase-Park Plaza hotel, St. Louis.
Oct. 2-8 —International Telecommunications Union Telcom'75, second world telecommunications exhibition. Event scheduled simultaneously with Second World Telecommunications Forum, Second International Festival of Telecommunications and Electronics Film, and "Youth in Electronic Age" competition all to be held in same city. Palais des Exposition, Geneva.

Oct. 3-5— American Women in Radio and Television Northeast Area Conference. Rye Town Hilton Inn, Rye, N.Y.

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

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


Oct. 15— FCC's new deadline for comments on inquiry into drafting new VHF channels into top 10 markets (Docket 20418). Previous deadline was July 11. Deadline for replies was extended from Aug. 11 to Nov. 18, FCC, Washington.


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


Oct. 28-29— Post-Newsweek Stations in cooperation with the League of Women Voters and the Aspen Institute's Program on Communications and Society to sponsor "Ballots and Broadcasting: from Harding-Cox in 1976 and Beyond" conference to make electronic media more effective in the electoral process. Reston Conference Center, Reston, Va.

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

November

Nov. 2-4— Action for Children's Televison's fifth national symposium on "Children's Programming and the Arts," Speakers include Ray Hubbard, Post-Newsweek Stations; Thomas Hoving, Metropolitan Museum of Art; and Jerzy Kosinski, John O'Connor, New York Times, illustrator Maurice Sendak and Herbert Schmertz, Mobil Oil Corp, Atlanta Memorial Arts Center, Atlanta. Contact: ACT, 46 Austin Street, Newtonville, Mass. 02160.

Nov. 5-7— International Film & TV Festival of New York 1975, Americana hotel. Contact: International P.T.F. Corp., 251 West 57th Street, New York 10019.

Nov. 6-7— American Association of Advertising Agencies Central region annual meeting. Continental Plaza hotel, Chicago.


Nov. 10-14— International Radio and Television Society faculty/industry seminar. Tarrytown Conference Center, Tarrytown, N.Y.


Major Meetings


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Nov. 21-23— Sixty annual Loyola National College Conference for college radio stations and featuring technical sessions/exhibits, talent showcase and other sessions. Loyola University of Chicago's downtown campus. 820 North Michigan Avenue.

Nov. 30-Dec. 3— Association of National Advertisers annual meeting, Breakers hotel, Palm Beach, Fla.

February 1976

Feb. 8-12— Public Broadcasting Service annual membership meeting, Century Plaza hotel, Los Angeles.

Feb. 11-13— Colorado Broadcasters Association winter convention, Stouffer's Denver Inn, Denver.

Feb. 12-14— South Carolina Broadcasters Association winter convention, Holiday Inn, Florence.


Rep response II

EDITOR: Broadcasting's Rufe Crater has for years been one of the country's most sure-footed business press reporters. His special story on the station representation business in your July 14 issue has to be a highlight in his career—and yours. Nice going—Loris S. Myers, director of media, Carter Products, New York.

EDITOR: Well done. As is your fashion, you again did a marvelous job on your feature article on reps. You do have a unique talent for getting to the meaningful meat of the matter.

Let me also tardily compliment your magazine's revised format. The return of the bold type for names and its increased photographs are major improvements in making your magazine easier to read—especially for those aging eyes.—Francis L. Boyle Jr., president, Robert E. Eastman & Co., New York.

EDITOR: [Congratulations] on your special report on national representatives. Thanks. It was informative and enjoyable, even to a rep.—John A. Lack, vice president and general manager, CBS Radio Spot Sales, New York.

A viewer's choice

EDITOR: I resent, to the point of turning purple, being told that during the hours of 7-9 p.m. I must choose the idiotic fare served up to 3-6-8-10-year-olds. I believe the networks should rethink this so-called family viewing rule instead of forcing the general public to the choice of special-channel subscription television, which in most cases would be in addition to subscribing to cable television. The fare on the special channels, for the most part, is repulsive in proportion to the fare on so-called children's programs being frustrating and idiotic. To be forced to watch either is too much.—C.C. Haley, Harrisburg, Pa.

Radio tells all

EDITOR: One hundred prospective jurors had been notified to report to Brewster county court July 15 in the case of Cogas vs. Coggins. Under Texas law, county jurors are paid $10 a day.

At 5:30 p.m. July 14, the judge phoned KVLF and said attorneys in the case had reached an out-of-court settlement and the jurors need not report.

A news item to that effect was broadcast on the 6 p.m. news July 14 and the 7:30 a.m. news July 15.

Of the 100 jurors scheduled to report, only three showed up, costing Brewster county $30 instead of $1,000. Ninety-seven out of 100 got the message on KVLF.

Some people do listen to radio.—Gene Hendryx, general manager, KVLF, Alpine, Tex.

Cons and pro

EDITOR: Re Jack Schmidt's cartoon of July 7. I found it absolutely hysterical! I'm a woman who's been an air personality for three years and this kind of ribbing doesn't bother me for a very good reason. Women are continuing to enter the media and proving that they are more than fashion consultants, consumer researchers, rumor-mongers, etc. As more women become established as serious competition for men, this stereotyping will most probably take a back seat. The reason being it will be useless as well as meaningless.

By the way, Broadcasting, you really goofed in your July 21 issue! In "Breaking In" you tell us that Austin Roberts's latest release, Rocky, is "his solo debut". Not true. He previously had a hit with Something's Wrong With Me. Tsk, tsk. tsk.—Linda D. Dicks, Gorham, Me.

EDITOR: A message to the ladies who wrote complaining about the July 7 cartoon. I couldn't agree more! However, the cartoon did represent some kind of progress on the part of Broadcasting! If you review the last several years' cartoons, you will find only a sprinkling of women represented at all and 99.9% of housewives or secretaries. The last time (April 22, 1974) a woman in broadcasting per se was represented just the fact that she was there as a "weatherwoman" as opposed to a "weatherman" was supposed to be funny. Personally, I can't wait to see where Broadcasting stands (sic) on us in 1976. Sandra McMillan, faculty manager, KSUL-FM, assistant professor, department of radio and television, California State University, Long Beach.

EDITOR: Contrary to Ellen Kimball Pollens, broadcaster/narrator, Boston ("Open Mike," July 21), I think the Jack Schmidt cartoon in the July 7 issue is hysterical.—C. Jim Murphy, manager-owner, WMBKAM, West Point, Ga.

Books


Dr. Stanley of Hunter College, City University of New York, has collated addresses and dialogue from the fourth faculty/industry seminar of the International Radio and Television Society. Participants included John Chancellor, NBC News anchorman; Sterling (Red) Quinlan, former vice president of ABC-TV in Chicago and currently with IDC Services Inc. advertising research; Alfred Stern, chairman, Warner Cable Co., and Ralph Rogers, chairman, Public Broadcasting Service. They discussed news management, license renewal, program content and regulation, public and cable TV's histories and economic futures.


Both these paperbacks are additions to the Media Manuals series, sourcebooks for technical details and diagrams. Mr. Miller- son is general editor of Media Manuals. Mr. Alkin is manager of operations, BBC Welsh region.
Hundreds of broadcasters are using ITC tape cartridge equipment daily and find it delivers outstanding performance...such as the compact SP Series reproducer and the RP Series master recorder/reproducer shown here. And this experience has brought our attention to an interesting fact. Our tape cartridge equipment does an excellent job of selling itself. So, the problem was how to get the equipment into your studios where you could test it fully under actual broadcast conditions. The answer is our 30 day guarantee of satisfaction. Just issue an order and we'll send the equipment you want. If for any reason it fails to perform up to your expectations, send it back within 30 days and you don't owe us a cent. It's a sure, painless, no-risk way to prove to yourself what other broadcasters already know...ITC tape cartridge equipment is the answer to a broadcaster's prayers. To put things in motion, call us collect at 309-828-1381.

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WTEV Providence, R.I./New Bedford-Fall River, Mass.
Summoned
FCC Chairman Richard E. Wiley wants to know what independent television stations are going to program in 7-9 p.m. family-viewing period decreed by National Association of Broadcasters TV code. Last week he called Herman Land, president of Association of Independent Television Stations, to Washington to talk about it. Mr. Land promised answer soon. INTV board meets in Chicago Aug. 12.

NAB, in incorporating family viewing into TV code, gave independents a breather. It waived restriction against sex and violence on programs under contract to such stations until Sept. 7, 1977 (Broadcasting, April 14). Signs last week were that Mr. Wiley wants earlier observance.

States' rights
FCC is expected to say that it lacks authority to deal with one of major issues of cable television regulation—whether there should be two-tier or three-tier regulation of that industry. Order drafted by staff and expected to be considered by commission soon after August break says commission cannot compel states to allocate jurisdiction between themselves and localities in particular manner. Commission would be given such authority in draft legislation Cable Bureau has proposed (“Closed Circuit,” July 28).

However, Cable Bureau does not feel handcuffed. It is suggesting that commission declare that any franchise provision inconsistent with FCC rules is null and void. This would not apply to franchise fees, because of manner in which present rule dealing with them is written. So staff is proposing rule-making to declare null and void fees in excess of 3%. In addition, staff was instructed to draft inquiry on subscriber rate regulation. Commissioners felt they lacked information to issue rule-making aimed at declaring moratorium on such regulation that staff had proposed.

Fast start
Broadcast interests in Washington are keeping eye on freshman Representative Timothy E. Wirth (D-Colo.). In his first seven months in Congress, he has become most active member of House Communications Subcommittee next to Chairman Torbert Macdonald (D-Mass.) and ranking Republican Louis Frey of Florida. He has one aide on personal staff devoting half-time to communications.

So far 35-year-old congressman has introduced bill to restrict TV advertising

to children (Broadcasting, July 21), helped block proposed merger of Commerce Department’s Office of Telecommunications with National Bureau of Standards; mustered colleagues to protest FCC delay on Washington Star transfer case (see page 24). As deputy assistant secretary for education at Department of Health, Education and Welfare in 1969-70, he was active on satellite development, public TV, formation of HEW Office of Telecommunications.

Date with Senate
FCC Commissioner Abbott Washburn, whose term expired June 30, will go before Senate Commerce Committee next month for hearing on his nomination to full seven-year term. His will be heard along with nominations of three Communications Satellite Corp. directors Sept. 23-24. Meanwhile, he continues to serve under provision of law permitting commissioners whose terms have expired to remain in office until their successors are confirmed.

Splitting radio, TV
Talks have reportedly been held to explore possibility that Alan Torbet Associates, radio-only rep firm, might acquire or merge with radio division of Avco Radio TV Sales, which Avco Corp. is in process of selling to rep president, H. Peter Lasker, and associates. Then, reports continued, Mr. Lasker and Avco Radio TV Sales—presumably with new name—would concentrate on TV representation exclusively.

Reports could not be pinned down officially, but one source purportedly familiar with the background said discussions go back several weeks and might go on for several more, with no sure sign now whether they will be fruitful. Torbet Associates is independent subsidiary of Starr Broadcasting Group.

Looking for a reason
Staff of Senate Communications Subcommittee is agonizing over whether to get involved in children’s TV advertising controversy. It saw that four days of hearings in subject in House (Broadcasting, July 21) never answered question of need for congressional action, primarily because there is insufficient data to prove that children are adversely affected by some TV ads. But Senate staff is impressed with argument that data will never become available unless Congress puts up funds for research, as it did for studies of TV violence. Staff is determined that any hearings it undertakes should have clear sense of direction, has not talked problem over with Chairman John Pustore (D-R.I.).

Growth business
Ward L. Quaal Co., Chicago, formed by former president of WGN-Continental Inc., has added new client and new number-two executive to Mr. Quaal. Company has become management counselor to TVN on its news service and earth-station satellite distribution project. Joining Mr. Quaal effective today (Aug. 4) is Bruce C. Mayer, former executive VP of WGN-Continental and general manager of its kwgn-tv Denver.

Changes in the morning
Sources in and around ABC-TV's AM America affirm network's commitment to ratings-plagued series, at least for another 18 months, but some changes are evidently due. Reports persist that guest co-host, Barbara Howar, who was reported set for permanent slot several weeks ago, is now more out than in. Strong possibility, sources say, is that there will be no co-host AM America has already moved newsman Peter Jennings from Washington back to New York, and has begun gradual shift to lighter subjects and more entertainment. AM America has accounted for approximately $3 million in ABC revenues thus far in 1975, according to unofficial estimates. ABC sources say salesmen get special incentive to push AM America: higher commission rate for sales at full rate-card price. Total revenues for all three networks in pre-10 a.m. period are $17.5 million so far this year with NBC's Today taking by far biggest increment. Today's take is said to be about $1.5 million bigger this year than last, when AM America was not on air.

7-to-9 program
Without fanfare, Viacom Enterprises, New York, has placed family-oriented My Three Sons into syndication and has made sales to Metromedia Television and to other stations in few key cities. Viacom is reported to be offering 160 half-hours in color (keeping on shelf 160 made in black and white). Show is being sold for fall 1976 start, though Viacom will release it earlier to some TV outlets requesting it.
FURIES UNLEASHED  □  FCC's cautionary toe in the water on crossownership sets off a capital controversy. Order to hold hearing on request that transfer of Washington Star Stations be granted waiver from new rules draws heated blast from the Secretary of the Treasury—who calls FCC "bunch of Pontius Pilates." Thunderstruck commission says it will expedite matters as much as possible. Prospective purchaser Joe Allbritton wants to stick it out, insists his real interest is in turning around ailing newspaper property. PAGE 23.

TO LEAP OR NOT TO □  FCC's proposal to relax present rules on cable signal carriage draws discordant comments—broadcasters see threat to free TV, especially to independents; cables would delete the restrictions altogether. PAGE 25.

DECLINING BALANCE □  American Association of Advertising Agencies' 10-year balance sheet for incorporated agencies shows net profit as percent of gross income and percent of billing both down, operating expenses up. PAGE 26.

FOOD ADVERTISING COMMENTS □  Industry opponents to the Federal Trade Commission's proposed nutritional advertising rule are on record with issues of fact they want considered before the commission addresses the rule itself. Individual consumers and consumer groups file generally in support of rule. PAGE 27.

INSIDE THE FTC □  Cost/benefit analysts in the commission's Office of Policy Planning and Evaluation offer pointed criticism and recommendations for future programs in an internal report. PAGE 27.

OUT FROM UNDER THE COUNTER □  Contraceptive advertising on television, traditionally barred under NAB Code Authority provisions for products "of a personal nature," may be in for new exposure. Maker of Trojan brand plans to appeal code restrictions, is making headway in advertising in some markets. PAGE 28.

CHILD ABUSE □  Public radio provided the forum for an attack on commercial broadcasting's conduct in the sex/violence/advertising areas. Richard Wiley, Torbert Macdonald and Joan Ganz Cooney were undisputed in discussion, moderated by Washington Post's Sally Quinn, on need for regulation. PAGE 29.

SUMMER BUMMERS □  Experimental variety and comedy shows on all three networks show little promise of graduating to fall. PAGE 29.

YOU'RE ANOTHER □  Channel 20 Inc. and Metromedia Inc. are matching each other's charges in a suit in U.S. District Court in Washington. WDCA-TV's claim of competitive disadvantage is answered by nine reasons Metromedia thinks court should deny request for preliminary injunction. PAGE 30.

TELETHON YAWN □  Much to the Democrats' disappointment, pledges of $4.5 million fell short of the expected $6 million gross. Party workers supply a variety of reasons for the lack of viewer interest. PAGE 30.

INTER-AGENCY REPRIMAND □  Federal Trade Commission, in amicus curiae brief filed with Appeals Court, slaps wrist of FCC over antitrust ramifications of the proposed IBM and Comsat joint venture. PAGE 31.

DISAGREEMENT ON AGREEMENTS □  Comments filed with the FCC by broadcasters and citizen groups differ on the proper responsibility and amount of discretion due licensees in programing and station operation. PAGE 31.

ROYALTY POSTSCRIPT □  NBC adds statement for the record on performance royalties, saying lesser known performers won't see the benefits record companies and music unions claim for them. PAGE 33.

COX CONTRACTS FOR MDS □  Multipoint distribution service facilities will allow Cox Cable to expand subscription TV programing to 12 cities in less time and for less than conventional systems. PAGE 34.

POLE POSSIBILITY □  National Cable Television Association comes up with proposal on pole-rate-attachment similar to formula FCC's own staff has suggested. PAGE 35.

REDEFINING CABLE □  FCC proposes to raise level of exemptions from 50 to 250 subscribers (1,000 for small-system class), include master antenna systems and otherwise update cable rules. PAGE 36.

NIXON ON NBC? □  Negotiations are underway with the former President's agent for a series of interviews with NBC News, at a price to be determined. ABC News and CBS News had earlier rejected idea of payment. PAGE 41.

FOOTBALL: THIS YEAR'S TALLY □  Scrimmage for broadcast rights has run up an $80 million tab, BROADCASTING's annual survey shows. World Football League contracts are in decline, college games and NFL attract increased payments. Broadcast formulas, announcers and schedules by league divisions are detailed in a special report. PAGE 41.

TENDING TO BUSINESS □  Robert Hilker's a man who knows his territory—and knows what territory he wants to keep. It's that growing world of small-town radio just beyond the major metro areas, where both life and broadcasting march to a different drummer. PAGE 65.
A public increasingly skeptical of other institutions is turning more and more to television as its favorite medium of journalism.

Among all media, television ranks far out in front as the first source of news and the most credible.

How did television achieve that rank? Why does it keep gaining in stature? The answers will be found in a Special Report in BROADCASTING Aug. 25.

Applying the experience gained in an ongoing series of reports on television journalism, the editors of BROADCASTING are preparing a portfolio of news operations coast to coast. They will seek the reasons why in market after market the quality of news presentation determines station rank.

The Aug. 25 issue containing this Special Report will go, of course, to the magazine's regular circulation of 35,002, which includes the cream of broadcast-oriented marketing and advertising executives and the members and key staffers of the FCC and other government bodies concerned with broadcast regulation and legislation. The issue will also be specially delivered to every member of the United States Senate and House and to all state governors.

A prime medium for prime advertisers. If you count your news department to be a factor in television journalism, if your company is a network, a news service or a supplier of anything to television journalism—or if you have something to say to television journalists, this Special Report offers Special Opportunity.


You belong in Broadcasting Aug 25
It’s a time of earth-shaking change. That’s hardly news, but it makes news more important. With all the forewarning signals in the news, an age of change needn’t be an age of anxiety.

To report change, local and cosmic, news-and-information is the day and night service of the seven CBS Owned AM Radio Stations. They report on the ozone around the planet and the showers approaching town—along with elections, shopping, theater, scores, and stocks. They light fires of community involvement to curb prices and crime, and join listeners, one-to-one, in giving up smoking, finding a job, re-directing the teenage gang member. In response, their weekly audiences—among the largest in their areas—reach nearly 10 million across the country.

For each station, top news talents serve as anchormen for their local colleagues and the worldwide CBS News team. Their changing succession of subject, pace, and voice moves with the brisk precision of a musical score from one hour’s edition to the next. Now they’re starting Total Area Coverage. Reporters use hand transmitters at the scene, and make listening to news the experience of news when and where it’s breaking.

The seven cities with CBS Owned AM Stations are better prepared for change—and they’re livelier places to be. Even more today for the reason Ed Murrow made famous—“You Can Hear It Now.”

Audience estimates Local Arbitron Radio Reports, adults 18+. Total survey area, Jan-Feb 1975 and April-May 1975.
Top of the Week

Fast waivers ruled out on newspaper ownerships

FCC calls hearing on 'Star' case in face of pleadings that paper may fail without station transfer; next step for proposed rescuer is unresolved; agency draws fire

The FCC has met the first real-world test of its newspaper-broadcast crossownership rules with a clear sign that it will be slow to grant the waivers it had left itself for hardship cases. In the process, it made a shambles of a plan to rescue the faltering Washington Star through transfer of control of the paper and its associated broadcast stations to a Texas banker, Joseph L. Allbritton.

At week's end, Mr. Allbritton and the families who own Washington Star Communications Inc., the parent company, were facing the hard question of how to salvage something from the wreckage—a question that was complicated by an apparent divergence of interests between the partners.

The families, anxious for financial aid for the Star, and Mr. Allbritton, with ambitions to become the dominant force in the Washington-based newspaper-broadcasting complex, had sought a waiver of FCC crossownership rules that bar the transfer, intact, of radio-television and newspaper-broadcast combinations in the same market. The provision covering newspapers was adopted by the FCC last January. The Star transfer applications had been filed two months before.

But last Monday (July 28) the commission, by a 6-to-1 vote, said it could not grant the waivers without a hearing—a decision that produced immediate criticism, including an outburst from such an unlikely source as Secretary of the Treasury William Simon who called the FCC members a "bunch of regulatory Pontius Pilates" and said the FCC had taken "a coward's way out." On Friday, the commission responded to the reaction by setting an "expedited" hearing, with a pre-hearing conference before Administrative Law Judge H. Conlin set for Aug. 8.

Nevertheless, the FCC's action contained a message that was presumably being read with interest in offices far from Washington: that the commission will not be easily persuaded to grant waivers of its crossownership rules, particularly now, with the Star case as precedent.

The commission said it would examine in a hearing whether Star Communications made a good-faith effort to sell the newspaper independently of the stations, whether the rules should be waived and, if so, whether the waivers should be limited. Another issue to be considered is whether Mr. Allbritton's Perpetual Co., which would be the transferee, is financially qualified to complete the transaction.

With the Star having lost $23 million between 1971 and the end of 1974 and now running deficits of more than $800,000 every month, a hearing did not seem the most likely prospect, even if conducted on an "expedited" basis. Both Dean Burch, the ex-FCC chairman who is counsel for Mr. Allbritton, and Howard Roycroft, counsel for Star Communications, noted that, with adverse parties involved in a hearing, the commission does not have the control needed to assure expedition. However, Mr. Roycroft was much more negative in his reaction than Mr. Burch.

Mr. Roycroft called the order "a canard" designed to get the commission "off the hook" on which he said it had been placed by Secretary Simon's criticism. Mr. Burch said he was "grateful for any consideration" but that until he had seen the order, which was not then available, he would not know "what its practical effect, if any, is."

Mr. Allbritton and the members of the

Chairman Wiley:
"We simply did not have the evidence to reach final decision. We felt we could only get it in the crucible of a hearing."

Secretary Simon:
"... a perfect example of inefficiency in action. Here is a bunch of regulatory Pontius Pilates walking away from making a decision on an issue and putting it in limbo."

Publisher Allbritton:
"We shall not let the shocking news of today stop us from working out plans to save the Washington Star."

Broadcasting Aug 4 1975 23
Hands off on Hill, FCC's order for hearings into the Washington Star case generated small interest in Congress last week. In the Senate, J. Glenn Beall (R-Md.) tried to win unanimous consent for a "sense of the Senate" resolution asking action on the Washington Star's request for waiver of the crossownership rules "as expeditiously as possible so that bureaucratic delay will not be a contributing factor to the possible demise" of the Star newspaper. Senator William Scott (R-Va.) objected, however, and it appeared that the resolution would receive no action before the Senate returns from recess. In the House, Communications Subcommittee member Timothy Wirth (D-Colo.) was seeking co-signers for a letter to the FCC expressing sentiments similar to Mr. Beall's.

and acquired operating control through a proxy to vote 67% of its stock. He is now publisher of the newspaper.

The second phase would occur at final closing—subject to the commission approval that was not granted last week. For another $20.5 million, Mr. Allbritton would acquire another 28% of Star stock, and with it, de facto control of the parent company. The $5 million loan would be repaid at the closing.

The commission's decision to order a hearing on Ford's decision did not come as a surprise to parties or to others who had been following the case at the commission. Speculation had been strong that the staff would recommend a hearing (BROADCASTING, July 28) and that the commission, at the urging of Chairman Richard E. Wiley and Commissioner Glen O. Robinson, would vote for one.

And that is what happened. Commissioner Robert E. Lee, the lone dissenter, would have granted the waivers.

But the matter was disposed of with surprising swiftness—about an hour, according to some officials.

It was the commission's failure to issue a final order in the case that subjected the agency to some stiff criticism. The Washington Post, in an editorial on Wednesday, said "The inability of the FCC to grasp the urgency of the situation and respond to it demonstrates anew the encrustations that have turned much of the government's regulatory efforts into a nightmare."

Treasury Secretary Simon, who is one of the administration's leading advocates of reducing government involvement in business, was so disturbed by the commission action that he raised the subject at an informal luncheon with reporters.

"Here is a perfect example of inefficiency in action," he said. "Here is a bunch of regulatory Pointus Pilates walking away from making a decision on an issue and putting it in limbo."

Mr. Simon said several times that he was not expressing a position on the merits of the case. But his sympathy seemed to be with Mr. Allbritton. "A guy comes to town to try to save the only other newspaper we have in Washington, D.C., and all the haters try to fool around with it and then say, 'We need another year to make a decision.' I think it's damn unfair . . . I think it is unconscionable . . . Does [the Star] have to go out of business in a year as a result of inaction on the part of government? Wouldn't it have been a hell of a help if the FCC was going to make an unfavorable ruling for them to say, 'Sorry, we won't grant the waiver.' But no, they called for the pan of water.'"

When reporters suggested his comments indicated an unwillingness to accept the decision of the marketplace regarding the Star, Mr. Simon said that if the marketplace is to decide the Star's fate, then the Star management must know what the ground rules are. Mr. Allbritton needed to know whether he would be granted a waiver so that he could make a business decision based on marketplace realities. Mr. Simon said: "A year's delay is a coward's way out," he added. And in answer to a question, he expressed the hope that the White House would urge the commission to move faster on the issue.

Mr. Simon's outburst prompted a McGoff telegram to President Ford, urging him to "disavow Secretary Simon's intrusion into the judicial process of an independent regulatory agency."

One commission official thought Mr. Simon's remarks "incredible." He noted that executive branch officers normally do not involve themselves in commission matters. And Mr. Simon, he added, "has no knowledge of the facts."

Chairman Wiley would not comment on Mr. Simon's statement. But he said that the hearing need not be prolonged, that if the various parties involved—including groups that opposed the waiver request—agreed, the proceeding could be expedited.

But as for the decision itself, he said, "We simply did not have the evidence to reach final decision. We felt we could only get it in the crucible of the hearing."

