Getting a fix on fall in TV billings
Pay cable: on the launching pad and counting

Making big news in the Twin Cities, because Eyewitness News at 10 p.m. is No. 1, Mon.-Fri., in every major demographic of both Arbitron and Nielsen. In fact, Eyewitness News swept 21 of 21 Arbitron categories and 22 of 24 Nielsen classifications. And we're still gaining on the market. In adults 18-49, for example, Mon.-Sun., we average 194,000 viewers (up 24% from a year ago) compared to 140,000 for the next highest station, according to ARB.

So make new gains in your media strategy. Choose KSTP-TV with anchorman Ron Magers, sportscaster Tom Ryther and weatherman-meteorologist Dr. Walt Lyons. No. 1 and gaining.

EYEWITNESS NEWS
KSTP-TV
MINNEAPOLIS·ST. PAUL
The most remarkable success story in radio history is unfolding in Miami. WINZ, bumping along in 22nd place in morning drive time, sky-rocketed into first in less than a month, after switching to NBC News & Information Service.

Read the WINZ story on the facing page, first in a series about what NIS is doing all across America.
"Going from 22nd place in our last ARB to first place in a special Hooper—and doing it in only 26 days—well, it's just incredible! And this is one of the most hotly contested radio markets. Wow, does

That's Dick Caspi, manager of WINZ in Cleveland, about NIS—the new, all-news service.

Designed to fuse community coverage of the resources of the world's largest broadcasting organization—foreground reports on the world

Meanwhile, the best of both worlds.

returns are in from Cleveland, too. They report gains for the market from rock or hits, as always.

nagement, that elusive community factor, it when a station becomes NIS outlet.

medium markets and—NIS works.

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

Source: ARB: Apr-May 1975, 6am-10am. Chicago and Cleveland Hoopers: July 7-11, 1975, 7am-10am. Miami Hooper: July 14-18, 1975, 7am-10am. Subject to qualifications available on request.
Hardee's

Hard sell for fast food □ Hardee's Inc. is set to serve its most extensive spot TV and radio spread this week, advertising in about 75 markets throughout the country. Initial flight is being placed by Benton & Bowles, Hardee's agency since last March, and will run through December. Theme of campaign is "Hello Hardee's!" and different versions of the popular song, "Hello Dolly!" are used in TV and radio commercials that cater to adults (for example, "Hello, Hardee's, well, hello, Hardee's, it's so nice to have a place where we belong... "). Four different TV spots are aimed at children and are a combination of animation and live action. Hardee's advertising is directed to entire family.

Rainy season □ Londontown Manufacturing Co., Baltimore, on behalf of London Fog rainwear, will break spot TV and radio campaign this fall in substantial list of markets. Spot TV set to begin in late September and continue through mid-November; spot radio will start in mid-October and last for different periods, depending on market. AC&R Advertising, New York, is seeking adults, 25 to 49.

How sweet it is □ Planters-Curtiss Confectionery Division of Standard Brands, Chicago, will sweeten spot TV this fall with four-week spree in large number of markets in support of Baby Ruth and Butterfinger candy bars. Lee King & Partners, Chicago, is targeting its commercials to women 18-49, teenagers and children 6-11.

Organic □ Rising interest in "natural" or granola-like cereals is reflected in spot TV campaign for Pet's Heartland cereal, beginning today in many major and secondary markets. Spots are being bought by Haworth, Chicago, and will run at least four weeks. They will be fringe 30's aimed at women 25-54.

General Mills in cereal act □ Adding to wave of TV spots for cereal products will be General Mills campaign for relatively new BucWheats pre-sweetened cereal. Campaign will begin Aug. 25 and run for four weeks in wide range of national markets. Spots, early and late fringe 30's being bought by Campbell-Mithun, Minneapolis, will emphasize both nutritional value and maple flavor of cereal. Target audience is women 25-54.

And Kellogg's, too □ Kellogg begins spot TV campaign this week that will bring spots for several cereal products into markets nationwide. Spots for Product 19, emphasizing cereal's nutritional value, will run six weeks in long list of major markets. Leo Burnett, Chicago, agency for Kellogg, is buying daytime, prime, and early and late fringe 30's aiming at women over 35. Business is already being placed for 13-week campaign to begin Oct. 27 for several of Kellogg's pre-sweetened cereals; with Burnett buying weekend and children's programs 30's and 60's, aiming at children 6-11.

Competition brewing □ Joseph Schiltz & Co., Milwaukee, will look to better competitive position of its relatively new Schiltz malt liquor through spot TV campaign set to begin Sept. 15. Schiltz is up against Colt 45 malt liquor, heavy spot TV advertiser for years. New campaign will run from eight to 12 weeks depending on market, with prime time and fringe 30's being bought by Leo Burnett, Chicago, directed to men 18-49.

Dannon goes to market □ Dannon Yogurt (through Marsteller ad agency) is ready to launch separate TV and radio campaigns next month. TV flight will run in 15 markets, including New York, Cincinnati and Detroit, and will feature campaign that boasts about Dannon's fresh delivery to stores. (Another TV campaign is in works, but Marsteller sources remain tight-mouthed about theme.) Campaign will begin next month and run 10 weeks in most markets (13 weeks in New York). Both TV and radio campaign are aimed at adult men and women. Radio campaign will go basically on young-adult-oriented stations in 10 markets, including Chicago, Washington, Baltimore and Atlanta. Radio flight begins Sept. 8 and will run for 10 weeks. Theme of 80-second spots that will be used focuses on actual letters from satisfied Dannon eaters.

TV for tires □ Dunlop is preparing major spot TV campaign for its line of tires to run for four weeks beginning Sept. 5. Agency, Rumrill Hoyt, New York, is buying fringe, news, and sports 10's aimed at men 18-49 in long list of national markets.

Going after businessmen □ Automatic Data Processing Co., Clifton, N.J., which provides computerized bookkeeping and record-keeping services to business, is lining up extensive spot radio campaign throughout the country, starting Sept. 9 and continuing for about 10 weeks. Schaefer Advertising Inc., Valley Forge, Pa., is aiming to reach men, 35-64, in drive time periods on weekdays.

Switch-hitter □ Health industries' European Health Spas, previously heavy in print, has changed its emphasis to TV, with three new minute and 30-second spots depicting in slow-motion now exercise can tone and develop body. They're being used in national spot TV on 59 stations in 26 ADI markets in Flight that began July 20. European Health Spas spent $1,098,400 in spot TV last year; latest spending not disclosed. Agency is N.W. Ayer/Jorgensen/Macdonald, Los Angeles.

Synergism □ Hudson Pharmaceutical Corp., New York, is introducing Spider-Man children's chewable vitamin in September, supported initially by spot TV campaign on stations in New York area and scheduled to spread later in fall to Northeast and to other regions of the country by beginning of 1976. Hudson expects to put about $1 million into campaign, heavily in spot TV, and there will be co-op radio expenditures in some markets. Carl Fargo Communications, New York, is focusing on children and adult women. Spider-Man name was chosen because it is successful comic book figure and also because Cadence Industry Corp., New York, owns both Hudson Pharmaceutical and Marvel Comics Group, of which Spider-Man is part.

Auto action □ Fall line of cars for Oldsmobile division of General Motors, Detroit, will be promoted through four-
week spot TV campaign set to begin Sept. 29 in long list of markets. Leo Burnett, Chicago, is agency, buying prime time and fringe 30's directed towards all male demographics.

Educational sell for Exxon Exxon Corp. (through McCaffrey & McCall) has put together four 60-second radio spots as part of special nine-market campaign beginning Sept. 1 for four weeks. Spots will ring changes on theme of energy self-sufficiency through Alaska pipeline and building more nuclear-power plants. Educational campaign is aimed at adults, and markets include New York, Chicago, Boston, San Francisco and Pittsburgh.


Fragrant fall Yardley (through Altman, Stoller, Weiss of New York) has made $360,000 fourth-quarter buy on ABC Radio's American Contemporary Network. Five Yardley products are involved in splurge: three cosmetics (Pot of Gloss, Lip Slicker and Color Sweep), and two perfumes (Daylight Encounter and You're the Fire).

Partings of the way BBDO Inc., New York, which has been agency for F & M Schaefer Brewing Co., Brooklyn, N.Y., since 1932 (even before repeal of Prohibition), will end its 43-year association Sept. 30. Creative work on beer account (about $4 million in billings, 90% in broadcast), has been assigned to Warwick, Welch & Miller Inc., New York, with media buying handled by Schaefer's house agency, Summit Advertising, New York. One factor contributing to split with BBDO was assumption of media buying functions by Summit in January this year. General Mills Inc., Minneapolis, reports it is dropping Wells, Rich Greene Inc., New York, from all product assignments and shifting approximately $2.5 million in billings ($2 million in television) to Needham, Harper & Steers, Chicago (Hamburger Helper, Tuna Helper and Casserole mix) and Dancer-Fitzgerald-Sample, New York (Chips, Mrs. Bumby's Potato Chips and Shaped Snacks). WRG has been agency forRalston Purina Co., St. Louis, since 1969.

Bicentennial tie-in Dodge Division of Chrysler Corp., Detroit, is moving on national basis with its "Spirit of '76" campaign for Dodge Truck that began as regional Bicentennial effort by Michigan dealers. New 30- and 60-second spots began last week on network television, with fireworks spelling out theme and outlining star-spangled pickup truck. In addition, 30- and 60-second radio TV spots, featuring file and drum music, have been produced for dealer use on stations for about two months throughout country. BBDO Detroit is seeking ads.

Prospect National Railroad Passenger Corp. (AMTRAK), Washington, D.C., has named Harry W. Graft Inc., New York, as agency for Express Services. Graft said account billings are "open-ended" at this time since AMTRAK has not in past made strong promotional and advertising efforts in support of Express Services. Graft intends to split billings evenly between broadcast and print.

Rock support Pepsi-Cola (BBDO & O), BASF magnetic tape (Young & Rubicam), Bristol-Myers (direct), Lever Bros. Close-Up tooth paste (J. Walter Thompson), Warner-Lambert (J. Walter Thompson), Novell (SSC & B), Bic butane lighters (Wells, Rich, Greene), and S.C. Johnson (Foote, Cone & Belding) have bought all six national morning Enterprises' syndicated weekly 90-minute Don Kirschner's Rock Concert.

Uncorking Canandaigua industries Inc., Canandaigua, N.Y., is beginning spot campaign on behalf of its various wine products, launching effort in Virginia for Old Hemstead on black radio stations for 26 weeks starting in early September. For Wild Irish, Canandaigua will go with spot TV splurge in 25 markets for 12 weeks and supplement it with spot radio on black outlets in eight markets, starting in early October. Helfgott, Towne & Silverstein, New York, is aiming for adults.

Rep appointments KIRO(AM) and KSEX(AM) Seattle have named CBS Radio Spot Sales as national representatives WTSO(AM) and WATE(AM) Madison, Wis.; WNOW(AM) and WOAI(AM) York, Pa.; WHY(FM) Fort Lauderdale, Fla., and WWLX(AM) Portsmouth, Va., have named Alan Torbet Associates Inc., WKOI(FM) Pittsburgh and WFTI(AM) and WGLO(FM) Fort Lauderdale, Fla., have named HR/Stone Inc. WTVW-TV Tupelo, Miss., has named Katz Television.

BAR reports television-network sales as of July 27

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes watched ended July 27</th>
<th>Total dollars watched July 27</th>
<th>1975 total minutes</th>
<th>1975 total dollars year to date</th>
<th>1974 total dollars year to date</th>
<th>% change from 1974</th>
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<tr>
<td>Monday-Friday</td>
<td>116</td>
<td>$669,500</td>
<td>3,279</td>
<td>$18,894,900</td>
<td>$13,374,900</td>
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<td>Sign-on 10 a.m.</td>
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<tr>
<td>Monday-Friday</td>
<td>952</td>
<td>8,203,300</td>
<td>28,753</td>
<td>293,301,200</td>
<td>259,194,000</td>
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<td>10 a.m.-6 p.m.</td>
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<tr>
<td>Saturday-Sunday</td>
<td>352</td>
<td>2,882,200</td>
<td>8,751</td>
<td>129,286,100</td>
<td>116,416,700</td>
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<td>Monday-Saturday</td>
<td>99</td>
<td>1,701,000</td>
<td>2,959</td>
<td>70,864,300</td>
<td>62,529,900</td>
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<tr>
<td>Sunday</td>
<td>19</td>
<td>286,500</td>
<td>471</td>
<td>11,012,100</td>
<td>9,310,600</td>
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<td>6 p.m.-7:30 p.m.</td>
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<tr>
<td>Monday-Sunday</td>
<td>402</td>
<td>16,716,500</td>
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<td>693,726,200</td>
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<td>Monday-Sunday</td>
<td>265</td>
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<td>92,578,800</td>
<td>82,198,100</td>
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<tr>
<td>11 p.m.-Sign-off</td>
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<tr>
<td><strong>Total</strong></td>
<td>2,205</td>
<td>$333,665,000</td>
<td>61,535</td>
<td>$1,309,003,608</td>
<td>$1,204,944,800</td>
<td>+8.6</td>
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Source: Broadcast Advertisers Reports

Broadcasting Aug 18 1975
Yoo-Hoo gets attention by use of broadcast

"Yoo-Hoo," as defined in the dictionary, means to get someone's attention. Molly Goldberg did her share in calling Mrs. Bloom. Even Nelson Eddy and Jeannette MacDonald got into the act with "When I'm calling yoo-hoo-hoo, yoo-hoo-hoo." The soft drink Yoo-Hoo has also been attracting considerable attention both in the U.S. and abroad. It is chocolate-flavored and noncarbonated, and its advertising since the early 1960's, when Weiss & Geller became its agency, has helped it become a drink popular with the entire family.

Yoo-Hoo contains high quality (animal) protein providing the basic amino acids needed for health and growth. Because Yoo-Hoo is made with skim milk and defatted cocoa, it is low in cholesterol. Yet the drink offers an ideal "pick-me-up" because of its sugar content and the natural sugar in its milk ingredient. No other soft drink can claim these advantages. Aside from these factors, Yoo-Hoo's broad popularity can be attributed to:

- Use of selective spot radio and TV buys to reach different groups of consumers. (Recent use of more than one flight per season.)
- Utilization of all the merchandising tie-ins and devices the stations offer.
- Endorsement and publicity by Yogi Berra, vice president of Yoo-Hoo and former New York Mets manager. Plus the recent addition of Pearl Bailey as Yoo-Hoo's radio commercial personality.
- Backing the bottlers of Canada Dry, Pepsi-Cola, Cott and others who do not consider Yoo-Hoo directly competitive with their own beverages.

Most of the million-dollar advertising and promotion budget to be spent this year will go into radio. Since Yoo-Hoo appeals to various groups, different stations are considered to cover each segment of the market. Initially, Yoo-Hoo, with limited advertising funds, positioned itself as an ideal drink for preteen-agers and used the kiddie TV shows, but through the years with the help of generous flights of radio commercials, Yoo-Hoo has become an all-family drink.

For example, in the New York area this summer, in addition to two previous flights run this year, a seven-week schedule of 269 commercials per week on 16 stations was ordered. While the number of stations may seem large, we divide the stations into these categories: teens, young adults 18-34, and women (mothers of young children) 25-49. Stations also include programs appealing to black and Spanish-speaking audiences.

Differing commercial approaches are used for the various segments. For example, musical jingles have carried much of the story to the young. The jingle is ideally suited for this purpose. It creates awareness, communicates the message, and motivates by creating a memorable emotional experience. Musical arrangements reflect the most current tastes in sound.

While Yoo-Hoo contains nutritional ingredients so important for the growing youngster, we tend not to over-emphasize this directly. The milk angle can be a motivational problem. Teens or preteeners resent being told how good it is. So the jingle gives emphasis instead to energy derived from the other ingredients. Thus, we call Yoo-Hoo "the action drink for action people."

This year has been difficult for all soft drinks. The cost of ingredients, especially sugar, and the constant increases by can and bottle manufacturers have almost made soft drinks a luxury. To counteract this resistance, Yoo-Hoo has run three flights of radio advertising. The first one started in February in the cold winter months in the East, the first time in Yoo-Hoo's history that advertising began so early in the nontraditional soft-drink months. Our campaign was directed to adults, mainly supermarket shoppers with a "Did-You-Know" appeal. We told why Yoo-Hoo is the one soft drink that is good for the entire family. Following this campaign, we utilized Pearl Bailey as our spokeswomen to deliver the same message but in the special personal "Pearlie Mae" style of hers. Our current jingle tells the popularity story of Yoo-Hoo as "America's Number-One Chocolate Soft Drink."

We work very closely with the radio stations. With each flight, we meet with the stations and ask for all the promotional and merchandising help we can get from them. Our agency philosophy of "If you don't ask, you don't get" comes into play here and we find almost 100% cooperation. The stations not only help to deliver Yoo-Hoo's message to the consumer, but all those involved in the distribution process are kept informed with the stations' assistance.

We have found advantages in working with station announcers, disk jockeys, and program personalities. Where stations have talented individuals with loyal audiences, we often urge these people to create their own commercials in their own personal styles. For these special talents, we supply fact sheets and cases of Yoo-Hoo. By listening to the air checks, we monitor the results. To date, the response has been excellent. Since Yoo-Hoo is a fun drink and a fun name, most of these commercials are quite humorous and memorable.

The Yoo-Hoo company will also often supply cases of Yoo-Hoo to stations for community events. Yoo-Hoo is supplying one station with their TV plugs for on-the-air giveaway. All of this is possible because of the many years of client-agency-station relationships. While each station must earn its place on the schedule, contributions above and beyond merely the airing of the commercial are often taken into consideration.

Yoo-Hoo's distribution, which extends throughout the East, is expanding constantly. Our agency deals with local distributors and we work cooperatively with their agencies. This enables our agency timebuyers to secure most advantageous rates for our client.

Radio, along with a modest use of TV for the preteen-agers, remains Yoo-Hoo's basic media strategy. It has made this good-tasting soft drink that's good for people "America's Number-One Chocolate Soft Drink." Now internationally, Yoo-Hoo is fast becoming recognized as the number-one high quality protein beverage, and the broadcast media helps sell Yoo-Hoo worldwide.
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. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Case nos. 74-3599 RJK et al.). Network appeals contending Judge Kelleher should not have permitted refiled suits were dismissed by Supreme Court (BROADCASTING, May 5).

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

- Cable rebuild deadline. FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14). Action concludes rulemaking in Docket 20363. Commission, however, has outstanding another rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. That search goes forward; comment deadline has been extended to Oct. 3, replies to Nov. 6.

Children's TV. FCC's policy statement on children's television programming, adopted last year (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case no. 74-2006). House Communications Subcommittee, meanwhile, has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21).

Citizen agreements. FCC policy statement and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agreements has been issued. Comments have been filed (BROADCASTING, Aug. 4).

Community ascertainment. FCC has initiated rulemaking (Docket 19715) designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, May 12). Comments have been filed in proceeding (BROADCASTING, July 7). Similar proposal for noncommercial stations has also been issued (Docket 19816) (BROADCASTING, Aug. 4); comments are due Sept. 15.

Comparative renewals. FCC discussion on proposed policy on comparative proceedings involving renewal applicant and applicant seeking to displace him, originally set for June 12, has been postponed indefinitely.

Consumer agency. Senate passed bill to establish Agency for Consumer Advocacy after amending it to insure agency cannot involve itself in broadcast license renewal proceedings before FCC. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. In House, Government Operations Committee passed bill similar to that passed by Senate, but with one significant difference for broadcast industry: Bill, H.R. 7575, does not exempt applicant from involvement in license renewal proceedings, although committee's report said agency's "active participation should be discouraged" in license renewal proceedings (BROADCASTING, Aug. 4).

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

CPB nominees. Seven of eight nominations to board of Corporation for Public Broadcasting have been confirmed by Senate (BROADCASTING, Aug. 4). Eighth nominee to 15-member CPB board, Colorado brewer Joseph Coors, will have difficulty obtaining confirmation and for that reason is having separate hearing from rest. He will appear before Commerce Committee Sept. 9-10.

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcast crossownership prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from the Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Case nos. 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. In addition, number of parties petitioned commission to reconsider its order, but the commission has denied them.

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

EEO guidelines. FCC has issued notice of inquiry and proposed rulemaking on equal employment opportunity guidelines (BROADCASTING, July 21). Comments are due Sept. 11; 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
hearing, 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 Thompson (R-Mo.). There is no sign of movement on two House bills.

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

FCC fees. Sixteen parties have appealed FCC's order modifying its fee schedule (Broadcasting, Jan. 20) (Case nos. 75-1053 et al.); more than 70 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Case nos. 75-1087 et al.). Several parties seeking refunds have filed in U.S. Court of Claims (Case nos. 82-74 et al.). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (Broadcasting, Aug. 4).

Indecency. FCC's declaratory ruling on indecent broadcasts (Broadcasting, Feb. 17) is being appealed to U.S. Court of Appeals in Washington (Case no. 75-1391) by object of ruling. Pacifica Foundation's WBAl(FM) New York. Ruling involves airing of George Carlin album cut (see story, page 21).

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 impounding distant signals. Comments have been filed (Broadcasting, Aug. 4).

License renewal legislation. Over 125 representatives and 20 senators have sponsored or co-sponsored license renewal bills so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. None, however, is yet on the agendas of communications subcommittees in either house. NAB has placed its stamp of approval on two renewal bills, H.R. 5578 by Representatives Louis Frey (R-Fla.) and Goodloe Byron (D-Md.), and S.2119 by Senator Paul Fannin (R-Ariz.). Bill identical to Frey-Byron measure, S.2248 by Senator J. Glenn Beall (R-Md.) and Wendell Ford (D-Ky.), has also been introduced in Senate (Broadcasting, Aug. 4).

Network exclusivity on cable. FCC order substituting 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 affiliates as 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 other issues are due by June 1; deadline for comments on proposing disputed issues to be announced.

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

Payola. Grand juries in three cities have indicted 19 individuals on charges relating to payola. Another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion. Justice Department says its investigation, which resulted in indictments, reached into 16 cities, is "only the beginning" (Broadcasting, June 30).

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

Performers' royalty. Copyright subcommittee 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 considered separately from pending copyright bill S. 22. Subcommittee on House side is scrutinizing duplicate of Scott bill, H.R. 5345 by Representative George Danielson (D-Calif.) for possible insertion in copyright revision bill pending there (H.R. 2233).

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

Pole attachments. Since fall of 1970, National Cable Television Association and AT&T have been at stalemate in pole-lease negotiations. Most recent proposal by AT&T has been rejected by NCTA (Broadcasting, June 9). FCC staff has devised formula for payment and NCTA has supplied numbers to apply to that formula (see story, this issue). Both sides must now examine the resulting schedule, in absence of settlement. FCC will have to face again issue of imposing one.

Prime time access rule. FCC on May 14
modified rule in response to decision by U.S. Court of Appeals in New York which essentially affirmed rule’s constitutionality (Broad- castings, May 19). Two appellants—National Association of Independent Television Producers and Distributors and Sandy Frank Program Sales Inc.—asked court to reverse com-
mission on Sept. 8 effective date but were turned down (Broadcastings, Aug. 11).

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 authoriza-
tion. House Appropriations Committee has re-
jected concept of five-year appropriation and
struck that provision from bill. If authorization
part of bill passes House and Senate, commit-
tee said it would vote three-year appropriation
in separate measure (Broadcastings, July 28).
Future of CPB funding bill now in Senate Ap-
propriations Committee (S. 893); which, like
House bill has both five-year authorization and
appropriation, is uncertain in light of action on
House side of Hill. All appropriations bills origi-
nate in House.

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. No. 608)
is being scrutinized during hearings on
fairness doctrine bills. There will be further
hearings before subcommittee takes action on
it. House Communications Subcommittee
Chairman Torbert Macdonald (D-Mass.) has
introduced measure (H.R. 5500) which echoes
Mr. Pastore’s bill.

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.

Washington Star transfer. FCC has set for
expedited hearing Texas banker Joe Albrit-
ton’s application for transfer of control of Wash-
ington Star Communication’s broadcast
properties and associated Washington Star.
Approval of transfer would require waivers of
FCC’s crossownership rules barring transfer
together of newspaper-broadcast and radio-
television combination in the same market. A
prehearing conference has been held; indica-
tions are, however, that the deal will be re-
arraigned to avoid lengthy litigation (Broadcast-
ing, Aug. 11).

WNCN(FM) (now WQIV). Citizen groups have
appealed to U.S. Court of Appeals in Washing-
ton FCC action authorizing New York station to
change its call letters before time for protest
had expired and from denial of stay (Case nos.
74-1925, 74-1926). They have also petitioned
commission to deny station’s renewal applica-
tion. Principal issue is format change from
classical to rock. Competing application for
WQIV’s frequency has been filed by Concert
Radio Inc. GAF Corp. has offered to buy station
for $2.2 million, return it to classical format
(Broadcasting, July 28).

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September

Sept. 5-6—Mississippi Broadcasters Association license-renewal seminar, Chuck Cooper, WCBI-TV Columbus, is chairman. Jackson, Mississippi.

Sept. 6-7—American Women in Radio and Television Western Area Conference, Caesar's Palace, Las Vegas.

Sept. 10—Association of National Advertisers workshop on advertising planning and research, Plaza hotel, New York.


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Sept. 17-19—Radio Television News Directors Association international convention Fairmont hotel, Dallas.


Nov. 12-15—The Society of Professional Journalists, Sigma Delta Chi, 65th anniversary convention, Benjamin Franklin hotel, Philadelphia.


March 21-24, 1976—National Association of Broadcasters annual convention. Chicago. 1977 convention will be March 27-30, Shangri-La, Fort Lauderdale. Washington (1979) and New Orleans (1980) have been approved as future sites.

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

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


October

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

Oct. 2-5—Joint fall meeting, Missouri Broadcasters Association and Illinois Broadcasters Association. Chase-Park Plaza hotel, St. Louis.

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

Oct. 3—FCC's new deadline for comments on proposed rulemaking concerning possible alternatives to March 31, 1977, deadline for older major market cable systems to comply with access and channel capacity rules. Proposed rulemaking (Docket 20520) which would amend broadcast station multiple ownership rules to set a 5% limit on the number of broadcast stations. Previous deadline was Aug. 11. Deadline for replies was extended from Aug. 26 to Oct. 13, FCC, Washington.

Oct. 6-10—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. 12-14—North Dakota Broadcasters Association fall convention, Grand Forks.


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


Oct. 20-23—Kentucky Broadcasters Association fall convention. Julian Goodman, chairman, NBC, will be principal speaker. Red Carpet Inn, Bowling Green.


Oct. 26-28—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 to 1976 and Beyond"—conference to make electronic media more active 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.
What’s in a name

Editor: Much of the debate over sex and violence on TV misses the more important issue: the image of life presented by network television. That image, I feel, has little or nothing to do with the way most of us live our lives.

The unreality of television programs is scary because of the power of the medium. By now it’s a cliche to say that though art imitates life, after a while life starts imitating art. Sooner or later people start to act like the people they see on TV. Which makes you wonder where script-writers get some of their ideas.

