ABC first, NBC second, CBS third in May sweeps
A Supreme Court gag on gag orders

Broadcasting Jul5
The newsweekly of broadcasting and allied arts

Reflecting on America's first 200 years - one of her greatest assets is the family

THE REX HUMBARD FAMILY MINISTRY has provided positive programming for over 23 years
Our Declaration of Independence

For more than twenty years we surely have been among the most faithful, productive and creative servants in the land of King Cohn (also known as Columbia Pictures). We are starting a new, independent business TODAY. Beginning with RIN TIN TIN and CIRCUS BOY and with HANNA-BARBERA, way back in the days of RUSS'N REDDY, we have toiled with pleasure and for profit on properties like BEWITCHED, THE MONKEES, THE PARTRIDGE FAMILY, and even for Warner Bros. and Walter Lantz in foreign markets. Recently, we were performing not-so-minor-miracles for THE MARVEL COMICS GROUP, THE LOS ANGELES TIMES SYNDICATE and THE LITTLE RASCALS.

As Independents, we will be acting as LICENSING MERCHANDISING REPRESENTATIVES and as LITERARY AGENTS, etc. - world wide. We can help the most (and produce the greatest results for your company) if we are consulted as early as possible in the developmental stage of a motion picture, a TV Series, a Broadway Musical, or even a musical group. It's NEVER too early. Come in and talk with us. Our modus operandi will amaze you. But not during swimming hours, please.

Air University Library
Maxwell Air Force Base, Ala.
PROPERTY U.S. AIR FORCE

ANCILLARY ENTERPRISES, Inc.
1350 Sixth Avenue, New York, N.Y. 10019
Telephone (212) 765-4848

"NOT NEEDY - JUST GREEDY"
THE MAY SWEEPS  □ Returns from the latest local market measurements by Arbitron show that ABC affiliates stay on top, while NBC makes a recovery at the expense of CBS. Here’s the scorecard on the top-100 markets. PAGE 22.

ULTERIOR MOTIVE CHARGED  □ NAB and TV networks file reply briefs in family-viewing suit. They contend Hollywood writers and producers are more interested in gaining greater programing control than in protection of First Amendment rights. PAGE 25.

HELP FOR NEW JERSEY  □ FCC establishes guidelines to assure additional television service for that state. Among other orders, commission tells New York and Philadelphia network affiliates to assign full-time news crews to New Jersey. Report back to FCC is due in two months. PAGE 26.

HOUSER CONFIRMED  □ Chicago attorney gets Senate confirmation to be director of the Office of Telecommunications Policy. It happened despite a last-minute hitch that popped up at the hearing over a real estate deal. Swearing-in ceremony is scheduled for July 6. PAGE 27.

GAGS LOOSENED  □ Supreme Court settles that controversial Nebraska case in favor of the news media. Justices rule that defendants’ rights in most instances can be protected by means other than barring coverage. PAGE 24.

IT ISN'T SO  □ CBS rebuts Westinghouse’s claim that network profits have increased at a disproportionate rate. Schneider declares rate of return has been increasing, but pace is still below that of stations. PAGE 29.

NAB NEXT MARCH  □ Plans for the 1977 convention have been revamped with radio, television and engineering sessions to be split among three Washington hotels. PAGE 30.

CORPORATE CONDUCT  □ Challengers in WNAC-TV proceedings reiterate that parent company activity reflects on Boston licensee. FCC's Quello says that may be going to extremes. PAGE 31.

COMPETITION STIMULATION  □ A bill being considered in the Senate proposes a uniform test for regulatory agencies, including the FCC, to guard against hindering competition in the industries they regulate. PAGE 31.

SUNNY SIDE UP  □ House subcommittee approves a measure, which now goes to full committee, increasing daylight saving time from six months a year to seven. FCC would have power to issue presunrise authority to daytimers. PAGE 32.

THUMBS UP  □ HBO viewers watch two Beacon Hill episodes not shown over the air and 83% said they’d like to see more dramas of this type. PAGE 34.

SICK OF VIOLENCE  □ AMA’s House of Delegates approves resolution to ‘actively oppose’ shows that contain too much violence and their sponsors. PAGE 35.

ALL-TIME FAVORITES  □ Pro football heads list of broadcasts on updated Nielsen tally of highest-rated TV shows. All in the Family shows up twice—a record for a series. PAGE 35.

CB UPROAR  □ Proposal for more CB frequencies spurs protests from broadcasters, electronic manufacturers and hobbyists. PAGE 36.

ANXIOUS ABOUT ANTENNAS  □ CATV asks the FCC to clear the way for construction of earth station dishes smaller than nine meters for receive-only use. PAGE 36.

RAVING ABOUT RADIO  □ ANA-RAB workshop praises radio’s selling power, offers techniques and predicts best year for medium since 1940’s. PAGE 37.

TOTAL INVOLVEMENT  □ Put more into life than you take out—and you’ll wind up getting more than you ever put in. That’s how Don Thurston, the newly elected chairman of the NAB radio board, feels. It reflects the make-up of a man who refuses to stand on the sidelines in matters of community, government and business. PAGE 59.
WE GAVE A WOMEN'S ACTIVIST MORE THAN LIP SERVICE, AND SHE GAVE US MORE THAN WOMEN'S LIB.

Women's interest programs. What are they? Panels of child psychologists debating the fine points of bed wetting? Soap operas? Household tips on potting plants, polishing silver or baking bread?

Typically, they're all of the above. But women and the topics that are vital to women are changing. Rapidly. Today, women are interested in all the issues.

Pat Yungbluth is a local Buffalo woman, the mother of two small children, who is active in N.O.W. (The National Organization for Women). Because of her community concern we went to Pat to discuss our public affairs programming. Indeed, Pat proved to be an articulate, sensitive person with strong ideas. Fresh ideas. Ideas you can't listen to with half an ear.

After she shared her ideas with us, we didn't just say "thank you and goodbye."

Instead, WKBW offered Pat a show of her own. And the freedom to explore the issues she felt needed attention and exposure. Especially from the woman's viewpoint. And the results were pleasing.

She helped bring women closer to the issues.

In hard-hitting and refreshingly honest shows, Pat discussed topics like medical malpractice insurance, abortion, mental retardation, equal rights for women. Programs for the young, the elderly, and the handicapped.

Her guests included doctors, lawyers, bankers, Priests and nuns. College professors. And lesbians.

The praise came in. From women. From men.

It seems our program amounted to a significant advance for Public Affairs broadcasting in Buffalo. It captured listeners, regardless of sex. Proving that meaningful broadcasting has no gender.

WKBW
Buffalo

ONE OF THE STATIONS OF CAPITAL CITIES COMMUNICATIONS. WE TALK TO PEOPLE.
More commercials?  
Despite earlier unofficial protests by some TV network executives that they wouldn’t think of such a thing, and by others that they’d thought of it but dismissed it ("Closed Circuit," June 14), there’s revived talk that networks may move to create additional prime-time commercial units. Earlier speculation was that they might do it because business is so good they can’t meet demand. Now talk centers on creation of new availabilities—say, one minute per hour, bringing total minutes to four, akin to current practice in network movies—with some to be assigned to stations for their sale as payoffs for carrying longer network evening newscasts.

Some network sources confirm they’re considering commercial expansion of some sort but say it’s unsettled. They say, however, that it could be done without changing TV code’s time standards—which specify maximum nine and one-half minutes of "nonprogram material" per hour—by shortening such elements as promos and credits. At least some affiliates who’ve heard this talk say it would be “disastrous” for stations because one-third increase in network prime-time availabilities, even with some assigned to stations, would drain off millions in revenues that stations otherwise could expect to get through spot sales—not to mention, some add, resultant escalation in complaints about “clutter.”

Kintner clairvoyance  
Among early supporters of Jimmy Carter for Democratic presidential nomination was Robert E. Kintner, who has distinguished himself as president of two networks—ABC (1946-1956) and NBC (1956-1966). He contributed legal limit of $1,000 in installments to former Georgia governor’s campaign. Life-long Democrat, Mr. Kintner served stint as adviser to President Lyndon B. Johnson at White House and, since retirement, has counseled aspiring Democrats. He resides in Georgetown section of Washington but spends considerable time in Haiti where he built vacation retreat two years ago.

Behind scenes  
One factor that caused delay in expected nomination of Joseph F. Fogarty to FCC was quiet but persistent campaign for appointment of Dr. Paul Stevens, president of Radio Television Commission of Southern Baptist Convention, to FCC post. Dr. Stevens has acquired following among broadcasters for his administrative support of annual Abe Lincoln Awards for accomplishments in radio and television.

Word last week, however, was that nomination was set for Mr. Fogarty, 45-year-old counsel to Senate Communications Subcommittee and protege of its chairman, John O. Pastore (D-R.I.), who is retiring. Mr. Fogarty is to succeed retiring Glenn O. Robinson, Democrat. At same time Margita White, assistant White House news secretary, is expected to be named to FCC to serve out two years left in term of Republican Charlotte Reid, who retired last week. Dr. Stevens is shoo-in for appointment to board of Corporation for Public Broadcasting. Also slated to be named director of CPB is Charles W. Crutchfield, president of Jefferson Pilot Broadcasting Co., Charlotte, N.C.

Copyright conundrum  
Private meeting of Washington broadcast executives last week saw little unanimity of feeling about progress made so far on copyright bill, now pending in House Judiciary subcommittee. Meeting at National Association of Broadcaster headquarters was attended by NAB staff, representatives of networks, Association of Independent TV Stations and Association of Maximum Service Telecasters. Example of mixed opinions is ABC’s insistence that current bill gives too much to cable and should be opposed. NAB is less militant, has not committed itself yet.

It’s somewhat odd that industry’s position is still fluid so close to wire on this bill, but lobbyists say that’s because bill itself is unusual. For one thing, parties to it make constant new demands to House subcommittee. For another, broadcast lobbyists themselves constantly are struggling to understand complex issues. NAB will wait for subcommittee’s explanation of intent in report accompanying marked-up bill before committing itself to final action. It figures it can still fight new battle in full Judiciary committee.

Foot dragging?  
Bill extending sports antisnackout law permanently, tentatively agreed to in House-Senate conference in May, hasn’t moved since. In agreeing to bill, which prohibits biased radio or TV of professional games sold out 72 hours in advance, conferees took unusual step of holding it up until FCC sent up its newest study on effects of antisnackout law. House conferees were immediately persuaded by report’s findings of no significant harm (BROADCASTING, June 14) and said so. But official line in Senate is that report is still being studied.

Reasons for delay can only be guessed: National Football League is still lobbying heavily to kill bill. Senator Warren Magnuson (D-Wash.) is known to dislike making law permanent. It could be that neither Mr. Magnuson nor fellow conferee, John Pastore (D-R.I.), has had time to deal with bill. And it could be that someone is slow reader.

Uncle  
FCC may give up attempt to develop rule barring regional concentrations of control of broadcast media. Commission issued proposal for comment last year. (BROADCASTING, July 21, 1975) to generally unfavorable reviews, and commission staff appears to be seeing some validity in broadcaster criticisms. Principal proposal was to limit owner to four stations of all classes in any state, but staff is ready to concede its inability to develop rule it can defend.

So staff, in document that was crowded off commission’s agenda last week, suggests abandoning idea of rule. It would, however, urge commission to continue present policy of reviewing regional concentrations case by case. Staff refers to commission for its consideration cases in which licensee would acquire third station within 100 miles of each of two others. That standard, slightly modified, would be retained under staff proposal.

Price of politics  
Cost to all three television networks for coverage of upcoming political conventions is expected by network sources to reach $25 to $30 million, up from approximately $20 million in 1972. Bulk of increase is believed due to inflation, but small part will be capital investment in equipment such as minicomputers to be sent later to O&O stations.

Going home  
FCC General Counsel Ashton Hardy is in final countdown of his tour at FCC. Mr. Hardy, who months ago made known his intention to resign this summer, is scheduled to leave agency on Aug. 6. And indications are he will return to New Orleans law firm—Jones, Walker, Waechter, Portevant, Carrere & Denegre—he left to join commission at request of FCC Chairman Richard E. Wiley. Though plans are not set, Mr. Hardy and firm have talked about his opening new office for it in Jefferson parish, which adjoins New Orleans.
General Motors  □  Corporation has bought half-sponsorship of ABC Sunday Movie telecast of Paul Newman and Robert Redford in "Butch Cassidy and the Sundance Kid" on Sept. 26 (9-11 p.m., NYT). GM will use all seven minutes on "Cassidy" to sell its new 1977 models of Buick, Oldsmobile and Pontiac (through D'Arcy-MacManus and Masius Inc.).

Bloomfield, Minn.). In conjunction with this network buy, GM is expected to launch major spot-TV buy, again to show its 1977 models, which will be made available to dealers in latter part of Sept. Some dealer promotion will be set in motion by GM to alert public to watch ABC's "Butch Cassidy" telecast, according to agency sources.

Kinney  □  Radio and television campaign, in 30 to 40 markets in each medium, has various Aug. start dates, depending on market and promotion. Spot 60's on radio and 30's on TV use theme, "The great American shoe store," targeted to men and women, 18-34. Sawdon & Bess, New York, is agency.

Colgate  □  Ajax scouring powder will be highlighted in spot-radio push to start in mid-July for seven weeks in long list of markets. Norman, Craig & Kummel, New York, is targeting commercials toward women, 18-49.

John son & Johnson  □  Spot-TV plans for baby shampoo this summer and fall are in preparation, with flights to run in third and fourth quarters. Various other products are slated to run for 10 weeks during fourth quarter. SSC&B Inc., New York, is searching for 30- and 60-second spots in daytime periods to reach children, 2-11 for baby shampoo and to reach women, 18-49, for other products.

S. S. Kresge Co.  □  K Mart division is touching off widespread spot-TV drive in mid-Sept. in more than 130 markets, with flights lasting from two to five weeks, depending on market. Ross Roy, Detroit, is beaming commercials toward men and women, 18-49.

Underwood  □  Campaign for Underwood meat spread is set for 36 selected spot markets, in tandem with network TV corporate schedule. Fringe and daytime 30's begin July 19-Aug. 2 and Aug. 30-Sept. 13, targeted to women, 25-49. Radio effort is limited to Miami Spanish-language stations. Theme is, "Something in everybody's icebox tastes great with Underwood spreads." Kenyon & Eckhardt, Boston, is agency.

Quaker  □  Ken-L Ration Burgel dog food gets TV push in number of spot markets for eight weeks beginning Sept. 27. Fringe 30's are targeted to dog-owning women, 25-49. J. Walter Thompson, New York, is agency.

Dannon  □  Yogurt maker, through Marsteller Advertising, New York, is negotiating major, 48-market spot-TV buy of local-station breaks within ABC-TV's coverage of summer Olympic games. Two separate 30-second spots will be used, both related to Dannon's "If you don't always eat right, Dannon's the right thing to eat" campaign. Olympic buys are aimed at adults, 18-49, with high incomes and college educations. Dannon has also engineered regional network TV buy with CBS of September's Forest Hills Open. No spot buys are involved, but Dannon is aiming at same upscale adults, 18-49.

Blue Bell Inc.  □  Wrangler clothes will be showcased in spot-radio campaign to run in about 50 major markets, starting in early Aug. and continuing for 11 weeks. Altman, Stoller, Weiss, New York, is seeking time periods to reach children, 12 and up, and men and women, 18-34.

Eastman Kodak  □  Paper by Eastman Kodak is subject of three-week campaign beginning Sept. 20 in network and spot TV. Number of markets is not yet certain. Fringe and daytime 30's will be geared to women, 25-49; secondarily to total adults. J. Walter Thompson, New York, is agency.

Accent  □  Accent food flavor enhancer, division of Wm. Underwood Co., Westwood, Mass., will be promoted in three- and four-week flights, depending on market, beginning July 19. Fringe, day and prime-time 30's and 10's are targeted to women, 18-49. Kenyon & Eckhardt, Boston, is agency.

Chess III  □  Game company has developed two new ideas, chess and checkers for three participants. Company and agency, E.M. Reilly, Clayton, Mo., are considering spot TV for Christmas selling season, on regional basis. National distribution is scheduled for mid-1977. Pictured are Bob Baldwin (r), inventor of chess game, and two members of advertising agency.

Andrew Jergens  □  Five-week campaign for Jergens's Barbie bubble bath begins Oct. 4 with TV fringe 30's. Spot-TV splash picks up on summer flight in eight major markets. Cunningham & Walsh, New York, is agency, aiming for children, 6-11 and 2-11.

Frito Lay  □  Frito's corn chips are pushed in separate two-week flights, beginning today (July 5), August 16 and Sept. 6 in number of major markets. Prime-time 30's are geared to women, 25-49. Foote, Cone & Belding, New York, is agency.

New York Telephone Co.  □  Spot-TV and spot-radio drives are being hooked up for late Aug. start for five-week promotion in eight markets on TV and 12 on radio. Commercials stress value of long-distance telephone calling. Young & Rubicam International, New York, is setting its sights on adults, 18 and over, through 30-second spots on daytime, fringe and prime periods.

Dow Chemical  □  New product, Prevail, is being introduced by Dow in limited TV test markets. First airing is Aug. 16 for 16 weeks. Daytime 30's are targeted to women, 18-49. Vitt Media, New York, is buying service.

Charm s  □  Candy manufacturer will emphasize its ice cream pops in summer campaign to run eight weeks beginning July 19. Daytime TV 30's are geared to heads-of-households and children/
Harris' new TF-100 for highest quality color film reproduction.

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

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

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

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

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

Write Harris Corporation, Broadcast Products Division, 123 Hampshire Street, Quincy, Illinois 62301.
time periods appealing to women, 21-49.

Del Laboratories □ Company's Sally Hanson fingernail product will be highlighted in spot-TV drives carried in two flights this summer and winter. First flight is scheduled for one month, starting Aug. 23, and second from Nov 8 to early Dec. C.T. Clyne Co., New York, is aiming for time periods catering to women, 18-49.

Agway Petroleum □ Spot-TV effort is being realed at Agway to break in 18 markets in Northeast in early July and continue for eight weeks. Spot radio will be used in 11 smaller markets during same period. Rumrill-Hoyt, Rochester, N.Y., is taking aim at men, 25-49.

Health & Tennis Corp. of America □ Chain of 95 clubs (Vic Tanny, etc.) will be featured in 14 markets in continuation of earlier flight, picking up Aug. 2 for five weeks. Late fringe and some prime-time TV 30's are targeted to women and men, 21-35; radio flight in spot markets is also planned for late summer. J. Walter Thompson, Dearborn, Mich., is agency.

Brown-Forman Distillers □ Bolla Wines will be focus of spot-TV effort during October, November and December in one- and two-week flights in selected major markets. Richard K. Manoff Inc. Advertising, New York, is aiming toward men and women, 25-49, through buys in fringe and news periods.

Pinkerton Tobacco □ This division of Liggett & Myers, on behalf of its Red Man and Red Horse chewing tobaccos, is assembling spot-TV push to run in approximately 50 markets for eight weeks, starting in early Oct. Cunningham & Walsh, New York, is focusing on men, 18-49, via buys on weekends and within or near sports programs.

### BAR reports television-network sales as of June 13

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<th>Day parts</th>
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<th>Total dollars week ended June 13</th>
<th>1976 total minutes</th>
<th>1976 total dollars year to date</th>
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<td>Sign-on 10 a.m.</td>
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<td>10 a.m.-6 p.m.</td>
<td>1,012</td>
<td>$11,134,100</td>
<td>23,613</td>
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<td>Sign-on 8 p.m.</td>
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<td>6 p.m.-7:30 p.m.</td>
<td>105</td>
<td>$2,715,600</td>
<td>2,938</td>
<td>$68,731,000</td>
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<td>6 p.m.-7:30 p.m.</td>
<td>18</td>
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<td>518</td>
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<td>7:30 p.m.-11 p.m.</td>
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<td>11 p.m.-Sign-off</td>
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<td>$4,430,200</td>
<td>4,746</td>
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Total 2,182 $49,649,200 51.625 $1,282,092,500 $1,096,032,300 +16.9

Source: Broadcast: Advertisers Reports
“1776” Columbia Pictures’ hit movie of the revolutionary Broadway musical—is available right now, for the first time off-network. And if you play it before the end of the year, we’ll make you a special deal.

But more than great fun and great stars, “1776” is a joyous celebration of our birth of freedom. Feel free to call. This is America.

1776
stars Benjamin Franklin, John and Abigail Adams, Thomas and Martha Jefferson, Betsy Ross, John Hancock and George Washington, America’s favorites for a little over 200 years, in a motion picture that is just about as spectacular as the original story.

A Jack L. Warner Production starring William Daniels, Howard Da Silva, Ken Howard, Donald Madden and Blythe Danner.

Columbia Pictures Television
The unexpected benefits of Firestone's 'spokестire'

Our problem was a fairly typical one. We have, in Firestone, a company that's known primarily for one product: tires. It's a very quality-conscious company with a reputation for making fine tires. But Firestone also has divisions that make many other products beside tires, and it wanted to tell this story in a corporate commercial.

We had an additional problem as well. We were in a transition period as far as a Firestone spokesperson was concerned. In the past in this type of commercial, we had always used a spokesperson to take the viewer on a kind of "walk" through the many products that Firestone subsidiaries are involved in.

Our specific assignment was to talk about all the things that Firestone makes that go into products used in hospitals. The obvious answer was to have a man walking through a hospital, pointing out all the various Firestone involvements—gowns, plastic cups, kidney machines, gloves, hoses, tubes, shoes, hats, beds, almost anything that has to be on the ward. The Firestone people are so proud of their performance that they've actually been known to wash gowns. We had to tell the story in an indirect way.

The idea of a spokesperson walking through a hospital pointing these things out was so overdone that we refused to commit that technique to paper. We refused to write that commercial. We were determined to find another way to establish a relationship between Firestone and a hospital.

In a sense, the answer was obvious, but it took days to come to it. And when we did come to it, it happened within minutes: What if our "spokesperson" were a tire?

We even had fun acting out how a tire would respond to different parts of a hospital. How it would roll around doors. Not just roll wildly down a corridor and through the hospital room, but actually respond as if it were a person quietly taking a tour. We wanted to personify "our spokesman," our unifying factor representing this corporation.

It's easy to go very broad with something like this. Like bumping into people in hospital corridors, and people acknowledging the tire and tipping their hats and all types of cutesy little things. We quickly backed off from that because that's not the way you'd think of Firestone in this particular situation.

We did run into some resistance, however. People loved it or hated it. There were very few in between. But the arguments for it were very logical, even though a tire in a hospital is illogical.

We talked to a number of people and finally awarded the job to N. Lee Lacy, Associates. The director that we elected to go with was Henry Trettin. Henry, despite all his experience, said on our first meeting, "I just can't get it straight in my mind yet." Harvey and I had been working on the project for about two months, and in that time, the tire had become a "he" to us—another person. In the middle of our first preproduction meeting, Henry interrupted me and said, "Who is this 'he'? We are talking about that is always in your conversation?" I said, "'He' is the tire," and Henry said, "You're sick, you know!"

By the end of the second day, when we looked at some of our test footage, Henry said, "You know, I think 'he's' going to be really nice when he comes around the corner." From then on, I knew we had a tremendous commercial.

This wasn't an inexpensive spot to do, but we had confidence in a lot of people that this would come off well. It was all something that hadn't been done before. Even the production house said, "I don't know if it is going to work."

The response from the people in the hospital was incredible. We did everything on location. We shot in San Francisco hospitals and the cooperation was phenomenal. When we told people we wanted to go into surgery they said, "Okay, we could get you an operating room, but exactly what is it you want to do there?" And we said, "You're not going to believe what we are going to tell you, but we want to roll a tire through there."

We were surprised. Right off the bat people were saying, "That is a terrific way to communicate your story." And as they began to understand and realize all the things that Firestone has some part in, they were elated that we were doing the spot, highlighting the things that go on in a hospital.

The tire was prepared specially for use in a hospital. We had to put on sterile gowns. When we actually went in with the crew, the equipment and tire had to be washed down with antiseptic.

The music was unusual, too. When we were in San Francisco, scouting locations, we had a classical station on the car radio and some Bach came on. We began visualizing this whole spot with this music in the background and it was a perfect match. There are times, when you have the immediate feeling that something is absolutely right, and that's what happened. So we got the same piece of music that we heard on the radio and used that in a rough mix for the client. Then we had our Firestone theme done in the same type of feeling, a quality feeling.

Not only did the concept work from an execution standpoint, but the thing we are most proud of is the follow-up research. Firestone has everything researched. When it researched this hospital spot it found out that the spot was 80% more effective than the average corporate commercial. Not only that, but the favorable buying attitude about Firestone tires increased by some 39% over the norm. That wasn't even part of the design. We set out to create a very effective corporate commercial and what we ended up with is a fantastic tire-selling commercial as well.

Harvey Bailey (II) is senior vice president and associate creative director and Lee Smith is director of broadcast production and broadcast art director for Murray & Chaney Advertising, Hudson, Ohio. The two work as a team on all of the company's broadcast accounts, which, in addition to Firestone, include White Trucks, WKYC-TV Cleveland and Union Commerce Bank. Prior to joining the agency in July, 1975, Mt. Bailey was vice president and group creative director at Foote, Cone & Belding, Chicago, and previously held a similar position at Campbell-Ewald, Detroit. Mr. Smith went to the agency two years ago from W.B. Doner & Co. where he served as radio and television producer.
FOR OWNERS & MANAGERS...

New

talkRadio
A Total Station Format

Can make you #1 in your market

While your competitors are still grinding out rock, country and background records, your station with exciting talkRadio will attract the involved listeners with buying power...and you'll attract the PROFITS.

Low Cost

talkRadio
A Total Station Format

Offers these 10 advantages

- Produced by Robert S. Smith — Former VP/GM WOR AM/FM/TV
- Distinctive, down-to-earth programming
- Radio professionals & expert guests
- More commercial time per hour
- Large, responsive adult audience
- Audience with highest spendable income
- Lower operating cost/Higher profit margin
- Excellent community relations
- Available exclusively in your market
- Ready for Fall start

For more information about how to become #1 in your market, mail the facing postcard NOW. Or telephone Bob Smith on Ed McMullen at (212) 2473500.

221 West 57 Street, New York 10019
A Service of Jefferson Communications
Major meetings


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

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

Feb. 12-16, 1977 — National Association of Television Program Executives 14th annual convention. Fontainebleau hotel, Miami. 1978 conference is scheduled for Los Angeles; site and date to be announced.


Also in July

July 12-16 — Opening of Democratic National Convention, New York.

July 12-31 — Michigan Cable Television Association meeting, Pine Mountain Lodge, Iron Mountain.


July 14 — Maryland-Delaware Cable Television Association summer meeting. Hilton Inn, Annapolis.

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


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


July 19 — Start of hearings before House Committee on Standards of Official Conduct on leak of House Intelligence Committee's secret CIA report to CBS correspondent Daniel Schorr. Washington.

July 16-18 — Oklahoma Broadcasters Association summer meeting, Lake Texoma Lodge, Kingston, Okla.

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

July 17-23 — National Association of Farm Broadcasters summer convention. Activities planned on three islands of Oahu, Maui and Hawaii.


July 18-30 — National Association of Broadcasters 10th management development seminar. Harvard University Graduate School of Business Administration, Boston.


July 21 — Public hearings begin in San Francisco on first phase of Federal Trade Commission's proposed trade regulation regarding information and claims in food advertising. FTC regional office, 450 Golden Gate Ave.


July 23-25 — Annual seminar of Motion Pictures Laboratories, Society of Motion Picture-Television Engineers and Memphis State University. Memphis State University, Memphis. Information: MPL, seminar, Box 1758, Memphis 38101.


August

Aug. 1 — Deadline for technical papers for Fall Convention of the Society of Broadcast Engineers. Contact: Mark Schubin, SBE, PO. Box 807, Radio City Station, New York 10019. 1212 795-5100, extension 317.

Aug. 3-8 — Hearings on cable television regulation before House Communications Subcommittee. Washington.

Aug. 9-10 — Hearings on public broadcasting's record of minority hiring before House Communications Subcommittee. Washington.

Aug. 9-11 — Community Antenna Television Association seminars. Western Hills Lodge, Wagoner, Okla.

Aug. 10-12 — Canadian Broadcasting League conference on "Crisis in Canadian Broadcasting." Twenty papers will be presented and discussed on broadcast TV, cable, economics, programing and pay TV. St. Mary's University, Halifax, Nova Scotia.
SOMETHING NEW HAS BEEN UNFURLED IN SCRANTON - WILKES-BARRE

WDAU-TV
CHANNEL 22 CBS

Is represented by BLAIR TELEVISION A division of JOHN BLAIR & COMPANY
WHY
70
PRESTIGIOUS ADVERTISERS ARE USING

MEIDA SCOPE

INFORMATION CARDS

The new, low-cost SRDS direct response service that helps sellers of media SHOW and buyers of media KNOW.

"Nearly double the expected response." Leading consumer magazine

"Stupendous results!" Outstanding national newspaper

"More than $2,700 in actual sales, plus 74 additional inquiries." Major book publisher

"So swamped with orders, we can't even keep up with immediate follow-up. So we'll be back next fall." Leading direct marketer

"With about 150 inquiries to date, and more daily, we're very pleased, we're renewing for June." Top syndicated research organization

"Twice the expected response, and we ran out of brochures—we'll be back in September." Well known broadcast rep firm

"We're so delighted with results, we recommend another major paper participate in your service. Response percentage matched our own direct mail but quality was higher." Top-10 market metro daily

"So far, 250 responses and more coming in, so we should be repeating in your fall issue." Nation-wide consumer association

"The quantity and quality of returns to our March card convinced us to renew for June and the fall as well." Multi-publication business press publisher

Satisfaction like that is hardly surprising, though. Where else could these marketers mail more than 41,000 pieces to qualified buyers for $700—or even less—and enjoy such success?