The commission, in its order, said it was not persuaded by what it had seen in the written pleadings. Star Communications had said the proposed transfer of control of the company was prompted by a desire to save the Star and that there was no realistic alternative to the proposal under which Mr. Allbritton would pay $20 million to hold the paper. The company said it had received two other offers for the paper—one, for $20 million, from Australian newspaper magnate Rupert Murdoch, who has acquired some newspapers in this country, and one for $25 million from Mr. McGoff. However, Star Communications said the conditions attached to each reduced their net value to the point where they were unacceptable.

The commission, however, expressed the view that those arguments were not solidly based. It said that efforts to sell the news-
paper were limited in scope and that full particulars concerning the offers were not supplied. It also said that the asking price of the newspaper and the value placed on it by the prospective purchasers were missing.

The commission also expressed concern over other apparent loose ends. It said that Mr. Allbritton had not committed himself in the agreement to continued publication of the Star, that Perpetual had neither stated the basis for its optimism that the newspaper's position could be improved nor specified how much time would be required to achieve the financial transformation.

But neither was the commission impressed by the arguments in the two petitions to deny, one filed by Mr. McGoff and by the Concerned Citizens for Balance in News Media, the other by Adams Morgan Organization, the Washington chapter of the National Organization for Women and the D.C. Media Task Force. The commission said that, for the most part, the petitions lacked specificity and documentation.

Nevertheless, the petitioners were pleased with the results. Mr. McGoff, in his statement, said the commission's decision "offers hope that in the long run a greater diversity of news philosophies will be available to the American public." And Charles Firestone, of Citizens Communications Center, counsel for the other three groups, said the commission was "right" and had done the "right" thing in setting the waiver requests for hearing. If waivers had been granted in this, the first case involving the crossownership rule, he added, "it would have shown the rules had no substance."

Is it legitimate to leapfrog? Cables say yes, broadcasters no in responding to FCC inquiry

The way to regulate cable signal carriage is to let the marketplace decide which signals are viable to import, cablemen explained in comments filed last week at the FCC on proposed relaxations in the leapfrogging rules. Delete them, was their message.

Broadcasters, however, saw the proposed relaxations as a further retreat from the FCC's 1972 cable rules—and its attendant consensus agreement—and an added threat to free television, especially local independent stations.

Present leapfrogging rules require that cable systems carrying nonlocal independent signals from any of the top 25 markets must select from among the closest two. The FCC's rationale in imposing that restriction in 1972 was to prevent the creation of "superstations" (Los

Sales "avalanche" hit NBC-TV in last two weeks of July with $45 million in orders for new season prime-time business, according to Mike Weinblatt, senior vice president, programing and sales. Among advertisers signing for $1 million or more: General Electric, Ralston, Clorox, Sears, American Motors, Johnson & Johnson, American Home Products, Florida Citrus Commission, Nabisco, Anheuser-Busch. Top sales officials of CBS-TV and ABC-TV were out of town Friday and could not be reached, but ABC source said "a lot of holdouts are coming in now—you see a lot of smiling faces around here," and CBS source said sales there have caught up with last year's pace and are now setting records... FCC refused to budge from policy of disallowing reimbursements in renewal challenge cases, has disagreed agreement designed to end six-year fight between WPITV (New York) and Forum Communications for channel 11, Vote 5-2, with Glen Robinson and Benjamin Hooks dissenting and James Quello concurring. Agreement called for $310,885 in expenses and to set up $150,000 fund for development of programs and minority training projects, and to place Forum stockholder on WPITV board. It was reached after administrative law judge issued initial decision recommending WPITV renewal. Lawrence Grossman, who heads Forum, is on record that Forum would resume fight if FCC disapproves settlement. Said attorney Michael Finkelstein Friday, "It's back to the trenches"... FCC has adopted rulemaking to establish ascertainment procedures for noncommercial licensees. Essentially, they follow those for commercial licensees (BROADCASTING, May 12), including exemptions in communities under 10,000 and for 10 watt stations... License renewal bill (S. 2246) identical to Frey-Byron bill (H.R. 5578) in House was introduced in Senate last week by J. Glenn Beall (R-Md.) and Wendell Ford (D-Ky.)... Petition asking for freeze on applications by religious institutions and government bodies for reserved FM and TV stations was turned down by unanimous FCC Friday. Submitted by Lorenzo W. Milam and Jeremy D. Lansman, it also urged inquiry into "restrictions on free speech" alleged by such groups. Petition generated record 800,000 letters of protest... FCC has given go-ahead for first domestic satellite earth station, UA-Colorado Cablevision's application for Fort Pierce, Fla. Commission also ruled applicants need not have FCC permission before ordering earth stations—although they proceed at own risk in event FCC denies eventual construction permit. Action was last remaining administrative barrier to Oct. 1 start for Home Box Office pay-cable-by-satellite network... Seven of eight nominees to board of Corporation for Public Broadcasting were confirmed by Senate last week. Remaining: controversial nomination of Colorado brewer Joseph Coors, scheduled for hearings Sept. 9-10... Columnist Jack Anderson took commercial and public TV networks to task last week for failing to carry—either on their own or as paid program—interview he conducted with President Ford in connection with Bicentennial. Back from the ranks, Anderson word from residential news secretary Ron Nissen that White House felt it had been "conned" by Mr. Anderson into doing interview; they hadn't known he was doing it "on spec." At least two on Capitol Hill were more sympathetic, however. Senator Frank Moss (D-Utah) wrote FCC Chairman Richard Wiley saying commission should pressure broadcast licensees into accepting legitimate documentaries produced by independent contractors, and Representative John Murphy (D-N.Y.) saw incident as evidence of need for his bill (H.R. 671) that provides for FCC regulation of networks "to prevent such network abuses against American patriotism"... FCC has suspended collection of 1973, 1974 and 1975 annual fees owed by cable television systems pending final court decision on legality of commission order requiring payment of those fees. Action came after U.S. Court of Appeals stayed collection of up to 50% of fees due Aug. 1, 1975, and April 1, 1976... Forum Publishing Co. has been granted construction permit for channel 4 at Pierre, S.D., to operate as satellite of Forum's KSFY-TV Sioux Falls... Former FCC general counsel Henry Geller has been hired as consultant to House Communications Subcommittee to bring in broad-ranging discussion of cable TV by end of year (BROADCASTING, June 30)... Donald I. Baker, deputy assistant attorney general in Justice Department's antitrust division, has resigned to join Cornell University law school as professor... FCC went behind closed doors Thursday to discuss government in sunshine. No action was reached on number of staff proposals, among them experimental program under which certain meetings would be opened to public... Although House Government Operations Committee did not put FCC exemption into bill to create Agency for Consumer Protection (H.R. 7575), accompanying report last week said agency's "active participation should be discouraged" in license renewal proceedings.
Angeles, New York and Chicago) that might be the only ones carried, shutting out closer stations that more nearly reflect interests of cable's local audience.

The FCC has now proposed several changes: allow waivers on the basis of microwave costs; permit one unrestricted distant signal; allow leapfrogging within the same cable system is located; eliminate "specialty" format stations (ethnic, religious, etc.) from leapfrogging rules; apply present rules only to the three or four largest markets instead of the top 25; implement a zone or regional approach, perhaps on a 150-200 mile basis.

The National Cable Television Association suggested that the present leapfrogging rules have slowed development of CATV in areas where cable would not have access to two independent stations in the same market. In a 65-page filing with 26 pages of attached exhibits, NCTA showed that programming schedules vary only slightly—except for news—between the most popularly viewed independents and therefore presented little reason for a cable system to choose the closer system over one more distant. NCTA attempted to dispel the "superstation" threat by showing that six markets (Los Angeles, San Francisco, Chicago, Detroit, New York and Philadelphia) under present rules reach more than 50% of all markets. The smallest percentage of markets that can import from these six areas are in the bottom 50 markets, not the top 25, NCTA noted. If the commission examined the data, said NCTA, it would find the nearest-two limitation actually encouraging CATV operators to choose from the larger markets.

The Community Antenna Television Association also suggested the abandonment of the leapfrogging rules, claiming the choice of signals should be left to CATV operators responding to public demand. It is the public, not the broadcaster, that should be the FCC's concern, concluded CATA.

United Cable TV Corp. claimed the threat of superstation importation is "just not going to happen."

Regardless of their desirability, distant signals are not always affordable, United said.

Teleprompter Corp. questioned the fairness of present rules which permit fewer CATV systems in the Northeast to carry New York signals than it allows Western systems to carry Los Angeles signals, by virtue of the concentration of top-25 markets in the Northeast. American Television & Communications saw unfairness in rules that now allow subscribers in one community a better complement of stations than those offered by co-owned systems to viewers in adjoining communities. And Communications Properties Inc. and Aurovideo Inc. said that if leapfrogging rules were not dropped altogether, then at least they should be adjusted to allow for waivers based on microwave cost considerations, allow one unrestricted distant signal and not count specialty stations in tabulating the number of allowed signals.

Eastern Microwave Inc. explained that the present rules were "unfair and burdensome" to carriers as well as cable customers. Jerrod Electronics Corp., a cable equipment manufacturer, called for the total elimination of leapfrogging rules.

On the other hand:

The National Association of Broadcasters saw the commission's proposed rule changes as "another in a long line of actions that have discouraged further development in the broadcast television service." If all distant signals were opened up to cable, explained the NAB, it would "disrupt and subvert" the commission's scheme for fair distribution of local TV service. If any change is anticipated, suggested NAB, then the rules should be extended to all cable systems whether or not they are located inside a television market.

ABC Inc. suggested that the only burden to cable systems under present rules is that they cannot "shop around" for independent stations with maximum sports coverage since there is otherwise little difference in independent program offerings. The time has come for the FCC to cease its "ad hoc destruction of the CATV rules," said ABC, and to institute a comprehensive review of cable regulations—particularly in light of the continued absence of copyright legislation.

CBS suggested that program suppliers in all cases and broadcast stations and advertisers in many instances pay for cable's "free ride" on distant signals.

The Association of Maximum Service Telecasters claimed the geographical oddest structure under the present rules are there only because the rules allow cable flexibility. Taking an example, AMST argued the rules do not mandate a Miami CATV system carry Washington stations (while Pennsylvania systems cannot) but merely allow Miami systems that much leeway. The Association of Independent Television Stations believe that small UHF facilities could not withstand even a "slight" modification of the current rules.

Storer Broadcasting Co. claimed any deletion of the rules "would fly in the face" of the carefully worked out table of assignments that includes a "multiplicity of local stations."

Among other filing comments were the National Hockey League and the Commissioner of Baseball (they argued any weakening in rules would hurt sports programming and undercut the viability of operating regional sports networks) and those citizen groups, the present Black Media Coalition and the National Citizens Committee for Broadcasting (which urged no restrictions on signal carriage).

Grey ink. Net profit of advertising agencies in 1974 slipped, as a percentage of gross income, to its third lowest level in 10 years, according to a report being released today (Aug. 4) by the American Association of Advertising Agencies. For incorporated agencies, the bulk of the AAAA membership, the figure was 3.43% of gross, down from 3.87% in 1974 and higher only than 1971's 2.87% and 1970's 3.11%. As a percentage of billing, net profit also declined, reaching the second lowest level in the 10-year span covered by the report, which was based on survey returns from 230 AAAA member agencies. (When results of agency partnerships and proprietorships were averaged in, the profit percentage was marginally higher: 3.66% of gross rather than incorporated agencies' 3.43%). Payroll remained by far the biggest expense and was up in dollars but down fractionally as a percentage of gross income in 1974. Other operating expenses, taxes and payments for employee insurance and into pension and profit-sharing plans all increased. AAAA's 10-year track record:

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of agencies represented</th>
<th>Payroll to U.S. income tax* (as percentage of gross income)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1965</td>
<td>226</td>
<td>6.70 19.4%-19.5%</td>
</tr>
<tr>
<td>1966</td>
<td>239</td>
<td>6.46 20.9%-21.0%</td>
</tr>
<tr>
<td>1967</td>
<td>246</td>
<td>6.44 20.8%-20.9%</td>
</tr>
<tr>
<td>1968</td>
<td>246</td>
<td>6.26 20.1%-20.2%</td>
</tr>
<tr>
<td>1969</td>
<td>220</td>
<td>6.32 20.6%-20.7%</td>
</tr>
<tr>
<td>1970</td>
<td>215</td>
<td>6.34 20.7%-20.8%</td>
</tr>
<tr>
<td>1971</td>
<td>240</td>
<td>6.39 21.2%-21.3%</td>
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<tr>
<td>1972</td>
<td>240</td>
<td>6.43 21.7%-21.8%</td>
</tr>
<tr>
<td>1973</td>
<td>230</td>
<td>6.45 22.2%-22.3%</td>
</tr>
<tr>
<td>1974</td>
<td>230</td>
<td>6.47 22.7%-22.8%</td>
</tr>
</tbody>
</table>

* For all agencies—corporations, partnerships, proprietorships.
** Gross income comprises commissions, agencies' service charges, and fees. Source: Annual studies of advertising agencies' costs and profits conducted by American Association of Advertising Agencies. Figures are averages for agencies of all sizes.
FTC swamped with comments on nutritional data in ads

Opponents dispute need for rules, see no way to pack commercials
with information FTC says it wants, but consumer groups cheer agency on

Advertising and broadcasting organizations have told the Federal Trade Commission that its proposed rules requiring detailed nutritional information in food advertising would be self-defeating. They argued that consumers would be overloaded with information they couldn't understand and that radio and television would be all but shut out of food advertising.

Their comments were filed with a mass of others on disputed issues of fact in the rulemaking. Though the deadline for comments has been extended from July 28 to Sept. 1, the agency last week had received 128 submissions from industry sources, 1,239 from individual consumers or groups, 75 from scientific and technical experts, 302 from government (mostly congressmen writing on behalf of constituents), 16 from academicians and 89 addressed specifically to the handling of organic or natural food claims.

The Association of National Advertisers said information about food content and nutrients was already contained in labeling required by the Food, Drug and Cosmetic Act, and it saw no demonstrated need for detailed information of the same kind in advertising. There is no evidence, the ANA said, that consumers are being deceived by present advertising.

The ANA also pointed to the practical difficulty of including comprehensive descriptions of food content within the confines of radio or television commercials.

The National Association of Broadcasters, endorsing the points made by the ANA, said case-by-case adjudications would be more fruitful than "the imposition of complex, comprehensive and across-the-board rules." Adoption of the rules applied to radio, where nutrient data would necessarily be stated orally in full, might preclude future food advertisements in that medium, the NAB suggested.

Statements filed by three advertising agencies reflected similar views. "There is not evidence to suggest the existence of the presumed correlation between malnutrition and nutrient misinformation," according to Leo Burnett Co.'s counsel. To the contrary, the evidence suggests that requiring affirmative disclosure of nutritional information in food ads is likely to produce "a serious undesirable misallocation of resources."

Warren K. Pera, vice president-West Coast for Clinton E. Frank Advertising, wrote: "When it comes to putting all of this [nutritional] information in all food advertising, I sincerely believe it is not really what the consumer wants. And in fact, it would represent an enormous waste of the advertiser's money."

Young & Rubicam, New York, cited research on TV commercials and consumer confusion on brand-name recall, saying the problem would be magnified under the proposed rule. Radio would cease to be a viable medium for food advertising, and television would become much less desirable for the large advertiser. "Even relatively large advertisers could be frozen out and TV rendered inaccessible in regional and small food advertisers," Y&R said.

Comments from consumers generally favored the commission's proposal to enact restrictions in food ads. The Consumers Cooperative of Berkeley Inc. called the rule "a positive step," and the California Nutrition Council concurred, saying if the rule does not go through, growing skepticism will eventually discredit those manufacturers who make virtual product claims along with those who make false claims. The National Health Federation, Chicago, took an opposing view, however, saying the science of nutrition is not yet fully developed, whereas the proposed regulations treat it as established fact.

Comments on the rule proper may be filed up to 10 days prior to hearings, the date for which will not be set before the first of the year, according to an FTC spokesman.

Change of heart on TV drug ban

North Carolina attorney general withdraws from FCC petition that he and 13 others filed

The attorney general for North Carolina, one of 14 state attorneys general who collectively petitioned the FCC to ban the advertising of over-the-counter drugs on television before 9 p.m., said he had made a mistake and withdrew his name from the petition.

Rufus Edmisten said last week his signing of the petition (Broadcasting, July 21) had been "ill-considered" in light of the First Amendment. He reversed himself and threw his support instead to the National Association of Broadcasters' TV code standard on drug advertising. "Only when it has been shown to me that there is a causal relationship between advertising of nonprescription drugs and drug addiction among our youth will I reconsider my present position," the North Carolina official said.

Mr. Edmisten announced his action in letters to House Communications Subcommittee Chairman Torberi Macdonald (D-Mass.) and Massachusetts Attorney General Francis X. Bellotti, who initiated the petition. A letter also went to Wade Hargrove, counsel for the North Carolina Association of Broadcasters, whose arguments "greatly influenced my reconsideration of this important matter," Mr. Edmisten said.

FTC in-house review finds room for improvement

Too little action in children's field, too much in food-ad area, says Plans and Policy report

An internal Federal Trade Commission report that critically examines several of the commission's programs, including advertising issues under study by the Bureau of Consumer Protection, and investigations by the Bureau of Competition, says some projects should be scrapped, others stepped up and the allocation of resources revised to bring cost/benefit ratios into line.

Among the programs taken to task by the Office of Policy Planning and Evaluation, which prepared the report, are food and nutritional advertising, image advertising and children's advertising. On the regulatory problems involved with the latter, the report suggests the FCC should be encouraged to ease restrictions on cable, thus increasing network competition, as a remedy for improving advertising directed to children. "It would seem reasonable to cooperate in any way possible with any of the groups of practitioners or researchers who are now working on ways to make better judgments about the actual impact of [children's] advertising...and the extent to which various control measures are both desirable and have the possibility of being effective," the report states. "Any movement by the FCC away from its policies of protecting the major networks from competition by cable TV would be useful. If parents decided they did not want their kids watching the Saturday morning TV commercial parade, they could put a nickel in the pay TV slot and let them watch 'Aida' instead."

The amount consumers would pay to watch pay TV instead of existing programs could be used to measure benefits of a successful program like this one, OPPE claims.

Appraising the food advertising rule (see story page 27), the cost/benefit analysis conludes the bureau's purpose may be achieved by requiring disclosure of a recommended daily allowance nutrient profile. "It is important to realize, the report says, "that, beginning this year, information about the nutritional qualities of foods will substantially improve due to the implementation of the Food and Drug Administration's nutrient labeling regulation." On proposed regulations on use of words like "wholesome" or "nourishing".
in advertisements, the report states, "we do not understand why the English language must be put into a straitjacket in order for the bureau to accomplish its purpose." Restraints on energy and calorie claims are unobjectionable in OPPE's view, but the FDA's regulation is seen as perhaps sufficient.

On cigarette and image advertising, OPPE states that further direct burdens on advertising content are not likely to increase information on the dangers of smoking. "When cigarette advertising was removed from broadcast media in early 1971, the chief result was to increase tobacco company earnings because of the restraint on nonprice competition that was created."

**Jencks goes to aid of television code in 'Post' reply**

Answering critical congressman, CBS official says self-regulation works, and he fears grave damage from extremes in federal regulation

Richard Jencks, Washington vice president for CBS, last week defended the National Association of Broadcasters' TV code against charges by a House Communications Subcommittee member, Timothy Wirth (D-Colo.), that the code has "loopholes" that weaken its children's advertising guides.

Writing on the op-ed page of the Wash- nationally advertised. "Hoping to reach Wirth's comments appeared three weeks ago (BROADCASTING, July 21) Mr. Jencks said Mr. Wirth erred in asserting that self-regulation suffers from the subscription of only 60% of all TV stations to the NAB TV code. That 60% reaches over 85% of the American public, Mr. Jencks said.

Furthermore, he said, the types of products advertised are concerned about over-the-counter drugs and other substances that could hurt children if ingested, are all nationally advertised. "Hoping to reach the nation either through national network television or so-called spot-television with ads whose production costs frequently exceed $100,000 per ad, national advertisers simply cannot afford to, and will not, produce a noncode version of an ad for a nationally advertised product," Mr. Jencks said. For nationally advertised products, he said, the code is "therefore completely effective."

Representative Wirth had earlier said the major loophole is that the NAB's children's advertising restrictions do not apply to afternoon and evening programming aimed at adults but often drawing more child viewers than watch the Saturday and Sunday morning children's fare. But, said Mr. Jencks, "this viewing is done typically with other members of the family and the advertising is not directed to the child."

He continued, "in suggesting that the NAB code prohibit until 9 or 10 p.m. or later the advertising of medicines, cosmetics, cleansers, bleaches and other adult products which might be hazardous to children if ingested or misused, Mr. Wirth is in fact proposing that the medium of television no longer be treated as a general advertising medium, but that it be confined for most of the broadcast day to the kind of advertiser or product which, let us say, might advertise in Jack and Jill magazine."

**Contraceptives get on two TV's**

Maker of Trojans will appeal for lifting of code restriction

Advertising of condoms on television was given a nudge last week when KNVT(V) San Jose, Calif., resumed telecasting commercials for Trojan contraceptives and WJAN(TV) Canton, Ohio, agreed to carry the spots, starting today (Aug. 4).

Prompted by these initial clearances, Youngs Drug Products Corp., Piscataway, N.J., manufacturer of the Trojan brand, held a news conference in New York to outline steps it is taking to gain acceptance in other TV markets, including a meeting scheduled with the NAB TV code board in Washington in October.

John C. MacFarlane, president of Youngs, said the company has obtained the support of The Population Institute, other condom manufacturers and several interested groups for its efforts to place advertising of its products on television. A spokesman for The Population Institute in New York later confirmed the organization's cooperation; said it has been making presentations to TV stations and print media espousing the need for such advertising, and was in the process of preparing a "white paper" to be submitted to the NAB TV code board at its next meeting, Oct. 6 through 8.

An official of the Code Authority in New York said there is no specific provision in the code banning contraceptive advertising on television, but it is barred under a section dealing with general advertising standards for products of a personal nature. He said contraceptive advertising is on the agenda for the October code board meeting, but not on the board, in previous meetings, has refused to permit such advertising on TV.

Mr. MacFarlane told the news conference that KNVT(V) carried a commercial for Trojans accenting planned parenthood within a 6 p.m. movie period on July 23 and received 15 protesting telephone calls (BROADCASTING, July 28). The station suspended the advertising temporarily but carried the commercial on its news program on July 25 and asked viewers for reaction. The poll showed, according to Mr. MacFarlane, that by a ratio of 20 to 1, calls and letters asked that the commercial be continued. He reported that KNVT(V) reinstated the Trojan 30-second commercial last Tuesday (July 29) and will carry it twice a day after 9 p.m. Mr. MacFarlane also said that WJAN(TV) Canton, Ohio, would carry the commercials (there are two versions), starting this week. Youngs has been attempting for several months to place the commercials on various noncode stations. He said seven stations have not responded and four have rejected the offer.

Mr. MacFarlane acknowledged it has been troublesome to get into consumer advertising for Trojans. Finally, in 1969, Sport magazine accepted a schedule and cleared the way for other periodicals. He said that about $300,000 was spent last year in consumer magazine advertising.

In 1972, he observed, Youngs was the first condom manufacturer to try radio, with a six-week schedule on WNJRI AM Newark, N.J. He said Youngs at that time opted to try to move into TV, but he stressed that radio is not ruled out.

The two 30-second condom commercials were created and produced for Youngs Drug and Poppe Tyson, New York, its agency, by Trio Productions Inc., New York, for about $25,000.
NPR is scene of blasts at commercials and children

Public radio's 'National Town Meeting' features Wiley, Macdonald and Cooney, who agree TV needs controls on violence and advertising.

Commercial broadcasting was put through the sex-violence and advertising wringer again last week. This time the forum was a broadcast of National Public Radio's National Town Meeting, which originates in Washington's Kennedy Center. And with no one from commercial broadcasting on the panel, there was no disputing the premise that something must be done to correct the abuses to children of which commercial broadcasting has been guilty.

FCC Chairman Richard E. Wiley spoke of his program for self-regulation—of his success in persuading the industry to reserve the first two hours of prime time for 'family viewing' and to reduce the amount of commercial time in children's programming.

Representative Torbert H. Macdonald (D-Mass.) of the House Communications Subcommittee, stated as he has before that if self-regulation does not solve the problems he sees—and he has little faith in it—he will introduce legislation 'to protect children.'

Joan Ganz Cooney, of public broadcasting's Sesame Street and Electric Co., while hoping that self-regulation works, had an alternative to legislation if it does not:

"Six letters to a sponsor will have an effect. Let the advertiser know that what is on the air is not acceptable."

There was no suggestion that these were solutions without a problem. When ex-FCC Commissioner Nicholas Johnson, who was in the audience, asked whether the burden of proof regarding advertising's allegedly harmful effects on children was on the parents or the networks, the question was dismissed almost as naive:

"It's a good question but outdated."

Representative Macdonald said. Advertising's harmful effect "has been proven by every survey taken." And Chairman Wiley said there is enough evidence to persuade broadcasters "to be concerned about advertising."

And when the Washington Post's Sally Quinn, who was the moderator, asked how undue violence may be objectively determined, Mrs. Cooney said there is a "good consensus around the country on what is too violent." She said programs like Gunsmoke present no problem, nor does "cartoon violence," which she called a contradiction in terms. But she said there is a "consensus on grotesque violence, on killings and beatings. There is too much."

To Mrs. Cooney, the study done by the surgeon general's committee on the subject, as well as work done by the Aspen Institute's Douglas Cater, leaves not "a shadow of a doubt:" that the quantity of violence on television poses "a danger to this society."

At one point, a questioner from the audience—a woman—suggested that the panel was biased in blaming the networks for the problems they saw. Parents, she suggested, have a responsibility.

To which Representative Macdonald responded: "We have no control over the parents. We do over the networks."

Moses never made it to the promised land, but he got a 40 share as a summer replacement

The vision of a new Sonny and Cher or a new Tony Orlando and Dawn emerging from the three networks' summer-tryout variety shows have begun to dim with the publication of Nielsen audience counts over the past four weeks or so.