And the names. Where on earth do the people who create TV shows get their names? There appears to be an unwritten rule that every new show must have a one-word title, that the title generally be the last name of the main character and that the name be of indeterminate Slavic origin. Kojak, Kolchak, Kodak, Holvak, Bunacek. They all sound alike, and they’re not even real. Who knows anyone with last names like the ones on TV? They all sound like Kodak, which means nothing and came from the brain of an executive who thought it had a pleasing sound.

The purpose of this whole diatribe is to try to make sure we see TV’s preoccupation with brutality as just a symptom of a larger problem. That problem is the same sort of cynical contempt for human sensitivity we’ve seen in contemporary political satire. —Robert W. Cox, Shrewsbury, Mass.

Encouragement

Editor: I am writing in response to the letter by Ken Mallory which appeared in your July 28 edition.

I am handicapped, but I have managed around my eye problem. I, like Ken, have 20/80 vision corrected with contact lenses, but I have managed to do everything and anything connected with radio.

I do a regular board shift six days a week. I handle a good deal of my production, and on top of all this I sell. I have a degree in radio and TV, and five years experience in the radio industry.

To handicapped people in our industry all I can say is hang in and stay with it. —Norm Howard, KZOL(AM) Farwell, Tex.

Background

Editor: I read with interest Mr. Layton’s response (July 28) to my previous letter concerning third class operators and their exam.

Unfortunately my previous letter was quite long. In reducing its length, the editor left many unsupported statements. I would like to try to present the reasons for the statements published, as I originally wrote.

For routine operation of a station, power or current ratio calculations are not required if the station is in compliance with 73.93(g) and 73.265(f) of the FCC rules. These sections require a tabulation or chart of upper and lower limiting values of parameters to be available for lesser grade operators. This removes any requirement for calculation. To determine if station operation is within the terms of its license the operator merely compares his readings to those on the chart.

Making the third-class operator memorize information that is not required for his job is quite unreasonable. We should not test an applicant’s ability to memorize useless material. The information on the third, second, and first are not useless to me, since I am responsible for more than routine transmitter operation. I still do not wish to force my “superior knowledge” upon those who must concentrate on programming.

Mr. Layton refers to us your “For the Record” section of FCC files (a great place to see your name in print?). It is true that a lot of stations are being cited for operation with excessive power. I truly believe this would not be the case if these stations were in compliance with the sections of the rules mentioned above.

It has been my experience that those routine duty operators who have passed the “more comprehensive” first class exam are generally no better than the thirds at keeping their logs legal.

For routine operation, we do not need more operators with superior technical knowledge. We need, instead, those who will truly be responsible for the proper operation of the station. This includes making required log entries, comparing those entries against posted limits, adjusting equipment to within those limits, and shutting the station down if such adjustment cannot be made (legally or whatever).

A more comprehensive exam will not insure responsibility. —Harold Hallikainen, president, Hallikainen & Friends, San Luis Obispo, Calif.

Cut-out

Summertime

FCC commissioners' offices have quieted down this month with several members off on vacation. Charlotte T. Reid is spending month in Frankfurt, Mich. James H. Quello is expected back today from Calumet, Mich., where he attended "Copper Country Centennial." Abbott Washburn leaves tomorrow for family reunion in Duluth, Minn., and will spend rest of month in Minnesota, his home state. Glen O. Robinson is in Utah backpacking, expected back Aug. 25.

Benjamin L. Hooks, off for two weeks, will return next week after tests for intestinal problems in hospital in hometown, Memphis. Chairman Richard E. Wiley will take motor trip to Maine this week. After that, like Robert E. Lee, he'll take vacation day or so at time. Chairman Wiley has been trying to keep at least four members on hand for commission meetings, next scheduled Aug. 28.

Enigmatic answer

Directors of Association of Independent Television Stations, under prodding by FCC Chairman Richard E. Wiley as to independents' intentions for 7-9 p.m. family-viewing period ("Closed Circuit," Aug. 4), voted last week to recommend that its members support National Association of Broadcasters TV code. Officials would not elaborate, but decision may be interpreted as reflecting more INTV interest in code's time standards for independents than in its family-hour restrictions. Certainly it cannot be interpreted as recommending early compliance with those restrictions, which by code provision are waived until Sept. 7, 1977, for programs under contract to stations as of last April 8, when family-viewing provision was adopted.

Upbeat

Contrary to published reports of imminent sale of any of its stations, authorities at WGN Continental Broadcasting Co. said last week company is interested in acquiring "viable" properties in TV, AM, FM and cable. Parent Tribune Co. has under consideration plans for going public in keeping with terms of will of late Colonel Robert R. McCormick.

WGN Continental, wholly owned subsidiary, holds licenses for WGN-AM-TV Chicago, KWGN-TV Denver, and KDAL-AM-TV Duluth, Minn. Through interlocking ownership with New York Daily News, it is charged with WPX-TV-FM New York and WICC/11 Bridgeport, Conn., in its portfolio. Thus it has "vacancies" under FCC multiple ownership rules for one more VHF, two UHF's, six FM's and four AM's. It owns cable systems in California and Michigan.

Wells's wait

One of Washington's unsolved mysteries is long delay in formal nomination of Robert Wells, Kansas broadcaster and former FCC commissioner, for directorship of Office of Telecommunications Policy. Nomination was cleared weeks ago following requisite full-field investigation by FBI, and it was thought to be just question of when President Ford would send his choice to Senate.

Now word is that everything is in order, that Mr. Wells will divest his holdings in broadcasting and related fields, as deemed necessary, and that nomination, barring unforeseen developments, will be among first batch to be transmitted to Senate when Congress reconvenes after Labor Day.

Yes or no?

Does Ford administration support legislation creating royalty that broadcasters would have to pay to record performers and manufacturers, as Nancy Hanks, chairman of National Endowment for the Arts, said it did in testimony before Senate Copyright Subcommittee (BROADCASTING, July 28)? Or was Miss Hanks's statement delivered without necessary clearance by Office of Management and Budget, as OMB officials told BROADCASTING at the time? At urging of broadcast representatives, Senator Quentin Burdick (D-N.D.) has put question in letter drafted for dispatch to James Lynn, OMB director.

In letter to BROADCASTING, Robert Wade, general counsel for National Endowment for the Arts, repeated assertion that OMB had cleared Miss Hanks's testimony, though he did not identify what official there had done so.

Stalled

No progress was reported last week on revisions in deal by which Joe L. Allbritton, Texas banker, hopes to acquire control of Washington Star and associated broadcast properties. Week before, Mr. Allbritton and several families that now own parent company had begun talks about spinning Washington stations out of deal and thus extricating it from hearing FCC has ordered on crossownership waiver (BROADCASTING, Aug. 11). Signs last week were that some family members were balking at some of new proposals, though person close to negotiations saw possibility of resolution this week.

Better than bingo?

Television commercial production houses in Chicago are complaining about new competition from Catholic archdiocese which they say is underbidding them on advertising jobs. Archdiocese has built multimillion-dollar multipoint distribution system to link churches and parochial schools with its own television programing, is using its studio facilities to enter commercial market. Word is that major studios, such as Fred Niels, Sarra, have lost such accounts as Sears, Commonwealth Edison to church's operation.

Offense to gays?

Confrontation may be shaping up between ABC-TV and National Gay Task Force over upcoming made-for-TV movie, "The Homicide of Jenny Storm," whose title character is lesbian dental assistant. "It's our policy," ABC spokesman said, "not to permit screenings in advance for groups with censorship on their mind."

Spokesman said movie doesn't deal with homosexuality but is instead police melodrama loosely based on Kitty Genovese murder in New York several years ago.

Gay Task Force spokeswoman said she thinks ABC is not allowing pre-screening because lesbian character is stereotyped in ways unacceptable to gays. She said if ABC's no-screening policy persists, she's ready to mobilize Gay Media Alert Network in dozens of cities around country to put pressure on local ABC affiliates not to carry "The Homicide of Jenny Storm."

Crossing the gap

Commercial broadcaster with outstanding credits in good music may be tapped for vacancy on board of directors of Corporation for Public Broadcasting, caused by resignation of Neal B. Freeman, King Features Syndicate executive, who has moved up in Hearst organization. Now awaiting hearing Sept. 9-10 for CPB board is Joseph Coors, Colorado brewer, and principal owner of Television News, whose nomination by President Ford is opposed by liberals to point that Chairman John Pastore (D-R.I.) of Subcommittee on Communications felt separate proceeding was needed. Seven other nominees (of board's complement of 15) were confirmed routinely last month.
The Week in Brief

HARD SELL: SOFT DRINK □ Yoo-Hoo chocolate beverage finds radio the right medium to get consumer attention. PAGE 6.

BIG IF NOT BIGGEST □ Surging confidence in the television industry's ability to rise from the recession is consensus from sales officials, networks and others. In fact, predicted gains for 1975 sales indicate a gangbusting fourth quarter and possibly record-breaking year. PAGE 16.

FORECASTS FOR PAY CABLE: BULLISH □ Growing levels of penetration in key markets, signs of contagion elsewhere and analyses from Wall Street point up pay cable's new status — the appendage that may some day threaten to wag the cable dog. PAGE 17.

COSMIC PROMOTIONS □ Syndicated sci-fi show, Space: 1999, is being launched in costly style. Independent Television Corp.'s series follows the Star Trek mode and some stations are making pitch to that cult in particular. PAGE 19.

NONENTERTAINMENT TIME □ All in a day's programing log, stations were again required by the FCC to report the average percentage of nonentertainment programs by category in their broadcast day. In 1974, news, public affairs, other nonentertainment and nonsports programs totaled 21.8% of their time, down from 22.5% reported in 1973. PAGE 21.

CALL FOR REVIEW □ Pacifica Foundation, whose WBAI/FM New York aired George Carlin's comedy monologue which precipitated the FCC's indecency ruling, has filed for review. Claiming the rule will interfere with free expression, is flawed on First Amendment and case law grounds, Pacifica has petitioned Appeals Court in Washington. PAGE 21.

DOUBLE BILLING □ National Association of Broadcasters will hold programing seminars for radio program directors along with six regional fall conventions it cosponsors with the Radio Advertising Bureau. Speakers, panels are confirmed. PAGE 21.

TO STATE FOR ARBITRATION □ National Association of Broadcasters' chairman and president follow 15 senators' lead in urging the State Department to act in protection of stations near Canadian border. Limited authority, especially related to proposed Canadian tax revision, is State's reply, but ad deletion problem is under investigation. PAGE 22.

MINORITY VOICES □ FCC Commissioner Hooks scores neglect of minority broadcasting interests, evidenced in FCC order easing requirements for expanded AM service. National Black Media Coalition also goes on record with criticism. PAGE 22.

TO THE TOP □ Fidelity Television Inc., rejected by both the FCC and U.S. Court of Appeals, will go to the Supreme Court to contest RKO General Inc. as licensee of KHJ-TV Los Angeles. PAGE 25.

ADDED ATTRACTION □ Television now attracts 22 million more adults daily than do newspapers, according to a study by R.H. Bruskin Associates. Comparisons may sway some print-only advertisers, suggests TV Bureau of Advertising. PAGE 26.

BRITISH SELF-REGULATION □ Written jointly by cigarette manufacturers and the British code of advertising practice committee, a voluntary code has been formulated to suppress advertisements encouraging people to smoke. The guidelines specifically ask the media to refrain from running ads implying some link between smoking and sexual success, better work performance or relaxation. PAGE 28.

NO COMMENT □ FCC will leave up to Congress the decision on how cable television should be regulated. Present difficulties of three-tiered cable regulation will continue to be addressed on subject-matter basis, but several changes in cable rules are proposed by FCC in the meantime. PAGE 27.

ON ICE □ National Cable Television Association helped draw up a pole-rate schedule, but cable industry remains to be sold on idea. AT&T and NCTA continue waiting game. PAGE 28.

SET SALES DECLINE □ Electronic Industries Association reports drop in TV and radio receiver sales. PAGE 29.

WHAT PRICE NIXON? □ David Frost isn't talking figures, but he has settled with former President Richard Nixon on deal to film four 90-minute interviews. There are several unanswered questions surrounding the contract. PAGE 32.

STRADDLING THE CABLE/BROADCAST LINE □ As president and general manager of Westport Television Inc., operator of KMBA-TV Kansas City, Mo., and Target Network Television, which feeds programing to 100-plus CATV systems, Bob Wormington has an interest in two conflicting worlds. His farsighted view: Broadcasters must adapt to changing times, accept changing communications patterns to fill new needs. PAGE 49.
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Source: Arbitron, Chicago, Apr/May '75, Metro, Mon-Sun 6am-Midnight, Cume and Exclusive Cume, Adults 18+. Data subject to qualifications listed in report.
Top of the Week

TV sales: on course for a big one

Despite some shaky moments—particularly the networks’ new-season efforts—1975 business is seen heading for a good, if not fantastic, year.

The television business has weathered the recession in sound shape and seems assured of reaching record sales levels—if not bonanza levels—again this year.

That confident picture emerged from a canvass of sales officials and other TV specialists and experienced observers last week. It reflected a surge in network sales over the past few weeks, a comeback in spot sales in the third quarter and an apparently rising trend in local sales.

The Television Bureau of Advertising is holding to the 1975 gain projections it made earlier this year: Spot and network sales to rise about 8% each from 1974 levels, local sales to rise about 11%. But TVB officials privately are not writing off the possibility that those estimates may prove conservative.

Indeed, “we could have a bonanza year if the economy really turns around—the fourth quarter could be gangbusters,” said Harvey Spiegel, TVB senior vice president, research and marketing.

Network sales have begun to look more like gangbusters in the past month. After the latest start in memory, with an uncommonly large number of new programs and time shifts to be evaluated in an economy that made advertisers more cautious than usual, selling of the new prime-time schedules is at least—and at last—approaching year-ago levels.

Network officials and others agreed last week that the networks appeared to have successfully ridden out any uncertainty about the strength of their new-season rates, thanks to the past month’s sales acceleration.

The network officials seemed confident, too, that both the fourth quarter and 1975 as a whole would produce record revenues for them individually and collectively.

It seemed clear that network sales, in total, had not yet pulled abreast of the total at this time last year, although they appeared to be nearing that pace. Some Wall Street specialists, however, were convinced they were far short.

But the same Wall Street experts also agreed that—as network sources insisted—the networks were holding firm on their pricing. In the view of some stock specialists, the networks’ refusal to discount their rates was in part responsible for their tardiness in getting new-season sales up to year-ago levels.

If advertisers had in fact been playing cat-and-mouse with the networks, hoping rates would crack, the game began to break up about a month ago. That’s when the current sales surge started. NBC-TV alone reported over $45 million in new-season prime-time sales in the last two weeks of July, calling it an “avalanche” (BROADCASTING, Aug. 4).

Officials at all three networks say the stepped-up pace is continuing. Mike Weinblatt, executive vice president of NBC-TV, the only network that put dollar figures on its results, said last week that in the last 10 days orders totaling another $35 million had been signed or put on hold at NBC.

“And there’s still money out there,” he added.

Mr. Weinblatt said NBC-TV now is “about even” with its 1974 pace in selling the new prime-time schedule and expects these next two weeks to “take us past” the year-ago level.

He estimated NBC-TV’s rates reflect a 6% to 8% increase in costs-per-thousand compared with last season’s.

“Even at the increases,” he said, “pricing never suffered. We were convinced that advertisers were just being cautious. Caution didn’t mean they would spend less—just that they were hanging on longer. The money was still there.”

Robert D. Wood, president of CBS-TV, said his network is near if not equal to its year-ago pace on new-season prime-time sales. The difference between this sales season and last, he said, is that this time it started later and is taking longer. Where CBS-TV normally has most of its up-front business wrapped up by July, he said, “Four or five guys” are still negotiating now. “But it’s apparent the money is there and is going to be spent,” Mr. Wood added.

“When the third and fourth quarters are over,” he said, “I have no doubt we will have done better in each of them than we did in last year’s third and fourth.”

Mr. Wood classified CBS-TV’s rate structure as “very sturdy” and estimated its C-P-M’s were running 5% or 6% ahead of last year’s.

Sales of specials, he said, are running far ahead of last year.

James T. Shaw, vice president in charge of sales at ABC-TV, confesses he had some doubtful moments back there during the doldrums. But he said the doubts went away about four weeks ago when “a lot of money began coming in—both annual buys and scatter buys.”

He says sales of the new prime-time schedule are not yet up to year-ago totals but that “October and November are getting tight, the weeks in December before Christmas are filling up and we’re meeting our objectives for September.”

Consequently, he said, “we will have a fourth-quarter gross higher than last year. The money is there.”

ABC-TV’s C-P-M for this fall is “slightly—finely—lower on a mean average basis” than it was a year ago, according to Mr. Shaw. Presumably—though he didn’t say so—this is a lingering ill effect from the severe ratings distress that ABC-TV experienced in the early months of last season.

Officials of all three networks agreed sales in other day-parts also were running strong. So did agency executives. “Especially news,” one added. “News is sold out—you can’t buy news to save your fanny.”

Over-all, there seemed no doubt that all three networks would wind up 1975 with sales increases over 1974. Mr. Wood said CBS-TV’s anticipated second-half gains will come on top of a first half that was “extremely strong.” Mr. Shaw was confident ABC-TV would also show over-all sales gains. Mr. Weinblatt said NBC-TV’s total sales will “have to be up substantially” because “I know of no day-part that will be anything but ahead of last year in total dollars.”

If network business is looking up, so is spot TV. It got off to a strong first quarter, up about 11% by TVB estimates, but then slowed perceptibly, advancing about 5% above the year-ago level in TVB’s figures. In the third quarter it has perked up again, according to TVB and other sales authorities checked last week— with increases thus far ranging as high as 15% at some rep firms. Though it’s still too early to get a sure line on fourth-quarter spot, the mood appears to be optimistic for that area also.

The returns on local sales are more scattered, but they also suggest continuing gains. TVB estimated that local rose 4% in the first quarter, then accelerated to make a 11% gain in the second, and is anticipating further gains to reach the 11% increase projected for the full year.
Where pay is playing. The National Cable Television Association says that as of July there were 98 pay cable systems in 18 states, and the above map indicates where they are. Most of them are clustered in New York (24), California (21), Pennsylvania (19) and Florida (12). The state-by-state figures then drop to four in New Jersey, three each in Oregon and South Carolina, and two in Ohio. States with one pay cable operation: Arkansas, Delaware, Georgia, Hawaii, Illinois, Massachusetts, Michigan, Tennessee, Texas and Virginia. That all translates into approximately 273,000 pay subscribers out of a total 10-million-plus CATV homes.

Spurt begins in pay cable with movies as main fare, sports second

Some projections put industry at $350-million volume by 1980

Pay cable, which has been around since late 1972, is off and running. How far it will go is anybody's guess, but predictions both inside and outside the industry are bullish. Revenues and penetration figures are showing steady growth.

One Wall Street analyst, Jim Birney of Furman Selz Dietz & Birney, suggests 20% of all cable subscribers will have pay service in five years, with as much as a 30 to 40% pay penetration in cable systems serving the largest markets. Figuring total cable subscriber growth per year at 12 to 15%, Mr. Birney counts close to 17.5 million subscribers in five years. Twenty percent of that total means 3.5-million pay subscribers in five years, each contribut- ing, say, $100 a year in monthly payments—a $350-million-a-year industry.

Another analysis conducted by the Needham, Harper & Steers advertising agency, New York, forecasts pay cable growth for a 10-year period at the end of which 45.7% of all TV homes will be hooked to CATV, with 15.5% of them receiving pay TV.

Forecasts are difficult in a field where much experimentation is still going on, said David O. Wicks Jr., vice president of Warburg Paribas Becker Inc., New York, a CATV lender. "But from the evidence we've seen," said Mr. Wicks, "pay cable is not something that is going to disappear."

Indeed a look at penetration levels achieved by the more energetic pay vendors makes disappearance the least likely fate of pay cable.

Theta Cable in the Los Angeles area currently has 46% of its 78,000 subscribers taking its "Channel Z" movie service at an additional $8.95 monthly charge ("Closed Circuit," Aug. 11). In three high-income service areas—Brentwood, Bel-Air and Beverly Hills—penetration is upward of 60%, and in outlying areas near San Bernardino, Calif., where out-of-home entertainment is less accessible than in Los Angeles and where the "Z" service has been available only since the end of May, 8,200, or 51%, of the cable subscribers are taking the pay channel. The other Theta systems closer in are averaging 30-35% pay penetration.

Ed Allen of Western Communications is not as certain that characteristics of the Los Angeles market can be projected elsewhere. Mr. Allen sees a 30-35% peak for an all movie (no sports) package. According to him, the first pay-selling sweep usually signs up about one-third of the cable market, but that percentage falls back to about 20-25%.

Western's system at Concord, Calif., where Optical System's Channel 100 movie package was first offered last August, is reporting 4,000 of a total of 23,000 cable subscribers signed up for pay. Another Western system at Monterey, Calif., has signed up 2,269 pay subscribers after initiating the service only last month and without any door-to-door selling so far. The system has a total of 12,318 subscribers.

Other cable people suggest 30% penetration as the benchmark for profitable operation. Beyond that, "it's all gravy," said one industry representative.

Percentages, of course, don't tell the whole story.

Cox Cable's San Diego system—the largest in the country with 105,000 subscribers—has only 19% pay penetration, but that accounts for close to 20,000 homes at an additional $8.95 a month. The San Diego pay operation is run on a leased channel basis with Optical Systems providing and marketing the service and giving a 10% cut of the revenues to Cox.

Cox's Quint-Cities Cablevision system (Moline, East Moline, Silvis, all Illinois, and Davenport and Bettendorf, both Iowa) reflects over 30% pay penetration representing close to 6,100 subscribers. That system runs on a "stand-alone" approach, explained John Gwin, Cox vice president. The movie package is owned and marketed by Cox itself. The Quint-Cities system is relatively new, and pay service is being sold with the basic cable service as the system grows.

However, Mr. Gwin was cautious in asserting pay cable's role. "Cox still thinks of itself as primarily a CATV operator," he said. Pay cable is a "good adjunct" to basic cable operations. Unlike regular CATV service, pay service involves programming costs. A $6 pay cable charge, for example, said Mr. Gwin, might only translate to $3 for the cable operator as the rest goes to the owner of the movie rights.

It is better to expand systems and add new CATV subscribers—who may also be sold pay, explained Mr. Gwin—than merely to sell pay service to present CATV subscribers. "We (at Cox) don't want the tail to wag the dog," concluded Mr. Gwin.

In other cases, pay cable can be the whole picture. Chuck Dolan's system at Oyster Bay, Long Island, N.Y., reports "practically 100% pay penetration, accounting for more than 30,000 subscribers. There, Home Box Office Inc.'s movie-sports package was marketed from the beginning, without the need for re-sell. Mr. Dolan sells three services; a basic cable retransmission service at $5 a month; a 12-channel service, including HBO for $11 a month, and a 30-channel service including HBO for $18 a month. The sales pitch is for the two costlier services, explained Mr. Dolan. Most of his subscribers can get New York City stations off the air.

Bob Rosencrans, president of UA-Columbia Cablevision, expects pay cable operations to contribute to "rough numbers" about a million dollars—a half-million in income—to his company's pro-

Broadcasting Aug 18 1975 17
Out in front. Scientific-Atlanta last week landed the largest single package of satellite earth stations with a 24-unit sale to Teleprompter Corp. Previously, it had sold systems to UA-Columbia Cablevision and American Television & Communications, bringing its sales total to 32 units at “quoted price per unit” of $75,000 (discounts for bulk buys could shave per unit cost). Teleprompter and UA-Columbia contracts are in form of 12-month obligations to buy from S-A. Teleprompter’s preliminary studies indicate potential need for 24 earth stations to bring in satellite-distributed Home Box Office pay programming to some 800,000 cable subscribers nationwide. UA-Columbia is planning six, A&T has submitted firm orders for two. Above left (1 to r): Sidney Topol, S-A president; William J. Bresnan, senior vice president of Teleprompter; and R. Kelly Jr., executive vice president of S-A; Above right: Jay Levergood, general manager, Cable Communications Division, S-A; Ken Gunter, executive vice president, UA-Columbia, and Howard Crispin, vice president-marketing.

In Brief

FCC late Friday made public 37 of 96 responses to questions posed by Representative John Moss’s (D-Calif.) House Subcommittee on Oversight and Investigations. They had been blocked first by Moss subpoena seeking to prevent subject agencies from releasing replies, then by a technicalities concerning federal court’s order that stopped Mr. Moss from interfering with requests filed under Freedom of Information Act (BROADCASTING, Aug. 11). Remainder of data that will be made public—estimated 1,800 of 20,000 pages FCC compiled in answering investigation—will be released Tuesday (Aug. 19). First, fast glance confirms general impression there are few news bombshells therein: Most responses were of caliber that saying FCC advised former President Nixon, before 1972 State of Union address, that he might tell nation commission would open pilot regional spectrum management center in Chicago. Among others: that FCC meets informally with representatives of regulated industries but does not notify public of such contacts; that it issued 13 consultancy contracts greater than $10,000 in fiscal ’74 and ’75, the largest to Brandon Applied Systems Inc. for $996,109 for program conversion of its computer system; that in last five years three of its present members (Chairman Wiley, Commissioners Quello and Robinson) had come directly or indirectly from regulated industries, and that five earlier members had gone to such involvements (Chairman Burch, Commissioners Cox, Wells, Johnson and Houser). Among information not supplied because no records are kept: list of ex parte contacts, list of those who lobby FCC, record of commissioner’s appearances on TV in last five years. Among more suggestive, if cryptic, responses was that no FCC staff appointments of grade GS 15 or higher had been sent to White House since Chairman Wiley took office in March 1974, although records show at least seven such appointments were so referred during Burch administration. Six television commercial challenges were in July before National Advertising Division of Council of Better Business Bureaus have been judged acceptable: for Diamond Crystal Salt Co., Gillette (drain opener), Maybelline (comb-on mascaras), Procter & Gamble (Bounty paper towels), Warner-Lambert (cough formula) and General Mills Fun Group (toy). John H. Mitchell, president, Columbia Pictures Television, urged last week that TV networks fix new-season schedules by March 15, begin them Oct. 1, to give producers time to develop quality. All-Frazier fight will be first feature on Home Box Office’s new satellite pay-cable service on UA-Columbia’s Fort Pierce-Vero Beach, Fla., systems Sept. 30. HBO bought rights for that showing from Video Techniques, which is otherwise distributing fight to theater TV. FCC has set expedited hearing on application of Zenith Radio Corp. sale of WEMWFM Chicago to GCC Communications, in accord with U.S. Appeals Court ruling that question producer’s proposed format change from classical music (BROADCASTING, Oct. 7, 1974). Citizens Committee to Save WEMWFM was party to hearing. Don Durgin, former president, NBC-TV, and since January executive VP, McCaffrey & McCall, New York, elected president of agency, succeeding David B. McCally, who remains chairman and chief executive officer.

jected $15.5 to $16 million in over-all revenues this year. UA-Columbia was the first to announce plans to join HBO in a satellite network where programming would be received at earth stations located near cable-system headends. If all the earth stations (five are planned so far) go as scheduled, pay cable revenues could be boosted to $2 or $2.5 million next year, said Mr. Rosencrans.