MEDIA-SCOPE Information Cards is doing everything it was designed to do—and more: It's constantly expanding your market coverage and opening new markets by tapping sources of leads you would not ordinarily reach or might not even know about, improving mailing lists, distributing literature, performing surveys and marketing tests and announcing special offers...and most importantly, MEDIA-SCOPE Information Cards is actually selling products—generating big-ticket sales, large-volume sales.

WHO RECEIVES MEDIA SCOPE INFORMATION CARDS?

It reaches more than 41,000 buyers of advertising: over 19,000 in agencies and 22,000-plus advertiser companies...compiled from many different sources on a unique list to single out the greatest number of bona fide prospects.

ISSUE AND CLOSING DATES, COSTS AND FORMAT.

Published quarterly: March, June, September and December. Closing dates: First day of month preceding publication.

Rates, based on number of cards run in a 12-month period: one time $700; two time $675; four time $650; twelve time $600. No agency commission.

Format: Published in booklet form with three post cards on each right-hand page: Image area of each card, $3\frac{3}{4}" \times 3\frac{1}{8}"$; leaving a stub (as in a check book) of $1\frac{1}{2}" \times 3\frac{1}{8}"$, which can carry additional selling copy.

For more information and a sample copy, or to schedule advertising, fill out the attached coupon or call Howard Krause at (312) 966-8500, or your SRDS Representative.

Another useful communication tool from Standard Rate & Data Service, Inc.

SALES OFFICES: Skokie 60076 (312) 966-8500/New York 10022 (212) 966-8500/Los Angeles 90048 (213) 651-2311

Next mailing: September 1.
Closes: August 1.

Howard Krause/Standard Rate & Data Service/5201 Old Orchard Road/Skokie, Illinois 60076

Please reserve ______ post card(s) in each of the following mailings:

☐ SEPT 1, 1976 ☐ DEC. 1, 1976 ☐ MARCH 1, 1977 ☐ JUNE 1, 1977

☐ Please send a sample copy of MEDIA-SCOPE Information Cards and more details at no obligation to me.

Deadline for camera-ready copy is 30 days before mailing date.

NAME_________________________________________ TITLE________________________

COMPANY___________________________________ TYPE OF BUSINESS________

ADDRESS________________________________________

CITY____________________ STATE_________ ZIP________

SIGNATURE_________________________________ DATE______________
Aug. 11 — FCC's new deadline for comments on its proposed rule amendment to permit the use of automatic transmitters at AM, FM and TV stations (Docket 20802). Replies are now due Sept. 13, FCC, Washington.


Aug. 15 — Deadline for entries in CINE competition Council on International Nontheatrical Events is non-profit organization to encourage international communications and to select U.S. nontheatrical and short subject films for entry in appropriate international festivals. Details: CINE, 1201 16th Street, N.W., Washington 20036; (202) 785-1136.

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


Aug. 17-18 — House Communications Subcommittee hearings on family viewing, Los Angeles.


Aug. 23 — FCC's deadline for comments on proposal to require TV receivers to come equipped with an attached UHF antenna. Reply comments are due Sept. 13, FCC, Washington.

Aug. 24-25 — FCC's new deadline for its proposal to allow circular polarization for TV transmissions (Docket 20802). Replies are now due Sept. 6, FCC, Washington.

**September**

Sept. 1 — FCC's deadline for comments on its inquiry into the relevancy of its license requirements for broadcast stations operators (Docket 20818). Replies are due Sept. 15, FCC, Washington.

Sept. 8-11 — International Music Expo '76, market place for international record and music industry. Fairmont hotel, New Orleans. Information: 1350 Avenue of the Americas, New York 10019; (212) 485-6245.


Sept. 12-14 — Southern Cable Television Association convention. Fairmont Colony Square hotel, Atlanta. Contact: Otto Miller, executive secretary, P.O. Box 465, Tuscaloosa, Ala. 35401; (205) 758-2157.


Sept. 12-15 — Sixteenth annual conference of the Institute of Broadcasting Financial Management. FCC Chairman Richard Wiley will be Monday luncheon speaker. Cox Broadcasting President Clifford Kirkland will be Tuesday luncheon speaker. Sheraton-Boston hotel, Boston.

Sept. 13 — Public hearings begin in Chicago on first phase of Federal Trade Commission's proposed trade regulation regarding information and claims in food advertising. FTC regional office, 55 East Monroe Street.

Sept. 14-16 — Hearings on license renewal legislation before House Communications Subcommittee, Washington.


Sept. 15-17 — Tennessee Association of Broadcasters annual convention. Glenstone Lodge, Gatlinburg.


Sept. 20-21 — National Retail Merchants Association retail advertising workshop and seminar, Baltimore hotel, New York.

Sept. 21 — FCC's new deadline for comments on AM clear channel proceedings to allow a clear to operate with greater than 50 kw (Docket 20642). Replies are now due Nov. 22, FCC, Washington.


Sept. 26-29 — Pacific Northwest Cable Communications Association annual convention, Davenport hotel, Spokane, Wash.

---

Get five boating safety radio programs free from State Farm.

This radio series doesn't advertise State Farm. It just gives your listeners sound tips on boating safety, and it's yours for the asking. Five four-minute programs. Plus six shorter messages in 60 and 30-second lengths.

State Farm Fire and Casualty is the nation's largest insurer of small pleasure craft. We know the problems a boater can run into on the water. These tapes are designed to help him steer clear of them. And help him protect his boat from burglars, too.

For a free tape and scripts, return the coupon below or call us collect at 309-662-2845.

---

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Sept. 30—Deadline for entries for 1976 Ondas Awards (eight for radio and four for TV in Spain; five for radio and television in Latin America; four for radio and four for TV in other countries); Awards are for programs, organizations and individuals for professional achievement between September 1975 and September 1976. Awards will be conferred at Grand Radio Gala in Barcelona, Spain, Nov. 14. Contact: Premio Ondas, Calle Caspe 6, Barcelona 10.


October

Oct. 1—Deadline for entries in media awards program of American Cancer Society Categories (seven classifications and 10 judges). Information: ACS Mass Media Awards Committee, 801 Second Avenue, New York 10017; (212) 749-8038.


Oct. 2—Seminar of California Trial Lawyers Association for Southern California news media. Subjects will include libel and slander, reporters' shield law, media gag rule, invasion of privacy and public figure status. Hyatt International, Los Angeles International Airport.

Oct. 6-8—Indiana Broadcasters Association annual membership meeting. Executive Inn, Vincennes.

Oct. 7-10—Women in Communications Inc. national meeting, Marc Plaza hotel, Milwaukee.


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

Oct. 10-12—American Association of Advertising Agencies Western region conference. del Monte Hyatt hotel, Monterey, Calif.

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


Oct. 14—Minnesota Cable Television Association meeting, Bloomington.


Oct. 17-22—Society of Motion Picture and Television Engineers 118th technical conference and equipment exhibit, Americana hotel, New York.

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


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

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


Oct. 22—Regional convention of Pittsburgh chapter, Society of Broadcast Engineers. There will be 50 exhibits and exhibits booths. Howard Johnston motor inn, Monroeville, Pa.


Oct. 28—FCC regional meeting with broadcasters and members of the public from Missouri, Kansas, Nebraska, Iowa, North Dakota, South Dakota and Minnesota. Meeting with broadcasters in Crown Center hotel, Kansas City meeting with public in Kansas City municipal auditorium.


November

Nov. 5-7—Seventh annual Loyola National College Radio Conference. Host be University's two radio stations. Lewis Towers campus, Loyola University, 820 North Michigan, Chicago.

Nov. 7-8—Annual convention of the Society of Broadcast Engineers. Holiday Inn, Hempstead, N.Y.


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

Nov. 11-12—National Association of Broadcasters regional conference. Waldorf Astoria hotel, New York.

Nov. 11-12—American Association of Advertising Agencies Central region annual meeting, Ambassador West hotel, Chicago.

Nov. 12-14—American Women in Radio and Television board of directors meeting, Radisson hotel, Downtown, Minneapolis.

Nov. 15—Public hearings begin in Washington on first phase of Federal Trade Commission's proposed trade regulation regarding information and claims in food advertising. FTC, 6th and Pennsylvania Avenue.


Nov. 15-17—First International Videodisc Programming Conference, co-sponsored by Videodisc
The NBC chronicles

EDITOR: If the first 50 years are the hardest, your special report chronicling NBC's first half-century made the easiest kind of reading—and the highly informative kind of journalism our business has come to expect from Broadcasting.

The account of NBC's history was impressively detailed, and the interview with Herb Schlosser and myself was based on a solid reading. It's a piece of work in every respect and your editors deserve congratulations.—Julian Goodman, chairman and chief executive officer, NBC, New York.

EDITOR: Broadcasting's special report on NBC's first 50 years was truly outstanding. What you produced was a fine reflective look not only at NBC, but at an industry that has shared many of the same growing pains. That broadcasting has come to be so basic a part of American life is one of the great satisfactions for us all. —Herbert S. Schlosser, president, NBC, New York:

Rotten apples and the barrel

EDITOR: In reply to "The Deadly Dial" ("Open Mike," June 28): I would suggest that Mr. Hannsen take a different route next time. There are some damn good small market radio stations in Kansas, Missouri, Indiana, Kentucky, Georgia, Alabama, Louisiana, Arkansas, Texas and Colorado, as there are in all 50 states. I know many of the operators personally. As in any industry, broadcasters have some stations that because of location, budget, etc., possibly don't program like they should; however, to lump all small market stations in these great states together and say they stink is the most uncalled-for, gross generalization I've heard in a long time.—William R. Rolins, executive vice president, Suburban Radio Group, Valdese, N.C., and chairman, National Association of Broadcasters small market radio committee.

Wrong numbers

EDITOR: Your write-up of our earnings in the June 7 issue shows: "Fully diluted earnings per share remained at $.40 for both 1975 and 1976."

If you will refer to our annual report from which these figures were taken, you will find that $.40 represents the cash dividends paid in each year, not the earnings per share. The fully diluted per share net income applicable to the figures quoted by you was $1.14 in 1976 and $.95 in 1975, the prior year figure being after an extraordinary charge of $.30 per share.—Earl C. Gassenheimer, vice president and treasurer, Rust Craft Greeting Cards, Dedham, Mass.

New ownership

EDITOR: In the June 21 issue, a "Changing Hands" item states that the Avco Corp. owns Avco Film Productions. This is not true. On April 23, Avco sold its film production unit to a Cincinnati group, Bright Light Productions Inc.—Dennis Spalazzi, vice president, sales, Bright Light Productions, Cincinnati.

Who's the amateur?

EDITOR: I must comment on the statement by the Post Office Department as quoted in the May 24 "Open Mike" from Warren Hasse of KPDB-FM Pampa, Tex.

He noted that some time in the past, the department told Congressman Bob Price that "the department thinks it did enough (by issuing a stamp) back in 1964 when it commemorated amateur radio operations."

I noticed recently that a stamp is out with a picture of a printing press on it, and also noticed that a stamp commemorating some newspaperman is planned.

If the post office links us with amateur radio operations, the "amateur" tag is on the wrong group. It belongs on the post office door.—B.D. Thornton, owner, KMAM(AM)-KMOE-FM Butler, Mo.
There's some about August a

*Broadcasting's special reports on Aug23

Broadcast journalism hasn't learned where to stop. It just keeps growing, and with it Broadcasting's annual survey of outstanding local television news commitment.


And competition. Where the news leaders are. What the new formats are. Who's setting the pace in news innovation.

The prologue for this summer's special was published last winter. "The next trend in local TV news will be news," reported Broadcasting in its Jan. 5 issue (The First Amendment and the Fifth Estate), quoting Pat Polillo, executive news producer of the Westinghouse TV station group. Events since then have borne him out, as Broadcasting will report—in detail and in earnest—on Aug 23.

You belong in Broadcasting on Aug23
We're out to take it from the top again. To review the bidding, as it were, on the other half of broadcasting.

From wherever you stand, and wherever you look, the tide is running in radio's favor. Business is hitting levels far beyond expectations. AM is strong. FM is growing. Demand for facilities is outpacing the government's ability to assign them. Rock and roll is everywhere, country's gone to the city, talk is wall to wall and news is all the time.

We're going to report it all. The upside and the flipside. The mainstream and the alternatives. The inside and the out.

Among everything else, we're going to try—again—to define a medium that changes before your ears. And what we can't define we'll at least get a fix on.

Radio. Where it's at. Sep 27.
May sweeps: ABC hangs on, NBC rallies at CBS expense

Market-by-market details tell the tale of the new ball game in the network ratings race

The returns from the May local-market television sweeps are now in, and they show ABC affiliates still on top, though by a slightly slimmer margin, with considerable shuffling of positions between NBC and CBS affiliates.

In the top-100 markets, the Arbitron measurements put ABC stations in first place in 49, NBC stations first in 32, CBS stations first in 26—with ties counted as first place for both networks involved.

These scores reflect a slight slippage by ABC since the February-March measurements but a substantial slide by CBS and a bigger gain by NBC. In the February-March books, ABC had 51 firsts to 37 for CBS and 13 for NBC.

In audience shares the race also has tightened since February-March, though ABC remains a clear first while NBC and CBS fight over second place, with NBC holding a fractional advantage. In prime-time households, totals for the top-100 markets were calculated by ABC researchers as follows:

<table>
<thead>
<tr>
<th>Network</th>
<th>February</th>
<th>March</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>13,895</td>
<td>12,219</td>
</tr>
<tr>
<td>CBS</td>
<td>8,825</td>
<td>7,825</td>
</tr>
<tr>
<td>NBC</td>
<td>11,172</td>
<td>9,689</td>
</tr>
</tbody>
</table>

The more dramatic differences are in comparisons with the May 1975 sweep—before ABC-TV’s ratings surge started last January. The 49 markets in which ABC affiliates placed first this May contrast with just two ABC first-place markets a year ago, while CBS is down from 53 to 26 and NBC from 48 to 32.

In the May sweeps this year, ABC picked up first place in the one top-10 market where it failed to reach first in February-March—New York. It also moved from second to first in Miami (tied with CBS) and in Syracuse-Elmira, N.Y., among others.

But it also lost its grasp on first place in some markets—among them Minneapolis-St. Paul, Houston and Indianapolis, in all three of which it slipped to second place, and in San Diego, where it dropped to third.

NBC meanwhile moved up to first place in Houston, Atlanta and Indianapolis, while CBS’s new first-place acquisitions included Minneapolis-St. Paul.

Over-all, it was ABC’s finest May performance in memory, and CBS’s worst in nearly a dozen years. But both those performances had been forecast, along with NBC’s relative rise from its February-March downfall, when the national overnight Nielsen’s were computed for the period covered by the sweeps (BROADCASTING, May 31). These market-by-market household numbers (add 000) make it official (winner in boldface):

<table>
<thead>
<tr>
<th>May 1975</th>
<th>February 1976</th>
<th>May 1976</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ABC CBS NBC</td>
<td>ABC CBS NBC</td>
</tr>
<tr>
<td>1. New York</td>
<td>881 981 1017</td>
<td>1302 1335 1034</td>
</tr>
<tr>
<td>2. Los Angeles</td>
<td>507 542 581</td>
<td>825 573 564</td>
</tr>
<tr>
<td>3. Chicago</td>
<td>387 471 445</td>
<td>683 562 463</td>
</tr>
<tr>
<td>4. Philadelphia</td>
<td>373 432 352</td>
<td>648 461 354</td>
</tr>
<tr>
<td>5. Boston</td>
<td>267 283 294</td>
<td>440 236 273</td>
</tr>
<tr>
<td>6. San Francisco</td>
<td>216 273 252</td>
<td>363 274 243</td>
</tr>
<tr>
<td>7. Detroit</td>
<td>261 297 299</td>
<td>393 348 298</td>
</tr>
<tr>
<td>8. Washington</td>
<td>191 214 169</td>
<td>308 253 196</td>
</tr>
<tr>
<td>9. Cleveland</td>
<td>227 250 243</td>
<td>384 245 234</td>
</tr>
<tr>
<td>10. Pittsburgh</td>
<td>196 268 150</td>
<td>323 290 151</td>
</tr>
<tr>
<td>11. Dallas-Ft. Worth</td>
<td>147 196 170</td>
<td>259 207 188</td>
</tr>
<tr>
<td>12. St. Louis</td>
<td>121 194 166</td>
<td>189 221 175</td>
</tr>
<tr>
<td>13. Minneapolis-St. Paul</td>
<td>103 165 143</td>
<td>201 174 156</td>
</tr>
<tr>
<td>14. Houston</td>
<td>133 147 162</td>
<td>204 169 166</td>
</tr>
<tr>
<td>15. Miami</td>
<td>128 187 141</td>
<td>179 221 143</td>
</tr>
<tr>
<td>16. Atlanta</td>
<td>95 145 157</td>
<td>167 177 174</td>
</tr>
<tr>
<td>17. Tampa-St. Petersburg, Fla.</td>
<td>71 169 153</td>
<td>111 199 151</td>
</tr>
<tr>
<td>18. Seattle-Tacoma</td>
<td>115 109 144</td>
<td>224 105 142</td>
</tr>
<tr>
<td>20. Indianapolis</td>
<td>97 130 130</td>
<td>154 143 148</td>
</tr>
<tr>
<td>22. Milwaukee</td>
<td>93 106 122</td>
<td>168 127 134</td>
</tr>
<tr>
<td>23. Kansas City, Mo.</td>
<td>85 118 100</td>
<td>153 147 125</td>
</tr>
<tr>
<td>24. Portland, Ore.</td>
<td>88 119 101</td>
<td>134 119 104</td>
</tr>
<tr>
<td>25. Sacramento-Stockton, Calif.</td>
<td>90 96 120</td>
<td>151 104 117</td>
</tr>
<tr>
<td>26. Cincinnati</td>
<td>96 131 119</td>
<td>162 137 115</td>
</tr>
<tr>
<td>27. Buffalo, N.Y.</td>
<td>106 112 94</td>
<td>155 126 120</td>
</tr>
<tr>
<td>28. Denver</td>
<td>87 101 104</td>
<td>187 106 112</td>
</tr>
<tr>
<td>29. Providence, R.I.</td>
<td>75 114 117</td>
<td>127 119 112</td>
</tr>
<tr>
<td>30. Nashville</td>
<td>66 131 106</td>
<td>93 132 124</td>
</tr>
<tr>
<td>31. San Diego</td>
<td>51 81 93</td>
<td>100 93 87</td>
</tr>
<tr>
<td>32. Columbus, Ohio</td>
<td>81 122 89</td>
<td>127 148 102</td>
</tr>
<tr>
<td>33. Charlotte, N.C.</td>
<td>38 124 83</td>
<td>59 193 94</td>
</tr>
</tbody>
</table>

In May, ABC’s networks overtook NBC’s for the first time in years. This accomplishment may stand as a signal for NBC to ferret out its major weaknesses and turn the tables on ABC in the coming sweeps.
<table>
<thead>
<tr>
<th>City</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>City</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>City</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>40. Dayton, Ohio</td>
<td>40</td>
<td>111</td>
<td>81</td>
<td>41. Oklahoma City</td>
<td>63</td>
<td>87</td>
<td>96</td>
<td>42. Charlton-Huntington, W.Va.</td>
<td>48</td>
<td>78</td>
<td>106</td>
</tr>
<tr>
<td>43. Albany-Schenectady-Troy, N.Y.</td>
<td>58</td>
<td>89</td>
<td>99</td>
<td>44. Orlando-Daytona Beach, Fla.</td>
<td>60</td>
<td>79</td>
<td>90</td>
<td>45. San Antonio, Tex.</td>
<td>67</td>
<td>64</td>
<td>79</td>
</tr>
<tr>
<td>49. Syracuse-Elmira, N.Y.</td>
<td>44</td>
<td>72</td>
<td>78</td>
<td>50. Salt Lake City</td>
<td>64</td>
<td>73</td>
<td>76</td>
<td>51. Birmingham, Ala.</td>
<td>105</td>
<td>38</td>
<td>82</td>
</tr>
<tr>
<td>58. Mobile, Ala.-Pensacola, Fla.</td>
<td>46</td>
<td>73</td>
<td>60</td>
<td>59. Knoxville, Tenn.</td>
<td>19</td>
<td>70</td>
<td>71</td>
<td>60. Des Moines, Iowa</td>
<td>41</td>
<td>82</td>
<td>55</td>
</tr>
<tr>
<td>61. Shreveport, La.-Texarkana, Tex.</td>
<td>58</td>
<td>80</td>
<td>60</td>
<td>62. Tulsa, Okla.</td>
<td>56</td>
<td>87</td>
<td>58</td>
<td>63. Dayton, Ohio</td>
<td>67</td>
<td>98</td>
<td>91</td>
</tr>
<tr>
<td>64. Rochester, N.Y.</td>
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Broadcasting Jul 5 1976
Defendants' rights in most cases can be protected by means other than barring coverage, say justices in First Amendment affirmation; ruling includes electronic media as organs of the protected press.

The nine justices of the Supreme Court ruled last week that the constitutional guarantee of fair trial does not—at least not in every case—overshadow the constitutional guarantee of a free press.

At issue was the order of a Nebraska judge presiding at a sensational murder trial. But the five separate opinions issued by the high court appeared to constitute a warning to lower court judges everywhere who increasingly have been resorting to press-gag orders as a means of protecting defendants' Sixth Amendment right to a fair trial. There have been 50 such orders since 1968, 11 of them already this year.

The Nebraska case involved a man accused (and subsequently convicted) of murdering six members of a family in Sutherland, Neb. The order, later modified by the state supreme court, reflected Judge Hugh Stuart's concern about assuring the defendant, Erwin C. Simants, an unemployed farm hand, that an impartial jury could be selected in the face of extraordinary news media interest. The modified order forbade newspapers and broadcasters to report information on confessions even if disclosed in an open proceeding, or other facts "strongly implicating" of the accused.

The members of the high court did not question the reasonableness of Judge Stuart's concern. But they agreed that the order violated the First Amendment—that it was a clear case of prior restraint and could not be sustained. Judges, they said, should seek other means of protecting a defendant's right to a fair trial before resorting to prior restraint on speech and publication, which the majority termed "the most serious and least tolerable infringement on First Amendment rights."

The case was the first in which such a gag order had been subjected to a Supreme Court review. And the resulting opinions appeared to give the news organizations that appealed the order, including Nebraska broadcasters individually and collectively through the Nebraska Broadcasters Association, much of what they had sought.

That, at least was the assessment of E. Barrett Prettyman Jr., one of the attorneys who had argued the case before the Supreme Court for the media, and who was unimpressed "after reading the opinions." Lower courts, he said, have been put on notice that, in the reporting of judicial proceedings, "there cannot be prior restraint on the press."

Julian Goodman, chairman of NBC, which filed a friend of the court brief in the case, said the opinion is "welcome news for those who cherish freedom of the press and value the public's right to know." He said he finds it "particularly fitting (the opinion) comes on the eve of our nation's 200th birthday—truly an appropriate occasion to reaffirm the spirit of the First Amendment."

The news was welcome at the other networks, too. Richard Salant, president of CBS News, said he had not had a chance to analyze the ruling yet, "but the portsents of it are very much further ahead now than we were before." And a spokes-

man for William Sheehan, president of ABC News, said Mr. Sheehan applauded the court's decision and was glad it was unanimous.

To the Reporters Committee for the Freedom of the Press, as to news organizations generally, the decision was "a major victory for the First Amendment."

Actually, the court opinion, written by Chief Justice Warren E. Burger, stopped short of declaring gag orders such as the one Judge Stuart issued unconstitutional in all cases. Indeed, the opinion, in which Justices Byron R. White, Harry A. Blackmun, Lewis F. Powell Jr., and William H. Rehnquist joined, said it is "unnecessary" to decide whether the First Amendment right of free press is more important than the defendant's right to a fair trial free of prejudicial publicity. The men who wrote the Constitution and the Bill of Rights, Chief Justice Burger said, were lawyers who were aware of the possible conflict between the First and Sixth Amendments, and yet did not see fit to attempt to resolve them.

But he said "the barriers to prior restraint remain high," and, he added, they were not overcome in the Nebraska case. Among other things, he said that to the extent the order barred the reporting of events at an open proceeding—and if it did—it "plainly violated settled principles." And the ban on "implicating" information, he said, is too broad and vague to survive court scrutiny of restraints im-

posed on First Amendment rights. Justice Powell filed a concurring opinion to spell out the conditions that must be met to justify a prior-restraint order. He said the court must show that there is no other way to eliminate a threat to the fairness of a trial that is posed by the publicity to be restrained—and that the ban would not be regarded futile by publicity already given the case.

But at least three of the justices went further than the chief justice. Justice William A. Brennan Jr., in a concurring opinion in which Justices Potter Stewart and Thurgood Marshall joined, said that the imposition by courts of prior restraint on the freedom of the press is "a constitutionally impermissible method" of enforcing the right to a fair trial. Judges, he added, have at their disposal a broad spectrum of devices—change of venue, postponement of a trial until emotions cool, among them—to insure that fundamental fairness is accorded the accused. They need not ignore "the equally fundamental and salutary constitutional mandate that discussion of public affairs in a free society cannot depend on the preliminary grace of judicial censors."

What's more, Justice White and Justice John Paul Stevens, in separate opinions, indicated that, though for a more cautious approach to the issue, they would have supported the position of Justice Brennan.

Justice White, for instance, even though he joined in the Burger opinion, expressed "grave doubt" whether prior restraint orders of the Judge Stuart variety "would ever be justifiable." But he also said it might be wiser "not to announce such a rule in the first case in which the issue has been squarely presented" to the court.

And Justice Stevens said he agrees with Justice Brennan that the judiciary is capable of protecting the defendant's right to a fair trial without prohibiting the press from publishing information "in the public domain, and that it may not do so." But he also said he could not answer "without further argument" whether the same kind of protection would apply "no matter how shabby or illegal the means by which the

Not all the way. On the same day that the U.S. Supreme Court ruled that a Nebraska judge's order barring coverage of preliminary proceedings in the trial of a mass murderer was unconstitutional, it refused to review lower court decisions ordering news media for refusing to disclose news sources.

One case involved William T. Farr, who faces a five-day sentence and payment of a $500 fine for refusing to reveal the source of a story on the Manson "family" in 1971. The other involves four reporters and editors for the Fresno (Calif.) Bee, who face indeterminate sentences. In both cases, the news media were convicted of contempt of court.

Mr. Farr, who as a reporter for the Los Angeles Herald-Examiner covered the Manson murder trials, obtained a copy of a statement by a cellmate of one of the Manson defendants, Susan Atkins, which contained a list of prominent show-business people marked for death. Mr. Farr later was directed by the Manson trial judge to divulge the source, and he refused. Mr. Farr, now a reporter for the Los Angeles Times, still refuses: "I gave some sources a promise, and I regard it—as do all reporters—as a sacred trust."

Some Fresno Bee newsman —reporters Joe Rosato and William K. Patterson, managing editor George F. Gruner and city editor Jim Bort—declined to reveal the source of a series of articles on a grand jury investigation of bribery and conspiracy. The judge in the case had ordered the news media to abandon the defense, the news media, who did not obtain the material from anyone subject to the judge's order, face indeterminate jail sentences for refusing to say who the source was.

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information is obtained, no matter how serious an intrusion on privacy might be involved, no matter how prejudicial it might be, regardless of innocence of persons and no matter how perverse the motivation for publishing it.”

Relatively restrained though it was, even the Burger opinion cheered Mr. Prem-tyman. For although the chief justice cast the opinion in terms of the facts of the Nebraska case, he indicated its application was wider. “The practical problems of managing and enforcing restrictive orders will always be present,” he said. “In this sense, the record now before us is illustrative rather than exceptional.”

Both Chief Justice Burger and Justice Brennan touched on an issue that is always present in discussions of the free press-fair trial issue—the responsibility of the media. Chief Justice Burger said that “the extraordinary protections afforded by the First Amendment carry with them something in the nature of a fiduciary duty to exercise the protected rights responsibly—a duty widely acknowledged but not always exercised by newspapers and broadcasters.” It is not asking too much,” he added, “to suggest that those who exercise First Amendment rights in newspapers or broadcasting enterprises direct some effort to protect the rights of an accused to a fair trial by unbiased jurors.”

Justice Brennan noted with approval efforts by the networks and bar groups to develop mutually acceptable guidelines for press coverage of judicial proceedings. “However,” he said, “the press may be arrogant, tyrannical, abusive and sensationalist, just as it may be incisive, probing and informative. But at least in the context of prior restraints on publication, the decision of what, when and how to publish is for editors, not judges.”

Meanwhile, another case involving the news media’s protest of a judge’s secrecy order has begun moving through the courts. The order was issued by U.S. Dist-RICT JUSt. James, and provides for the sealing of future pretrial motions in the corruption trial of Maryland Governor Marvin Mandel and five co-defendants.

Three petitions asking that the order be rescinded were filed with the U.S. Court of Appeals in Richmond, Va. One, in which the Radio Television News Directors Association has joined, says the order “silences the press as effectively as the act of any royal governor.”

And in response to Judge Pratt's con-tention that the order is necessary to avoid “any unnecessary publicity,” it says: Neither Judge Pratt nor any other district judge has the wisdom to determine the difference between ‘necessary’ and ‘un nec-essary’ publicity about a major crim-inal trial.”

Besides RTNDA, the briefs were filed in behalf of The Washington Post Co. and its WTOP-AM-FM Washington, the Society of Professional Journalists, Sigma Delta Chi, and the Reporters Committee for Freedom of the Press.

A second petition was filed in behalf of the A.S. Abell Co., which owns the Baltimore Sun, WMAR-FM-TV Baltimore and WBCO-TV Salisbury. Md. The third petition was filed by the Hearst Corp., which owns the Baltimore News American and WBAL-AM-FM-TV Baltimore.

