Broadcasting convenes the nation again: last week the past, this week the future

Broadcasting

The newsweekly of broadcasting and allied arts

Our 45th Year 1976

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Presents

Time Capsule

Spanning the Decades of News!

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WLS-TV, Chicago
KABC-TV, Los Angeles
KGO-TV, San Francisco

WXYZ-TV, Detroit
WTAE-TV, Pittsburgh
WBAL-TV, Baltimore
WISN-TV, Milwaukee

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RADIO ARTS PRESENTS

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A Complete Format Service for Automated & Non-Automated Radio Stations

"The Entertainers" Brings Back the Music to MOR Programming. Radio Arts has studied the nation to determine the music listening tastes of adult America. Never before has a program service company undertaken such a major research project. "The Entertainers" reflects those discovered coast-to-coast MOR listening preferences. At last, the definitive adult MOR format, matched to the mood of America.

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"The Entertainers" is current and all time at the same time. The veteran superstars who fill the Vegas showrooms and the network TV screens return to radio. They're joined by today's great new stars in an exciting, mood setting blend of the most familiar music of our time. Music that has lasted and that will last. Yesterday's hits that are today's standards and today's hits that will be tomorrow's favorites.

"The Entertainers" may be your answer too. The list of "Entertainer" stations grows steadily, large markets and small, AM and FM, automated or not. From Soldotna, Alaska to Baltimore, Maryland the sounds of true adult MOR are now being provided eager audiences. Many more stations are preparing to become their market's "Entertainer."

If you'd like to present your listeners the very best in adult MOR, make your station an "Entertainer."

Mail This Coupon or Phone Collect to Learn if Your Market Is Still Available

Radio Arts, Inc.
210 N. Pass Avenue
Burbank, California 91505

Yes! I'd like a copy of "The Entertainers" Demo tape.

Name__________________________________________________________
Title__________________________________________________________
Station________________________Present Format:_________________
Address________________________________________________________
City________________________State________Zip____________________
Telephone________________________

For further information, call collect to Phillip Koener, Radio Arts General Sales Manager.

Radio Arts, Inc.
Suite 104, 210 North Pass Avenue, Burbank, California 91505 (213) 841-0225
HERE'S WHY: DONAHUE'S MAY '76 RATINGS CONTINUE TO SHOW TREMENDOUS GROWTH. THAT'S WHY NEW MARKETS ALL OVER THE COUNTRY ARE GOING WITH DONAHUE THIS FALL... MARKETS LIKE NEW YORK, LOS ANGELES AND PITTSBURGH. JUST TAKE A LOOK AT DONAHUE'S LATEST RATINGS COMPARED TO MAY '75 RATINGS OF THE SHOWS HE REPLACED.*

<table>
<thead>
<tr>
<th>MULTIMEDIA PROGRAM SALES</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAKE HIM YOUR FALL GUY.</td>
</tr>
</tbody>
</table>

**BaltimoreWBAL**
- Donahue 5/76: 5
- Trimmastics 5/75: 35
- Households: 36
- Total Women: 28
- Women 18-49: 9

**Cincinnati WLWT**
- Donahue 5/76: 8
- Hollywood Squares/Hi Rollers 5/75: 6
- Households: 51
- Total Women: 45
- Women 18-49: 23

**Detroit WJSK**
- Donahue 5/76: 7
- Price is Right/Now U See It 5/75: 5
- Households: 115
- Total Women: 100
- Women 18-49: 69

**Ft. Wayne WPTA**
- Donahue 5/76: 7
- Cross Talk/Split Second 5/75: 1
- Households: 15
- Total Women: 15
- Women 18-49: 8

**Philadelphia WPVI**
- Donahue 5/76: 5
- AM America/Money Maze 5/75: 2
- Households: 129
- Total Women: 109
- Women 18-49: 57

**San Diego KCST**
- Donahue 5/76: 4
- Bewitched/Lucy Show 5/75: 1
- Households: 22
- Total Women: 19
- Women 18-49: 14

**Toledo WTON**
- Donahue 5/76: 7
- Women Only/Tattletales 5/75: 4
- Households: 31
- Total Women: 26
- Women 18-49: 12

Make Donahue your Fall Guy. Fresh, new shows daily in 30 and 60-minute formats.
Call Don Dahlman, Lee Jackoway or Roger Adams at (513) 352-5955.

*Source: ARB, May 1975 & 1976; NSI, May 1975 & 1976. Audience and related data are based on estimates provided by the source indicated and are subject to the qualifications issued by this service. Copies of such qualifications are available on request.*
Good Day!, available for the first time in national syndication through Syndicast Services:

... is thirty minutes, five days a week, packed with guest celebrities, remote location features, informative "how-to" segments, consumer and medical experts, musical and comedy entertainment.

... has proven successful for the past three years on WCVB-TV in Boston in out-ranking talk shows, soap operas, game shows, and "Dinah!

... is co-hosted by one of the most outstanding and experienced teams on television, award-winners John Willis and Janet Langhart.

... is capable of delivering more 18-49 year-old women than your competitors.

... has also aired in six states on the New England Network since September, 1974.

And best of all, Good Day! is now ready to expand its success story to your market beginning September 6, 1976!

Good Day! is already sold in 45% of the country, including:

New York  St. Louis
Los Angeles  San Diego
Chicago  Nashville
Pittsburgh  Washington, D.C.
Kansas City  Philadelphia

For more information and a screening, contact:

SYNDICAST SERVICES INC.

919 THIRD AVENUE. NEW YORK 10022
212-751-3094
OH SAY COULD YOU SEE...AND HEAR □ CBS had Operation Sail and WMAI-TV Washington had the Grand Parade as part of the July 4 weekend coverage of Independence Day festivities that filled the airwaves. PAGE 19. But many people preferred to watch them in person, according to the overnight Nielsen ratings for prime time network coverage. PAGE 20.

SHOCKER FOR LAWYERS □ Washington attorneys are upset by action of D.C. Bar Ethics committee. It stems from tentatively adopted advisory opinion that would restrict flow of lawyers between government and private business and in some instances require law firms to give up certain cases before government agencies. PAGE 22.

DENVER REACTION □ House Communications Subcommittee hearing in Colorado hears broadcasters' criticism of family viewing. Session was one of two to be held in field to get reading on that concept and children's TV. PAGE 23.

POST MORTEMS ON WESH-TV □ In the aftermath of the close call at the FCC for the Daytona Beach, Fla., station, BROADCASTING examines comparative procedures that are being questioned. The Wiley and Robinson dissents particularly point out that their opposition was not to the renewal, but to the method used to reach the decision. PAGE 25.

RENEWAL PRESSURES □ Discrimination against blacks in employment and programing is the thrust of mass challenges to stations in Tennessee and Indiana. PAGE 28.

GEORGIA GROUP PERSISTS □ The FCC's refusal to permit reimbursements in fairness complaints is taken to appeals court in New Orleans. Instituting the action is a group of Georgia Power Co. customers. PAGE 28.