The first pay service to be fed by an earth station is scheduled to begin Oct. 1 at UA-Columbia’s Fort Pierce, Fla., system. That system and the adjacent, microwave-connected Vero Beach system account for 19,000-plus subscribers and Mr. Rosencrans said he “would be happy” with 5,000 pay subscribers.

According to Mr. Rosencrans, the first solicitation of pay customers usually nets a 20-25% penetration. UA-Columbia uses a “negative selling approach,” said Mr. Rosencrans. Every cable subscriber is given a free two-week pay service and then must request a disconnection if he does not want to continue subscribing. That technique produced a rapid 22% penetration in UA-Columbia’s San Angelo, Tex., system. The Channel 100 package was offered in the middle of last April, and today the San Angelo system reports 3,000 pay subscribers (at $8 each) out of 13,500 regular CATV subscribers.

UA-Columbia reports a 45% pay penetration (4,648 pay subscribers) in its systems serving north central New Jersey and 28% penetration (6,841 pay subscribers) for its system at Brookhaven, Long Island, N.Y.

Jerry Greene, vice president for finance at Teleprompter Corp., said early projections for $3 million in pay revenues will probably be exceeded in 1975. That is still a very small percentage of Teleprompter’s over-all revenues, which for the first six months have been reported at over $46 million (BROADCASTING, Aug. 11). Mr. Greene declined to venture long-run forecasts for pay cable contributions to Teleprompter’s operation, but he seemed
confident that the beginnings of a satellite pay network could only improve things. (Teleprompter announced an agreement with HBO to supply about 800,000 subscribers with pay cable programming earlier this summer [BROADCASTING, June 2]. There are plans for a possible 24 earth-station sites.)

The two Teleprompter systems where pay was introduced over a year ago show 56% and 83% penetration respectively. The system in Islip, Long Island, and Mount Vernon, both New York—represent almost 7,000 pay subscribers together.

Sammons Communications Inc. leases channels to Optical Systems for pay service to its systems in Emmaus, Eaton and Harrisburg, all Pennsylvania. So far, penetration has reached only about 10%, but, according to a Sammons spokesman, the company is currently looking into acquiring and selling pay service on its own. By marketing pay itself, he said, Sammons is hoping for a 30-35% penetration. The plan involves HBO programming which is scheduled to begin in September at the Johnstown-Gloversville, N.Y., system with 6,000 regular subscribers; in October at Wellsville, N.Y., which reaches 4,000-5,000 subscribers, and in November at the Cortland, N.Y., system that serves a similar number of subscribers. Later this month, the third system is planned for Sammons' Kansas City, Mo., system.

Manhattan Cable offered pay service last October and began actively marketing the product in January to its some 70,000 New York City subscribers. Today, more than 22,000 subscribers, or 31%, take the pay service at an $18 monthly charge per subscriber.

### UHF rescue mission gets off the ground

As promised by leading broadcasting organizations in the UHF action plan released last month (BROADCASTING, July 28), the FCC has been given petitions (1) requesting a systematic decrease in UHF receiver noise and (2) urging that UHF antennas be permanently attached to sets.

The petition regarding receiver noise asks that the FCC reduce the highest permissible noise figure from 18 to 14 decibels within six months, to 12 db in eight months, and to 10 db within 30 months. The first reduction could be handled through improved quality control by manufacturers. In the petition, it is feared that the second could be fostered through modest and inexpensive design improvements and the third, through equipment designs already in laboratory development.

The other petition requests that if a manufacturer ships a television receiver with an affixed UHF antenna, an effective UHF antenna must also be affixed. And, the petition said, if a VHF antenna is connected to VHF antenna terminals, a UHF antenna must similarly be connected to UHF terminals.

### Programing

#### Huge promotional push to get ITC's 'Space: 1999' into orbit

 Syndicated show said to be costliest ever receives commensurate PR efforts by stations, some of which will pre-empt networks for it

Promotion directors at many TV stations around the country are doing more than just-thumping for a new syndicated show, the one-hour Space: 1999, than for the new prime-time programs they'll be carrying from their networks.

One reason is that their managers in the plan involves scheduling the science-fiction series at least partly in prime time, pre-empting or delaying the affected network program. Network station-relations executives confirmed last week that Space: 1999 was giving them more displacement problems than they needed, although some also tended to minimize the difficulties.

Planetaria and museums—or more conventional sites decked out in space-flight style—are being used by a number of stations for preview parties for clients, local opinion leaders and newsrooms. WTVI-TV Miami, for one, entertained 350 guests last Monday night at the Miami Space Transist Planetarium, previewing both Space: 1999 and the new CBS-TV schedule under a multimedia projection of the Miami skies as astronauts determined they will appear on Sept. 13, 1999—the date when, in the space series, the mission blasts out of orbit and the adventures of Space: 1999 begin. Similarly, WABC-TV Cleveland-Lorain, an independent, showed the first episode of Space: 1999 to some 300 guests last Wednesday under a simulation of Sept. 13, 1999, skies at the Cleveland Museum of Natural History.

KDLN-TV St. Louis, another independent, is having a preview party for about 200 guests at the McDonnell Douglas Planetarium on Sept. 8. In a somewhat different tack, KJH-TV Los Angeles, also an independent, reports that it is working Planetarium out-of-town—right into the starring Space: 1999—saying they have planned a show for the month of September, opening there Oct. 1 for eight weeks. KTVI-Sioux City, Iowa, will have its "Space: 1999-NBC Preview Party" at the local Hilton but with sets built to resemble a space ship's control room. KFSN-TV Fresno, Calif., a CBS outlet, will have several hundred guests in to a combined preview and grand opening of its new plant on Sept. 10.

Linkups with museums and use of space-age mock-ups are among the more exotic additions to conventional advertising and promotion. Costumes used in the series, which were designed by Rudi Gernreich, the noted fashion designer, are being traveled around the country and put on display in shopping malls and other trade centers by a number of museums, including WFLA-TV Tampa, Fla.; KTVN-TV Austin, Tex., and KFSN-TV Fresno.

In Sioux City, KTV is not only plans to have costumes on display for a full week but among other things is working with 11 local department stores to install video cassette players for continuous playing of Space: 1999 promos, with Roger Mansfield, station manager, narrating highlights.

Some stations, such as KRON-TV San Francisco, are going after the Star Trek cult in particular. KnowTV, an NBC affiliate, is doing a mailing to the 6,000-plus names on the mailing list of the Tragedy Post in Berkeley, Calif., a store dealing solely in Star Trek memorabilia, and is thinking of holding a special preview in Berkeley for the Trekkers. In Cleveland, WUA is scheduling Star Trek as a lead-in to Science Center, while WTVI in St. Paul, an ABC outlet, hopes to reach a larger, if less conditioned, audience by passing out special promotion material at its space at the Minnesota State Fair from Aug. 20 through Sept. 1.

Many stations are launching the series on Sept. 13 to coincide with the moonblast date in the first episode. Many others are starting earlier—or broadcasting "previews"—to get the jump on new network programing and in the process to get more extensive play in local newspapers and TV supplements.

Independent Television Corp., which produced and is distributing the series, has produced a wide range of promotional support. "I've never known a syndicator, ever, to put this much behind a promotion," said Larry Kellogg, promotion manager of WFLA-TV Tampa. "It's just never happened. And it's quality money." Jerry Bronston, West Coast public relations director of KMSF-TV Minneapolis-St. Paul, said "they're sending us everything you can think of."

Martin Landau and Barbara Bain, stars of the series, have made 151 personalized promos for individual stations, given 74 telephone interviews, made personal appearances in nine cities, and are slated to appear on all major national talk shows. ITC is also providing 30-second promos—usable at 30's, 20's or 10's—for each of the series' 24 episodes, plus promos for the series as a whole. Beyond that, stations have been furnished space-age on-air use, suggested copy for local on-air origination along with background music on audio tapes, a selection of photos—on contact sheets in both color and black and white—from each episode and for generic use, materials for TV Guide ads and for newspaper ads of all sizes from full pages down, plus sales kits and press kits as well as access to merchandising material that already ranges from T-shirts to pocket books, comic books and $15 models of the series' space ship and eventually is due to include more than 100 products.

Abe Mandell, ITC president, who init-
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Martin Landau

TV history,

$6.5

costs

ated plans for the series, says it is clearly

the most expensive in TV history, with

costs to date totaling $6.5 million, but that

it is already assured of being profitable

with sales thus far in 146 U.S. markets—

including 48 of the top 50 and predomi-

nantly to network affiliates, and in 101

other countries around the world.

Mr. Mandell says he has been

surprised—but is obviously pleased—that

one early forecast proved wrong. He said

last winter in announcing the show that he

expected many stations to delay starting it

until they could determine which network

shows proved weak, and then work it in

as a prime-time substitute (BROADCASTING,

Jan. 20). Instead, he said last week, sta-

tions haven't waited. He said that 98 of

the 146 station buyers thus far have

already reported time slots and over 60%

of these are in prime time, displacing net-

work shows by shifting them to other

periods if not pre-empting them com-

pletely.

Among the ABC shows most frequently

displaced reportedly are Barbary Coast

(Monday, 8-9 p.m. NYT) and Happy

Days and Welcome Back, Kotter (Tues-

day, 8-9); on CBS-TV, Big Eddie (Friday,

8-8:30) and Good Times and Joe & Sons

(Tuesday, 8-9), and on NBC-TV, Invisi-

ble Man (Monday, 8-9) and Montefusco

and Pay (Thursday, 8-9).

MGW signs. Christiana Productions, which

is led by producer-writer Joanna Lee, has

been signed by MGW Television to non-

exclusive development deal for TV series

and movies for TV. Ms. Lee won Emmy

for her Thanksgiving special for The

Waltons. She also wrote and served as

associate producer for MGW-TV's "Babe",

two-hour movie to be aired by CBS Oct.

23. She recently completed teleplay, "Ziegefeld," another two-hour movie for

CBS.

First 16. Sixteen TV stations have signed for

re-released Maverick series for fall

start, Warner Bros. Television announced

last week. Emmy award-winning series

that stars James Garner, Jack Kelly and

Roger Moore was on ABC for five years

and was first released for syndication in

1962 (147 markets for two runs only).

Series, consisting of 124 hour-long

episodes, has been licensed to KHJ-TV Los

Angeles; wuAB(1V) Cleveland; KDLN-TV

St. Louis; wwxv(1V) Cincinnati; KMBC-

TV Kansas City, Mo.; KOIN-TV Portland, Ore.;

KMBF-TV San Diego; KTAR-TV Phoenix;

wLRY-TV Louisville, Ky.; wol-TV Des

Moines, Iowa; wBFT-TV Rock Island, Ill.;

week-TV Peoria, Ill.; wcT(1V) New Bern,

N.C.; wkyT-TV Lexington, Ky.; wsmW-TV

Worcester, Mass.; and whMA-TV An-

niston, Ala.

Revival. o'Connor Creative Services,

Hollywood, announces that it has rights to

radio syndication of 104-episode series of

This is Your FBI, originally produced

from 1945 to 1953. Each episode is half-

hour, is based on actual FBI cases, and

produced with cooperation of that agency.

Wold uses domast. Landmark in commer-

cial TV broadcasting was established Aug.

9 when Milwaukee Brewers home game

with Texas Rangers was relayed by

satellite to Texas Rangers Baseball Net-

work. Robert Wold Co., Los Angeles,

specialist in buying of transmission and

production facilities for local stations and

networks, arranged interfacing of three

common carriers. Route: Milwaukee

county stadium to Chicago by Midwest-

ern Relay Co., using terrestrial facilities;

from Western Union, Chicago, to West-

ern Union, Dallas, by WLU's domast, West-

ar; by AT&T terrestrial link to studios of

KXAS-TV Fort Worth, originating station

for baseball network.

NAFB's new venture. National Association

of Farm Broadcasters Foundation has

been set up by NAFB. Orion Samuleson,

wGIl(AM) Chicago, has been named presi-

dent; Bob Miller, wLW(AM) Cincinnati,

and Lynn Adair, kSL(AM) Salt Lake City,

have been chosen vice presidents, and

George Logan, kGN(AM) Amarillo, Tex.,

has been named secretary-treasurer. On

drawing boards: plans for scholarships for

students interested in farm broadcasting;

research in farm radio-television, and

international projects to help under-

developed countries utilize farm broad-

casting efficiently to improve agriculture.

At century mark. Gold Key Entertainment

Division of Vidtronics Co., Inc., Holly-

wood, has sold its 100th station (KAKE-

TV Wichita, Kan.) its Rainbow Outdoor

Adventure package of motion picture

features.

'Monty' breakthrough. Time-Life Television

announced its first commercial-station

sale of weekly 30-minute British satirical

TV series, Monty Python's Flying Circus,

which is now on 112 public stations. Com-

mercial station is kPlcTV Houston.

AFTRA's year in N.Y., L.A.

More than $18 million was collected for

the fiscal year by the two major locals of

the American Federation of TV and Radio

Artists. The Los Angeles local reported

that it collected $9,503,010 for the year

that ended June 30; the New York local

reported that it had collected $8,802,669

for the year that ended May 31.

The figures do not represent total earn-

ings of members under AFTRA contracts,

but only those for which talent checks are

Soaper puts Georgia in a lather.

In 1939 it was Orson Welles's War

of the Worlds that caused mass

panic when a fictional radio story

was interpreted as a real newscast.

In 1975 it's As the World Turns, a

CBS-TV daytime soap opera, that had

some Centerville, Ga., resi-

dents in an uproar. When viewers

heard the program warning of a terr-

or "moving northeast eleven miles from

Centerville" they took it

seriously and began flooding the

weather service's Macon office

with calls. In true soap opera style it

took the fictional tornado three
days to reach "Centerville" and it was only

after it struck and destroyed the

fictitious town that life in the real

Centerville and the weather bureau

returned to normal.

Program Briefs

Michelson names Keystone. Charles

Michelson Inc., New York, has appointed

Keystone Broadcasting System, New York

and Chicago, as national sales represen-

tative of Michelson radio series to agen-

cies and national advertisers. Michelson

dramas include The Shadow, The Lone

Ranger, Gunsmoke, and Fibber McGee &

Molly. Company will continue to make in-

dividual radio station sales.
distributed through the two locals, which represent fully 90% of AFTRA's membership.

The Los Angeles chapter received almost $3.25 million for TV programs, more than $2.7 million for transcribed radio commercials, and more than $1.6 million for video-tape commercials. The New York chapter took in more than $6 million for transcribed radio commercials, and more than $1.3 million for video-tape commercials.

The figures represent collections for session and reuse fees, claims and late payment penalties.

Pacifica contends FCC overstepped line in Carlin decision

Foundation's appeal claims violation of First Amendment, says ruling would inhibit 'free and robust' exchange of ideas

In a brief filed in its appeal of the FCC's declaratory ruling on indecency, Pacifica Foundation last week argued that the commission decision is flawed throughout, and flies in the face of the First Amendment and case law precedent. Pacifica's arguments are supported in an amicus curiae brief filed by the San Francisco chapter of the Committee for Open Media, a citizen group.

The FCC's ruling was precipitated by a complaint about a recorded monologue by comedian George Carlin which was aired by Pacifica's WBAI(FM) New York.

Words like those used are indecent, the commission decided and it grasped opportunity afforded by the complaint against WBAI to define what it means by material, that when broadcast, is "indecent" and in violation of federal law (Broadcasting, Feb. 17). Although WBAI was not punished for the Carlin broadcast, Pacifica is appealing the FCC ruling because the commission said the case would go into the station's license file and might be held against the station later if more complaints followed. Pacifica's petition for review is pending in the U.S. Court of Appeals for the District of Columbia.

In its brief, Pacifica argued that the commission's contention that it can ban particular words from the airwaves without interfering with free expression is "an absurdity." The "direct effect," it said, "is to inhibit the free and robust exchange of ideas."

The commission's ruling sets "indecency" apart from "obscenity," saying that "indecency" lacks the element of appeal to the prurient interest and cannot be redeemed by a claim that it has literary, artistic, political or scientific value if children are in the audience. The distinction between the two "is utterly without support in the decided cases," Pacifica argued. It said the commission had "overstepped the boundaries of interpretation" and exceeded its power.

Pacifica argued that the commission does not have the power to impose a flat ban on the use of certain words, without regard for the context in which they appear, unless it can be proved that broadcasting has "special qualities" setting it apart from other media. Pacifica contended that there is nothing in the Red Lion case, the case traditionally advanced to point out broadcasting's "special qualities," to indicate the FCC can "carve out... exceptions to the First Amendment as it deems necessary" or "promulgate rules regulating [program] content in the public interest."

A major FCC rationale in the indecency rule is its belief that the broadcasting medium is special because it enters the privacy of the home where children might be present. Pacifica argued that the commission produced no evidence to prove that children are harmed by hearing the words it classified as indecent and that the commission is not entitled to make choices which are the obligations of parents. It contends too that viewers and listeners are not captive listeners but can control their television or radio receivers.

"The ultimate effect of permitting regulation of nonobscene speech to protect the random dial-tuner is not only violated of the rights of broadcasting," Pacifica said, "but grossly violative of the rights of willing listeners who may be entertained or intellectually challenged by the very programs which others find offensive."

The San Francisco chapter of the Committee for Open Media concurred with Pacifica's arguments, and at the end of its brief, wondered why the commission has acted in "this bizarre fashion." "The answer, we believe, may well be found in the congressional pressure that lies behind the commission action," it said. The committee noted that in 1974 the FCC was directed by appropriations committees in both houses to take action to protect children from excessive programming of violence and obscenity. "The commission may be promoting its own stock with these committees, some of which control the commission's appropriations," the committee said.

The respondents in the case—the U.S., represented by the Justice Department, and the FCC—currently have until Sept. 10 to file their briefs. However, they are expected to request more time.

Two in one at NAB-RAB regional meetings

Programing sessions are tackled on to six radio conventions

The National Association of Broadcasters will hold seminars for radio program directors concurrent with the six regional radio conventions it is sponsoring this fall with the Radio Advertising Bureau.

The association announced, too, that it has booked Hugh Finnerty, billed as an expert on selling, promotion and public relations, to speak at the combined luncheon gatherings.

The program director seminars will be separate from the radio conventions on the first day of the conventions and will be conducted by Bob Henaberry of Bob Henaberry Associates, New York.

The seminars will engage the partici-

Looking at local logs. Last year was the second year in which the FCC has required TV stations to report by category the average percentage of their broadcast day devoted to news, public affairs and other nonentertainment programing. The commission's compilation of these 1974 statistics, issued last week, showed that on the average, a total of 21.8% of a station's broadcast day was devoted to "other nonentertainment/non-sports programming," a drop from 1973's 22.5%. Subcategories of that total figure also fell off in 1974: public affairs was down from 4.4% to 4.1%; other nonentertainment/non-sports programing fell from 9.3% to 8.7%. The news category, however, rose slightly, from 8.8% to 8.9%. The commission also reported that 8.6% of a station's day was devoted to locally produced nonentertainment/non-sports programming off from 8.7% in 1973, but for prime time, in that category, the 1974 percentage was 8.0, against 7.7 for the previous year. The commission issued market-by-market and station-by-station data; a summary chart follows:

<table>
<thead>
<tr>
<th>Percent of total time operated</th>
<th>6 a.m.-midnight</th>
<th>6 p.m.-11 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>All programs (local and nonlocal)</td>
<td>1974</td>
<td>1973</td>
</tr>
<tr>
<td>News</td>
<td>8.9%</td>
<td>8.8%</td>
</tr>
<tr>
<td>Public affairs</td>
<td>4.1</td>
<td>4.4</td>
</tr>
<tr>
<td>Other nonentertainment/non-sports</td>
<td>8.7</td>
<td>9.3</td>
</tr>
<tr>
<td>Total</td>
<td>21.8</td>
<td>22.5</td>
</tr>
<tr>
<td>Locality produced programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>News</td>
<td>4.8</td>
<td>4.7</td>
</tr>
<tr>
<td>Public affairs</td>
<td>1.8</td>
<td>1.7</td>
</tr>
<tr>
<td>Other nonentertainment/non-sports</td>
<td>2.0</td>
<td>2.3</td>
</tr>
<tr>
<td>Total</td>
<td>8.6</td>
<td>8.7</td>
</tr>
</tbody>
</table>

\footnote{1p.m.-10 p.m. in the central and mountain time zones.}

\footnote{2699 stations reporting.}

\footnote{616 stations reporting.}
pants in problem-solving exercises. During the morning sessions they will be asked to program for a hypothetical radio station, which, due to some natural disaster, is the only remaining station in New York City. That station alone must serve the needs of New York's heterogeneous population. The afternoon sessions will feature panels of managers and program directors whose successes have won acclaim for their stations.


NAB, senators seek State Dept. aid in dispute with Canada over commercials

Wearn and Wasilewski follow Buckley in asking Kissinger to do something about deletion of ads by cables; some hope held out in response

The board chairman and president of the National Association of Broadcasters jointly wrote Secretary of State Henry Kissinger last week to urge that the State Department act to protect the interests of stations near the Canadian border which in their opinion are in danger of being squeezed out of the Canadian advertising market. The State Department, in answer to a similar plea from 15 senators, has already said it is doing what it can, but its authority in this case is limited.

In their letter to Secretary Kissinger, NAB Chairman Wilson Wearn of Multimedia Broadcasting Co., Greeneville, S.C., and NAB President Vincent Wasilewski protested the deletion of commercial advertising from U.S. television programs over Canadian cable, a practice they said is encouraged by the Canadian Radio and Television Commission. They also protested proposed legislation in the Canadian parliament that would deny business deductions to Canadian businesses any advertising purchased on non-Canadian stations.

The same complaints were voiced in a letter to the State Department last month by 15 senators, led by James Buckley (R-N.Y.).

Mr. Buckley was told in a July 25 letter from Robert McCloskey, assistant secretary for congressional relations at the State Department, that the department has "no legal basis" for objecting to the Canadian parliament's proposed tax revision. Mr. McCloskey, however, said that American broadcast stations should participate in the hearings on the legislation to urge that changes be introduced gradually.

But Mr. McCloskey also wrote that the department has "serious concern" about the other matter, the deletion of commercials from U.S. stations on Canadian cable systems, and said that the department is "presently reviewing possible alternative courses of action that might be taken in an attempt to obtain some measure of satisfaction." He said the department plans to consult with the FCC in its review.

In his letter, Senator Buckley had said the two Canadian actions combined "would appear to be aimed at the total elimination of U.S. television stations from Canadian advertising markets."

Senator Buckley said Canadian authorities "fully accept" the reception of American television station programs and that the Canadian viewing audience's desire for these programs "is the single most important reason" for the growth of Canadian cable. But, he said, "current Canadian policies in this field plainly constitute an attempt to reap the benefits of U.S. television service while denying the stations who render that service any opportunity to earn the rewards of their efforts."

The co-signers of the Buckley letter included Senators J. Glenn Beall (R-Md.), Quentin Burdick (D-N.D.), Robert Griffin (R-Mich.), Philip Hart (D-Mich.), Jesse Helms (R-N.C.), Jacob Javits (R-N.Y.), Patrick Leahy (D-Vt.), Edmund Muskie (D-Me.), Claiborne Pell (D-R.I.), Richard Schweicker (R-Pa.), Hugh Scott (R-Pa.), Robert Stafford (R-Vt.), Lowell Weicker (R-Conn.), and Milton Young (R-N.D.).

Hooks says FCC overlooked blacks in AM expansion

Liberalized rules erred, he says, by omitting special treatment for applications from minorities

FCC Commissioner Benjamin L. Hooks has criticized the commission majority for "a neglectful omission of the responsibility to foster minority broadcasting interests." Mr. Hooks's statement, issued last week, is in regard to a commission order which eased requirements for expanding AM service (Broadcasting, June 30).

According to Mr. Hooks, the only black member of the commission, the rules perpetuate a system that is partially responsible for "racial ownership imbalance." He claimed that the commission order has overlooked judicial precedent by not promoting minority ownership through the allocation process. He also criticized the majority for not taking minority programming formats into account in their rulemaking.

The National Black Media Coalition last week also took exception to the order. It petitioned the FCC for reconsideration of the rules and filed a motion to stay their effectiveness. NBMC claimed that the new rules do not foster affirmative action encouraging minority ownership and asked the commission for a minority impact statement.

FCC revamping procedures in line with Privacy Act

The FCC has initiated a rulemaking aimed at implementing the Privacy Act of 1974 and at "protecting the rights of the individual in the accuracy and privacy of information concerning him which is contained in commission records." The rule provides procedures under which an in-
individual, about whom information is contained in commission records, could seek to examine that information and, if he feels it is incorrect, seek to have it corrected or amended. The commission would not be required to comply with the request if it felt the information was correct, but it would be required to annotate the record so that the disputed portion is apparent to anyone inspecting the file. In addition, the individual would be permitted to file a statement disagreeing with the commission's decision, and it would become part of the record. Some records would be exempt from the provisions of the Privacy Act—among them, those maintained on individuals who have been the subject of FCC field enforcement actions, attorney misconduct files, investigations of and complaints against broadcast stations and their owners, officers and employees. Those systems, the commission says, are maintained for law-enforcement purposes. Comments are due Aug. 29. Since the final rules must be issued by Sept. 27, the effective date of the act, the commission is not inviting reply comments.

Media Briefs

Nowhere to hide. Nielsen Station Index announced last week its samples in larger markets will be chosen from both listed and non-listed telephone households, starting in fall of 1976, or earlier if possible. Nielsen declined to identify markets at this time. Nielsen's local TV reports now are based solely on samples from households included in telephone directories. American Research Bureau samples also are drawn from listed households.

Cub's den. Council for UHF Broadcasting has established Washington address: P.O. Box 23640, L'Enfant Plaza Station, Washington, 22024. Telephone (202) 488-5211.

Getting together. Sarasota/Bradenton (Fla.) Broadcasters Association has been established. Officers (all stations in Sarasota): Robert Nelson, WXLT-TV, president; Cliff Lanson, WSBP-AM-FM, vice president, and Jay M. Epstein, WYND, secretary-treasurer.

Going public? Resolving to act to affirm its commitment to communication between board of Corporation for Public Broadcasting and public, board informally agreed that Chairman Robert Benjamin should appoint ad hoc committee on subject of opening its meetings to all comers, subject to practical limitations. At last week's meeting (Aug. 12-13), pickets from citizen groups protested closed-door policy. Three were allowed to address board: Pluria Marshall, National Black Media Coalition; Cathy Irwin, National Organization for Women, and Nicholas Johnson, National Citizens' Committee for Broadcasting. Speculation among CPB officials had been that motion would be made at last week's meeting to open meetings, even though session was billed as "informational" for 13 new members.

In the heartland. Public radio stations in seven states have formed Public Radio in Mid-America (PRIMA) as link for state and regional networking and program exchanges. Charter members: WSIU(FM) Carbondale, Ill.; WYUB(FM) Vincevilles, Ind.; KCCK-FM Cedar Rapids and WSIU(AM) Iowa City, both Iowa; KANU(FM) Lawrence, Kansas; KBU(FM) Baldwin City and KMUN(FM) Wichita, all Kansas; KBI(FM) Columbia, KBLI(FM) Buffalo, KCUR(FM) Kansas City, KLUM(FM) Jefferson City, KSOU(FM) Point Lookout, KUMR(FM) Rolla, KMUW(FM) St. Louis and KXCV(FM) Maryville, all Missouri; KSOU-FM Omaha, Neb., and KSOU-FM Stillwater, Okla.