And in Ohio, the state supreme court last month upheld WHTV-TV Dayton in its suit opposing a gag order issued by a Dayton judge in a kidnapping-murder trial there.

### Producers, writers charged with ulterior motives in family viewing suit

Government and networks say in briefs that plaintiffs in suit are more concerned with gaining greater programing control than with First Amendment rights

To the National Association of Broad-casters, ABC, CBS and NBC—defendants in the family viewing suit—the Hollywood writers and producers seeking to outlaw that plan are not really interested in the First Amendment, as they suggest. Rather, the defendants claim, the plaintiffs are interested in obtaining the right “to determine program content and scheduling.”

The defendants, in a reply brief filed in the U.S. District Court in Los Angeles, said the plaintiffs’ request for a judgment that would grant broadcasters “a declara-tion of independence for private broadcast-ing” (Broadcasting, June 21) is an empty one; the court, they say, is being asked to grant broadcasters rights “they already have, know they have and freely exercise.”

The NAB and networks contend that the writers and producers have long com-plained about network decision making. So, they added, following the institution of the plan designed to reserve the hours between 7 and 9 p.m. for programming suitable for the entire family, “the plaintiffs seized upon what they apparently viewed as a chance to prove government ‘coercion’ and thus gain the legal handle they have always sought in order to enable them to emasculate the editing prerogatives of their primary customers, the television networks.”

The plaintiffs’ argument that family viewing is a product of government—that is, FCC-ordered, is challenged at length in not only the brief filed by the NAB and the networks but in the brief filed by the Justice Department, which is representing the FCC in the case.

Both contend that the evidence presented in five weeks of trial establishes that the plan was incorporated into the NAB code and adopted by the networks as the result of industry concern about the amount of sex and violence being shown on television at times when large numbers of children were in the audience. The meetings that FCC Chairman Richard E. Wiley held with network and NAB officials on the subject, both briefs insist, were not decisive. His role, the Justice Department says, was simply to “focus attention upon a problem which had become a subject of vigorous public debate.”

The briefs also say there are no grounds for granting the plaintiffs’ requested in-junction against NAB and FCC enforcement of the family viewing plan. The Justice Department notes that Chairman Wiley has said repeatedly that the FCC lacks the authority and interest to enforce the plan. And enjoining Chairman Wiley from speaking out on such matters in the future, Justice adds, would threaten his free speech rights.

The NAB and the networks contend that the record establishes that the NAB code provisions represent simply “a general statement of principles whose interpretation and application are left to the judgment of the broadcaster-subscriber acting in his best perceptions.” Even more significantly, the brief adds, since NAB membership is voluntary and no harm results from non-membership, “the code cannot in any constitutional sense be viewed as a restraint imposed on broadcasters’ rights of expression.”

The NAB and the networks also took aim in a separate brief at Tandem Productions’ request for a court order directing CBS to move Tandem’s All in the Family back into family viewing time. The defendants said such an order would constitute a “drastic” and “unlawful intrusion on the freedom of the press.”

### Close call for Cowles—WESH-TV license renewed; KORK-TV denied

Wiley and Robinson, voting to deny Daytona Beach station’s license, deplore present system, say it’s time for a new ‘rationality’; no such luck for Don Reynolds, who loses license in Las Vegas

Cowles Communications Inc. has sur-vived—by a 4-2 vote—a challenge to its license for channel 2 Daytona Beach, Fla., on which it operates WESH-TV. The FCC renewed the station’s license and denied the competing application of Central Florida Enterprises Inc.

Western Communications Inc. was not as fortunate. The commission, on a 6-0 vote, denied that licensee’s renewal for KORK-TV Las Vegas, saying it was guilty of fraudulent billing and misrepresentations to the commission. But Western’s contest with competing applicant Las Vegas Valley Broadcasting Co. had no winner; Valley’s application for a new station was denied on the ground that it was not financially qualified.

The vote in the Cowles case reflects the
The majority in the case—Commissioners Robert E. Lee, Charlotte Reid, James H. Quello and Abbott Washburn—based their decision principally on a finding that WESH-TV’s past performance had been superior. This was an apparent upgrading of the “thoroughly acceptable” score the administrative law judge in the case, Chester Naumowicz Jr., had given WESH-TV in proposing renewal.

Whatever case law exists of the majority decision, at least two of the dissenting statements—by Chairman Richard E. Wiley and Commissioner Glen O. Robinson—may stimulate renewed debate on the rationality of the commission’s renewal process.

Chairman Wiley said he agrees with the majority that it would be inequitable to deny Cowles renewal. But he said that existing law leaves him no option but to vote to deny renewal. He said the “thoroughly acceptable” characterization of WESH-TV’s service does not connote the kind of superiority that would overcome deficiencies in integration of management and ownership and diversification of ownership of media a multiple owner always suffers.

Accordingly, he said, the commission and Congress should attempt “to bring rationality out of the existing chaos.” “The comparative evaluation of a renewal applicant and a challenger should be eliminated,” he said, and “all incumbents who do a good and faithful job of serving their communities should be renewed.”

Commissioner Robinson said the majority opinion cannot be justified by the policy it says it follows—and called for radical change that would require congressionally mandated auction among applicants. An auction, he said, combines the simplicity of a lottery and two additional virtues—it allows the public to recoup the economic benefits conferred on private licensees, and “it measures the intensity of individual preferences, in accordance with the prevalent standard for allocating resources in our economic system.”

WESH-TV’s problems involved findings that the station clipped commercials of its network, NBC-TV, in order to run local commercials, and then billed NBC-TV for the commercials that were not carried. The FCC said, that Donald W. Reynolds Sr., the sole owner of the station’s parent corporations, failed to exercise the necessary control, and that his son, Donald W. Reynolds Jr., had the responsibility for and tacit knowledge of the station’s practice of clipping. The commission also said the misrepresentations made by the station regarding the practice were in themselves sufficient basis for denial of the renewal application.

Because its action in denying both competing applications would leave channel 3 unoccupied, the commission said it would initiate separate proceeding to invite applications for the facility.

The commission said that if Valley could remove the single ground for its disqualification—the financial issue—it could file a new application for channel 3. Valley could not satisfy the commission that a bank loan would be available.

The lone commissioner not voting was Mr. Quello, who had been reported in a press account as having been mentioned in an FCC investigation of a leak of the commission’s instructions to the staff (“Closed Circuit,” June 14).
owners and users," although suggested language for accompanying report says commission can consider effect of added distant signals on "local broadcaster's ability to serve the public." But it also says copyright commission shouldn't be used by parties to appeal FCC's decision. That satisfies House Communications Subcommittee Chairman Lionel Van Deerin (D-Calif.), who protested original Rallback amendment as going beyond copyright onto communications turf. But broadcasters think second instruction neutralizes first. They'll fight it. When subcommittee reconvenes after two-week July 4 recess it will reconsider earlier decision against giving radio right to sue cable for copyright infringement, as well as decision to extend compulsory license to Canadian and Mexican broadcast signals.

Members of International Brotherhood of Electrical Workers have ratified agreement reached earlier with CBS (Broadcasting, June 21), calling for weekly pay increases of more than $100 for most technicians over three years of new contract. Current scale of $358.15 was raised to $375, retroactive to last October, when old pact expired. Figure jumped to $405 as of last April 1, will rise to $432 on Oct. 1 and to $460 on Oct. 1, 1977. Contract covers some 1,300 technicians employed by CBS in seven cities.

Fans of Mary Hartman, Mary Hartman will have to wait until Oct. 4 to find out how their heroine copes with nervous breakdown. Last episode of initial 26-week cycle concluded Friday (July 2) in major markets, and T.A.T. Communications, Norman Lear's company, has re-edited and condensed those 130 half-hours into 65 half-hours so that entire story will be reprised over next 13 weeks. T.A.T.'s Robin French (who reports to Jerry Perenchio) is working on renewals of existing stations and lining up new stations for next season's batch of 195 originals (Broadcasting, June 21). Series now runs in "about 70 markets," Mr. French says, adding that he expects at least 90% to renew at "greatly expanded" prices more in line with show's solid Nielsen and national publicity bonanza.

Arbitron Radio has recalled April-May rating book for Chicago. Officials say computer failed to catch "aberrated call letters" —diary keepers' mistakes such as, in some cases, identifying WLOO(FM) as WWMF. Its former call — with result that Arbitron's normal call-back policy in such cases wasn't followed. They say they're correcting numbers and taking steps to guard against future mishap, hope to issue revised book late this week. Some Chicago stations say foul-up was much worse: that in some cases WWMF listings weren't credited to WLOO but to Baton Rouge, La., where WMMF is now assigned; WDAF listings, not to WDFM(FM) Chicago but to WDAF(K) Kansas City; WMAG to WLAG(FM) Forest, Miss., rather than WMAO(K) Chicago.

Hartford N. Gunn Jr., vice chairman of Public Broadcasting Service, entered Massachusetts General Hospital in Boston last week for treatment of enlargement of thymus gland. PBS President Lawrence K. Grossman issued statement remarking on his "extraordinary courage and fortitude" and saying all at PBS are "pulling for him at this difficult time."

John Sturm, legal assistant to former Commissioneer Charlotte Reid, appointed legal assistant to FCC Chairman Richard E. Wiley, succeeding Michael Senkowski. Latter moves up to administrative assistant when Lawrence Secrest leaves that job to become deputy general counsel. Roderick Porter, now in hearing division, has been named to replace Donald Winer, who is resigning as Mr. Wiley's special assistant. He'll be first black professional in chairman's office.

"Special obligations" on all stations serving the state and by establishing "physical presence" guidelines for stations outside the state to follow.

The decision was adopted by a 5-to-2 vote, with Commissioners Charlotte Reid and Abbott Washburn concuring and Commissioners Benjamin L. Hooks and Glen O. Robinson dissenting with a statement asserting the commission has not done "justice to the serious problem of underservice" in the state.

Sharper criticism came from Representative Andrew Maguire (D-N.J.), who has long been active in efforts to secure VHF service in a state that has none of its own. "Relying on the goodwill of broadcasters in this two-year-old case," he said, "is ludicrous."

The commission's guidelines require network-affiliated stations in New York and Philadelphia to commit themselves to the full-time dedication of one or more news crews and the assignment of at least one full-time correspondent to the state.

The commission also said the stations should consider facilitating direct contact with the state. It suggested establishing toll-free New Jersey telephone lines, New Jersey offices and the use of microwave relay systems to expand their news coverage capabilities.

Some lesser commitment would be accepted from an independent station if it were supported by adequate justification. Noncommercial stations, especially those assigned to New Jersey, would also be expected to demonstrate their commitment to New Jersey service.

But it is the "physical presence" of the out-of-state network affiliates that appears to interest the commission the most, for it hung over three stations the possibility of requiring them to maintain studios in New Jersey —an option it had been considering.

The commission ordered the out-of-state stations to report within 60 days on the physical presence they plan to establish. When it reviews those plans it will decide whether to require the stations to maintain New Jersey studios.

Houser confirmed as head of OTP

Despite last minute hitch that popped up at hearing over a real estate deal, Senate approves his nomination and he'll be sworn in this week

The White House Office of Telecommunications Policy, which has been without a permanent director for 21 months, is close to getting one. Chicago attorney Thomas Houser, who has served in Washington before as deputy director of the Peace Corps and an FCC commissioner is to be sworn in as OTP head on Tuesday.

The swearing-in ceremony — with Supreme Court Justice John Paul Stevens administering the oath of office — was arranged last Thursday, after President Ford's nomination of Mr. Houser was hurriedly approved by the Senate Commerce Committee and sent on to the Senate, where it received confirmation.

For a few hours on Wednesday, it appeared that things might not move so swiftly, that the nomination might have to wait until the week of July 19, when Congress returns from the July 4 and Democratic national convention break. Senator John O. Pastore (D.R.I.), chairman of the Senate Communications Subcommittee, who presided at the full Commerce Committee hearing on the nomination, on Tuesday, wanted committee approval by vote at a meeting, not by a poll of the members, and it appeared that a meeting could not be held before the recess began on Friday.

Senator Pastore's concern was generated by a letter from a woman alleging that Mr. Houser had been guilty of a "misrepresentation" in a real-estate deal in New Mexico three years ago. The senator read the letter into the record at the hearing, and it was the only discordant note struck. But it did not seem to represent a serious threat to the nomination.

The woman making the charge, Rita Skelton, who Mr. Houser said had been an old friend and who now lives in Arlington, Va., declined an invitation to appear at the hearing. And Mr. Houser, with strong backing from Senator Charles H. Percy (R-
Nevertheless, Senator Pastore felt the matter should be discussed at a committee meeting since he and Senator Howard Baker (R-Tenn.) were the only members present at the hearing. And the committee is developing a reputation as one Senate panel that does not rubber-stamp White House appointments.

However, when it became apparent that Senate action on the nomination would be put off for at least three weeks. Senator Baker began urging Senator Pastore to call a special executive session on the Houser nomination. And Senator Pastore did.

Mr. Houser will be succeeding Clay T. Whitehead, OTP's first director, who resigned in September 1974, after four years in the job. John Eger, the deputy director, has served as acting director while the White House made what seemed a casual search for a Whitehead successor. One earlier choice met opposition from citizen groups and cable interests and was withdrawn. It was another former FCC commissioner, Robert Wells, who, as an executive with Harris Enterprises, is a broadcaster.

Mr. Houser, in filling an unexpired term at the FCC, from January to October 1971, developed a reputation among some broadcasters as being sympathetic to cable interests and to the pleas of land-minded interests for additional spectrum space. But this confirmation hearing failed to elicit any dramatic testimony from him regarding telecommunications matters.

In answers to questions from Senator Pastore and in written responses to questions from the committee staff, Mr. Houser did nothing to rail the waters. For instance, regarding OTP's proposals to deregulate cable television, he said: "Any change in cable regulation has to be carefully weighed in its impact on the economy and free broadcasting including UHF considerations." He added that congressional action on the pending copyright bill might help relieve the strains between over-the-air broadcasting and cable television.

And he said the limited amount of spectrum space available imposes an obligation on government to assess spectrum needs that are based on factual data. But he said he has no position on OTP's proposal to stretch the spectrum by adding 88 short-spaced VHF channels to the table of allocations. He would say only that the future of UHF "is a major consideration" in that connection.

Nor did he see an inevitable conflict between OTP and the FCC. The commission, he said, is the statutory arm of Congress assigned the task of dealing with regulatory issues on a day-to-day basis, while OTP's function is "to get out front, to try to look into the future" on policy issues and to report to the President, Congress and the commission on the problems it sees developing. But, Senator Pastore asked, is it within the function of OTP, which is the President's adviser on telecommunications matters, to tell the FCC it has erred in an administrative decision and to direct it to change that decision? When Mr. Houser replied in the negative, Senator Pastore said, "I want that on the record."

The hearing, however, provided a forum for Senator Pastore and Senator Baker, ranking minority member on the subcommittee, to express their interest in preserving OTP as an effective instrument for formulating telecommunications policy. Senator Pastore said that, as a "strong supporter" of OTP, he hoped that Mr. Houser would escape the fate of a director of the agency that had preceded OTP, the Office of Telecommunications Management. That person, General James D. O'Connell, was an "expert" on telecommunications, Senator Pastore said. But from the time he was appointed until the time he left office, he "never talked with the President." And Senator Baker recalled that he had been among those members of Congress who late in 1974 "resisted efforts" by the White House to dismantle OTP and divide its functions among various agencies. "Do you have any doubt the White House sees OTP as performing a useful function and should be retained?" asked Mr. Houser.

"None," was the reply. Indeed, in his written answers, Mr. Houser said White House officials have indicated to him a "genuine interest in, and support for, OTP." He also disclosed the existence of "an OTP study group" with which he will be associated and which, he said, "seeks to secure an optimal role for OTP."

The group was set up under the Domestic Council following the aborted effort to strip OTP of its separate identity and was given the task of studying options available for restructuring the office. The group has been inactive in recent months.

But it was the letter from Miss Skelton that occupied the most time at the one-hour hearing and seemed to trouble Senator Pastore the most. He said the letter was "unusual," but thought it best to air the matter publicly.

Miss Skelton, who works for Action, the federal agency that includes what had been the Peace Corps and several other social service agencies, had written Senator Pastore on May 12 after reading a news account of White House plans to nominate Mr. Houser. She said her experience indicates Mr. Houser is not the type who should be in a policy-making position.

Miss Skelton related that he had sold her 10 acres of an 80-acre plot he owned near Taos, N.M., for "a price 10 times its worth," had "misrepresented the land as having accessible water, trees and vegetation" and had failed to provide her with a title commitment for an owner's title insurance policy and an affidavit of title. After she brought the matter to the attention of the executive committee of the Chicago law firm in which he was a partner, Sidney & Austin, she said, the firm "negotiated" the return of her money—$5,000, "plus interest," Mr. Houser said.

Mr. Houser, who said he had known Miss Skelton since 1964, when they both worked in Senator Percy's campaign for governor of Illinois, insisted she had not been "coerced, pressured or seduced" into agreeing to sell the land after she expressed an interest in it. But he said the price—$500 an acre, five years after he had bought it for $125 an acre—was in line with real estate values in the area. He said the land does have the water, timber and vegetation he had described. And he said title would not pass until the closing, and that wouldn't occur until the debt was paid off.

"Why pay her interest?" Senator Pastore asked. "The law was on your side."

Mr. Houser painted a picture of a woman not to be denied. "She's an emotional person," he said. "Talking to my partners and me, she was irrational and very unhappy. There was no point in pursuing her. So we paid her the money and interest."

Both the White House and Senator Percy investigated Miss Skelton's charges and both, according to letters read into the record by Senator Pastore, concluded Mr. Houser had done nothing of any wrongdoing. Senator Percy, in introducing Mr. Houser at the hearing, said he was "everlastingly grateful to him" for helping him get started in politics. But he also said he would have been the first to ask the White House to withdraw the nomination. If there had been any basis for Miss Skelton's charges, Mr. Houser, he said, "had gone the extra mile" to be fair; he's done "absolutely nothing wrong."

Mr. Houser, apparently, had not been worried about the affect of Miss Skelton's charges on his nomination. Even before the hearing, he had begun making staffing plans. Sidney Goldman, the FCC Commissioner Bureau assistant chief for international matters, is expected to move over to OTP as head of its Office of Planning. And Joseph Ryan, of the FCC's Broadcast Bureau, who had served as Mr. Houser's legal assistant when Mr. Houser was an FCC commissioner, will join him at OTP as his special assistant.

He has also moved his boat east—a 25-foot sailboat he trailered in from Chicago.
CBS has told Westinghouse Broadcasting Co. that while it is true, as Westinghouse claims, that the three TV networks’ profits have increased substantially, the bulk of the increase has come in the last four years and their rate of return is still well below that of stations in the five markets where Westinghouse operates.

"In 1964, the base year selected [by Westinghouse] for the purpose of comparison, the three networks retained income of $60.2 million [which] represented a return of 5.8% on sales," according to an analysis that John A. Schneider, president of the CBS Broadcast Group, sent to Donald H. McGannon, president and chairman of Westinghouse Broadcasting. "It is noteworthy that, in the same year, those markets in which Westinghouse operates television stations collectively generated station profits of $60.4 million—more profit than was generated by all three networks—and a return of 47% on sales.”

Mr. Schneider sent the analysis to Mr. McGannon—with copies to CBS-TV affiliates—in response to a presentation Mr. McGannon had earlier this year to all three networks and later circulated to their affiliates protesting what he called inequalities in network compensation to affiliates and network encroachment on station time. In circulating the Westinghouse studies to affiliates Mr. McGannon had cited his findings as good reason to oppose any attempt to expand network newscasts (BROADCASTING, May 24, et seq.).

Mr. Schneider’s analysis, which he said was prepared by CBS-TV network authorities, contended that Westinghouse’s comparison of network profits in 1974 with those in 1964 “misleads rather than reveals what actually took place during this 10-year period.” For the eight years from 1964 through 1971, income of the three networks was “almost static,” and ABC-TV was reputed to be losing money, the analysis said, whereas ABC apparently experienced a turn-around in 1972 and the FCC’s figures for that year showed “a dramatic change” in three-network profits which has continued in the years since, “with all three now on the profit side.”

“We do not believe that comparative growth based on 1964 station or network profits is meaningful or fair,” the CBS report said. "The same statement applied to many subsequent years... Indeed, we believe such figures distort the facts in favor of the stations. In any event, whatever their value in terms of the past, the essential question remains whether the changed relationship between network and station profitability represents an equitable balance in terms of the present.”

The study included a table (Table I) to show “the return on sales for the networks and the five Group W markets prior to and after the turnaround at ABC. Since that time, the network profitability has finally approached a 10% pre-tax return on sales, which translates into approximately a 5% post-tax return on sales.”

"The broadcasting industry median from ‘Fortune’s 500, 1974’ was 6.5%, so that the networks, which invest most of the risk capital (especially in program development), are not even now fully sharing in the returns of the industry. Based upon the 7.4% reduction in network profits in 1975, this imbalance, in our opinion, not only will continue but will become more marked.”

The CBS report said “to the outside observer, the fact that stations are paid to carry network shows, instead of the other way around, is a matter of surprise.” In fact, the report asserted, CBS-TV "has received many offers—including one current—to carry network programing with no station payment. Furthermore, even in major markets where a high level of national spot and local revenue is available, we have been approached by independent stations with offers to affiliate at a lower level of payment than is currently paid in the market.”

As for increases in the number of network commercials, particularly with the change-over from 60-second to 30-second units as the standard length—another point Mr. McGannon had cited—the CBS report said the Westinghouse presentation distorted the increase by giving equal weight to 30’s and 60’s “regardless of the time of day in which they are aired.” CBS offered a daypart analysis and added: “More meaningful is the fact that total commercial time increased 3% between 1969 and 1974 (from 108.3 thousand minutes to 112.0 thousand minutes)” (see Table II).

But the “primary question,” the CBS report continued, is “whether the current structure represents a fair arrangement between stations and networks today.” And it offered a table comparing network and station commercial minutes by daypart along with the amount of programing supplied by network as compared with the amount supplied by a station in the same periods. The bottom line: The network had 126

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**Table I**

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Income</th>
<th>Return</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year</td>
<td>(Million)</td>
<td>5.8%</td>
</tr>
<tr>
<td>1964</td>
<td>1.044.8</td>
<td>60.2</td>
</tr>
<tr>
<td>1965</td>
<td>1.141.7</td>
<td>59.4</td>
</tr>
<tr>
<td>1966</td>
<td>1.302.4</td>
<td>78.7</td>
</tr>
<tr>
<td>1967</td>
<td>1.359.1</td>
<td>55.8</td>
</tr>
<tr>
<td>1968</td>
<td>1.424.3</td>
<td>56.4</td>
</tr>
<tr>
<td>1969</td>
<td>1.569.6</td>
<td>92.7</td>
</tr>
<tr>
<td>1970</td>
<td>1.551.1</td>
<td>50.1</td>
</tr>
<tr>
<td>1971</td>
<td>1.490.4</td>
<td>53.7</td>
</tr>
<tr>
<td>Average</td>
<td>1.360.4</td>
<td>63.4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Income</th>
<th>Return</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year</td>
<td>(Million)</td>
<td>5.8%</td>
</tr>
<tr>
<td>1972</td>
<td>1.687.5</td>
<td>110.9</td>
</tr>
<tr>
<td>1973</td>
<td>1.839.7</td>
<td>184.8</td>
</tr>
<tr>
<td>1974</td>
<td>2.005.3</td>
<td>225.1</td>
</tr>
<tr>
<td>Average</td>
<td>1.844.2</td>
<td>173.6</td>
</tr>
</tbody>
</table>

**PAPERWORK PROBLEMS? BAT SYSTEMS SOLVE THEM BEST!**

**REASON # 3**

We have scores of stations in all market sizes, radio and TV, group and independent. There’s probably one like yours. They’re all part of our user group, providing us with information on how to serve needs better. Our users are the reason that a year has never passed without all BAT customers getting more from their systems than we ever promised, through free or low-cost enhancements.

For a reprint of the full series of these ads, literature on the BAT Systems, or a free Station System Analysis at your station, write, or call toll-free 800-426-8872.
Table II

<table>
<thead>
<tr>
<th></th>
<th>Thousands of minutes in commercials on networks</th>
<th>Increase</th>
<th>%</th>
<th>No.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1969</td>
<td>1974</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evening</td>
<td>23.8</td>
<td>19.7</td>
<td>(4.1)</td>
<td>17.2</td>
</tr>
<tr>
<td>Daytime</td>
<td>49.7</td>
<td>52.0</td>
<td>2.3</td>
<td>4.6</td>
</tr>
<tr>
<td>Sports</td>
<td>5.3</td>
<td>8.1</td>
<td>2.8</td>
<td>52.8</td>
</tr>
<tr>
<td>Saturday/Sunday morning</td>
<td>12.9</td>
<td>10.0</td>
<td>(2.9)</td>
<td>22.5</td>
</tr>
<tr>
<td>Early news</td>
<td>4.7</td>
<td>5.3</td>
<td>.6</td>
<td>12.8</td>
</tr>
<tr>
<td>Early morning</td>
<td>6.9</td>
<td>7.2</td>
<td>.3</td>
<td>4.3</td>
</tr>
<tr>
<td>Late night</td>
<td>5.0</td>
<td>9.7</td>
<td>4.7</td>
<td>94.8</td>
</tr>
<tr>
<td>Total</td>
<td>108.3</td>
<td>112.0</td>
<td>3.3</td>
<td>3.0</td>
</tr>
</tbody>
</table>

minutes to the station’s 112.4 per day, but supplied 13 hours of programming to the station’s five hours (see Table III).

"The network pays for programming 72% of the broadcast day and uses slightly more than half (53%) of the commercial minutes," the report said. "Not all daysparts are equally saleable, however.

"The average number of homes using television (HUT level) in the afternoon is approximately double the morning. The HUT level during early fringe hours is about three times the morning block. And prime time HUT level is about four times the morning span. The late fringe time span on average is slightly lower than the afternoon, but the audience drops so rapidly that the last half-hour has less than half the audience of the first half-hour.

"If the commercial minutes are weighted by the potential audience, the station units have a greater potential audience than the network units, despite the fact that the bulk of the viewers are attracted by the programming developed and financed by the networks."

As for Mr. McGannon’s charge of network "encroachment" on station time, the CBS analysis said CBS-TV’s regularly scheduled programming between 7 a.m. and 2 a.m., Monday through Sunday, had ranged from 152.5 half-hours a week in March 1960 to a high of 178.5 half-hours weekly in 1972, with a drop to 177.5 in 1975. But between the hours of 8 a.m. and 11:15 p.m.—which were the hours CBS was programming in 1960—the network’s weekly half-hours have dropped to 147.5 in 1975, the report asserted.

"During this time span (8 a.m. to 11:15 p.m.), the network offering has decreased and that decrease has been in prime time and five half-hours from 4:30-5 p.m., Monday through Friday, when sets-in-use are very high with correspondingly high revenue potential.

"The so-called encroachment of the network into station time, therefore, is specifically the programing of the CBS Morning News and the CBS Late Movie. The early-morning time period, because of low sets-in-use, is largely unprofitable for either the networks or the local stations. Certainly the time period has represented a substantial loss to [CBS-TV]. The CBS Late Movie is a profitable vehicle for [CBS-TV]; but the network provides stations with half of all commercial minutes, pays for the programing and in addition pays station compensation. It should be noted that a majority of affiliates expressed a desire to have [CBS-TV] program this late-night time period before network service was introduced. (Also significant is the fact that since the programing previously scheduled in this time period by both of the Group W stations that are affiliated with CBS-TV was feature film, no public service programing was displaced)."

In short, the CBS analysis concluded, "we can understand the emotional appeal the Westinghouse complaints would create among stations [but] they cannot be supported by the economics of the industry today."

CBS was the second network to respond publicly to the Westinghouse presentation. NBC released its replies two weeks ago and, like CBS, distributed copies to its TV affiliates (Broadcasting, June 21). Westinghouse spokesmen said they had not yet heard from ABC, but that Mr. McGannon was preparing a reply to the CBS analysis.

Mr. McGannon, reached Thursday (July 1), said he hoped to have his reply ready this week, but that in the meantime he could offer two or three reactions.

He cited specifically the CBS report’s assertion—and a similar one in NBC’s earlier reply—that an outsider would consider it surprising that networks pay stations to carry network programing, instead of the stations paying for the privilege.

If networks discontinue station compensation, he said, they “will control all of the profit in television except 27% that is generated in local markets.”

"The effect of this would be that 25% of the stations in the top 100 markets would go into the red," Mr. McGannon asserted. "And beyond the top 100, the bulk if not all of the stations, would be in the red."

Discontinuance of station payments, he continued, would also mean that "65% of the top-100 markets would lose 50% or more of their profitability."

Mr. McGannon also noted that the CBS analysis had reported that network profits last year declined 7.4% below 1974 levels. Be that as it may, he said, current indications—including indications from network sources themselves—"are that the three television networks in 1976 will reach or exceed a quarter of a billion dollars in profitability." That would represent a gain of approximately 11% from the networks’ $225.1 million profits in 1974—last year for which FCC figures are available—and about 20% from the $208.4 million indicated for 1975 by CBS’s estimate that 1975 profits dropped 7.4% below 1974’s.