WHERE THINGS STAND □ FCC answers Moss subcommittee request for status report on a number of current topics. Commission says present regulations are sufficient for cable, denies agency has probroadcasting tilt. Other subjects: satellite-to-home service, UHF reception, feasibility of a five-member FCC, conflict of interest, reimbursements to public interest groups. PAGE 29.

CABLE PREDICTING □ Econometric model of an urban cable television system that the FCC had hoped would help in policy formulation does not justify those expectations. However, the Johns Hopkins model does provide some guidance on market competition questions. PAGE 30.

OKLAHOMA CABLE SUIT □ NCTA opposes dropping of antitrust suit that Cablecom General has filed against Hugo city officials. Association says charges are unprecedented and need to be resolved. PAGE 31.

HANDS TIED □ Networks and programers file comments with FCC on prerelease of shows in Canada and feel that the commission is powerless to intervene. PAGE 32.

DISRUPTION FEARED □ The Corporation for Public Broadcasting and the Public Broadcasting Service add their objections to the FCC's Midwestern Relay Co decision, alleging it endangers their satellite plans. PAGE 33.

BUYING BAROMETERS □ Spot TV's top-20 categories increased their investments in the first quarter of this year to $454.9 million. In another report, network television advertising in May rose to $245 million. PAGE 34.

IN THE GARDEN THIS WEEK □ The Democrats get their big show going today in New York's Madison Square Garden and the networks are ready. This week's coverage and coverage of next month's Republican convention in Kansas City is expected to cost up to $30 million, CBS-TV and NBC-TV go gavel-to-gavel reporting. PAGE 35.

EXPERIENCE IS THE BEST TEACHER □ And MCA TV's Don Menchel is a good pupil. His 20 years of programing and sales knowledge have earned him the respect of all, both in and outside the syndication field. PAGE 57.
GETTYSBURG BATTLEFIELD

During the year, approximately one and one-half million people visit here, to tour this world-famous battlefield where one of the most decisive battles in history was fought in 1863. Shown here are just two of the more than 2,300 markers and monuments which indicate the location of important actions on the historic battlefield.

PENNSYLVANIA
Pioneer and still the Leader

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

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

*Arbitron Television Audience Estimates, May, 1976, Sign-on to Sign-off. Audience estimates subject to limitations published by ARB.

STEINMAN TELEVISION STATIONS

WTEV Providence, R. I./New Bedford-Fall River, Mass.
Signs of life
Technical news at this week's Democratic national convention may be livelier than political news. There were persistent reports that AT&T had worked optical fibers into its wiring of Madison Square Garden convention site to make publicity splash, but phone company spokesman said not so. Subsidiary Bell Labs and Western Electric will, however, demonstrate experimental optical-fiber system this week at WE's Norcross, Ga., plant. (Teleprompter last week installed optical-fiber link in Manhattan cable system (see page 22).) Also at Democratic convention there's good chance latest generation of electronic minicameras will be introduced. Thomson-CSF Labs' Microcam, with total weight of 11 pounds including lens, viewfinder and associated electronic hip pack, was being tested by CBS News last week and was said to "look good."

As for convention itself, affiliates of CBS-TV and NBC-TV—which plan virtual gavel-to-gavel coverage as opposed to selective reporting by ABC-TV (see page 35)—were worrying about losing viewers in droves. Network news executives said, however, that it's not their job to enliven convention, though they'll do what they can within journalistic reason to brighten their coverage. If they have any spectacular plans, they're keeping them quiet.

Hot properties
ABC-TV says no comment, and Columbia Pictures Industries officially denies it, but reliable sources say ABC has just bought Columbia's new movie package, which reportedly contains such potent titles as "Funny Lady" (starring Barbra Streisand and James Caan), "Shampoo" (Warren Beatty, Julie Christie, Goldie Hawn), "Taxi Driver" (Robert De Niro, Cybill Shepherd) and "The Fortune" (Jack Nicholson, Warren Beatty).

Sources say NBC-TV rejected packages because of editing problems, particularly with "Shampoo" and "Taxi Driver," both R-rated pictures. CBS-TV dropped out of bidding because, for one thing, it has only one prime-time movie period per week. ABC-TV has two.

Off with their heads
Two more licenses have fallen to new ethic proclaimed by FCC Chairman Richard E. Wiley. White Mountain Broadcasting is said to have been denied renewal for its WMOK(A) and WXLO(FM) Berlin, N.H., because of double billing. Administrative law judge in case, James F. Tierney, had recommended one-year renewal, $10,000 fine and order requiring licensee to make full restitution of

revenues acquired through double billing (Broadcasting, Feb. 9). But commissioners are insisting on death penalty, as they have in previous cases involving fraudulent billings. Commission order in case is expected to be issued soon, possibly this week.

Memory bank
Senate Communications Subcommittee Chairman John Pastore (D-R.I.), who retires this year, has set his subcommittee counsel, Joseph Fogarty, and one intern to work weeding out communications papers from his 21 years at helm of subcommittee. Those and others of senator's papers will be donated to Providence (R.I.) College, which will dedicate section of its new library to Mr. Pastore. Mr. Fogarty, who is expected to be nominated for seat on FCC, has barely begun task. Two weeks ago he flew to Providence, at Commerce Committee expense, for day of talk with college's archivist. Last week he began opening up 50 crates stored for Mr. Pastore at Archives in Washington.

Mr. Fogarty says material, much of it internal memos to senator from former counsel, Nicholas Zapple, and outside correspondence, will be real boon to communications historians. Such wealth of background material on issues such as fairness doctrine, public broadcasting and Comsat, all of which were legislated during Mr. Pastore's chairmanship, has never been amassed at one library before, he said.

Out for record
Recurring reports at staff level that Commissioner Robert E. Lee will retire soon are summarily dismissed by FCC's dean with observation that he's slated to head U.S. delegation to International Telecommunications Conference in Geneva next January (Broadcasting, June 21). But beyond that Mr. Lee, 64, wants to establish new record of continuous service to surpass 23½ years of Rosel H. Hyde who served from April 17, 1946, until Oct. 31, 1969. Mr. Lee, in office since Oct. 6, 1953, would have to serve through April 1977 to eclipse Hyde record. His current term does not expire until June 30, 1982.

FCC in spades
North Carolina broadcasters are currently fighting proposed state advertising guidelines that are tougher than Federal Trade Commission's. Objections to guides, product of state Attorney General Rufus Edmisten's office, are chiefly two: One provision would permit comparisons of prices in ads only if "substantial sales of the item were made in the trading area at

that price within the last 90 days." Wallace Jorgenson of Jefferson Pilot Broadcasting, member of National Association of Broadcasters TV code review board, argued in letter to Mr. Edmisten that media aren't equipped to monitor retailers to assume that requirement's being met.

Second problem is over mistakes in advertised prices or illustrations. Under proposal, if reasonable consumer believed wrong price or picture to be right, merchant would have to sell product as advertised. If guidelines are adopted, attorney general would seek enforcement in courts.