For example, NBC's Gladys Knight and the Pips, which ended its four-week stint last Thursday (July 31, 8-9 p.m., NYT), managed only a 24-share average for its first three outings against reruns of The Waltons on CBS, which posted a 35-share average during that same period.

Similarly, the returns are now in for CBS's four-week experiment with a variety hour starring the singer-actress Joey Heatherton and her father Ray Heatherton (Joey and Dad, Sunday, 7:30-8:30 p.m.) and they show a sub-par 27 share over the period. The series was regularly outpointed by reruns of The Six Million Dollar Man (ABC) and reruns of The Wonderful World of Disney (NBC).

ABC's Keep on Truckin', a knockabout-comedy hour (Saturday, 8-9 p.m.), ran head-on into reruns of All in the Family and The Jeffersons (both CBS) and reruns of Emergency (NBC) and staggered to a dismal 15-share average for its first three weeks.

Among the other new offerings so far this summer, Moses the Lawgiver, a six-part mini-series starring Burt Lancaster in the title role, has consistently won its time period (CBS, Saturday, 10-11 p.m.) against, for the most part, theatrical-movie competition on ABC and NBC, averaging a strong 40 share through its first four weeks.

By contrast, NBC's eight-hour mini-series The Zoo Gang (Wednesday, 9-11 p.m.) is limping along third in its time period with a low-20s share.

60 Minutes, which CBS is making a practice of playing off in prime time every summer (Sunday, 9:30-10:30 p.m.), has averaged a solid 30 share particularly high for a news-documentary series in its first four times out against made-for-TV mystery movies (NBC) and theatrical movies (ABC).

Still to be heard from, though, are four more variety hours premiering this month, all of which are presumably second-season candidates if they score big summer numbers. They are: The Jim Stafford Show (ABC, Wednesday, 10-11 p.m.), The Dick Cavett Show (CBS, Saturday, 10-11 p.m.), The Manhattan Transfer (CBS, Sunday, 7:30-8:30 p.m.) and The Ben Vereen Show (Thursday, 8-9 p.m.).
In one court and out another on PTAR I and III

Last case from first version of rule is finally dismissed as Sandy Frank asks for action now on third version

In one U.S. Court of Appeals last week, one last case involving the FCC's first prime-time access rule was being dismissed, while in another court of appeals, a petition was reviewing efforts to generate action on a request for extension or stay of the Sept. 8 effective date of PTAR III, which was aborted last February.

The case dismissed was that of the National Association of Independent Television Producers and Distributors which had appealed the FCC waiver in 1973 of PTAR I to permit the prime-time airing of the off-network America series over a network of stations assembled by Hughes Television Network.

The U.S. Court of Appeals in Washington dismissed the appeal on the ground the issue had become moot. NAITPD had asked the court to set aside the waiver order as precedent. But, the court noted, the commission on May 27, 1975, had denied another request for a waiver for the program and PTAR III, scheduled to become effective on Sept. 8, contains a specific reference from the prime-time ban on network or off-network programs for documentaries such as America.

"Thus," the court said, "the dispute between NAITPD and the commission has ceased to be a live controversy." Accordingly, it dismissed the appeal and remanded the case to the commission to allow it to vacate its order.

Meanwhile, Sandy Frank Program Sales Inc. was filing a motion for quick relief in the U.S. Court of Appeals in New York. Frank's motion seeks a "prompt ruling" on Frank's petition for rehearing by the court en banc on the lawfulness of the Sept. 8 effective date of PTAR II. The petition was filed on June 27. Failing that, Frank asked that the court stay PTAR III until it has an opportunity to rule on the matter.

Frank's request for rehearing is based on the apparently contrary rulings of separate panels of the court. One panel, in passing on PTAR II, said the commission should allow producers 16 months of lead time in making substantial changes in the rule. But a different panel, on June 18, dismissed, without explanation, motions requesting an expansion of the effective date.

Poles lose fairness test

Polish jokes may be offensive, particularly on network television. But unless their telling constitutes one side of a controversial issue of public importance, they cannot be said to raise a fairness doctrine issue. The U.S. Court of Appeals in Chicago issued that ruling in affirming an FCC decision rejecting a fairness comm

plaint that the Polish American Congress filed against ABC as the result of four Polish jokes told on the Aug. 10, 1972, Dick Cavett, Show, which was hosted by Steve Allen. The Polish American Congress was not amused. It asked the commission to rule that the group was entitled to time on ABC to respond to "the personal attacks on the character, intelligence, hygiene or appearance of members of the Polish American community.

The threshold question a licensee must resolve in determining whether a fairness issue is involved is whether there is a controversial issue of public importance. ABC's determination that the Aug. 10 program did not involve such an issue, the court said, was neither unreasonable nor in bad faith.

Channel 20 and Metromedia spar over purchasing power

WDCA now on the receiving end of accusations concerning rights to syndicated series; its plea of being financially pressured out of running is met with accusations of technical and financial incompetence

Last month, Channel 20 Inc. of Washington pictures Metromedia Inc. as an economic giant that used its financial strength unfairly to assure itself of any syndicated programming it wanted. (Broadcasting, July 14). Last week, Metromedia returned the compliment, accusing Channel 20 of "unclean hands" in allegedly having forced Metromedia to give up rights to two syndicated series by threatening to oppose then pending applications to acquire two television stations.

Channel 20 Inc. licensee of WDCA (TV) (ch. 20), and Metromedia traded the charges in the suit Channel 20 has brought in U.S. District Court in Washington seeking an injunction barring Metromedia's WTTG (TV) Washington from broadcasting the syndicated series The Brady Bunch, beginning this fall.

Channel 20 filed the request along with a petition for declaratory ruling that Metromedia's alleged use of the purchasing power of its five other independent stations to "compel" distributors to sell off-network programs to WTTG violates the Sherman Antitrust Act. In its request for a preliminary injunction, it said it had not had an opportunity to bid on The Brady Bunch and that its appearance on WTTG in the fall "would cause direct and immediate injury to WDCA."

Metromedia's response last week listed nine reasons why the court should deny the request, beginning with the First Amendment. The request, if granted, would constitute "prior restraint of publication, which is the very evil that the First Amendment is designed to prevent," Metromedia says.

It also argues that Channel 20 would not win in court on the merits of the case, denying in the process the charge that it uses its buying power, particularly through KTWW (TV) Los Angeles, and WNEW-TV New York, to force distributors to sell programs to WTTG. "It would be economic folly for Metromedia to refuse to buy for New York or Los Angeles unless Washington is included in the package."

Metromedia says Metromedia suggests that Channel 20's competitive disadvantage is due to technological and managerial inferiority on its part. And it filed affidavits of persons involved in the purchase of The Brady Bunch rights in support of the contention that "licensing to one station was not conditioned on licensing to any other station." Channel 20's alleged unclean hands were cited by Metromedia as the ninth reason for denying the injunction.

Metromedia noted that Channel 20's president, Milt Grant, had filed an affidavit asserting that Metromedia had "voluntarily" consented to give up rights to Hogan's Heroes and Bewitched. The implication, Metromedia noted, was that it was acknowledging "some impropriety or doubt with respect to those two programs." The facts are to the contrary, Metromedia says. In each case, Metromedia was in the process of acquiring an additional television station—WTCN-TV Minneapolis and WXTV-TV Cin-cinnati. In both cases, it said, the plaintiff threatened to file opposition papers at the FCC. Metromedia says, adding, "The price demanded by plaintiff for its agreement not to oppose was, in one instance, Hogan's Heroes and, in the other, Bewitched.

Democrats to the well once too often

Telethon pledges not up to expectations or even last year's gross; show has tough going against baseball and Archie

Television did not pan out as well as the Democrats had hoped this year. The final tally on funds pledged to the party at the end of its fourth annual telethon, July 26-27, fell far short of expectations.

Unofficially, the Democratic party had hoped to gross about $6 million, more than the $5.4 million grossed by the telethon last year. But at the end of this year's 22-hour telecast on ABC, from 9 p.m. Saturday through 7 p.m. the following day, the tote board showed only $4.5 million in pledges. And experience has shown that only about 80% of the pledges result in actual donations.

The hard-sell was there, but apparently viewer interest was not. The Democrats employed a large cast of entertainers and celebrities, congressmen and party activists. All but one of the six announced
Democratic presidential aspirants appeared either in person or on tape. The one who didn't was Representative Morris Udall (D-Ariz.), who was ill.

The reasons for this year's disappointment for the Democrats can only be guessed. There was some concern in the party about pre-emptions by and competition with baseball games on Sunday, particularly the Boston Red Sox broadcast on the East Coast and the Chicago Cubs broadcast in the Midwest. On Saturday evening, the telephone had strong competition from CBS's line-up of situation comedies and NBC's double movie feature. Party workers point out that this is a recession year and people are holding tight to their money. Perhaps the voters are numb to politics in the aftermath of the Watergate scandal or are not strongly attracted to any of the presidential candidates so far in the field.

The party had hoped to clear enough money to retire its $2.3 million debt, most of that left from the 1968 national campaign. But a telephone staff said last week it looks as though the party will clear only about $1.8 million from the telephone and half of that will go to the state party organizations. Expenses for the telephone were about $2.7 million, including a $1.2 million charge for the network air time.

The telephone staff said party workers are assuming there will be another telephone next year but that the decision on whether to do it again "depends on whether the money's flowing." He pointed out that because next year is a presidential year, the party will be competing for funds with all the presidential hopefuls.

CBS throws its weight against NBC’s Friday

Premieres of ‘M*A*S*H’ and ‘Hawaii Five-O’ are upped to hour and two-hour lengths; ‘Cher’ debut is week earlier

CBS-TV, which is making a frontal assault on NBC-TV's high-rated Friday line-up, showed this week the ‘M*A*S*H’ and ‘Hawaii Five-O’ to that night, announced last week that ‘M*A*S*H’ would premiere on Sept. 12 with a special hour-long episode (8:30 p.m., NYT) and that, also on Sept. 12, ‘Hawaii Five-O’ would expand from one hour to two hours.

In addition, CBS said it would counter NBC's jumping the premiere of The Family Holvak one week (it will air Sunday, Sept. 7, from 7:30 to 8:30 p.m.) by running the first new Cher show of the season directly opposite Holvak. (Both Holvak and Cher will go out at 7:30 p.m. on Sept. 7, but a week later they'll each start a half hour later in their new 8 to 9 time periods.)

Finally, CBS said Kojak would kick off its new fall season with a special two-hour episode (Sunday, Sept. 14, 9-11 p.m.) before reverting to its regular 60-minute format (Sundays, 9-10 p.m.).

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**Media**

**FTC calls FCC soft on antitrust**

It challenges approval of venture joining IBM and Comsat, saying Clayton Act should be invoked

The FCC, which has been told by the Justice Department on more than one occasion that it is not paying sufficient attention to the antitrust implications of matters before it on the phone that message from the Federal Trade Commission, in a brief filed with the U.S. Court of Appeals in Washington.

At issue is the FCC order stating the conditions under which the commission would accept an application by CML Satellite Corp., communications satellite system.

The FTC, in its rare effort to oppose a sister agency in a case that "involves the public interest," has not adequately analyzed the antitrust ramifications of the proposed joint venture, the FCC has reached important conclusions without a sufficient record, has concluded to hold a hearing for the purpose of developing the record and has thereby not fulfilled completely its responsibilities to enforce Section 7 of the Clayton Act (Antitrust) Act with regard to communications common carriers."

The case stems from a petition that IBM, Comsat, Comsat General, and CML filed with the commission to revise the ownership structure of CML to allow IBM to own 55% of its stock and Comsat General 45%. CML is now owned in one third (each) by Comsat General, MCI Communications Corp. and Lockheed Aircraft Corp. The FTC and the Justice Department, among others, opposed that proposal, and the commission rejected it.

However, the commission outlined three options under which it would accept an application from IBM and/or Comsat for authority to operate domestic communications satellite common carriers. One option would permit joint entry by IBM and Comsat through CML, on the condition that a third partner be included, with no partner having less than 10% nor more than 49% interest in CML. And the parties have indicated they would proceed under that option.

But to the FTC, such an arrangement would only seek the possibility of a violation of Section 7 of the Clayton Act, the commission's order, the FTC said, "tends to conflict with the FCC's announced policy of multiple entry in the domestic satellite field..."

"The restructured CML under this option," the FTC said, "would continue to eliminate the beneficial effects of potential competition between IBM and Comsat."

And the proposal, FTC added, would permit "the likely enrichment of CML, composed of the two dominant firms in their respective technologies, and the loss of a truly competitive environment."

The case in which FTC filed its brief results from a suit brought by RCA Global Communications Inc. and RCA Alaska Communications Inc. to overturn the commission's order.

**Broadcasters want wider latitude in citizen agreements than groups would give**

With differing opinions as to what constitutes delegation of license authority, broadcasters and citizen groups filed comments last week on the FCC's proposed policy statement and rulemaking regarding citizen group-broadcaster agreements.

Broadcasters emphasized the commission's position (Broadcasting, June 2) that ultimate responsibility for programing should rest with the licensee. Citizen groups, however, claimed that broadcasters must be held to specific commitments, if the agreements are to be of any worth.

The National Association of Broadcasters, ABC Inc., 58 station licensees and the National Association of Broadcasters filed a statement of a statement that would relieve broadcasters of obligations if a licensee's view of the public interest changed.

Corinthian Broadcasting Corp., which said it avoids entering agreements, said broadcasters should not be committed to specific obligations in such areas as employment and programing.

CBS Inc. sounded a common theme among broadcasters when it asked the commission to stress the present FCC position that any agreements are optional.

The Office of Communication of the United Church of Christ claimed that when agreements are made, specificity is necessary. Without specific commitments, it said, community groups will "lose incentives for settlement of disputes" and the result will be wasteful litigation. It noted that it assisted a community group to reach an agreement with KTLA-TV Tex icon and CML, and it was the first formal agreement to be filed as an amendment to a license renewal application.

The Legal Defense Fund of the NAACP questioned why it was a delegation of authority for a licensee to agree to increase minority employment or to set aside time for requested programing. The St. Louis Broadcast Coalition agreed, citing Commissioner Benjamin L. Hooks, who said, "it is hard to see how any agreement joined voluntarily by a licensee in its initial discretion, can be said to later curtail a licensee's discretion.

The Public Interest Research Group,
along with related groups, asked that fines be imposed for broadcasters who intentionally, or in bad faith, breach the conditions of agreements. It, along with the National Black Media Coalition, said that agreements should be seen and treated similarly to commercial agreements.

Storer Broadcasting Co., however, said that the demands of citizen groups are the result of expectations that are "unrealistic and unreasonable." It asked the commission for a clear statement that non-delegable duties may not be negotiated.

In its proposed policy statement, the commission said the only agreements it generally will review are those filed as an amendment to a renewal or other broadcast application. The commission said it will treat the amendments as information on which it can rely.

The filing of amendments also came under scrutiny, especially regarding amendments filed on transfer and assignment applications. Many broadcasters claimed that they might be threatened into amendments at the time of a sale or transfer so action could be expedited. ABC Inc. and the 58 station licensees urged the commission to expand its notice and give further study to such situations.

NBC asked that petitions to deny be allowed to be withdrawn following agreements. Prohibiting withdrawal would just waste time and money, NBC said.

CBS Inc. claimed the amendments could have adverse side effects, including delay of the renewal process when amendments are filed after the initial application. CBS also feared, as did others, that agreements could distort ascertainment. The 58 licensees concurred and pointed out a similar concern expressed by FCC Commissioner James H. Quello.

Many of the citizen groups claimed, as did the National Organization for Women, that any representation that is valid in a license renewal or other application should be valid in a citizen group agreement. The National Black Media Coalition agreed.

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**Changing Hands**

Announced:

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

- **WNCW-AM-FM** Raleigh: Sold by Walter L. Fullmer Inc. to Broadcast Management Corp. for $500,000. Seller is Walter L. Fullmer, Hamilton, Ohio, highway contractor. Principals in buyer are Joel Trope and Tom Greene. Mr. Trope is former VP and general manager of WWCZ(FM) Cincinnati, Mr. Greene has interest in Cincinnati construction firm.

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**Broadcasting Aug 4 1975**

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Davis also has interests in those firms, in addition to holdings in Virginia mortgage, investment and land development companies. WQRK has been on 1270 kHz with 1 kw. WQRK operates on 104.5 mhz with 50 kw horizontal and 9.1 kw vertical and antenna 400 feet above average terrain horizontal and 350 feet vertical.

Other sales approved by the FCC last week include: WBIL(AM) Tuskegee, Ala.; KARL-FM Carlsbad, Calif.; WKKO(AM) Brea, Ky., and KRNA(AM) Burns, Ore.

NBC says there's a catch-22 in performance royalty

Unknowns won't be paid because they aren't being played

A performance royalty paid by broadcasters and other users of recorded music to record performers and manufacturers will not benefit lesser-known performers and musicians as much as record companies and music unions say it will. So said NBC in a written statement for insertion into the records of recently concluded hearings in both houses on bills to establish performance rights under copyright law (BROADCASTING, July 28).

NBC said half of the proposed performance fees will go to record companies, which would not be compelled to pay any to performers. And the “lion’s share” of the remaining half will go to the more popular performers, who are already highly paid, NBC said. Under the legislation, NBC noted, a performer cannot benefit from performance royalties until his or her recording is broadcast. “Since the records that are most often played on radio and television are those of the most popular and well-known performers, lesser-known musicians and artists will benefit very little,” it said.

NBC said that if increasing the compensation of undiscovered or lesser-known talent will serve the public interest, it should be left to “free negotiation between the representatives of the performers and the record companies, who are, properly, the parties at issue on the question of compensation of performers.”

ABC and CBS have been silent this year on the performance royalty bills pending in Congress (S. 1111 by Hugh Scott [R-Pa.] in the Senate and H.R. 5345 by George Daniels [D-Calif.] in the House). But a spokesman for ABC said last week ABC is opposed to the concept, as it has been in the past. A spokesman for CBS said that network has no position on the issue. CBS in the past supported the stance of the Recording Industry Association of America in favor of creating a performance royalty.

That's the second time he's said that

McKee now takes his EEO shape-up pep-talk to California broadcasters

An FCC lawyer gave southern California broadcasters something to think about last week. He's Clarence V. McKee, deputy chief of the commission's Equal Employment Opportunity Unit, and he was talking to members of the Southern California Broadcasters Association in Hollywood.

SOUTHWEST EXCLUSIVE!
FIRST TIME OFFERING!
AM full-timer in single station market,
priced at twice gross. Underdeveloped... fine opportunity for owner-operator.

Price: $110,000

with $25,000 down, balance - 15 year payout.

Please contact: John H. Bone, San Francisco Office
Noting that California had a large Mexican-American and Spanish-surnamed population, Mr. McKee commented that as far as he could discover there are no chicanos in executive positions in the network programing structure on the West Coast, and there is no chico serving locally in a regular news-anchor position.

"In essence," Mr. McKee said, "when one looks beyond "Spanish programed" stations, there are few chicanos in the power structure of the local broadcasting scene. When one looks at the networks, craft unions and the major studios, chicanos are in an even less better position," he said.

The gist of Mr. McKee's speech was the proposed EEO rules and guidelines issued by the FCC July 16 (BROADCASTING, July 21). Two weeks ago, Mr. McKee warned a group of producers, union leaders and network officials that the courts or federal or state agencies may take the initiative on EEO compliance if they did not review their EEO positions and make the necessary improvements (BROADCASTING, July 28).

Later last week, Mr. McKee addressed women members of the entertainment guilds in Hollywood, including representatives of the American Federation of TV and Radio Artists, Actors Equity, Writers Guild of America (West), Directors Guild of America, Screen Actors Guild, Women in Communications Inc., Los Angeles Advertising Women, Women in Film and Hollywood Women's Press Club.

Religious groups shower down mail opposing freeze

Proposed FCC rulemaking to keep religion and government off FM-TV reservations provokes orchestrated response

Letters, cards and petitions expressing opposition to the Milam-Lansman petition dealing with religious broadcasting are reaching a mass that could become a fire hazard at the FCC. A commission spokesman last week said the total had reached 250,000.

Last month, a letter from the Christian Crusade of Tulsa, Okla., was filed, along with 90,000 signatures. The commission official said he had received word petitions with 2.5 million signatures are on route from different sections of the country.

The petition by Lorenzo W. Milam and Jeremy D. Lansman, who have helped a number of local groups establish noncommercial open-access radio stations, calls for a rulemaking aimed at freezing all license applications by religious and governmental groups for reserved educational FM and television channels, and the extension of the duopoly rules to non-commercial stations. The petitioners say many religious stations are not performing an educational service. And they say there is no longer any reason to permit the educational licensee to operate two stations in the same service in the same community.

But it is the religious aspect of the petition that has stirred most of the opposition. In many of the opponents' seeing it as a threat to the existence of religious broadcasting, Dr. Charles V. Secrest, president of Christian Echoes, said in his letter to the commission that adoption of the rulemaking "would quite literally destroy an important and valuable aspect of American broadcasting. Without a scintilla of evidence that the activity being terminated has been anything other than constructive and positive.

AT&T, common carriers come to terms on interconnections for radio, TV and cable

AT&T and its associated Bell System companies and a number of common carriers have reached an agreement under which the carriers will have greater flexibility in interconnecting with the Bell Systems in providing television and audio service to broadcasters.

The agreement is designed to resolve a dispute that surfaced in January 1974, when two carriers—CPI Microwave Inc. and Midwestern Relay Co.—petitioned the commission to order AT&T to stop implementing some of its tariff provisions covering interconnections. The commission ordered a hearing on the petition, but later urged the parties to attempt to negotiate their difference.

The agreement involves tariff provisions dealing with the connection of television private line services (series 7000 channels) and television services of other common carriers (OCC's), which are established at the Bell customer's studio or the OCC's television operating center.

Under the agreement, Bell System television private line services may be connected with OCC television and audio services in conjunction with provisions in Bell's OCC facility tariffs. These tariffs now will provide the OCC television and audio connecting facilities between a Bell central office and the OCC's television or audio operating center.

The new provisions will eliminate a requirement that audio and video interconnections be limited to exchange areas in which the video and audio services would be used. Now the requirement is that the customer have a broadcast or other local use—broadcast origination, for instance—within a 32-mile (in the case of video) or 40-mile (in the case of audio) radius of the rate center of the exchange area where the connection is to be made.

Another revision involved the offering of video cable and audio facilities to the OCC's. The agreement will permit an OCC to obtain a video cable facility to extend its television service from its own television operating center to a remote location, such as a stadium.

Cox Cable accelerates pay development with MDS

MSO announces agreement with Microband Corp. for distribution of programing to multiple dwellings

Cox Cable Communications announced last week that it had contracted to use multipoint distribution service (MDS) facilities to deliver subscription TV programing in 12 cities, most of which do not have cable TV service.

The MDS approach was seen by Cox Cable officials as a means to potentially substantial expansion in much less time and at much less expense than is required to build a conventional cable system. But they said they still considered conventional cable the best means for delivering multiple signals to individual homes.

Their agreement is with Microband Corp. of America and Microband-related companies, from which Cox Cable will lease time on MDS station facilities during evening hours and on weekends to transmit motion pictures and other entertainment programing to subscribers in apartments, hotels and motels. Cox Cable also expects to market the service to at least some of the cable systems in and around these cities.

In a separate but related development, Microband announced an agreement with Sammons Communications, another multiple cable system operator, to use Microband's MDS station in Kansas City, Mo., to transmit programing to Sammons's cable system in Kansas City, Kan. Sammons also hopes to market the service to other cable systems in the area.

The Microband companies meanwhile announced they had reached an agreement in principle with Western Union that would permit Microband clients to use WU's Westar communications satellite system for long-haul distribution.

John Gwin, Cox Cable vice president, who participated with Microband officials in a news conference in New York last Wednesday, said Cox Cable probably would use the satellite to provide service to some but not all of the 12 cities. But he said Microband would also seek to tie the satellite to an imminent network. "I will not say we're going to build a pay-cable network," he asserted.

Mr. Gwin said he expected the projected MDS pay-TV service to be operating in Atlanta by October; in Pittsburgh, Indianapolis and Minneapolis by about January 1976 and in the remaining eight cities by late 1976 or early 1977. The other cities are Milwaukee; Norfolk, Va.; Denver; Seattle; Portland, Ore.; Hartford,
Mr. Gwin said Cox Cable has a "small experimental" cable system in Atlanta, has a franchise for Norfolk and intends to construct it and has a system in the Hartford suburbs. Otherwise, he said, the only city on the list that has a cable system operating in it is Akron. There, Warner Cable has a major system. Mr. Gwin said he intended to talk with Warner about taking the Cox Cable service via MDS.

Mr. Gwin was reluctant to forecast how many subscribers Cox Cable expected to get in the 12 cities, which together were said to have a metropolitan population of about 17 million and more than six million households. He said perhaps two million of the households were in apartments and other multiple units where MDS service might be feasible, and if one-third of them take it "we'll be lucky."

He said the subscribers would be charged the conventional pay-cable rate of about $6.50 to $8 a month.

Cox Cable, he said, has not yet made a decision on what specific software package it will offer in the MDS cities.

He said the company considers itself the largest MSO pay-cable operator in the country and that in its current operations it offers 12 movies a month—eight first-run, four others in "encore" performance—at a monthly charge of $8 in addition to the basic cable fee. In the MDS cities, he noted, many subscribers will not be paying a basic fee and thus may find the subscription TV offer more attractive.

Terms of the deal between Cox Cable and Microband were not disclosed, except that Cox will pay a fixed fee per month, but officials said the initial revenues would enable Microband to proceed with construction of its facilities in all 12 cities.

Microband has FCC authority to construct in all 12 as well as in a number of others, and currently has wholly owned stations in operation in New York, St. Louis, Washington and Miami, with one in Phoenix near the, starting stage. However, officials said all of the six other MDS stations currently operating are affiliated with Microband's national marketing and network management affiliate, Microband National System Inc.

Don Franco, president of Microband Corp., said the company had not yet filed its tariffs with the FCC. They are subject to FCC approval.