Table II

<table>
<thead>
<tr>
<th></th>
<th>Commercial minutes in a day—first quarter, 1976</th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Network</td>
<td>Station</td>
<td>Hours of programming</td>
<td>Network</td>
</tr>
<tr>
<td>7-11 p.m.</td>
<td>18</td>
<td>24.2</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>11 p.m.-1 a.m.</td>
<td>11</td>
<td>18.2</td>
<td>1.5</td>
<td>0.5</td>
</tr>
<tr>
<td>4:30-7 p.m.</td>
<td>5</td>
<td>28.3</td>
<td>0.5</td>
<td>2</td>
</tr>
<tr>
<td>12-4:30 p.m.</td>
<td>48</td>
<td>15.0</td>
<td>4</td>
<td>0.5</td>
</tr>
<tr>
<td>7 a.m.-12 p.m.</td>
<td>44</td>
<td>26.7</td>
<td>13</td>
<td>5</td>
</tr>
<tr>
<td>126</td>
<td>112.4</td>
<td>94.8</td>
<td>3.3</td>
<td>3.0</td>
</tr>
</tbody>
</table>

NAB alters convention to fit Washington

Radio, TV and engineers will be split among three hotels, as will equipment exhibitors; meetings may start on Sunday

As the site for next year’s convention of the National Association of Broadcasters, Washington is proving somewhat inhospitable, but the NAB staff is bent on making the best of the March 27-30 meeting.

Although the convention is still a long way off, some tentative plans have been made, including some changes from the typical NAB annual gathering. One such alteration is to have three separate convention headquarters, one each for radio, television and engineering ("Closed Circuit," June 28). This is to compensate for the lack of a central convention center in the capital.

And tentative hotel assignments have been made for each of the industry components. Radio will have its headquarters at the Sheraton Park, the largest of the three convention hotels. Television will be at the Washington Hilton; the engineers at the Hilton Washington.

As with the broadcasters, the equipment exhibitors will also be spread over three hotels. NAB wants to segregate radio equipment from television equipment, but will not force the issue. Manufacturers of both radio and TV equipment will not have to split their wares between two hotels. NAB also wants each of the three exhibit areas to be equally well traveled, and to do that it is considering separating the largest manufacturers, so there will be at least some in each hotel.

Another major change contemplated is to begin the convention on Sunday afternoon at 4 p.m., instead of on Monday morning. That idea was considered but not implemented at the Chicago convention this year. There is special incentive for it in Washington, however. With free afternoons during the week, conventioners will have more time to see their congressmen, which is the main reason for holding the industry gathering in Washington the year following an election. And, as always, NAB will try to book the newly elected President for an address.
Do the sins of the parent fall on the licensee?

Two groups vying for facilities of WNAC-TV Boston claim charges of corporate misconduct against General Tire are reason enough to lift RKO's license; Quello indicates he thinks otherwise as oral arguments are held.

Toward the end of the three-hour oral argument the FCC held last week in the comparative hearing in which RKO General Inc.'s license for WNAC-TV (ch. 7) Boston is at stake, Commissioner James H. Quello indicated the problem facing applicants seeking to take a license away from an incumbent. At issue was the charge that RKO General and its parent, General Tire & Rubber Co., had engaged in reciprocal trade practices, which are violations of the antitrust law.

"All we have here are allegations, but no criminal or civil indictment," Mr. Quello said to Charles Fabrikant, counsel for one of RKO's two challengers, Community Broadcasting of Boston. "You're asking me to impose a $30 million fine on a company that has been renewed for over 25 years, and basing the decision on only a public interest finding." That, he said, "is a terrible punishment."

Mr. Fabrikant agreed the punishment would be "harsh." But, he said, licensees are obliged to observe high standards of conduct.

RKO and General Tire in 1971 entered into a consent decree under which they agreed not to engage in reciprocal trade practices.

However, the administrative law judge in the WNAC-TV case, Forrest L. McClennan, said the practices—under which a company chooses its suppliers from among customers of its products—were not grounds for disqualification; he noted that many other corporations had engaged in the same practice without being questioned. And he proposed renewing RKO's license—he said the station had compiled a "superior" performance record it could be expected to maintain—and denying the competing applications of Community and Dudley Station Corp.

The reciprocal trade practices are not the only allegedly illegal practice involving General Tire and causing RKO problems in the hearing. Community has charged General Tire with a pattern of corrupt activity that included payoffs to foreign officials to induce them to favor General Tire and its products, illegal corporate gifts to U.S. political candidates, and violations of tax and security laws.

Community says that if the commission cannot conclude from the record that Community's application should be granted, it should reopen the record to investigate the charges against General Tire.

"You can't divorce the parent from the child," Mr. Fabrikant said. But Harold Cohen, counsel for RKO, thought the commission could. The allegations have nothing to do with RKO's broadcast operations, he said.

Nor was Mr. Cohen agreeable to a suggestion of the FCC's Broadcast Bureau counsel, Bruce Eisen who noted that General Tire had agreed to a settlement with the Securities and Exchange Commission under which the company pledged an in-house investigation of charges SEC had filed against the company, many of which were substantially the same as those Community had filed (BROADCASTING, May 17). Perhaps the commission should wait until the evidence compiled in that investigation is available, Mr. Eisen said.

"These proceedings must end some time," Mr. Cohen said, noting they began in 1969. He suggested that the commission leave the General Tire case to Congress and to other agencies of government concerned with it. "There is no need for the FCC to involve itself," he said.

As for the record of WNAC-TV, he said the superiority of the administrative law judge cited had been attested to in the hearing by 86 prominent members of the Boston area. The record is "solid, substantial and outstanding," he said.

Dudley's attorney, Joseph Hennessey, focused principly on the administrative law judge's conclusion that Dudley was not financially qualified to be a licensee. Mr. Hennessey said the money needed—$5.3 million—was available. But he said the financial institutions involved are in Europe and their business practices do not include providing the written commitments the commission usually requires.

If successful in its application, Dudley would become the first minority-owned VHF television station licensee that was substantially black-owned. Some 85% of the applicant company is black-owned.

Agency actions to spur competition required in bill

Measure emerging in Senate would put Justice, FTC on top of FCC broadcast regulation

The Competition Improvements Act, a bill to promote stronger antitrust enforcement at regulatory agencies such as the FCC, has passed the Senate Judiciary Committee.

The bill would force agencies to apply a uniform test to their actions to guard against doing anything injurious to competition in the industries they regulate. The test is three-fold, requiring that the agency state the purpose of the proposed

Reid "at home" in Illinois, Fogarty and White still waiting at the altar. The FCC is now down to six members. Commissioner Charlotte Reid left the commission on Wednesday to assume a new full-time role, that of wife of H. Ashley Barber, of her home town of Aurora, Ill., whom she married on May 26 (BROADCASTING, May 31). The final day was marked not only by an agenda containing items the commission wanted to complete while she was still on the commission but by a farewell luncheon the commissioners gave for her and for Commissioner Glen O. Robinson, who is to leave the commission by the end of July. Commissioner Robinson, whose term expired on Wednesday but who may remain in office until a successor is confirmed, will join the law faculty of the University of Virginia in the fall.

The White House's replacements for Commissioner Robinson, a Democrat, and Commissioner Reid, a Republican, are expected to be Joseph Fogarty, counsel to the Senate Communications Subcommittee, and Margita White, assistant White House news secretary and White House director of communications. It had been understood that Mr. Fogarty, a Democrat, would be named to the full seven-year term that has become available, while Mrs. White, a Republican, would be appointed to fill the remaining two years of the Reid term. In a twist, however, White House sources later last week said it was not clear whether Mr. Fogarty or Mrs. White would be nominated for the seven-year term. The White House is expected to announce the appointments this week.
action, determine the anticompetitive impacts and public benefits of it and then search for a better, less anticompetitive solution.

A competitive impact statement would not have to be drafted, but the agency’s findings from the test would have to be included in any written opinion accompanying a ruling.

The specific effects the bill would have on the FCC’s regulation of broadcasting have not been stated by either the Judiciary Committee or the Antitrust Subcommittee where the bill began in the Senate.

"This bill doesn’t admit to concrete examples," a committee aide said last week. He said it is possible it would cause the FCC to change some of its rules, but he said that would be up to the FCC. In its hearings on the bill the Antitrust Subcommittee held up the FCC’s pay cable television rules as bad examples of agency regulation. But several staffers close to the legislation have also said that among regulatory agencies, the FCC is one of the most diligent in protecting competition.

What the bill provides, said one, is a "flexible kind of guidance that can grow and can meld itself to the needs of the marketplace."

Among its other provisions the bill gives the Justice Department and the Federal Trade Commission, both with authority to enforce antitrust law, the right to participate in agency actions as if they were regular parties.

In addition, the Justice Department would be empowered to call hearings at agencies if it were not satisfied that the Competition Act’s procedures had been followed. It is intended, the aide said, that Justice and the FTC would divide their antitrust oversight activities rather than duplicate efforts.

The bill now goes to the Senate floor, but there is some doubt it will get action this year.

**Senate-like DST bill moving through House**

Subcommittee reports out measure for seven-month daylight saving; FCC would be given power to grant presunrise authority to daytimers

A bill to increase daylight saving time from the present six months a year to seven was approved last Tuesday by the House Subcommittee on Transportation and Commerce. It differs only slightly from a bill that passed the full Senate in February.

Sponsored by the House subcommittee chairman, Fred Rooney (D-Pa.), the bill would make daylight time begin the third Sunday in March and end the third Sunday in October. Currently, DST begins the last Sunday in April and ends the last Sunday in October.

As in the Senate bill, the FCC would be given authority to grant presunrise operating authority to some daytime radio stations that might lose valuable early morning time at the fringes of the lengthened DST. The commission would also have the authority to forge agreements with the governments of Canada, Mexico and the Bahama Islands for relief of American daytimers occupying clear channels licensed to those countries.

At the urging of the Daytime Broadcasters Association, which opposed lengthened DST in hearings last month (Broadcasting, June 14), the House subcommittee made its bill more specific on that point than the Senate’s, authorizing the FCC to make rules permitting daytimers to operate "at the greatest of practical and during such extended hours of operation as may be practicable and consistent with the public interest, including the public’s interest in receiving interference-free service . . . ."

The subcommittee bill, H.R. 13090, now goes to the full House Commerce Committee.

**Changing Hands**

Announced

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

- **KCFO(FM) Tulsa, Okla.** Sold by American Christian College Inc. to Inspiration Media Inc. for $450,000 cash plus five-year contract for 15 minutes of air time per week, valued at total of $27,000. Seller, small college, is requesting waiver of FCC’s three-year rule to sell station to meet mortgage payments on its college properties. It has no other broadcast interests. Principals in buyer are Stuart W. Epperson (55%) and wife Nancy (45%). Mr. Epperson also owns WRBA(AM) Vinton, Va., and WBRX(AM) Chapel Hill, N.C., has 50% interest in KBSI(AM) Bakersfield, Calif., and sold WRBX(AM) Winston-Salem, N.C., for $585,000 (Broadcasting, May 24). KCFO is on 98.5 mhz with 100 kw and antenna 660 feet above average terrain.

- **KLEI(AM) Kailua, Hawaii** Sold by Hawaiian Business News Ltd. to KLEI Corp. for $235,000. Seller, Chicago-based publishing firm, is wholly owned by Frederick B. Livingston who has no other broadcast interests. Buyer is owned by Jack C. Woods (26%), Joseph Rateau, also known as Joseph Kelly (24%), William W. Fisher III (24%), Cary J. Norman (21%) and Charles Fuller Hunt II (5%). Mr. Woods owns Cincinnati construction and development firms. Mr. Rateau is radio personality for WLW(AM) Cincinnati. Mr. Fisher is manager of Dayton-based insurance company. Mr. Norman, president of KLEI Corp., is head accountant for metal manufacturing firm. Mr. Hunt is owner of Charles Fuller Services, broadcast advertising company in Cincinnati. KLEI is on 1130 khz full time with 10 kw.

- **KWIP(AM) Merced, Calif.** Sold by KWIP Broadcasting Inc. to Jack O. Koonce for $185,000. Principal in seller is Glenn H. Hilmer who has no other broadcast interests. Buyer also owns KXEM(AM)
McFarland, Calif. Kwp is a 1 kw daytimer on 1580 khz. Broker: John Grandy/ Western Business Brokers.


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

- Kzfs(AM) San Jose, Calif. Sold by PSA Broadcasting to Altra Broadcasting for $600,000. Kzfs is last station in portfolio of seller, subsidiary of PSA (airline and other interests), which at one time owned FM group. Buyer is owned by Joe and Jane Levitt who also own Kxrx(AM) San Jose. Kzfs is on 106.5 mhz with 50 kw and antenna 430 feet above average terrain.

- Ktuc(AM)-Kfmm(AM) Tucson, Ariz.; Kyva(AM)-Kgpl(AM) Guelup, N.M.; Khsf(AM) Hemet Calif.; Khot(AM)-Kkuil(AM) Madera, Calif.: 50% of 2588 Newport Corp., parent company of stations, has no other broadcast interests. John J. Cote (30.1%) and Carolyn C. Avrett (19.9%) to Raymond I. Kandel for $575,000. Sellers, brother and sister, have no other broadcast interests. Mr. Kandel currently owns other 50% of 2588 Newport Corp., parent company of stations, and has no other broadcast interests. Ktuc(AM) is on 1400 khz with 1 kw day, and 250 w night. Kfmm(AM) is on 99.5 mhz with 30 kw and antenna 73 feet above average terrain. Kyva(AM) is on 1230 khz with 1 kw day and 250 w night. Kgpl(AM) is on 94.5 mhz with 25 kw and antenna 70 feet above average terrain. Khsf(AM) is daytimer on 1320 khz with 500 w. Khot(AM) is on 105.5 mhz with 700 w and antenna 265 feet below average terrain. Kkuil(AM) is on 1250 khz with 500 w. Kusf(AM) is on 92.1 mhz with 3 kw and antenna 185 feet above average terrain.

- Other sales approved by the FCC last week include: Koca(AM)-Kncw(AM) Kilgore, Tex.; Kido(AM) Boise, Idaho; Kvmf(AM) Vaill, Colo.; Wrom-FM Rome, Ga. and Wwpv(AM) Dundee, Ill. (see page 4).

First things first
Staff members of the General Accounting Office and the FCC have agreed to postpone a planned meeting on the commission’s new license renewal forms for radio and television pending commission review of petitions for reconsideration of the forms. Broadcasters, in petitions to the commission and the GAO, which has the function of reviewing government forms, complained about a question in both forms requesting information on litigation involving anyone who is a party to the renewal. They say that answering the question would be unduly burdensome.

GAO officials were persuaded that the complaints have some substance, and asked the commission for a meeting (Broadcasting, June 28). However, a commission official last week said the two agencies agreed that if the commission resolved the matter “to the satisfaction of the petitioners, GAO has no problem.”

FCC rejects protest by KDUB-TV against competitor stations
Commission says there is no proof that coverage of television outlet’s problems was ‘sensational’
After Gerald Green, president of Dubuque Communications Corp., then permittee of KDUB-TV Dubuque, Iowa, became involved in an FCC investigation of an alleged bribery conspiracy, he felt the coverage given the case by KDUB-TV’s competitor was less than objective. He contended, in fact, that The Telegraph Herald’s Ksth(AM)-Kfmd(AM) and The Telegraph-Herald, the only newspaper in Dubuque, were used in an effort to “damage KDUB-TV and destroy its ability” to compete in the market. So DCC petitioned the commission to deny THI’s renewal applications for the radio stations.

But the commission has rejected the petition and renewed the stations’ licenses. It says it could not find “a scintilla of extrinsic evidence that THI ‘sensationalized’ its coverage of the KDUB-TV hearing specifically to ‘damage the goodwill’ of the station.”

KDUB-TV was one of several stations involved in the commission’s investigation of alleged bribery on the part of small-market stations said to have been attempting to obtain favorable affiliation contracts with ABC. The commission in December 1973 found that a former ABC official was guilty of extortion but exonerated Mr. Green and granted an application for a license to cover the construction permit for KDUB-TV.

Throughout the investigation, DCC complained to the commission The Telegraph-Herald covered the story “in a highly sensational manner, giving each step of the proceeding—and other problems encountered by KDUB-TV—coverage wholly disproportionate to the importance of the stories.”

Kork-TV would give thumb for disclosures to press
Charging leaks of confidential information to the trade press, Western Communications Inc., licensee of Kork-TV Las Vegas, has petitioned the FCC to conduct hearings on whether certain FCC personnel should be disqualified from involvement in Kork-TV’s license renewal.

Western, a subsidiary of Donrey Media Group, cited several articles from the trade press which it said proved that FCC legal aides, assistants and possibly an FCC commissioner had leaked restricted information from oral arguments at the commission that implied that Kork-TV’s license

EXCLUSIVE
Deep in the Heart of Texas
Fulltime AM with FM
Both profitable; can be increased. Heavily automated thereby keeping staff cost at minimum.

$375,000.
$150,000 down to handle. Balance at 7 1/2% over seven years.

Please call or write:
'Beacon Hill' draws round of applause from pay-cable audience

83% of calls from HBO viewers vote 'yes' for similar dramas

Beacon Hill's resuscitation on Home Box Office last month ("Closed Circuit," April 26) has so far prompted an overwhelmingly favorable viewer response for more programming of this type on pay cable.

Following a 100-minute cablecast of the two episodes CBS-TV did not choose to air last winter (the series was canceled eight weeks after it made its debut because its share total dropped below 20 and stayed there), HBO asked viewers to dial a toll-free number and register a simple yes or no as to whether they would support future dramatic material that veered away somewhat from HBO's steady diet of theatrical movies and sports events.

As of last week, HBO sources reported that, based on eight different showings of the Beacon Hill special, 40,650 calls were received, of which 33,600 (or 83%) registered a yes and 7,050 a no.

However, a separate HBO commissioned Trendex telephone survey covering four cable systems that offer the HBO pay-cable channel indicated, at least in a preliminary way, that only 10% to 15% of the potential audience tuned in to Beacon Hill whereas from 37% to 75% of that potential audience watched " Gone With the Wind" and from 54% to 69% looked in on a two-hour Bette Midler special.

Continued fire on system requirements

The FCC order modifying the channel-capacity, access-channel and other physical requirements the commission has imposed on cable television systems continues to run into opposition, both in court and at the commission.

The American Civil Liberties Union has filed a petition for review in the U.S. Court of Appeals in Washington. However, since an earlier appeal was filed, by Midwest Video Corp., with the appeals court in St. Louis (Broadcasting, June 28), the cases will probably be consolidated there.

Meanwhile, the commission has received a number of petitions for reconsideration. The National Cable Television Association and California Cable Television, in one, and a group of nine cable companies, in another, complained about various provisions, including one requiring systems to permit access-channel users to pass costs along to those who wish to view the service; such a rule, they say, would make systems something close to common carriers. A third petition for reconsideration, by Community Communications Project of New Paltz Inc., of New Paltz, N.Y., criticizes the order for its failure to specify that cable system operators make adequate equipment—cameras, lighting, and the like—available for access-channel users.

Teleprompter quits Gary

Gary, Ind., became a one-cable-system town last month as Teleprompter Corp. closed down its Lake County Cable TV operation. According to Teleprompter—which began operating there in 1973 and had less than 1,000 subscribers—not enough interest in Teleprompter's service could be generated. The remaining system is to be purchased by Community Cable, which is the nation's first black-owned system. It began operating in 1973 (Broadcasting, Sept. 10, 1973).
Strong stand on TV violence voted by AMA

Doctors support resolution calling for 'active opposition' to shows containing violent acts; more activity in this area is planned

"TV's massive daily diet of symbolic violence and crime [is] an environmental hazard" and should be declared "a risk factor threatening the health and welfare of young Americans," according to a resolution adopted by the American Medical Association's governing body which met last week in Dallas. The AMA's house of delegates consists of 256 members representing state bodies who act on policy decisions for next year.

The resolution, now official policy of the 217,000 member organization, was toned down a bit from the version first presented to the AMA by the California delegation. The original document called on physicians and their patients to "boycott" shows containing violence "as well as products and services sponsoring such programs." In the form finally adopted, the word boycot was changed to "actively oppose." To implement this opposition the AMA's board of trustees authorized: 1) the establishment of an ad hoc committee to study new research in the area; 2) publication of a booklet to be distributed by doctors to parents that "emphasizes parental awareness and responsibility" toward the shows their children watch. No specific shows will be listed as violent or acceptable, but general guidelines for suitable viewing will be given; 3) exploration of the possibility of joint meetings with the National Association of Broadcasters to study violence, and 4) to ask the networks to air a warning to parents that a show contains "episodes of violence that may have an adverse effect on some children." It will also request networks and individual stations to set up and follow some guidelines as to the scheduling of violent shows.

More specific action will be developed later this month when the AMA staff and the ad hoc committee meet. The AMA's action was precipitated by the publication of an article last year in the association's *Journal* by Dr. Michael B. Rothenberg of the University of Washington. Dr. Rothenberg said that the rate of violence during children's programs (especially cartoons) was six times greater than during adult shows and that the average American child will have witnessed 18,000 TV murders by the time he finishes high school. The result, he said, is an increase in aggressive behavior among children.

Dr. Thomas Elmendorf of the California delegation added that "there's increasing evidence that there is a relationship" between crime shows and the rising number of violent deaths of young people.

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**Most seen.** Super Bowl games dominate Nielsen's updated list of the 25 highest-rated TV shows of all time. Five of the top seven on the list are pro football championship games. "Airport" clocks in as the highest-rated movie of all time, with "Love Story" and the second half of "The Godfather" as runners-up. Four separate episodes of *All in the Family* are lodged in the top 25, making it by far the highest-rated series ever telescast. This ranking does not include programs that Nielsen classes as "special news events," such as coverage of the first manned lunar landing.

<table>
<thead>
<tr>
<th>Program</th>
<th>Date</th>
<th>Network</th>
<th>Households (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Super Bowl X (Pittsburgh-Dallas)</td>
<td>1/18/76</td>
<td>CBS</td>
<td>29,440</td>
</tr>
<tr>
<td>2. Super Bowl IX (Pittsburgh-Minnesota)</td>
<td>1/11/76</td>
<td>CBS</td>
<td>27,900</td>
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<tr>
<td>3. Airport</td>
<td>12/17/73</td>
<td>ABC</td>
<td>28,000</td>
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<td>4. Super Bowl VII (Washington-Miami)</td>
<td>1/1/76</td>
<td>NBC</td>
<td>27,870</td>
</tr>
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<td>5. World Series Cincinnati - Boston, game seven</td>
<td>11/22/76</td>
<td>NBC</td>
<td>27,560</td>
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<tr>
<td>6. Super Bowl VIII (Miami-Minnesota)</td>
<td>1/11/74</td>
<td>CBS</td>
<td>27,540</td>
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<tr>
<td>7. Super Bowl VI (Miami-Dallas)</td>
<td>1/12/74</td>
<td>CBS</td>
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<td>8. Love Story</td>
<td>10/12/72</td>
<td>ABC</td>
<td>27,410</td>
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<td>9. All in the Family</td>
<td>11/6/74</td>
<td>CBS</td>
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<td>10. Bob Hope Christmas Show</td>
<td>1/15/70</td>
<td>NBC</td>
<td>27,260</td>
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<td>11. Bob Hope Christmas Show</td>
<td>1/14/71</td>
<td>NBC</td>
<td>27,060</td>
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<td>12. Godfather, part two</td>
<td>11/23/74</td>
<td>ABC</td>
<td>26,740</td>
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<td>13. Poseidon Adventure</td>
<td>10/27/74</td>
<td>ABC</td>
<td>26,720</td>
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<td>14. Jeremiah Johnson</td>
<td>11/16/76</td>
<td>ABC</td>
<td>26,100</td>
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<tr>
<td>15. Heiter Selter, Part Two</td>
<td>4/2/76</td>
<td>CBS</td>
<td>26,100</td>
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<td>16. The Fugitive</td>
<td>8/29/77</td>
<td>ABC</td>
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<td>18. Academy Awards</td>
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<td>19. Godfather, part one</td>
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<td>CBS</td>
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<td>21. True Grit</td>
<td>11/12/74</td>
<td>ABC</td>
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<td>22. Maude</td>
<td>1/5/76</td>
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<td>23. Patton</td>
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<td>CBS</td>
<td>24,450</td>
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<tr>
<td>25. Academy Awards</td>
<td>3/29/76</td>
<td>ABC</td>
<td>24,710</td>
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Anti-CB forces flood FCC with protests against expanding band

TV, manufacturers, hobbyists complain of interference

Protests from the major networks independent broadcasters, electronics manufacturers, and, especially, model aircraft enthusiasts, have swamped the FCC since it proposed to provide additional frequencies for the burgeoning citizen-band radio service.

The National Association of Broadcasters said in comments filed last week that the commission proposal to increase CB channels from the present 23 to a possible 100 (with the addition of sideband and other frequency-boosting equipment) is not only "at this time premature," but would exacerbate existing CB interference to television and create new problems for AM radio.

CB currently operates between 26,965 mhz and 27,255 mhz. The FCC proposal would have CB operators share another five channels in the 27 mhz range currently used by such diverse radio interests as manufacturers of radio-controlled burglar alarms, garage-door openers and radio-controlled model aircraft hobbyists.

The Association of Maximum Service Telecasters Inc. agreed with the NAB that CB radio, with its ever increasing popularity and high degree of mobility causes "severe and destructive interference to television reception." CB'ers also have a reputation, AMST said, of not abiding by FCC regulations. Many use illegal power to boost their transmissions. AMST said, and television can look to a future of increasing interference not only from "lawful citizens' radio operation, but from widespread illegal citizens' radio use as well."

CBS spoke for its WCBS-TV New York, KNXT-TV Los Angeles and WBBM-TV Chicago when it said it "has received numerous complaints" from viewers of those stations about CB interference. The stations are on channel 2, one VHF channel especially susceptible to CB interference, according to an FCC report issued last week.

Boston Broadcasters Inc., licensee of WCVB-TV Boston, supported the comments of its network, ABC, when it complained that it "suffered extensive interference" on channel 5, the other channel indicated as highly susceptible to CB interference by the FCC report.

WKG-TV Mobile, Ala., also on channel 5, complained that "the present pattern of mounting interference continues unchecked" there will be damage to the station's "competitive position within a relatively short term." It said there was also the potential for major interference to its co-owned AM radio station if the CB channels were expanded further into the 27 mhz band. The station agreed with AMST and ABC that filtering and other techniques proposed by the FCC and CB equipment manufacturers to reduce interference would be inadequate.

Complaints were also received from electronics, radio-manufacturing, and industrial communications firms and others who currently use the five 27 mhz channels the commission proposes to have them now share with CB operators. Manufacturers of industrial and private alarm systems complained that CB interference literally could ruin their operations. A firm that produces automatic garage door openers said CB expansion into its radio frequency would cause predictable chaos.

Perhaps the most disenchanted protesters, certainly the most numerous represented, were the model aircraft, boat and car hobbyists. Thousands of letters from clubs, hobby associations and private radio operators and model aircraft hobbyists who operate their craft from the 27 mhz band have poured into the FCC in recent months. They complain that CB radio interference would effectively eliminate them from operating in the 27 mhz band, and a switch to the 72 mhz band they also operate would make their sport impractical because of costly equipment transition and overcrowded airwaves.

AMST spoke for many petitioners when it suggested that CB be removed from its present overcrowded frequency and put into the 900 mhz band. CB'ers are traditionally opposed to that move, however, because, they say, transmission range would be greatly reduced and equipment costs increased.

CB operators would be happiest with a move to the 220 mhz band, according to comments filed recently by the Electronics Industry Association and various manufacturers of CB radio equipment. AMST rejects this switch, however, as one which "would also cause severe interference..."

Technical Briefs

Twice its power. Noncommercial WETA-TV Washington plans new transmitter and antenna to double strength of its ch. 26 signal. Total cost of project is $1,170,000, with Department of Health, Education and Welfare's Office of Education contributing $500,000, Corporation for Public Broadcasting, about $100,000 and WETA-tv, balance. Station anticipates its power will jump from 1,100 to 2,300 kw. Licensee, Greater Washington Educational Telecommunications Association, was turned down by FCC last year in its request for VHF channel 12 (BROADCASTING, June 16, 1975).

Nigerian order. Ampex International, division of Ampex Corp., Redwood City, Calif., has signed $700,000 equipment deal with Broadcasting Company of Northern Nigeria. Contract calls for late 1976 delivery of three Ampex BCC-1 color cameras and one Ampex-designed mobile production unit to TV station in city of Kaduna.

Microwave. GTE Lenkurt Inc., San Carlos, Calif., is manufacturing new family of 2100-channel microwave radio transmission systems. New transceivers—called 775A3 and 775B3 heterodyne microwave radio equipment—provide transmission of up to 2100 toll-quality multiplex channels, or single video channel and up to four FM program channels. They operate in 6 ghz frequency band and are suited for long-range microwave radio networks.

Name change. Dictaphone Corp.'s Scully/Metrotech Division, Mountain View, Calif., is now going under name of Audio/Electronics Division, said to more fully define scope of manufacturing and research operations. Scully trademark, however, will be continued with line of broadcast and studio recording instruments, Metrotech trademark with broadcast recorders and reproducers.

Charge it. Frezzolini Electronics, Hawthorne, Calif., has developed battery charger for its H-1 battery packs used in ENG portable video cameras. New product will charge up to five battery packs at one time, requiring ten hours for full-charge capacity.

Smaller dishes urged

CATA tells FCC that rural areas could be better served by less-expensive earth stations

The Community Antenna Television Association has petitioned the FCC for rulemaking or a declaratory ruling to allow construction of receive-only earth stations smaller than nine meters (approximately 30 feet).

The current standard which requires that earth dishes be the equivalent of nine meters or larger serves "to take business judgments away from entrepreneurs, and deprive rural America of satellite service," CATA said. It claimed that experimental smaller terminals have been built for $25,000 while average 10-meter dishes cost $100,000.

CATA said that the commission imposes the standard for "administrative convenience," to prevent pressure from small earth station users in the event that changes in orbital spacing policy degrade the signals. CATA, however, suggested that such a situation could be remedied if the commission "put all parties on notice that it will not accept or consider, in any future decisions on satellite orbital spacing, the argument of those using small dish antennas that undue interference will be created." Presently, CATA said, smaller earth stations can receive an adequate signal.