Dilemma on distant
FCC staff is having trouble working out criteria to liberalize rule requiring distant signals that are receivable in community to be blacked out by cable system to protect local station. Cable Television Bureau has given up on effort to draft rule that would apply across board and is now working with Broadcast Bureau on proposal to develop standards for examining problem on station-by-station basis.

Cable Bureau had suggested approach that would favor protection only if local station had share of local audience at least as great as distant station's. Broadcast Bureau, however, said that might deny protection to stations that need it most, and Cable Bureau agreed; comments in rulemaking persuaded staff that some stations required protection. So now effort is to develop plan that would accommodate stations that need protection, exclude those that do not. Staff hopes to complete draft before commissioners scatter for August vacations.

Wedding postponed
What's described as "intramurals" are slowing down merger of Chamber of Commerce of U.S. with National Association of Manufacturers designed to establish business representation in Washington with enough clout to compete with AFL-CIO on lobbying front. Chamber has broadcasting board members along with over-all committee on communications. Among chamber directors is Charles H. Crutchfield, president, Jefferson Pilot Broadcasting, Charlotte, N.C., and Willard E. Walbridge, senior vice president of Capital Cities and chairman of Houston Chamber of Commerce.

Chamber has board of 65 and NAM 184. Part of problem is how to combine board to perhaps 100 to 110. Originally, it had been hoped to effectuate merger—still regarded as inevitable—by this fall or at latest, by year end. Now it wouldn't surprise merger advocates to see it deferred until next spring.
Mattel Toys □ In largest advertising campaign in its history, Mattel will begin network-TV and spot-TV blitz in September to encourage early toy movement. Backing extensive TV network campaign in fourth quarter will be substantial four-month spot-TV effort running in top 20, top 30 and top 40 markets, depending on product. Spot-TV use will be double amount in 1975, including adult television. Ogilvy & Mather, Los Angeles, is taking aim at children, 6-11, pre-schoolers and women, 21-45.

American Home □ Company's Whitehall Brands division has purchased major sponsorship of *The Mike Douglas Show* beginning this fall. Group W Productions, which syndicates *Mike Douglas*, has set in motion controversial new quasi-barter plan whereby two additional minutes in each of Mr. Douglas's 90-minute daily shows will be sold to sponsors by Group W (BROADCASTING, March 1). These revenues are said to enable Group W to hold down cost increases to stations on new contracts that take effect this fall. Stations will continue to get 10 minutes per hour to sell to local advertisers. NBC-owned stations, however, have cancelled *Douglas* in four markets where it ran, but Group W has signed CBS's *Knight in Tiago* Los Angeles to replace KNBC TV there and has signed WEWS TV Cleveland to replace NBC-owned WKYC TV there. Group W is now negotiating with stations in Chicago and Washington. Only station so far that has given firm no to two network minutes is said to be WTVG New Orleans, whose general sales manager, Jack Long, said, "We told them to go to hell. This adding on of extra commercials to TV shows is spreading like a cancer." Group W will have to excuse those two minutes in tape it bicycles to WTVG.

Warner Lambert □ Pharmaceutical company, through J. Walter Thompson, will continue as major participating sponsor of syndicated barter series *The Adventures of Rin Tin Tin*. SFM Media, New York, which distributes series, said five new stations have signed on: WSBK-TV Boston, KINL-TV St. Louis, WZTV Nashville, KBMA-TV Kansas City (Mo.) and WROC-TV Rochester, N.Y. That brings total to 55. Other participating sponsors are Quaker Oats (Adcom, Chicago), Lego toys (Ed Libov Associates, New York), Remco toys (Libov), Gabriel toys (Air Time, New York), Janex Ragged Ann dolls (Libov), Coleco toys (Libov), Iffleider toys (Libov) and Nabisco (William Eyss). These rotating participating sponsors get two national minutes of each hour-and stations, which get series free, are given four minutes to sell to local advertisers. Eighty-five episodes of eight series have already been released (they're all old black-and-white half-hours, with new color wraparound material to give them contemporary feel). Sixty more episodes go out next September. Herbert B. Leonard Productions, which did original series, is planning new big-budget theatrical movie "The New

**BAR reports television-network sales as of June 20**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended June 20</th>
<th>Total dollars week ended June 20</th>
<th>1976 total minutes</th>
<th>1976 total dollars year to date</th>
<th>1975 total dollars year to date</th>
<th>% change from 1975</th>
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<tbody>
<tr>
<td>Monday-Friday</td>
<td>Sign-on 10 a.m.</td>
<td>140</td>
<td>5672.800</td>
<td>3,291</td>
<td>$173,466.00</td>
<td>$155,579.00</td>
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<td></td>
<td>10 a.m.-6 p.m.</td>
<td>1,010</td>
<td>11,206.600</td>
<td>29,624</td>
<td>294,901.00</td>
<td>254,490.00</td>
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<tr>
<td>Saturday-Sunday</td>
<td>Sign-on 6 p.m.</td>
<td>264</td>
<td>4,249.500</td>
<td>7,655</td>
<td>149,856.00</td>
<td>116,675.00</td>
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<tr>
<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>99</td>
<td>2,654.500</td>
<td>2,497</td>
<td>71,385.500</td>
<td>60,806.100</td>
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<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>16</td>
<td>519.600</td>
<td>534</td>
<td>22,375.300</td>
<td>9,974.300</td>
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<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>42</td>
<td>25,568.400</td>
<td>10,230</td>
<td>682,327.900</td>
<td>602,608.400</td>
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<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>201</td>
<td>3,455.300</td>
<td>4,947</td>
<td>92,226.400</td>
<td>76,585.100</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>2,151</strong></td>
<td><strong>48,326.800</strong></td>
<td><strong>53,778</strong></td>
<td><strong>$1,330,419.300</strong></td>
<td><strong>$1,136,717.000</strong></td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports

**Rep appointments**

- **KFDA-TV** Amarillo, Tex.: Avery-Knodel Television, New York.

**Adventures of Rin Tin Tin** preparatory to first-run Rin Tin Tin series to be shot in Canada. Most stations play current series in late-afternoon fringe to reach children's audience.

**Tetley inc.** Tea bags will be showcased in spot-TV promotion to begin in late July for five weeks in about 36 markets. Hicks & Greist, New York, is seeking daytime and fringe periods to zero in on women, 25-64.

**A&W Distributing Corp.** A&W Root Beer will be accentuated in various spot-TV flights to begin in late July and various dates in August, continuing for two to three weeks. Humphrey Browning MacDougall Inc., Boston, is targeting toward teen-agers through spot placements in daytime, fringe and prime periods.

**Stokely-Van Camp** Three-week spot radio and spot TV mix will support company's two products, Beenee Weenee and Chilee Weenie, in flights slated to start in late July. In radio, 21 spot markets will be used, plus more than 100 stations of Texas State Network; in TV, 20 markets (different from radio) will be tapped. Handley & Miller, Indianapolis, is zeroing in on women, 25-49.