Special exemptions? FCC has invited comments by Sept. 15 on proposed rule to identify and exempt specialty stations with limited audiences from cable systems' allowable signal complement. Stations involved have predominantly religious, ethnic or automated programming.

Quotations. National Association of Broadcasters has published new pamphlet containing quotes from cable industry executives, motion picture producers, economists and newspaper columnists on pay cable television. "Notable Quotes ... About Free TV and Pay-Cable TV" is part of continuing antionshiping and anti-pay campaign directed by NAB.

Status of PTY. Fiscal 1975 saw the addition of three licensees and 11 transmitting stations to public-television fold, according to report by Public Broadcasting Ser-

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

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

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

These non-commercial messages are aimed at informing your listeners ... not advertising State Farm. For a free tape and scripts, return the coupon below or call us collect at 309-662-2625.
vice. Projections for fiscal 1976 are three
more licensees and 16 new stations, 10 of
which will be repeaters picking up broad-
casts from parent stations. Current status:
total of 152 PTV licensees operating 256
transmitting stations in contiguous states,
Alaska, Hawaii, Puerto Rico, Virgin Is-
lands, Guam and American Samoa. All
but three are PBS members; 85 are VHF
and 155 are UHF or the 240 transmitters
linked by PBS’s interconnection system.
Rand research. Third volume in study of
television and human behavior. “The
Research Horizon, Future and Present,”
is available with broadcasters among the
intended audience. Final product of Rand
Corp. evaluation will be book still in pre-
paration, tentatively titled The Fifth Season: How Television Influences
Human Behavior. Current volume, by
George Comstock and George Lindsey
with Marilyn Fisher, details scientific
community’s research priorities and im-
PLICATIONS OF THEIR DESIRE TO MAKE SUCH
research relevant to TV policy decisions.
Number-one priority is “TV and the
socialization of young persons”; politics,
special populations, behavioral effects
and TV management are among nine others.
No union. Petition by Writers Guild of
America East on behalf of four women
researchers in CBS News’ Washington
bureau has been dismissed by National
Labor Relations Board. In refusing to
grant group status for collective-bargain-
ing purposes, NLRB agreed with CBS Inc.
that employees “do not share a sufficient
community of interest to constitute an
FPPH unit,” that they “are not
residual, unrepresented employees” and
that their daily job functions have basic
dissimilarities.
N.Y. denies charge. City of New York has
urged FCC to reject as “frivolous” charge
by The Network Project that municipal
ownership of WNYC-AM-FM-TV New York
violates First Amendment. In petitions to
deny stations’ license renewals, Columbia
University-based group charged that sta-
tions are only public access facilities and
city violates amendment by controlling
material broadcast. But even if city gave
up its control, Network Project said it
would still be violating rules delegating
that control to licensee. New York, in its
opposition, maintained that there is no
violation since Communications Act and
fairness doctrine apply equally to munici-
pally owned stations.

Changing Hands

Announced

The following broadcast station sales were
reported last week, subject to FCC ap-
prov:

■ WFUN(AM) South Miami, Fla.: Sold by
Roussaville of Miami Beach Inc. to
Sudbrink Broadcasting Inc. of Florida for
$1.3 million. Seller, Robert W. Roun-
saville, owns WCLN(AM) Cincinnati;
WOOL(AM) Berry Hill (Nashville), Tenn.;
WMBR(AM)-WAIV(FM) Jacksonville,
WDAE(AM)-WAVV(FM) Tampa, WNEB(AM)
Winter Park and WBU(FM) Orlando, all
Florida. Principal in buyer is Robert
(Woody) Sudbrink who owns WLYP(FM)
Miami and WAVO(AM) Decatur, Ga., and
has various interests in WLAK(FM)
Chicago, WFLI(FM) Baltimore, WPCH(FM)
Atlanta and WZWF(FM) Wauwatosa-Mil-
waukee. He is also president of WWEZ(AM)
Cincinnati which is controlled by his
wife, Margaret. WFUN is full time on 970 kHz
with 5 kw.
■ KIMA-TV Yakima and KEPR-TV Pasco,
both Washington, along with KLEW-TV
 Lewiston, Idaho: One third of licensee,
NWG Broadcasting Corp., sold by Sally
Ann Gassaway, administrix of estate of
husband, P. Richard Gassaway, to John
Noel Jr. and Seattle First National Bank,
trustee of estate of Harrell B. Whitney, for
$187,000 plus assumption of about
$266,000 in liabilities. Mr. Gassaway has
no other broadcast interests. Mr. Noel
and Seattle bank own a third of NWG Bro-
dcasting each. Mr. Noel has interests in
Washington bottling companies, canning
company, motel and investment corpora-
tion. Seattle bank, although it is a state
department, has interests in KOMO-TV
Seattle, KOMW(AM) Omak, Wash., and
KATU(AM) Portland, Ore. KIMA-TV is CBS
affiliate on ch. 29 with 105 kw visual, 10.5
kw aural and antenna 970 feet above
average terrain. KEPR-TV is satellite of
KIMA-TV on ch. 19 with 97.7 kw visual, 9.8
kw aural and antenna 1,250 feet. KLEW-TV
also is satellite on ch. 3 with 13.8 kw
visual, 1.38 kw aural and antenna 1,250
feet.
■ WEAI(AM) Greensboro, N.C.: Sold by
Eugene S. Tanner, trustee in bankruptcy
for WEAI Inc., to North State Broad-
casting Co. for $293,000. Buyer is owned
equally by brothers, Lewis Pace Poag
and Morgan Rees Poag, who are former stu-
dents and have no other broadcast in-
terests. WEAI is on 1510 kHz with 1 kw
day and 250 kw during critical hours.
■ WEXY(AM) Oakland Park, Fla.: Sold by
Broward County Broadcasting Co. to
Celebrities Inc. for $250,000. Seller is
Albert S. Tedesco who has controlling in-
terests in KTCR-AM-FM Minneapolis-St.
Paul and KDUZ-AM-FM Hutchinson
Minn., and in WWCW-AM-FM Brazil, Ind.,
which was sold to Hausman Broadcasting
Corp. (Berry L. Hausman, principal) for
$550,000, subject to FCC approval
(BROADCASTING, June 23). Buyer, James
S. Beattie, owns WOHN(AM) Herndon, Va.,
and 50% of WSSA(AM) Morrow, Ga. WEXY
is daytimer on 1520 kHz with 1 kw.
■ Other sales reported at the FCC last
week include: KPGA(FM) Pismo Beach,
Fla., and WASC(AM) Spartanburg, S.C.
(see page 37).
Approved

The following transfers of station owner-
ship were approved last week by FCC.
■ KIEM-TV Eureka, Calif.: Sold by
California-Oregon Radio Co. (Wayne
Vickers, Newton L. Steward, Paul Roberts and others) to Ingham Communications Inc. for $400,000 cash plus assumption of liabilities of about $300,000. Sellers have no other broadcast interests. Buyer is owned by Harvey Ingham III, Saratoga, Calif., executive vice president and Richard Ingham, Florida businessman. Neither has other broadcast interests. KIEM-TV is CBS and NBC affiliate on ch. 3 with 100 kw visual and 20 kw aural and antenna 1,650 feet above average terrain.

- Other sales approved by the FCC last week include: WMOB(AM) Mobile, Ala.; KRYT-AM-FM Colorado Springs; WSSW(AM) Longo, Fla.; WRTC(AM)-WSGS(FM) Hazard, Ky., and KSIG(AM) Jackson, Wyo. (see page 37).

Fidelity goes higher

Twice-rejected challenger for channel 9 in Los Angeles now goes to Supreme Court

Fidelity Television Inc., which has been trying since 1965 to displace RKO General Inc., as licensee of KJTV-Los Angeles, has not yet given up despite negative decisions from the FCC and the U.S. Court of Appeals. Fidelity is now asking the U.S. Supreme Court to review the channel 9 case.

The U.S. Court of Appeals last month denied Fidelity’s petition for rehearing and reconsideration of the court’s decision in March, affirming the commission’s order surrendering the KJTV license and denying Fidelity’s competing application (Broadcasting, July 7).

In seeking Supreme Court review, Fidelity argued that the commission accorded an advantage to RKO simply because of its incumbency—and that was an error. Such an advantage is not warranted under commission precedents, it said.

Fidelity also contended that, in failing to award Fidelity preference on diversification of media grounds—Fidelity owns no other stations, while RKO is a multiple owner—the commission’s decision offends First Amendment principles. It noted that the Supreme Court held that the public is entitled to the widest possible diversity of voices.

FCC denies request but Cottone just won’t quit

The FCC has denied communications attorney Benedict Cottone’s motion to dismiss a disciplinary proceeding and clear the records regarding his alleged misconduct during a renewal hearing involving KAYE(AM) Puyallup, Wash. One of Mr. Cottone’s contentions is that FCC Administrative Law Judge Ernest Nash had schemed to oust him from the KAYE hearing (Broadcasting, June 2). In discussing the denial, Mr. Cottone said the commission failed to answer his charges and he will continue to fight although he does not yet know what his next step will be. In a related action, the commission also denied the contention by the Federal Communications Bar Association that the FCC does not have jurisdiction to conduct disciplinary proceedings against Mr. Cottone and that his case should be turned over to the D.C. Court of Appeals. The commission said it was premature to respond to the FCBA’s contention that disciplinary proceeding against Judge Nash should be handled by the Civil Service Commission.

FCC to wait and see what Houston foreclosure brings

The FCC has decided not to say if its three-year rule applies to Liberty National Corp.’s proposed purchase and resale of KBMT(TV) Beaumont, Tex. The rule prohibits sale of a station if the owner has operated it for less than three years.

LNC, a one-bank holding company in Oklahoma City, said that KBMT’s licensee, Harbour Television System, has defaulted on a $2,320,324 debt to LNC. The debt is secured by a pledge of all Harbour stock and physical assets. An additional $400,000 is owed to general creditors, LNC said.

LNC had requested a ruling in view of its proposal to acquire KBMT at a public foreclosure sale, invest additional money in the station, upgrade programming, deal with general creditors, and then sell KBMT without profit.

FM on the up-and-up. FM radio’s average share of total radio listening in New York, Los Angeles, Chicago, Philadelphia, Boston, San Francisco and St. Louis has increased 78% over the past five years, according to analysis prepared by the CBS Owned FM Stations. CBS/FM’s investigation, focused in markets in which it owns and operates stations, drew from American Bureau Research Reports in those areas for April-May 1970 and 1975. CBS/FM said the April-May 1975 reports show an average quarter-hour FM share of 35.6% of total radio listening in these seven markets, up 78% from the average 20% share in 1970.

The commission said it generally refrains from ruling in such cases and waits until all factors can be considered through a properly filed application. However, it noted that an “unsympathetic ear” would not be turned on a future rule-waiver request.

Bad marks for college radio-TV courses

A survey of Indiana broadcasters shows that while the vast majority of station managers and employees polled consider college education essential for prospective professional broadcasters, they are critical of college radio-television programs, rating them “fair” to “very poor” relative to...
More TV sales ammo

Bruskin five-year report shows television outpacing newspapers

The growing value of television to advertisers in comparison with newspapers is underlined in a new study by R.H. Bruskin Associates, New Brunswick, N.J., which stresses TV now attracts 22 million more adults on a daily basis than newspapers.

Commissioned by the Television Bureau of Advertising, the study found that 120-million adults (85%) view TV daily, compared to 98 million (69%) who read newspapers. A comparison of this study with one in 1970 showed that 101-million adults viewed TV each day five years ago (by 1975 there was a gain of 19-million adults). Five years ago 97-million adults read newspapers (by 1975 there was a gain of only one million adults).

"The findings of this study enable the advertiser to look beyond mere circulation statistics and compare media in the more meaningful terms of people reached," commented Roger Rice, TVB president. "The newspaper-only advertiser may now discover why his sales have lagged behind those of his television-using competitor; his advertising has been treading in a stagnant medium while his competitor's advertising has been swept along by television's growth."

Arbitron buys TM advertising monthly

Theodore F. Shaker, the president of Arbitron, announced last week the purchase of Newspaper Advertising Reports from TM Productions by Arbitron to "help our TV-station and radio-station clients get a larger chunk of the local advertising dollar."

Newspaper Advertising Reports monitors every newspaper buy in the five markets where it appears (New York, Los Angeles, Chicago, San Francisco and Philadelphia), attempting also to get information about promotional planning done by retailers "before the budget is allocated to newspapers."

According to Mr. Shaker, Arbitron bought the publication on a percentage basis (the more copies sold, the more money TM Productions will receive) and plans to extend its reach to 25 markets "in the near future." The publication has 37 clients among radio and TV stations, with the subscription cost based on the station's 60-second rate.

Mr. Shaker says Arbitron will "computerize" the publication and "refine" it. "Considering that about 75% of all local advertising money goes to newspapers and only 25% goes to radio and television, we think Newspaper Advertising Reports is needed to redress this balance," he concludes.

British cigarette makers impose own ad restrictions

Cigarette manufacturers in Great Britain have decided to try self-regulation with a new voluntary advertising code that seeks to prevent advertisements which encourage people to start smoking, increase their consumption or smoke to excess. Last week's announcement of the code was made less than a week after the British government said it was looking into the

Reflected image. Seeing yourself as others see you was again the theme of the Television Bureau of Advertising's sales managers conference in Denver earlier this month. The others in this case were station sales staffs who provided their views of management which were then compared with the managers' views of themselves and evaluated by Professor Hank Wilson of the Bridgeport Graduate School of Business, Bridgeport, Conn. Those attending were (standing 1 to r): Dave Grace, local sales manager, KTVU Denver; Dave Herman, general sales manager, KOB-TV Albuquerque, N.M.; Dick Green, vice president-sales, California-Oregon Broadcasters, Redding, Calif.; Gary Rice, station manager WTVS, Bailarat, Victoria, Australia; Tony Malone, local sales manager, KLAS-TV Las Vegas; Dan Gustin, general sales manager, KLO-TV Reno; Fred Dravidian, sales manager, KMGH-TV Denver; Wes Maser, general sales manager, KOLN-TV Lincoln, Neb.; Gordon Bussey, local sales manager, KVAL-TV Eugene, Ore.; (seated 1 to r) Professor Wilson; Maurice B. Mitchell, chancellor, University of Denver; Robert M. McGredy, Dyco Institute.

Broadcasting Aug 18 1975 26

TIO Texas regional concentrates on public attitudes toward TV

The Television Information Office will sponsor its second open regional meeting in Houston Sept. 25-26, inviting station personnel from Texas and neighboring states. The meeting will be hosted by KXOU-TV, KPCT-TV and KTTR-AM, all Houston, all TIO members.

The two-day sessions will examine public and government attitudes toward television, and will discuss ways of increasing public awareness of the medium's achievements. Congresswoman Barbara C. Jordan (D-Tex.) will be a featured speaker, with TIO director Roy Danish also speaking.

A regular meeting of the Television Information Committee, headed by Peter Storer of Storer Broadcasting, will take place September 25 as part of the conference.

$12 million for facilities

The Office of Education of the Department of Health, Education and Welfare has announced awards totaling $12 million to 62 non-commercial radio and television stations. The grants, made under the Educational Broadcasting Facilities Program, are going to 41 TV and 21 radio stations to expand power, buy equipment and generally improve services. Nearly $41 million in grants had been sought by 193 applicants.

the needs of broadcasting stations. College radio-TV departments, professors and placement services were evaluated by the respondents, including 78 station managers, as poor in helping students find jobs.

Courses in radio/television are generally poor in providing practical experience in sales, the business of broadcasting and FCC rules and regulations, according to survey respondents. Theory without practical experience and courses in the history of broadcasting were dismissed as "a waste of time" while knowledge of how to apply for a job, prepare resumes and interview are considered invaluable for students.

More than 86 percent of the commercial broadcasters would advise college students not to specialize but rather to gain practical experience and over-all broadcast education. Areas of study least recommended were engineering, non-commercial station operation, film, history and theory. Advice from broadcasters to those in college broadcasting programs: maintain a closer relationship with commercial stations, hire faculty with commercial broadcasting experience and require internship programs for all radio-TV majors.

The survey was the work of Darrell E. Wibble, associate professor at Ball State University's Center for Radio and Television, Muncie, Ind., a former commercial broadcaster.
possibility of increased tobacco industry controls.

Written by manufacturers and the British code of advertising practice committee, the code especially seeks to protect young people and will be supervised by the Advertising Standards Authority, an independent body.

The code has similar guidelines as those used for television before cigarette promotion was banned by Britain on that medium in 1965. Among the advertisements the media are asked not to accept are those that imply links between smoking and sexual success and those that claim smoking increases manliness, relaxation or better work performance. Testimonials by well-known personalities are also discouraged.

A minister of state at the Department of Health has said that the government would try to work with voluntary agreements. However, an antismoking pressure group said the code was “grossly inadequate” because it did not apply to indirect forms of cigarette promotion such as coupons.

**NSF-funded group laying groundwork of children TV study**

Project started in April in answer to FTC call; first report due in early ’76

A research group with a grant from the National Science Foundation is collecting names of people and institutions equipped to study children’s responses to television advertising.

The research planning group, based at the Harvard Graduate School of Education, is also trying to identify the most important areas of concern in the children’s advertising controversy, is reviewing the available literature on the subject and is trying to define areas where more research is needed.

The project began in April and the group is expected to file its first report early in 1976. It is a response to a call from the Federal Trade Commission for more information to help it construct guidelines for children’s advertising.

The members of the research planning group include Richard Adler of the Harvard School of Education, who is serving as principal investigator and project manager; Bernard Friedlander, University of Hartford (Conn.); Gerald Lasser, Harvard Graduate School of Education; Thomas Robertson and John Rossier, The Wharton School, University of Pennsylvania, and Scott Ward, Harvard Business School. An advisory committee of scholars, representatives of government, consumer groups and industry is currently being formed.

**Advertising Briefs**

**Telling it all.** J. Walter Thompson Co., New York, has formed Telecommunications Division, outgrowth of its TeleCommunciations Development Course, to teach businessmen principles of effective spokespersonship, particularly in broadcast media. Jack Hilton, executive vice president of JWT’s Dialog public communications division, who developed course, has been named president of new division.

**Rejected.** KXTX-TV Dallas, owned by Christian Broadcasting Network, has rejected Mercury Records TV spot for rock group Ten CC and their latest album, *Original Soundtrack*. Among station’s reasons for decision were alleged references to devil in spot, and alleged connection between group’s name and narcotics use. Record industry sources were at loss to explain latter charge, and Mercury denied any demonic reference in spot.

**Spanish market facts.** Conill Advertising Associates, New York, is offering free report on domestic Spanish population characteristics, based on Department of Commerce data. Demographics show Spanish make up largest ethnic market language-wise, with larger-sized families, younger population and strong buying power.

**New in L.A.** Formation of Kuder-Brigham-Scully advertising-public relations agency, Los Angeles, was announced last week. Firm is made up of former Capital Communications Co., principals, Don Kuder and Kathie Scully, and Tom Brigham, formerly of Tom Brigham & Associates.

**IGM’s RAM—runs like a Tiger and thinks like a Fox—**

**IGM’s Random Access Memory—automatically...the best there is!**

- 2048 or 4096 switching events
- up to 19 audio sources, each with 79 sub-sources
- random access direct addressing to all sources
- “look-ahead” advance search
- flagged event editing
- multiple audio overlap

Call or write today for full information. You may just prevent your present system from becoming an endangered species.

**FCC says it’s up to Congress to define three tiers of cable regulation**

Commission proposes minor changes in its rules to alleviate some problems in area, but says over-all policy needs legislation

The FCC has concluded that it lacks the authority to decide how cable television should be regulated by state and local governments, and that Congress must find a remedy to the present difficulties of three-tiered cable regulation (“Closed Circuit,” Aug. 4). But until such time as Congress acts, “to ease burdens that can be identified in specific areas,” the FCC has proposed several changes in its cable rules.

With regard to its processing procedures for a certificate of compliance, the commission said that “inconsistent” local provisions would be considered void. At present, applicants must either seek waiver or get the local franchise authority to delete or alter that provision to con-
form to commission standards. The FCC noted the delay and financial costs to the applicant as reasons for the proposed change.

The commission also proposed that to the extent any franchise fee is above 3% of gross annual subscriber revenues, the excess fee would similarly be void.

As to its over-all approach to three-tiered regulation, the commission said that it will maintain its subject-matter approach to cable regulation it has taken in the past, until legislative guidelines can be substituted. That approach was based on the distinction between regulations regarding the use of streets and rights-of-way and the regulation of the operational aspects of cable communications. In the FCC's eyes, the former is within the jurisdiction of the states and their political subdivisions, while operational aspects came under commission auspices.

The commission said it would also continue to work toward a cooperative solution to the problem of multiple systems of accounts being developed by various states. The FCC hopes a voluntary adoption of a uniform accounting system would result.

The commission's inquiry into duplicative cable regulation was adopted some nine months ago in response to recommendations by the Federal-State-Local Advisory Committee, formed by representatives of the cable industry, local governments and public interest groups. The majority of the committee recommends that the Federal-State-Local nonfederal authority or delegate all authority to constituent cities and towns.

The FCC in terminating the proceeding now, however, said that "while non-duplicative regulation is a worthy objective," the "jurisdictional impediments" for the FCC without clear congressional guidance would present major difficulties.

Comments on the proposed changes are due Sept. 22.

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**Cable Briefs**

**Review sought.** National Association of Broadcasters has petitioned U.S. Court of Appeals for District of Columbia Circuit for review of FCC's decision that denied NAB's request for reconsideration of revised pay cable rules. Other parties, both broadcasters and cable operators, currently have appeals pending before same court of pay cable rules. While NAB motion is technically separate case, it could be consolidated with parties that filed prior appeals.

**Clamping down.** New York State has adopted law that would make person guilty of "theft of services," in connection with pay cable, subject to criminal prosecution.

**Sold.** Telesonic CATV Inc., which serves seven communities in western Pennsylvania, has been sold to Tele-Media Company of Addil for a price close to $1 million. Paul Jones and John Beatty are sellers of system that serves 3,050 subscribers in communities of Cresson, Gallitzin, Randolph, Brockport, Parker, Pleasantville and Eminton. Telesonic serves some 5,100 homes with 96 miles of plant. Buyers are Bob Tudek and Everett Mundy, who operate cable systems in Ohio, Pennsylvania and West Virginia. Firstmark Financial Corp. and Fidelity Bank in Philadelphia financed the sale; broker was Daniels & Associates.

**Coalitions petition.** Philadelphia Community Cable Coalition and National Black Media Coalition last week jointly petitioned D.C. Circuit Appeals for review of FCC order that cancelled March 31, 1977, cable rebuild deadline (BROADCASTING, July 14). Citizens Communications Center, which represents coalitions, said pleadings will charge that commission was procedurally in error, did not have sufficient data and did not satisfy court decision regarding active solicitation of comments.

**Ford, live and on cable.** GE Cablevision's system at Peoria, Ill., will deliver live coverage of President Ford's address on domestic and economic issues at Peoria Hilton on Tuesday (Aug. 19). Program will be part of CATV system's local origination effort and will be relayed to non-commercial WTV(TV) Peoria.

**Strike threat.** Theta Cable Television, Los Angeles-based CATV system that serves more than 77,000 subscribers in greater Los Angeles area (and that has 33,000 paying extra for its movie-special features channel), is facing possible strike of 250 employees. Theta has been in negotiations with Local 11502 of Communications Workers of America for three months, after employees of Theta Cable voted in NLRB-supervised 1974 election to have CWA union represent them. Major issues reportedly are wages and fringe benefits.

**Another to Hilliard.** Teleprompter Florida CATV Corp. has sold its Pahokee, Fla., system to Bob Hilliard of Southeast Cablevision Inc. for approximately $200,000. System passes 2,000 homes with 17 miles of plant and serves 1,025 subscribers. Financing was handled by Firstmark Financial Corp. and Pahokee purchase is continuation of Southeast Cablevision's draw-down of $1,680,000 line of credit. Company earlier purchased systems in St. Augustine, and Belle Glade, both Florida. (BROADCASTING, July 7).

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**Iowa beckons HBO**

Home Box Office Inc.'s pay programing package will enter the North Central region "early next year," when Heritage Communications Inc. picks up the service for its Des Moines, Iowa, cable system. The system, which serves 16,000 subscribers, is in the process of completing some 800 miles of plant that will eventually serve nearly 90,000 homes.

Heritage also announced tentative plans for additional affiliations with HBO in order to bring pay cable to another 20,000 subscribers at its systems elsewhere in Iowa, Colorado and Minnesota.

An application to the FCC for an earth station to serve the Des Moines system is being prepared.

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**AT&T, NCTA in waiting game**

**Pole attachment issue no closer to settlement as both sides differ on whether firm offer has been made**

The long and strained negotiations between AT&T and cable television looking towards a settlement on the pole-rate attachment issue are hung up on semantics. As of last week, AT&T was "still waiting" for a rate proposal from the National Cable Television Association and NCTA was awaiting AT&T reactions to the latest rate schedule based on the FCC staff's formula.

The latest rate schedule (BROADCASTING, Aug. 4) is a result of the NCTA providing the "mechanical calculations" requested by FCC Chairman Richard Wiley to fill in the nonspecific rate formula drawn up by the commission's staff last April. According to Amos (Bud) Hostetter, chairman of the NCTA pole rate committee, the resulting schedule must still be "tailored to the cable industry. There are substantial increases, he said, that affect cable systems in states where the hardest fights against such increases have taken place. The NCTA committee nevertheless, supplied the numbers to fulfill its commitment to the FCC, Mr. Hostetter explained.

However, according to Bob Sanderford, AT&T legal counsel, the NCTA was committed to come up with a proposal and since this latest schedule lacks NCTA endorsement, AT&T does not feel that it should comment on the numbers.

The numbers, which supposedly reflect a 10-15% over-all decrease in existing rates, were transmitted to AT&T by letter last week. That letter, signed by Mr. Hostetter, emphasized "that the list of prices is not to be considered an offer either of the NCTA ad hoc committee (on pole rates) or the NCTA board."

"We're surprised that the letter doesn't constitute an offer," Mr. Sanderford said, "as we were under the impression it would." Those sentiments were relayed back to NCTA in a letter mailed by AT&T later last week. That letter explained that AT&T "does not necessarily agree with the validity of the data or the underlying assumptions" in the latest rate schedule and "disputes the implication that the FCC staff's formula should be used." AT&T, according to Mr. Sanderford, agreed to look at any range of numbers the commission's staff devised but did not agree to accept any broad formula suggestion.

So AT&T is still waiting. And so is NCTA.
**Equipment & Engineering**

**Set sales droop**

First-half EIA report details
22% decline in TV sales, 20% drop-off for radio units

The Electronic Industries Association reports declines in radio and television set sales for the first half of 1975.