Although it has not yet approached the FCC, another group assembled by Home Box Office also has plans to seek a change in earth station policy (BROADCASTING, June 28).
Testimonials rain on radio at ad workshop in New York

More than 900 participants hear success stories, tips on technique; record growth predicted for 1976

Bullishness about radio, its selling power and its growth dominated last week's ninth annual radio workshop conducted by the Association of National Advertisers and the Radio Advertising Bureau.

Some 900 advertiser, agency, media and production company executives heard speaker after speaker detail successes they've had with radio advertising, coupled with advice on making it better and new tools to increase its use.

The workshop, held Tuesday (June 29) at the Waldorf-Astoria in New York, also was given the word that the currently booming radio business may turn 1976 into radio's biggest growth year since the mid-1940's. That word came from Miles David, RAB president, who said 1976 billings are running more than 20% ahead of last year's rate and that this pace, if maintained, will out-do anything radio has enjoyed in 32 years.

He predicted this year's radio billings would reach $2.3 billion.

A rundown of some of radio's basic strengths and the opportunities it offers for creative commercial values were provided by two executives of Young & Rubicam—which invested more than $30 million in radio last year—in a keynote presentation on "How Y&R Uses Radio as a Mainstream Medium."

Joseph W. Ostrow, Y&R senior vice president in charge of communications services, cited radio's cost efficiency, audience dimensions, frequency and selectivity, while Alex S. Kroll, executive vice president and managing director of Y&R USA, stressed its ability to create moods to fit the message and the target audience.

At Y&R, Mr. Kroll said, "sometimes we use radio, frankly, to complement television. When the television sound is unique enough, we use radio to rerun, build and extend the television image. But more often we use radio to go where television cannot—beyond prefabricated pictures into a totally individualized world that only you and I can partake in our imaginations."

Radio, he said, "is as unique and fertile and diverse as your imagination—and misunderstood, because radio is capable of being stretched in more directions than you think, and packed with more information than you think."

It is also "better than you think it is," he said, and added: "Unfortunately, radio may become important enough to be dull. With the rising cost of television, unfortunately, radio has become a significant enough factor for advertisers that it may become as boring, banal and repetitive as much of television."

"Television, because of its extremely high cost, long ago caused advertisers to pull their punches and, with notable exceptions, build safe, sure, methodical commercials—relaying heavily on past models. . . I dread that radio will end up as the same dead-end street."

Radio's relatively low costs did not escape Mr. Ostrow's attention, either.

"Radio does provide cost efficiency benefits in reaching prospects for, and the users of, many goods and services," he said. "This is a most pertinent value, especially in light of the enormity of rate increases that seem to be stalling us, as we turn each page in a media recommendation. It is especially relevant to the double-headed monster of higher costs and increased clutter that is looming ever larger each time we confront the television advertising marketplace."

But Mr. Ostrow also pointed out other radio values: "Radio also provides audience dimensions of great significance in terms of scope, identity and the ability to complement and supplement other media as part of an advertiser's media mix. The ARMS II [All Radio Marketing Study] research produced by RAB allows us greatly expanded insight into how radio can impart a synergistic value to media plans. It also gives us added insights into the ways in which radio achieves its frequency of audience exposure . . . "

"One of radio's greatest advantages—frequency—a basic media planning principle that should make sense to most advertisers, is that reaching consumers with a message is quite inadequate unless that reach has been effective . . . Commercial creativity, no matter how imaginative and persuasive, can rarely do the job with only one exposure . . . "

"Frequency is what makes radio effective, and that is what radio is all about."

The workshop's chairman, A.G. Altwater Jr. of Wm. Wrigley Jr. Co., who is also chairman of the ANA radio committee, also had the costs of other media in mind when he said: "This 1976 radio workshop may well be the most timely ever conducted. It relates well to a current goal of many of us in advertising to find alternatives to the skyrocketing costs of some of the media."

Of TV specifically he quoted estimates that network costs are up 25% to 35% from last fall and that spot costs have risen 25% to 75%, depending on the market.

A vast gain in the use of radio by retailers was reported by Robert H. Alter, RAB executive vice president, who also promised that RAB would deliver a major new tool for use in selling retail advertising this fall—a radio co-op directory containing the radio cooperative advertising plans of some 750 manufacturers.

"With the growth in newspaper rates," he said, "newspaper cost-per-thousand is up 65% since 1968 while radio's is up 14%. Radio co-op will be a 'hot button' for thousands of retailers."

Mr. Alter cited a new National Retail Merchants Association survey which he said shows that 91% of retailers now use radio advertising. Two years ago the figure would have been 50%, he said, and added: "Radio is now the solid number two medium for retailers. The problem is no longer to convince them to use radio but to give them ideas and tools so they can get the most impact for their radio investment."

RAB President David had another new tool to offer—a layman's guide to the use of ARMS II data to improve media strategy. The guide, being distributed by RAB to advertisers and agencies, explains how buyers can get a custom study of audience delivery for media strategy tailored to their own needs. It also contains examples drawn from some 50 custom studies already done.

An example cited by Lee Morgenlander, RAB research vice president, involved a cosmetic advertiser who wanted to reach working women in the 18-49 age group and had $10,400 a week to spend in the New York market. In this example, the computer-based analysis showed that the $10,400 when spent in spot TV in early and late fringe and prime time reached 36% of the target audience an average of 1.4 times per week and delivered 933,000 impressions; if half the budget were diverted to radio, the TV-radio campaign would increase net reach to 48% of the target audience, improve average frequency to 1.8 times and boost total impressions to 1,580,000. If the entire budget were put into radio, the analysis showed that net reach would go up to 54%, average frequency to 2.6 and total impressions to 2,506,000.

Most of the day's speakers dealt with real-life advertising. John R. Morrison, senior vice president on the A&P account at McCann-Erickson, said that radio represented about one-third of the broadcast budget in the chain's "Price and Pride" campaign, which in its first 10 months has used spot announcements on more than 600 radio stations.

Not only has radio been used to get customers, it has gained new customers. John R. Morrison, senior vice president on the A&P account at McCann-Erickson, said that radio represented about one-third of the broadcast budget in the chain's "Price and Pride" campaign, which in its first 10 months has used spot announcements on more than 600 radio stations.
loyal customers and seen a 57% increase, since last September, in people who say they do all their shopping at A&P.

The gains stem from many causes, including improved store performance, Mr. Morrison said, but radio can be “proud of the important contributions it has made to begin this turnaround.”

Gerald R. Kerr, advertising director of Midas International Corp., Chicago, credited the media mix of radio and television as a key factor in the 30% increase in Midas muffler sales last year.

He reminded his audience that 1975 marked the first year network radio was added to what had been a 100% national TV media plan. That mix, he said, gave Midas reach and frequency, continuity and impact.

He paid tribute to local radio in support of individual Midas franchises. He explained that radio “continues to be one of the most important elements in the dealer’s local plan, accounting for 60% of the total local dollars spent.”

In listing the reasons for radio’s importance to Midas and its 800 stores, Mr. Kerr cited the following: radio’s drivetime audience is “perfect for the product Midas sells”; by transferring TV commercials to radio, either in conjunction with or as a follow-up to TV, Midas “maximizes the frequency of the same strategy point and therefore increases the impact”; and locally, radio delivers flexibility and establishes the identity of the Midas shop as an alternative to the local garage, new-car dealer or mass merchant.

Four years ago General Mills, Minneapolis, spent nothing in radio. Today, one of its agencies, Campbell-Mithun, Minneapolis, places “several millions of General Mills’ dollars into radio,” Bruce Sutherland, vice president and management supervisor of C-M, told the workshop.

He reported that General Mills has relied particularly on personality radio to introduce successfully four package brands—Nature Valley Granola, Nature Valley Granola Bars, Breakfast Squares and Golden Grahams. He said radio has helped to make Nature Valley Granola, launched in 1973 and Nature Valley Granola Bars, introduced in 1976, “number one in combined shares of the national market.”

In explaining General Mills’ emphasis on local radio personalities, Mr. Sutherland said: “There are radio personalities on a variety of stations in almost every market who have earned the trust, confidence and the ears of a loyal and responsive audience. To determine these sales personalities Campbell-Mithun visits more than 130 personalities in close to 60 markets at least twice a year. It’s time-consuming. It’s expensive. And it works.”

Pointing to the “budget-busting increases we are seeing in the cost and availability of TV time,” Mr. Sutherland urged advertisers and agencies to use “imagination and innovation, and involve themselves in the investigation of all media.”

The flexibility, immediacy and frequency values of radio have contributed to extended use of the medium by Continental Air Lines, Los Angeles, according to Warren Rucker, advertising director. He noted that Continental, the smallest of the major U.S. trunk carriers, spent $2 million in radio in 1975, about one-third of its total budget.

He summed up the advantages of radio in this way: “We view radio as a tactical seasonal medium, promoting ski and fly/drive vacations with ease and flexibility. We love the cost efficiency of radio. We strongly subscribe to the theory of broadcast synergy. Our radio has evolved into TV and vice versa.”

Mr. Rucker told the audience that Continental’s air routes are west of the Mississippi, except for one Houston-to-Miami run.

“Because of our relatively small size, radio creativity gives us the opportunity to be saucy, feisty and memorable,” Mr. Rucker added, as he played the company’s “moving our tail for you” radio commercials.

A. Spencer Bruno, president of Spencer Bruno Research, Princeton, N.J., pointed to ways to increase the probability of effective radio advertising. The firm has developed a radio commercial testing technique to measure recall levels.

Among the suggestions made by Mr. Bruno: create an impression of reality that listeners can recognize and identify with; give a sense of locals—be in some kind of specific setting; exploit radio’s potential for letting the listener contribute his imagination; identify the brand early and often; decide on your major message and concentrate on that use active, specific words.

Mr. Bruno described the methodology of his measurement system, centering on day-after recall of radio commercials. He said that scores can be compared with day-after recall level in the Burke TV commercial test.

“Among those advertisers who had a chance to study what works best,” Mr. Bruno said, “radio commercials tend to equal or exceed those for TV.”

Mark Squires, group general merchandise manager of Sears, Roebuck, New York, said the company’s New York group has increased its radio advertising over the last seven years and now spends “$13,000 to $15,000 a week in the medium.” He stressed the importance of radio’s speed and immediacy, and also praised the ARMS II study, which he said “has been very helpful to validate the findings of other studies and to aid us in media planning.”

James Lush and Jeff Hedquist of Sound Concepts, a Woodbridge, Conn., firm specializing in commercials for banks and retailers, said radio offers numerous advantages to bankers, among them that it “gives bankers the creative clout to stand alone, to make [banking] services that are actually the same or very similar sound somehow compelling and unique.”

Howard Cohen, chairman of Cohen Pasqualina Timberman Inc., New York, discussed the challenges of creating radio advertising that works. He said that after more than 40 years, radio advertising has become more complex, sophisticated and complicated, and creative people have to be “much more brilliant, much more clever, and much more tuned in than ever before.”

Among the challenges to radio advertising, he listed “The Challenge to be Heard When People Have Heard It All Before.” He pointed out that at one time such techniques as the jingle, the testimonial, the celebrity endorsement were new. Creative advertising people have the job today, he said, “to take these tools, hone them, polish them and make them convincing all over again.”

Another challenge he cited was “The Challenge to be Believable.” He said people take “a lot less for granted” today. The country has matured, he argued, “and we have to be even more mature in order to be compelling, convincing and believable.”

Cohen said the industry is also faced with “The Challenge to Find Something You Can Say,” Mr. Cohen reported. He claimed 40 or 50 years ago almost anything could be said without fear of contradiction.

“Nobody was there to stop you,” he observed. “Not the government. Not the competition. You can’t do that today. Ad men have to find the real product claims to make, and they have to back them up.”
Over-all-rank	Contemporary

<table>
<thead>
<tr>
<th>Rank by day parts</th>
<th>Title/label</th>
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<tbody>
<tr>
<td>4 1 Shop Around (3:23)</td>
<td>Captain &amp; Tennille—A&amp;M</td>
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<td>1 2 Silly Love Songs (3:28)</td>
<td>Paul McCartney &amp; Wings—Capitol</td>
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<tr>
<td>4 3 Afternoon Delight (3:10)</td>
<td>Starland Vocal Band—Windsong</td>
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<tr>
<td>15 4 Let Her In (3:03)</td>
<td>John Travolta—Midland Int'l.</td>
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<td>2 5 Get Up and Boogie (4:05)</td>
<td>Silver Convention—Midland Int'l.</td>
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<td>20 6 Rock N Roll Music (2:28)</td>
<td>Beach Boys—Reprise</td>
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<td>9 7 More, More, More (3:02)</td>
<td>Andrea True Connection—Buddah</td>
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<td>7 8 Sara Smile (3:07)</td>
<td>Hall &amp; Oates—RCA</td>
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<td>5 9 Misty Blue (3:38)</td>
<td>Dorothy Moore—Malaco</td>
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<td>25 10 Got to Get You Into My Life (2:27)</td>
<td>Beatles—Capitol</td>
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<td>17 11 The Best Is Yet To Come In Town (3:26)</td>
<td>Tiny Lizzy—Mercury</td>
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<td>3 12 Love Hangover (3:40)</td>
<td>Diana Ross—Motown</td>
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<td>12 13 I'll Be Good To You (3:30)</td>
<td>Bros. Johnson—A&amp;M</td>
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<tr>
<td>8 15 Never Gonna Fall In Love (3:45)</td>
<td>Eric Carmen—Arista</td>
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<td>6 16 Kiss and Say Goodbye (2:24)</td>
<td>Manhattan—Columbia</td>
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<td>10 17 Being in Love (3:50)</td>
<td>Henry Glass—Ipswich</td>
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<td>26 19 You'll Never Find Another Love... (3:36)</td>
<td>Chris Montez—Capitol</td>
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<td>14 20 Turn the Beat Around (3:21)</td>
<td>Vicki Sue Robinson—RCA</td>
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<td>24 21 You're My Best Friend (2:49)</td>
<td>Queen—Elektra</td>
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<td>16 22 Moonlight Feels Right (3:38)</td>
<td>Starback—Private Stock</td>
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<tr>
<td>21 23 Let 'Em In (5:06)</td>
<td>Paul McCartney &amp; Wings—Capitol</td>
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<tr>
<td>27 24 Don't Go Breaking My Heart (4:23)</td>
<td>Elton John &amp; Kiki Dee—Rocket/MCA</td>
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<td>29 25 Take the Money and Run (2:48)</td>
<td>Steven Miller Band—Capitol</td>
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<td>— 26 You Should Be Dancing (3:23)</td>
<td>Bee Gees—RCA/Polydor</td>
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<td>— 27 Heaven Must be Missing an Angel (3:26)</td>
<td>Tavares—Capitol</td>
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<tr>
<td>23 28 Boogie Fever (3:25)</td>
<td>Sylvester—Capitol</td>
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<td>35 29 If You Know What I Mean (3:43)</td>
<td>Neil Diamond—Columbia</td>
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<tr>
<td>36 30 Tear the Roof Off the Sucker (3:39)</td>
<td>Parliament—Casablanca</td>
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<tr>
<td>37 31 Baby, I Love Your Way (3:28)</td>
<td>Peter Frampton—A&amp;M</td>
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<tr>
<td>32 32 Making Our Dreams Come True (2:29)</td>
<td>Cyndi Grecco—Private Stock,</td>
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<td>34 33 Rock N Roll Love Letter (2:52)</td>
<td>Bay City Rollers—Capitol</td>
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<td>30 34 Fooled Around and Fell In Love (2:58)</td>
<td>Elvin Bishop—Capitol</td>
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<td>40 35 Last Child (2:57)</td>
<td>Aerosmith—Columbia</td>
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<tr>
<td>33 36 Rhiannon (3:45)</td>
<td>Fleetwood Mac—Reprise</td>
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<td>37 37 I'd Really Love to See You... (2:36)</td>
<td>England Dan &amp; John Oates—Big Tree.</td>
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<td>36 38 Easy (2:58)</td>
<td>Neil Sedaka—MCA</td>
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<tr>
<td>40 39 Love In the Shadows (3:18)</td>
<td>Neil Sedaka—MCA</td>
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<tr>
<td>— 40 This Masquerade (3:17)</td>
<td>George Benson—Warner Bros.</td>
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</tbody>
</table>

Over-all-rank

<table>
<thead>
<tr>
<th>Rank by day parts</th>
<th>Title/length</th>
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<tbody>
<tr>
<td>1 I'll Get Over You (3:12)</td>
<td>Crystal Gayle—United Artists</td>
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<tr>
<td>2 Suspicious Minds (3:57)</td>
<td>Waylon Jennings &amp; Jessi Colter—RCA</td>
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<tr>
<td>3 Teddy Bear (5:03)</td>
<td>Red Sovine—Starline</td>
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<tr>
<td>4 The Door Is Always Open (2:42)</td>
<td>Dave &amp; Sugar—RCA</td>
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<tr>
<td>5 El Paso City (4:13)</td>
<td>Marty Robbins—Columbia</td>
</tr>
<tr>
<td>6 We've Got to Hold On to (3:04)</td>
<td>Tanya Tucker—MCA</td>
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<tr>
<td>7 Stranger (3:10)</td>
<td>Johnny Duncan—Columbia</td>
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<tr>
<td>8 All These Things (3:07)</td>
<td>Joe Stampley—ABC/Dot</td>
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<tr>
<td>9 Vaya Con Dios (2:28)</td>
<td>Freddy Fender—ABC/Dot</td>
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<tr>
<td>10 Here Comes the Freedom Train (3:25)</td>
<td>Merle Haggard—Capitol</td>
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<tr>
<td>11 Lonely Teardrops (2:56)</td>
<td>Narvel Felts—ABC/Dot</td>
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<tr>
<td>12 Don't Pull Your Love...Goodeby (3:18)</td>
<td>Glen Campbell—Capitol</td>
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<tr>
<td>13 I'd Have to Be Crazy (3:24)</td>
<td>Willie Nelson—Columbia</td>
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<tr>
<td>14 Homemade Love (2:50)</td>
<td>Tom Brath—Farr</td>
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<tr>
<td>15 Love Revival (2:56)</td>
<td>Mitii Taylor—Dot</td>
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<tr>
<td>16 Rocky Mountain Music (3:32)</td>
<td>Conway Twitty—MCA</td>
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<tr>
<td>17 After All the Good Is Gone (2:56)</td>
<td>Conway Twitty—MCA</td>
</tr>
<tr>
<td>18 Butterfly for Bucky (3:42)</td>
<td>Bobbie Gentry—United Artists</td>
</tr>
<tr>
<td>19 That's What Friends Are For (2:39)</td>
<td>Barbara Mandrell—ABC/Dot</td>
</tr>
<tr>
<td>20 Walk Softly (3:02)</td>
<td>Billy &quot;Crash&quot; Craddock—ABC/Dot</td>
</tr>
<tr>
<td>21 What Goes on When the Sun... (2:51)</td>
<td>Ronnie Milsap—RCA</td>
</tr>
<tr>
<td>22 When Something Is Wrong with... (2:59)</td>
<td>Sonny James—Columbia</td>
</tr>
<tr>
<td>23 You Are So Beautiful (2:24)</td>
<td>Roy Stevens—Warner Bros.</td>
</tr>
<tr>
<td>24 She'll Throw Stones at You (2:58)</td>
<td>Freddie Hart—Capitol</td>
</tr>
<tr>
<td>25 Afternoon Delight (3:10)</td>
<td>Stan &amp; Ollie Vocal Band—Windsong</td>
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</tbody>
</table>
Estate taxes cause Storer stock sale

The proposed sale of 646,229 shares of Storer Broadcasting Co. stock by the estate of the late George B. Storer to the company for $14,540,152 (BROADCASTING, April 19) was arranged to pay approximately $11 million in estate taxes, according to a company proxy statement now in circulation.

Also included in the statement were salary figures for Storer executives including: Bill Michaels, chairman, $137,125; Terry H. Lee, executive vice president, $115,050; John E. McCoy, vice president and secretary, $94,443; James P. Storer, vice president and assistant to the chairman, $48,200; Peter Storer, president, $127,050; Arno W. Mueller, $94,050; Kenneth L. Bagwell, vice president, CATV, $75,049; and Lawrence M. Carino, vice president, government affairs, $80,200.

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Fates & Fortunes

Media

Erik O. Bennorth, manager, station services, NBC-TV, New York, appointed director, special services.

Fraser M. Head, director of financial planning and controls, ABC, New York, named assistant treasurer/director of financial planning and administration, Corporation for Public Broadcasting, Washington.

Joan T. Tollman, assistant treasurer, Duetz Corp., Atlanta, appointed business manager, WIS-AM-TV Columbia, S.C.

Jeffrey C. Bell, administrator of advertising/promotion, WYKY-TV Cleveland, appointed director of advertising/promotion, KMGH-TV Denver.

Music and Colgems Music Corp. EMI, in turn, will make additional seven-figure investment in four Columbia theatrical movies now in production.

Taff tallies. Taft Broadcasting Co.'s annual report showed its 18 directors and officers received nearly $750,000 in salaries and more than $76,000 in profit-sharing retirement and pension plan monies for fiscal year ended March 31. Included in that total: Charles S. Mechem Jr., chairman, $129,928 in salary and directors fees, $15,986 in profit sharing; Lawrence H. Rogers II, president (retired March 31), $114,972 and $14,455 in profit sharing; John L. McClay, executive vice president, $90,375 and $11,007.

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CALSTAR AFFILIATE NEWS

CALSTAR is proud to announce the signing this week of three members to the CALSTAR roster—

JOSEPH COTTON
RICHARD DAWSON
VINCENT PRICE

These performers are available to your advertisers for the OCTOBER production period.

CALSTAR MEDIA CORPORATION
7925 Santa Monica Blvd. Hollywood, Ca. 90046
(213) 650-0599
Serving member stations in the U.S. & Canada

---

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

**Company** | **Period Ended** | **Revenues** | **Change** | **Net Income** | **Change** | **Per Share** | **Year Earlier** | **Revenues** | **Net Income** | **Per Share**
--- | --- | --- | --- | --- | --- | --- | --- | --- | --- | ---
Ampe | Year 5/1 | 257,935,000 | .7% | 8,032,000 | -.29% | .74 | 244,853,000 | 10,283,000 | .95 |
Arvis Industries | Year 12/31/75 | 341,968,425 | 20.8% | 4,773,897 | 14.6% | .80 | 263,079,707 | 4,183,447 | .72 |
Burm & Sins | Year 4/30 | 62,741,000 | -.29% | 395,000 | -80.8% | .05 | 96,627,000 | 2,072,000 | .25 |
Cablenet-General | 6 mo. 5/31 | 12,117,659 | +11% | 1,375,879 | +28.4% | .47 | 10,911,856 | 1,071,097 | .38 |
Communications Properties | 6 mo. 4/30 | 10,838,565 | 29.9% | 190,797 | * | 8,344,776 | (535,049) | (1.11) |
Grey Advertising | 3 mo. 3/31 | 82,460,000 | +11.2% | 392,000 | +146.5% | .32 | 74,064,000 | 1,039,000 | .13 |
A.C. Nielsen, Inc | 9 mo. 5/31 | 170,799,000 | +16% | 12,322,000 | +38.3% | 1.16 | 147,387,000 | 8,905,000 | .58 |
Outlet | 3 mo. 5/1 | 30,421,672 | +39.7% | 399,793 | +146.5% | .05 | 24,903,000 | (190,797) | .02 |
Rust Craft | 3 mo. 5/31 | 19,439,000 | +11.9% | 399,793 | +146.5% | .05 | 17,831,513 | 370,049 | .19 |
Tels-Communications | 3 mo. 3/31 | 10,879,000 | +13.6% | 178,000 | * | 77,371,000 | (576,000) | (1.03) |

*Change too great to be meaningful.

Includes $13,000 of nonrecurring pretax income from settlement with IBM.

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Lynn Christian, executive VP/general manager, WYUI(WYOR(FM) Coral Gables, Fla., joins Century Broadcasting Corp., Chicago-based station group, as VP.
Mike Pappas resigns as president of KMPHTV Tulare, Calif., and KTRB(AM)-KHOP(FM) Tulare, Calif. Pete Pappas named president of KTRB(AM)-KHOP(FM) and VP, KMPHTV, remaining VP, KGEN(AM)-KBOS(FM). Harry Pappas becomes president, KMPHTV. Casey Santos, station manager, KGEN(AM)-KBOS(FM), becomes general manager.

Jim Harriott, public affairs director, noncommercial KCPQ(TV) Albuquerque, N.M., joins the position.

Jerry P. Colvin, station manager, WAPT(TV) Jackson, Miss., appointed general sales manager, WUHQ-TV Battle Creek, Mich.

Al Kucin, VP/general manager, WFYK(FM) Chicago, appointed general sales manager, WIFE(AM) Indianapolis.

Thomas J. Dunney, general manager, WHEN(AM) Syracuse, N.Y., appointed general sales manager, KCMO(AM) Kansas City, Mo. Both are Meredith Corp. stations.


Shirley Azevedo, account executive, KTRB(AM)-KHOP(FM) Modesto, Calif., named general sales manager, KGEN(AM)-KBOS(FM) Tulare, Calif.

Joe Thompson, of Thompson & Co., Charlotte, N.C.; Jerry Torchia, VP/creative director, Cargill, Wilson & Accre there, and Russ Dymond, associate creative director, CW&A, have formed Thompson, Torchia & Dymond Inc., full service advertising agency, with Mr. Thompson as president/treasurer, Mr. Torchia, as VP, and Mr. Dymond as VP/secretary, 1710 East Boulevard, Charlotte, N.C. 28203.

**Programing**

Jack Sharkey, manager, film commercial operations for ABC Entertainment's film-services department, New York, appointed manager, program operations, ABC Entertainment there, succeeding Mack Perryman, who was

**QUALITY TALKS FOR WKY**

Oklahoma City, Okla.

Continental's new 5/10 kW AM transmitter is setting records for acceptance. It has performance and efficiency, with the cleanest sound around. Listen to Continental: quality talks.

Broadcasting Jul 5 1976 41
appointed director of program administration, East Coast, for ABC Entertainment. **Robert M. Slberling**, program executive, ABC Entertainment, Los Angeles, elected to newly created position of director, current prime-time comedy programs.


**Terry M. Keegan**, development VP, Paramount Television, New York, promoted to senior VP creative affairs. Art Frankel, business affairs VP, named senior VP, business affairs.

**Robert W. Goodwin**, assistant to Arthur Fellows, senior production VP, Paramount Television, Los Angeles, named program development director, Playboy Television Productions there.

**Joan S. Aceote**, attorney, Patterson, Belknap & Webb, New York, named program attorney, contracts department, ABC Television, New York.

**Lee Ann Kennedy**, executive secretary, program and talent negotiations, NBC-TV, New York, named manager, contract administration, that department.

**Chloe Aaron**, director of public media program, National Endowment for the Arts, Washington, named to newly created position of senior VP for programming, Public Broadcasting Service, there. She will be assisted by **John Montgomery**, who continues as VP-programming, PBS.

**Ken Fairchild**, VP/director of news/programming, WMCA(AM) New York, has formed Fairchild Consultants, production firm in television, radio and film: 7 Winslow Place, Larchmont, N.Y.

**Nick Charles**, sports director, WJZ-TV Baltimore, joins WRC-TV Washington in same capacity. **Martin Wyatt**, assistant sports director/sports anchor, KING-TV Seattle, joins WRC-TV as sports reporter/sports anchor.

### Broadcast Journalism


**Dan Rosen**, reporter, KKYX(AM) San Antonio, Tex., assumes same post at KTKR-TV Houston.

**Mike McCall**, from WCCB-TV Charlotte, N.C., joins WGN-TV High Point, N.C., as news producer/editor. **Clark Brinkley**, from WNCN-TV Greenville, N.C., joins WGN-TV as reporter.

**Meg Merchant**, from noncommercial KUON-TV Lincoln, Neb., joins noncommercial KNBR(AM) there as news director.

### Cable

**Austin O. Furst**, assistant to Time Inc. group VP, J. Richard Munro, New York, joins Home Box Office there as VP for programming. **Bruce P. Sawyer**, HBO executive VP, assumes responsibility for business and affiliate development.

**Peter P. Hanson**, HBO treasurer, takes on additional responsibilities as chief financial officer and will head finance and control activities.

**Frank S. Leiter**, VP/manager, Alien Cable TV, Fort Benning, Ga., appointed operations manager of parent, Wometco Communications, Miami.


### Equipment & Engineering

**David E. Ackers**, VP, Television Microtime, Bloomfield, Conn., elected VP of parent firm, Andersen Laboratories, manufacturer of timebase correctors and VTR systems.

**C. S. Rossi**, with Rex International Corp., procurement service project consulting firm, Houston, appointed Mexico representative for CSI Electronics, Cinnaminson, N.J.

**David Everett** and **Charles Bocan**, district managers, Sony Corp., Chicago, join JVC Industries, Maspeth, N.Y. in same posts—Mr. Everett in portions of Wisconsin, Michigan, Iowa, North and South Dakota and Nebraska and Mr. Bocan in parts of Illinois, Indiana and Wisconsin. **Stephen Martin**, salesman at JVC dealer, Color Leasing, West Caldwell, N.J., joins JVC as district manager covering New Jersey, Pennsylvania and New York City.

**Elven Harvey Jr.**, audio sales manager, Dyma Engineering, Taos, N.M., elected VP.

### Allied Fields

Marshall L. Snyder, research manager, Arbitron, Beltsville, Md., promoted to television product manager, replacing **George A. Corey**, who has been assigned to oversee conversion of Arbitron's computer software and hardware programs to new system.

**C. Bosworth Johnson**, news director, WSAZ-TV Huntington, W.Va., will become associate professor of journalism at Marshall University there at beginning of fall term in August. Past president of Radio-Television News Directors Association, Mr. Johnson joined WSAZ-TV in 1952 as news/staff announcer. In 1960 he was named news director. Under his direction, WSAZ-TV news department has won Associated Press National Broadcast Enterprise Award.