**Snowy Liquid** Spot TV coverage for Snowy Liquid is planned in long list of markets for one month, starting in late August. Young & Rubicam, New York, is aiming for women, 35-49.

**Yardey of London** Company has named The Marshalk Co., New York, to handle advertising for Tweed, Je Suis and new Portrait line of cosmetics. These products have been at Altman, Stoller, Weiss, New York, and billed more than $2.5 million. Marshalk has been handling Old English Lavender, Old English Herbal and Oatmeal beauty soaps, which bill about $2 million. Approximately $2 million is allocated to broadcast.
Bristol-Myers □ Company, through its in-house agency Bocar Advertising, said its roster of products on wholly-sponsored syndicated barter series In Search of... will include Bufferin, Ban cream and spray deodorant, Clairol and Windex. Rhodes Productions, Los Angeles, which is distributing prime-access series, says 33 stations have already agreed to take it (for about 48% U.S. coverage). Included are top-10 markets: wcnc-TV New York, knbc Los Angeles, wmao-TV Chicago, wrc-TV Washington, kwvx-TV Philadelphia, wcwb-TV Boston, krex San Francisco, wwj-Tv Detroit, wews Cleveland and koka-TV Pittsburgh. Series premieres in September. Bristol-Myers takes two commercial minutes in each half-hour, allotting three-and-a-half minutes to stations (which get series free). Twenty-four half-hours are planned, with first eight already in can. Topics include Atlantis, UFOs, Bigfoot, Loch Ness Monster, Bermuda Triangle and reincarnation of Ruth McGuie. Leonard Nimoy (Star Trek) will serve as host; Alan Landsburg Productions, Los Angeles, is doing filming. Demographic target is men and women, 18-49; show will play in prime-access periods and late weekend afternoons.

Pittway Corp. □ In its first use of spot television and radio for its new "First Alert" smoke detector, Pittway is scheduling commercials with actor William Conrad in top 20 markets starting in mid-September. Twelve-week campaign marks first time that Mr. Conrad, shown with Robert Birenbach, marketing manager of Pittway's smoke detector division, has appeared in TV commercial. Emphasis is on fire prevention education but spot urges homeowners to use smoke detectors. Grey Advertising, New York, has created and is placing campaign to reach homeowners, 30-54.

Daddy Crisp Potato Chips □ New product by new firm, Standard Atlantic, will debut in three-week campaign Aug. 16 in 40-50 markets. Daytime, fringe and prime-time 30's will aim for men and women, 18-49, and teen-agers 12-17. Marshchalk, New York, is agency.

Ponder & Beat □ Santa Monica, Calif.-based firm will unreel extensive advertising campaign in fall and winter to project its Vivitar pocket camera. With Arthur Godfrey as spokesman, effort consists of spot radio in limited number of markets and spot TV in more than 20 markets plus company's first use of network TV on NBC, for four weeks before Christmas. Dreyfus Agency, Los Angeles, is focusing on men and women, 21-49.

Nabisco □ Eight-week flight for various Nabisco products begins today (July 12) in substantial number of spot markets. Daytime, fringe and prime-time 30's are geared to women, 25-54. William Esty, New York, is agency.

Amtrak □ New spot TV flight will be switched on in late August for four weeks in 40 major markets. Needham, Harper & Steers, New York, is searching for time periods to reach men and women, 18 and over.

Lionel □ Toy company will sponsor syndicated special called Ridin' the Rails, documentary musical starring Johnny Cash. Sixty-minute show, which was originally telecast on ABC in 1974, presents four national minutes for Lionel trains and six commercial minutes for stations, which get show free. Ogilvy & Mather is now bartering special to stations for pre-Christmas airing with suggested date between Oct. 31 and Dec. 5. Thirty-five stations (for 20% U.S. coverage) have signed so far, including wamac-TV Boston, krex San Francisco, kxas-TV Fort Worth and ksd-TV St. Louis. Special is basically history of railroad in U.S., and is aimed at men and boys. Creative agency for Lionel is Humphrey Browning MacDougall, Boston.

Clorox Co. □ Household products division of Clorox, Oakland, Calif., will display B'n B mushrooms in four-week flight to begin Oct. 11. Fringe 30's will aim for women, 25-54. Young & Rubicam West, Los Angeles, is agency.

Armour Food Co. □ Three-week fall flight for Armour lunch meats will begin Aug. 30. Daytime and fringe 30's aim to reach women, 25-54. Young & Rubicam West, Los Angeles, is agency.

Intergold Inc. □ Krugerrand gold coins from Johannesburg, South Africa, will be showcased on various spot-TV flights of four weeks, starting in mid-September and late October as well as three-week spread, starting in late November. Doyle Dane Bernbach, New York, has not decided specific number of markets but campaign is expected to be substantial, geared to men, 25-54.

Gerber International Foods □ Wispride cheddar cheese will be showcased in various spot-TV flights to be unveiled this fall in more than 30 markets. Two-week schedule will break in late September, followed by other flights in October and November. Wilson, Haight & Welch, Greenwich, Conn., is searching for daytime and fringe periods to reach women, 25 and over.

BROADCAST ELECTRONICS, INC. A FILMWAYS COMPANY □ 8810 BROOKVILLE ROAD SILVER SPRING, MD. 20910 301-588-4983 TWX 710-825-0432 CABLE "SPOTMASTER"
Advertising is a reflection of our right of free speech

What does advertising contribute to society? Is advertising, as many people think, an expensive parasite on the social structure? How, we may be asked, is mankind served by our efforts to show this miracle suds gets clothes whiter than that miracle suds? The critics say that $28 billion is wasted every year in advertising—$28 billion that could better be used to rebuild the school systems of America. Let’s take a few of these garlands of roses and look at them.

What happens for example, when you spend a dollar on TV advertising? Where does the dollar go? Probably no more than a nickel of it goes into producing the commercial and into the electrical energy that transmits it to your TV set. What becomes of the other 95 cents? It goes, of course, into the cost of programming and operating television stations. A part of that $28 billion spent in advertising also includes the entire cost of running all the radio and TV networks in the U.S. and all the 7,526 individual radio and television stations.

There really is no such thing as a $28 billion advertising industry. The cost of advertising overlaps the cost of a communications system that covers the whole U.S.

Some countries such as Great Britain and Canada have advertising operations much like our own, but there are other countries where per capita advertising expenditures are very low. There you will find that freedom of the press tends to be a fiction. To begin with, radio and television must be supported by the state, and they become the official propaganda organs of the party in power. Indeed, the last thing that these parties want to see is commercial television. For commercial television is free-speech television.

And what happens to newspapers? In the majority of cases, because circulation revenue can’t possibly support them, these newspapers are the official organs of various political parties and get their revenues from party funds. The fact of the matter is that in the absence of advertising revenue the concept of freedom of the press is a joke.