In a statement accompanying the announcement, Cox Cable President Henry W. Harris said the company's move as an exciting expansion into a field that is less capital-intensive than conventional cable.

"Our present pay-cable operations indicated the existence of a significant demand for first-run movies, sporting events and other high quality entertainment, uninterrupted by commercial advertising," he said. Taking this step allows our company to continue its expansion in a cable communications related field where it has management expertise.

"In addition, utilization of the MDS concept eliminates much of the large initial capital investment associated with constructing conventional cable television systems.

Cox will pay a fixed fee per month for use of the MDS transmitters, but all other necessary capital expenditures will be incremental with sales. This will allow Cox Cable to expand much more rapidly in the subscription television area than it could through the construction of traditional cable systems."

Mr. Gwin declined to specify how many subscribers would be needed within a given building to make MDS pay-TV service to that building feasible. Equipment costs are "plummeting," he said, making such estimates potentially misleading.

Mark Foster, president of Microband National System Inc., estimated the cost of "opening up" a building—primarily the installation of a dish antenna to receive the MDS signal—at "probably under $300." He declined to estimate the cost of the dish, however.

In the Kansas City contract, Simmons Communications will use Microband's MDS station, starting this fall, to distribute feature movies and special events daily from 5:30 p.m. to 2 p.m. to its own cable system in the area and will undertake to market the service to other cable systems and for apartment and suburban residential buildings with master antenna systems. "MDS makes possible a marriage of cable and master antenna systems to offer the [programming] service to the widest possible audience," said Simmons Communications President James Whitson.

State commission orders CATV to quit

If decision sticks, it could be first of kind; mayor seeks delay

The stage is set for what could be the first shutdown of a CATV system by a state cable commission. Two weeks ago, May 24, the New York State Commission on Cable Television ordered Community Cable Corp. of New York to cease operation in the Cullage of Naples in upstate New York by Aug. 1 and to refund by Aug. 15 any amounts paid by subscribers for service after July 31 or amounts paid during June and July above the previous $4.50 monthly rate charge. (A $6 rate had been adopted for certain subscribers to go in effect June, although no municipal or state approval was sought.)

Naples Mayor Duane G. Schultz has been assisted by "unhappy" citizens concerned over the imminent shut-down of television service and has asked the state commission for a 60-day extension. As of the middle of last week he had not received a reply.

Community Cable's 10-year franchise expired in April 1974, but the system has continued operations. According to Mayor Schultz, the state stepped in early this year to check out continued subscriber complaints.

A combination of poor service, failure to cooperate with the state commission in improving service, failure to show cause or commit itself to those improvements and "near total disregard" for the law that established commission authority over cable operations necessitated the drastic step of shut-down, the state commission said in its order.

NCTA strikes responsive chord at FCC with pole proposal

Commission sees similarity to suggestions of own staff; formula calls for less drastic cuts

Another effort to reconcile differences between the National Cable Television Association and AT&T on the pole-rate-attachment issue is under way. The FCC's Common Carrier and Cable Bureau chiefs have written to the NCTA's counsel, explaining that the association's latest cable proposal has been reviewed and the formula used, subject to the validity of the data and its underlying assumptions, is "similar" to the formula advanced by the commission's staff. The letter also urged the cable industry to get together once again with the phone companies and negotiate a settlement.

Essentially, the new NCTA proposal is the result of meshing specific numerical data gathered from the cable industry and AT&T into the staff formula released last April. That formula had suggested a range of prices and was based on the original cost of the pole and each user's share of that cost.

The latest NCTA proposal would mean increases in some states but mean decreases in others. Although data has not yet been tabulated for New York, Ohio and Wisconsin (figures supplied from AT&T were late), the over-all schedule appears to reflect a slight decrease from present rates, says Ricks, NCTA counsel, acknowledged. Data for the missing three states should be completed within a couple of days, Mr. Ricks said.

Nevertheless, the new NCTA proposal is
The FCC has adopted revisions in the cable television annual financial report (form 326) that are designed to yield more complete financial data. The new forms become effective Oct. 31.

Among the changes is a restructuring of the form's format to resemble normal bookkeeping schedules. A new schedule has been added containing the basic balance sheet accounts. The previous schedule contained only original cost and depreciation data for tangible and intangible property.

The FCC dropped the requirement that cable systems use a calendar year basis. Now, all financial data must be reported as of the last day of a CATV system's fiscal year and filed within 90 days of that date.

Regarding consolidated filings for co-owned cable systems, the FCC dropped the "five community" limit and adopted a new limit based on a 40-mile radius of a lead cable company.

Further guidelines allow individual cable owners to designate the reference point for the 40-mile radius. The FCC also said that cable operators should be allowed to consolidate a filing, with prior commission approval, for systems that were technologically integrated if the systems were within a 40-mile radius of the designated reference point and shared an administrative office and maintenance crew under the same local management.

**Cable definitions to change with times**

**FCC proposes to lift levels for exemptions, assume control over big master antenna systems**

The FCC has proposed rule changes that would redefine a cable television system. The aim is to ease the regulatory burden on small systems and to update sections of the present definition to keep pace with changing cable/trends.

As expected, "Closed Circuits," July 21, the commission has proposed to raise the current exemption for systems with under 50 subscribers to a 250-subscriber cutoff, or alternatively to establish a "class" of small systems that would be subject only to limited versions of FCC rules dealing with technical standards, franchise requirements and signal carriage.

A 1,000-subscriber cutoff was suggested in defining a small-system class.

As cable and master antenna television service grows in apartment and multiple dwelling units, the commission questioned whether it should begin to include large apartment buildings (with 500 or 1,000 units) that have MATV service under its rules.

The commission also suggested the possible substitution of "headend" or "conglomerate systems" for its present separate community approach to defining individual cable systems.

At present any wired television service that has at least 50 paying subscribers comes under the FCC rules. Mobile-home organizations and others have asked that they be exempt since cable service is only an unspecified portion of the management or rental fee. The commission invited comments on that issue.

The commission also seeks input on how best to calculate "bulk subscribers" in multiple unit dwellings.

The envisioned changes in the cable definition will raise grandfathering issues, the commission acknowledged, and therefore the agency asked for comments on appropriate rules to ease the burdens of displacements that might result from changes in the application of its cable rules.

Comments are due Oct. 28 with replies due Nov. 28.

**Cable Briefs**

**CATV board elections.** Community Antenna Television Association has elected three new directors: Jeff Kinney, Magnolia (Ark.) CATV Inc.; Carl Schmauder, Lincoln TV System Inc., Lincoln City, Ore., and Ben V., Wille, TVIQ Inc., Eagle Grove, Iowa. Election brings number of directors to eight. Five founding directors will continue to serve until there are 11 directors, when founders will retire one by one until 10-man board is made up of elected directors.

**Loan.** Becker Communications Associates has closed $1.8 million senior secured loan, due 1985, to Feather River Systems Corp., which owns systems in Crescent Mills, Woodland, Graeagle, Greenville, Loyalton, Portales and Quincy, Calif. William A. Hargan, president of Feather River Systems, said loan will be used to purchase Televents of Placer County cable system serving Auburn, Calif., and refinance and operate presently owned systems.

**Milwaukee has 84-page answer to local cable question**

Cable operators may be making fewer "blue sky" promises but one city government in Wisconsin has not given up on the idea of a cable system that offers the best of all possible worlds. After one and a half years of preliminary study, the city of Milwaukee has come up with an 84-page cable ordinance that envisions a total "communications utility" that, among other things, would be owned by the city and community investors.

The ordinance suggests ownership similar to a stock company where equity and profits would be contractually determined. The city would act as general contractor but never award a cable franchise as done typically. Instead, the city would seek separate contracts for various aspects of the system, including design, construction, management, maintenance and operation and programming. Stock would be available to anyone wishing to invest except those involved in outside franchise contracts and the city, which would be limited to holding only minority control.

The ordinance anticipates total saturation of the city with a basic cable service at no charge and increased levels of service at escalating subscription fees. Intensive business and industrial use of the system is also envisioned.

Next comes at least a year of further study and analysis of how to get such a system off the ground. Preliminary talks with interested investors and consultants and cable equipment firms have just begun. And by next fall, the mayor and the common council should have appointed the nine-member Telecommunications Authority which will spearhead further study.
Music

Breaking In

Gone at Last—Paul Simon (Columbia) ■ This single, available to a few stations on acetate last week and scheduled to be shipped everywhere this week, is the first recorded work in two years from the reclusive Mr. Simon, excepting his brief instrumental contributions to the soundtrack of Shampoo. It precedes by about a month the release of his long-awaited third solo album, with rumors circulating of a studio reunion of Mr. Simon and former partner Art Garfunkel to take place in the fall. Paul Simon did more than any American performer to make West Indian reggae music a part of the pop scene with his first solo album, and incorporated various gospel influences with his second. Gone at Last seems a continuation of his gospel interests. It features the Dixie Hummingbirds, the gospel group featured on the single Love Me Like a Rock, and also has a vocal accompaniment by Phoebe Snow (Poetry Man), recently signed by Columbia. Pop and MOR play in large doses seems likely.

Department of Youth—Alice Cooper (Atlantic) ■ Rock's Grand Guignol master surprised most people with the flowing melody and socially conscious lyrics of Only Women, and bids to return to the top 10 with an unabashed reversion to the stomping punk rock that has made him famous. Department of Youth, like School's Out and I'm Eighteen before it, is a call to liberation for those too young to smoke, drink or drive, with the sort of pulsing beat ministers once wrote sermons against. The single has been added in its first week by WBNM (AM) Bowling Green, Ky., and WNCI-FM Columbus, Ohio.

Music Briefs

British invasion. D.I.R. Broadcasting, New York, which produces King Biscuit Flower Hour, rock concert radio series, will add British Biscuit series of concerts from Great Britain, to its line-up in August. New series, to be produced by D.I.R., will replace D.I.R.-syndicated BBC Presents. Programs will run on third Sunday of each month.

Dollars for musicians. Approximately $10 million will be distributed this year by the Phonograph Record Manufacturers Special Payment Fund to 41,000 members of the American Federation of Musicians. Amount to be disbursed exceeds by $2 million previous all-time record of $8 million in 1974.

Tracking the 'Playlists'

A top 20 with few changes from a week ago tops this week's pop "Playlist." Making largest gains are Gwen McCrae's Rockin' Chair, now a top-10 record, and Hamilton, Joe Frank & Reynolds' Fallin' in Love, at 19. Another TK production, KC & the Sunshine Band's Get Down Tonight, makes a major jump to 24. The great top 40 success that has been predicted for David Bowie, and eluded him through three releases of Changes, may have arrived with Fame, co-written by John Lennon, now at 25. One of the year's greater "sleepers" is Johnny Wakelin's Black Superman, a ballad about Muhammad Ali, which has a reggae feel that seems ideal for summer—the single is now at 26. Barry Manilow's Chopin-based Could It Be Magic looks like the Arista artist's third consecutive hit, now at 28. Most startling among the new additions to the chart is Frank Sinatra's I Believe I'm Going to Love You, being played by pop stations in Los Angeles and Philadelphia and getting heavy MOR response, and breaking in at 45.

Glen Campbell's Rhinestone Cowboy, also crossing to pop, replaces Conway Twitty's Touch the Hand as the nation's most-heard country single, with Lynn Anderson's I've Never Loved Anyone More and Mel Tillis's Woman in the Back of My Mind making first top 10 appearances. Mr. Tillis, currently receiving wider exposure in the film W.W. & the Dixie Dance Kings, also breaks onto the chart in collaboration with Sherry Bryce with Mr. Right and Mrs. Wrong, at 24.

AND WE DON'T THINK IT EVER WILL BE.

This bird has never been grounded.

Raising the flag in the sky and not await.

And we don't think it ever will be.
It stands for freedom. Liberty. Equality. And courage. It's gone through wars, economic upheaval, and social unrest. And has always come out with even more vitality and strength.
Although it's confronted with new challenges every day, greater heights are constantly being attained. They're being reached through the dedication of the people in the country it represents. People whose hard work and ingenuity have been turning problems into opportunities for nearly 200 years.
With confidence in our nation, we will continue to develop those opportunities with a spirit and positive attitude that will never be grounded.

JIM GILMORE ENTERPRISES
Kalama, Michigan
Sponsors of 1975 National Driving Champion — A. J. Foyt

THE GILMORE GROUP
WEHT-AM
Evansville
KODE-AM
Joplin
WREX-AM
Rockford
WSVA-AM
Harrisonburg
KODE-AM
Joplin
WSVA-AM
Harrisonburg
WQPO (FM)
Harrisonburg

Broadcasting Aug 4 1975
37
These are the top songs in air-play popularity in two categories on U.S. radio, as reported to Broadcasting by a nationwide sample of stations. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears. A (1) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

### Contemporary

<table>
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<tr>
<th>Over-all-rank</th>
<th>Title (length)</th>
<th>Artist-label</th>
<th>Rank by day parts</th>
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<th>10a</th>
<th>3p</th>
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<td>1</td>
<td>Love Will Keep Us Together (3:15)</td>
<td>Captain &amp; Tennille—A&amp;M</td>
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<td>Paul McCartney—Apple</td>
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<td>Hustle (3:27)</td>
<td>Van McCoy &amp; Arco</td>
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<td>One of These Nights (3:29)</td>
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<td>Someone Saved My Life Tonight (6:45)</td>
<td>Elton John—MCA</td>
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<td>Please Mr. Please (3:24)</td>
<td>Olivia Newton-John—MCA</td>
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<td>Jive Talkin' (3:45)</td>
<td>Bee Gee's—RSO</td>
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<td>Rockin' Chair (3:15)</td>
<td>Gwen McCrae—Cal</td>
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<td>Wildfire (4:47)</td>
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<td>Why Can't We Be Friends (3:45)</td>
<td>War—United Artists</td>
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<td>Midnight Blue (3:25)</td>
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<td>Swearing to God (3:58)</td>
<td>Frankie Valli—Private Stock</td>
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<td>The Way We Were/Try to Remember (4:48)</td>
<td>Gladys Knight &amp; The Pips—Buddah</td>
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<td>How Sweet It Is (To Be Loved by You) (3:33)</td>
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<td>Dymola (3:30)</td>
<td>Tony Camelio's Bazzuka—A&amp;M</td>
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<td>When Will I Be Loved (2:52)</td>
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<td>Get Down Tonight (3:06)</td>
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<td>Fame (3:30)</td>
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<td>Janis Ian—A&amp;M</td>
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<td>Could It Be Magic (3:37)</td>
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<td>Sister Golden Hair (3:16)</td>
<td>America—Warner Bros.</td>
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<td>I'm Not Lisa (3:19)</td>
<td>Jessi Colter—Capitol</td>
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<td>Fight the Power (5:05)</td>
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<td>Only Women (3:29)</td>
<td>Alice Cooper—Atlantic</td>
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<td>Rendezvous (3:30)</td>
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<td>Misty (2:53)</td>
<td>Ray Stevens—Barnaby</td>
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<td>Tush (2:14)</td>
<td>ZZ Top—London</td>
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<td>Pinball Wizard (3:48)</td>
<td>Elton John—Polydor</td>
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### Country

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<td>Galveston (4:18)</td>
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<td>Ride Me Right (3:30)</td>
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<td>Help Me Rhonda (2:48)</td>
<td>Johnny Rivers—Epic</td>
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<td>My Girl (3:30)</td>
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Broadcasting Aug 4 1975
### Stock Price Changes

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<tr>
<th>Symbol</th>
<th>Closing July 30</th>
<th>Closing July 23</th>
<th>Net change in week</th>
<th>1974 High</th>
<th>1975 Low</th>
<th>Avg. ratio</th>
<th>Approx. shares out</th>
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**TOTAL** 83,025 1,009,306

### Programming

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**TOTAL** 173,112 3,861,897

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<td>NEDEHAM, HARPER</td>
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<td>OGILVY &amp; MATHER</td>
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<td>UNIVERSAL COMM.*</td>
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**TOTAL** 55,439 831,122

### Electronics/Manufacturing

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**TOTAL** 937,428 34,081,078

### Standard & Poor's Industrial Average

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**GRAND TOTAL** 1,697,957 55,239,356

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**Notes:**
- Figures in the table are based on earnings-per-share figures for the last 12 months as published by Standard & Poor's Corp. or as computed through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.
- Stock prices are computed based on the closing price on the last trading day.
- No P/E ratio is listed for companies that did not trade on the last trading day.
- Stock price changes are based on closing prices as reported by Standard & Poor's Corp. or as computed by Broadcasting's own research.

*Broadcasting Aug 4 1975*
Nixon at a price: NBC starts talks

Deal hinges on what ex-President intends to disclose in memoirs

NBC News has begun negotiations with the agent of former President Richard M. Nixon for a series of broadcast interviews to be based upon the written memoirs that Mr. Nixon is now composing (Broadcasting, July 28).

NBC News President Richard C. Wald emphasized that all negotiations have been exploratory, and that no NBC commitment to the project would be made unless questions of format and subject matter are resolved. Both CBS News and ABC News had previously rejected the idea of paying Mr. Nixon for the interviews.

No date can yet be projected for conducting the Nixon interviews, Mr. Wald said, but he continued, "If we do enter into a deal, we'll be doing it fairly soon, for execution at a later date." If NBC elects to do the interviews, they will be based upon Mr. Nixon's memoirs, proofs of which NBC will be allowed to read as soon as they are available. The interviews will not necessarily come after the book is published, but NBC is insisting on knowing what subject matter the former President is examining in his work before agreeing to pay for it.

"The whole period of his incumbency is open to questioning, including Watergate," Mr. Wald said. "We still want to know what's in the memoirs before we begin."

"An NBC News person would do the interview," Mr. Wald said. "There's no likelihood that we'll bring in somebody else to do it." There had been reports that Irving Lazar, Mr. Nixon's literary agent, had asked that a nonnetwork interviewer, such as David Frost, conduct the interviews.

The proposal now being discussed could possibly lead to two or three interviews. A speculator of NBC executives said Mr. Wald was interested in the potential for negotiations, which have not yet reached a price tag for the broadcasts.

AIM won't quit on 'Pensions'

Accuracy in Media has gone back to the U.S. Court of Appeals in Washington with a second request for rehearing by the full nine-judge court in the drawn-out NBC Pension case. AIM says it has a right to a decision finally disposing of the matter, and intends to press it, even if it means a subsequent appeal to the court.

AIM's request came in response to an order of the three-judge panel sending the case back to the FCC with instructions to dismiss it (Broadcasting, July 14). That action was the panel's response to an instruction of the full court, which had directed it to consider the FCC's suggestion that the case had become moot.

But, as AIM notes, the panel did not decide the issue of mootness; two of the three judges said the case was not moot. It simply directed the commission to vacate its order in the case and dismiss AIM's fairness doctrine complaint (Broadcasting, July 21).

But, AIM says in its request for rehearing, since the commission was not directed to declare the case moot, a commission order vacating the decision as moot and dismissing AIM's complaint will be appealable. And, it says, "AIM will appeal." If that occurs, "All of the issues and all of the parties and all of the arguments that have been before this court since Dec. 21, 1973, will reappear. The proceeding will be repeated. This is a mystifying and perverse result."

The case is already buried under several layers of litigation. Originally, the commission upheld AIM's complaint that NBC had violated the fairness doctrine in connection with the Sept. 12, 1972, documentary, Pensions: The Broken Promise. However, a panel of the appeals court reversed the commission by a 2-to-1 vote. At that point, AIM filed its first request for rehearing by the full bench, a request that was granted.

But then, after the commission unexpectedly suggested that the case had become moot because of the passage of legislation providing for regulation of private pension plans, the full court reinstated the panel's order and directed the panel to consider the question of mootness.

Football rights level off at $80 million

Prices for NFL and college games continue to rise, but WFL teams face declining broadcast revenues

Football, the violence that remains acceptable for broadcast, will cost broadcasters $80,734,395 in the 1975 season. That is only $441,938 more than the total radio-TV rights payments in 1974, but it reflects the decline of the World Football League as an attraction. Last year the WFL had a $1.2-million national TV contract; this season the reorganized league has none. Also, there has been a sharp drop in local radio and TV rights money of the individual WFL clubs.

A nationwide survey, conducted annually by Broadcasting, produced this breakdown of the broadcasters' prospective payments to football:
- $75,400,000 from television and radio networks for professional and college games. This is $100,000 more than in 1974.
- $2,947,500 from local radio outlets for rights to National Football League games, a substantial increase over last year's $2,577,500.
- $680,000 in local TV rights to NFL games, mostly preseason, up from $504,400 last season.
- $35,860 for local radio rights to WFL clubs, down from $170,000 in 1974.
- $174,000 for local TV rights to WFL teams, sliced from $170,000 last season.
- $1,547,035 for local radio and delayed TV rights to schools and colleges. This almost matches the comparable figure of $1,582,457 in 1974.

Here's what the television and radio networks plan to do with the coverage they've bought:

ABC-TV will open its National Collegiate Athletic Association season with two games in the Monday-night spots that pro football will take over later: Missouri and Alabama on Sept. 8 and Notre Dame and Boston College on Sept. 15, both games to start at 9 p.m. NYT.

Regional games will launch the Saturday afternoon schedule on Sept. 20 and 27. Later, four doubleheader dates are planned. For Thanksgiving, the schedule has Georgia at Georgia Tech in a night game.

College bowl games on ABC-TV (with per-minute rate-card prices) will be Liberty on Dec. 22 ($60,000), Gator on Dec. 29 ($50,000), Sugar on Dec. 31 ($50,000), Astro-Bluebonnet on Dec. 27 ($32,000), and Hula ($39,000) on Jan. 4. The first three will be presented in prime time, the last two as part of an expanded World of Sports.

The minute rate for the Gator Bowl...


That close. A network television cameraman puts his audience right at the sidelines for an NFL telecast.

represents a $2,000 increase over last year's but the $60,000 quoted for the Sugar Bowl is a sharp drop from the $80,000 reported a year ago.

ABC-TV's preseason pro schedule started last weekend with the NFL champion Pittsburgh Steelers meeting College All Stars on Friday night (Aug. 1) at Chicago and the annual NFL Hall of Fame Game Saturday afternoon at Canton, Ohio, featuring the Washington Redskins and the Cincinnati Bengals. Three other preseason games are scheduled—Sept. 7, New York Jets at Washington, 9 p.m.—before the regular Monday-night season opens Sept. 22 with Oakland at Miami.

ABC's rate card pegs a minute in the Monday-night games at $100,000, unchanged from last year. ABC-TV will also have the Pro Bowl this year for the second time as part of the Monday-night series. A minute in that one is priced at $75,000.

CBS-TV's NFL coverage will start at 3:30 p.m. NYT on Aug. 17—a week earlier than last year—with Pittsburgh at Oakland, the first of three preseason games. The others, New England at New York Jets and St. Louis at Denver, will be presented as a doubleheader on Sept. 14, starting at 12:30 p.m. Thirty-second units in the opener and in the first game of the doubleheader are priced at $25,000 gross, while those in the third preseason contest are $27,000 gross. Last year's preseason card rate was $30,000, but all of those games kicked off in prime time.

CBS-TV will present 84 regular-season games (one more than last year), with 66 National Conference contests and 18 between American and National Conference teams. It will also carry Super Bowl X, which at a rate-card price of $115,000 per 30-second announcement is the highest-priced yet (last year's, on NBC, was $107,000). Super Bowl will be played Sunday, Jan. 18, 1976, at Miami.

The National Conference playoffs on Dec. 27 and 28 and the National Conference championship game on Jan. 4 will be on CBS-TV. They are priced at, respectively, $45,000, $50,000 and $67,000 per 30-second unit—up $2,000 from last year in the case of the second playoff, unchanged from last year in the case of the other two.

The regular-season coverage starts Sept. 21 with the first of eight doubleheaders scheduled during the season.

Pricing for individual units varies from game to game, but CBS is offering a 30-second package (including the Super Bowl) of 29 30-second announcements at an average of $35,960 gross per 30-second unit. Last year a similar package of 28 announcements in 28 games (excluding the Super Bowl, which was on NBC) averaged $37,600 per unit.

All of this year's game dates except the preseason opener will be open with a 30-minute NFL Today. Thirty-second announcements may be bought individually at prices ranging from $10,500 to $13,500 on most dates but reaching $24,000 on Thanksgiving and $53,000 on Super Bowl day. Or they may be bought in a package of one each in 22 broadcasts (including the one before the Super Bowl) at an average of $15,250 per unit, up from last year's package average of $12,000.

A postgame Pro Football Report, approximately 15 minutes long, is priced at an average of $22,500 per 30-second unit in a package of 23. This too represents an increase from a year ago, when the average was $20,550. Or postgame 30's may be bought individually at rate-card prices ranging from $18,000 to $24,000 and extending to a high of $55,000 in the Report following the Super Bowl.

The first of three preseason games, all to be played at night, will open NBC-TV's schedule on Saturday, Aug. 23, featuring Los Angeles at Buffalo. A week later NBC-TV will cover New England versus Green Bay at Milwaukee, and on Friday, Sept. 5, will present Oakland at Dallas. Games time for all three: 9 p.m. NY.

NBC-TV's 86-game regular-season schedule will start with regional contests on Sunday, Sept. 21, followed by the first national game—Buffalo at Pittsburgh—on Sept. 28.

Thirty-second commercial units in the preseason games are priced at $24,500 each, unchanged from last year. During regular-season single games the prices increase from $24,000 each to $34,000 as the season progresses, reach $40,000 in the first two doubleheader dates and $50,000 in the last five doubleheaders. A Thanksgiving Day game brings $42,000 per 30-second unit, and Saturday games are priced at $37,500. For the American conference playoffs on Dec. 27 and 28, thirties go for $41,000 each, and for the conference championship on Sunday, Jan. 4, they're $55,000.

Generally, the regular-season rates represent increases over year-ago prices, with no doubt reflecting NBC researchers' claim that last season, for the first time since NBC started covering American Football League games in 1965, its coverage outscored CBS's NFL coverage. NBC says its coverage averaged a 14.0 national Nielsen rating, to CBS's 13.7. NBC's average football audience, the researchers estimated, rose from 13,810,000 viewers in 1973 to 15,440,000 in 1974.