**Bill Livik**, graduate, Southern Illinois University, Carbondale, joins Ron Curtis & Co., Chicago-based executive research firm, as management consultant.

### Deaths

**Mike Roy**, 63, radio cooking show host, died June 26 at his home in Torrance, Calif. of apparent heart attack. His five-minute *Mike Roy's Cooking Thing*, is aired six times weekly on CBS Radio network and for 10 years he was host of one-hour show on KNX(AM) Los Angeles. He was announcer for several 1940's radio programs, including *Duffy's Tavern* and *Abbott & Costello*. He is survived by his wife, Allison, one son and one daughter.

**C.A. (Connie) Metro**, 50, account executive, KMGH-TV Denver, died after heart attack June 18 in his car in station's parking lot. He had been with station 22 years. Surviving are his wife, Beverly, and two daughters.

**Leo (Skipper) Downs**, 75, former air personality, WISAM Columbia, S.C., died June 19 at his home in Jacksonville, Fla. He was host of *The Good Ship Treasure Chest* radio giveaway/variety program for 25 years. Surviving are two sons.

**Samuel Felton** (Tony) Bickley, 67, radio/television actor, died June 19 in Norwalk (Conn.) hospital after short illness. He played supporting roles in daytime TV series including *Love of Life* and *Secret Storm* and earlier TV shows including *Studio One* and *Kraft Music Hall*. Survivors include his wife, Ann, and two daughters.

**Johnny Mercer**, 66, composer and co-founder of Capitol Records, died at his home in Los Angeles June 25. He underwent brain surgery last October. He was vocalist as well as songwriter and sang with *Camel Caravan* radio program.
Antitrust/networks. Justice Department antitrust suits 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 retie suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Network appeals contending Judge Kelleher should not have permitted retie of suits were dismissed by Supreme Court. Networks made another effort to have suits thrown out by filing motions for summary judgment (Broadcasting, May 3).

Broadcasting in Congress. Representative B.F. Sisk (D-Calif.) continues fight for letting networks and Public Broadcasting Service broadcast House chamber proceedings, even though House Rules Committee rejected plan like that in March (Broadcasting, June 7). Mr. Sisk is chairman of Rules Committee's ad hoc subcommittee on broadcasting which wrote resolution (H.Res. 875) providing for network/PBS pool coverage of House. Bolstered by poll by Representative Claude Pepper (D-Fla.) showing that majority of House members would vote for permitting TV cameras in chamber, subcommittee has decided to try to change minds of Rules Committee members rather than change resolution. Subcommittee will send resolution back to full committee when it thinks it has gathered enough votes to pass it. There's no way cameras could be in place by July 4, however, as Mr. Sisk had hoped originally. His target date for getting resolution passed and putting system in operation is now first of 1977.

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

Canadian policies. Canadian policy that cable systems there delete commercials from signals of U.S. stations and proposed law denying Canadian advertisers tax deduction for time purchased on American stations are being fought by U.S. broadcasters assisted by FCC and State Department. Stations involved have met with Canadian Radio Television Commission and advanced plan involving Canadian subsidiaries, but reaction from CRTC was cool (Broadcasting, March 22) and indications are that government will proceed with proposed law on tax deduction ("Closed Circuit," April 12).

Children's TV. FCC's policy statement on children's television programing, adopted in 1974 (Broadcasting, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case 74-2006). House Communications Subcommittee 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, 1975). Hearing on family viewing and children's TV is scheduled for this Friday (July 9) in Denver by House Communications Subcommittee ("In Brief" June 7).

Consumer agency. Legislation to create agency for consumer protection has been gathering dust since one version of it (S. 200) passed Senate in June, another (H.R. 7575) passed House in November, both last year. Two versions must be resolved into one before it can go to President, but House-Senate conference to do that has never been scheduled. Part of reason may be that President Ford has promised to veto bill. Proposed agency would have no regulatory powers; its function would be to represent consumer interest in proceedings of other agencies and courts. Significant difference between House and Senate bills for broadcasters is that Senate's prohibits consumer agency's participation in FCC license renewal proceedings. House's does not, but House report accompanying bill says agency's "active participation should be discouraged" in renewal proceedings.

Copyright legislation. Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee is nearing end of its deliberations on immense, confusing and controversial copyright revision bill (S. 22), which passed Senate earlier this year (Broadcasting, Feb. 23). Subcommittee has made tentative decisions on one of most hotly contested sections, cable TV copyright section, and on public broadcasting's section. It has also voted section allowing TV broadcasters, but not radio, to sue cable systems for altering signals. And subcommittee has made Senate's Copyright Tribunal permanent, three-member commission ("In Brief," June 26).

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting crossownerships prospectively and requiring breakup of 15 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Cases 75-1064 et al.). Number of parties had petitioned commission to reconsider its order, but commission denied them. FCC did, however, deny Justice Department petition seeking to break up crossowned WBW-AM-FM-TV Topkea, Kan. (Broadcasting, May 24).

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system owned with TV station that is only commercial station to place city-grade contour over cable community (Broadcasting, Sept. 29, 1975). Affected are eight crossownerships in small markets, which have two years to divest. Acquisitions of cable systems by TV stations are still banned within grade B contour of station. FCC has rejected petitions for reconsideration of new rule (Broadcasting, March 8). National Citizens Committee for Broadcasting is seeking appeals court review as are two of system owners involved (Broadcasting, April 26).

EEO guidelines. FCC has issued rule on equal employment opportunity guidelines for broadcasters (Broadcasting, June 28). Commission is also considering EEO policy for cable (Broadcasting, Feb. 23). Commission has received some support for its EEO authority over broadcasters but not, as it had hoped, over cable operators in Supreme Court decision involving Federal Power Commission.
Fairness doctrine bills. Senate action on two bills to eliminate fairness doctrine has gone no further than hearings conducted for five days last year by Communications Subcommittee. Although Senator William Proxmire (D-Wis.) continues to promote his bill, S. 2, on Senate floor, it is not on this year's agenda of Communications Subcommittee. Nor is other bill, S. 1178 by Senator Roman Hruska (R-Neb.). Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.) and Mr. Hruska's is dupli-cated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

Family viewing suit. Writers Guild of America, West and Tandem Productions have filed suit in U.S. Court for Central District of California (Los Angeles) aimed at blocking implementation of family viewing concept adopted by networks and National Association of Broadcasters (BROADCASTING, Nov. 3, 1975). FCC is defendant along with networks and NAB in both suits, which are based on antitrust and First Amendment grounds. Tandem Productions, besides seeking injunction, wants $10 million damages. Trial in Writers Guild case was halted when judge called for out-of-court settlement but parties are still far apart on terms, although possibility of settlement is not being ruled out ("Closed Circuit" June 14). Post-trial briefs have been filed (BROADCASTING, June 21).

FCC fees. Sixteen parties have appealed (Cases 75-1053 et al) FCC's order modifying its fee schedule (BROADCASTING, Jan. 20, 1975). Oral arguments have been held (BROADCASTING Jan. 28). More than 70 appeals have been filed by broadcasters and others to commissions refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Cases 75-1087 et al). Oral arguments have been held in that case (BROADCASTING May 31). More than 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al) (BROADCASTING, Nov. 3, 1975). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4, 1975).

Food advertising. Federal Trade Commission staff attorneys are analyzing comments regarding proposal to regulate claims and information contained in food advertising (BROADCASTING, May 10). Trade regulation rule would involve such areas as nutrition claims and comparisons, and energy and calorie claims. Rule was proposed Nov. 7, 1974, with disputed issues of fact and comments submitted in opposition by broadcasters and advertising agencies and generally in favor by consumers (BROADCASTING, Aug. 4, 1975 et seq.). Public hearings on certain aspects of proposal will begin July 21 in San Francisco, moving later to other cities (BROADCASTING, June 7).

Format changes. FCC has instituted inquiry (Docket 20682) to determine if it can or should be involved in regulating program formats. Comments have been filed (BROADCASTING, April 26).

Indecency. FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17, 1975) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Oral arguments have been held (BROADCASTING, April 5). Ruling involves airing of George Carlin album cut. Commission is considering proposed legislation to include television and cable in federal statute banning obscenity on radio (BROADCASTING, Sept. 15, 1975). Commission also fined WPHPFM Philadelphia $2,000 for obscene and indecent broadcast, has begun hearing on license on ground of licensee abdication of responsibility. FCC has sent to Congress draft bill that would ban obscene and indecent broadcasts (BROADCASTING, June 7).

KRLA(AM). FCC has affirmed earlier decision awarding Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others) following remand of that decision to commission by U.S. Court of Appeals in Washington for clarification. Commission reiterated its position that it could award license on basis of engineering efficiency alone (BROADCASTING, June 5). Case now goes back to court.

License renewal legislation. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has announced hearings Sept. 14-16 on bills to revise broadcast license renewal procedures, among which leading measure is H.R. 5578 by subcommittee ranking Republican, Lou Frey (R-Fla.). Mr. Frey has also said he thinks bill can go through this session, but with long stretch to radio than for TV ("In Brief," May 24). Radio-only proposal by National Radio Broadcasters Association has no sponsor yet, but it is counted among proposals being considered in preparation for renewal bill hearings. So far more than 150 representatives and 20 senators have sponsored or co-sponsored renewal bills; nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. Among latest bills is that of House Commerce Committee Chairman Harley Staggers (D-W.Va.), which provides for four-year licenses (BROADCASTING, June 28). Senate will take no action until House makes first move.

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals in Washington by CBS, NBC and ABC television affiliates associations. National Association of Broadcasters and individual broadcasters. Commission has denied petitions for reconsideration of order.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Oral arguments have been held (BROADCASTING, April 28). Justice Department department of cable (BROADCASTING, Feb. 9). Commission has also voted to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 10, 1975). Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable (BROADCASTING, Dec. 15, 1975) although it is unlikely that anything will come of their efforts in this Congress ("Closed Circuit," May 31). Also, cable systems, New York Cable Television Association and National Cable Television Association are taking state of New York to court, challenging its assumption of jurisdiction over pay cable rates (BROADCASTING, April 12).

Performer's royalty. There is little chance of passage this year of legislation creating royalties for performers and manufacturers of recorded music, to be paid by broadcasters and record companies. House Judiciary subcommittee now working on copyright revision bill, S. 22, rejected bid by Representative George Danielson (D-Calif.) to have performers' royalties amended to that bill (BROADCASTING, May 31). Subcommittee voted instead to instigate "streamlining" of copyright law and report back her recommendations in 1978. In Senate, where Hugh Scott (R-Pa.) has been trying for over 30 years to obtain passage of performers' royalty bill has not left subcommittee that held hearings on it last year.

Prime-time refunds. FCC's Office of Network Study is considering comments submitted in response to October 1974 notice of inquiry concerning proposal to limit amount of network network refunds shown during prime-time.

Public broadcasting funding. First-ever long-range appropriation for Corporation for Public Broadcasting is taking shape in both houses of Congress. House has reported out bill that would fund CPB for next three years with matching grants ($1 of federal money for every $2.50 CPB can raise elsewhere) at these levels: $92.75 million in 1977, $107.15 million in 1978 and $120.2 million in 1979. In Senate, subcommittee of Appropriations Committee has reported bill with more money than that. Providing for same matching system as House's, it would appropriate for CPB up to: $103 million in 1977, $121 million in 1978,
end of last year. Final approval, which awaited FCC's annual report on effect of law (Broad- casting, June 7), has not yet been given. New bill provides that professional football, baseball, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV. It would also reduce 72-hour cutoff to 24 hours for postseason games in baseball, hockey and basketball. In addition, conferees agreed to one-year trial of amendment to limit blackout zone to 90 miles around town where game is played.

UHF, FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (Broad- casting, June 2, 1975). In July, Council for UHF Broadcasting filed Action Plan for UHF Develop- ment and in August submitted to FCC peti- tions for rulemaking to reduce noise levels of receivers and to require indoor UHF antennas to be attached to sets permanently, as with VHF (Broadcasting, Aug. 18, 1975). Both petitions are under study by chief engineer's office.

For the Record

As compiled by Broadcasting for the period June 21 through June 25 and based on filings, authorizations, petitions and other actions announced by the FCC.


New stations

TV license

Broadcast Bureau granted following license covering new station:


AM applications

Alberville, Ala.—Benny Carle Broadcasting seeks 1190 kHz, 1 kW-D. PO. address: Route 1, Box 158-A, Brownsboro, Ala. 35741. Estimated construction cost $55,400; first-year operating cost $67,200; revenue $84,000. Format: C&W, MOR. Principal: Benny Carl Digues (100%). owns advertising agency and is officer of WYGR-TV Huntsville, Ala. Ann. June 24.

Conroe, Tex.—Montgomery Metro seeks 1140 kHz, 250 watts. PO. address: 633 N. Holly, Sherman, Tex. 75090. Estimated construction cost $24,150, first-year operating cost $33,000, revenue $75,000. Format: Standard pops. Principals: Tom and E. Jean Spellman, Lloyd and Joan Kentler (25% each). Mr. Spellman teaches broadcasting, owns CP for AM in Winters, Tex. and with his wife, owns 50% of AM CP in Bryan, Tex. Mr. Kentler’s has interests in KWD(A)AM (Sabmif and KKD(A)FM Grand Prairie and KROD(A)FM)

KUOE(FM) El Paso and are applying (50%) for AM in Bryan, all Texas. Ann. June 24.

AM actions


Soddy-Daisy, Tenn.—Community North Broad- casting. for AM 511; 3 kW. Announcement 1975. Radio address: 4207 Highwood Drive, Hixson, Tenn. 37415. Estimated construction cost $611; first-year operating cost $52,210, revenue $85,000. Format: Zollie D. Cantrell (30%), Robert A. (29%) and Michael J. Bennett (20%) et al. Mr. Cantrell manages WFLL(UAM) Lookout Mountain, Tenn. Merch. Beans have interests in WFLI and WMYK-FM Elizabeth City, N.C. Effective June 3.

AM starts

WPTB Statesboro, Ga.—Authorized program operation on 1570 kHz, 1 kW-U. Action May 25.

WLBO Morganstown, Ky.—Authorized program operation on 1570 kHz, 250 watts. Action May 25.

KMTI Manti, Utah—Authorized program operation on 1340 kHz, 1 kW-D. Action May 25.

WPPC Penuelas, P.R.—Authorized program operation on 1570 kHz, 1 kW-D. Action May 25.

FM applications

Healdsburg, Calif.—North Coast Communications seeks 92.9 MHz, 2.5 kW, HAAT 1661 ft. PO. address: 420 E. St., Santa Rosa, Calif. 95404. Estimated construction cost $97,301; first-year operating cost $797,000; revenue $500,000. Format: Standard, C&S, Principals: G.W. McCullough (33-1/3%), Hildred Wilson (16-2/3%), Peter Wells Jr. (16-2/3%) and John Simpson (33-1/3%). Mr. McCullough has real estate interests; Mr. Wells is engineer/announcer for KUEN(CAM) Wenatchee, Wash.; Mr. Simpson is an FCC (13%) for FM in Stockton, Calif. Ann. June 23.

VHF drop-ins. In April, FCC adopted inquir (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 mar- kets. Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Comments have been filed (Broadcasting, Dec. 15, 1975); matter is scheduled for commis- sion consideration on July 30. Institute for Telecommunications Sciences, arm of Depart- ment of Commerce, will study feasibility of VHF drop-ins with Knoxville, Tenn., and Evansville, Ind., as test markets ("In Brief" June 28).


\[S140 million in 1979.\]


- **Section 315.** U.S. Court of Appeals in Washington has upheld FCC’s change of its administration of equal-time law. Democratic National Committee has now taken unsuccess- ful appeals of decision to U.S. Supreme Court (Broadcasting, June 26). Commission said political debates and press conferences by presidential and other candidates will be treated as on-spot coverage of bona fide news events exempt from equal-time requirements (Broadcasting, Sept. 29, 1975). FCC has also ruled that if station gives candidate time within 72 hours before election day, opponents must be notified by station promptly (Broadcasting, April 5).

Sports antiblackout. House/Senate con- ferees tentatively approved bill to extend per- manently sports antiblackout law that expired
Ownership changes

Applications

KOAA-TV Pueblo, Colo. (ch. 5) — Seeks assignment of license from Sangre de Cristo Broadcasting to Sangre de Cristo Communications for $2.7 million. Applicant: William H. O’Dell.

KWEY (km) Tulelake, Calif. (ch. 5) — Seeks assignment of license to Tulelake Broadcasting for $718,000. Applicant: Tulelake Broadcasting.

KWOF (FM) Greenup, Ky. (ch. 9) — Seeks assignment of license to Broadcast Bureau for $400,000. Applicant: Broadcast Bureau.

KWON (FM) Roseburg, Ore. (ch. 9) — Seeks assignment of license to Broadcast Bureau for $230,000. Applicant: Broadcast Bureau.

KZDK (AM) Nashville, Tenn. (ch. 9) — Seeks assignment of license from Davis Broadcasting to Redbird Broadcasting for $420,000. Applicant: Redbird Broadcasting.

KVTR (FM) Monterey, Calif. (ch. 15) — Seeks assignment of license to Radio Ingstads for $192,000. Applicant: Radio Ingstads.

KVYR (FM) Surprise, Ariz. (ch. 15) — Seeks assignment of license to Broadcast Bureau for $120,000. Applicant: Broadcast Bureau.

KAOC (AM) Kokomo, Ind. (ch. 17) — Seeks assignment of license to Broadcast Bureau for $73,000. Applicant: Broadcast Bureau.

FM actions

North Pole, Alaska — Evangelistic Missionary Fellowship. Broadcast Bureau granted 100.1 mhz, 25 kw, $500,000, to WBFN, Box 0, North Pole 99705. Estimated construction cost $1,472,500; first-year operating cost $10,000. Form: Variety. Principal: Evangelistic Missionary Fellowship.

Arcadia, Fla. — Arcadia-Punta Gorda Broadcasting Co. Broadcast Bureau granted 98.3 mhz, 3 kw, $195,000, to WAGG, Box 362, Arcadia 33821. Estimated construction cost $1,046,166; first-year operating cost $70,000. Form: Diversified. Principal: Thomas A. Barber (91%), contractor and developer, et al. Effective June 14.

Battle Mountain, Nev. — Lander County School Systems. Broadcast Bureau granted 88.1 mhz, 10 kw, $150,000, to KBDJ, Battle Mountain 89820. Estimated construction cost $1,088; first-year operating cost $1,000. Principal: George B. Ford, counselor, Battle Mountain High School.

Fayetteville, N.C. — Fayetteville State University. Broadcast Bureau granted 88.1 mhz, TPO 10 kw, HAAT 145 ft, $150,000, to WFSU, Box 362, Fayetteville 28301. Estimated construction cost $1,952,616; first-year operating cost $7,000. Format: Educational. Principal: Fayetteville State University Board of Governors.

Facilities changes

TV action

* WETA-TV Washington, D.C. — Broadcast Bureau granted permission to change ERP to 1290 kw, effective July 1. Form: Noncommercial. Applicants: WETA, Inc.

* WJIN (AM) Lincoln, R.I. — Broadcast Bureau granted permission to increase effective radiated power to 10 kw, effective July 1. Form: Commercial. Applicant: WJIN, Inc.

* WNDV (FM) Canton, Ohio. — Broadcast Bureau granted permission to increase ERP to 3 kw, effective July 1. Form: Noncommercial. Applicant: WNDV, Inc.

* WFLY (FM) Canton, Ohio. — Broadcast Bureau granted permission to increase ERP to 3 kw, effective July 1. Form: Commercial. Applicant: WFLY, Inc.

* WZLF (FM) Columbus, Ohio. — Broadcast Bureau granted permission to increase ERP to 3 kw, effective July 1. Form: Commercial. Applicant: WZLF, Inc.

AM applications

* KHAC Window Rock, Ariz. — Seeks CP to change frequency to 1100 kHz, increase power to 10 kw and 2.5 kW ERP, effective June 1.

* KQJ San Francisco — Seeks CP to change station location to Hayward, Calif. — add nighttime power with 25 kw, increase daytime power to 50 kw, change hours of operation to unlimited. Effective July 1.

* WJIR Muscle Shoals, Ala. — Seeks CP to add nighttime power with 500 watts. Effective July 1.

* WOAK Columbus, Ga. — Seeks CP to increase daytime power to 500 watts, effective July 1.

* WYOR (FM) Canino, N.Y. — Seeks CP to add nighttime power with 500 watts. Effective July 1.


* WJWJ (FM) Marion, Ind. — Seeks CP to add nighttime power with 500 watts. Effective July 1.

* WSHL (FM) Chicago. — Seeks CP to add nighttime power with 500 watts. Effective July 1.


* KXMM (FM) New Mexico. — Seeks CP to add nighttime power with 500 watts. Effective July 1.

* KJQI (FM) Amsterdam, N.Y. — Seeks CP to increase daytime power to 500 watts, effective July 1.

* KEJS (FM) New Mexico. — Seeks CP to add nighttime power with 500 watts. Effective July 1.

* WDCR (FM) Detroit. — Seeks CP to add nighttime power with 500 watts. Effective July 1.

* WRIT (FM) Wisconsin. — Seeks CP to increase daytime power to 500 watts, effective July 1.

* WJIB (FM) Wisconsin. — Seeks CP to increase daytime power to 500 watts, effective July 1.

* WQHS (FM) Wisconsin. — Seeks CP to increase daytime power to 500 watts, effective July 1.

* WRU (FM) Wisconsin. — Seeks CP to increase daytime power to 500 watts, effective July 1.

* WJZ (FM) Wisconsin. — Seeks CP to increase daytime power to 500 watts, effective July 1.

* WQMR (FM) Wisconsin. — Seeks CP to increase daytime power to 500 watts, effective July 1.

* WJQI (FM) Wisconsin. — Seeks CP to increase daytime power to 500 watts, effective July 1.

* WRX (FM) Wisconsin. — Seeks CP to increase daytime power to 500 watts, effective July 1.

* WQCM (FM) Wisconsin. — Seeks CP to increase daytime power to 500 watts, effective July 1.

* WJQI (FM) Wisconsin. — Seeks CP to increase daytime power to 500 watts, effective July 1.

* WQMR (FM) Wisconsin. — Seeks CP to increase daytime power to 500 watts, effective July 1.

* WJZ (FM) Wisconsin. — Seeks CP to increase daytime power to 500 watts, effective July 1.

* WQHS (FM) Wisconsin. — Seeks CP to increase daytime power to 500 watts, effective July 1.

* WRU (FM) Wisconsin. — Seeks CP to increase daytime power to 500 watts, effective July 1.

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* WQHS (FM) Wisconsin. — Seeks CP to increase daytime power to 500 watts, effective July 1.

* WQMR (FM) Wisconsin. — Seeks CP to increase daytime power to 500 watts, effective July 1.

* WRX (FM) Wisconsin. — Seeks CP to increase daytime power to 500 watts, effective July 1.

* WQCM (FM) Wisconsin. — Seeks CP to increase daytime power to 500 watts, effective July 1.
In contest

Acting Chief Administrative Law Judge Lenore G. Ehrg made following assignments on date shown:

- Birmingham, Demopolis and Montgomery, Ala., TV proceeding: Alabama Citizens for Responsive Public Televisi?on and Alabama Educational Television Commission (AETC), competing for ch. 10 in Birmingham, ch. 41 in Demopolis and ch. 26 in Montgomery (Doc. 20683-6) designated herself as ALJ. Action June 16.
- San Jose, Calif., FM proceeding: United Broadcasting Co. (KBAY San Jose) and Public Communication, Inc., competing for 100.1 mhz (Doc. 20692-4) designated ALJ Chester F. Naumowicz Jr. Action June 16.
- Auburn, Ala., FM proceeding: Andy Valley Broadcasting Systems and The Great Down East Wireless Talking Machine Co., competing for 100.1 mhz (Doc. 20693-4) designated herself as ALJ. Action June 16.
- WHJB (AM) Greensburg, Pa., FM proceeding: WHJB Radio, seeking facilities changes (Doc. 18868) designated Chester F. Naumowicz Jr. as ALJ. Action June 16.

Procedural rulings

- St. Louis and Granite City, Ill., AM proceeding: Doubleday Broadcasting Co., seeking W2KAM (AM) St. Louis facilities (1380 kHz), and Norman Broadcasting Co. (WGNAU) (AM) Granite City, seeking frequency change from 920 kHz to 1380 kHz (Docs. 20777-80) to ALJ Lenore G. Ehrg. The hearing date of July 12 until action is taken on joint petition for settlement agreement. Action June 16.

Initial decision

- Newark, N.J., AM proceeding: Gilbert Broadcasting Corp., Community Group for North Jersey Radio, Sound Radio, Fidelity Voices, competing for 1430 mhz (Doc. 20407-20410) to ALJ Ernest Nash granted application of Sound Radio for new station to operate dedicated facilities for new channel. ALJ Ernest Nash denied competing applications of Gilbert, Community Group and Fidelity Voices. Action June 25.

Other actions

- WTUB(FM) Troy, Ala. — FCC granted renewal of license to Troy Radio subject to condition that transfer of control (BTC-1982) be consummated within 60 days of grant. Action June 9.
- WSTU (AM) Stuart, Fla. — FCC granted license renewal subject to various employment conditions to be met. Action June 17.
- WPXFY (FM) Rochester, N.Y. — Commission granted application of Rust Craft Broadcasting of New York for renewal of license. WPXFY (FM) had been granted short-term construction permit due to station's non-entertainment programming varied substantially during 1972-1975 period from that proposed in 1972 renewal application. Commission found that its past non-entertainment programming excepted programming proposed to be contained in 1975 renewal application. Action June 15.

Allocations

- Petersburg and Wrangle, Alaska — Broadcast Bureau assigned FM chs. 26A and 269A to Petersburg and Wrangle, respectively. Assignments were requested by Alaska Educational Broadcasting Commission (AEBBC). Action June 18.
- Tucson and Green Valley, Ariz. — Broadcast Bureau assigned Class C FM chs. 298 (107.5 mhz) to Tucson and Class A ch. 229A to Green Valley (Doc. 20507). Action June 18.
- Sun Valley, Idaho — Broadcast Bureau assigned FM ch. 237A (95.3 mhz) to Sun Valley as community’s second FM assignment. Commission initiated this proceeding in September 1973 to explore whether additional or extended FM service might be needed in area and if so to whether to substitute Class C channel for existing Class A channel (ch. 228A, 93.5 mhz) or to add second Class A (ch. 19824). Action June 18.
- Osage, Iowa — Broadcast Bureau assigned FM ch. 224A (92.7 mhz) to Osage as that community’s first local aural service. Proceeding was initiated in rulemaking notice in response to petition by Harold A. Jahnke (Doc. 20749). Action June 18.
- Baldwin, Miss. — Broadcast Bureau assigned FM ch. 224A (92.7 mhz) to Baldwin as community’s first FM assignment. Commission had proposed alternative assignment of ch. 240A to either Tupelo, Miss. or Baldwin. It noted that since towns were 14 miles apart, channel could be assigned to only one. Town ‘N Country Broadcasting Co. supported proposed assignment to Tupelo; Superior Broadcasting Co., in support of Baldwin assignment, stated that ch. 240A was only channel available for assignment there (Doc. 19270). Action June 18.
- Saratoga, N.Y. — Broadcast Bureau assigned FM ch. 224A (92.7 mhz) to Saratoga as community’s first FM assignment. Assignment was proposed in rulemaking notice adopted last August 7, in response to petition by Pioneer Development (Doc. 20777). Action June 18.
- Broadcast Bureau assigned first FM channels to six communities, all proposed in rulemaking notice adopted February 4. Assignment to: ch. 259A, 99.9 mhz to Ginsburg as area’s first FM assignment. Ch. 261A, 100.1 mhz to Nisswa, Minn. permitted by Minnesota Christian Broadcasters—RM-2582; ch. 269A, 101.7 mhz to Wisconsin Public Televisions—RM-2570; ch. 285A, 104.9 mhz to Clear Lake, Wis. (Menominee County Broadcasters—RM-2591); ch. 272A, 102.3 mhz to Clinton, Va. (Dickinson County Broadcasters—RM-2593); ch. 227A, 102.3 mhz to Hinton, W.Va. (Bluestone Broadcasters—RM-2595); and ch. 265A, 100.9 mhz to Colusa, Calif. (Gen-Tox Productions—RM-2600). Action June 18.