Total TV set sales dropped over 22% for the first 26 weeks of 1975 compared to the same period in 1974. Color sets showed a larger percentage decline than black-and-white sets but remained the largest seller with about 2.8 million sets sold. 2.2 million black-and-white sets were sold between Jan. and June 1975.

Total radio receiver sales dropped over 20% for those same six months as compared with the first half of 1974. AM sets accounted for close to three million—a drop of about two million from comparable 1974 figures—while FM set sales totaled close to seven million—a drop from nearly 12.6 million a year earlier.

Comparing only June 1975 sales with June 1974 sales however showed an increase in FM set sales of 2.6%.

**Muzak looks to the skies**

Muzak Corp. is conducting first field tests of the technical feasibility of satellite transmission.

Since February 1974, Muzak has been working on satellite transmission. Its music services are currently provided via telephone or FM sideband. A satellite demonstration with the All receiver and RCA time was held last summer in New York (BROADCASTING, Aug. 19, 1974).

According to Paul Warner, vice president and general manager of Muzak's product division, the firm has been negotiating with suppliers and vendors and now believes satellite transmission may be economically feasible.

To convert to the system, Mr. Warner estimated that 100,000 receivers would be needed at, he hoped, for less than $1,000 each. However, he said no purchase agreements have been made.

**Technical Briefs**

**Beaming down in Africa.** GTE International has put into operation first three of 14 earth stations that will make up Algeria's domestic communications satellite system, first of its kind in Africa. When completed, system will include the TV channel and 65 voice channels. Remaining 11 stations are expected to be completed this year. They replace communications system that relied principally on high frequency radio communications, often interrupted by weather conditions.

**$20 million sale.** Harris Corp., Quincy, Ill., has signed $20 million agreement with Republic of Indonesia for Harris to supply transmitters, antenna towers and related equipment for nationwide radio broad-

**casting system. Transmitters will be standard Harris 50 kw and 10 kw units. Equipment will be installed at 36 separate sites along 3,000 island chain that includes Java, Sumatra and portions of Borneo and New Guinea. Shipments are to begin before end of this year, with stations going on air in 1976.**

**One thousand. Consolidated Video Systems Inc. Santa Clara, Calif., has sold its 1,000th time base corrector, used by broadcasting industry in electronic news gathering. Buyer, CBS Television Network, New York, had already purchased 24 CVS time base correctors being the first network to use the CVS 504A. An additional 10 units are on order by CBS.**

**Good mixer.** Television Research International Inc., Palo Alto, Calif., has introduced helical editing control system which interfaces company's EA-5 editing system with Sony VO 2850 three-quarter-inch cassette U-Matic format. System allows editors to intermix Sony unit with any other U VTR.

**Listen here.** Alpha Electronic Services Inc., Stanton, Calif., has announced two-tone attention systems for monitoring and transmitting emergency broadcast signals required by FCC rules that become effective Jan. 15, 1976. Designated EBS-230, unit combines encoder and decoder sections, is rack-mountable and sells for under $300.

**Conversion special.** Trans-American Video, Hollywood, has developed Pan Scope, an electronic system for converting wide-screen motion pictures to video tape. Special control is used that follows dramatic action taking place anywhere within wide-screen format.

**Eraser.** Robins Industries Corp., Comack, N.Y., has made available degausser to demagnetize tape reels up to 1 1/2 wide and 17mm in diameter. Model R24024 is capable of erasing 100 reels of 1/2" tape in approximately 30 minutes and in normal use can be operated for 40 minutes before requiring a 10-minute cooling off period.

**All for one.** Philips Audio Video Systems Corp., Mahwah, N.J., has introduced LDH-16 color telecine system that make video programing possible using as many as three film sources plus live scenes. Fully integrated film/slide/live pick-up unit is capable of transferring super 8mm film, 16mm film and 35mm slides to standard TV format as well as picking up opaque displays, rear-screen projections and limited-action live scenes. Basic LDH-16 system includes LDH-20 compact color camera with fixed 100mm f/2.1 lens.

**New antenna.** RCA Broadcast Systems, Camden, N.J., has placed on market Turnstil e II, new low-band TV broadcast antenna that company says provides 2 through ch. 6 stations "with significant quality improvement in transmitted picture.** RCA claims new design reduces VSWR (voltage standing wave ratio) by 50%, compared to Superturnstile, most widely used VHF antenna in TV industry.

*New homes.** Corporate headquarters of Lima Broadcasting, licensee of WIMA-A/-FM Lima, Ohio, has expanded to occupy this $225,000 facility at 667 West Market Street, Lima. Building was designed by Bowman and Armstrong; architects. Installation of MW-1 Gates transmitter is expected this month.

*It's now Gibraltar.** Quick-Set Inc., Northbrook, Ill., has acquired complete Houston Fearless TV camera and microwave support products line from Technology Inc. New Quick-Set line will be marketed under Gibraltar name and includes pneumatic studio pedestal (formerly Houston Fearless PD-8), medium weight counter balance pedestal (PD-3) and cam head (HFCH) with capacity up to 350 pounds. Line will also include microwave relay tilt head, heavy-duty tripod and dolly. Former Houston Fearless line will be manufactured at Quick-Set's Northbrook headquarters.

**Iranian contract.** RCA has signed $8.75-million contract with Iranian development concern to provide range of telecom.
Tracking the ‘Playlists’

Few groups make the dramatic change in sound that the Bee Gees made with their most recent single and album, and the arrival this week of *Jive Talkin’* in the first position on the pop “Playlist” (a jump from six) testifies to the success of that change. The single is about to go gold in sales and makes the Bee Gees, along with Eric Clapton, RSO Records' most potent act. Elton John's *Someone Saved My Life Tonight*, following the pattern of most of his singles, is now in the top three, and War's *Why Can't We Be Friends* and Melissa Manchester's *Midnight Blue* make their first top-10 appearances. K.C. and the Sunshine Band, who backed up George McCrae on his million-selling *Rock Your Baby*, which they wrote, move to 13 with their own disco hit, *Get Down Tonight*. Janis Ian's *At Seventeen* edges into the top 20 while topping many MOR charts. After a number of moderately successful attempts, David Bowie appears to have his largest single hit with *Fame*, now at 22. The Carpenters' version of Neil Sedaka's *Solitaire* makes another major jump, this week to 28. Strongest among new additions to the charts is Morris Albert's *Feelings*, another hit broken first by MOR stations, at 36. Orleans, building from a solid FM progressive base, has its best pop potential with *Dance With Me*, now at 41. Fresh from a joint concert appearance at a Las Vegas hotel, Frank Sinatra and John Denver break into the list with new singles: Mr. Sinatra's *I Believe I'm Going to Love You* is at 47, Mr. Denver's *I'm Sorry* at 47. Glen Campbell's *Rhinestone Cowboy* and Conway Twitty and Loretta Lynn's *Feelin's* remain the nation's two most-heard country singles, with Willie Nelson's Columbia debut, *Blue Eyes Crying in the Rain*, the chart's biggest gainer, at nine.

Extras

The following new releases, listed alphabetically by title, are making a mark in Broadcasting's contemporary "Playlist" reporting below the first 40:

- **Ballroom Blitz**, Sweet (Capitol).
- **Can't Give You Anything**, Stylistics (Avo).
- **Daisy Jane**, America (Warner Bros.).
- **Disco Queen**, Hot Chocolate (Big Tree).
- **Gone At Last**, Paul Simon & Phoebe Snow (Columbia).
- **How Long** (Bet You Got A Chick On The Side), Pointer Sisters (ABC).
- **It Doesn't Matter Anymore**, Linda Ronstadt (Capitol).
- **It Only Takes A Minute**, Tavares (Capitol).
- **Look At Me**, Moments (Starg).  
- **Love Being Your Fool**, Travis Wamack (Capricorn).
- **No Way To Treat A Lady**, Helen Reddy (Capitol).
- **Run Joey, Run**, Geddies David (Big Tree).
- **Saturday Night Special**, Lynrd Skynyrd (MCA).
- **Send In The Clowns**, Judy Collins (Elektra).

The following new releases, listed alphabetically by title, are making a mark in Broadcasting's country "Playlist" reporting below the first 25:

- **Don't Stop Loving Me**, Don Gibson (Hickory).
- **I've Got To Know**, Conway Twitty (MCA).
- **Funny How Time Slips Away**, Narvel Felts (ABC Dot).
- **I Want To Hold You In My Dreams Tonight**, Stella Parton (Country Soul).
- **I'm Sorry**, John Denver (RCA).
- **San Antonio Stroll**, Tanya Tucker (Columbia).
- **This Is My Year For Mexico**, Crystal Gayle (United Artists).
- **Wasted Days & Wasted Nights**, Freddie Fender (Dot).
### The Broadcasting Playlist Aug 18

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 the part of the day in which it appears (see note below). A (5) indicates an upward movement of 10 or more chart positions over the previous *Playlist* week.

#### Contemporary

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>This week</th>
<th>Title (length)</th>
<th>Artist/label</th>
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</thead>
<tbody>
<tr>
<td>37</td>
<td></td>
<td>37</td>
<td>Thank God I'm a Country Boy (2:47)</td>
<td>John Denver—RCA</td>
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<tr>
<td>38</td>
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<td>Wasted Days &amp; Wasted Nights (2:41)</td>
<td>Freddy Fender—ABC</td>
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<tr>
<td>39</td>
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<td>39</td>
<td>There's Nothing Stronger Than Our Love (2:52)</td>
<td>Paul Anka—United Artists</td>
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<tr>
<td>40</td>
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<td>40</td>
<td>Third Rate Romance (3:23)</td>
<td>Amazing Rhythm Aces—ABC</td>
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<tr>
<td>41</td>
<td></td>
<td>41</td>
<td>Dance With Me (2:59)</td>
<td>ORIANTS—Asylum</td>
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<tr>
<td>42</td>
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<td>42</td>
<td>That's the Way of the World (3:08)</td>
<td>John Denver—RCA</td>
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<tr>
<td>43</td>
<td></td>
<td>43</td>
<td>Earth, Wind &amp; Fire—Columbia</td>
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#### Country

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<tr>
<th>Over-all rank</th>
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<th>Title (length)</th>
<th>Artist/label</th>
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<tr>
<td>2</td>
<td></td>
<td>2</td>
<td>Rhinestone Cowboy (3:18)</td>
<td>Glen Campbell—Capitol</td>
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<td>2</td>
<td></td>
<td>2</td>
<td>Feelin' (3:50)</td>
<td>Country Thieves—Syrup</td>
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<td>4</td>
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<td>Daydreams about Night Things (2:21)</td>
<td>Ronnie Milsap—RCA</td>
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<td>The First Time (3:04)</td>
<td>Clancy Brothers—Mercury</td>
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<td>5</td>
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<td>If I Could Only Win Your Love (2:36)</td>
<td>Emmi Yuhu—Reprise</td>
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<td>6</td>
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<td>Randy the Rodeo Clown (2:54)</td>
<td>Buck Owens—GRT</td>
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<td>Love in the Hot Afternoon (3:20)</td>
<td>Gene Watson—Capitol</td>
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<td>I'll Go to My Grave (3:11)</td>
<td>Dolly Parton—RCA</td>
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<td>9</td>
<td></td>
<td>9</td>
<td>I Hope You're Feelin' Me (2:59)</td>
<td>Mickey Gilley—Playboy</td>
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<td>I've Never Loved Anyone More (2:42)</td>
<td>Lynn Anderson—Columbia</td>
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<td>Stay Away From the Apple Tree (2:46)</td>
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<td>Memories of Us (3:11)</td>
<td>Captain &amp; Tennille—ABC</td>
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<td>Even If I Have to Steal (2:50)</td>
<td>Mickey Gilley—Playboy</td>
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<td>17</td>
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<td>17</td>
<td>Me &amp; You—GRT</td>
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**Note:** The 5-line rating system, used in the last column of the chart, is an attempt to give a rough comparison of audience ratings by weighting songs according to their overall rank. It is not a measure of the number of records sold. A (5) indicates a record has moved 10 or more positions in the last chart.
Cold-shouldered by the networks, Richard Nixon turns to Frost

British producer says he has deal for no-subjects-barred series of interviews with former President; price undisclosed

The hot potato of former President Richard M. Nixon’s televised “memoirs” finally came to rest last week in the hands of talk-show host David Frost, who says he will film four 90-minute interviews with Mr. Nixon for broadcast some time after the 1976 presidential election.

An Aug. 10 Beverly Hills, Calif., news conference left unanswered several key questions about the contract between Mr. Nixon and Mr. Frost, indicating how much Mr. Nixon will be paid, and who makes up the “international consortium of broadcast organizations” that, according to Mr. Frost, providing financial backing. Mr. Frost, staff members of his Paradise Productions, and Irving Lazar, literary agent for Mr. Nixon, were unavailable for comment last week.

Mr. Frost said the filming for the four programs would begin shortly, but that they, along with Mr. Nixon’s written memoirs, will be withheld until after the election at the request of the former President.

Mr. Frost claimed that no topic, including Watergate, would be excluded from the questioning, and anticipated that at least one-quarter of the interviews would deal with Watergate-related issues.

Prime-time speculation last week at Mr. Nixon’s price at between $500,000 and $1 million, but there was no indication whether he had agreed to more or less than the $600,000 Mr. Lazar had been reported to be asking from the networks.

The two American broadcast groups that have featured Mr. Frost’s work in the past, ABC-TV and Group W, said they had no association with the “consortium” or any intention of carrying the interviews. Mr. Frost’s syndicated interview series, which was canceled in 1972, was Group W-produced; since that time, he has contributed occasional feature programs to ABC-TV’s Wide World of Entertainment.

The agreement between Mr. Frost and Mr. Nixon came after negotiations were broken off between Mr. Lazar and NBC News. NBC News President Richard Wald said that an inability to reach an agreement on Mr. Nixon’s fee was the principal reason behind the breakdown.

Heat’s still on Bill Farr

The Ninth U.S. Court of Appeals has upheld the five-day jail sentence (plus $500 fine) imposed on Los Angeles Times newsman William T. Farr last year after a state judge ruled that Mr. Farr could not be forced to serve an indefinite sentence for contempt of court. Mr. Farr had served 46 days in jail before being freed by U.S. Supreme Court Justice William O. Douglas pending the outcome of the appeal.

Mr. Farr, author of a 1971 Los Angeles Herald Examiner story that the Manson gang had drawn up a death list of Hollywood celebrities, was cited by Judge Older for violating the court’s gag order during that murder case. Mr. Farr refused to name his source, other than to say they were two lawyers participating in the case. He’s expected to seek Supreme Court review of latest ruling.

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Broadcasting Aug 18, 1975
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<th>Closing Wed Aug. 5</th>
<th>Net change in week</th>
<th>% change in week</th>
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<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
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**Broadcasting with other major interests**

**AMC**

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**Programming**

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<tr>
<th>Stock</th>
<th>Closing Wed Aug. 13</th>
<th>Closing Wed Aug. 5</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>1974-75 P/E ratio</th>
<th>Approx. shares outstanding (000)</th>
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**Broadcasting Aug 18 1975**

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**Broadcasting’s index of 134 stocks allied with electronic media**

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

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<thead>
<tr>
<th>Company</th>
<th>Per Share</th>
<th>Net Income</th>
<th>Change</th>
<th>Period/Ended</th>
<th>Revenues</th>
<th>P/E ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. American Stock Exchange</td>
<td>9 mo. 6/29</td>
<td>10,482,000</td>
<td>+2%</td>
<td>4,620,000</td>
<td>23,000</td>
<td>18%</td>
</tr>
<tr>
<td>M-Northwest Stock Exchange</td>
<td>9 mo. 6/30</td>
<td>34,700,000</td>
<td>+6%</td>
<td>25,000,000</td>
<td>184,000</td>
<td>11%</td>
</tr>
<tr>
<td>Northeastern Stock Exchange</td>
<td>9 mo. 6/30</td>
<td>114,000,000</td>
<td>+9%</td>
<td>92,000,000</td>
<td>456,000</td>
<td>12%</td>
</tr>
<tr>
<td>R. All American Stock Exchange</td>
<td>9 mo. 6/30</td>
<td>186,338,000</td>
<td>+8%</td>
<td>173,400,000</td>
<td>832,000</td>
<td>21%</td>
</tr>
<tr>
<td>Koppers Co., Inc.</td>
<td>9 mo. 6/30</td>
<td>11,350,000</td>
<td>+5%</td>
<td>6,680,000</td>
<td>317,000</td>
<td>12%</td>
</tr>
<tr>
<td>MCA, Inc.</td>
<td>9 mo. 6/30</td>
<td>328,431,000</td>
<td>+4%</td>
<td>34,600,000</td>
<td>90,300</td>
<td>37%</td>
</tr>
<tr>
<td>Mutual Film Corp.</td>
<td>9 mo. 6/30</td>
<td>26,650,000</td>
<td>+2%</td>
<td>45,800,000</td>
<td>7,500</td>
<td>20%</td>
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<tr>
<td>UA-Columbia Pictures, Inc.</td>
<td>9 mo. 6/30</td>
<td>46,060,000</td>
<td>+1%</td>
<td>21,000,000</td>
<td>102,000</td>
<td>4%</td>
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Stock did not trade on Wednesday, closing price shown is last traded price.
Income figures may vary slightly.

P/E ratios are based on earnings-per-share figures for the last 12 months as published by Standard & Poor's or as obtained through Broadcasting's own research.

**Stock split.**
Media

Lawrence J. Pollock, VP of Capital Cities Communications and general manager of its WKBW-TV Buffalo, N.Y. named VP and general manager of Capital Cities’ WPMI-TV Philadelphia. He succeeds Eugene McCurdy, who was said to have decided to seek other business interests rather than pursue other opportunities within Capital Cities. Philip R. Beuth, VP and general manager of company’s KFSN-TV Fresno, Calif., succeeds Mr. Pollock at WKBW-TV.

Stuart M. Cohen, general sales manager, WLKW-AM-FM Providence, R.I., named general manager, WBNY-FM Buffalo, N.Y. Both are McCormick Communications stations.

John F. Casey, general manager, WIBM(AM)-WHFI(FM) Jackson, Mich., named to same position, WGHW(AM)-WSBM(FM) Saginaw, Mich. He will continue additional duties as national program director for licensee, Booth Broadcasting Co. Succeeding him is Wayne H. Blackmon, sales manager, WIBM-WHFI. Rick Belcher, operations manager, WIBM-WHFI, named to same position, WGHW-WSBM.

Goff Labhar, general manager, WQAL(FM) Cleveland, named to same post, WMDD(FM) Washington. Both are SIR Communications Inc. stations.

Brian Skelly, sales manager, KIKI(AM) Honolulu, named general manager.


Marilyn Rees, sports director and account executive, KTIX(AM) Pendleton, Ore., named promotion manager.

Anna Mae Buske, long-time secretary to J. Leonard Reinsch, chairman and director of Cox Cable Communications Inc., Atlanta, retires after more than 30 years with Cox organization.

Broadcast Advertising

Paul L. John, executive VP-media director, Campbell-Ewald Co., Detroit, named executive VP-director of Chevrolet account with over-all responsibility for Chevrolet account activities, succeeding Richard O’Connor, named executive VP-chief operating officer. John D. Vannier, assistant media director Campbell-Ewald, elected senior VP-director of media, succeeding Mr. John.

Philip R. Sydati, local sales manager, KIRO-AM-FM Seattle, named general sales manager.


Allan J. Stelmach, sales manager, KSON-FM San Diego, named general sales manager, KSON-AM-FM.

Adam Polacek, VP-director of sales, Mirromedia Inc., New York, named general sales manager, WPLG-TV Miami.


Len Graziano, assistant sales manager, American team at Katz Television, New York, named sales manager, that team, succeeding Donald A. Barrabee, who was named assistant to president.

William R. Caufield, manager, sales pricing, NBC, New York, named director, sales planning.

Ben Canada, general sales manager, WSFA-TV Montgomery, Ala., named local sales manager, WUVE(TV) New Orleans.


Jim Elliott, media planner and buyer, Ogilvy & Mather, Los Angeles, named media supervisor, Foote, Cone & Belding/Honig, Los Angeles.

Cheryl Kahn, media planner/buyer, Cunningham & Walsh, San Francisco, named to same post, Ted Thompson & Partners, San Francisco.

Cynthia Francis Webber, with SSC&B Inc., New York, named VP-creative group head, Grey Advertising, New York.

Larry A. Stillman, partner and associate creative director, Thatham, Laird & Kudner, Chicago, named associate creative director, D’Arcy-MacManus & Masius, St. Louis.


Nan Diley, television buyer, Campbell-Mithun, Minneapolis, named television buyer, The Haworth Group, Minneapolis.

Mort Bassett, station rep with 39 years in broadcasting, retires this month: Mort Bassett & Co., his company, will close August 31.

Programing

Barry H. Thurston, VP for programming, Kaiser Broadcasting Co., Oakland, Calif., appointed director of programming for WPX(FM) New York. He will be proposed for election as VP at next meeting of WPX Inc. board and will succeed Henrik Booraem, VP, programming of WPX, when Mr. Booraem retires early next year.

Deanne Barkley, VP-creative affairs, Robert Stigwood Organization, Hollywood, has been named VP-program development, NBC-TV, Burbank, replacing Terry Keegan who has joined Paramount Television as VP-creative affairs (Broadcasting, July 28).

Diana S. Dreiman, administrator, NBC World Premiere movies, West Coast, named manager, Motion Pictures for Television, NBC, Burbank, Calif. Betty Jane Reed, manager, program analysis, NBC, New York, named director, program analysis.

Peter Allen, staff announcer for WQXR(AM) New York.

The best instrumental sound in Coral Gables is put out by an AEL FM-25/25KD Stereo Transmitter

Just ask WYOR

AEL stereo transmitters always send the very best.
FM: 2,500, 15,000, 25,000, 50,000 watts.
AM: 5,000, 10,000, 50,000 watts.

Call or Write: American Electronic Laboratories, Inc., P.O. Box 592, Lansdale, PA 19446
Tel: 215/622-2629 - TWX: 510/461-4976
York for 28 years, named to handle Metropolitan Opera broadcasts sponsored via national syndication by Texaco Inc., starting in full. Mr. Allen, who replaces Milton Cross who died last January, had been stand-by announcer on opera broadcasts for many years.

David Salzman, general manager, Group W-owned KDKA-TV Pittsburgh, appointed chairman of the board and chief executive officer, Group W Productions, New York, replacing Chet Collier, who was named senior VP, creative program development, Group W, New York. Jonathan Hayes, general sales manager of Group W's KKYV-TV Philadelphia, will replace Mr. Salzman as general manager of KDKA-TV Pittsburgh.

Marvin Mord, VP for audience analysis and primary research, ABC Television, New York, promoted to new post of VP, research services, ABC Television. Election follows designation of Seymour Amien, VP, audience research services, as VP and assistant to president of ABC Entertainment (BROADCASTING, Aug 4).

Buzz Kulik, producer-director, signed to exclusive contract with Columbia Pictures Television, Burbank, Calif., with first assignment producing and directing "The Lindbergh Kidnapping Case," three-hour movie being made for NBC.


Robert Bruno, program director and announcer, WVPAM-FM Mount Kisco, N.Y., named program director, WNEW-FM New York.

Pat Whitley, program manager, WNEW-FM New York, named program director, WNEW-FM Boston.

Gary Osborn, air personality, WBRM-FM Jackson, Mich., named program director.

Jack Fitzgerald, announcer, WWJ-FM Cleveland, named program director, KSTTI-FM Davenport, Iowa.

Frank Absher, announcer, WHI-FM Joliet, Ill., named program director, WBYG-FM Kankakee, Ill.

David Friedman, Eastern regional sales manager, Columbia Pictures Television, New York, elected VP.

Steven Paladino, executive producer, Gordon Crowe Productions, New York, named head of newly formed performing arts division, West Coast, Sterling Recreation Organization, Bellevue, Wash.

Jer Reeves, cinematographer/producer in special projects unit, KIRO-TV Seattle, named special projects director.

Broadcast Journalism

Dan Sheddick, head of Coliseum Sports Productions, named director of programming development, Television News Inc., New York. Elliott Field, son of Dr. Frank Field, NBC-TV meteorologist and science reporter, named science/medical reporter, TNV.

Hank Schaele, news director, WINSIAM New York, named to newly created position of manager, news programs, NBC Radio News and Information Service, New York.

Morry Alter, director of news and programming, KSDOIAM San Diego, named news director, WTOPIAM Washington.

Dave White, news director, WUSHAM Lockport, N.Y., named news director, KTRIAM-KZNN-FM Rolla, Mo.

Jonathan Lehrer, reporter, WORIAM Hammonds, Ind., named news director, WBYG-FM Kankakee, Ill.

Joan Hanauer, assistant news features editor, United Press International, New York, named television reporter and columnist, UPI, succeeding Frank Swertlow, who resigned to join TV Guide.

Joe Bradis, broadcast executive, Associated Press, New York, named to newly created post of regional membership executive, responsible for New Jersey, Maryland and Delaware relations with AP member stations. Jim Wessel, director of special projects, succeeds Mr. Bradis.


Fifty years of newscasting. "What can you say after you're a complete bust?" asked Lowell Thomas, accepting Broadcasting of the Century Award on Aug. 7 from the International Platform Association in Washington. Mr. Thomas, who began his broadcasting career in 1925 KDKA(AM) Pittsburgh and is still on CBS nightly, is president of IPA. Group presented him with sculpture of his head commissioned from Domenico Facci.


Stephen Schiff, anchorman, WDSU-TV New Orleans, named to same post, KMOV-TV St. Louis.

Vernell Jessie, news director, KOKO-AM-FM Fort Worth, named news reporter, KXAS-TV there.

Appointed chairman of eight Associated Press Broadcasters committees: Jack Gennaro, WPHI(AM) Wisconsin Rapids, Wis., performer; Frank George, WINS-TV Washington, audio; Dick Bluestein, WHTV-TV Dayton, Ohio, photo; Curtis Beckmann, WCCO-AM-FM Minneapolis, awards; Don Keough, WROC-AM Rochester, N.Y., freedom of information; Charles Whitehurst, WPMY-TV Greensboro, N.C., newsletter; Frank Balch, WUSYAM Burlington, Vt., representation, and Walter Rubens, KOB(AM) Las Cruces, N.M., and Mr. Beckmann, co-chairman, convention.

Equipment & Engineering

Francis Latapie, manager of technical contracts department, technical/operations division, International Telecommunications Satellite Organization, Washington, named to succeed Andrew Caruso as director of administration and conference affairs, who resigns to return to Italy for family considerations.

Ronald B. Wilkes, with Data Communications Corp.'s BIAS system (Broadcast Industry Automation System), Memphis named manager of application systems, DCC. H. David Shepard, also involved in BIAS, named manager of software support, DCC.

Deaths

Robert W. Phillips, 67, VP, Booth Broadcasting Co., general manager, WSGW(AM)-WSBM(FM) Saginaw, Mich., died July 31 in Saginaw after long illness. Mr. Phillips, active in Michigan broadcasting since 1930's, was among founders of Michigan Association of Broadcasters. He is survived by his wife, Mary, and one daughter.