The $42,000 rate for a Thanksgiving 30 this year, for instance, compares with $38,000 last year. The rate in conference playoffs is up $7,000 from last year's $34,000, while the conference championship is up $2,500 from last year's $52,500.

Grandstand, the new umbrella title for NBC's Sunday-afternoon sports, will start 30 minutes before game time, and 30-second announcements within it are priced at $15,000 each. Host for Grandstand has not been selected. Sperry Rand has signed as full sponsor of the postgame reports.

NBC-TV will have three college bowl games. It is pricing units in the Orange Bowl at $70,000, in the Rose Bowl at $52,000 and in the Senior Bowl at $65,000. The first two will be played Jan. 1; the third, on Sunday, Jan. 11. This year's prices compare with last year's $67,500, $52,000 and $16,000, respectively.

The Mutual Broadcasting System, already heavily committed to sports, is expanding its football coverage even more in 1975. Returning will be the full schedule of Notre Dame games, commencing Monday, Sept. 15. Don Criqui and Al Wistler will be the announcers. Mutual also intends to offer college football contests, starting with Ohio State-Michigan State on Saturday, Sept. 13.

MBS's coverage of the National Football League's Monday-night games resumes Sept. 22.

Mutual has arranged for a strong line-up of post-season games: Liberty Bowl, Dec. 22; Gator Bowl, Dec. 29; Sugar Bowl, Dec. 31; East-West Game, Jan. 2; Senior Bowl, Jan. 10, and Pro Bowl, Jan. 26.

In lieu of Mutual Black Network's coverage of Grambling football in past
years, a series of 14 top black college games will be presented, starting Sept. 6.

Also on the college side, Exxon U.S.A. will be back for another year of radio coverage of Southwest Conference football, a sponsorship it has undertaken since the 1930’s. Handled by McCann-Erickson, Houston, 56 games will be presented on 125 stations in Texas and New Mexico.

In its check of pro football cities this year, BROADCASTING found the local radio broadcasters generally more relaxed about such concerns as the effect on radio of the congressional mandate that forebode local TV blackouts of locally sold-out games.

Ted Atkins, vice president-station manager of WTAE(AM) Pittsburgh, epitomized the sentiments of many: “There’s been a return to normalcy after a bit of sponsor apprehension about the effects of the anti-blackout law. Our ratings for Steelers games have gone up. And sales are even better than ever.’’

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

ABC-TV

<table>
<thead>
<tr>
<th>Game</th>
<th>Rights</th>
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<tbody>
<tr>
<td>Coaches All-America Game</td>
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<td>June 2</td>
</tr>
<tr>
<td>NFL Preseason Games</td>
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<tr>
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<tr>
<td>NCAA College</td>
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<tr>
<td>NFL Monday Night Football</td>
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<tr>
<td>Liberty Bowl</td>
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<td>Astroturf Bowl</td>
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<tr>
<td>Hula Bowl</td>
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</tr>
<tr>
<td>Pro Bowl</td>
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CBS-TV

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<tr>
<td>Orange Bowl</td>
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<td>Senate Bowl</td>
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CBS Radio

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<tr>
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<td>AFC Championship</td>
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<tr>
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WKBW/AM) Buffalo has signed a new three-year contract and will carry the 14 regular-season and six exhibition games. Four stations in upstate New York will pick up the coverage. Announcing again will be Rick Azar, Eddie Rutkowski and Al Metzer.

In-game sponsors are Schmidt’s Brewery (through Rosenfeld, Sirowitz & Lawson); Manufacturers & Trades Trust Co. (Comstock Advertising); Buffalo Savings Bank (Ed Muir); Oldsmobile Dealers of Western New York (Creative Express) and Tops Supermarkets (Weil, Levy & King).

For its one-hour pregame and one-hour postgame show WKBW has signed more than 20 participating sponsors. On Monday, Wednesday and Friday, the station carries various football features and has lined up as sponsors the Erie County Savings Bank (Weil, Levy & King); Western Savings Bank (Green Advertiser); Lacy Motors (direct) and Grandmother’s Closet (direct).

WKBW-TV will telecast three road exhibition games: Green Bay (Aug. 9) Cleveland (Sept. 1) and Atlanta (Sept. 6). They will be fed to WGR-TV Rochester and WJET-TV Syracuse, both New York. Announcers will be Don Criqui and Paul Maguire. Major sponsors will be Genesee Brewing (Wm. Esty) and Erie County Savings Bank (Weil, Levy & King), plus participating advertisers.

Buffalo Bills

WCBW(AM) Baltimore, starting a new three-year contract with the Colts, will cover the team for the 13th straight year.

Six exhibitions and the 14-game regular-season schedule will be fed to a regional network of more than 21 stations in four states and the District of Columbia.

Chuck Thompson will return for play-by-play and Vince Bagli, WBAL(AM) Baltimore sportscaster, will do color. WCBS will bring back its pregame 15-minute Coach’s Corner and 15-minute Colt Kickoff as well as the postgame News and Sports Scoreboard. In addition, Mr. Bagli will do a Locker Room wrap-up.

WCBS is working with Metro Communications, Bethesda, Md., in marketing the Colts network. The major in-game sponsors: National Brewing Co. (through Doner), Baltimore Area Datsun Dealers (Parker), Royal Crown Bottling Co. (Burnett), Montgomery-Ward (Waltjen Associates), Household Finance Corp. (direct) and Maryland State Lottery Commission (Rosenbush).

WJZ-TV Baltimore will telecast three away exhibitions on a live basis and a fourth game, at home, on tape later in the evening of the game. Tim Ryan will do play-by-play; former Colts running back Lenny Moore will provide color.

A half-time show with Joe Thomas, Colts vice president and general manager, will be part of each telecast. In addition, WJZ-TV will present a press conference special prior to the first exhibition (Aug. 9), featuring Messrs. Thomas and Moore and WJZ-TV Sports Director Nick Charles.

Major sponsor so far is Volkswagen/Porsche/Audi (Doyle, Dane, Bernbach).
Miami Dolphins

WOOD(AM) Miami will go into its 10th year of Dolphins coverage, doing all six exhibitions and the regular-season schedule. Thirteen affiliates had signed for the regional network as of mid-July.

Rick Weaver and Henry Barrow will be back on play-by-play and color, respectively.

WOOD declined to list its sponsors.

The pre-season television of the AFC Eastern Conference champions will be carried for the second year by WTVJ(TV) Miami. One away game, Aug. 23 at New Orleans, will be live; four others in Miami. Miami's Orange Bowl will be presented on tape the following days. Bob Halloran, WTVJ sportscaster, is to call the games. WTVJ's Jane Chastain, who did regular-season color on NFL network telecasts last year, will do color for at least the first two Dolphins exhibitions. WTVJ sportscaster Tony Segreto will do half-hour interviews with Dolphins Coach Don Shula on three games and will host a special Superdome feature during the New Orleans telecast.

In-game sponsors include McDonald's (through Stern, Walter & Simmons), Nisson Datsun (Parker Advertising), Toyota (Clinton E. Frank), Miller beer (Media Investment Services), Dade-Broward Ford Dealers (Mike Sloan Advertising) and Dade Federal (Advertising and Marketing).

New England Patriots

WBZ(AM) Boston is still working under a five-year contract with the Patriots and will broadcast all six exhibitions and all 14 regular-season games. Ten to 12 stations in the New England area will pick up the WBZ feed. Returning as announcers for another year are Gil Santos (play-by-play) and Gino Capelletti (color). They will also host The Pregame Show and The Wrap-Up Show, programs that will be sponsored on a rotating basis by Hills Foods (through Dean Wolfe and Associates) and one other sponsor to be announced.

In-game sponsors are the Provident Institution for Savings (Hamphrey Browning, MacDougal), New England Chrysler-Plymouth (Young & Rubicam) and Getty Oil (direct). A one-fourth is still available.

WAS-TV Boston is supplementing WCBV-TV Boston as the pre-season TV outlet for the Patriots this year, with a schedule of four exhibitions, one live and three (home contests) on delay.

Len Berman, WAS-TV sports director, is the only announcer signed so far. He'll also do The Patriots' Preview Show, a half-hour interview-and-discussion program preceding the exhibitions and some of the regular-season network games. One station spokesman said WAS-TV is spotting out the exhibitions by merging the offerings with local availabilities during the regular-season contests. "We'll just sign a string of national and local advertisers as spot buyers," the source said, "because the huge sponsor commitments just aren't there for four exhibition games."

New York Jets

WOR(AM) is in the second year of a three-year contract for coverage of all six Jets exhibitions and all 14 regular-season games. WOR's network for the games will again encompass about 30 stations in New York, New Jersey, Pennsylvania and Rhode Island. The same announcing team will be back (Marty Glickman on play-by-play and Dave Herman on color). They will be joined again by Barbara Sheehan for the 25-minute The Pregame Show. A postgame show will feature Dave Herman answering listeners' questions about the game on a live hook-up. The station's policy is not to release the identities of participating advertisers in the pregame and postgame shows until all the spots have been filled, according to Ms. Sheehan.

In-game sponsors, who've bought all of the available minutes: Manufacturers Hanover (through Young & Rubicam), F. & M. Schaefer Brewing Co. (BBDO), Chevrolet Oil (BBDO), Newark Ford Dealers' Association (Ketchum, McLeod & Grove) and E.R. Squibb Co. (direct).

WNEW-TV will telecast five of the Jets' exhibitions, three live away games and two home delays. In the live telecasts, the Jets play Minnesota on Aug. 9, St. Louis on Aug. 16 and Atlanta on Aug. 30. The delays are with the New York Giants on Aug. 25 and with New England on Sept. 15. Charlie Jones will do play-by-play and Sam DeLuca the color.

Sponsors so far include Datsun (Parker), Miller beer and ale (McCann-Erickson), Circle Line cruises (Dancer-Fitzgerald-Sample), Lincoln-Mercury (Kenyon & Eckhardt), Chase Manhattan Bank (Ted Bates), Thom McAn shoes (Independent Media) and Fiat (Carl Ally). A quarter's worth of minutes are still available.

Cincinnati Bengals

WLW(AM) Cincinnati will carry the Bengals for the eighth straight year, with the schedule of 14 regular and six pre-season contests. A network of more than 45 stations has been set up in Ohio, Kentucky, Indiana and West Virginia. The station is in the second year of a three-year pact.

Play-by-play coverage will be provided by Phil Samp, sports director of WLW(TV) Cincinnati. Jim Crum of WLW(TV) Columbus, Ohio, will serve as color man.

In-game sponsors are Chevrolet Motors (through Campbell-Ewald), Burger Brewing Co. (Sive & Associates), Union Central Life Insurance (Adams, Gaffney & Associates), Frisch Restaurants (Rollman Advertising) and Amchem. Pregame and post-game advertisers include: Ben's department store (Hofter Advertising); Coca-Cola of Cincinnati (Cheser Moreland); Fifth-Third Bank of Cincinnati and Sweeney Chevrolet (J. S. Freedman); Page's department stores (Little Agency); Banco Transmissions (direct) and Faber Sastite Pens (direct).

On television, WLWT will telecast six pre-season games, two on a delayed basis. Bill Brown and Omar Williams will be game announcers. Coverage will be fed to WLWD(TV) Dayton, Ohio, and WLEX-TV Lexington, Ky. The major sponsor signed to date is Hudepohl Brewing (Stockton-West-Burkhardt). WLWT is in the first year of a three-year contract.

Cleveland Browns

For the eighth consecutive year, WHK(AM) Cleveland will broadcast the Browns contests, carrying 14 regular and six pre-season games. The station expects to have a network of more than 30 stations in Ohio and Pennsylvania by the time the regular season opens. Gib Stanley again will provide the play-by-play. A color announcer has not yet been chosen.

In-game sponsors signed to date: Pabst
Brewing (through Kenyon & Eckhardt) and Chrysler-Plymouth Dealers (Young & Rubicam). Mr. Stanley will conduct 15- to 20-minute pregame and postgame shows with East Ohio Gas (D'Arcy-MacManus & Masius) as the first sponsor signed. There will be a five-minute Forrest Gregg Show before the game, sponsored by The Auto Partners (direct).

WENV-TV Cleveland will carry three exhibition games: on Aug. 10 (delayed), Aug. 22 and Sept. 7 (live). Announcing teams have not been selected. A station spokesman said a number of sponsors have been obtained but declined to identify them.

Houston Oilers

KILT(AM) Houston for the 11th season will cover the Houston Oilers for a full season plus six preseason games. It is relaying these games to six other Texas stations. Ron Franklin is the play-by-play announcer; Ron Stone is doing the color.

Major sponsors for the regular-season (all one-fifth) are AC-Delco (direct), Southwestern Bell (direct), Chrysler dealers (direct), Carte Blanche (Della, Femina, Traviscano & Partners), Houston First Savings Bank (Glen/Bozell & Jacobs). A coach's segment is being sponsored by J. C. Penney (direct), a pregame show by Texas Office Supply (direct); a postgame show by Wyatt Industries (direct), and a locker room wrap-up by Motoral Tires (direct).

KPRC-TV Houston will televise two Oilers exhibition games, one in New Orleans and one in Denver. Sponsors are generally participating, but some of the major ones are Coca Cola (McCann-Erickson), Continental Airlines (Benton & Bowles), Southwestern Bell (Gardner), Miller beer (McCann-Erickson).

Pittsburgh Steelers

The Steelers stay riveted for the sixth year to WTAE(AM) Pittsburgh for the seven exhibitions and 14-regular season games that started with Steelers-College All Stars contest in Chicago last Friday (Aug. 1). A four-state regional network that will number more than 30 affiliates has been set up. It includes, for the first time, KGU(AM) Honolulu.

For the 16th year Jack Fleming, sports director of WTAE, is doing the team's play-by-play. WTAE Sports Director Myron Cope is on color.

The ingame sponsors include Pittsburgh National Bank (through Ketchum, MacLeod & Groves), Chrysler-Plymouth (Young & Rubicam), J. A. Williams Zenith distributor (Alex DeGurian Advertising), Pabst Blue Ribbin beer (Kenyon & Eckhardt) and the Pennsylvania State Lottery (Sonder, Levitt & Sagorsky). A 10-minute pregame Chuck Noll Show has been bought by Heritage Federal Sav-ings & Loan (Gateway Marketing). It will be adjacent to a 10-minute Jack Fleming Show, sponsored by Ryan Homes (Howard Swink Advertising).

WTAE's postgame programs include a five-minute Scoreboard Show, bought by The Coach House (Friedman Advertising) and a 10-minute Dressing Room Report, sponsored by Stop N Go (Bart Far- no1 Advertising).

WITC-TV Pittsburgh will be back to televise two home and three away exhibitions of the NFL World champions. Frank Glieber and Pat Herson have drawn the play-by-play assignment with Sam Nover on color.

WITC ingame sponsors are Chrysler/Plymouth Dealers, Erie Brewing Co.'s Koeher beer (Landol), Gimbel's department store (G-P Promotions), Mellon Bank (McCann-Erickson), Pennsylvania State Lottery and U.S. Steel (Compton).

AFC Western Division

Denver Broncos

KOA(AM) Denver, which just announced an extension of its rights contract through the 1977 season, will carry for the fifth year of the team's 20 games, with Bob Martin doing the play-by-play and Larry Zimmer the color. KOA will feed the games and a postgame scoreboard show to a 40-station network in Colorado, Wyoming, Utah, Montana, Nebraska and New Mexico.

Play-by-play sponsors to date, all taking one-tenths, include: Public Service Co. of Colorado (direct), Sill-Terhar Ford (Vic Boccard), Pepsi Cola Bottling Co. (Astro Advertising), Bank Americard (Campbell-Mithun). Pregame and postgame sponsors are Boyd Distributing for Sony (J&D Associates), for the John Raiston Show; Holly Inn's (Newith-Koller) for Scoreboard; Standard Oil (Bernstein, Rein & Boasberg), Playboy Club (Spiro & Associates), F&M Auto Parts (Van Dyke), Aspen Leaf (A&A), Kentucky Fried Chicken (Boehner & Scheib), John-ny Haas Lincoln-Mercury (Vic Boccard), for NFL Today-Bronco Talk.

For the first year, KBTV(AM) Denver is carrying the three of the Broncos preseason, away games. It is feeding these to KDBO-TV Colorado Springs. John Rayburn, Bob Kurtz and Fred Gherke are the announcers. All sponsors are participating. KATV will also carry the John Raiston Bronco Replays show for the fourth season on Monday evenings throughout the season.

Kansas City Chiefs

KMO(AM) Kansas City, for the 13th year, will carry the complete 20 (preseason and regular season) games of the Kansas City Chiefs, feeding them to a 50-station regional network in the Midwest. Ray Scott is to do the play-by-play; Bruce Rice, the color.

Sponsors are ISC Financial Industries (through Valentine-Radford), one-fourth; Zenith of Kansas (direct), one-eighth; DeKalb hybrid wheat (Adcreacion), one-eighth; Chevrolet (Campbell-Ewald), one-eighth. Pregame show sponsor is Thezik Buick and the postgame show sponsors is Chrysler-Plymouth dealers.

Six of the preseason games of the Chiefs will be carried by KMBN-TV there, with John Sanders doing the play-by-play and, Don Fortune, the color. Only sponsor signed as of last week is Hamm's Beer (Dancer-Fitzgerald-Sample), one-fourth.

Oakland Raiders

KNBR(AM) San Francisco for the fourth season will carry the complete schedule of the Oakland Raiders. Bill King and Scotty Stirling are to do the play-by-play and color announcing.

KNBR will again feed an 11-station network for regular sponsors are Fidelity Savings & Loan (through Moneymouth Advertising), Hughes Air West (FCB), Denevi Camera (direct), Pay Less Drug Stores (D. Routh), and KTT (BBDQ). Postgame sponsors are Air California (Phillips-Ramsey) and Smith's Clothing (Wenger-Michael).

KBHK-TV San Francisco-Oakland is
San Diego Chargers

For the second year in a row, KSDO(AM) San Diego will broadcast all the Charger games. It will also feed the coverage to KROPI(AM) Brawley and KOWN(AM) Escondido, both California. Announcers for all games, including pregame and postgame shows are Andy Musser for play-by-play and Dick Van Raaphorst for color.

Play-by-play sponsors include Jack in the Box (through Doyle, Dane, Bernbach), Bank of American (Grey), Chevrolet (Campbell-Ewald), Carte Blanche (Della, Femina Tavisano), Mission Cable TV (direct), Wresco (direct). Pregame and postgame sponsors are Parliament Builders, Fotomat, Fed Mart and Brick Shirt House, all direct.

KCSS(TV) that city will telecast the Chargers' six preseason games for the third year, plus one regular season away game. Sponsors are all participating. Mayor Smith is to do the play-by-play; Dave Campbell, the color.

NFL Eastern Division

Dallas Cowboys

KRLD(AM) Dallas returns for the fourth year as originator for the six preseason and 14 regular-season games of the Cowboys. More than 160 stations will be on the Cowboys regional network, by far the largest radio hook-up among the pros.

Frank Glieber, Al Wisk and Vern Lundquist are back to handle play-by-play and color.

John C. Butler, executive vice president and general manager of KRLD, reported that prior to the opening exhibition that Jack in the Box restaurant (through Doyle Dane Bernbach), Chevrolet (Campbell-Ewald), American Airlines (Benton & Bowles) and various local advertisers had bought in-game sponsorships.

One half of the pregame and postgame has been sold to Sakrete, a division of Texas Industries (Pierce, Davis & Associates) with one half open.

Five preseason telescasts of the Cowboys will be carried by KXAS-TV Fort Worth. Three road games (Aug. 9 at Los Angeles, Aug. 18 at Kansas City and Aug. 30 at Houston) will be live. The home games with Minnesota and Pittsburgh will be taped for showing the following days, Aug. 24 and Sept. 14, respectively.

Frank Glieber will be on play-by-play and former NFL star, Dave Manders, will do the color. Preseason TV rights are held by Eddie Barker Associates, Dallas, which sets up the physical coverage.

KXAS-TV said it was selling its telescasts of the five exhibitions in five separate packages, so as to afford greater sponsor protection. Though not entirely sold out as of July 22, participants include Jack in the Box, Southwest Bell, (for long distance and Yellow Pages) Dairyland Insurance, Centennial Homes (real estate), Red Carpet Realty, Halton Bank, Aamco Transmissions and a number of local automobile dealers.

New York Giants

Wnew(AM) New York will begin the second year of a three-year contract to broadcast all six exhibition games and all 14 regular-season games of the Giants. The network to be fed by Wnew will again encompass 15 stations in New York, New Jersey, Connecticut and even one in Florida. Wnew's sports director, Chip Cipolla, and Marv Albert will return to do the play-by-play, and the new color man will be the former Giants defensive back, Dick Lynch. Mr. Cipolla's pregame show will be called Pro Football Preview and Mr. Lynch's postgame sidebar will be the Locker Room Report. Grammercy Park Clothes (direct) will rotate pregame and postgame, and station sources say they're looking for one other rotating sponsor.

Four-fifths of the in-game minutes have been sold to Manufacturers Hanover Trust Co. (through Young & Rubicam), the Channel Home Improvement Centers of New Jersey (direct), Eastern Airlines (Young & Rubicam) and Getty Oil (DKG Inc.).

WPIX(AM) New York will telescast all six of the Giants' exhibition games, four live and two on delay. The live telescasts will be at New England (Aug. 10), at San Diego (Aug. 16), at Seattle in a game with the Browns (Sept. 7) and at Miami (Sept. 13). The delayed telescasts are the home games at New Haven and at Princeton.

The returning announcers are Don Criqui (play-by-play) and Tucker Frederickson (color). No pregame or postgame shows are planned. Miller beer (McCann-Erickson) has bought one fourth of the games, and the rest of the minutes will be spotted out to participating advertisers.

Philadelphia Eagles

WIP(AM) Philadelphia will return to carry the Eagles contests under a new three-year contract with the club. A network of 15 stations in Pennsylvania, New Jersey, and Delaware will pick up wip's coverage. Charlie Swift will handle play-by-play and Al Pollard the color; an additional announcer will probably be added for pregame shows before each of the six exhibitions and 14 regular-season games the station will broadcast. Principal sponsors will include Chevrolet (Campbell-Ewald), McDonald's (Elkman), Pabst (Kenyon & Eckhardt), Getty (DKG), First Pennsylvania National Bank (Spio), Rold Gold Pretzels (Firestone), and Squibb (Prime Time).

WCAU-TV, Philadelphia in its 15th year of covering the Eagles, will carry four exhibition contests, three live and one delayed. Jack Drees and Pat Summerall will share play-by-play duties, with wcau-TV Sports Director Tom Brookshier handling color commentary. No pregame or post-game shows are currently scheduled. Sponsors will include First Pennsylvania National Bank (Spio), Miller beer (McCann-Erickson), Philadelphia Area Chrysler-Plymouth Dealers' Association (Young & Rubicam), and the Pennsylvania State Lottery (Sonder-Levitt-Sigorsky).

St. Louis Cardinals

KMOX(AM) St. Louis continues as the Cardinals radio outlet with the broadcasts of six exhibitions and the 14 regular-season games. A regional network of a still-to-be-determined number of affiliates is planned. The radio broadcast team will be returning Bob Starr and newcomer Dan Kelly.

Mr. Starr will again do a postgame From the Locker Room. Jack Buck will conduct two pregame programs, Meet the Cardinals and Coach's Corner. Sponsorship lists for these three shows are not yet available.

In-game sponsors for KMOX include Jack in the Box restaurants (through Doyle Dane Bernbach), Busch beer (Gardner), Hill-Behan Lumber, Chevrolet dealers, Doha-Banks and Cotter Hardware.

KSD-TV St. Louis carry four of the Cardinals' six preseason games, two live road contests and two home games on a delayed-tape basis. In addition, KSD-TV is to telescast one regular season game that is not part of the contract between the networks and the NFL. That will be Cardinals-Giants game on Saturday, Oct. 25, in New York. KSD-TV Sports Director Jay Randolph and station sportscaster Ron Jacober will be as the broadcast team. Sponsorship list is not yet complete.

Washington Redskins

WMAL(AM) Washington is back for seven exhibitions and the regular season of the Redskins. Coverage began with the Hall of Fame game last Saturday (Aug. 2) with Cincinnati at Canton, Ohio. WMAL is feeding 23 other stations in three states. Len Hathaway has moved from color to play-by-play and Sam Huff, former NFL star and more recently color man on Giants games for WNEW(AM) New York, is doing color.

WMAL has set up “Redskin Sunday” for the regular season, leading off with one-and-one-half hours of programing prior to each game. WMAL's Chris Core will handle interviews and features in this time. Mr. Huff, in addition to pregame broadcast assignments, will do a postgame show with Mr. Hathaway. That, in turn, is to be followed by Locker Room Report with Messers. Hathaway, Huff and Redskin
linebacker Chris Hanburger.

In-game sponsors on the network are Chevrolet (through Campbell-Ewald) and Marriott Corp. (Potomac Advertising). In-game quarters on WMAL have been sold to Chevrolet and Household Finance Corp. with two quarters still open.

Koons Ford (Weitzmann) has bought the "Locker Room Report" as well as Chris Hanburger's daily reports from the Redskins training camp. Giant Food (Dennenberg) has taken the Monday evening "George Allen's Game" on WMAL.

Preseason television stays with WMAL-TV Washington for the sixth year with live coverage of one game at Houston and tape delays three other home games and one contest at nearby Baltimore. WMAL-TV will also repeat these four games on following days.

Jim Thacker, who has covered Atlantic Coast Conference sports along with assignments for CBS-TV and Hughes Television Network, will do play-by-play. Irv Cross will be going into his third year of preseason color for WMAL-TV.

Station said a regional network is planned. No sponsor list was available.

NFC Central Division

Chicago Bears

WGN (AM) Chicago will broadcast 14 regular-season games and three exhibitions of the Bears this year. Jack Brickhouse will be back on the play-by-play and Irv Kupcinet will provide the color.

Three-quarters of the games have been sold, with one-quarter still available. Sponsors are Heileman's Old Style Beer (Campbell-Mithun), Household Finance (Needham, Harper & Steers) and Chicagoland Oldsmobile Dealers (Benton & Bowles).