Rulemaking

- FCC adopted new equal employment opportunity guidelines. Action was result of notice of inquiry and rulemaking released on July 25, 1975, which asked for comments on certain changes in existing EEO guidelines including model EEO program, new enforcement procedures including imposition of goals and timetables and raising threshold for filing written EEO program from five or more full-time employees to one or more than ten full-time employees. Under new guidelines, commission adopted, with minor modifications, model EEO program proposed in notice of inquiry. Model program, designed to serve as sample program, contains ten elements including sections devoted to licensee's recruitment techniques and sources, training efforts, availability of women and minorities in applicable labor markets, analysis to be submitted by licensees employing 50 or more full-time employees, analysis of job hires during 12 months preceding filing of license renewal application, analysis of licensee's promotions during past year and
Summary of broadcasting

FCC tabulations as of May 31, 1976

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<tr>
<td>Total</td>
<td>6,007</td>
<td>131</td>
<td>6,138</td>
<td>234</td>
<td>6,360</td>
</tr>
</tbody>
</table>

*Commercial AM not on air in Chicago.*

| Commercial TV | 699 | 1 | 700 | 14 | 704 |
| VHF | 508 | 1 | 509 | 10 | 519 |
| UHF | 159 | 0 | 159 | 3 | 162 |
| Total | 1,376 | 3 | 1,380 | 17 | 1,397 |

*Cable TV only.*

| Total | 930 | 10 | 940 | 21 | 961 |

*Includes on-air licenses*

**Special temporary authorization**

**Certification actions**

- CATV Bureau granted following operators of cable TV systems certificates of compliance: Cablevision of Creston, Iowa (CAC-60456); Teleprompter Cable Systems, for Franklin borough, Stonecreek township, Dale borough, Southmount borough; Laytown Cablevision of Laytown and Ferradale borough, all Pa. (CAC-59535-43); Warner Cable of Island Falls, Penobscot, for Island Falls, Me. (CAC-06102-68); Television of Tel-Tuk, Wash. (CAC-06139); Palz Tele-Cable Corp., for New palz (village of), N.Y. (CAC-06144); Richey Cable, for Springerfield, Ariz. (CAC-06171); Century Cablevision, for Ohsitome township, Mich. (CAC-06225); Cable TV Company of Ohsitome, for Ohsitome township, Mich. (CAC-06226); For West Communications, for (town of) Osage, Iowa (CAC-06377); Satellite Systems, for Fort Campbell, Ky. (CAC-06381); Johnstown TV Cable Co., for Johnstown, N.Y. (CAC-06441); Sammona Communications, for Gloversville, N.Y. (CAC-06442); Puinam All Channel Cable Vision, for Greenacres, Ind. (CAC-06450); Warner Cable, for Bishop, for specified unincorporated areas of Inyo county, Calif. (CAC-04023); Key-West Video, for Hurricane, W.Va. (CAC-06017); Cablevision Systems Long Island Corp., for Farmingdale (village of), N.Y. (CAC-06102); Wisconsin CATV, for Eau Claire, Wis. (CAC-06186); Husco Cablevision Corp., for Huntington, Va. (CAC-06223); Two M Cablevision Corp., for Falls, Mo. (CAC-06263); Greenwood Cable, for Silver City, N.M. (CAC-06627); New England Cablevision, for Lisbon, N.H. (CAC-06268); Marlin TV Cable Co., for Marlin, Tex. (CAC-06270); Williamson Road Television Company, for Blossburg borough, Pa. (CAC-06436); Daniels Properties, for Nolanville, Tex. (CAC-06449); Hawkeye Communications, for Red Oak and Comin, Iowa (CAC-06445-5); Creston Cablevision, for Creston, Iowa (CAC-06456); Longview Cable Television, for Longview, Tex. (CAC-06457); Wessex Cable Corp., Creston, Iowa (CAC-06458); Warner Cable of Albia, for Albia, Iowa (CAC-06528); Warner Cable of Merrill, Wis. (CAC-06529); Warner Cable of Marshall, for Marshfield, Wis. (CAC-06530); Mid Florida Cablevision, for portions of Volusia county, Fla. (CAC-06531); Lawton Cablevision, for Lawton, Okla. (CAC-06532); Van Buren TV Cable, for Van Buren, Ark. (CAC-06533).

- HBO Cablevision, for Huntington, N.Y. — CATV Bureau withdrew application for certificate of compliance and dismissed objections to commission rules. Action June 12.

- MBS Cable TV, Carrollton and Minerva, Ohio — Commission granted certificates of compliance to add distant independent signals to its existing cable television system. At same time, it directed MBS to begin carriage of WOUC-TV Cambridge, Ohio, and WTAE-TV Pittsburgh on Carrollton system, and WOUP-TV on Minerva system. The applicants were directed to add WUAB Lorain, Ohio, to its Carrollton system, and WPGH-TV Pittsburgh, to Minerva system. Applications were opposed by WOUC, licensed to Ohio Educational Television Network Commission. WOUC-TV maintained that since it places at least predicted Grade B contour of both Carrollton and Minerva, it was entitled to carriage on two cable systems. In reply, MBS had requested waiver of signal carriage rules so it would not be required to carry WOUC-TV. Action June 16.


- Tall City Cable Co., Midland, Tex. — Commission granted a certificate of compliance for its cable television system. Certification was granted subject to final outcome of litigation pending in U.S. District Court against the City of Midland Telecasting Co., licensee of KDIX-TV Midland, that various activities of Tall City and related company, West Television, were an attempt to get TV to go off the air on October 13, 1974. KDIX-TV opposed application for certificate of compliance on those grounds. Action June 15.

Professional Cards

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1771 N St., N.W. 20036
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Washington, D.C. 20006
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Phone: 216-526-4386
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& Associates, Inc.
Broadcast Engineering Consultants
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Phone: 517-278-7339

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230 West 57th Street
New York, New York 10019
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Consulting Engineers
Broadcast and Communications
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Seattle, Washington 98122
(206) 324-7860

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Consulting Engineers
Indiana University
Peoria, Illinois 61614
Member AFCCE

DAWKINS ESPI
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 317—Olympic Station 6212
BEVERLY HILLS, CALIF.
(213) 272-3344

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3500 North Sherman Blvd.
MILWAUKEE, WISCONSIN 53216
Phone: (414) 442-4210
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PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
Members Rewired & Certified
102 S. Market St.
Lex's Summit, Mass. 02358
Phone (617) 876-2810

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

SWAGER TOWER CORPORATION
TALL TOWER SPECIALISTS
Box 656, Fremont, Indiana 46737
219-495-3165

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000 Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM-FM and television facilities.
1970 Readership Survey showing 3.2 readers per copy.
HELP WANTED SALES

An account executive, proven street lighter, who not only can successfully meet the demands of the street, but thoroughly enjoys both the challenges and rewards. Salary, bonuses, and benefits. Box T-126, BROADCASTING.

HELP WANTED SALES PERSON

Northeast AM-FM combo, near major market. Great city, good market, and super closers may send resume and salary requirements. No floaters. EOE. Box U-35, BROADCASTING.

Will you take over the sales department of my upper Midwest station? WTRC, Stuart, IA. Excellent opportunity for aggressive, results oriented. Send resume, list of achievements to: WTRC, Stuart, IA 52584. We are an equal opportunity employer.

Beautiful money making opportunity for you, if you are aggressive and excited about radio and want to make money. KADS, Elks, City, OK 73644.

HELP WANTED ANNOUNCERS

Quality announcer wanted for automated station,植州indana. Training provided for right voice. Send resume, Equal Opportunity Employer. Box S-273, BROADCASTING.

Needed: Extrovert, cranked-up morning radio personality. Modern country format. 24 hrs, crazy staff, good looks, low turnover, benefits galore, permanent position for pro in midwest vacationland. Send ratings, resume, and salary range to Box 1-181, BROADCASTING.

Florida contemporary, Top Gulf Coast opportunity for rock and roll entertainer. Production expertise essential. Reply with resume, salary requirements. Box U-27, BROADCASTING.

Our company is growing and we're Number One in our markets in the northeast. We need two experienced contemporary broadcasters who can keep us on top, EOE. Send resume to Box U-31, BROADCASTING.

HELP WANTED SALES CONTINUED


Experienced salesperson wanted for aggressive Chicago suburban FM station. Send resume to WKWD-FM, 1884 Main Avenue, Aurora, IL 60505.

Position open, sales. Need salesperson for competitive market. Light announcing shift too. Should have experience in both areas. No phone calls. Write: Rod Wolf, WRTA, PO Box 272, Altoona, PA 15603.

Account executive to handle important list of local accounts. Excellent earnings potential with top facility. Must have good record in sales. WSAX, Savannah, GA.

Small, expanding radio company with stations in Colorado, Oklahoma and Kansas needs four experienced salespeople. Growth has promoted several good salespeople into management resulting in the present need. We are rock, country and MOR. Write Bob Freeman, President, American Media Inc., 7397 W. Central, Wichita, KS 67212.

Opportunity for aggressive, hard working salesperson in Rocky Mountain area. 5000 watt country/ MOR with unlimited sales potential in Southwestern Wyoming. If you can sell and write, don't pass this up. Forward resume with sample copy to Alan Ziegler, PO Box 432, Kemmerer, WY 83101.

Wanted: Sales Manager. Aggressive account executive with the desire to be a sales manager. If you have the qualifications to sell in competitive sales people, send resume to Box 3436, New Bern, NC. Equal Opportunity Employer.

HELP WANTED MANAGER

Station Manager to supervise sales, programming and creative. Position is very creative. Station in multiple facility market needs energetic, capable individual who can prove ability by documented past performance. Stock options for manager who can make our business grow into the future. Box T-173, BROADCASTING.

WHERE ARE YOU GOING?? Expanding chain offers ownership with no cash investment & position of general manager. Need aggressive, sales oriented person. First interview at your expense. Box T-172, BROADCASTING.

Associate director of radio and WHA-AM station manager for large University of Wisconsin Telecommunications Center. Responsible for administration of broadcast and non-broadcast radio activities. Major duties include Personnel management and supervision; development, review and administration of substantial University and production contract funding. BS degree in Broadcasting, respon- sibilities and policies of WHA; development, supervision and evaluation of total program efforts: representation to and liaison with Univer-sty units, state and national agencies. Bachelor's degree required. Master's degree preferred. Applicants should have minimum of three year's senior management experience in Public Radio; demonstrated knowledge and experience in personnel, fiscal and program management. Salary minimum: $19,800. Inquire for details to: Ronald Bonnlander, Director and General Manager, UW-Extensi- tion Telecommunications Center (WHAs), 821 Univer- sity Avenue, Madison, Wl 53706. An Equal Oppor-tunity Employer.

Local sales manager. WLIR-FM, progressive music station, Nassau county, NY. Contact Ellen Spitzer, 175 Fulton Avenue, Hempstead, NY 11550. 516-485-9200.

Three day market with a great community and good people. Send resume. Equal Opportunity Employer, Box U-189, BROADCASTING.

BROADCASTING.


Immediate opening. First phone, announcer-salesperson. Base and commissions approach $5750 to start. Contact Butch Luth, StationMgr., KJIL, Gillette, WY. EOE.

KOY, Phoenix is looking for a late evening telephone talk-show host. Experience preferable. Send tape and resume to News Manager, Program Director, 840 N. Central Ave., Phoenix, AZ 85004. An Equal Opportunity Employer.

Number one MOR station looking for someone who is a natural fun person and can express it on the air. Must know and care about what's happening in the community and the world. Send resume and tape to: KTOK Radio, Box 1000, Okla. City, OK 73101. Equal Opportunity Employer.

Immediate full time opening. Good music format. Send tape, resume and salary requirements to Lee Vogel, KM-20, 2500 Rand Road, Buffalo, NY 14203. Minorities encouraged to apply.

Professional adult communicator needed for top notch small market operation in University city. Must have strong over 30 appeal. Production ability a must. Music director, experience helpful. Tapes and resumes to Bob Sherman, WCLG, Box 885, Morgantown, Wv 26505.

Two openers. One strong news-sports, the other strong staff production. Experience preferred. Send resume and tape to WCSS, Amsterdam, NY 12010.

Music personality, vibrant, clever, minimum five years experience, some news. Equal Opportunity Employer. Send resume, tape and salary expectations. WEEU, 34 N. 4th St., Reading, PA 19601.

Immediate openings for summer relief/weekend news and production at one of the country's best beautiful music stations. WEZN, Bridgeport. Auto-mation experience helpful! Cali Pugger, WGRM-AM, 203-386-9321. EOE.

Classical music announcer for South's leading fine arts station. Pleasing voice, knowledgeable of music, concert-going, classical, knowledgeable of 3rd class endorsed necessary. Salary open. Send tape/ resume to: Norm Vincert, WJCT-FM, 2037 Main Street, Jacksonville, FL 32206, An Equal Opportunity Employer.

Immediate opening, announcer. Top rated Modern Country & Western. Send tape and resume to: Ray Frazier, WLLY Radio, PO Box 3584, Wilson, NC 27893.

Immediate opening for enthusiastic pro at prestige 5 kW, MOR, CBS affiliate. Mature voice, production ability, solid on air experience required. Dynamic group ownership, beautiful facilities, tape, resume to Rick Befcher, WGWS, Box 1945, Saginaw, MI 48605.

WSTU Stuart Florida is seeking an experienced professional for evening shift plus production. Successful MOR located in beautiful South Florida. Send tape and resume to General Manager, WSTU, Stuart, FL 33494. Equal Opportunity Employer. No phone calls please.

Immediate opening for experienced personality. One on one communication a must. Send resume and air check to Allen Strike, WTRC, PO Box 699, Elkhart, IN. EOE. No tapes returned and no phone calls please.

We are seeking a special caliber of person, who has something the foundation of the communications field needs, and that person is you. For those of you who want to learn our brand of radio. Call or write Broadcast Enterprises, Box 968, Lowell, WY 82435.
HELP WANTED ANNOUNCERS CONTINUED

Unusual opportunity. Top rated station has opening for morning air personality. Must be a creative entertainer preferably with news or talk background and good interview ability. Call C. David Hamilton, Rockford, IL 815-399-2233.

Top Baltimore radio station needs dynamic duo or foxy lady. Must have strong personality, production know-how and thorough rock-jazz-blues experience. Call Steve Corcoran 301-485-2400.

HELP WANTED TECHNICAL

Aa't. Chief FM-AM Direction 60 miles N.Y.C. Capable full maintenance. An EOE. Box T-127, BROADCASTING.

Chief Engineer, Upper Midwest, directional AM, 5 KW day power. Separate patterns. FM stereo automated, Remote control. Experienced professional required. Ability to do occasional air work helpful, but not required. Excellent situation. Livelihood in the "good life." Box T-131, BROADCASTING.

Assistant Chief for major N.E. market AM-FM. We are looking for a personality with a strong technical background and who would like to eventually move up to chief with a major broadcast group. Send resume, references and salary requirement to Box T-153, BROADCASTING.

Two AM-FM stereo operations with automation, located approximately 15 miles apart. Need an experienced contract engineer for weekly inspections, regular maintenance, proofs, emergency availability, etc. Will start at $1,000 plus. You may be able to service a third station in the area and/or operate your own shop or business for additional income. Live in the beautiful northern Shenandoah Valley of the Virginia's. Include detailed qualifications, experience and availability in first letter. Box T-195, BROADCASTING.

Electronic designer, BSEE. Optional. First phone a must. Knowledge of TTL, MOS, PLl. To design state of the art Hi-Fi AM transreceivers. Digital readout, etc. Resume, please. New firm in Maine. Box U-15, BROADCASTING.

Experienced, shirt-sleeved chief with first needed by Northeast AM-FM. Directional automation and stereo experience a must. We need a creative, hard working producer with a good technical background and who appreciates a top sound. Working conditions are the best and opportunities are available with this growing group. EOE. Rush resume to Box U-30, BROADCASTING.

Engineer, strong on maintenance for old established medium market. First class license required. Well equipped shop and equipment for some research and construction. Excellent area to raise a family. Forward resume and salary requirements to Frank C. Carman, KLUB, Box 389, Salt Lake City, UT 84110.

Nome, Alaska needs chief engineer for aggressive 10 KW AM educational beam to 90 remote Eskimo villages. Must be dedicated, top-notch qualified, easily adaptable to climate (sometimes chilly) and to close living with twenty volunteers. Room and board. Good pay. See ad. WNPY. Salary $5,000 or more. Write: Mr. Jim Pollard, S.J., KNOM, Box 988, 99762.

Chief Operator. Experienced in AM-FM transmitter and studio maintenance & announcing ability. Salary open. Good benefits and advancement opportunities. EOE. Send resume and salary requirements to: Manager, WALM, Albion, MI 49224.

Assistant Chief Engineer. 24 hour AM-FM. Send resume and salary requirements to: W.A. Cooper, WLCY Radio Station, 11450 Gandy Blvd., St. Petersburg, FL 33702.

Chief Engineer. Class A AM and stereo Class A automated FM, remote pick-up. Must have commercial experience in all of these. Immediate opening. Good salary to start. Excellent opportunity for right person. Call Mr. Johnstone, WSB-GWF, Atlantic City, N.J. Phone number 609-344-5113.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Excellent opportunity for qualified broadcast engineer to move to chief. Must have 1st and engineering experience. Responsible for maintenance and operation of automation, studio, FM stereo and PDP-8 computers. EOE. Minorities urged to reply. Contact Station Manager. WRSF, Warsaw, IN 46580.

Chief Engineer wanted for two radio stations. 5,000 watt AM, 100,000 watt FM. Must have knowledge of automation equipment. Good salary. Equal Opportunity Employer. Send resume to WSFL, Box 3436, New Bern, NC 28560.

HELP WANTED NEWS

Upper Midwest regional station. Morning drive anchor, street and phone reporting remainder of shift. S850 minimum. Resume to Box T-108, BROADCASTING.

News Director for NBC affiliate in N.E. Must be able to gather, write and air. An EOE. Box T-126, BROADCASTING.

News Director and staff needed for coming all-news operation. Midwest. Writing and air experience necessary. Must be leader and organizer. EEO. Resume to Box T-177, BROADCASTING.

Southwest radio station with strong news image is looking for a professional News Editor/Anchor with excellent air and news writing experience. Not afraid of work. Money is no problem, full company benefits. Equal Opportunity Employer. Send resume to Box U-38, BROADCASTING.

Top West Texas station seeks applicants for news position. Rush tape and complete resume to Dan Wilson, KXX/KFXM, San Angelo, TX 76901.

AM/FM operation seeks newsperson with one year minimum news experience, self-motivating, willing to take direction, third ranked. Send resume, references, tape, salary requirements to: Bill Scherzer, WGNY, PO Box 591, Newburgh, NY 12550. EOE.

Immediate opening for on and outside beat reporter. Heavy newscast news experience. Send resume, references, tape and salary requirements to News Director, WIRL, Radio, PO Box 3335, West Glen Station, Pekin, IL 61564, Equal Opportunity Employer.

Kentucky sports PBP, announcing, and some sales. Pay equal to effort. Call Jim Ballard, 606-248-5842.

SITUATIONS WANTED MANAGEMENT

Experienced G.M. with 18 yrs. broadcast background. Looking for new opportunities and challenges. Present station being sold. Sales oriented 34 yr. old, seeking opportunity to manage a medium market station. Resume & references upon request. Box T-200, BROADCASTING.

An experienced general manager, sales manager, and programmer with major market air, programming and new development experience in medium and small market sales, sales management, and station management experience, and a highly successful track record and references. Mature, family man with diverse radio community experience. Well respected by superiors and staff, and a outstanding salesman and air sound. Currently managing group in small market, but wish to grow to medium or major market in sales management, general management or operations management. You get all this, and under 40 years old, just by investing a 13 cent stamp, and having the right opportunity to offer. Available before September 1, 1976. Resume, tape, photo and interview upon request. Reply Box U-20, BROADCASTING.

GM seeks opening small/midmarket station. Familiar all facets broadcasting, operations, production, news reporting. Experienced in good music, classics, AM-FM. Can help with airwork, commercial voicing, 3rd endorsed, in medium market will consider second tier. First choice Southwest. Box U-40, BROADCASTING.

Business/operations manager. Seeking opportunity to improve efficiency & morale by streamlining your operation. Supervisory experience. Heavy broadcast computer experience. 6 years with affiliate in Top 20. Box U-45, BROADCASTING.

20 year veteran with degree seeks manager's job. Family man, will relocate. For details call Jack 219-926-4957.

13 years experience as GM, PD, sales man, announcer. Looking for position as G.M. in small market C&W station. Write William L. Sulton, General Delivery, Monclovia, IL 39564.

SITUATIONS WANTED SALES

Dependable, hard working local sales manager with 7 years experience would like to relocate in small to medium NW market. Box T-162, BROADCASTING.

Football is right around the corner, then comes baseball. Salesman-sportscaster. South, 3rd. Box U-42, BROADCASTING.

Major market PD looking to switch to sales, 8 years Radio. Seek Eastern company with opportunity for advancement. Phone 703-241-2585.

Broadcasting July 5, 1976 51
**SITUATIONS WANTED ANNOUNCERS**

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

Young, single announcer with first phone desires DJ work in St. Louis area. Strengths in progressive rock and oldies, but can do country and MOR as well, creative, dependable, just need a first break. Tape, resume, references available. Box T-189, BROADCASTING.

Disc Jockey-Announcer wants full time position with small or medium market. Working now part time on a radio station in New Jersey (the format is rock, but could be licensed as MOR). Third class license. Will send tape and resume. Box U-10, BROADCASTING.

3½ years experience including MD, production. 2 years at present station. MOR, EZ. Prefer Penna. or surrounding states. Box U-11, BROADCASTING.

7 years experience. P.D./morning mini copy, production, news. FCC first, seeking immediate opening with growing Northeastern medium market. Sale salary opening with first letter. Box U-29, BROADCASTING.


Humorous, first phone as personality desires small market Top 40 or Contemporary S. Green, 213-387-7175.

First class five years experience in announcing, sales sports (PBP) experience in country and MOR formats. Presently employed as P.D. Looking for position in Cleveland or Western Ohio. All other offers considered. Call 502-737-4915.


R&B Contemporary, MOR DJ light board. Good commercials news. 3rd. Ready now! Low Crigly, 428 W. 26 NY, SL, DNC.

Jock, salesman, first phone! Married, two children. Last 3½ years at same station. 318-559-0790 after five.

26 year old Jockey, with 3rd endorsed seeks music or medium small contemporary or Top 40 station. Married, 3 years experience. Personality plus. Fred Peacock 506-789-5250.


**TO 40 contemporary niche man seeks immediate position Northeast. 1 year experience, 3rd endorsed, college graduate. Weekdays 305-724-0562.

**SITUATIONS WANTED TECHNICAL**

Engineer: 20 years experience Radio-TV. Air and sales experience. Seeks engineering and time sales. Desires relocation Ohio oradjacent states. Box U-28, BROADCASTING.

**SITUATIONS WANTED NEWS**

Thoroughly experienced newsman, over 30, seeks career growth opportunity. Now in metro-N.Y. Box T-198, BROADCASTING.

A news pro wants to move up. Now a member of highly respected, award winning news department of top mid-west medium market station. Versatile style, adaptable to almost any format. Strong voice and top notch writing ability, along with accurate reporting. Box U-4, BROADCASTING.

Newman/Newswoman/Director. 3 years experience. A digger, MA. Award winning. Box U-33, BROADCASTING.

**HELP WANTED NEWS CONTINUED**

Experienced professional seeking position in management. Major publication experience. Currently Westpheling, 584 Flannery, Santa Clara, CA 95051, 408-243-7075.

Available Mid-July, 4 yrs. experience. No small markets please. Some NS experience. 313-534-0391.

News and sports. Four years experience of newsgathering, interviewing, reporting and PBP of college and pro sports at major metro educational station, B.A., 3rd phone. Will relocate. For tape-resume contact: 1943 Atlantic Street, Franklin Square, N.Y. 11010 516-354-5688 evenings.

**SITUATIONS WANTED PROGRMING, PRODUCTIONS, OTHERS**

Problem solver! Two years commercial experience, college, can solve your personnel problems. Box U-17, BROADCASTING.

Newscaster/Director. Experienced. Presently employed. Live ENG Gab with aggressive news team, Box U-23, BROADCASTING.

Seasoned pro with a degree and some good solid experience. Now ready to program your medium market Top 40 station. Ready to work with you and for you. Box U-46, BROADCASTING.

Young, executive, accountant, M.B.A., corporate controller, seeks position. College station music director, oldies specialty, seeks position at broadcast facility, communications group, etc. Take note of buying opportunities. Box, 3rd endorsed. D.J. 294 Greenough St, Phila. 19127, 215-482-6380.

**TELEVISION**

**HELP WANTED MANAGEMENT**

Traffic manager. Medium market station looking for traffic manager. Could be number two person ready to move up. Knowledge of transmitter, computers necessary. EOE. Box U-43, BROADCASTING.

Station development specialist. Public TV station KTSC ch. 8, Pueblo, Colorado seeks experienced PTV development person with proven record. Duties include (1) develop sources of income through underwriting, fund-raising, and grant proposals, (2) coordinate station publicity, public relations, and advertising, (3) coordinate volunteer activities of the Friends Group and the Auction Committee, (4) publish monthly program guide and other publicity materials, and (5) maintain and coordinate membership and services. Firm deadlines: (a) receipt of USC application form, resume, and any other required supporting documentation, (b) stations applications for receipt, and (c) Board of Directors approval of new Board member by 10/1/76. Salary: minimum $16,224. Address: Dr. Lair Daniel, Dean, Learning Resources and Telecommunications, Colorado College, Pueblo, Colorado. Pueblo CO 81001. USC is an Affirmative Action/Equal Opportunity Employer.

How about two jobs? Immediate opening for human dynamo who can handle two big jobs for the price of one! Jobs available as host of executive director for community ETV commission and general manager of VHF public TV station in major market. Pre-requisites include multi-million annual fund-raising experience. Experience in public television and community ETV (VHF) production, conceptualization and funding, and knowledge about organizing and administering a creative communications organization. Minimum three years as chief executive officer of public TV station desired. Station has staff of 110 persons requiring annual operating budget of about $2.7 million (although $1 million is almost attainable-all of which must be raised by chief executive from scratch every year). An Equal Employment Opportunity Affirmative Action Employer. Thank you can handle these jobs? If so, send resume by 10/1/76 to Executive Committee, PO Box 24130, St. Louis, MO 63130.

**HELP WANTED SALES**

Sales Manager TV. Group owned station, Midwest market, seeking aggressive sales manager, who can motivate and take charge. Excellent salary, plus incentives to increase over prior year, and other fringe benefits. EOE. Send resume and financial requirements to Box T-139, BROADCASTING.

Sales manager for growing TV station in challenging market. Must have energy and be willing to work. Call or write John Conte, KMIR-TV, Box 1506, Palm Springs, CA 92262, 714-325-7121.

**HELP WANTED TECHNICAL**

Television Engineer: Major New York City corporation seeks television production and maintenance engineer. Must have 2 years experience in quadruplex video recorders and color cameras. Television studio production exp. also necessary. Salary in $16,000 range. An Equal Employment Opportunity Employer. M.F. Box T-185, BROADCASTING.

Assistant chief engineer for network affiliated mid-Midwest VHF station needs an experienced and able technician with a good technique in a quality product. Equal Opportunity Employer. Send resume to Box U-2, BROADCASTING.

Medium market VHF/FM seeking chief engineer. Must have good technical background with administrative experience or excellent potential. Equal Opportunity Employer. Send complete resume to Box U-26, BROADCASTING.

Engineering Supervisor for new public broadcasting medium four television operation is seeking a qualified, experienced and efficient individual to work in the Lincoln area with the new station. Experience with BBC video, linear and non-linear recording equipment, and service work. Salary and benefits commensurate with experience. An Equal Opportunity Employer. Send resume to: Bill Key, Chief Engineer, OETA, Box 14190, Oklahoma City, OK 73114.

TV maintenance position. UHF transmitter, audio and video, and microwave system. Must have FCC license or endorsement. Must have knowledge in electronics. Thorough knowledge of two-way radio and computer systems desirable. An Equal Opportunity Employer. Send resume to Box U-26, BROADCASTING.

Operating engineer, experienced in UHF transmitter and studio, with 1st class FCC license required. New equipment. Call chief engineer 904-222-7482, Equal Opportunity Employer.

**HELP WANTED NEWS**

Anchorpeople: News & weather. Top ten eastern market. Anchorman with established track record. Ready to move up. Equal Opportunity Employer. Send resume to Box T-90, BROADCASTING.

Major market group owner seeks television weatherperson. Successful candidate should have minimum of two years on-air Commercial television experience before college degree in journalism. Must be a quick learner, personable, and able to work well with others. Duties would include weather forecasting, newscast announcing, and hosting special television programs. An Equal Opportunity Employer. Write and include resume to Box T-167, BROADCASTING.

Midwest TV-News operation looking for a producer for prime-time newscasts and two street reporters. Replies confidential. Equal Opportunity Employer. Send full background of experience and salary requirements to Box T-174, BROADCASTING.

News anchor. Need experienced anchor for evening newscast. Person should have experience of reported and able to do some street work. Send resume with references, we'll ask for VTR. Box U-37, BROADCASTING.

Executive producer. Public affairs for top 25 TV. Minimum three years professional broadcast experience with principal responsibility for the production of television public affairs programs. Experience in the production of material for national or state-wide networks preferred. Must possess writing and on-camera skills. An Equal Opportunity/ Affirmative Action Employer. Replies by July 15th to Box U-39, BROADCASTING.

News Assignment Editor for number one in Birmingham, Ala. ABC affiliate. Must have sold TV news reporting, producing experience with print experience an asset. Management oriented. An Equal Opportunity Employer. Contact: Jerry Levin, News Director, WBCG-TV, 205-322-2131.
WANTED NEWS CONTINUED


We have an opening for a good solid street reporter who is well versed in both film-packaging and film editing. If you are looking for an opportunity at a progressive station in the fastest growing market in the country, call Ken Nelson, 813-356-0195 weekdays between noon and 3 P.M. Applications from minorities are encouraged.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced and persuasive copywriter for station in beautiful Texas resort city. Box 1-114, BROADCASTING.

Producer/ Director, minimum two years experience. Emphasis on control, production and news. Resume to Box U-6, BROADCASTING.

Top 10 market station looking for an unusual combination of weather reporter and health, science, medicine reporter. TV on-camera and film experience is essential for this position. Resume to Box U-34, BROADCASTING.

Producer/ Director, Jour. 16mm experience. Write Production Manager, KUAC TV, University of Alaska, Fairbanks, AK 99701. An Equal Opportunity Employer.

Television Executive Producer for the University of Wisconsin-Extension Telecommunications Center (WHA Television). To administer program production department and supervise day-to-day activities of staff producers/directors; to administer projects with production staff; to serve as producer and director on special projects. Applicants should have both educational and practical experience in television technical and program development techniques. Appointment to run from August 1, 1976 to June 30, 1977 based upon an annual salary of $17,000. Send resume to A.S. Tieno, Station Manager, WHA Television, 821 University Avenue, Madison, WI 53706 before July 15, 1976. UWEX offers equal opportunities in programs and employment.