You can have a country in which there is freedom of the press. But what good is freedom of the press unless you have a press and the paper to put it on, and a way of distributing the paper? You may even have freedom of speech, but if you don’t have access to a press or to a radio station or to a television station, of what value is this freedom?

Many countries know this. Since they control the press and usually control radio and TV, they can cheerfully grant freedom of the press and freedom of speech with the full knowledge that there is no possibility of exercising those freedoms. All of the tools that make them possible are within the grasp of an all-powerful state.

What has advertising to do with all this? Well, in a country that gets above subsistence living, man is presumed to be entitled to freedom of economic choice. He has the freedom to decide what he will pay his money for, in terms of what he thinks will best suit him.

To exercise true freedom of choice, we’ve got to know what we’ve got choice of. This is the function of advertising. Advertising presents in the best possible way the best possible case for an economic decision to buy certain products and services. Is this an economic and social waste?

Not only is advertising the only practical source of advocating to the people of this country the economic choices they have before them, but also, as I have outlined before, practically the sole support of the communications system that is not under the control of the state. Without the financial support of advertising, not only would there be no practical freedom of economic choice, but there is also a serious question whether there would be any practical freedom in politics or religion.

If you think that is theoretical, I suggest you look at the record. Make up a list of the countries where you think that man is most free of tyranny. You will probably come up with, at the top of the list, countries such as the U.S., Great Britain, Canada, West Germany, the Scandinavian nations, Australia, Japan, Switzerland, Holland, Belgium, France and perhaps Italy.

Now let me give you another list of countries showing the amount of gross national income spent on advertising (in percentages): U.S., 2.00; Switzerland, 1.33; Canada, 1.21; Denmark, 1.19; United Kingdom, 1.14; Brazil, 1.13; Finland, 1.10; the Netherlands, 1.09; Australia, 1.07; Norway, 0.88; Japan, 0.88; West Germany, 0.82 and Sweden, 0.75.

Now let’s look at some of the countries that are on the bottom end of this list (again in percentages): U.S.S.R., 0; Red China, 0; East Germany, 0; Cuba, 0; Poland, 0; Hungary, 0 and Czechoslovakia, 0.

Do you think for a moment that this is a coincidence? Do you think that it is just a matter of luck that advertising and freedom and dignity of man go hand in hand? Do you think advertising is merely a frill that rich and successful nations can afford? If you do, I would like you to remember that in all countries where freedom of the press and freedom of speech and freedom of religion are suppressed, they are suppressed under the argument that the people are not yet rich enough for that luxury.

No, I would suggest a different thing to you. I would suggest that it was no coincidence that in the July 6, 1776 issue of The Pennsylvania Evening Post text of the newly written Declaration of Independence was followed by 10 ads. I don’t think you’d expect to find the proclamations of Alexander, Frederick the Great, Napoleon, Hitler or Stalin followed by 10 ads.

Indeed, advertising is never welcome among the politically or intellectually arrognat who have appointed themselves the nursemaids of the people. Tyranny hates advertising as the devil hates holy water.
This week


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

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


July 16-18—Okahoma 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. Del Monte Hyatt House, Monterey.


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

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


Also in July

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


July 14—Ohio Broadcasters Association summer meeting. Hilton Inn, Columbus.

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


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 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.


Major meetings


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


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


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 607, Radio City Station, New York 10019; (212) 765-5100, ext. 317.

Aug. 3-5—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 seminar. Western Hills Lodge, Wagonole, 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, programming and pay TV. St. Mary's University, Halifax, Nova Scotia.

Aug. 11—FCC's new deadline for comments on its proposed rule amendment to permit the use of automatic transmitters at AM, FM and TV stations (Docket 20403). Replies are now due Sept. 13. FCC, Washington.


Aug. 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—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 20817). Replies are due Sept. 15. FCC, Washington.

Sept. 8-11—International MUSEXPO '76, market
place for international record and music industry Fair- 
mont hotel, New Orleans. Information: 1350 Avenue of
the Americas, New York 10019. (212) 489-9245.

Sept. 10-12—Annual conference of NBC Television 
and Radio Networks and NBC Radio's News 
and Information Service news directors. Hotel Drake, 
Chicago.

Sept. 12-14—Southern Cable Television Association 
convention. Fairmont Colony Square hotel, Atlanta. 
Contact: Otto Miles, executive secretary, PO Box 485, 
Tuscaloosa, Ala. 35401; (205) 758-2157.

Sept. 12-14—Annual convention of Western chapter of 
The National Religious Broadcaster, Sheraton hotel, 
Los Angeles airport.

Sept. 12-16—Sixteenth annual conference of the In-
stitute of Broadcasting Financial Management. FCC 
Chairman Richard Wiley will be Monday luncheon 
speaker; Cox Broadcasting President Clifford McEldowny 
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 legisla-
tion before House Communications Subcommittee, 
Washington.

Sept. 14-18—Illinois Broadcasters Association con-
vention. Holiday Inn East, Springfield.

Sept. 14-17—CBS Radio Network affiliates conven-
tion, Williamsburg, Va.

Sept. 15-17—Tennessee Association of Broad-
casters annual convention. Glenstone Lodge, Gatlin-
burg.

Sept. 17-19—American Women in Radio and 
Television Western area conference. Capital Inn, 
Clayton Inn, Clayton, Mo.

Sept. 17-19—Main Association of Broadcasters 
annual convention. Sebasco Estates.

Sept. 19-22—National Radio Broadcasters Asso-
ciation Conference & Exposition. Hyatt Regency 
Embarcadero, San Francisco.

Sept. 20-21—National Retail Merchants Associa-
tion retail advertising workshop and seminar. Biltmore 
hotel, New York.

Sept. 21—FCC's new deadline for comments on AM 
clear channel proceedings to allow 1-A clear to oper-
ate with greater than 50 kw (Docket 20642). Replies 
are now due Nov. 22, FCC, Washington.

Sept. 22-24—1976 Biennial International Broad-
casting Convention, sponsored by the Electronic 
Engineering Association, Institution for Electrical 
Engineers, Institute of Electrical and Electronics 
Engineers, Institution of Electrical and Radio 
Engineers, Royal Television Society and Society of 
Motion Picture and Television Engineers. New tech-
niques and equipment for the whole spectrum of 
the industry will be exhibited. More than 60 technical 
papers will be presented in 14 sessions. Los Gatos 
House, London. Information: The secretariat, Interna-
tional Broadcasting Convention, ISS, Savoy Place, Lon-
don WC2R OBL.

Sept. 23-28—Videocon, International Market of 
Video communications, software/hardware exhibit. 
Palais des Festivals, Cannes, France. U.S. contact: 
John Nathan, Meryl Lewok, 30 Rockefeller Plaza, suite 
4535, New York 10020.

Sept. 24—American Women in Radio and Television 
Western area conference. Brown Palace hotel, Denver.

Sept. 26-28—Nebraska Broadcasters Association 
convention. Vincent Wasilewski, National Association 
of Broadcasters president, will speak. Lincoln Hilton, 
Lincoln.