The "Half Time Show" has been bought by WGN to air to allow the sponsors to air interviews with players. The sponsors are Heineken's Old Style Beer (Campbell-Mithun), Household Finance (Needham, Harper & Steers) and Chicagoland Oldsmobile Dealers (Benton & Bowles).

Green Bay Packers

WTMJ (AM) Milwaukee has signed a new one-year contract with the Packers to carry all six exhibitions and the 14 regular-season games. WTMJ will again be the flagship station of a network that is expected to total about 54 stations in a four-state area. The announcers are Gary Bender (play-by-play) and Jim Erwin (color).

In-game sponsors on ABC: Pabst Brewing (through Kenyon & Eckhardt), the Ford Dealers of Wisconsin and Upper Michigan (J. Walter Thompson), True-Value Hardware (direct), Lenox furnaces and air conditioners (direct), John Deere Snowmobiles (N.W. Ayer), Midland Co-op farmers' equipment (Stevenson & Associates), the American Dairy Association of Wisconsin, House of Ruth and the Independent Insurance Agents of Wisconsin (Lance Hanish).

The pregame show (taped interviews with players in that day's game) and the post game show (wrap-up and scores of other games) are sponsored by the Ford dealers of Wisconsin and Household Finance (Needham, Harper & Steers). Mr. Bender and Mr. Erwin will co-host both of these programs. A spokesman for the station said Chevrolet bowed out of its long-term commitment to WMAL's coverage because Bert Stark, the new coach of the Packers, is a local Lincoln-Mercury dealer.

WTMJ-TV Green Bay has signed a new three-year contract with the Packers and will carry one intrasquad game and five exhibitions (three home and two away). The televised home games are with Buffalo (Aug. 10), Chicago (Aug. 16) and San Francisco (Sept. 14). The games to be transmitted back to Wisconsin are the ones at Cincinnati (Aug. 23) and at Kansas City (Sept. 6). Two other

Major network-television football sponsors

AC-Delco (Campbell-Ewald): CBS, NFC games.
American Express (Ogilvy & Mather): CBS, NFC games.
American Motors (Cunningham & Walsh): NFC pregame.
American Motors Jeep (Compton): NFC pregame.
AMF (Fuller & Smith & Ross): ABC, NFC games.
Anheuser-Busch (D'Arcy, MacManus & Masius): NFC, NFL games.
Beecham (Kenyon & Eckhardt): ABC, NFC games.
Boeing (Coke & Weber): ABC, NFC games.
Brent Musburger (ABC, NFL games).
Buuha-Buuha (BBDO): ABC, NFC games.
Fireman's Fund Cunningham & Walsh: ABC, NFC games.
Ford (Brownell, Thompson): CBS, NFC games.
Gillette (Moorgate Advertising): ABC, NFC games.
Goodrich (Gray): ABC, NFC games.
Goodyear (Young & Rubicam): NFC, NFL games.
Gulf (Young & Rubicam): ABC, NFL games.
Haggar Slacks (Tracy-Locke): ABC, NFC games.
Heublein (McCann-Erickson): NFC, AFC games and pregame.
IBM (Carl A. Levy): NFC, NFL games.
Kentucky Fried Chicken (Leonardelli Co.): ABC, NFC games.
Lenox (Campbell-Ewald): NFC, NFL games.
Miller Brewing (McCann-Erickson): ABC, NFC and NFL games.
NATIONAL W. B. Doner: ABC, NFC games.
Norelco (McCall & McCall): ABC, NFC games.
Pabst (Kenyon & Eckhardt): ABC, NFC games.
Poland Spring (Dane Bernbach): ABC, NFC games.
Quaker State (Kenyon & Eckhardt): ABC, NFC games.
Rexall (Gelardi): ABC, NFC games.
Sears (Foot & Betterman): ABC, NFC games.
Sears (Foot & Betterman): ABC, NFC games.
Sherraton (BBDO): NFC, NFL games.
Sperry Rand (Young & Rubicam): Full sponsorship.

STP McCann-Erickson: ABC, NFC and NFL games.
Sun Oil (Welsh, Rich, Greene): NFC, NFL games.
Toyota (Clinton E. Frank): ABC, NFC games.
United Airlines (Leonardelli Co.): ABC, NFC and NFL games.
Warner Brothers (J. Walter Thompson): NFC, ABC games.
Yellow Pages (Cunningham & Walsh): ABC, AFC games and postgame.

Zenith (Foot & Betterman): ABC, NFC games.
stations will take the WLUK-TV feed: WITI-TV Milwaukee and WSFU-TV Wausau, Wis. Some of the ingame sponsors are Pabst Brewing (Kenyon & Eckhardt), Coca-Cola (McCann-Erickson) and Volkswagen (direct). No pregame or postgame shows are on tap, but a half-hour Monday Quarterback Club, with Fuzzy Thurston and Doug Hart, will be telecast each week just before ABC-TVs Monday Night Football, with co-sponsorship by Heilemann Brewing (direct) and Arctic Cat snowmobiles (Packer-Land). Also, a half-hour nightly Dart Starr Show, featuring an analysis of the previous Sunday's game by the Packers' coach, will be sponsored by Pabst Brewing (Kenyon & Eckhardt) and Coca-Cola (McCann-Erickson). Game announcers are Bob Schulte (play-by-play) and Chuck Lane (color).

**Minnesota Vikings**

KSTP(AM) St. Paul isn't going to tamper with its successful formula of Vikings broadcasts. Accordingly, it is starting a new three-year radio contract that will have it feeding all the preseason and regular-season games to a network of 50 stations, reaching as far as Honolulu.

KSTP General Manager Jack Nugent said Joe McConnel will do play-by-play for the fifth year as well as recap the day's action on the postgame The Point After.

preceding each game will be the two-

and-one-half hour Tailgate Show with Rod Person and the half-hour The Coach's Corner With Bud Grant, conducted by KSTP Sports Director Ron Trongard. Half-Time Show will round out the programing outside the actual game.

In-game sponsors include Twin City Federal Savings & Loan (through Colle & McVoy), Pabst Blue Ribbon beer (Kenyon & Eckhardt) and Twin City Dodge Dealers (BBDO).

Twin City Buick Dealers has bought Coach's Corner; Hardware Hand (Clark Livingstone Agency) will be a pregame sponsor, and Snyder Advertising (Dan Blake Advertising) is pickup up the tab for Half-Time Show. Lesser participations have been sold to Western Airlines (BBDO), County Seat (Format Communications), Minnegasco (Bozell & Jacobs) and Pipe Jaffray & Hopwood.

KSTP-TV Minneapolis-St. Paul will telecast live three road preseason games. A fourth exhibition, from San Diego, will be presented the following afternoon on tape.

Calling the play-by-play will be KSTP-TV Sports Director Tom Ryther, backed by Johnny Sauter (color).

The TV sponsorship list is headed by Twin City Federal Savings & Loan.

**NFC Western Division**

**Atlanta Falcons**

For the 10th year and the third season of its current three-year rights contract, WXIA(AM) Atlanta will be the Falcons' radio outlet. Twenty-four affiliates were set for a regional radio network by mid-July with the expectation that there will be 30 by the season opener, according to Gerald Blum, WXII vice president and general manager.

Jack Hurst will be back for the 10th year to do the play-by-play for six exhibitions and 14 regular-season games. Billy Lourd, former NFL player, will do color.

Delta Airlines (through Burke Dowling Adams) returns to head the list of ingame sponsors. Pregame and postgame programs have been bought by Eveready Batteries (William Esty) and Elman jewelers (house agency).

WXIA-TV Atlanta will telecast all six exhibitions of the Falcons, in the second year of a three-year contract. Three away games will be live; the other three, in Atlanta, will be on a tape delay basis. Bob Neal, WXIA-TV sports director, will again do play-by-play. Alex Hawkins, star with the Baltimore Colts and the Falcons last year on World Football League network telecasts, will do Falcons color on WXIA-TV.

WXIA-TV's sponsor list is headed by Mazda and Italian Swiss Colony Wine.

Station will also carry a Monday half-hour Falcon Replay Show with Mr. Neal and Marion Campbell, Atlanta's head coach, as a lead-in to ABC-TV's Monday Night Football.

**New Orleans Saints**

The Saints will be moving into their new Superdome home, but the broadcast line-up retains some old familiar faces. WWL(AM) New Orleans will again originate all 29 games (six preseason) for a regional network of 40 stations. Back in the booth will be John Ferguson and Steve Stonebreaker for play-by-play and color, respectively.

The major ingame sponsors of last season, Chevrolet (Campbell-Ewald) and Burger King (Stonebreaker) have again signed on. The pregame program, Countdown to Kickoff, will be taken by Berners Associates (direct). A postgame Touchdown Talk is planned.

The Saints preseason TV continues at WWL-TV New Orleans with six exhibitions on tap. Messrs. Ferguson and Stonebreaker will be the announcing team.

Returning as ingame TV sponsors: McDonalds and Dixie beer (both through Fitzgerald Advertising) along with Berner's.

Arrangement for WWL-TV's pregame and postgame shows and sponsorship are still being set up.

**Los Angeles Rams**

As it has since 1946, KMPX(AM) Los Angeles will once again carry the full season plus preseason games of the Los Angeles Rams, relaying them to 19 other radio stations in the state as well as several stations in Arizona and Nevada. Dick Enberg and Don Drysdale are to do the play-by-play and color, respectively.

Play-by-play sponsors, each one fifth, are Chevrolet (Campbell-Ewald), Budweiser beer (Gardner), Continental Airlines (BBDO), Standard Oil of Calif. (BBDO), and Bank of America (Grey). Pregame and postgame sponsors are Kentucky Fried Chicken (Henry Kaufman) and Sears (Star).

KABC-TV Los Angeles will telecast five preseason games. Play-by-play announcer will be Stu Nahan. Sponsors are participating. Saturday night games will be carried at 11:30 that night and repeated the next day in the late afternoon.

**San Francisco 49ers**

For the 19th year, KSFO(AM) San Francisco will carry the regular and preseason games of the 49ers, feeding 14 regional affiliates. Long sponsors is to do the play-by-play; Gordy Soltis, the color.

Regular game sponsors, each one-fifth, are Chevrolet (Campbell-Ewald), Standard Oil of California (BBDO), Western Airlines (BBDO), Roos/Atkins (clothing) (Argonaut), and Bank of America (Grey).

Two sponsors share both the pregame and postgame shows: American Bakers
York Stars before the franchise was switched to Charlotte and renamed, is doing Hornets TV play-by-play. Former NFL star, Norman Petuis, is on color.

WRET-TV Vice President and Sales Manager Bob Schuessler reported a complete sell-out by July 21. Game sponsors are American Credit Corp. (Shotwell, Craven, Varner), RCA/Queen City (direct), Coca-Cola (McCann-Erickson). American Motors (Cunningham & Walsh), Marquis Bous (direct), Southern Bell (Tucker Wayne & Co.), National Auto Parts Association (Matthews, Commins, McLen), Cosmopolitan Health Spa (direct), Domer’s Men’s Shop (direct), Collins’ department store, Datsun (Parker), Henderson’s Volkswagen (direct), Regal Chrysler (J&E Advertising) and First Federal Savings & Loan.

WFL Eastern Division

Birmingham Vulcans

WSGN(AM) Birmingham is originating radio coverage of the Vulcans, which before the WFL reorganization were played in the Americas. A regional radio network of more than 27 outlets has been set up under the supervision of Larry Matson, director of broadcasting for the club.

In addition to two July exhibitions, WSGN is to broadcast the 18-game regular season schedule beginning last Saturday (Aug. 2).

Local distributors for Coca-Cola (through Frank Taylor Agency) and Pepsi-Cola have picked up play-by-play sponsorship each taking alternate games, according to Ben McKinnon, WSGN vice president and general manager.

The Vulcans have been negotiating with WBCG-TV for television coverage. That station carried four of the Americas’ games last season when that club won the WFL championship. If TV plans materialize, Mr. Matson will switch to that play-by-play with Herb Winches on color.

Charlotte Hornets

Broadcast arrangements for the Hornets jelled early this year with WBT(AM) Charlotte carrying the 18-game regular season schedule and one pre-season contest. A July exhibition in Hawaii was bypassed due to the time differential. Games are being fed to stations in Durham, High Point and Shelby, all North Carolina.

WBT’s sports director, Harold Johnson, is calling the play-by-play with Matt Storton, ex-Denver Bronco, on color. Mr. Johnson is also doing a 10-minute pre-game program of interviews and sports highlights.

WBT’s principal sponsors include Budweiser beer (D’Arcey-MacManus & Masius), Collins Co. department store (direct), D. L. Phillips Co., real estate (direct) and Southern Radio (RCA distributors) in conjunction with the local Queen City TV firm.

WRET-TV Charlotte will telecast seven road games of the Hornets with feeds to its sister station, WTGG(TV) Atlanta, and WGN-TV High Point, N.C. WTGG will augment its seven Hornets pick-ups with three games of the Memphis Southmen from WMC-TV there.

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John Sterling, WMC(AM) sports personality, who did play-by-play for the New
future commitments on a game-by-game basis. Sponsors are participating.

**San Antonio Wings**

WOAI(AM) San Antonio, Tex., is carrying all but one Wings game this year. Play-by-play will be by George Wood; color by Johnny Barger. Sponsors for play-by-play as well as pregame and postgame shows are Pearl Beer, Coca Cola Bottlers, 7-Up, Handy Andy (food market), Strauss-Frank (auto parts), and Sael's (men's clothing). Pregame will be handled by Mr. Wood; postgame by Mr. Barger.

KMOL-TV that city is carrying six of the Wings' away games, with Steve Grad doing the play-by-play and Jerry Desmond the color. Sponsors are the same as those for radio.

**Shreveport Steamer**

In Shreveport's first full season with a WFL franchise, the Steamer will be carried by KRMQ(AM) Shreveport, La., which has a one-year contract with the team. The station is broadcasting the 18 regular-season games, including one from Hawaii, with coverage to be picked up by a six-station network. Lanny James will handle play-by-play, with Marty Sullivan and Rick Woodson sharing color commentary. Principal sponsorship is being provided by the Shreveport Journal (direct).

**Southern California Sun**

KABC(AM) Los Angeles is carrying all 14 regular-season plus the exhibition games of the Southern California Sun, and is relaying the coverage to two other stations in the area (KVEN(AM) Ventura and KRON(AM) San Bernardino, both California). Bob Fouts is doing the play-by-play, and Ed Biehler is doing the color.

Regular game sponsors are Toyota (Clinton E. Frank), Winchell Donut (Wilshire-Newport), and Disneyland (Vista). Advertisers for pregame and postgame shows are all participating.

KTTV(AM) Los Angeles is carrying nine of the regular road games of the Sun. Tom Kelly is doing the play-by-play. Sponsors are Tuborg Beer (Isadore Lefkowitz Elgort), and Toyota (Clinton E. Frank).

(This "Special Report" was written principally by Fred Fitzgerald, senior editor, Washington, with assistance from our bureau staffs.)

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### Fates & Fortunes

**Media**

Tom Gatewood, account executive, Reader's Digest, named executive VP, Mutual Black Network, Washington.

**WHY HIRE A GEORGE RODMAN WHEN YOU CAN RENT ONE.**

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Alfred G. Grosby, VP-general manager, WAKR(AM) and WAKR(FM) Akron, Ohio, and VP of parent Group One Broadcasting, named president and general manager, WFSO(AM) and WWYD-FM White Plains, N.Y.

Stanley G. Mouse, VP-general manager, Cox Broadcasting Corp.'s WHO-AM-FM-TV Dayton, Ohio, named to head CBC's nonbroadcast divisions, succeeding Marcus Bartlett as group VP when Mr. Bartlett retires at year-end. Jack P. McCarthy, assistant general manager, WHO-AM-FM-TV, named general manager, WHO-AM-FM.

Donald L. Kempff, station manager, WHO-AM-FM, named general manager.

Seymour Amlen, VP, audience-research services, ABC-TV New York, elected to newly created position of VP and assistant to president, ABC Entertainment.


Barbara L. Taylor, continuity director, WWSM-AM-FM Bethesda, Md., named director of operations.

James R. Terrell, VP-general manager, KTVT-TV Dallas-Fort Worth, and Crawford Rice, VP-general manager, KTVK-TV Tacoma, Wash., elected executive VP's of parent Gaylord Broadcasting Co.

Thomas A. Blank, director of general accounting, Scripps-Howard central office, Cincinnati, named business manager, Scripps-Howard's WCPG-TV there.

Clark Smiidt, station coordinator-chief announcer, WIBZ-FM Boston, resigns. Successor has not yet been named.

Lana Naegel, announcer-reporter, WSBM-AM-FM Madison, Wis., named women's director, KSAC(AM) Manhattan, Kan.

Vickie Burns, publicist and promotion assistant, KHHI(AM) Los Angeles, named promotion director of affiliated KRTH(FM) Los Angeles.

Tina Loy, production and traffic manager, Young & Rubicam-Teawell, Phoenix, named assistant promotion director, KCST-TV San Diego.

Newly elected officers, South Dakota Broadcasters Association are: E.C. (Red) Stangland, KCHF-AM-FM Sioux Falls, president; Tom Kearns, KYNT-AM Yankton, president-elect; Bill Duhamel, KITF-AM Rapid City and Bob Ramers, KBBR-AM-FM Brookings, directors for one-year terms; Mr. Kearns and Bruce Long, KSDAM-AM Sioux Falls, directors for three-year terms.

Rita Cadieux, director of citizens' participation program, Canadian Broadcasting Corp., Ottawa, named director, office of equal opportunity, CBC.

Noble Gravelin, with wwxO(AM) Bay City, Mich., named office manager.

Broadcast Advertising

Robert Silberberg, general account executive, Eastern division sales, ABC-TV, named VP and director of sales for network.


Phyllis Leibert, assistant to research director of RKO Radio Representatives, New York, named research director, replacing Kathy Lenard, appointed VP and general manager of representative arm of RKO General Radio (Broadcasting, May 12). Tony Shaw, general manager of mail and merchandising group of Lebhar-Friedman, New York, publisher of trade periodical, named marketing director of RKO General Radio.


Bill Gillette, production manager of Directors Circle, New York, named to newly created post of manager of business affairs in broadcast production department of Doyle Dane Bernbach, New York.

Giff Eager, sales manager, RKO Television Representatives, Atlanta, named regional-local sales manager, WLCY-TV Largo, Fla., succeeded by Dee Heather, account executive. CBS Spot Sales, New York.


Michael R. Heinrich, manager of marketing and administration, Revlon Inc., New York, named director of production and traffic. Gardner Advertising, St. Louis.

Jack Brotherton, VP-account supervisor and director of client services, McCann-Erickson, Los Angeles, named VP-account supervisor, Clinton E. Frank, San Francisco.


Susan Frazier, creative director, Gerald Roshawn Advertising, Atlanta, elected VP, creative services. Charlene Carly, media director, Gerald Roshawn Advertising, elected VP.


James G. Aldrich, account supervisor, D'Arcey-MacManus & Musius, Bloomfield Hills, Mich., elected VP.

F. Thomas Winslow, creative director, Goodwin, Dannenbaum, Littman & Wingfield advertising and public relations firm, Beaumont, Tex., named general manager, succeeding William S. Leonard who resigns to become VP-university relations, Lamar (Tex.) University.

Michael S. Artist, director of creative services, wspa-TV Hartford, Conn., named manager of advertising and promotion, wrc-TV Washington.

Liz Yunker, sales account executive, wane-TV Fort Wayne, Ind., named media director, Lauer, Eidt & Waule Advertising, Fort Wayne.


Carol Matt, manager of sales service, komo-TV Seattle, named television sales supervisor.

Mary Kellogg, advertising director, Barker Bros., Los Angeles (furniture stores), named production-research coordinator, knrtvI Los Angeles.

Ralph A. Alexander Jr., formerly account supervisor, Campbell-Ewald, elected executive director, National Advertising Review Board, succeeding C. W. Balis III, resigned to attend Fletcher School of Law and Diplomacy, Tufts University, Medford, Mass.

Gary Nielsen, senior copywriter, Campbell-Ewald Co., Detroit, elected VP.

Programming

Al Treascony, director of talent, NBC-TV, Los Angeles, elected VP, talent. Patrick Betz, director of film programs, NBC-TV, named to newly created post of VP, film programs, NBC-TV, Los Angeles.

J. Brian McGrath, head of finance section, treasurer's department, Viacom International Inc., New York, named treasurer, succeeding George Castell (Broadcasting, July 28). Arthur G. Cooper, assistant treasurer, named assistant VP and director of taxes.

Dave Scott, former operations manager, KURLI(AM) St. Charles, Mo., named manager-program services, Century 21 Productions, Dallas.

Kathleen Tolan, traffic manager, komo-TV Seattle, named television production assistant.

Michael S. Eguchi, TV sales coordinator, KOMO-TV, named traffic systems manager.

Andy Musser, sportscaster, has been chosen to be play-by-play announcer at KTLA(AM) Los Angeles for all University of Southern California televised sports during the 1975-76 season. Mike Waiden, will be KTLA's voice of the Bruins during KTAL's coverage of University of California Los Angeles sports in the 1975-76 season.

David Shea, sports director, wcss-AM-FM Amsterdam, N.Y., named weekend sportscaster, WEEI-AM-FM Boston.


Robert J. Syers, former national director, sales and marketing, ABC-FM Spot Sales, named president of Audio-Video Programming Inc., Los Angeles, syndication firm.

Len Anthony, operations manager and announcer, klkA(AM) Denver, named program director, KKBB(AM) Sioux Falls, S.D.

Larry (Ryan) Cobb, announcer, WLIX(AM) Portsmouth, Va., named program director, WPMH(AM) Portsmouth.

Larry Gaver, announcer, kucifp(AM) Vacaville, Calif., named program director, Lee Roberts, KUCI announcer, named music director.

Broadcast Journalism

Skip Hanley, executive news producer, wsb-TV Atlanta, named news director. Dan Akens, news assignment editor, wsb-TV, named managing editor.

Larry Maisel, news director, wixt(AM) Jackson- ville, Fla., named managing editor, wtol-TV Toledo, Ohio.

Richard P. Williams, executive producer of news, wplg(AMI) Miami, named news director.

Don Buddon, news staff, KSDB(AM) San Diego, named news director.

Paul Blue, vice president and general manager, KERO-TV Bakersfield, Calif., named executive director, noncommercial kama-TV Denver, succeeding Gerald Wilse, retired.

Steve Geimann, news director of noncommercial waerfi Syracuse, N.Y., named to same post, wkop(AM) Binghamton, N.Y.

Phil Hayes, executive news producer, wvxy-TV Detroit, named news director.

Steve Handelsman, reporter, wvxy-TV Cincinnati.


Stanley Kay, general manager, Asher-Gould Advertising, Beverly Hills, Calif., promoted to VP-general manager and named partner in firm.

Peg Farrell, assistant director of research, Vitt Media International, New York, and Gerard Lawrence, media planning supervisor, Young & Rubicam, New York, named assistant manager for media in advertising services department, The Gillette Co., Boston.
Charlie Ballantine, freelance photographer, named news cameraphotographer, WNAV-TV Boston.

Sam DePino, news producer and anchorman, WNAV-TV Huntsville, Ala., named reporter, KTRK-TV Houston.

Johnny Morris, sportscaster, WNAV-TV Chicago, and Jeannie Morris, feature reporter, WNAV-TV, join WBBM-TV Chicago as sports director and sports reporter, respectively.

Bob Fellick, screening room projectionist for CBS News documentaries for past 14 years, retired July 24 and will move to Walden, N.Y.

Cable

David Foster, former president of National Cable Television Association who resigned at end of May, has joined Natural Gas Supply Committee as executive VP. He will headquarters in Washington.


Stephen L. Monson, sales representative, Anixter-Pruzan, St. Louis, named district sales manager.

Equipment & Engineering


Donald R. Owen, director of technical services, Comsat General Corp., subsidiary of Communications Satellite Corp., Washington, elected VP-operations. Robert Briskman, fixed systems; Edward Martin, mobile systems, and Robert Barthole, ground systems, elected assistant VP's.

Mel Sawelson, executive VP, Consolidated Film Industries, and president of Glen Glenn Sound Co., both Hollywood, is retiring from motion picture and TV laboratory industry Aug. 1. Mr. Sawelson founded Acme Film Laboratories in 1948, Sports TV, sports film production company, in 1956, and installed video-tape department in Acme in 1959. CFI is subsidiary of Republic Corp.

Allied Fields

Barbara G. Hering, senior attorney, NBC, New York, named senior counsel, NBC, New York.


Len Adelman, manager, financial operations, RCA Records, New York, named director of marketing services.

Jane Richards, director of Indiana Higher Education Telecommunication System; Marvin Weatherly, director of Office of Telecommunications for governor of Alaska; and Frank Norwood, executive secretary of Joint Council on Educational Telecommunications, Washington, named to interim board, Public Service Satellite Consortium, Washington. PSSC is alliance of nonprofit institutions in health care, education and other public service areas, to develop communications satellites.

Robert V. Hudson, faculty member, Michigan State University school of journalism, named head of journalism department, California Polytechnic State University, San Luis Obispo.

David Mirsky, dean of Yeshiva University's Stern College for Women, New York, and announcer on WHNY New York, named acting VP-academic affairs, Yeshiva University.

Ronald Bilas, director of public affairs, Kansas State Network, Wichita, named to Kansas Public Television Commission to serve four-year term.

Elwood (Mac) Sles, in public information, American Red Cross, Washington, named national director, office of public relations.

Deaths

Woody DeFord, 63, news cameraman, WTVT-TV Miami, died July 13 in Quincy, Fla., of heart attack. Survivors include his wife, Wanda, and daughter.

Robert L. Duckworth, 45, sales manager for 15 years, WABX-AM-FM Vincennes, Ind., died of heart attack July 18 in Vincennes. Survivors include his wife, Glendola, three sons and three daughters.

For the Record®

As compiled by BROADCASTING, July 21 through July 25 and based on filings, authorizations and other FCC actions.


New stations

TV actions


Broadcast Bureau granted ch. 7 (174-180 MHz); ERP 202 kw vis., 47.4 kw aur., HAAT 743 ft.; ant. height above ground 293 ft. P.O. address: El Paso 79942. Estimated construction cost $842,875; first-year operating cost $170,000. Legal counsel and engineering not given. Principal: Mrs. Elaine Rosen, chairman of board of trustees of nonprofit educational broadcasting corporation (BPET-428). Action July 18.