Ted Oberfelder, 63, former VP of ABC and retired owner of KRAM(AM) Greensboro, N.C., died Aug. 5 of heart attack after long illness. Mr. Oberfelder joined ABC in 1945 as coordinator of audience promotion. He is survived by his wife, Joan, and daughter, Judy.

Dora McCann, co-host of The McCanns At Home radio series on WORIAM New York died last Wednesday (Aug. 13) at New York University Hospital. She was co-host with her husband, Alfred McCann Jr., from 1947 until Mr. McCann's death in 1973. Mrs. McCann and her daughter, Patricia McCann, served as co-hosts until illness curtailed Mrs. McCann's activities last November. Miss McCann has been conducting show alone since that time. Survivors also include son, Lowrie.

Fern Sharp, 76, women's affairs broadcaster, died July 20 at Grant hospital, Columbus, Ohio. She began her career with Round Robin Review on WINSIAM Columbus, pioneer women's interest program in Ohio, and entered TV in 1949 with Sharp's Comments on WNSV-TV Columbus.
As compiled by BROADCASTING, Aug. 4 through Aug. 8 and based on filings, authorizations and other FCC actions.


**New stations**

**TV action**


**AM start**

* WLVC Fort Kent, Me.—Authorized program operation on 1340 kHz. 250 w. Action July 28.

**FM applications**

* Ridgecrest, Calif.—Space/Time Broadcasting Co. seeks 92.7 MHz, 3 kw. HAAT minus 120 ft. P.O. address: 121 W. Ridgecrest Blvd. 93555. Estimated construction cost $8,580; first-year operating cost $2,860; revenue $20,500. Formats: C&W, easy listening. Principals: John T. Murray and Forest W. Ogden, partners, own RKO (AM) Ridgecrest, Calif. **Santa Clara, Calif.—Cain Radio of University of Santa Clara seeks 91.1 MHz, 10 kw. HAAT 152 ft. P.O. address: U. of Santa Clara, 93053. Estimated construction cost $3,750; first-year operating cost $2,000. Principal: Dennis O'Hara, general manager. Ann. Aug. 5.**

* Seward, Neb.—Tricounty Broadcasting Co. seeks 96.9 MHz, 100 kw (H&V), HAAT 610 ft. P.O. address: Box 101, 68434. Estimated construction cost $113,063; first-year operating cost $58,420; revenue $50,000. Format: standard pop. Principals: Frank R. Newell (60%) owns 89% of KGMT (AM) Fairbury, Neb.; Richard E. Vitkovski (40%) is VP of broadcast equipment firm. Ann. Aug. 5.

* Battle Ground, Wash.—Western Informational Broadcasting Association seeks 89.9 MHz, 5.75 kw. HAAT 260 ft. P.O. address: Box 96, Battle Ground 98604. Estimated construction cost $3,951; first-year operating cost $1,000. Principal: Al McDowell, pres. Ann. July 30.

**FM actions**

* *Chicago—Kennedy-King College (City College of Chicago) Broadcast Bureau granted 89.3 MHz, 10 kw. HAAT 368 ft. P.O. address: 6800 S. Wentworth Ave., Chicago 60621. Estimated construction cost $733,000; first-year operating cost $75,000. Principal: Frank Hayashi, dean of planning, development and operations (BPED-1957). Action Aug. 5.

* Grand Rapids, Minn.—Northern Community Radio. Broadcast Bureau granted 91.7 MHz, 100 kw (H&V) HAAT 460 ft. P.O. address: Box 196, Lake Elmo, Minn. 55042. Estimated construction cost $92,050; first-year operating cost $49,260. Principal: Richard V. McClaire, pres. Action July 30.


* Amurillo, Tex.—Broadcast Bureau granted Good News Broadcasting Co. and J.W. Brauer joint petition; dismissed Brauer application; and granted application for Good News for 101.9 MHz, 100 kw. HAAT 729 ft. P.O. address: Box 75075, Oklahoma City 73107. Estimated construction cost $30,200; first-year operating cost $45,100; revenue $58,000. Format: relig. Principal: James E. McCusson, owner of Christian management counseling service, and Patricia Acke, owner of KEGG (AM) Daingerfield Tex. and stockholder in KLFJ (FM) Springfield Mo. (BP-9212). Action Aug. 6.

* Gatesville, Tex.—McClarin Broadcasting Co. Broadcast Bureau granted 98.3 MHz, 3 kw. HAAT 300 ft. P.O. address: 813 Main St., Gatesville 76528. Estimated construction cost $26,577; first-year operating cost $15,320; revenue $26,000. Format: C&W/easy listening. Principal: George W. McClarin (100%) owns KCW/AM (FM) Hamilton, Tex. (BP-9211). Action Aug.

**FM starts**

* KCBX San Luis Obispo, Calif.—Authorized program operation on 90.1 MHz. ERP 38 w. HAAT 1410 ft. Action July 23.

* WZLE Johnson, Ohio—Authorized program operation on 104.9 MHz. ERP 3 kw. HAAT 300 ft. Action July 23.

* WSWM Memphis—Authorized program operation on 91.7 MHz. TPO 10 w. Action July 28.

**Ownership changes**

**Applications**


* KPGA (FM) Pismo Beach, Calif. (93.5 MHz, 1.6 kw)—Seeks assignment of license from James M. Strain to Jack and Lovey-Lois Gale for $70,000. Seller: Mr. Strain is selling due to inadequate capital. Mr. and Mrs. Gale have sold KFTW (AM) Fredericktown, Mo. Ann. Aug. 7.

* WVR (FM) New York (106.7 MHz, 5.4 kw)—Seeks transfer of control of Riverside Broadcasting Co. from Riverside Church (100% before: none after) to Sonderling Broadcasting Corp. (none before: 100% after). Consideration: $2,300,000. Principals: Riverside Church is selling due to continuous losses. Sonderling is major broadcast company; Egmont Sonderling, pres. 21.7%, et al. Ann. Aug. 7.


* WASC (FM) Spartanburg, S.C. (1150 kHz, 1 kw-d). 250 w—Seeks transfer of control of Carolina Radio Broadcasting Co. from Dewey D. Foster, Greenville (60% before: none after) to James E. Harrelson, et al. (40% after: 100% before). Consideration: $175,000. Principals: Mr. Foster is retiring; Mr. Harrelson (51%) is WASC chief engineer; Sam E. Floyd (25%) owns minority interests in several Southern radio stations. K. Joe Sessions (24%) is WASC manager. Ann. Aug. 5.

**Actions**

* WMGB (AM) Mobile, Ala. (840 kHz, 1 kw—D). Broadcast Bureau granted assignment of license from Bell Inc. to Bay Broadcasting Corp. for $288,000. Seller: John C. Vath Sr., president. Buyers: Walter Sturr (27%), Roger Cavendish (27%). Alton Broussard II (27%) and James Murrell III (19%). Mr. Sturr, Mr. Cavendish and Mr. Broussard are in sales department at ABC-AM New Orleans. Mr. Murrell is attorney (BAL-8397). Action July 29.

* KIEM-TV Eureka, Calif. (ch. 3). Broadcast Bureau granted transfer of control of California Radio Broadcasting Co. from Wayne Vickers, et al. (100% before: none after) to Ingham Communications (none before: 100% after). Consideration: $400,000 plus assumption of liabilities of $1,610,000. Principals: Wayne L. Vickers (26.6%) and eleven others are stockholders in California Oregon Radio Co. Harvey and Richard S. Ingham (50% each) own farm in Iowa.

**WORE(AM)** Neenah-Menasha, Wis. (94.3 mhz, 2.6 kw)-Broadcast Bureau granted assignment of license from Midwest Communications Inc. to R-N Inc. for $245,000. Seller: Duety E. Wright, president, has acquired WAY-TV Green Bay. Wis. and owns WRG(AM)-WDEZ(FM) Wausau, Wis. (BAL-8308). Action July 25.


### Facilities changes

#### TV actions

**KABC-TV** Los Angeles-Broadcast Bureau granted CP to change ERP to vis 159 kw(H), aur. 31.7 kw(H), trans. ant., and ant. height 2978 ft. (BPCT-4838). Action July 25.

**KDTV** San Francisco-Broadcast Bureau granted mod. of CP to change ERP to vis. 701 kw (H), aur. 105 kw (H); change type trans.; change type ant.; make changes in ant. structure; ant. height 1240 ft. (BPCT-7587). Action July 25.

**WGRF-TV** Detroit-Broadcast Bureau granted mod. of CP to make changes in ant. structure (BPMEC-7587). Action Aug. 6.


**KSTP-TV** St. Paul—FCC notified station KSTP-TV that consideration of application to increase height has been deferred to prevent possible prejudice to its competitors in area. Action Aug. 1.


#### AM applications


**KVON** Napa, Calif.—Seeks mod. of CP to make changes in MEOV’s. Ann. Aug. 6.

**KIQ** San Francisco—Seeks to add operation 6 a.m. to sunrise specified hours with 250w. Ann. Aug. 6.


#### AM action

**WLVI** Blackstone, Va.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 1.8 kw (H&V); ant. height 370 ft. (H&V); condition (BPMEC-1454). Action Aug. 4.

#### AM starts

Following stations were authorized program operating authority for changed facilities on date shown: KVRE Santa Rosa, Calif. (BP-19381), July 23; WIFC Mt. Myrtle Beach, S.C. (BP-19589), July 21.

#### FM actions

**KPOL-FM** Los Angeles, Calif.—Broadcast Bureau granted CP to install new trans., new ant.; change TPO; change ant. height 530 ft. (H&V); ERP 100 kw(H&V); remote control from 6400 Carver Dr., Los Angeles (BP-9510). Action July 29.

**KSBR** Mission Viejo, Calif.—Broadcast Bureau granted mod. of CP to operate trans. by remote control from main studio at 2801 W.movies, Mission Viejo (BPMEC-1287). Action Aug. 5.

**KUDE-FM** Oceanside, Calif.—Broadcast Bureau granted CP to install new trans.; ant. height, change TPO; ERP 9.5 kw(H&V); ant. height 980 ft. (H&V); remote control permitted from main studio at 2950 Oceanside Blvd., Oceanside (BP-9810). Action July 29.

**KWYT** Salinas, Calif.—Broadcast Bureau granted request to move antenna 1600 ft. to 6750 ft. New building in area. (BP-1038). Action Aug. 8.

**WJKX-FM** Cocoa, Fla.—Broadcast Bureau granted mod. of CP to make changes in ant.; ERP 100 kw(H&V); ant. height 660 ft.; remote control permitted (BPMEC-1454). Action Aug. 4.

- KBEK-Oklahoma City, Broadcast Bureau granted CP for ERP 50 kw (HVT); ant. height 330 ft. (HVT); remote control permitted (BMPS-9518). Action Aug. 4.
- WJIT-FM San Juan, P.R.—Broadcast Bureau granted CP and moved station location to Aqueduct Hill Rd., Guaynabo, P.R.; install new trans.: change ant.; system ERP 50 kw (HVT); ant. height 360 ft. (HVT). Action Aug. 7.
- KROZ Tyler, Tex.—Broadcast Bureau granted data filed in accordance with first report and order in Docket 20139, to change frequency to 92.1 mhz; change ant.; trans. ERP 4 kw, ant. height 105 ft.; remote control permitted (BMPS-1282). Action Aug. 4.

FSM starts

Following stations were authorized program operating authority for changed facilities on date shown:

Initial decisions

- WCFL (AM) Chicago, renewal proceedings: Chicago Board of Labor and Industrial Union Council (Doc. 20064)—Initial decision released June 13, proposing grant of renewal for WCFL became effective Aug. 4.
- Fulton, Mo.—FM, proceeding: Iuwamba County Broadcasting Co. and Tombs!Big Broadcasting Co., competing for 101.7 mhz (Docs. 19383-9)—Initial decision granting Iuwamba new FM became effective July 24 for 101.7 mhz, 3 kw, HAAT 194 ft., P.O. address: Box 587, Fulton 38843. Estimated construction cost $21,139, first-year operating cost $3,847, revenue $58,455. Paul Ivos (Olve 6.50\% each 25\% of WVS(A)AM Vernon, Ala., and 50\% of WFTO(A)M Fulton.

Review board decision

- Apts-Capitola, Calif., AM proceeding: Progressive Broadcasting Co., applying for 1540 kw (Doc. 19306)—Review board granted application of

Summary of broadcasting

- FCC tabulations as of June 30, 1975

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*Special temporary authorization

James B. Fenton, Grant R. Wrathall Jr., Lawrence M. Rovani, and Lorraine Rovani, owners and operators of Progressive Broadcasting Co., applying for waiver to grant Progressive's applica-
tion for transmitters and antennas. On Aug. 6, 1974, proposing grant of Progressive's application; judge also waived rules requiring that studios be located in both communities of assignees and ruled that Progressive should be allowed to identify itself as licensed to Apts-Capitola. Action July 24.

Complaints

- WNET Newark, N.J.—Commission denied petition by John Cervise, Newark attorney, for reconsideration of FCC Broadcast Bureau ruling that denied his complaint against WNET. Action Aug. 1.

Fines

- WSEA(FM) Georgetown, Del.—Broadcast Bureau notified Scott Broadcasting Corp. that it had incurred apparent liability for $500 forfeiture for violation of Rules in August, 1974, for operating station in excess of 105\% of authorized power. Action July 28.
- WMDG(AM) Tallassee, Ala.—Broadcast Bureau notified WMDG Inc. that it incurred apparent liability of $500 for violation by failing to terminate emissions of WMDG Inc. was determined upon investigation was operating in manner inconsistent with station authorization. Action July 30.
- WCRS Hillsdale, Mich.—Broadcast Bureau notified WCRS Inc. that it incurred apparent liability for violation of rules by failing to change from nighttime to daytime power by 6 a.m. in December on various dates. Action July 28.
- KSTP(AM) St. Paul, Minn.—Broadcast Bureau ordered Hubbard Broadcasting to forfeit $2,000 for repeated failure to observe rules by not informing parties answering telephone calls during "$50 Bill Give Away" contest of licensee's intention to broadcast conversations before broadcast of such conversations. Action July 22.
- WKNY(AM) Kingston, N.Y.—Broadcast Bureau as result of inspection, notified licensee it had incurred apparent liability for forfeiture of $200 for violation by failing to show in operating logs that weekly tests of Emergency Action Notification System had been conducted. Action July 30.
- WKICY(AM)-St. Louis, Mo.—Broadcast Bureau ordered Pittsburgh County Broadcasters Inc. to forfeit $250 for repeated violation of rules by failing to maintain log. Action July 30.

Other actions

- KSLT(AM) Tracy, Calif.—Broadcast Bureau denied waiver to identify as Tracy-Stockton, Calif. (Ltr. 5-16-75). Action July 16.
- WTMC(AM) Ocala, Fla.—Broadcast Bureau denied request for waiver to identify as Ocala-Silver Springs. Action July 22.
- WWVX-AM Highland Park, Ill.—Broadcast Bureau granted waiver to identify as Highland Park-Deerfield. Action July 16.
- WWBO(AM) Aberdeen, Miss.—Broadcast Bureau granted waiver to identify as Aberdeen-Amory, Miss. Action July 15.
- KSHF(AM) Creswold, Mo.—Broadcast Bureau granted waiver to identify as Creswell-West. Louis, Mo. Action July 16.
- KNIS(FM) Carson City, Nev.—Broadcast Bureau granted waiver to identify as Carson City-Reno. Action July 16.
- WBBF(AM) Rochester, N.Y.—Commission granted application of WBBF Inc. for renewal of license of WBBF(AM) in Rochester, N.Y. to renew license as for new term for New York stations. It deferred action on renewal application of WBBF(AM) Rochester, pending receipt and staff resolution of engineering in-
formation. FCC dismissed petition to deny by Action for Better Community Inc. et al., and denied informal complaint by Metro-Act of Rochester Inc., that were filed against both stations. Action July 30.
- WKGN(AM) Knoxville, Tenn.—Commission has granted request of WKGN to refund $200 filing fee submitted in connection with its application for CP for new FM station at Oak Ridge, Tenn. Action July 22.
- Richmond, Va.—FCC has granted unconditionally renewal of eight Richmond-area stations, conditioned renewal of five others on additional employment policy information. WXL-FM, WWL-FM, WRE-AM, WRVA-AM, WBB-TV, WXE-FM, and WVT-AM, WXL-FM, WLE(AM), WWRA(AM), WBB-TV, WXE-TV and WTVR-TV, and deferred action on three others pending receipt and approval of additional amendments to their affirmative action program. Stations whose renewals were granted consisted are: WRLX-FM, WIKI(AM), WYD(AM), WLE(AM), WRRA(AM), WBB-TV, WXE-TV, WWRA(AM), WBB-TV, WXE-FM, and WZS(AM). Renewal was deferred on
Arkansas.

**Actions**

**Allocations**

FCC took following actions on FM allocations:

- **Bangor, Me.** —Commission denied addition of a new FM station to Bangor, which now has two Class B assignments.

- **Long Island, N.Y.** —FM station assigned 899A to Snellville, Ga., in place of 899A to Hampton Bays, N.Y.

- **Oregon—Broadcast Bureau** proposed deletion of unoccupied and unassigned frequencies for new FM stations.

- **South Carolina—Broadcast Bureau** assigned new call letters to two FM stations.

**Rulemaking**

- **FCC proposed** that noncommercial broadcasters be required to ascertain problems and needs of community members as a basis for their programming.

- **Commission denied** nine petitions for reconsideration of March 20 decision revising rules governing use of satellite feeds.

- **Commission proposed** that exempting of cable television nonduplication rules from television signals that commonly are viewed off-air in cable systems.

**Translators**

- **Community Council, St. George, Alaska** —Seeks ch 4 rebroadcasting KUAC-TV Fairbanks, Alaska; KUYK-TV Bethel, Alaska; KAKM Anchorage, Anchorage, June 14.


**Cable**

Applications

- **Groove Hill Cablevision, Inc., One Henderson St., Brewton, Ala.** —FCC grants call letters WJII Demopolis, Ala.; WTKO-TX, WHTV-TX, WM4W Meridian, Miss.; WKRG-TX, WALA-TX Mobile, Ala.; WSFA-TX Montgomery, Ala.; WDAM-TX Laurel, Miss.; WEAR Pensacola, Fla.; WLOX-TX Biloxi, Miss.

- **Village CATV Inc., for Bella Vista, Ark.** —Call letters WAC-4292 assigned to Bella Vista, Mo.

- **Community Television Systems Inc., for Wallingford** (CAC-05434); Madison (CAC-05435); East Haven (CAC-05436); Branford, Conn. (CAC-05437); North Branford (CAC-05438); New London (CAC-05439) and Guilford (CAC-05440), all Connecticut: Delete: WSMW-TV Worcester, Mass., and add WBSK-TV Boston, Mass., WTVG-TV, West Hartford, Conn., WMRN TV, Linden, N.J., WXTV Paterson, New Jersey.

- **Buhl Cable TV Co., 4238 135th Ave., Bellevue, Wash.** —FCC grants call letters WBSH-3031, Shoshone, Idaho (CAC-05441); KVMT Twin Falls, Idaho; KBCI-TV, KTVB, KALD Boise, Idaho; KVI Nampa, Idaho; KBGL-TV Pocatello, Idaho.

- **Triad CATV of Indiana Inc., 103 W Main St., Portland, Ind.** —Delete: WBNJ TV, WPTA, WKJG TV Fort Wayne, Ind.; WPB Muncie, Ind.; WBOU-TV Lima, Ohio; WRMF TV, Indianapolis, Ind., all Indiana: Add: WMSF TV, Columbus, Ohio.

- **Sammons Communications Inc., for Pleasantville** (CAC-05414), Alsea, Ore. (CAC-05413), Somers Point (CAC-05416), Egg Harbor twp. (CAC-05417), Lincoln, Neb. (CAC-05418), all New Jersey: Requires cert of existing CATV operations.

- **Lawrence Cablevision Inc., for Unions twp. (CAC-05421), Shenango twp. (CAC-05422), South New Castle twp. (CAC-05423), Butler Co., Ohio (CAC-05424), North Dakota: Add WPBG TV, WPBG-FM to delete WKBW-CVL Cleveland.


- **Centre Video Corp., for Charleroi, Pa.** —ICA (05419): Requests renewal of certificate of compliance.

- **Lawrence Cablevision Inc., for New Castle twp. Pa. (CAC-05420); Add WPBG-TV Pittsburgh and delete WKBW-CVL Cleveland.

- **Liberty TV Cable Inc., Vandergrift, Pa. (CAC-05428): Requests certification of existing CATV operations.


- **KUAC-FM Anchorage, Alaska (CAC-05427), Chippewa Falls, Wis. (CAC-05428): Requests certification of existing CATV operations.

**Certification actions**

- **CATV Bureau** granted following operators of cable TV systems:

  - **Northern Lights Cable Corp. Boulder Junction, Wis.** —Approval of CATV system, CAC-03887.

  - **St. Germain (CAC-03896) and Washington (CAC-03897), all Wisconsin: Semirole Cable, Semirole county, Fla. (CAC-04214); Cable Sparta, Sparta, Ohio (CAC-04225); Wisconsin CATV, Eau Claire (CAC-04270), Altoona (CAC-04271), Chippewa Falls (CAC-04272), Washington (CAC-04273), Hallie, Wis. (CAC-04274), Seymour (CAC-04275), Union (CAC-04276), all Wisconsin; Orange Cable, Portland, Ore. (CAC-04456); Sparta TV Cable Company, Sparta, Tenn. (CAC-04884); Artesian Cable TV, Mead, Kan. (CAC-04943); Omega of Indiana Cable Co. CAC-04960); Lewis Development, Lewis, Kan. (CAC-04970); Cable TV of Acadia, Eunice, La. (CAC-04976); MBS Cable TV, Fairview, Ohio (CAC-05090); WGN Electronic Systems Co., Houghton, Mich. (CAC-05096); Phenia City CATV, Phenix City, Ala. (CAC-05120); Century Cable, Phenix City, Ala. (CAC-05123); Continental Cablevision Corp., Bath twp. (CAC-05128), Booneville twp. (CAC-05139), Springfield twp. (CAC-05150), all Ohio; Lincoln Cablevision, Lincoln, Ill. (CAC-05134); Televent of San Joaquin Valley, Los Banos, Calif. (CAC-05161); Warner Cable of Winter Haven, Winter Haven, Fla. (CAC-05207); Wabash Cablevision, (contiguous to Mt. Carmel) Wabash county, Ill. (CAC-05210); Hill County CATV, Kerrville, Tex. (CAC-05222); Cable Service of Azusa, Calif. (CAC-05223); Bear Creek Cable TV Beavertown, Neb. (CAC-05227); Marysville Cable TV, Marysville, Kan. (CAC-05228); Cablecom-General, Wellington, Tex. (CAC-05233).

- **San Carlos, Redwood City and Belmont, Calif.** —Cable Bureau granted applications by Peninsula Cable Television Corp. and Belmon Cable Television Co. for certificates of compliance to add KTLA Los Angeles and KTXL Sacramento and partially waive signal carriage rules to permit carrying carriage of distant signals of network affiliates KRCA-TV, KXTV, both Sacramento, KOVR Stockton and KSBW-TV Monterey, Calif. (CAC-05246), July 8.

- **Tulare, Calif.** —FCC denied petition by Sequoia Cablevision for reconsideration of March 25 FCC action denying certificates of compliance for proposed cable systems at Visalia, Tulare and portions of Tulare County. Action July 30.

- **Colorado—FCC denied application of Rites Peak Broadcasting Co., licensee of KRDO-Colorado Springs, for reconsideration of FCC action stating that station was not grandfathered for carriage on 15 Colorado cable systems. Action July 29.

- **Moorehead, Minn.** —FCC denied application of All-Channel Cablevision of Moorehead Inc. certificate of compliance to add CBWT Winnipeg to its existing cable system, and denied petition to denise for or against certification for compliance filed by KTHI-TV Fargo, N.D. (CAC-04657). Action July 31.

- **Other actions**

  - **Charlestown, Clarksville, Jeffersonville, Sellersburg, and unincorporated areas of Clark county, Ky.** —FCC denied several petitions for special relief for waiver of leapfrogging rules to allow it to substitute WGN-TV (Ind.) Chicago for WXIX-TV (Ind.) Newport, Ky., Aug. 1.

  - **Maine—Commission granted permission by State Cat-

  - **tive TV Inc. for temporary partial waiver of access channel rules to permit to provide single educational access channel and combined access channel for shared use by its cable systems at Augusta, Farmingdale, Gardiner, Hallowell and Randolph. Action Aug. 1.
### Professional Cards

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HELP WANTED

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.

Successful, progressive Black station in major Southern market looking for creative, aggressive sales manager who can sell and motivate sales force to sell while assisting General Manager with administration. Excellent chance for advancement and good earnings for producer. Send complete details to Box H-74, BROADCASTING.

Local Sales Manager: Top 25 market; local sales experience required. Send resume: Box H-153, BROADCASTING.

Manager to manage new FM Stereo radio station. Excellent area to live. Salary plus commission on profits, negotiable. Opportunity to purchase stock in station. P.O. Box 733, Ogallala, NE 69153.

Colorado Sales Manager, Contemporary station in beautiful Grand Junction. Coloradans has opportunity for career-minded sales person who possesses successful local sales record. Remuneration open for discussion. Send resume to: EGOMF, P.O. Box 1263, Grand Junction, CO 81501.

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


SUCCESSFUL, PROGRESSIVE BLACK STATION IN MAJOR SOUTHERN MARKET LOOKING FOR IMPROVED SALES PERSON.

Sales Manager

Successful, progressive Black station in major Southern market looking for experienced man or woman in sales. Must have proven record of creative aggressive selling. Chance for excellent earnings and advancement. Send complete details to Box H-75, BROADCASTING.

Picturesque mountain town at Yellowstone entrance needs sales person with management potential. Need person prepared to help build station and community. Choice opportunity, incentive. Small market. Great potential. Write Box H-105, BROADCASTING.

National Radio Sales Director for already successful syndicated programs, unlimited potential for sharp, aggressive, self-starter. Lots of travel. Box H-111, BROADCASTING.

KBUL, (part of a five-station group), Wichita, is the home of the lowest unemployment in America. Are you organized, enthusiastic, and interested in being in a million plus area? Country music interest preferred. Sales managers welcome. 316-722-0018, Mr. Davis, Box 9001, 67212. Station rank up 5 positions in six months.

Ground floor opportunity enlarging sales staff at Midwest University town contemporary FM, Desire, experience, self-motivation. Resume to: KRNA, 1027 Hollywood Blvd, Iowa City, IA 52240.

Needed Immediately! A streetwise, strong time-sales-person for WLOK in Memphis. We are part of a national chain of stations. You can expect to make at least $12,000 your first year. Call Bill McIlvain, General Manager, 901-527-9566. An Equal Opportunity Employer.


HELP WANTED SALES CONTINUED

Market leader needs self-sufficient salesperson experienced in medium market. Must have proven record of successful track record. Send resume to Jim Colston, WROV, Roanoke, VA.