Sept. 26-28—Nevada Broadcasters Association 

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

Sept. 29-Oct. 2—Information Film Producers of 
America film and video communicators conference.

trade show and Cindy Awards festival. Palm Springs 
Spa hotel, Palm Springs, Calif. Information: IFPA, 3518 
Cahuenga Boulevard West, suite 313, Hollywood 
90068. (213) 874-2286.

Sept. 30—Deadline for entries for 1976 Ondas 
Awards (high 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 pro-
grams, organizations and individuals for professional 
achievement between September 1975 and Septem-
ber 1976. Awards will be conferred at Grand Radio 
Ondas, Calle Caspe 6, Barcelona 10.

Sept. 30—Seminar on advertising law, problems and 
trends, jointly sponsored by American Advertising 
Federation, Federal Bar Association and Interna-
tional Bar Association (Publishers of National Advertising 

October

Oct. 1—Deadline for entries in media awards pro-
gram of American Cancer Society Categories include 
multiple classifications in local and network radio-
television. Information: ACS Mass Media Awards 
Committee, 801 Second Avenue, New York 10017.

Oct. 1—Regional convention and equipment show, 
Society of Broadcast Engineers, Chapter 22, Syracuse 
Hilton Inn, Syracuse, N.Y. Information: Paul Barron, 
WCNY-TV-FM, Syracuse.

Oct. 1-3—Massachusetts Broadcasters Association 
annual convention. Sheraton-Boston inn, Box-
brough. Contact: Douglas Rowe, M.B.A., 16 West Main 
Street, Marlborough, Mass. 01752.

Oct. 1-3—American Women in Radio and Television 
Northeast area conference. Gideon-Pulman hotel, 
Satatoga Springs, N.Y.

Oct. 2—Seminar of California Trial Lawyers 
Association for Southern California news media. Sub-
jects will include libel and slander, reporters' shield 
law, media gag rule, invasion of privacy and public 
figure status. Hyatt International, Los Angeles Interna-
tional 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. 8-9—Intercollegiate Religious Broadcasters 
convention. Evangel College, Springfield, Mo.

Oct. 8-10—American Women in Radio and Televi-
sion Southern area conference, Hilton hotel, Chatt-
tanooga.

Oct. 9—Seminar of California Trial Lawyers 
Association for Northern California news media. Sub-
jects 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 information and claims in food 
advertising. FTC regional office, 500 South Ervay 
Street.

Oct. 13-16—Annual meeting, Association of Na-
tional Advertisers, Broadmoor hotel, Colorado 
Springs.

Oct. 13-16—Western Educational Society for 
Telecommunications conference, Sheraton Anaheim, 
Anaheim, Calif.

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

Oct. 14-17—American Women in Radio and Televi-
sion East Central conference. Hyatt-Regency, Dear-
born, Mich.

Oct. 17-22—Society of Motion Picture and Televis-
ion Engineers 118th technical conference and equip-
ment exhibit. Americana hotel, New York.

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

Oct. 18-19—Advertising Research Foundation 
22nd annual conference, Waldorf-Astoria hotel, New 
York.

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Broadcasting Jul 12 1976 12
Smalls stand tall

EDITOR: I read with interest the June 28 letter from John F. Hanssen deploring small-town radio.

I disagree that every small town station sounds the same, at least not here in Nebraska. Yes they all carry news, weather and sports, plus a pile of record-

ings, but there is more. I would like Mr. Hanssen to listen to my station and then tell me what to do. Listening to larger stations that reach our market, I feel all some do is program auto-
mated rock, with the network thrown in between, with very little local program-

EDITOR: With all deference to Mr. Hanssen’s 30 years in radio, KLUB takes issue with his statement that small-town radio “stinks” and simply copies the com-
petition.

It would be difficult if not impossible for any other station, even our in-town competi-
tion, to copy our programing—and it would certainly not profit us in any way to imitate any other station in any other mar-
ket. Everything we do, from public service announcements to news to music to ad-
vancing is to serve our listeners’ particu-
lar interests and only when those interests coincide precisely with those of listeners in another area would our solutions to pro-
viding service be similar. —Leonard C. Davie, vice president and general man-
ger, KLUB AM-FM Liberal, Kan.

Mr. Hanssen says he has 30 years in radio and uses that as his basis for stating that all small-market stations in the South stink. I have 39 years and say that Mr. Hanssen needs to visit Alexander City where our sound has been over-
whelmingly accepted by listener and ad-
vertiser alike. —Maury J. Farrell, general man-
ger, WACS(AM) Alexander City, Ala.

Letter to Younts

EDITOR: Your readers may be interested in this letter I sent to Jack Younts: “Dear Jack: All of us who live in this area were deeply disturbed to hear about the unfor-
nate incident that occurred when you were in Washington recently [BROADCASTING, June 21].

“I would urge you to put this incident in the proper perspective. There is crime everywhere and major cities have more than their share. Washington, in fact, has made tremendous progress in fighting crime. In 1969 Washington ranked first out of 20 similarly sized cities. During the first quarter of this year the crime rate has dropped to the point that Washington now

ranks 17th out of these 20 cities.

“Latest estimates are that 17 million people will visit Washington in this Bicen-
tennial year. We hope that many of the fine people in your Southern Pines, N.C. area will visit us. We feel certain they will have a safe and memorable time.”—Thomas B. Cookerly, chairman, Wash-
ington Area Broadcasters Association.

(Mr. Younts, mugged near the headquarters of the Na-
tional Association of Broadcasters has editorialized on his WEBB(AM) Southern Pines to warn against the dangers of Washington.)

Afterthoughts

EDITOR: Following publication of my letter concerning the shortage of reliable air talent in small markets (BROADCASTING, June 7) I received a lot of feedback from all over the country, most of which con-

firmed my contentions.

After listening to all these comments, I’d like to say that I’ve found no direct relationship between salaries and an-
ouncer reliability. In fact, I’ve frequently found the opposite to be the case. Further, I’ve had more problems with broadcast school grads than with persons we’ve trained.

As for a solution, I’d suggest to an-
ouncers that they consider that when they are working for someone—even if the employer is wronging he still is your employer and will be responsible financially if he’s not programing a salable product. Give him suggestions, but don’t forget that he’s signing the checks. For PD’s and man-
agers—I’d suggest that you come up with a station operating manual, explaining in detail what you expect from each person on the staff and enforce it; don’t give any-
one more than a second chance. Finally, I think the FCC needs to put more respon-
sibility on licensed announcers and engineers. The way it is now, even though you hire FCC-licensed personnel who sup-
posedly know what they’re doing, the licensee is the only one ultimately respon-
sible.

How many operator-license holders have you ever seen lose their licenses or get fined for improperly operating a transmitter or forging a log? Not many. If the FCC would exert its authority more over operators, radio would be a lot bet-
ter. —Bud Andrews, program director, WSON(FM) Jacksonville, N.C.