AM applications

Gaithersburg, Md.—Communication Gaithersburg seeks 150 kHz, 1 kw-D. P.O. address: 4900 Auburn Ave., Bethesda, Md. 20014. Estimated construction cost $139,000; first-year operating cost $180,000; revenue $150,000. Format: popular, contemporary; C&W. Principals: Donald L. Dittrumper (17%) et al. Mr. Dittrumper is telecommunications consultant. Other two stockholders are indebted to Dittrumper in estate auctioneering and consulting. Ann. July 24.

Gaithersburg, Md.—Gaithersburg 1150 Limited Partnership seeks 1150 kHz, 1 kw-D. P.O. address: 4545 Wisconsin Ave., Chevy Chase, Md. 20015. Estimated construction cost $151,994; first-year operating cost $180,000; revenue $150,000. Format: nostalgia music. Principals: Howard H. Bell and 16 other partners are Washington area businessmen and professionals. Ann. July 24.

Gaithersburg, Md.—Montgomery Broadcasting seeks 1150 kHz, 1 kw-D. P.O. address: 19002 Montgomery Village Ave., Gaithersburg 20870. Estimated construction cost $145,552; first-year operating cost $184,000; revenue $160,000. Format: MOR. Principals: George Wilson (10%) and 16 other partners. Mr. Wilson is staff performer and news reporter for WMAL-AM-FM-TV Washington. Others are area businessmen and women and professionals. Some with

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Broadcasting Aug 4 1975 52

- Lebanon, Tenn.—Lebanon Radio Co. seeks 1330 kHz, 500-w. D. P.O. address: Rt. 12, Box 142, Crossville, Tenn. 38555. Estimated construction cost $15,000, operating cost $30,600, $40,000. Format: contemporary, C&W, top 40. Principals: James V. Hambly (100%) is chief engineer and program director. M. E. Hambly of Crossville, Tenn. owns jewelry store. Ann. July 22.

AM start

- KFLO Shreveport, La.—Authorized program operation on 1300 kHz, 500 w. D. Action July 7.

FM applications

- Tuscaloosa, Ala.—Radio South seeks 92.7 mhz, 1.26 kw, ERP 5300 w. KOPR-FM is new station to operate on 91.5 mhz (BPED-1930). Action June 15.


- Fort Wayne, Ind.—Fort Wayne Lutheran Association for Secondary Education seeks 88.3 mhz, 10 kw, D. P.O. address: 1601 St. Joe Dr., Fort Wayne 46805. Estimated construction cost $1,990; first-year operating cost $1,000. Principal: Martin L. Dietrich. Ann. July 23.


- Weatherford, Okla.—KWEY Inc. seeks 97.3 mhz, 69.4 kw, HAAT 383 ft. P.O. address: Box 587, Weatherford, 73096. Estimated construction cost $61,941; first-year operating cost $12,000; revenue $24,000. Format: contemporary, C&W, standards, golden. Principals: Earle J. Anderson (51%), John E. Bingham (30%), Raymond D. Johnson (20%), Thad M. Sandstrom (20%) et al. Mr. Bynum has interest in KWEY(AM) Weatherford and Mr. Sandstrom is president of KWEY(AM) Weatherford. Mr. Sandstrom is vice president of Suuller Publications, licensee of stations in Kansas, Texas and Iowa. He also owns KNYA(AM). Ann. July 23.


FM actions

- Marietta, Ga.—Application by The Southern Technical Institute, Radio Communications Board, for new FM on 92.9 mhz. July 25.


- Senter, Okla.—Grant of construction license for new FM on 95.9 mhz (KSPM). Washington consulting engineers, have recently been granted FM in Fairmont, W. Va. Mr. Purcell has interest in WBZY(AM) New Castle, Pa. and WCBX(AM) Eden, N.C. (BPH-9351). Action July 17.


- Leavittsburg, Ohio—S. E. Leavittsburg Division of the VKFM(AM) Cleveland, Ohio. Estimated construction cost $1,304, first-year operating cost $17,700; revenue $18,000. Principal: Mr. Colon-Venezuela is a top newsmaker in San Juan, Puerto Rico. He also owns taxi business and parking lots in San Juan (BPH-8256). Action July 16.

- San Antonio, Tex.—Broadcast Bureau rescinded grant of Limited Utility Authority to build new station to operate on 91.9 mhz (BPED-1930). Action June 15.


FM starts

- KCDC Longmont, Colo.—Authorized program operation on 90.7 mhz. TPO 10 w. Action July 15.

- KVMT Vail, Colo.—Authorized program operation on 104.7 mhz, ERP 80 kw, HAAT 1.9 ft. Action July 9.

- KCAP-FM Helena, Mont.—Authorized program operation on 103.1 mhz, ERP 3 kw, HAAT 250 ft. Action July 8.

- WSCQ West Columbia, S.C.—Authorized program operation on 100.1 mhz, ERP 2.4 kw, HAAT 330 ft. Action July 11.

- KDAB Ogden, Utah.—Authorized program operation on 101.1 mhz, ERP 98 kw, HAAT 790 ft. Action July 11.

FM license

Broadcast Bureau granted following license covering new station:

- KFCF Fresno, Calif.—Fresno Free College Foundation (BLED-1460). Action July 18.

Ownership changes

Applications

- KEPI(AM) Page, Ariz. (1340 kHz, 1 kw D. 250 w.-N) Seeks assignment of license from Lake Powell Communications to Robert D. Holmes for $70,000 and deed to business form. Principal: Robert D. Holmes, Calvins Black and Phil Acton, buyer; Mr. Holmes is general manager of KEPI(AM). Ann. July 21.

- WQOW(AM) Waterbury, Conn. (1590 kHz, 5 kw DA-1) Seeks transfer of control of Waterbury Radio from Benjamin J. Friedman (71.4% before; 25% after) to Marshall A. Pice (38.6% before; 75% after). Consideration: $1 and forgiveness of $10,000 debt. Principals: Mr. Friedman is engineer for electrical construction company and stockholder in truck leasing company. Mr. Pice is general manager of WQOW. Ann. July 21.

- WBIF(AM) Key West, Fla. (95.9 mhz) Seeks assignment of CP from Greene & Brann & to John M. Sproul with for $7,045. Seller: Denver T. (60%) and Eugenius Brann (40%) and son Joel T. Brann. Denver T. and Eugenius Brann own 100% interest in KJIN(AM)-KICL(AM) Houmu, La. and Denver and Eugenius Brann own 40% interest in WDBT-TV TV in Miami. Bu. Sproul with has cable TV, hotel, advertising and real estate interests and owns WKWF(AM) Key West. Ann. July 21.

- WGTW(AM) Mount Donu, Fla. (1580 kHz, 5 kw D.-W) Seeking assignment of license from Florida Radio Co. to Community Broadcasting for $87,000. Seller: Houston L. Puce, chairman of the board, has interest in WACV(AM) Gainesville, WFLA(AM)-FMR Meridian, Miss., and other WPEMF(AM) Pascagoula, both Mississippi and is applicant FM in Tuscaloosa, Ala. (see above). Buyers: Matthew C. Byrne, Ronald A. Juchtel, Stephen J. Aicher, Walter D. Romanek Jr. (each 25%). Mr. Byrne is insurance salesman and director of barber supply company. Ronald Aicher is newscaster for WMIDAM(AM) Atlantic City, N.J.

- KXQO(AM) Berea, Ky. (1500 kHz, 250 w-D)—Broadcast Bureau granted assignment of license from Shain Broadcasting Co. to Pilot Broadcasting Co. for $100,000. Seller: Faye S. Shain has not acquired WEZI (AM) Williamsburg, Ky., and has interest in broadcast equipment manufacturer. Buyers: Roger M. Oliver (50%) and James C. Tillery and general sales manager of WKIS(AM) Orlando, Fla., respectively (BAL-8384). Action July 18.

- WLHN-AM-FM Lconia, N.H. (AM: 1350 kHz, 5 kw; FM: 98.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license to Condit Broadcasting Corp to WLHN Radio, which has previously been known as Condit Broadcasting Co. (BAL-8422, BALH-2142). Action July 11.

- KRNS(AM) Burns, Ore. (1230 kHz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from William I. Hampton and Paul B. Patrick to William I. Hampton, trading as KRNS Radio, for $15,000 (BAL-8431). Action July 17.


Facilities changes


- KCBX San Luis Obispo, Calif.—Broadcast Bureau granted permission to change studio and transmitter location controls to 846 Higuera. San Luis Obispo change type of trans.; makes changes in ant. system; remote control permitted (BMPED-1275). Action July 18.


- WIEL Indianapolis—Broadcast Bureau granted mod. of CP to change ant. trans.; location; change type of ant.; makes changes in transmitting equipment; remote control permitted (BMPED-1269). Action July 17.

- KMXN-TV Albuquerque, N.M.— FCC granted request of Spanish Television of New Mexico, permittee of unbuilt KMXN-TV, for waiver of rules relating to use of extended service frequencies for monitoring broadcast transmitters. Action July 22.


AM applications


- WAKX Superior, Wis.—Seeks CP to increase daytime power to 1 kw, Ann. July 23.

AM actions

- WABW Mobile, Ala.—FCC granted application by WABW inc., for authority to change daytime transmitter site of CP. Trans.: install new ant.; make change in ant. system; ERP 970 kw (H&V); height 175 ft.; condition (BMM-8535). Action July 18.

- WFXY Fairmont, N.C.—Broadcast Bureau granted mod. of CP to change trans. and ant.; makes changes in ant. system; ERP 9 kw (H&V); height 300 ft. (H&V); condition (BMH-14355). Action July 18.

- WKUL Tulsa, Okla.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 100 kw (H&V); ant. height 195 ft. (H&V) (BPH-9486). Action July 18.


FM starts

- Following stations were authorized program operating authority and granted temporary CP: WDKR-FM, Linn, Mo., for 98.1 mhz (Does. 20334-35)–Designated ALJ Thomas B. Fitzpatrick as presiding judge and scheduled hearing for October 15. Action July 17.


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### Summary of broadcasting

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<th>FCC tabulations as of June 30, 1975</th>
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<tr>
<td>Comercial AM</td>
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<td>Commercial FM</td>
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<td>Educational FM</td>
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<td>90</td>
<td>8700</td>
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<td>0</td>
<td>8902</td>
<td>0</td>
<td>8952</td>
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| Commercial TV  | 699   | 1     | 6     | 706   | 54    | 0     | 760   | 0     | 774   | 0     | 1058  |
| VHF            | 181   | 0     | 4     | 185   | 44    | 0     | 229   | 0     | 233   | 0     | 307   |
| Educational TV | 224   | 9     | 10    | 233   | 134   | 0     | 247   | 0     | 256   | 0     | 330   |
| Total TV       | 923   | 16    | 16    | 945   | 76    | 0     | 1021  | 0     | 1097  | 0     | 1515  |

**Special temporary authorization**

- Includes off-air licenses

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Waves, both for St. Charles; and florissant broadcasting Corp., florissant, competing for 97.1 mhz (DOs. 20227-9); ALJ David L. Knausser granted application for florissant broadcasting Co. for new FM in florissant. Ann. July 21.


#### FCC decisions

- KFPW-TV Fort Smith, Ark. TV proceeding and KAIT-TV Jonesboro, Ark., renewal proceeding: KFPW broadcasting Co. (DOs. 1929-21) — FCC granted petition by KFPW broadcasting Co. for prompt issuance of license to cover CP for KFPW-TV. Application for license for KFPW-TV was consolidated for hearing with application for renewal of license for KAIT-TV Jonesboro, Ark. Issues common to both applications were designated based on alleged misconduct of making payments to ABC employee. In earlier decision, FCC denied renewal of KAIT-TV, finding that licensee had participated in dishonest scheme with ABC employee to increase KAIT-TV's network compensation rate. However, FCC found that misconduct did not touch operation of KFPW-TV, and accordingly, granted application for license for that station. Action July 8.

- Dayton, Tenn., FM proceeding: Norman A. Thomas, applications of O'Conner Broadcasting Co., for temporary authorization for 104.9 mhz (DOs. 15347-8) — FCC received application by Erwin O'Conner Broadcasting Co., for review of Board decision denying O'Conner's application for new FM station in Dayton. Decision granted competing application of Norman A. Thomas. Review Board said O'Conner failed to show that his estimates were realistic or that he possessed adequate finances to assure construction and first year viability of proposed station. Action June 16.

- KFDR (AM) Grand Coulee, Wash., renewal proceeding: New Deal Broadcasting Co. (DO. 20461) — FCC granted motion by chief, Broadcast Bureau, for stay of ALJ ruling that terminated proceedings on application of New Deal Broadcasting Co. for renewal of license of KFDR Grand Coulee. Stay was granted pending FCC consideration and disposition of Broadcast Bureau appeal from termination order. Action June 16.

Other actions

- FCC proposed amending fee schedule to specify filing and grant fees f0’ O’Conner Broadcasting Co., for new station at Grand Coulee, Washington. If so, it is said current fee schedule does not provide for applications for CP for new stations and major changes in existing stations that exceed 2.5 kw power. It is therefore proposed to charge $300 filing and $2.025 grant fee for applications for new daytime-only standard broadcast stations or for major changes in existing stations requesting 2.5 kw power. For application for

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### Allocations

#### Petitions

- Radio Stations on KONO(AM) - WMC-D - FM stations in the State of Colorado, and issued a ruling that Station KSFX is making a new application for license for KONO(AM) to the FCC. Action July 17.

- KONO(AM) San Antonio, Texas - FCC granted application of Mission Central Co. for renewal of license to KONO during August 1, 1977. Renewal was conditioned on submission of applications and documents relating to KONO's employment policies and practices. Action July 17.

#### Rulemaking


- Doubleday Broadcasting Company, KITE(AM) Terrell Hills, Tex., KEXL(AM) San Antonio, Tex., KHOW-AM-FM Denver; KRIZ(AM) Phoenix; KDB(AM) St. Paul—Request that section 73.1206 be amended by addition of following language:

  Provided, that a licensee may broadcast a telephone conversation which is first recorded if (a) before broadcasting the conversation the conversation is represented as a telephone conversation, and (b) the licensee has sufficiently identified himself and the station and notified all of the parties to the conversation that the conversation has been recorded and has expressly requested the consent of all parties both to the recording and the later broadcast of the conversation, (b) all parties shall expressly consent to both the recording and the later broadcast of the conversation, and (c) the licensee shall retain a copy of the recording for at least thirty days. If such consent is not obtained, the recording shall not be retained or the conversation broadcast (RM-2571). Ann. July 25.

#### Actions

- FCC proposed new rule that would identify specialty stations and deregulate cable carriage limitations on such stations not viewed by public in general. Specialty stations broadcast predominantly religious or ethnic oriented programming or automated programming such as stock market quotations and generally have limited audiences. Action would liberalize content of signals carried on systems by allowing additional special programs, diversified programming, while at same time producing no significant impact on local television stations. Action June 16.

- FCC adopted rules permitting use of high intensity (illuminating) light for alternative to customary painting and red obstruction lighting. Commission recommended action in rulemaking notice to conform with Federal Aviation Administration standards for obstruction marking and lighting. Action July 8.

- FCC adopted rules to require inclusion of generic field strength curves for both FM and television services. In (addition) rule would integrate alternative to customary painting and red obstruction lighting. Commission recommended action in rulemaking notice to conform with Federal Aviation Administration standards for obstruction marking and lighting. Action June 16.

- FCC amended rules to include revised field strength curve criteria for AM for new stations and stations operating as new stations.

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Applications

Following applications of cable TV systems requests certified as existing operations described in the line are, TV programs for carriage:

- Priv-O-Line Cable TV of San Mateo (CAC-03575), Pima (CAC-03576), Theriot (CAC-03577) and Greenfield (CAC-03578), all Arizona: Requests certification of existing operations and to add KAZA Nogales, Ariz.

- Richey Cable, 650 E. Dufresne, Scottsdale, Ariz. 85257, for Scott St. John: Requests certification of existing operations and for an additional translator

- KPHO-TV, KAET, KOL-TV Phoenix; KATR-TV Mesa; KVDA-TV, KGUN-TV, KOLD-TV Tucson, Ariz.

- Nearby Cable Co., 51 W. Main St., Walnut Ridge, Ark., 72476, for Porti, Ark. (CAC-03383): WRCJ-TV, WMC-TV, WHBO-TV, WKN-D TV, Memphis; KATT-TV Jonesboro, Ark.; KYVS-TV Cape Girardeau, Mo.; KARK TV Little Rock, Ark.

- Peninsula Cable Television Corp. of San Mateo, for San Mateo (CAC-03593); Peninsula Cable Power, for Sunnyvale (CAC-03594) and Vista Grande Cablevision, for Daly City (CAC-03595) and Broadmoor (CAC-03596), all California: Delays KEPLA Los Angeles and add KMUJ-TV Sacramento, Calif.

- Telepromoter of Twentynine Palms, for Twentynine Palms Marine Base, Calif. (CAC-03590): Requests certification of existing operations.

- Shasta Cable TV, for Weed, Calif. (CAC-03588); Add KTLX Salyer, Calif.; KTVL Oakland, Calif.; KPIX, KBHK-TV San Francisco.


- Community TVI of Ohio, for Yorkville (CAC-03579); Tiltonsville (CAC-03580); Rayland (CAC-03581) and Glen Robbins (CAC-03582), all Ohio: Add WYTV, WKBN-TV, WMFJ Youngstown, Ohio.

- Claremore Cable Television, for Claremore, Okla. (CAC-03583): Claremore Cablevision, for Claremore, Okla.; and KMXI Cablevision, for Skiatook, Okla. (CAC-03584) and KXTV-TX Dallas.

- Oregon Cablevision, for Dallas, Ore. (CAC-03562): Requests certification of existing operations.

- Charles TV Cable System, for Aiken (CAC-03560); Pine Creek (CAC-03579), Porter township (CAC-03570), Watson township (CAC-03571) and Dunstable township (CAC-03572), all Pennsylvania: Add WPAC-TV, WPEN-TV, WHTG-AM, etc.


- Valley Cable Vision, 80 Great Hill Rd., Seymour, Conn. 06483, for Bethany, Conn. (CAC-03573); WNBH-TV New Britain, WFSB-TV, WHCT-TV, WEDH-HF Hartford; WTNH New Haven; WATR-TV Waterbury; WEDF Bridgeport, all Connecticut; WCBS-TV, WNBCTV, WNEW-TV, WFOR-TV, WABC-TV, WPIX, WNYC-TV New York; WNET-TV, New York; Watzl TV, Petersburg, Virginia; and WNBC Philadelphia, WTVN Columbus, all New Jersey.

- Warner Cable of Winter Haven, for Lake Alfred, Fla. (CAC-03586): Requests certification of existing operations.

- OkAirCo Inc., for Oakedgecherry county, Fla. (CAC-03190): Add WTVG St. Petersburg, WTVI Miami; WSWB-TV Orlando, all Florida.


- Cable TV of Acadiana, for Eunice, La. (CAC-03580): Requests certification of existing operations.

- Telecab Communications Corp., Box 580, Baltimore, Md. 21208, for Tappan, Md. (CAC-03565): WBGC-TV, WCBP-Salisbury, Md.; WTRC-TV, WTTG, WMA-CB Washington; WRL-SW Washington; WBAL-TV, WMAR-TV, WJZ-TV, WMPC Baltimore.

- Warner Cable of Ashworth County, for Rock Port, Mo. (CAC-03587): Requests certification of existing operations.

- Kenton Cablevision, 150 Liberty Bank Blvd., Buffalo, N.Y. 14202, for Tonawanda (CAC-03566) and Kenmore (CAC-03567), both New York: WKBW-TV, WBEN-TV, WKBW-TV, WNYT, WNET-WXII Buffalo, N.Y.: CBFL, CFTO-TV, CBLFT, CICA-TV Buffalo.

Cablevision certifications

- CATV Bureau granted following operators of cable TV systems for certification of compliance:

- Diversified Communications, Norway, Me. (CAC-02914); Johnstown Cable TV, Brownstown borough (CAC-02111); Connoquah township (CAC-02112); Franklin borough (CAC-02113); Fortuna borough (CAC-02114); Delaware county (CAC-02115); Upper Yoder township (CAC-02116); Lower Yoder township (CAC-02117); Westmore borough (CAC-02118); Southwick township (CAC-02119); Westfield township (CAC-02120); Stonycreek township (CAC-02121); Richfield township (CAC-02122); Geistown borough (CAC-02123); East Bloomington (CAC-02124) and West Taylor township (CAC-02125), all Pennsylvania: Imperial Cable TV, Imperial, Pa. (CAC-04471); Frederick County Cablevision, Frederick, Md. (CAC-04934); Master Cable TV Cablevision Systems, Seattle (CAC-04434); Community Telecable of Seattle, Auburn, Wash. (CAC-04435); and Community Cable Communications, unincorporated areas of northeastern portion of county, Pa. (CAC-04944); S. Landry Cable TV, Oceanoos (CAC-05117) and Ward's 1 and 5 of St. Louis, Mo., St. Louis Cablevision, Kansas City, Mo.; Beech Creek Cable TV Systems, Beech Creek borough (CAC-05140); Liberty township (CAC-05141) and Beech Creek town (CAC-05140), all Pennsylvania; Mount Vernon Cablevision, Mount Vernon, Ohio (CAC-05153); TV Cable Systems, Cambridge, Ohio (CAC-05153); West Piercy county (CAC-05180); Peninsula (CAC-05190), East Pierce county (CAC-05191); Firecrest (CAC-05192); File (CAC-05193); Summer (CAC-05194); Firecrest (CAC-05195) and South King county (CAC-05197), all Washington.


- Louisville, Ky. - FCC granted application of River City Cablevision for new translator for WAVE-TV, WHAS-TV, WLKY-TV, WDRB-TV, WBCP-TV and WJKY, WLJ, Louisville, WTTV Bloomington, Ind., and WJOP, Fort Wayne, Ind., respectively. (CAC-05178). Louisville, Ky. is 38th market to be granted a translator, and in event system replaced to carry that signal, it would be under appropriate certificate of compliance. Action July 23.

Other actions

- Meadville, Pa. - FCC rejected supplement to petition for rule of non-duplication rules by Meadville Master Antenna. Request had been opposed by Great Atlantic & Pacific Tea Co. and Bell Atlantic, Pa. Commission also vacated its June 24 stay of decision denying waiver to cable operator. Decision becomes effective upon order, and requires Meadville system to provide WTCU-TV with protection against duplication of network programming owned by WYTV-TV Youngstown, Ohio. Action July 16.

- Wilkes Barre-Scranton, Pa. - FCC denied petition by NEP Communications, WNEP-TV Scranton and WBRE-TV, Wilkes Barre, Pa. for a station in Wilkes-Barre-Scranton TV market. Petition was for new translator under rules as they existed prior to FCC's original proposal of carriage of WIXX-TV was permissible and, in event system replaced to carry that signal, it would be under appropriate certificate of compliance. Action July 23.
Help Wanted Management

Excelling in the area of sales/station management opportunities for outstanding account executives and managers. Pay, promotions commensurate with performance. Box G-185, BROADCASTING.

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

Step up - to sales management. Western Pennsylvania MOR looking for outstanding account executive who can handle and service a list. Must be able to direct and motivate crews of sales people. This is an excellent opportunity for the right individual. Resume and billing track record to Box H-28, BROADCASTING.

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

Help Wanted Sales

Account Executive, Illinois Medium Market. We are looking for an aggressive sales executive, male or female, in small market that is ready to move up. Our company offers fringe benefits and a chance to make money. Equal Opportunity Employer. Send resume, sales history to Box H-13, BROADCASTING.

Sales Representative. With experience and a proven broadcast advertising sales record for top ten east coast major market radio station, preferably with college degree or equivalent work experience. Must be self starter and highly motivated. An Equal Opportunity Employer M/F. Send resumes to Box H-52, BROADCASTING.

Aggressive station looking for salesperson who wants to move up to large market or who wants to leave the big city to bring up family in a beautiful vacationland where there are no big city problems. Midwest applicants only. Contact Charlie Persons, KYBV, Brainerd, MN 65601.

Immediate Opening. Wanted Experienced dynamic salesperson - South Central Indiana AM & FM station. No. 1 in market. Established account list. Excellent opportunity and employee benefits. Great community of 30,000 to live in. Send resume to WCSI Radio Station, Attn: Mike Bova, Jr., Box 709, Columbus, IN 47201.

Sales Director with excellent sales background. Only aggressive person with strong sales skills apply. References required. Contact Betty Smith, WJIZ Radio, P.O. Box 545, Albany, GA 31702. No phone calls.

Market leader needs self-starting salesperson experience in RAB sales abilities. Good ideas producing lasting accounts on station with terrific track record of performance. Start 5:30-10:00. Send resume to Jim Closson, WROW, Roanoke, VA.

Sales representative for bold area accounts. Some announcing/production, copy too. Base, commission & benefits. Contact Ron Swanson 402-463-1314, EOE/ M/F.

Pro-Sales Representative wanted-Add to your existing product-lines to call on Radio-TV stations, advertising agencies and direct accounts, with a quality line of audio products. We are a well-established production offering a broad-based comprehensible pay plan. Applicants need not apply. Contact L. Daniel Flynn at 517-879-2430. Call collect.

Help Wanted Announcers

Radio as a career? Willing to learn all facets of radio? Mated persons preferred. First ticket required. If interested contact program director, Doc DeVore. KPOW, Box 966, Powell, WY 82435. An Equal Opportunity Employer.

Announcer for aggressive MOR music station in beautiful vacationland where there are no big city problems. Requires conversational DJ format and more than three years experience. No beginners. Midwest applicants only. Contact Charlie Persons, KVBR, Brainerd, MN 65601.

Cape Cod 50,000 watt Stereo, wants mature person with super commercial production, excellent news reading ability capable of working with limited talk. Proven all gold MOR format. Send tape & resume to Herb Andrews, WCBS, Falmouth, MA 02540.