Y-115 is picking up a team of professionals during the last 45 days we have hired Don Garrard formerly of WCFL and WAPE Alex Stone of KOMA. We're also hiring a major market news director. We're young, dynamic station. Strong local sales Force. We are looking for 2 professional street fighting salespeople for our sales and management team. Interested? Call Howard Johnson at Y-115/WYNE 414-233-6505. Be knowledgeable, a leader.

Sales Manager, can earn up to $25,000 first year at number one station in seven station Eastern market. Immediate opening. Will consider and train salesperson with Solid track record ready to move up. Send resume not necessary. Write: General Manager, Transcend, 4306 Kilbourne Drive, Fairfax, VA 22030.

We want you if (1) you're a personable, polished account executive with solid background in advertising and media sales. (2) you can sell public affairs radio programming, station accounts and follow-up, with thoughtful account servicing. (3) you want to work in Washington, D.C., with a dynamic young company. Liberal salary, expense account plus ample benefits. Want us? Resume, salary requirements to P.O. Box 32300, Washington, D.C. 20007.

HELP WANTED ANNOUNCERS

Great opportunity for creative personality to fill morning slot. Experienced required. You'll love the area. In upper Midwest near metro market. Equal Opportunity Employer. Resume and salary required to Box H-86, BROADCASTING.

Telephone talk show host. Metro Florida market. Must be knowledgeable in local news and entertainment. Must be flexible, able to work late nights. Send resumes to Box H-87, BROADCASTING.

Northeast AM station, Contemporary MOR, Number 1 market, seeks relaxed/electric personality. Good production and A. R. must. Resumes to Box H-125, BROADCASTING.

Quality AM/FM Midwest operation has opportunity for top-notch broadcaster to utilize his skills among professionals. Excellent facilities enhance low lump sum rate. Must have experience with production and sales of news and sports capabilities. Send resume. E.O.E. Box H-132, BROADCASTING.

Creative Top 40 Jock Work in one of the finest facilities in the East. Live in one of the most delightful areas anywhere. Excellent opportunity for a fast growing market's number one station. We need you now. Pros only. Box H-183, BROADCASTING.

Conversational personality with something to say about MOR music, feature news, sports, local and current. If you ad-lib well, write a more literal format, and are strong on spots, send resume. Great Lakes area, medium market. EOE. Box H-186, BROADCASTING.

Announcer-sportscaster needed by Sept. 1. Minimum 3 years experience, gather, report, write, edit, PBP football/BKB-BB; MOR music. $600 per month to start. Send tape, resume to: Marcie Fitch, Station Manager, KDSO-CBS, Box 3390, Durango, CO 81301.

KDKO, Littleton (Denver) Colorado. Immediate opening 1st ticket fast-paced experience disc jockey/article announcer. No collect calls. EOE.

Arkansas Ozarks announcer/newsperson opportunity. Good voice, strong production required. Rush resumes and tape to KHOZ, Box 670, Harrison, AR 72601.

LAWSER, WLOK, 4306 Kilbourne Drive, Fairfax, VA 22030. Here's your chance to work in a beautiful mountain town. We are looking for a Dynamic personality to fill our Contemporary AM station. Immediate openings. Salary, benefits. Send resume to: General Manager, WLOK, Box 968, Powell, WV 25824, An Equal Opportunity Employer.

Fulltime AM/FM in College mkt needs afternoon announcer. Contact Mgr, KRUS AM/FM, Box 430, Ruston, LA 71270.

Hard-working, young announcer for one of Oklahoma's top small markets. Send resume, tape: KWCO, P.O. Box 1268, Chickasha, OK 73016.

Immediate opening for announcer with first class license. Must have some technical and production experience. WAMD, Aberdeen, MD 21001.


WH-SH Albany, New York a great Scott station, joins the great! Schulte Beautiful Music Family. Salespersons and announcers are now being interviewed. Send tape. EOE.

WILS, Lansing Michigan, still looking for the right morning person. Must be mature with 3 to 5 years experience and a strong personality. Send tape and resume to WILS Radio, 600 Cavanaugh Road, Lansing, MI 48910.

No. 1 Soul Rock WJMJ, Jackson, Mississippi needs strong drive night personality. Must follow tight format. Good top 40 delivery, no screamers, no rhymers. Carl Haynes, Zane Roden, 601-948-1515.

Personality and/or format jocks, first phones prominent, for number one station in market. Tapes and resumes to: J.C. Smith, WJPS, Box 3636, Evansville, IN 47725. E.O.E.

Informative Morning Person with creative production abilities. Four track production studio, full company benefits. Send resumes, references and tape to: Larry King, Program Manager, WILTA-FM, P.O. Box 7695, Atlanta, GA 30309, Susquehana Broadcasting Company is an Equal Opportunity Employer.

Rock'n'Roll needs mid-day personality! Also do production and/or news. Great sound/facility/people here. We're No. 1 and an EOE. Tape and resume to Mike Benak, P.O. Box 107, St. Joseph, MI 49085. A Midwest Family Station.

Announcer or salesperson, must do high school play-by-play football, basketball, baseball, good contacts, to finish college at Miss State University. Joe Phillips (WSSO), Starkville, MS 601-123-1200.

Sign-on announcer and news director, or sign-on announcer/salesperson, or news director/salesperson. Must be experienced. Salary depends on your talent and initiative. Write WTWA, P.O. Box 591, Thomson, GA 30824.

Rochester! Adult contemporary FM. Tape, resume: Bob Bittner, P.O. Box 931, Midtown, Rochester, NY 14604. Music: widest variety.

Six station group seeks announcer with first willing to learn all facets of radio. Excellent advancement opportunities. Contact Galen Gilbert, 3537 Wooten, Worth, TX 76113. 817-292-7174. E.O.E.
Help Wanted Announcers
Continued

Help Wanted Technical

Help Wanted Announcers
Continued
Malone's most powerful AM/FM seeks experienced news director. Tape and resume to: Dutch Henley, WSKW/WTOS, Box 159, Skowhegan 04976. Professional broadcast journalist to write, report, air news for major 50,000 northeast adult M station. Seek dedicated, energetic, experienced individual with capability in writing, production, commentary, and public affairs. Send resume and tape with newscast you have written to: News Broadcasting, Route 2, Box 26C, Middleton, MD 21769. An Equal Opportunity Employer, M/F.

Help Wanted Programing, Production, Others
Wanted assistant to President must know the newsmagazine format and how to program it. Must know promotions contests and how to make a station attract viewers. Must be familiar with all FCC Regulations. Will schedule all engineers. Will produce new buildings for a major market. You will answer to the President of the company only. Salary open, plus fringe. Box H-92, BROADCASTING.

Help Wanted Programing, Production, Others
Wanted Program Director. Previous experience required. Send resume to Box H-158, BROADCASTING.

Situations Wanted Management
Continued
Experienced GM, presently employed, track record includes bringing station from bottom to top in profit and ratings. 9-station market. Strong on sales, management, programing and engineering. Want challenge in medium market, S.E., Midwest, 33 yrs mar., civic leader. Box H-185, BROADCASTING.

Help Wanted Programing, Production, Others
Seek experienced Program Director, music and news experience required. Send resume and tape to: Ray Sizer, Box 958, Pittsfield, MA 01201.

Help Wanted News
Continued
Situations Wanted Management
Continued
Seek experienced Program Director, music and news experience required. Send resume and tape to: Ray Sizer, Box 958, Pittsfield, MA 01201.

Situations Wanted Sales
Sales/lock 3 yrt, exp., 4 formats, second in command in sales, billing, Sillges, Ass't PD, Mus, dir, for AM/FM split, No. 1 contemporary Jack on AM. College, Young. Looking for smallmedium, medium market. Where I'll prove myself in Sillges, while staying on air. Can't advance further here, but on good terms. Honest references. All inquiries answered promptly. Box H-174, BROADCASTING.

Situations Wanted News

Situations Wanted Management
Continued
GM, presently employed, track record includes bringing station from bottom to top in profit and ratings. 9-station market. Strong on sales, management, programing and engineering. Want challenge in medium market, S.E., Midwest, 33 yrs mar., civic leader. Box H-185, BROADCASTING.

Help Wanted Management
Continued
Seek experienced Program Director, music and news experience required. Send resume and tape to: Ray Sizer, Box 958, Pittsfield, MA 01201.

Situations Wanted Announcers
Dj, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Help Wanted News
East Coast suburban station needs an experienced newsreader to join an outstanding local news operation. Must be willing to work day or night shift and capable of outside or inside news coverage. Good day and evening rates. Equal Opportunity Employer. Send resume and salary requirements to Box H-131, BROADCASTING.

Help Wanted Technical

Help Wanted Programing, Production, Others
Wanted Program Director, music and news experience required. Send resume and tape to: Ray Sizer, Box 958, Pittsfield, MA 01201.

Situations Wanted Sales
Sales/lock 3 yrt, exp., 4 formats, second in command in sales, billing, Sillges, Ass't PD, Mus, dir, for AM/FM split, No. 1 contemporary Jack on AM. College, Young. Looking for smallmedium, medium market. Where I'll prove myself in Sillges, while staying on air. Can't advance further here, but on good terms. Honest references. All inquiries answered promptly. Box H-174, BROADCASTING.

Situations Wanted News

Situations Wanted Management
Continued
GM, presently employed, track record includes bringing station from bottom to top in profit and ratings. 9-station market. Strong on sales, management, programing and engineering. Want challenge in medium market, S.E., Midwest, 33 yrs mar., civic leader. Box H-185, BROADCASTING.

Help Wanted Management
Continued
Seek experienced Program Director, music and news experience required. Send resume and tape to: Ray Sizer, Box 958, Pittsfield, MA 01201.

Situations Wanted Sales
Sales/lock 3 yrt, exp., 4 formats, second in command in sales, billing, Sillges, Ass't PD, Mus, dir, for AM/FM split, No. 1 contemporary Jack on AM. College, Young. Looking for smallmedium, medium market. Where I'll prove myself in Sillges, while staying on air. Can't advance further here, but on good terms. Honest references. All inquiries answered promptly. Box H-174, BROADCASTING.

Situations Wanted News

Situations Wanted Management
Continued
GM, presently employed, track record includes bringing station from bottom to top in profit and ratings. 9-station market. Strong on sales, management, programing and engineering. Want challenge in medium market, S.E., Midwest, 33 yrs mar., civic leader. Box H-185, BROADCASTING.

Help Wanted Management
Continued
Seek experienced Program Director, music and news experience required. Send resume and tape to: Ray Sizer, Box 958, Pittsfield, MA 01201.
Situations Wanted Announcers Continued

Human being, air personality. 16 years radio-TV seeking stable long term position. MOR and/or talk show. Make good program director. Excellent credentials. Require good pay and will work it. Jim Lord in Tampa. 813-839-0568.


1st phone, 28, 2 yrs experience, good MOR/Rock announcer. Better than average. Frank Shineman.


Attention: Looking for Top 40/MOR small medium market experience, employed, heavy on production, AFRT Vet, will relocat. 3rd, easy to listen to. Robert E. Starbuck, 432 Eureka, Ripon, WI 414-748-2021.

Two years afternoons/production Northeast program director. AM-LFM. Seeking new challenge at contemporary AM/FM. Prefer metro area. First phone, 28, extensive music background. Terry 203-423-1271 before 1 PM.

Experienced night jock looking for new gig. Currently employed, 1st ticket. Phone 215-583-5184.

Drugs and sex, I can't offer but a professional, progressive, contemporary announcer I can. Exposed, tight production, ready anywhere. 314-443-5793, 1700 Camp Circle, Apt. 1, Columbia, MO.

Rocky Mtns. only. Looking for station in Mtns. or short drive from them. 1st phone, 49 yrs, any format or automation, enjoy work, no hurry, just want a change, tired of sun and sand. Write 710 Sency Hj, Apt. 305, Pensacola, FL 32505.


Small market: Need to be given a chance. 1½ years experience. Top 40. 3rd, employed. Broadcast school grad, Prefer East Coast. 919-346-9009. Paul Hunner.

Top Sportscaster seeks top-flight position; 10 yrs. PBP Hockey, hoop, baseball, football, high school, college, plus pro coverage. Have greater metro exp; now seeks break into metro, not a telemarketer, dedicated sports journalist; B.A., major. 112 Carlyle Pl., Rostyn, NY 11577.

Situations Wanted Technical

Experienced young engineer desires Midwest medium or larger market. BSET, first phone, AM FM Stereo, automation. Box H-100, BROADCASTING.

1st phone Engineer with AM and FM experience, solid electronics and recording equipment training, will relocate. Excellent references. Box H-117, BROADCASTING.

Chief Engineer, AM-FM-DA. 25 years Nevada, Oregon, Utah or Idaho. Available September. Box H-157, BROADCASTING.

1st Texas. Comic duo wants key man. Friends! Romans! Compatriots! "Send me your watts". Talented, experienced. Box H-167, BROADCASTING.

Left major AM-FM station in 1973 to start my own business. Can run an office of business and seeking position as staff engineer with medium or large station. Have first, lots of maintenance experience, know my theory and can run a tight board. Presently in DC area, but will relocate. Box H-177, BROADCASTING.

Experienced CE, excellent amino. AM & FM, P.OB 3112, Quartz Hill, CA 93534. 805-943-4743.

Situations Wanted Technical Continued

Board operator 1st phone. Seeking job in midwest or northern U.S. 2 yrs. exp. radio and television. Call or write for resume. Brian Donley 312-552-2248, 8190 S. Kidcare Chicago 60652.

Innovative chief, Kansas AM/FM seeking advancement. 913-458-9738 evenings.

Situations Wanted News

Sports Director with excellent PBP, sportscasting, commentary. Four years. Available in September. Box H-42, BROADCASTING.

Broadcast journalist seeking position in professional news operation, still or TV, experienced former ND, strong writing, reporting, interviewing. Box H-79, BROADCASTING.

Newsman, 8 yrs exp. now at top station in major market. Wants street reporter position with radio or TV. Box H-168, BROADCASTING.

Experienced, aggressive, not money-hungry. Will relocate. Jim King, Box 155, Canandagua, NY.


Experienced small market news-sports director, PBP, hard working doper, want new challenge immediately. Bill Brown, 143 Third St, Tuners Falls, MA 01376.

I can still get you your audience to sit up and listen. Newsport report. 1 year experience. Rod Morrison, 23 Harriet Avenue, Belmont, MA 617-484-2069.

Situations Wanted Programming, Production, Others

Experienced Programmer, major market jock desires contemporary Top 40 or FM rockier in competitive medium or middle market. College grad plus research background. Box H-53, BROADCASTING.

Major market programmer available for full ARB, impressive track record. Box H-150, BROADCASTING.


TELEVISION

Help Wanted Sales

Local Sales person, medium market network affiliate. Unlimited potential; experience required. An Equal Opportunity Employer. Send resume to Bill Snyder, General Sales Manager, WQAD TV, Moline, IL.

Help Wanted Technical

Chief Engineer: Installation, operation and maintenance PBS station. Five years intensive television experience, FCC first class license required. Resume and references. Box H-144, BROADCASTING.

Supervisory Maintenance Engineer, in charge of maintenance PTV broadcast station, color TV background and first class FCC license required. Resume and references. Box H-145, BROADCASTING.

Chief Engineer, Southeast non-commercial UHF, required technical, managerial, and administrative skills and experience. Excellent benefits. Send resume and salary requirements. Box H-152, BROADCASTING.

Transmitter superv is needed immidetly for upper Midwest UHF TV station. Must have UHF transmitter experience and be able to take complete charge of transmitter operations. Write Box H-173, BROADCASTING.

Help Wanted Technical Continued

Senior Video Engineer in charge studio, remote video quality. Requires extensive camera control and lighting experience. Good salary in Southeast, Equal Opportunity Employer. Box H-159, BROADCASTING.

Senior VHF Engineer in charge quality control all recordings. Requires extensive editing experience. Good salary in Southeast, Equal Opportunity Employer. Box H-189, BROADCASTING.

The following positions are available for late August: TV technician maintains technical capabilities. First Class license and experience necessary. Two TV studio technicians. First Class license and experience preferred. Contact Chief Engineer, WYAC-TV, Boston. An Equal Opportunity Employer M/F.

TV Engineer. Excellent opportunity for first class licensee with fundamental knowledge and ability to learn and advance quickly under tutelage of chief engineer. Profit sharing, retirement and other long-range benefits. WSIR-TV, Savannah, GA.

TV Chief Engineer, responsible for the operation of a full-color broadcast and CCTV. First phone and then years experience in operations, maintenance and design of TV facility. Contact with experience mandatory. Salary range: Bachelor Degree or equivalent $10,500-$12,560; Masters or equivalent $11,000-$13,573. Excellent maintenance. Cable and TV equipment for broadcast and CCTV. First phone and six years experience in maintenance and operation. Color experience mandatory. Salary range: Bachelor Degree or equivalent $10,500-$12,560 or Masters or equivalent $11,000-$13,573. Positions available August 18, 1975. Liberal benefits. Send resume to Eric Smith, Station Manager, WSIR-TV, Pensacola Junior College, Pensacola, FL 32504. Equal Opportunity/ Affirmative Action Employer.

Film sound mixer/engineer. Complete Boston commercial film sound studio seeks experienced career person to take over with his available. Operations include recording, transfer, screening, and 4 track 19X35 mixing with minilab. Please submit resume. To: The Cody Co., 24 Dane St., Somerville, MA 02143.

Broadcasting Engineer. University of Michigan has opening for television technician who enjoys working with finest TV/Audio broadcast equipment. Quad Tape to Vidiflon, plus learning opportunities in computer technology from terminal to CPU. Salary commensurate with experience. Excellent benefits and working conditions. Send resume and references. Employment Opportunities, University of Michigan, 2031 Administrative Services Bldg., Ann Arbor, MI 48104. A non-discriminatory, affirmative-action employer.

TV transmitter engineer, first phone required with highest, rotors, antenna, consoles, cables, and transportation furnished. Dial 1-307-864-3555 evenings for further information regarding conditions and wages.

Help Wanted News

News anchor, sports and weather for medium size midwest market. Strong on-air performance a must. Send resume and availability. Salary open, request for audition to be immediately read off receipt of resume. Looking for more than pretty faces, need involvement. Box G-127, BROADCASTING.


Help wanted Television. A Midwest state information organization seeks aggressive newscaster familiar with all phases of radio and television news. Good salary and fringe benefits available. Contact Box H-162, BROADCASTING.

Help Wanted Programming, Production, Others

Producer/Host, with special emphasis on writing and on-camera experience, to handle public affairs programming. Major market experience desired. Salary open. Streetside TV station. Resume, references. Box H-142, BROADCASTING.
Help Wanted Programing, Production, Others Continued

Program Manager: knowledgeable in audience research, programming, and management. 3-5 years major market experience. Resume, references, Box H-143, BROADCASTING.

Independent in top Midwest market needs creative, experienced director with background in equivalent. Equal Opportunity Employer. Box H-171, BROADCASTING.

Film Unit Supervisor. Supervise three cinematographers/leaders plus shoot and edit film as demand requires. Bachelor’s plus five years film experience, $13,300. Contact Production Manager, KUON-TV, Box 8311, Lincoln, NE 68501.

Major Midwestern Production House needs lighting director experienced in techniques of lighting commercial, industrial, and shows. Recent experience includes commercials, industrials and shows. Experience requires Bachelors degree in Film or Television. Equal opportunity employer. Box H-300, BROADCASTING.

CASTING.

Equal opportunity employer. Experienced independent station needs Program Manager: knowledgeable in station management, budgeting, programming, facilities management. Must have experience with medium market station with four news, talk, cable channels. Resume to Box H-275, BROADCASTING.

Program Director: A mature, radio third, Versatile and creative. Excellent record. Looking for challenging position. Box H-37, BROADCASTING.

 Needed: Television Station Manager, Operations Program Director, etc. Excellent opportunities for the right people. Call Box H-160, BROADCASTING.

Situation Wanted

Program/Production Director: Cable system requires Program/Production Director. Must have background in production, program management, and budgeting. Excellent opportunity. Two (2) years’ experience required. Write: Jane M., 3417 West 43rd St., Kansas City, MO 64111.

Situation Wanted

National News Desk: B.S. or equivalent required. Must have had ^5 years experience in television production. Excellent writing skills and production knowledge are essential. Salary: $25,000 and up. College or equivalent. Please send resume to Box H-500, BROADCASTING.

Situations Wanted Technical

30 years, AM-TV, XMTR or maintenance. Box H-136, BROADCASTING.

Assistant Chief Eng. with 15 years in TV ready for Chief. Last eight years spent installing and maintaining studio and transmitter equipment with supervision of studio operation. If you want a take charge chief, I’m your man. Box H-141, BROADCASTING.

Situations Wanted News

News pro. 12 years. Anchor/reporter/producer. Seek combination on air-management medium or major market. Box H-51, BROADCASTING.

Anchorman-top 50 market, available for fall season. Intelligent, degrees, family, employed. Box H-97, BROADCASTING.

Meteorologist, young dynamic professional weathercaster with 8 years on-air experience including Top 20 market desires position with professional news oriented television station. Experience with Meteorology, TV seal of approval. American Meteorological Society. Box H-146, BROADCASTING.

Situations Wanted News Continued

Creative, thinking radio newsmans seek TV reporting job. I take pride in developing my own stories. For VTR and resume, write Box H-147, BROADCASTING.

Tired of auditioning young hotshot, go-go jocks who have experienced little and show little? I am an experienced, down-to-earth broadcaster who will bring your ratings to your newscasts. Box H-165, BROADCASTING.

News Director, 25 years experience all phases, now employed. Medium market south-southwest preferred. 14-16LM. Box H-181, BROADCASTING.

Serious about broadcasting? You bet! I am. You supply the job and I’ll supply my skills. Andrew Armstrong, 34 Susquehanna Avenue, Cooperstown, NY 13326.

Minority Anchor-Reporter: 5 years experience, college grad, enthusiastic, dedicated, seeks medium market. Mark Rivera 608-274-4317, for videotape.


Weekend anchor, mini-documentary producer at small, progressive station. Eyewitness format, young, aggressive, creative, seeking challenge in larger market, 813-939-0291.

Situations Wanted Programing, Production, Others

Enthusiastic Stephens College '74 graduate. TV radio film production experience. Woman anxious to join the broadcasting scene. Will relocate. Box H-30, BROADCASTING.

Writer/producer or associate producer. Looking for medium-to-small TV operation. Commercial, promos, documentaries, whatever. Four years radio, freelance 16mm (sound) & still photography. Degree: Box H-81, BROADCASTING.

Sports reporter-photographer, broadcast grad, 3id phone, TV and motion picture exp., seeks opportunity now. Box H-89, BROADCASTING.

Production manager-director. Top market independent UHF experience. Commercial production, personnel and facility management. Seek opportunity to build staff and station. Box H-114, BROADCASTING.

Multi-faceted producer/director with 3 years TV/film producing/directing experience, plus 4 years scriptwriting, film editing and crew work, seeks open-end creative job with unlimited potential for one with top ability. Replies Box H-161, BROADCASTING.

Experienced Director-Producer in all phases of TV. Over 12 years in medium and major markets. Heavy in news and PA. Seeking similar position. College and graduate degrees in TV. Excellent relocation. No problem. Box H-176, BROADCASTING.

Producer with quality experience in public affairs, live broadcasts, videotape editing, sports. Looking for growth, challenge, creative opportunities. Box H-179, BROADCASTING.

New Orleans market to produce/director, 4 yrs experience, BA, 1st. News Director, commercial production. Need new environment. Box H-194, BROADCASTING.

Crew Chief FL net allf; 5 years experience; cams, audio, lighting. BA degree; looking for career move to any market, 305-524-7987.

CABLE

Help Wanted Sales


BUY—SELL—TRADE

WANTED TO BUY EQUIPMENT

Wanted East Coast TV station seeks to lease state-of-the-art color TV equipment for live camera pickup. Will consider truck or control room configuration. Prefer triax. Period: April to October, 1976. Send equipment details to Box G-197, BROADCASTING.


We need used 250, 50, 1kw, 10kw AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

3 Norec PC-70 color cameras. Excellent physical and electrical condition. Camera chains consist of: (1) Angenieux 10x18 lens, All lens manually controlled. (3) 200' lengths VTB1 Camera cable. Conouts and encoders. Box H-190, BROADCASTING.

Two (2) IVC 960 Helical 1" Machines, rack mounted. Two (2) IVC 4102 lime base correctors. Three (3) EMCO 19" racks 74" high. All mounting hardware. Best offer. Box H-192, BROADCASTING.

Stereo console, used 5 mixer RQR. RCA stereo generator: stereo automation system: KFMP, Cape Girardeau, MO. 314-334-5644.

Spart-Matic cart playback machine, model 300C-P. Very good condition, now in use. Surplus to station’s needs. Sell $190.00 or trade for record/olayback cart machine, Call Dick Ryall, KTFI, 208-733-3381.

2-Collins 28-U 3 limiters. Mint condition, Lyle Richardson, or Bill Martin, KUDE, Oceanside, CA 714-757-1320. Also near new dehydrator.


CCA 10kw FM transmitter. Five years old. Immaculate. Available in ninety days. $1,500.00 or best offer. Contact Marshall W. Rowland, WQK Radio, 904-356-1368.

RCA BTA 250 M watt AM transmitter in excellent condition, plus spare parts and tubes, also rust remote control unit, in good condition. Contact William Raymond, WWCO, Waterbury, CT. 203-758-2468.


For Sale Good used 5 KW AM transmitter traded in on Continental 318F, Call Dick Floyd or Vernon Collins, 214-381-7161.

Eng editing package, 1 New Tri-EA 5 Editor with 1 IVC 870C and 1 IVC 825C (VTR’s used but with new head and new machine warranty). Recorders have RF output for use, with D.O.C. Complete package $10,000; D.O.C. extra $2,500. J.D. Ivey Corporation, 617 W. Central Blvd, Orlando, FL 32801. 305-843-8982.

Complete 3060 SMC automation system, used two years! Station changing programming. Carousels, dual playbacks, 4-Revors. Completely installed in three custom duty racks. Asking $13,000 complete. 517-224-7911 for Robert Ditter.

Helix-syroflex. Large stock-bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Microtime 640 Digital TBC. Never, been used at decent cost $9,000. Full factory warranty. This unit is in inventory due to customer cancellation. Immediate delivery. Call 305-843-8982. J.D. Ivey Corporation, 617 West Central Blvd, Orlando, FL 32801.

Broadcasting Aug 18 1975 45
COMEDY


MISCELLANEOUS

Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611. Call collect 312-944-3700.

Recording studio engineer career? Degree not needed. Details 25c. Attainment, Box 453338C, Dallas, TX 75235.

Production Directors, free catalog display material for those doing own TV spots. Displays, Box 223, Westfield, IL.

Limited Offer! Send name and $10 receive 3 custom logos, plus our A Capella Demo, 3 station ID’s $15. Demo only, S2, MHL Production, No. 818R Thunderbird Estates, Maryville, MO 64468.

SERVICE PLACEMENT

Announcers with first phone qualified for all shifts including weekend and production. Placement director, Brown Institute, Fort Lauderdale, FL. 305-772-02.

INSTRUCTION

For 38 years, Industry Leader, Don Martin School of Communications trains for 1st phone license, in just five weeks. Call for details, 213-482-2281, or write: Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now.