Development director assistent. Experienced in all areas of public television fund raising, including auction, Position available August 1. Salary 13K to 17K. Call John Newton, WMFE TV, 305-855-3691 Equal Opportunity Employer.

Wanted: Producer/ Director for group-owned VHF television station. Must be experienced in quality news, commercial, and program direction. Knowledge of film desirable. Send complete resume, salary requirements, and demo tape to Bob Miller, WSFA, PO Box 2566, Montgomery, AL 36108. All tapes will be returned. An Equal Opportunity Employer.

Asst. Producer for Public TV. Able to handle all phases, research, script, direct, etc., 2-3 years experience, preferably in Public TV. Send resume with emphasis on past experience by July 23. Dr. Leo Gerst, Austin Public Schools, Austin, MN 55912.

SITUATIONS WANTED MANAGEMENT

Young woman seeks challenging management, production or community relations position. Journalism degree; five years professional experience, two in broadcasting. Solid background in TV production, writing and community relations. Currently employed in CCTV. Will start at any reasonable level, provided there’s opportunity for advancement and long-term growth. Box T-173, BROADCASTING.

Southeast: TV-radio administrator, producer, journalist, documentarian, author; local and network; seeks challenging responsible position. Box U-5, BROADCASTING.

Surprise! You’re fired! After 5 yrs. of breaking sales deals, dept. received : stockpiling, sis. 2nd, gross profit, & rep trained background. Time to move up to gen’l sales mgr. You be judge of my character. Time is beneficial to you now. Box U-9, BROADCASTING.

SITUATIONS WANTED TELEVISION

Major representative sales executive. Seek relocation in stations/sales management. Outstanding record and reputation on national level. I can convince you! Box U-12, BROADCASTING.

General Manager. Also sales manager, programmer, etc. Thoroughly experienced and successful in all phases, including station ownership, management, sales, programming, film-buying, production, news, promotion, community involvement. Outstanding credentials! Television 21 years; radio 8 Mid-forties. Degreed. Aggressive, innovative, quality competitor. Acustomed to formidable challenges; much responsibility. A professional, no exciting small sales! Can increase, substantially, your profits and prestige. Box U-41, BROADCASTING.

SITUATIONS WANTED TECHNICAL

Presently employed chief engineer 30 years experience. 22 as chief, looking for change. Would like interesting job in related field with moderate salary. Prefer warm climate. Box T-157, BROADCASTING.

Chief Engineer. Currently Assistant Chief Engineer of largest duplication operation in a far western state. Age 28, heavy maintenance-operations background, professional management orientation, relocate worldwide, inquiries forwarded via: Engineer, 849 Calle Aragon, Tucson, AZ 85706.

SITUATIONS WANTED NEWS

Street reporter. Experienced, Top 75, with BA Journalism. Currently full time radio, want back into TV or R-TV combo. VTR available. Box T-26, BROADCASTING.

Weekend TV anchor at top station in state seeks position as news director, medium market. 30 B.A., Journalism, experience in reporting, writing, producing, editing. Resume on request: Box T-201, BROADCASTING.

Anchor seeks anchor/reporter position, Thirty-one. Creative and personal VTR available. Box U-1, BROADCASTING.

An experienced female television anchor/story-reporter in 30’s market is looking for a similar position with a creative station. Box U-3, BROADCASTING.

Female with network newsroom experience seeks news report/reproducer position. M.A. radio-television. Box U-14, BROADCASTING.

Enthusiastic young man, B.J. in broadcast news, University of Texas, seeking job in television/ radio, medium to large size market. Strong PBP, football, baseball, basketball experience in news and sports. 2 yrs. television. Prefer Texas market. Box U-18, BROADCASTING.

Independent broadcaster Top 40 seeks anchor in small or medium market. Experienced. B.A. VTR available. Box U-36, BROADCASTING.

Number one anchorman in 29th market looking for upward move to good news station. Young, personal- ible, masters degree. Contact Dave Layman WJAR-TV, Providence, RI. 401-751-8566.

Experienced professional with eight years radio, seeks position in television news. Westpheling, 584 Sierra Vista, CA 93551. 805-343-7075.

Anchor, medium-small market, 5 years experience including top-5 market. Good writer, interviewer. Street reporter, statehouse correspondent, documents, 272-352-4560.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

1976 Graduate with B.S. degree in telecommunications seeking entry level position in TV production. Location and salary open Box 1-179, BROADCASTING.

Producer-director/announcer; Major market independent and network affiliate experience. Degree, Experienced in many phases of TV production. All considered, Canastota, N.Y. 13032. 315-697-5400.

CABLE HELP WANTED TECHNICAL

Large midwestern CATV system seeking chief engineer: Knowledgeable in AML, microwave, system construction and design. LO equipment maintenance. Must be an administrator. Reply Box U-21, BROADCASTING.

WANTED TO BUY EQUIPMENT

Want to buy 5 KW AM transmitters, two tower phasers, and emergency power generator. Box T-47, BROADCASTING.


We need used 250, 500 1 KW, 10 KW AM and FM transmitter, No junk. Guarantee Radio Supply Corp., 1314 Hibsdale St. Laredo, TX 78040.

FOR SALE EQUIPMENT


FM stereo equipment; stereo generators, Sparta 682. Stereovox VAM FM limiter, CBS 4110. Stereoaudix AGC, CBS 4450A. All excellent condition, available immediately $900 each or offer. CE, KZAP, Box 511, Sacramento, CA 95803, 916-444-2601.

Two 3M Dropout cabs, w/VR-1200 interfacing kits. Used one month. Better offer. C. Eggol, WKTQ, PO Box 2, Utica, NY 13503.

Marti STL 8 microwave receiver and transmitter. Recently factory checked. $1,100. CBS, 4300 Monatul audio 1 year old, WQII, 809-790-5001. D. Glennon.

2 Norelco PTG 72-B cameras complete with SONY TV 13 lens, rack mounting, cable, control console, CZB 12 black and white monitor, R529 waveform monitor, Vinten Mark 3 color head, Vinten Mark 2 pedestal and Plumbicon tubes. Excellent condition, approximately 50 hours usage. Make offer: Byron Motion Pictures, 65 K St. N.E., Washington, DC 20002. Phone: 202-783-2700.


Rohn tower, 290 feet of used tower, lower 2 sections of No. 45G and 8 sections of No. 55G, $5,200.00 or best offer. Stan. Eager, GA 30222 Telesfer Court, Falls Church, VA 22042. Phone: 703-580-6800.


COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners. 510, Catalog free! Edmund Orrin, 278-B West Roberts, Fresno, CA 93711.

Contemporary comedy! Most usable deejay service available! Hundreds have renewed! Freebie! 5804-B Twinning, Dallas, TX 75227.

Comedy Today. Over 200 1-liners per monthly issue. Take advantage of our special bicentennial discount! Through July 31. We are offering 6 months of "Comedy Today" for only $17.76 (Reg. $25.00)! Send check or money order to: S.F. Comedy Pool, 350 Turk St. No. 1501, San Francisco, CA 94102, c/o Canto.

Obits. No hype. You be judge of free comedy sample! Obis, 366-C West Bullard, Fresno, CA 93704.
COMEDY CONTINUED


MISCELLANEOUS

Omega State Institute, formerly Elkins Institute, proved.

programming


technical opportunities

MATV installation business your top, part time. $2000.00 day possible. Melvin Cohen, Box 609, Boynton Beach, FL 33435.

tower service

New and used towers. Also erection and painting. 40 years experience. Very reasonable prices. Angle Tower Erectors, PO Box 55, Greenville, NC 27834.

Instruction

REI teaches electronics for the FCC first class license. Over 90% of our students pass the exam. Classes begin August 2 and Sept. 13. Student rooms at each school.

REI. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

REI, 2402 Tidewater Trall, Fredericksburg, VA 22401. 703-373-1441.

announcing & radio production. Learn at Omega State Institute.

FCC First Class License. Prepare for your test at Omega State Institute.


1st Class FCC. 6 wks. $45.00 or money back guarantee. VA approved. NA&l Inst. Communications. 11488 Oxnard St. N. Hollywood, CA 91606.


get your first to get there first! Don Martin School of Communications. Since 1937, training Broadcasters for Broadcast! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School. 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. Call 213-462-3281 or 213-657-5886.

Job opportunities and announcer-dj-1st class FCC license training at Announcer Training studios. 152 W. 42nd St., 3rd Floor. NY&c. Licensed and V.A. benefits.


RADIO

Help Wanted Management

Marketing Director
Broadcast Products

Director of Marketing to assume responsibility for marketing established product line of electronic audio/video studio and production equipment. Responsibilities include sales, selection and supervision of reps, identification of new market areas and products, and assistance in new product specification and development. Position reports directly to corporate vice-president and it requires close working relationship with engineering and production departments. Successful candidate must have proven equipment sales experience in the broadcast industry as well as technical knowledge of studio operations and equipment. Desirable Washington, DC area location, with relocation allowance.

Box U-19, BROADCASTING.

Help Wanted Announcers Continued

56 K L Z Denver seeks STRONG PERSONALITY (MOR) NOW. Tremendous facility, great company in sports-minded growth area of Denver. K L Z is personality news, and sports minded. If you are a STRONG personality, submit resume and tapes to Art Wadwell—Group Sales Consultant, #5 Copley Rd, Akron, OH 44320. This EOE is people-oriented and personality minded.

Help Wanted News

Major Market News Reporter

WGBST Radio is looking for a superior news reporter, with a minimum of three years medium to major market experience. Applicants must be strong in all facets of news reporting. We are an equal opportunity employer. Please send tape and resume to News Director, WGBST Radio, PO Box 11920, 550 Phar Road, N.E., Atlanta, Georgia 30325.

settings Wanted Management

Group Mgrs & Owners

Major Mkt G.M./PD. Team

Need New Challenge! A rare opportunity! Successful and very creative contemporary radio management team will be available for a new challenge. We have topped the best in our major market and want to do it again! We're highly creative and self-starters with heavy experience in sales, programming and promotion management. We have programming and sales personnel that can spell death to the station across the street! We demand good money while you make great money. Want permanent home with a broadcast company that wants to grow. Write for our credentials and you'll want to talk!

Box U-24, BROADCASTING.

Help Wanted Sales

SALES POSITIONS

An opportunity to join a young expanding broadcasting company. We are looking for aggressive creative salespersons for our stations.

Our group consists of WBEN, Buffalo; WEZE, Boston and WLKW AM/FM, Providence. In three years of operation all three General Managers have been promoted from within our company.

Tremendous opportunity for financial and career growth. Send resume to:

William M. McCormick
President
McCormick Communications, Inc.
One Beacon Street
Boston, Mass. 02108
An Equal Opportunity Employer

Help Wanted Announcers

Talk Show Personality

For Major Market Radio Station

Top ten market 50,000 watt radio station seeks competent, professional talk show personality. Great station. Great salary. Open. Send resume to Box T-183, BROADCASTING.

An Equal Opportunity Employer *present personality is area of this change.

Help Wanted News

A News Pro Wants to Move Up

Now a member of a highly respected, award winning news department of top midwest market station. Versatile style, adaptable to almost any format. Strong voice and top notch writing ability, along with accurate reporting.

Box U-4, BROADCASTING.

Help Wanted Announcers

YOU BELONG IN BROADCASTING!

1735 DeSales Street, N.W.
Washington, D.C. 20036
Help Wanted Sales

TV EQUIPMENT SALES
High quality professional broadcast products sales. Opening available in mid-west and east coast. One of the most respected names in TV switchers, computer editors, and automation. Mail resume and salary requirements to:

Bob Faulkner
National Sales Manager
General Dress Fronts Co.
331 W. Northwest Highway
Palatine, Illinois 60067

SWITCHER SALES: Locate L.A. area, willing to travel West coast. Like to sell quality products. Write:

Nubar Donoyan
Vital Industries, Inc.
3700 N.E. 53rd Avenue
Gainesville, FL 32601, Tel: 954-378-1581

Help Wanted Operation

Expanding News Operation
Top 20 Network VHF station needs key on-air performer and gateway for September start:

1. Co-Anchor Person
   *will co-anchor nightly news broadcasts
   *must have solid broadcast news background including experience in writing and editing copy, on-air writing and interviewing. Knowledge of film/tape packages essential. Knowledge of ENG operations desirable.
   *Reporter
   *will handle general news assignments
   *ability to write solid copy a must as is knowledge of what makes a good film/tape package
   *must have appropriate background
   Salary for both positions comparable to other major markets. Pleas reply promptly. In confidence to:

Box T-136, BROADCASTING
An Equal Opportunity Employer M/F

Sports Director
Major market station needs person to head up one person department. Will create film/VTR pieces, and deliver sports segments in newscasts. Must have similar experience. Salary commensurate with background and ability plus fringe.
Send resume to: Box T-142, BROADCASTING
An Equal Opportunity Employer M/F

Help Wanted Programming, Production, Others

Local Daytime Personality
Major market station starts a new daily variety talk show in Fall. Needs personable, attractive, exciting host/hostess to put it all together and guide formulation and direction of program. Requirements include experience in producing similar programs and on-air performance, including interviewing. Background in writing copy, film/VTR production and news reporting desirable.
Salary open, plus fringe benefits.
Send resume and tapes in confidence to:
Libby Stevens, Personnel Manager
WMAR-TV
6400 York Road
Baltimore, Maryland 21212
An Equal Opportunity Employer M/F

Placement Service

RADIO-TELEVISION-CATV STATION OWNERS & MANAGERS
We will recruit your personnel at no charge to you. Call the
"PERSONNEL HOTLINE"
305-659-4513

Flags

OVER 100,000 KITS SOLD BY THE MILL
W/6 Ft. Jointed Metal Pole & Accessories
Made in U.S.A.
Ideal for Bibliocentric Promotion
We Print OR Write to Order For Catalog
FREE LOAN 16mm FILMS
ASSOCIATION FILMS, INC.
For programming assistance. call collect
Ridgefield, N.J. (201) 543-3855, Leesburg, H. (330) 354-7422, Dallas
(214) 528-6777, Atlanta (404) 458-4753, San Valero, Cal. (213) 757-6200

Free Film

There is still plenty of time to have "your man" reporting from the Montreal Olympic Games, July 16-August 1. Three to ten live personalized reports daily with station and sponsor opening and closing. As low as $1.00 per report for all markets. Call Sports Corporation of America, Lantana, Florida, 305 582-2474.

Personalized Convention Coverage
From New York and Kansas City Personalized for your station and sponsor
We pay line charges
Sports Corporation of America
Lantana, Florida 305 582-2474

Jingles

MOOG MUSIC
Exclusive market. Affordable. Beds and production effects for: News, Commercial; Sports; Cash-call; etc.
Package 11A with 10 cuts. $150
Package 11B with 36 cuts... $300
DAVID SMITH MUSICAL PRODUCTIONS
27 Colonial Hts, Pkwy. St. Louis, Mo. 63141
(314) 589-0757

Miscellaneous

100% ID TRADE
Gwin sound (Dallas) Ids free for major market radio in return for broadcasting Top quality, 30 minute, Church program on Sunday. Send coverage map, 52 time 30 minute rate, and musical format... No obligation. De-Muck
Simms & Co., 914 Center Avenue, Oshkosh, Wisconsin 53070.

Buy-Sell Trade

CHARGE A-TRADE
Top 60 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. FREE BOOKLET AVAILABLE CALL TOLL FREE 800-325-5858 (except Florida)
3081 E. Commercial Blvd, L.auderdale, FL 33308 (305) 979-2700
FORT LAUDERDALE-SUNBRISEBROADCASTING CORPORATION

Wanted To Buy Equipment

AUTOMATION GEAR
Used, but of recent vintage. If you are disillusioned with automation and have returned to live programming, we may have a customer for your idle equipment. Should be bugless, State make, model, specific gear involved and price. Box U-16, BROADCASTING.

Wanted To Buy Stations

SELL or MERGE.
Growth oriented group is interested in acquiring top 100 market FM stations or full-time AM/FM combinations. Cash or possibility of exchanging stock. Write Box Curtis, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631 or call 312-693-6171.

For Sale Stations

One of the best small market West Texas Fulltime AM Highly profitable
Solid billing $385,000
Only financially qualified buyers need inquire
Box T-204, BROADCASTING.

PACIFIC NORTHWEST
Full time. Small market exclusive. Grossing $65,000. Price $125,000. Terms.
Box U-25, BROADCASTING.

For Fast Action Use
BROADCASTING's
Classified Advertising

Broadcasting Jul 5 1976 55
The most up-to-date, complete and accurate single volume on the development of radio and television now available.

AMERICAN BROADCASTING: A Source Book on the History of Radio and Television by Lawrence W. Lichty and Malachi C. Topping

A skillfully edited anthology of 93 selections, this unique source book provides a comprehensive description and analysis of broadcasting in America from its pre-history to 1975.

Articles by such notables as: Edwin H. Armstrong, William L. Shirer, Edward R. Murrow, Samuel Goldwyn, Frank Stanton—to name but a few.

A must for every broadcaster's library. 723 pages, notes, tables, bibliography, index, chronological table of contents. $26.50.

Broadcasting Book Division 1735 DeSales St., NW Washington, DC 20036

Send me a copy of American Broadcasting. My payment of $26.50 is enclosed.

Name __________________________ ________________

Address ____________________________

City State ZIP ____________________________

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FOR SALE STATIONS Continued

OUTSTANDING COMBINATION. Strong FM with non-directional AM in large major Eastern metropolitan market. Separate programming and sales. Valuable real estate and very extensive automation. Excellent growth record with strong sales. $875,000 cash. Reply to Box U-47, BROADCASTING.

Oklahoma Daytime—Class C FM, single market, $175,000. Major market. Full time AM, Southwest, $1,000,000 liberal terms. Norman Fischer & Associates, Inc. PO. Box 5308, Austin, TX 78763 (512) 452-6489.

TOP SOUTHEASTERN AM Price—$750,000. Number one facility in dynamic growth market. Full time, wide coverage, excellent low frequency. Contact: Edward E. Murry III AC 615 747-9437 J.C. BRADFORD & CO. 170 Fourth Avenue North Nashville, Tennessee 37219


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BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., NW, Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

—Help Wanted, 50c per word—$10.00 weekly minimum. (Billing charge to stations and firms, $1.00.)

—Situations Wanted, 40c per word—$5.00 weekly minimum.

—All other classifications. 60c per word—$10.00 weekly minimum.

—Add $2.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) $25.00 per inch.

—All other $45.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols, such as roman, 0, OD, SQM, etc. count as one word. Hyphenated words count as two words.

Name __________________________ ________________

Phone __________________________ ________________

City State Zip ____________________________

Insert time(s). Starting date __________ Box No. __________

Display ___________ (number of inches).

Indicate desired category: __________________________

Copy: __________________________ ________________

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FOR SALE STATIONS Continued

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles

Contact: William L. Walker
Suite 806, 1712 DeSales St., N.W.
Washington, DC 20036

202-233-1863

CHAPMAN ASSOCIATES
 nationwide service

1835 Savvy Drive, Atlanta, Georgia 30341

The broadcasting newsletter of broadcasting and allied arts
### Broadcasting

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### Broadcasting with other major interests

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### Total market capitalization

- **Total** 76,468
- **Average** 3,305,339

### Net change in weeks

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### Total market capitalization

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Don Thurston: model man for the small market

When the National Association of Broadcasters' radio board elected Don Thurston its chairman last month, it promoted to the top radio post one of its foremost citizen-bridger. The word has special meaning for Mr. Thurston as it seems to have to the entire breed of activist small-market radio operators that he personifies. It means total and active involvement in community life—government, business, church, his own industry.

To someone less committed to doing good works than Mr. Thurston, just listening to his list of activities is fatiguing. At home in North Adams, Mass., he is lay leader and chairman of the administrative board of the First United Methodist Church. He is a director and trust committee member of the Berkshire Bank & Trust Co. He is past president of the Chamber of Commerce and the Industrial Development Commission and is president of the local real estate development company revitalizing downtown North Adams. He was an original member of the Massachusetts CATV Commission. He is beginning his eighth year on the NAB board, during two of which he was radio board vice chairman (1968 and 1975). And he is past president of the Massachusetts Broadcasters Association.

The list continues. And all that is in addition to the business he presides over that includes three radio stations, a radio common carrier, a background music service and a telephone answering company.

"I'm a very active citizen.," Mr. Thurston says. "I don't believe in being a passive participant in anything." As he extends the thought, it almost becomes a cliche, but he sees no need to apologize: "I think you should put more into life than you take out. And if you do, you always wind up getting more than you ever put in anyway."

Mr. Thurston has been a small-market broadcaster since the day he began his radio career in 1949. "I'm not really sure why," he says, "I've always worked in small towns." Son of a Gloucester, Mass., shipbuilder, whose spar yard and ship-rigging business folded during the Depression, Mr. Thurston finished high school in Kennebunkport, Me. He went to a radio trade school for a year, which prepared him for his first-class radio-phone license, and took his first job at age 19 in a small town. He was made announcer-engineer at WTNM (AM) St. Johnsbury, Vt. His next job was in an even smaller town, Newport, Vt., where at age 21 he was made general manager of WKEIAMF, a station he put on the air. He stayed in Newport until 1960 when he was able to acquire a one-third interest in WMNB (AM) North Adams, Mass., a town whose population today is only 18,000. With the former governor of Rhode Island, William Vanderbilt, as silent partner, he now has the controlling interest in WMNB-AM-FM and WSSB (AM) Great Barrington, also Massachusetts.

"The lure of the major market was never there," Mr. Thurston says. It still isn't. "I'm the kind of guy who likes to feel the results of what he does," he says. "I think you have a greater variety of experience and quicker response from broadcasting in small markets than you do in large markets. I don't have to wait for the rating books to come out. All I have to do is walk down the street to know whether an editorial succeeds or fails, to know whether there's any kind of reaction, to know whether I have a good announcer or a bad one, to know if the advertiser got any results."

"That's very exciting, very rewarding and at the same time very challenging."

He continues, "Community broadcasters get into all kinds of things. I've done things in a small market that I would not have been able to do had I migrated to a major market." For instance, "I'm a bank director ... I would doubt that I would have had that kind of opportunity in Boston or New York."

Mr. Thurston is a positive, optimistic man. He is at the same time one of NAB's biggest critics. "I think we've kind of gotten trapped in the present," he says. "It seems like we're always putting out brushfires ... reacting to things that are happening to us on a daily basis. I don't think we've spent enough time, nor is the organization properly positioned, to step back and smell the roses, to take some long looks down the road as to where this industry is going to be 10 years from now."

When Mr. Thurston refers to the industry, he means the whole communications business, including broadband communications by wire. In his opinion cable television is one of those issues to which NAB is merely reacting. His own position on cable TV is complicated, based on his experience as a regulator of cable in Massachusetts where for three years he was one of seven members of the state cable commission.

In sum, Mr. Thurston believes that cable ownership should be separated from cable programming and that broadcast-cable crossownership rules should be eliminated. Some of the larger cable multiple system operators are trying to compete for power with the networks, he thinks, and are headed down a dangerous path toward vertical integration—controlling programming, distribution and point-of-purchase sales.

"If cable allows for the complete redistribution of the electromagnetic spectrum within a community, you should no more allow that to be controlled by any one person or corporation than you would reassign all the licenses in the city of Boston to one licensee," he says.

"I really wish we were talking about some basic issues such as that rather than how many signals are going to be imported from where and how much are you going to pay on copyright. ... Maybe it's time for NAB to re-examine the position."

When Don Thurston says it is time for NAB to change its thinking, people listen. He is a pragmatist whose fairness on issues and with people has brought him high regard on the NAB board. His articulateness is enhanced by a natural radio voice.

He is in fact the leading candidate now to become the next chairman of the NAB joint board. That is according to well-placed sources on the board, who note that with eight years on the board, Mr. Thurston will have paid his dues to the industry.

Mr. Thurston stiff-arms that kind of speculation about his future. He says for now he is more concerned about the reorganization of the association's staff and committees now under consideration by a special board task force to which he has been assigned (Broadcasting, June 21). Nevertheless, if nominated for the job next year, he would run.

Profile

Dragnet

With considerable reason, broadcasters are objecting to a question contained in the radio and television license renewal forms. It is that the FCC recently “simplified.” Indeed the complaints are meritorious enough to have persuaded the General Accounting Office, which must clear governmental questionnaires, to put a hold on the FCC forms pending investigation.

The question (number seven in the radio form, four in the television) asks whether “any party to the application” has been accused or convicted by “any court or administrative body” of a crime involving “moral turpitude” or violations of any law relating to lotteries, restraints of trade or unfair competition. In a report accompanying its release of the new forms, the FCC said the reportable offenses would include “alleged violations of the Civil Rights Act, the National Labor Relations Act and the Securities Exchange Act in the operation of the station for which renewal is requested and in the conduct of the nonbroadcast associations of the renewal applicant and parties to that application.” Understandably, the broadcasters are criticizing the question for its apparently unlimited scope.

To begin with, “any party to the application” has been defined as any stockholder, however small his holdings. The larger public companies in broadcasting would face the absolutely hopeless task of polling their thousands and thousands of investors in search of offenses, large and small, proved or merely alleged. “Moral turpitude,” as the petitioners for reconsideration pointed out, can cover almost anything. As written, the question could imperil a license held by, say, CBS if one of its 40,000 stockholders turned up as the defendant in a suit for alienation of affections.

It cannot have been through inadvertence that this palpably absurd provision got into the revised forms. A question of lesser sweep was extensively discussed in the many comments filed in the rulemaking that preceded the revision.

Whatever the reasons for the FCC’s action, it must be modified. The commission may legitimately inquire into proved offenses relating to the licensee’s operations and committed by anyone who exerts control. To go beyond that is an act of regulatory abuse.

The moving medium

Some 900 people were on hand for the radio workshop conducted by the Association of National Advertisers and the Radio Advertising Bureau in New York last week. It was a good turnout, probably a record for this annual event, but it’s a pity it wasn’t larger. It would have been to the benefit of all companies having products or services to sell to a mass market if they could have had decision-making executives in the audience.

The surest advertisement, of course, is a satisfied user, and the program was filled with those: executives who could—and did—testify from first-hand experience to radio’s ability to get out the buyers. They told how radio worked and is working for a diverse range of products, from coffee to car mufflers, cereals to air line seats. One speaker alone, Alex Kroll of Young & Rubicam, cited more than a dozen radio campaigns in merely illustrating different creative approaches that have been outstandingly successful.

Radio’s cost advantages did not go unnoticed, of course. One or two speakers may have gone too far in making it appear that television is the big offender among media in raising rates, since in fact the inflation in TV rates has not kept up with, well, inflation generally and certainly not with inflation in print media charges. Yet it is a fact that radio rates are notoriously low, and though we would hope they are being brought closer to where they should be, they still represent the biggest bargain in all mass media.

As speaker after speaker demonstrated, however, radio has a lot going for it aside from low cost: Properly used, it moves goods. That’s the bottom line. And more and more advertisers are getting the message. Estimates presented by Miles David, RAB president, indicated that billings this year are running 20% ahead of last year’s pace, and this, if maintained, could make 1976 radio’s best growth year since the mid-1940’s. Good as that would be, it would be infinitely better if more of the foot-draggers and holdouts could have been there to share the enthusiasm that was evident at last week’s workshop.

Fitting the occasion

It was something of a Bicentennial affirmation of the First Amendment (which itself won’t reach its 200th birthday for another 15 years) when the U.S. Supreme Court last week declared a gag order issued by a Nebraska court to be unconstitutional. The news media, including broadcast, that elected to carry this case to its conclusion were entitled to shoot off extra firecrackers during yesterday’s celebrations of the Fourth.

The court was unanimous in deciding, with Chief Justice Burger who wrote the main opinion, that the Nebraska judge violated the freedom of the press when he barred news coverage of an accused murderer’s alleged confessions or of any other implications of guilt. Five justices, however, indicated in separate views that although they concurred with the chief justice’s conclusions, they would have preferred a ruling that was more absolute. The chief justice had said there might be situations in which a trial judge could constitutionally gag the news media to protect a defendant’s right to a fair trial.

For broadcasters there was an extra measure of reassurance in the opinions emerging from the court. In the chief justice’s main opinion, broadcasting was explicitly included among the media that compose “the press.” A footnote on the opening page of a concurring opinion by Justice Brennan, with Justices Stewart and Marshall joining, said: “In referring to the ‘press’ and ‘publication’ in this opinion, I of course use those words as terms of art that encompass broadcasting by the electronic media as well.” It’s the kind of a decision to be quoted again—and again.

“Miss Hewitt, I’d like you to type up the vacation schedule. You go Monday, 10 to 2; Wilson goes 2 to 6; Harris, Tuesday 8 till noon; the engineers are all off Tuesday afternoon; Thomas, Wednesday 9 to 3; Nilson, Wednesday . . .”

Illustrated by Jack Schmidt

It’s the kind of a decision to be quoted again—and again.

Broadcasting Jul 5 1976
What do these six signatures have in common?

Each one identifies somebody. And only one somebody. The first five identify the winners of our recent trademark contest. (Congratulations!) The last one identifies us. And only us and our products. For instance, there are other copiers on the market, but only those with our signature are Xerox copiers. We're proud of our signature. Because, just like anybody's, it's one of a kind.

XEROX
Newsfilm Station Of The Year
National Press Photographers Assoc.

Outstanding Documentary (Northeast)
Radio-Television News Directors Assoc.

Outstanding Spot News Reporting (Northeast)
Radio-Television News Directors Assoc.

Outstanding News Special
Baltimore/Washington Emmy Award

Outstanding In-Depth Reporting
Chesapeake Associated Press Broadcasters

Outstanding Community Service Program
National Kidney Foundation

Outstanding Special News Report
Baltimore/Washington Emmy Award

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