WHYN, Springfield, Massachusetts, looking for part time AM rock easy listening announcer. Flexible hours most available to college student or other within driving distance. TV booth work also available. Send tape and resume to Robert R. Chares, Program Director, WHYN, Springfield, MA.

Florida coastal MOR station has opening for personality morning person who wants above average pay and great place to live. Big growth market with stable economy. Opportunity for advancement. No hotheads. Must be able to attract and hold majority audience which has made this station leader for past 25 years. Shift: 6-9 AM and 11-1:30 PM Monday through Saturday. Plus hour on Sunday. Salary. Send tape and resume with required starting salary to Bob Haa, WIRA, Fort Pierce, FL, Equal Opportunity Employer.

Help Wanted. We are Country Western No. 1 in a 6 station market. We are ready to hire two people. One must be experienced in all phases of radio, DJ, sales, production. This person will be Program Director. When he/she proves himself/she will become assistant manager. Second person can be a little less experienced but must be able to do good air shift, sales, and eager to learn. Starting salary will depend on ability but the right person can go far with us. We will not consider driller/drunkies, both people must be honest, sincere, neat, and have desire to make money and work in pleasant atmosphere. If you think you qualify contact Vernon Arnold, Manager. Vice President, WJEM, Vaidosta, GA. 912-242-1555.


MOR Contemporary adult. AM needs bright, knowledgeable announcer. Resume. Tape to Glenn Giever, WNNJ, Newton, NJ 07860.

Combo announcer-news/woman with third ticket, Pro only. Non-personality good music station. 40 hour week. AFTRA shop. Tape, resume, salary requirements to: Program Director, WROW, 341 Northern Boulevard, Albany, NY 12204. No phone calls. Equal Opportunity Employer.

Mature MOR announcer: CBS MOR/Contemporary station in 100,000 plus market. Seeking announcer for afternoon drive program. Two years experience preferred. Excellent benefits. Rush resume and 7/16 IPS tape with commercials and delivery to MOR format & Program Director, Radio Station WSOY, PO. Box 2250, Decatur, IL 62532.

Small progressive Ohio market needs evening C&W personality. Pleasant community near tourist lake. WSRO AM FM, Hillsboro, OH.


Help Wanted Technical

Chief Engineer for group owned New York State AM directional and FM. Desire individual with directional antenna knowledge and ability to work with staff. Degree desirable. First phone necessary, Salary commensurate with qualifications. Reply in confidence. Equal Opportunity Employer M/F. Box G-171, BROADCASTING.

Midwest Drake programed Stereo operation in dual city market needs an operations engineer who can pull weight in production and programming. Must understand automation and audio, midwest location, lot of recreation areas, station has top equipment, all new. Salary open to qualified person who has drive and is self-starter. Box H-24, BROADCASTING.

Help Wanted Programing, Production, Others

Midwest Drake programed Stereo operation in dual city market needs an operations engineer who can pull weight in production and programming. Must understand automation and audio, midwest location, lot of recreation areas, station has top equipment, all new. Salary open to qualified person who has drive and is self-starter. Box H-24, BROADCASTING.
Help Wanted Programming, Production, Others Continued

Two openings. Need Program Director and Production Manager. Both must have extensive announcing experience. One play-by-play. Professionals only please. Must be tongue tied. Good pay, excellent benefits - good opportunity. Send tape and resume to Dudley Walker, KEBERKO Radio, PO Box 1848, Racine, WI 53405. Phone 442-586-2211.

Attention experienced country music Program Directors: We now have an opening, good salary, excellent fringe benefits, multi-station owner affording plenty of chance for advancement. Please send taped resume and resume to WWVA Radio, 1015 Main Street, Wheeling, WV 26003. An Equal Opportunity Employer.

Mid-America University of 7,000 students needs versatile, energetic, imaginative TV/radio news specialist. TV experience desired. Must have initial, mature judgment, ability to work with administrators, faculty, staff and students in developing timely TV and radio news reports to area electronic media. Salary range: $5,800 to $10,000. Send resume to: Director of Information Station with underdeveloped, Murray State University, Murray, KY 42071.

Ohio public radio station seeks a qualified applicant for radio production manager to begin September 1, 1975. Production of local programing of cultural, educational and informational interest. Annual salary of $39,900. Experienced in all phases of radio production. B.A. and third class FCC license with broadcst endorsement required. M.A. desired. Submit audition tape in addition to resume to: Dr. Ernest Phelps, Director of Telecommunications, Miami University, Oxford, OH 45056. An Equal Opportunity Employer.

Situations Wanted Management

Profit conscious, problem solver, strong sales achievement. Young broadcaster seeks GM position in small/medium market. Prefer SE coastal location. Box G-154, BROADCASTING.

Successful major market programmer would like to return to small to medium market in management. Prefer 3rd phone and 3rd class license. Box G-173, BROADCASTING.

Christian experience includes management, sales, programming. Box G-178, BROADCASTING.


Situations Wanted Sales

A "Full Service Broadcaster" experienced in sales management, extensive programing, production experience on both broadcast and print. Looking forward to an opportunity to work with an established news/talk station. 3 year experience in sales/sales manager position. Excellent ratings. Award winning talent. Box H-39, BROADCASTING.

Boss says I'm his best salesman ever. Ready for bigger market. SM duties. Box H-11, BROADCASTING.

Newspaper Account Executive desires to return to broadcasting 1 year commercial, 4 years non-commercial experience. University graduate, excellent phone, sales or sales/sales duties done. Box H-48, BROADCASTING.


First phone, 3 years experience. Prefer sales but will do all! Phone Doug Hamby 502-683-0747.

Situations Wanted Announcers

Dependable asst. PD with first looking for Top 40/rock position. Not afraid to work. Box G-135, BROADCASTING.

Versatile 6 year pro desiring medium to major overnigh. Top 40/hot progressive. Small 3rd, will relocate. 203-397-1813, Box G-183, BROADCASTING.

Hats, I wear many. Currently 50,000 market commercial announcer with extensive radio/television experience. Responsibilities:商报 with, family fully experienced all broadcast operations. Let's talk a lengthy relationship. Box G-202, BROADCASTING.

Once upon a time there was a town inhabited by grumpy, grouchy folks who hailed from the Badlands. Then, one day, a friendly morning man arrived. He was so consistently warm, often funny and very versatile. Soon everyone began listening and smiling, especially the DJ (his ratings were superb). Make your town a happy one. Write today. Personality Top-40's. California preferred. Box H-1, BROADCASTING.

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


Stop Unemployment! A talented pro is very available. Please hurry! I have no food! Box H-8, BROADCASTING.

I do everything! 6-9 personaily, great copy, outstanding production, and top salesman. Third phone with experience. Married, BA, want radio, or TV job in Carolinas. I'm a bargain. Box H-19, BROADCASTING.

Morning communicator. Currently No. 1 rated morning show in medium market, also 4 years as chief engineer. 2 years as news director, and 2 years as communicator. Married, 1st phone, stable, l'ts talk, resume, air, and photo from Box H-31, BROADCASTING.

Experienced PD, MD, DJ in one of most respected medium markets in U.S. Have done morning personality show, reported to trades. Prefer Southeast. Box H-33, BROADCASTING.

Talented female seeks first opportunity. Professionally trained. 3rd phone, light board, excellent musicnews. All secretarial skills, 23, single, car. Anxious to work hard. Box H-34, BROADCASTING.

Hardworking DJ (third phone endorsed, light board, experienced. Looking for break. Will travel. Box H-39, BROADCASTING.

3rd phone, endorsed. College training, some experience, go anywhere. Box H-49, BROADCASTING.

Praise God! Christian jock looking to serve the Lord and grow in life selling. Three years exp. at one station; easy, MOR, rock and progressive shifts. Married, willing to relocate as the Spirit directs. Resume, et al on request. Box H-54, BROADCASTING.

Situations Wanted Sales Continued

Situations Wanted Announcers Continued

Young man seeks position in T & O or broadcasting. Resume upon request. Contact Chris Sardo, 2633 Shendoah, St. Louis, MO 63104.

3 year radio man seeks stable announcer or announcer's sales position. Available now. Bill Smith 516-731-6168.


Wanted: Contemporary MOR or Top 40. Experienced. Box 71, Park Forest, IL 60068.


1st phone CIE grad. 6 yrs soul exp. Baltimore or DC. Use my stingy for your thing. Mosque, 4907 Chadleon Rd., B-1, Baltimore 21207, 301-488-1822.


First phone announcer-DJ. Mature, sober, middle age pro. Excellent ratings. Award winning talent. B.F.M. TV experience. Phone 405-807-3984 after 6:30 PM CDT. Write P.O. Box 951, Chickasha, OK, 73018.

Female DJ into music, good boardwork and production. 3rd endorsed. AA in radio broadcasting. 3 years air experience in tree form, progressive rock, blues, jazz, C&W, MOR formats. Will relocate. Denise Tow, 18392 Candleight., Whittier, CA, 90604, 213-943-1522.

Hate the Vett! Sach to Rock, sold and taught 40 yrs old family man with mature voice, 14 yr. track record, prefers morning man, sales in medium or major market, Gulf or Midwest preferred. Dependable. Richard Gies, 701 E. Lafayette, Ionia, MI, 48846.


Willing to work hard, good voice, original and witty production, will relocate. Give me a break. Randy Throp, 906 West Seventh, Hastings, NE, 68901. 402-453-3724.

First phone announcer, news, sales, seeks challenging small market opportunity, western U.S. Shift plus sales, production, 24, good voice, good ideas. Paul Berliner, 253 Grant Ave. San Francisco, CA 94108.

Jock, M.D., Newsman, 1yr experience, 3rd endorses seeks position in small medium mkt station in New England area only! Extensive record library. Call Dave Macaulay, 617-922-0758 or write to 6 Willow St., Beverly, MA 01915.

DJ 1yr experience seeks position with small to medium market station. 3rd endorsed. Steve Demchik, 162 S. W. Lafayette, Norristown, Pa. 19401. 215-279-0362.

Will do excellent job for you as DJ, newsman, writer. Contact Bob Jacobs, 266 University Place, Port Chester, NY, 10573. Phone 914-939-5714.
Situations Wanted News

First phone, seven years experience, 5 years last employer, progressive or Top 40 on West Coast, will relocate. Call 1-702-648-1832.


Experienced 3rd phone announcer seeks home at contmp. MO, or competitive market. Have background in most aspects of business. Chuck 507-474-2774.


first phone Top ratings, top markets. 20 years, all formats. Play by play. Melton, 35758 Ivy. Yuccupa, CA. 714-797-9886.


Situations Wanted News


Words craftman, literate reporter. Experience, awards. News people care about; listen to. Box H-40, BROADCASTING.

Highly experienced, take charge news director. Tired of cause. and forced awareness. Seeking solid, major-market medium operation. 1st phone. sound ideas, big voice. Consider telephone talkshow, sports, programing. Box H-41, BROADCASTING.

Sports Director with excellent PBP, sportscasting, commentary. Four years. Available in September. Box H-42, BROADCASTING.

I can still get your audience to sit up and listen. News-sports reporter. 1 year experience. Rod Morrison, 23 Harnett Avenue, Belmont, MA. 817-484-2069.


Situations Wanted Programing, Production, Others

Program Director: One of the best, creative, a motivator, positive. Successful at Rock and Country. I'm stable, employed, experienced, and worth it. Box G-191, BROADCASTING.

Experienced producer/director/writer. 16 yrs. experience. Agency Creative Director - Heavy on sports, News, production. BA in RTVF. Want stable location. Box H-44, BROADCASTING.

Experienced Programer. Major market jock desires contemporary Top 40 or FM rocker in competitive medium or medium market. College grade plus research background. Box H-53, BROADCASTING.

Could you use a young black woman with a Spanish surname who speaks 18 different languages? I hope not, because I could use her job. They fou remember them? Say I'm imaginative and resourceful. Creative production that gets attention and sells is what we're really talking about. Presently employed major market pro seeks new opportunity with good people with whom to grow. 215-563-1739.

Present station changed format. Looking for program directorship at country format station. 815-933-9886.

Major market (Miami, Cleve) contemporary personality sick of rat race. Wants to settle in small or medium market as PD. 703-323-5060.

TELEVISION

Help Wanted Management


Marketing Manager with broadcasting or financial background. Work with President of Pay TV firm. located in N.Y.C. Some travel. Ability to negotiate with top management. Salary commensurate. Send resume to Telemedia Production Services, 50 East 42nd St., N.Y. 10017.

Help Wanted Sales

Sales Research Director for Florida TV station. Station rep or agency experience desirable. Familiarity with syndicated research necessary. Excellent opportunity with group owned station. Equal Opportunity Employer. M/F. Reply to Box H-48, BROADCASTING. Salesman.

Help Wanted Technical

Heavy RCA VTR & studio camera maintenance engineer wanted: Good working conditions with growing Number One rated station in the southeast. Send resume and salary requirements. Box G-169, BROADCASTING.

Television antenna specialist Field Service Applicant must have an electronics background. We are prepared to train applicant (3 to 6 months) in the fundamentals of antenna design and fabrication. In addition to base salary applicant will receive additional compensation for working at the unusual height as required to TV antenna installations. Applicant must be willing to travel and be physically fit to climb television towers. Traveling expenses are reimbursable per the company's standard policy. Box H-10, BROADCASTING.

The following positions are available for late August: TV transmitter maintenance technician. First Class license and experience necessary. Two TV studio technicians. First Class license and experience preferred. Contact Chief Engineer, WNAC-TV, Boston, An Equal Opportunity Employer M/F.

Expanding television operation requires four (4) engineering staff assistants immediately. Duties include studio maintenance and assistance in building new facilities. First phone required. Reply via air mail with resume and references to: John Koch, CE, WSVI-TV, Box Y, Christianssted, St. Croix, US Virgin Islands, 00850. Tel: 963-8378.

TV Broadcast Technician. 1st class license; minimum 6 months experience in broadcast or production operation, maintenance or repair of commercial or public Television equipment. $9.432 with shift differential. Contact H.S. Hendrickson, Atlanta Public Schools Personnel, 232 Pryor St., S.W., Atlanta, 30303. 404-525-6505. Applications must be postmarked no later than August 22.

TV Mobile Chief Engineer. Shirseyslive type, California's fastest growing mobile company needs fully qualified man with PC70's, AVR2's and Ampex 3000. Editing experience helpful. Contact Messrs. Stevens or Sommer, 714-212-7292.

Engineer, 1st class license. Minimum 1 year experience in TV broadcast or production operation and maintenance. New color, equipment. 312-108. Contact H.S. Hendrickson, Atlanta Public Schools Personnel, 232 Pryor St., S.W., Atlanta, 30303. 404-525-6505. Applications must be postmarked no later than August 15.

Help Wanted News

News anchor, sports and weather for medium size midwest market. May involve some travel. Must. Send resume and availability. Salary open, request for audition tape immediately follows receipt of resume. Looking for more than pretty faces, need involvement. Box G-127, BROADCASTING.

Help Wanted News


News producer is large eastern market must be strong on-air talent. Excellent visual production ability. An Equal Opportunity Employer. Box H-18, BROADCASTING.

Assignment Editor. Midwest Market. Experience mandatory. Send resume to Box H-32, BROADCASTING.

Anchor 6 and 11 PM Florida VHF network affiliate. Immediate opening, experience required. Equal Opportunity Employer. Send resume and salary requirements to Box H-56, BROADCASTING.

Help Wanted Programing, Production, Others

Experienced TV-Radio oriented professional to head major northeast University News-Media Relations office. Will supervise and train personnel in all media and have major PR input. Must have solid administrative background: experience in writing, film, vtr production, and media contact ability. Minimum five year experience and college degree. Excellent benefits and environment. Box H-14, BROADCASTING.

Production Manager, TV and film, Community PTV, top 50 market, Great Lakes region. Minimum 8 years experience in all phases of TV production and staff supervision. Equal Opportunity Employer. Send full resume including availability, salary required, references. Box H-38, BROADCASTING.

Position open: TV producer/director for University Division of Public Information Office, Mississippi State University. Multiple duties involving planning, scripting, directing, and editing of information programs. Possible work with local program. Professional experience and/or academic background desired. Contact: H.T. DeKay, Division of Public Information, Drawer 5328, MSU, Mississippi State, MS, 39762, 601-325-5873.

Situations Wanted Management

Profit minded top television account executive wants first management position. Young, Degree. Employed. Box H-37, BROADCASTING.

General Sales Manager. Excellent reputation coast to coast. Will build your revenue and your people. Box H-50, BROADCASTING.

Situations Wanted Technical

Chief Engineer thoroughly experienced. Looking to move up. Box G-166, BROADCASTING.

Situations Wanted News

Experienced photo-journalist. Six years TV newsfilm, three as Chief Photographer. Worked all phases newsfilm, including processing and quality control. Inquire Box G-7, BROADCASTING.

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Broadcasting Aug 4, 1975 61
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The Town and Village of Marcellus, in Onondaga County, New York invite applications for a Cable Television franchise. Applications shall be prepared and submitted before 5:00 p.m., Monday, October 6, 1975. In accordance with a "Request For Proposals" available from the undersigned. A copy of each application received will be available for public inspection during normal business hours at the Town Clerk's Office, 19 East Main Street, Marcellus, New York. Following the public opening of all applications at 5:00 p.m. October 6, 1975, Sarah Hetlinger, Town Clerk, can be reached at 315/873-3289.

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Suburban's Robert Hilker: out on business

Robert Hilker is a businessman. Business for him is eight radio stations in North Carolina and Virginia, collectively called the Suburban Radio Group, over which he presides. Business is also the Radio Information Office Committee of the National Association of Broadcasters, of which he is chairman, and the NAB radio board, on which he is a director. And business is three Wiener King franchises that he and a partner own in North Carolina (Wiener King will one day be to hot dogs what McDonalds is to hamburgers, he hopes). More business is a couple of apartment buildings he and a partner own in his hometown of Belmont, N.C.

There is more than enough business in that small empire to keep one man occupied, so if one were to phone him and be told “Mr. Hilker is out on business,” one could accept that at face value. But chances are Mr. Hilker has just played a small joke on the caller. “Mr. Hilker is out on business” on Saturdays, even Sundays. He’s obsessed, one might think. Well, not exactly. “Business,” it seems, is the name of his business. For 30 years of pontooned pleasure he navigates up and down the lake by his home in Belmont. Business and “Business” are the compulsions of Robert Hilker.

It may be into hot dogs and real estate, but the hat Mr. Hilker wears most is the one he’s worn for over 30 years—that of broadcaster. He actively manages WCCG(AM) Belmont, which he put on the air in 1954. He began his broadcasting career as a Boy Scout in 1942, when he auditioned for and won an announcing spot on a local radio station in his native Winston-Salem, N.C., reading the local Boy Scout news on a weekly 15-minute program. That hooked him. While still in high school, he worked as an engineer at WAIR(AM) Winston-Salem. Aged 17 and graduated from high school, he became an electrician in the Navy. There he prepared himself for the first-class radio telephone license exam, which he passed on leaving the Navy two years later.

Having worked as engineer and announced at a number of radio stations in and around North Carolina, Mr. Hilker decided in 1954 the time was right to go into business for himself. So in that year he rounded up some solid citizen backers and put WCCG on the air. He expanded year by year until the stations in his group numbered 10—seven AM’s and three FM’s. He has since dropped two—one in Winston-Salem, another in Greensboro, N.C.—because the markets were bigger than he likes to serve.

All of the stations in the group are in suburbs of larger markets (hence the title, Suburban Radio Group). Belmont, for example, is on the outskirts of Charlotte. “But I think Charlotte has enough coverage,” Mr. Hilker said, so he tailors WCCG’s programming just to Belmont, which has a population of 5,000. And that is the way of all the other stations in the group. On a market-size continuum, moving from large to medium to small, Mr. Hilker says all his service areas fall off the small end. “Ridiculous” is his word for them.

But “ridiculous” is the only size market Mr. Hilker is interested in serving. That is the size “where we can really be a part of the community.” During his climb up the broadcasting ladder, Mr. Hilker tried working in a big town, serving as an engineer at WTOP-AM-FM in Washington in 1952, but he stayed just long enough to satisfy himself that he did not like the major markets. “I’m too much of a country boy.”

Personal involvement of the group’s managers in community affairs is company policy. The result is good for the community and good for business, Mr. Hilker says. His own civic laurels include the past presidency of the Belmont Merchants Association, the past presidency of the local Kiwanis Club, current presidency of the Belmont Chamber of Commerce. He is also publicity chairman for the county unit of the American Cancer Society.

Mr. Hilker enjoys the freedom small-market stations have to become personally involved in their communities. The larger market stations “don’t have time for individuals,” he says. But in the small market, there is nothing to equal that “feeling of satisfaction when you can help things,” using the station, for example, to rally the community to the aid of a family whose house has burned down, he said. “They [the listeners] trust you and you trust them.” He enjoys it, too, “when you walk downtown and people know who you are... Life is easier here and a lot more fun.”

Mr. Hilker has entertained thoughts of getting involved with television, but he is first a radio man. As chairman of the NAB R10 committee since 1973, it has been his mission to “see that radio gets a fair shake,” and he is convinced that more than ever it is getting one. For too long, he says, radio’s fate was too closely tied to TV’s, especially on government regulatory issues. He thinks, for example, that “radio got taken down the drain” with television when Congress voted to ban cigarette advertising on the air. And although the feeling that NAB was slighting radio “wasn’t true as much as people thought,” the NAB has nevertheless increased its attention to radio’s problems and is now working “darn hard” for radio, in his view.

Talking to Mr. Hilker’s colleagues in Washington and at home, one would have to listen a long time to hear a disparaging word about the man. They talk about how he “came up the hard way,” how he is “really respected” in the radio business. He, on the other hand, has nothing but admiration for his colleagues, his station managers especially, all of whom have been promoted from within the company.

By the way, his boat, “Business,” is actually “Business II.” “Business” sank, but business is booming.
Ducking the issue

The FCC's order for a hearing on the proposed transfer of the Washington Star and its associated broadcast properties was, to put the best face on it, an act of temporizing. The commission put off the difficult decision of whether to waive its crossownership rules, perhaps long enough to make the decision unnecessary. In the application that was filed eight months ago, with a request for expedient action, the transfer was described as essential to save the failing newspaper.

The FCC's handling of the Star waiver request has been of a piece with its issuance of the crossownership rules themselves, about two months after the Star transfer application had been tendered. In the rules, the FCC outlawed monopoly ownerships of co-located newspapers and broadcast stations, of which it found 16 in small towns, and prohibited future acquisitions or creations of co-located cross ownerships anywhere. Those were concessions to pressures from professional antitrust types in the Department of Justice and liberal legislators on the Hill and were made in the utter absence of any showing of social or economic harm from co-located common ownerships in the 16 communities designated for divestiture or elsewhere. The Star is seeking a waiver of the rule prohibiting existing cross ownerships from being sold intact.

In all of this there has been more a bending to prevailing political winds than a search or even regard for reasoned policy. All of the cross ownerships that the FCC has decreed to be broken up by divestiture or attrition were originally created with the approval of the FCC. And the agency has made that 180-degree turn in government policy only on the vague argument that cross ownerships are somehow bad. It has ignored a mound of expensive and professional research showing that in many ways cross ownerships have added to the vigor and multiplicity of mass communications.

The ultimate irony—which would probably be lost on the Star's stockholders—would come if, in the prolonging of the Star's agony, Washington became a one-newspaper town. Now that would be a testimonial to FCC policy in action.

Welfare at the top

The recording artists and labels that have been lobbying for a broadcast performance royalty are making more progress than broadcasters are making at this stage of legislative development. As reported here a week ago, hearings before Senate and House copyright subcommittees turned up far more testimony in favor of the new recording right than against it.

Not the least disquieting testimony came from Nancy Hanks, chairman of the National Endowment for the Arts, who claimed to speak for the Ford administration in supporting the legislation. Unless higher officials disclaim it, Miss Hanks's statement would suggest that Senator Hugh Scott (R-Pa.), the Senate's minority leader and indefatigable advocate of the new performing right, has cashed in one of his many chits at the White House.

Miss Hanks, as a patron of the less popular arts, put in a plea for a distribution of the proposed royalties to the performers and producers of works that are failures in the market, the "symphonic, folk, operatic or other musicians involved in the creation of artistic works which...do not have, at this time at least, the ability to generate mass sales."

Miss Hanks was merely putting a cultural twist on the advocates' pitch that the recording royalties are needed to augment the pay of ordinary performers who work for union scale. That pitch is, of course, wholly fallacious.

As broadcasters have pointed out, the Scott bill and its House counterpart would only make the rich performers richer. Royalties would be paid on the basis of performances and would therefore go in largest amounts to the most popular artists whose records got the most airplay. Those, as even Senator Scott must understand, are already among the highest paid performers in any medium. Not only that, many artists own their own record labels and would thus get double pay under the legislation's contemplated division of royalties 50-50 between performers and recording companies.

The new recording royalty may very well be reported out of the subcommittees and perhaps the parent committees in both Senate and House. That means the broadcasters' fight must be eventually won on the floor. They have no time to lose in making their positions known to their representatives.

Case by case

Richard Nixon's apparent willingness to be interviewed for pay has brought back into debate the question of whether he should be, and with that question comes the larger one of checkbook journalism in general.

Let us say first that there are areas in which it would be foolhardiness of the highest order for any news organization to make payments. Hard news is obviously in that category. There may also be areas where payment would unquestionably be in order, although offhand we can think of none. Having ruled hard news off limits, we suspect most of the remaining cases will fall into the cloudy area where decisions must be made one by one and can go—and be defended—either way.

The current Nixon question, it seems to us, is such a case. Dick Salant of CBS News has concluded he was wrong in approving payments for the H.R. Haldeman and G. Gordon Liddy interviews that were broadcast some months ago and says he won't make that mistake again. Dick Wald of NBC News is willing to pay Mr. Nixon—if everything else can be worked out—on the theory that these interviews would be "memoirs," for which authors are traditionally paid.

It might be noted that the memoirs rationale figured prominently in Mr. Salant's original decision in the Haldeman case—a fact we recall not to defend or find fault with the argument, but to underline the essential difficulty of the question and the absence, except in blatant cases, of easy answers to it. Like much else in journalism, it has to be a matter for individual judgment.
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