San Francisco. FCC license, 6 weeks, night class 12 weeks, 9/8/75. Results guaranteed. Veterans approved. School of Communications Electronics, 150 Powell Street, 94102, 415-392-0194.


Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure, Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer/dj. 1st class FCC license training at Announcement Training Studios, 152 W. 42nd St, 3rd floor, N.Y.C., Licensed and V.A. benefits.

First Class FCC license in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Ekin’s Institute), 8010 Blue Ash Road, Cincinnati, OH 45236, Telephone 513-791-1770.


1st Class FCC, 6 wks, $400.00 money back guarantee. VA approved. National Institute Communications, 11516 Oxnard St. N. Hollywood, CA 91605, 213-960-5212.

Chicago or Milwaukee, FCC license, Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive, 312-326-8105 or 414-445-3069.


Instruction Continued


RADIO

Help Wanted Management

MAJOR MARKET OPERATIONS MANAGER WJAR - PROVIDENCE

Format: Adult Contemporary. We’re looking for a mature, creative person with superb organizational abilities, able to work well with our professional staff. Exceptional production and promotions skills necessary as well as ability to do a short daily airshift. First class equipment in New England. Good pay and benefits with major company. Send tape and resume to Alan H. Ratner, Vice President and General Manager, WJAR Radio, 176 Weybosset Street, Providence, Rhode Island 02903. Equal Opportunity Employer, M/F.

SALES MANAGER

KONIXITY, San Antonio, looking for sales-oriented professional; proven track record; send resume with facts. Jack Roth, President, Mission Broadcasting Co., P.O. Box 2338, San Antonio, Texas, 78298.

RADIO SALES POSITION

—Somebody’s the number-one radio account executive in the country. If it’s you, you’ll earn the industry’s fastest commission check here. Number-one contemporary, top 10 market, wants one sales pro who starts early, stops late and writes a better sell. Excellent agency list goes with the job, but we expect equal effort on developing directs. No beginners, order-takers or paper-shufflers, please. You’ll hate it here.

Box H-195, BROADCASTING.

Help Wanted Ad

Broadcast Buyer (Radio) Think you’re ready to move up from media estimator/researcher or Asst Buyer? Ready to prove it? Here’s the chance to move up and diversify, have real responsibility in small suburban radio agency. Candidates must have buying experience, know research, planning, ARB, Pulse, Nielsen etc. Facility with figures. Good typing a must. Varied Agency Duties plus planning/buying/follow-up. Inexperience need not apply. Send resume and salary history to: Advertising, 954 Riverview Dr., Tolowa, N.J. 07512.

BROADCAST EQUIPMENT SALESPERSON

Christian organization needs broadcast equip- ment salesperson to take charge of national and international sales. Call Mr. KITCHEN 615/958-3429.

Help Wanted/Appointments

Business Opportunity

Radio Purchases Available

Radio purchases available. Nonlisted, private situations, view toward radio group. Full professional expertise in financing, operations.

Box H-139, BROADCASTING

Help Wanted Announcers

Two million plus people in Northeastern market are starving for adult personality radio. Group owned station is rebuilding to fill this void. Want good communicators, not time and temperature jocks. EOE

Box G-163, BROADCASTING.

TALK SHOW HOST

Major market 50 kW needs controversial, lively, bright host. Send resume and tape to: Frank N. Magid Associates, One Research Center, Marion, Iowa 52302.

Help Wanted Programming, Production, Others

LEADING SOUTHWEST RADIO NEWS DEPARTMENT SEeks BROADCASTER WITH AUTHORITYIVE DELIVERY. REWRITE ABILITY A MUST. YOU WILL ASSUME KEY POSITION ON A 15 MEMBER NEWS STAFF. SEND TAPE AND RESUME TO:

KFZ, P.O. BOX 1317, FORT WORTH, TEXAS 76101.

NATIONAL PROGRAM DIRECTOR

Must be knowledgeable in varied formats. Prefer aggressive, well-educated person with some large market experience. Send resume to:

Box H-25, BROADCASTING.

PROGRAM DIRECTOR

Tyrant desired to run personality MOR format in major market. Real challenge. 20K.

Box H-198, BROADCASTING.

Situations Wanted Management

GENERAL MANAGER/PROGRAM & NEWS DIRECTOR SEEKING NEW POSITION. HAVE OUTSTANDING SALES RECORD, CREDENTIALS & REFERENCES. 33 YEARS OLD, EDUCATED, EXPERIENCED & "BOTTOM-LINE" ORIENTED. FOR A CONFIDENTIAL & DETAILED RESUME PLEASE WRITE: BOX H-80, BROADCASTING.

You belong in Broadcasting the successful careers in broadcasting and allied arts

Broadcasting Aug 18 1975 48
Situations Wanted Management

HELP WANTED

SITUATIONS

PROFESSIONAL AVAILABLE!

Nationally known, respected and ready now! Need to use my 20+ years of broadcast skill after 18 months on the "fringe." GM-GSM-GE-OM-EM Line or Staff! Local or National! Medium or Large Market! Personal interview will convince you that I can produce! Excellent Record and References!

CONTACT: JIM LUCK
(214) 233-5848.

Help Wanted Management

Is your goal to become a sales manager early in your career? We have clients in all areas of the country seeking ambitious account executives with a burning desire for management. Openings in radio, TV and cable TV ... in all size markets. We want to hear from both recent college graduates and candidates with up to five years selling experience. Submit detailed resume in confidence to Mike Walker, Vice President, Ron Curtis & Company, 5725 East River Road, Chicago, Illinois 60631.

Help Wanted Sales

Sales engineer trainee-Sales engineer trainee with BS degree and some television and radio experience. Television sales engineering includes writing television, television systems proposals and simple drafting. Send resume to: Science, Sciences Incorporated, PO Box 1495 Gainesville, Florida 32602.

Help Wanted Technical

Circuit Development Engineers

Applicants should be familiar with latest solid state devices and techniques. BS/SEE and at least 5 years of recent design experience required

Television Systems Engineers

Applicants should be thoroughly familiar with television systems. Minimum of 5 years of experience required.

Send resume and salary requirements to The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, Calif. 95945.

SITUATION WANTED

STATION SUPERVISOR WANTED

California network affiliated VHF TV station, group owner, has immediate opening for person with working experience in maintenance of studio and master control equipment, including digital, plus experience or potential in supervision of personnel. Requires recently acquired knowledge of digital circuitry, first class phone. Equipment includes RCA, Ampex, Chion, Norcon. Advancement potential. An equal opportunity employer. Written resume required. Phone Don Ferguson 916-444-1494 or write to KTVI, P.O. Box 10, Sacramento, Ca. 95801.

Circuit Design Engineer

Five years television terminal equipment design experience required. Send resume to Industrial Sciences Inc., PO Box 1495 Gainesville, Florida 32602.

Help Wanted News

Minority, award-winning, seasoned, major-market on-air TV news reporter seeks opportunity in major market. Salary, twenties. Box G-161, BROADCASTING.

WASHINGTON DC NETWORK

newscaster seeks TV anchor spot or Program Director position. Male/White/50's, 25 years experience - local & net; radio & TV All markets considered. Please, state salary range.

Box H-163, BROADCASTING.

Situations Wanted Programming, Production, Others

SUPER INTERVIEWER/PRODUCER

Currently producing and hosting 5 nights a week, week- weekly acclaimed, public affairs program for PTV station in 1-milion market, I'm ready for a much larger market and more money doing what I do best - getting people to talk openly and interestingly on television. Resume and tape available on request. Box H-196, BROADCASTING.

SITUATIONS WANTED

JOBS! JOBS! JOBS! IF YOU HAVE THE TALENT-WE HAVE THE JOBS!!! Subscribe to:

Box 61, Lincoln, N.D. 58540
Number: "Day" in weekly, Nationwide Employment Listing service. 50's, 60's, 70's, Etc. PO's, Annoncements, News. Sizes and Engineers
□ $12.00 3 months (12 issues)
□ $15.00 12 months (50 issues)

(Consult Appropriate Box)

NAME
ADDRESS

Enclose Check or Money Order

CATV

CABLE TELEVISION

The Town of Bernardston, Mass. hereby solicits applications for a Cable T.V. license. Filing deadline Aug. 31, 1975. Board of Selectmen The Town Hall Bernardston, Mass. 01337

Placement Service

STATION OWNERS & MANAGERS

We will recruit your personnel at no charge to you. Call our "PERSONNEL HOTLINE" 305-392-4210 24 HOURS A DAY 7 DAYS A WEEK

Broadcasting Aug 18 1975 47
SALE AT PUBLIC AUCTION
All of the Class A voting common stock and Class B non-voting common stock of Harbor Television Systems, Inc., owner and operator of television station KBMT-TV, Channel 12, Beaumont, Texas will be sold at public auction on August 25, 1975 at 9:00 a.m. at the offices of Orgain, Bell & Tucker on the Fourth Floor of the Beaumont Savings and Loan Building, Beaumont, Texas.

The stock being sold represents all of the issued and outstanding stock of Harbor Television Systems, Inc. Substantially all the assets of Harbor Television Systems, Inc. are subject to mortgages and security interests known to the Seller to secure the aggregate sum of $2,550,125. The assets, some of them, are subject to other mortgages, security interests and liens in amounts unknown to the Seller.

The sale will be made by contract which will provide that the Closing of the sale and the transfer of the stock of Harbor Television Systems, Inc. will be subject to the express prior written approval of the Federal Communications Commission, Washington, D.C.

For information concerning the assets and business of station KBMT-TV, contact one of the following: Mr. Richard L. Thompson, Station KBMT, 525 Interstate 6126, Mr. Gordon Greer, Executive Vice President, The Liberty National Bank and Trust Company of Oklahoma City, P.O. Box 28848, Oklahoma City, Oklahoma 73125. Telephone: (405) 231-8126. Mr. Douglas T. Thompson, Station KBMT-TV, 525 Interstate 6126, Bartlett, Texas 77704. Telephone: (713) 833-7512.

The Town of Warwick, Orange County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted with a "Request for Proposals" available from the undersigned. Applications will be accepted until November 6th, 1975 and all applications received will be available for public inspection during normal business hours at the Town Hall, 60 Main Street, Warwick, New York.

MILDRED S. LITTELL
Town Clerk
60 Main Street
Warwick, New York 10990
914-985-1124

Business Opportunity

OPTICAL SYSTEMS MANUFACTURER
Management oriented partner and venture capital needed for development of optical products for the Medical, TV and Motion Picture industry. Box H-55, BROADCASTING

Wanted To Buy Stations

TWO RADIO VETS WANT SMALL MARKET AM/DAYTIMER. PENNSYLVANIA, VIRGINIA, WEST VIRGINIA. BUY OUTRIGHT OR MAJOR INTEREST. Box H-115, BROADCASTING.

Experienced Broadcasters Wants to buy a Small Market AM or AM-FM Combination. Financially Qualified. All areas Considered but especially interested in Midwest, Central, South, Southwest.

Box H-154, BROADCASTING.

Wanted To Buy Stations Continued

FM or AM/FM within 250 miles of New Orleans, Owner/Operator. Have Capital. Write us through Frank J. Stich, Jr., 1010 Common Street, New Orleans, La. 70112.

Miscellaneous

"HE WHO LAUGHS LAST...STAYS IN A SMALL MARKET!" ....Yutz

The Yutzman Letter ............

contemporary original comedy writing each month for radio personalities. Subscribers in major stations in top 10 markets.

Samples $5.00 which is fully refundable if you don't like us and return the samples to us 30 days.

Don't laugh last....take a look!

Payable and mail to:

THE YUTZMAN LETTER
The Yutzman Bldg. 7601 Pershing Ct.
Long Beach, California 90810

Top Market Offering

AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combination price: 2½ million; Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

Northeast regional fulltime 5,000 watt AM property serving medium sized metro. Excellent chance for individual with sufficient capital to enter business as owner. Station is priced at $825,000 and had revenues of over $400,000 two years ago. Excellent opportunity for sales oriented company or person. Please outline financial qualifications in request letter. Box H-91, BROADCASTING.

For Sale

OF SALE
Pa.-N.Y.-Del. Area .......
3 station market
1000 Watts - AM
24 Hours ... 2 Towers
Gross Business ... $300,000
Cash or terms
Box H-164, BROADCASTING.

Investors (active or inactive) wanted to help our skilled management/engineering team acquire fulltime AM/FM in Florida. Other acquisitions planned: $10,000,000. Terms and/or financial statement with first letter please. Box H-180, BROADCASTING.

First Time Offering

TV-East
Priced at 8 times cash flow
$1,500,000 cash
Good growth market
Principals only—Write:
Box H-197, BROADCASTING.

Profitable Full-time AM-FM single station expanding market, Texas, $350,000 to $3,000,000, favorable terms available NORMAN RICHER & ASSOCIATES, INC., P.O. Box 5308, Austin, Texas 78763, 512 452-6489.

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles
Washington
Contact: William L. Walker
Suite 508, 1775 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

MIDWEST
Single Station Markets
Fulltime AM & FM
$350,000
Daytimer with FM CP $315,000
Terms Available

AT YOUR SERVICE WITH 20 YEARS EXPERIENCE.

RICHARD A. SHAHEEN, INC.
Media Brokers
435 N. Michigan Ave. Chicago, Ill 60611
312/467-0040
Bob Wormington: trying for the best of both the cable and the broadcast worlds

Bob Wormington is a Dodge City, Kan., native who ordinarily doesn’t shoot from the hip. But he is fiercely outspoken on one subject: broadcaster involvement in cable television.

Mr. Wormington may be slightly biased because he is president and general manager of Westport Television Inc., operator of KBMA-TV Kansas City, Mo., and of Target Network Television, which provides programing to cable systems. But he insists that in order to survive and to flourish, broadcasters must not be one-dimensional: they must adapt to changing communication patterns to fill changing needs.

He recognizes that a comparatively new UHF operation such as KBMA-TV can use all the help it can muster. And an auxiliary service such as Target Network Television can be another profit center. Mr. Wormington conceded that TNT, formed a year ago, is still in the red but said he is confident it will prove profitable as advertising acceptance becomes more widespread.

Robert Joseph Wormington is a tall, serious person with an understated sense of humor. One colleague said, "Bob is low-keyed in terms of volume but high-keyed in terms of ideas and energy."

His affinity for communications developed during his growing-up days in the Kansas towns of Dodge City, Emporia and Topeka. An interest in writing led him to study journalism in college. Though reared in Kansas, he has spent his 25-year working career in nearby Kansas City, Mo., and always in some phase of television.

After receiving his master’s degree in journalism from the University of Kansas at Lawrence in 1950, he joined WDAF-TV Kansas City as a salesman. A year later he was recalled to duty with the Air Force for a year during the Korean war and was assigned to a photo reconnaissance TV production unit. When he returned to WDAF-TV in 1951, he asked for a production assignment and was named a producer-director.

He moved up to program manager of WDAF-TV in 1955, assistant general manager in 1958 and general manager in 1964. Deciding to strike out on his own, Mr. Wormington left WDAF-TV in 1968 to become president of Color Systems Inc., Kansas City, a producer of TV commercials.

For two years Mr. Wormington functioned as a leading producer of regional TV commercials but he missed the rhythm and pace of a TV station. When Westport Television Inc., which was building a new UHF station in Kansas City, offered him the post of president, he accepted. The challenge of helping to create a station from scratch appealed to his competitive spirit.

It’s been no easy task. Mr. Wormington acknowledges, but in the past five years, the independent UHF station has grown in audience and advertiser acceptance and is now operating profitably. The key to survival and success has been counter-programming.

“We face competition from three network-affiliated VHF’s and we have built our schedule to emphasize sports programming especially, and to some extent syndicated series and features,” he says.

“We carry more sports than any other station in the market and carry the games of the Royals [baseball]; the Kings [basketball]; the Scouts [hockey] and teams of the new World Football League. We also telescast the Big Eight conference championships in sports not usually seen on local television, including track, swimming and basketball.”

The station’s revenue is derived about 50-50 from national spot and local business, he says. H-R Television is the national representative but the station has installed Mr. Wormington’s brother, Bill, in New York as director of national sales. (Bob refers to Bill as his “kid brother”; they are twins but Bill was born five minutes later than Bob.)

“Bill’s main function is to develop national business,” Mr. Wormington says. “I believe strongly that a UHF station must make a persistent effort to develop national sales.”

Bob Wormington is devoting more of his time these days to Target Network Television, a separate entity which is now feeding a daily 10-hour schedule of programing to more than 100 cable TV systems in parts of Arkansas, Nebraska, Kansas, Missouri and Oklahoma, and reaching more than 250,000 homes. The programing is obtained from various sources.

Mr. Wormington stresses that TNT, which began operating in early 1975, is not competing with the major networks. It is an example, he said, of “new casting.”

“We’re looking for the special few,” Mr. Wormington says. “The farmers, the hunters, the fishermen and other sportsmen. The women at home more interested in making do with food and clothing rather than gourmet cooking or fashionable chic. There’s no way we can compete with the mass entertainment media and we’re not trying to.”

TNT has visions of becoming a coast-to-coast service and of tapping the possibilities in satellites. But that’s in the future. Right now one of its prime thrusts is to garner more national advertising, and he recently hired Tom Campbell, formerly with H-R Television, as national sales manager.

To infuse excitement in the schedule this fall in the rabid sports environs of the Midwest, Mr. Wormington revealed, TNT will feed Big Eight football games seven days a week to cable systems. On Saturdays and Sundays, a full game will be transmitted and on other days a one-hour edited version will be carried.

For relaxation Mr. Wormington likes to sail and fish. He is an avid reader of magazines and books, particularly those dealing with history.

Mr. Wormington is a devoted family man. He and his wife, Kareen, whom he has known since childhood, have six children ranging in age from 20 to 2. They like to vacation together. In early August the entire Wormington brood took off for a cottage in the mountains of Colorado for a two-week sojourn of fishing, hiking and swimming and no telephones.
Will they never learn?

A staff report at the Department of Health, Education and Welfare has recommended the prohibition of all advertising for liquor and cigarettes. The report arises from a genuine concern about the incidence of alcoholism and diseases that medical authorities associate with smoking, and it is just as unrealistic as all those arguments that were heard before broadcast advertising for cigarettes was outlawed, effective at the beginning of 1971.

The easy-answer types who campaigned for the antitobacco legislation marked television as the evil instrument that turned juveniles onto cigarettes and persuaded adults it was socially desirable to continue smoking. Take cigarette advertising off the air, their propaganda machine kept saying, and the smoking menace will disappear.

It didn’t quite turn out that way. Broadcasters, whose media had been used not to induce nonsmokers to smoke but to induce smokers to switch brands, lost $200 million a year for no public benefit whatever. By the government’s own statistics, cigarette consumption has steadily increased since cigarette advertising was diverted to other media.

It is pertinent to recall now that nobody talked about liquor advertising when the antitobacco forces were going after cigarette advertising on radio and television. The reason, of course, was that broadcasters could not be blamed for alcoholism as they were for cancer, heart disease and other illnesses ascribed to smoking. By the broadcasters’ own choosing, liquor advertising has been kept off the air.

There is no evidence that a ban on all advertising for liquor and cigarettes would achieve the ends predicted for, but unrealized by, the ban on radio and television advertising for cigarettes. These products are clearly in demand by large numbers of people here and in other countries of the world. A ban on advertising would not erase the market; it would only perpetuate the market as it is divided now by the manufacturers that sell to it.

Broadcasters have written off cigarettes as a lost cause and liquor as a liability and will be disinclined to take an active part in the defense of cigarette and liquor advertising in other media. The memory of all those newspaper editorials advocating the ban on broadcast use by cigarettes is all too sharp. Still, there may be a point in a unified campaign to oppose discrimination against advertising of any legal product in any medium.

Moss’s paper mountain

Considerable attention has been paid to Representative John E. Moss’s maneuvers to keep reporters from inspecting the carloads of information that eight federal agencies, including the FCC, prepared in response to a questionnaire from the House Investigations Subcommittee that Mr. Moss heads. Much of the attention has deservedly been paid to the California Democrat’s conflicting roles as an author of the Freedom of Information Act and, now, the quarterback of an attempt to run around it.

But the larger matter at stake here is the act of information gathering itself and the enormous waste of civil servants’ time spent and committed to the project. The questionnaire was devised by a swollen subcommittee staff inventing ways to exhaust a $600,000 budget. Its complexity may be gauged by the length of the FCC’s reply alone: 18,000 pages. As this publication noted at the time the questionnaire was issued, the responses it was calculated to induce will keep Mr. Moss’s employees reading and analyzing well into the next budget, and the next one, and the next one...

For the personnel involved, this may be clever career planning. For the taxpayers, it is another needless burden.

Backdoor cable

There is something to be said for the National Association of Broadcasters’ proposal that the FCC conduct a “full-fledged inquiry” into the possible effects of an ingenious arrangement that would permit cable systems to eliminate commercials from distant signals and substitute those of their own. It is not an inquiry that would necessarily lead, however, to the ends the NAB foresees.

As reported here a week ago, a new type of sales representative, KTV Spot Sales, has requested the FCC to waive its rule prohibiting cable systems from making deletions or alterations—except those explicitly prescribed by nonduplication rules—in any broadcast signals they carry. KTV has come up with a way to make a buck for itself and remotely situated cable systems. By agreement with the originating stations, their commercials can be replaced with commercials sold by KTV as a spot representative for the cable system. This works, of course, only when the cable system is so distant from the originating station that its subscribers are uncounted in the station’s audience.

The NAB sees in this a danger to local radio advertising. It argues that a cable system would logically go after local accounts as substitutes for the distant-signal advertisers and thus create new competition for small-market radio, which is already hard-pressed. For that reason, the NAB proposes the widescale inquiry into the KTV plan.

There may be some danger to radio—or to local newspapers, for that matter—in the arrangement proposed by KTV Spot Sales. There are also prospects for new arrangements between distantly separated television stations and cable systems. For example, independent stations imported into large markets from afar might offer an opportunity for significant revenues for cable systems—and perhaps for revenue sharing that would augment the stations’ own advertising revenue. A distant independent appearing on a cable in, say, Los Angeles might find it profitable to let the cable system substitute its commercials for the originals at an agreed-upon division of returns.

The rule the FCC is being asked to waive was written originally to give the broadcaster absolute protection against perversions of his programming and advertising in cable carriage. Maybe it needs revision to admit contractual agreements between broadcasters and cable systems when in the interest of both. The NAB is right about the need for full review.

“Folks, another WOF listener has just been contacted by our mobile unit . . .”

Drawn for Broadcasting by Jack Schmidt
COMPARE FM ANTENNAS BEFORE YOU BUY!

Compare all elliptically or circularly polarized FM antennas and you'll find JAMPRO'S PENETRATOR leads the others in 19 important categories. It has more outstanding performance features than any other comparable FM antenna on the market today. The PENETRATOR has the widest VSWR bandwidth for best stereo now, and quadraphonic sound when you are ready! It is unique, it has a patent for five features not found in any other FM antenna. Only the PENETRATOR made by JAMPRO insures maximum power gain by using internal transformers together with phase and amplitude tests. It has the lowest windload, with and without deicers! It comes with a 2 year warranty, a first for the industry. Compare these six bay high power antennas offered for 50 KW and 100 KW ERP stations, taken from printed company literature in February, 1975.

<table>
<thead>
<tr>
<th>SUPPLIER</th>
<th>JAMPRO</th>
<th>RCA</th>
<th>GATES</th>
<th>COLLINS</th>
<th>SHIVELY</th>
<th>PHELPS</th>
<th>DODGE</th>
<th>CCA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Antenna Type Number</td>
<td>SSCP-6</td>
<td>BFG 6A</td>
<td>FMS-6</td>
<td>37CP6</td>
<td>6810-6</td>
<td>CFM HP-6</td>
<td>FMC-HP-6</td>
<td></td>
</tr>
<tr>
<td>2. Safe input power rating</td>
<td>40 KW</td>
<td>36 KW</td>
<td>40 KW</td>
<td>40 KW</td>
<td>30 KW</td>
<td>40 KW</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Power gain ratio DB</td>
<td>5.05</td>
<td>5.06</td>
<td>5.05</td>
<td>5.00</td>
<td>5.18</td>
<td>5.2</td>
<td>5.2</td>
<td></td>
</tr>
<tr>
<td>4. Trimmed 1.1/1 VSWR bandwidth</td>
<td>±200KHz</td>
<td>±100KHz</td>
<td>±100KHz</td>
<td>±110KHz</td>
<td>±150KHz</td>
<td>±100 KHz</td>
<td>NS</td>
<td></td>
</tr>
<tr>
<td>5. Axial ratio-polarization</td>
<td>2DB</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td></td>
</tr>
<tr>
<td>6. Impedance match at each bay?</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>7. Factory VSWR plot in 1.B.</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td></td>
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<tr>
<td>8. Factory phase/amplitude checks</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>9. Tuned on tower like customers?</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>10. Antenna factory pre-tuned?</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>11. Quadraphonic capability?</td>
<td>Yes</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td></td>
</tr>
<tr>
<td>12. Manufactured by seller?</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>13. Dual Deicer wattage?</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>14. Antenna shop painted?</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>15. Weight with mtg. bckts.</td>
<td>498.5#</td>
<td>318#</td>
<td>496#</td>
<td>512#</td>
<td>NS</td>
<td>404#</td>
<td>404#</td>
<td></td>
</tr>
<tr>
<td>16. Wind load 50/33 PSF, EIA</td>
<td>673#</td>
<td>920#</td>
<td>883#</td>
<td>1301#</td>
<td>727#</td>
<td>780#</td>
<td>780#</td>
<td></td>
</tr>
<tr>
<td>17. Deicer wind load, 50/33 PSF</td>
<td>770#</td>
<td>1040#</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td></td>
</tr>
<tr>
<td>18. Warranty - guarantee</td>
<td>2 Yr.</td>
<td>1 Yr.</td>
<td>1 Yr.</td>
<td>1 Yr.</td>
<td>1 Yr.</td>
<td>1 Yr.</td>
<td>1 Yr.</td>
<td></td>
</tr>
<tr>
<td>19. Antenna List Price</td>
<td>$7,250</td>
<td>$7,642</td>
<td>$7,245</td>
<td>$6,500</td>
<td>$6,505</td>
<td>$5,000</td>
<td>$6,545</td>
<td></td>
</tr>
<tr>
<td>20. Antenna price with deicers</td>
<td>$8,750</td>
<td>$8,421</td>
<td>$8,820</td>
<td>$8,400</td>
<td>$6,303</td>
<td>$6,660</td>
<td>$7,670</td>
<td></td>
</tr>
</tbody>
</table>

Other exclusive reasons for choosing a PENETRATOR include dual wattage deicers for energy conservation, FAA color painting for longer antenna life, and a 15 page complete instruction booklet with measured factory VSWR!
Save the children

"One of the best things you have done!" was the comment of a concerned viewer following the series about child abuse on the Fetzer television station in Kalamazoo.

The locally-produced series focused public attention on this tragic problem which all too often destroys lives—both emotionally and physically. The programs presented facts to help adults deal rationally with the problems that lead to child abuse.

Helping to save children from abuse is all part of the Fetzer tradition of total community involvement.