High praise

EDITOR: May I extend my appreciation to you and your professional staff for creating a superb publication each week. Your publication is the industry link that allows us to share ideas, needs and new technol-
ology within the broadcasting industry. The net result is creative growth for every-
one. —Gary Hall, Los Angeles.
You'll hear it from Harris loud and clear.

Our MW Series of AM transmitters have the loudest sound and the highest efficiencies of any transmitters in their respective power ranges. And, their advanced engineering concepts have proven reliable and practical.

For example, Harris offers:

- **PA efficiency approaching 90% instead of the usual 50% to 60%**
- **125% positive peak modulation capability with plenty of reserve**
- **Low distortion**
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There's a lot more that proves our performance story. For complete information, write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.

MW-1, 100% solid-state one kilowatt transmitter

MW-50, fifty kilowatt transmitter

MW-5, five kilowatt transmitter
TO 23 MILLION
PEOPLE, THE GREAT
AMERICAN DREAM
IS A NIGHTMARE.

Storer stations are concerned
and are doing something
about it.

Poverty is still rampant in America.

In spite of a trillion dollar
economy and some $860 billion
spent on welfare programs over
the past decade, 23 million
Americans are still “poor.”

That's 1 out of every 9
people. With many living in
squalor. And exposed to other
festering ills like malnutrition,
crime, violence, drug abuse,
despair.

Poverty is most widespread
among those least able to cope
with it. The aged. Black people.
Those with limited schooling.
And households headed by
women. (The latter have fallen
so far behind, they now represent
43% of all poor families—up from
28% in 1965.)

Unfortunately, it's these
same people who are most afflicted
by the pressures of recession and
inflation.

Storer Stations feel that
poverty shouldn’t be swept under
the rug. That only by talking
about it can we resolve the prob-
lems. So more and more editorials
and programs are regularly de-
vo ted to the subject.

WAGA-TV in Atlanta, for
example, runs a “Sound Off to
TV-5” program where they meet
citizens face to face, and learn
about poverty-related problems.

WAGA-TV also recently
aired guest editorials by Georgia
poverty agencies. When 21,000
people were being cut from “Aid
to Families with Dependent
Children,” an editorial showed
how this would actually cost the
taxpayers money in the long run.
And when the federal Food Stamp
program was threatened by charges
of fraud, and cheats abusing the
program, an editorial pointed out
why the charges were based on
ignorance and distortion of the
facts.

In Detroit, WJBK-TV pushed
for improving welfare by getting
people off the rolls who don't
belong there and putting others on
who do. It showed how a pilot
project in Arkansas helped train
recipients of “Aid to Dependent
Children” so that 9 out of 10 who
completed the program were able
to find jobs. And 3 out of 10 were
able to leave the welfare rolls
entirely. WJBK-TV also demon-
strated how tracking down run-
away breadwinners could save sub-
stantial amounts and put the
burden where it belongs.

This is only one instance of
how Storer Stations get involved
in the affairs of their communities.
The way we look at it, the more
effective we are in our communities,
the more effective we are for our
advertisers, and the more effective
we are for ourselves.

Broadcasting that serves.
THE
STORER
STATIONS
STORER BROADCASTING COMPANY

WAGA-TV Atlanta/WSBK-TV Boston/WJW-TV Cleveland/WJBK-TV Detroit/WITI-TV Milwaukee/KCST-TV San Diego/WSPD-TV Toledo
WJW Cleveland/KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo
Walter Cronkite is 5 feet 11 inches, 190 pounds, and some kind of reporter. How did he become “Walter Cronkite,” one of the most trusted men in America?

It would be glib to say that television alone did it. He was a newspaperman with United Press a long time before television. He was in the first B-17 air raid over Germany. And dropped with the 101st Airborne in Holland. He was with the Third Army in the Battle of the Bulge when they broke through at Bastogne. He landed in North Africa with the invasion and he landed on Normandy.

He was the chief U.P. correspondent at the Nuremberg trials. And then the chief U.P. correspondent in Moscow. He was Walter Cronkite before he came to CBS News and he came here 25 years ago.

What many Americans know about manned space flights, they learned from him. He's covered every one; he's an authority. Six presidents, Truman, Eisenhower, Kennedy, Johnson, Nixon and Ford, trusted him and often talked to all of us through him. Solzhenitsyn gave his first interview to him and so did Daniel Ellsberg.

But we like best the story of the American P.O.W. in Vietnam who did not believe he was finally free until he saw who'd come to see him. "My God," he said, "Walter Cronkite."

Do you have to ask who's going to be our anchorman at the Democratic and Republican Conventions?

WHY ISN'T ANYBODY ELSE WALTER CRONKITE?
Top of the Week

Bicentennial eyes and ears

The biggest birthday party in U.S. history stretched from coast to coast last week, and the broadcast audience anywhere in the country could see and hear it all. From small-town daytime radio stations to metropolitan TV's to cable systems to radio and television networks—all offered some salute on the 200th Fourth of July.

The networks went at it in a big way, of course. CBS-TV and NBC-TV broadcast all-day coverage ranging from live reports from the “Operation Sail” in New York and ceremonies at Independence Hall in Philadelphia to taped vignettes on people, places and events of both national and local significance. (The best known of these, CBS-TV's Bicentennial Minutes, ran into a problem when it scheduled President Ford to narrate the July 4 item. As a political candidate, his appearance would have entitled other candidates to equal time. Instead, First Lady Betty Ford narrated the Minute on how Thomas Jefferson's draft for a formal declaration of independence was finally adopted.)

ABC-TV was more restrained in its coverage: Hour-long summaries were aired at 11 a.m., 1:30 p.m. and 10 p.m.

Network radio provided historic "minutes" throughout the day. ABC's were based on its theme of the "American Spirit." CBS had its continuing 35-part series, America—This I Believe, narrated by Dan Rather. NBC supplied live reports for its News and Information outlets from historic spots such as Fort McHenry in Baltimore and the National Archives in Washington. Mutual fed its affiliates news coverage of Bicentennial events in addition to its five minute On This Day specials it has been airing three times a day, six days a week since May 1975 and which will continue through September.

For the Public Broadcasting Service, WETA-TV Washington covered last Wednesday's (July 7) state dinner at the White House for Queen Elizabeth II of England. Newspaper reviews in the nation's capital panned the broadcast. "The occasion may have been Dullsville itself to be sure...", wrote Frank Getlein in The Washington Star, "but the way the show worked made the dull even duller" The Washington Post's Tom Shales wrote: "If viewers must have wondered what on earth was going on, they weren't alone. Reporter Robert MacNeil, [the BBC's Frank] Gillard and actress Jean Marsh

A front row seat. NBC-TV's all-day Bicentennial coverage took viewers across the country and overseas from a parade in California to St. Louis's Gateway Arch, to tall ships passing in front of the Statue of Liberty with President Ford ringing the bell of the U.S.S. Forrestal, to crowds in downtown New York and the home of country music, Nashville, to the American cemetery and memorial in the Netherlands and to Washington for the birth of one of the first Bicentennial babies.
Philadelphia airing from historic spots
programming showed new life in Colorado Springs, a series that was contributed to by WNET(TV) 56, a public television station in New York, at 14.7 million viewers.

In Washington, WMAL(AM) provided the taped narrative with musical background tracing the history of the United States that was played at the fireworks display at the Tidal Basin there.

Fantasy for Americans was an hour-long fictional show produced by KDKA(AM) Pittsburgh. The show was narrated by the ghosts of a colonial couple observing America's progress from the Battle of Concord to the present.

Interviews with local civic leaders as well as important state and national figures made up Visions of America. The Next Hundred Years, a 30-part series on WMAL-FM Orange, Va.

TV networks lose audience to real thing

Special Bicentennial programing draws subnormal prime-time ratings

The only way to see it all—the Fourth of July sunrise at the Grand Canyon, the line of tall ships in New York harbor, the folk life festival in Washington, President Ford at Valley Forge and Independence Hall, parades in a dozen American cities—was via the broadcast media. But television viewers stayed away by the millions, presumably to witness local celebrations first hand or to indulge in other recreation away from television sets.

According to the fast Nielsen's, which only cover prime time, the July 4 audience peaked at 10:30-11 p.m. when 39.2% of homes were using television—about 10 percentage points below television usage for an average summer Sunday evening.

In the 7-11 p.m. average, ABC-TV led with a 12.6 rating and 37 share, and ABC-TV lagged with a 6.7 rating, 19.5 share. NBC's Happy Birthday, America special at 7-8:30 p.m. did second-best to CBS's In Celebration of US during the first hour but pulled ahead at 8 p.m., averaging an 8.4 rating, 24 share. In Celebration of US ran straightaway and out (as it did all day) with a 9.1 rating and 27 share—except for the Bicentennial Minute at 8:58 p.m., which dipped to a 7.9 rating and 24 share.

ABC's offering at 7-8 p.m., American Idea: Glory Road West, managed only a 5.7 rating, 20 share. At 8-10 p.m., ABC's Sunday night movie, The New Land, was the evening's disaster with a 6.5 rating and 19 share.

At 8:30-10 p.m., NBC's Bob Hope special left the competition behind with a 15.4 rating and 45 share, feeding into NBC's wrap-up, The Best of the Fourth, (10-11 p.m.), which held a 14.6 rating and 37 share. The ABC wrap-up, American Birthday Recap (also 10-11 p.m.), trailed with an 8.0 rating, 20 share. CBS averaged a 10.5 rating, 27 share for that final hour of In Celebration of US.

CBS-TV exceeded the whole broadcast day, 8 a.m. to midnight, to Bicentennial coverage, except for the 6-7 p.m. and 11-11:30 p.m. news periods. NBC-TV carried Bicentennial coverage from 8 a.m. to 6 p.m., with a noon-to-1 p.m. hour out for a special Meet the Press. After the 6-7 p.m. news break, NBC-TV went to entertainment specials at 7-10 p.m. and its Bicentennial wrap-up at 10-11 p.m. ABC-TV carried three Bicentennial hours at 11 a.m.-noon, 1:30-2:30 p.m. and 10-11 p.m.

More than one network sales executive expected what one called an "invisible audience" for the all-out Bicentennial broadcast, and even CBS News anchorman Walter Cronkite said beforehand: "We know that our big party will take place on a mid-summer Sunday, and that many Americans will be spending the day at the beach ... but this will be a day to remember ... and so our hope is that viewers will decide they want to be part of the celebration."

On the balance sheets, ABC must be counted apart from NBC and CBS for which day-long comprehensive coverage meant record budgets (Broadcasting, June 28). NBC reportedly spent upwards of $1.5 million, employing more than 1,200 NBC News personnel and handling live remotes from some locations, some by satellite. NBC-TV sold its special program packages on a sponsorship basis, to Mutual Benefit Life Insurance Co., for The Glorious Fourth (8 a.m.-noon and 1-6 p.m.) and to IBM for The Best of the Fourth (10-11 p.m.). Mutual, buying though Doremus, New York, paid approximately $2.5 million including some $500,000 in production costs, taking somewhat fewer than the 64 minutes allowed. IBM, placing through Conahay & Lyon, New York, took fewer than six minutes spending some $300,000 including production costs, for its corporate advertising. (Critical reaction was favorable to both, with John O'Connor of the New York Times, for one, calling Mutual's spot portraits of individual Americans "as effective as anything else on TV during the marathon festivities.")

NBC Radio sold the Fourth "like any other Sunday," which is normally a slow sales day, and an executive put the revenue figure at $40,000.

CBS-TV and Radio similarly spent about $1.5 million and had some 150 participating sponsors, but declined to project revenues.

ABC-TV said the Bicentennial meant some $300,000 to $400,000 in sales to a number of participating sponsors, for its three hours of encapsulated special broadcasts which, according to a network spokesman, "we had hoped presented some kind of alternative." ABC News Goes To The Great American Birthday Party three hours of live and taped highlights of events, was budgeted at roughly $500,000.
One station's Bicentennial super-effort

WCAU-TV began its Bicentennial programming in Philadelphia back on Jan. 1 when it broadcast live coverage of the moving of the Liberty Bell from Independence Hall to the new pavilion built for it nearby. But its most ambitious project started June 18 and involved the airing of 12 specials in 19 days using the station's two ENG units to get the shows on live at 7 p.m.

The first show (No. 1 in sequence above) covered the dedication of the Afro-American Historical Museum and was anchored by channel 10’s Jack Jones (l) and Michael Tuck (r) who interviewed the museum’s director. The next show took viewers to the newly renovated city hall courtyard complete with a digital clock ticking off the seconds until July 4 and carrying the station’s slogan. The famous Mummer’s Parade, usually seen on New Year’s Day, made a special appearance to kick off the city’s Freedom Week festivities in show number three. An Indian chief, a ringside seat for a jitterbugging contest and a bridal fashion show were some of the ingredients of shows four, five and six that had Bob Throndsen and Herb Clarke as anchors with drama critic Dennis Cunningham providing commentary. The “Salute to Old Glory” took up two days with thousands of children in singing groups and marching bands dressed in colonial costumes paying tribute to the flag.

Special number nine witnessed the cutting of a five-story $250,000 birthday cake in Fairmount Park. On the Fourth of July, wcau-tv provided national network cut-ins of the Parade of States to CBS’s daylong coverage. Freedom Week ended with a playdate for children but the specials were topped off with the visit of England’s Queen Elizabeth (No. 12 above). This last show originated from two locations to cover both the Queen’s visit to the Art Museum and Prince Philip’s reception aboard the royal yacht.

Executive producer George Hulcher and producer Dave Taylor headed the crew of more than 10 and had a $30,000 budget for the shows. Their days started at 4 a.m. with planning meetings and didn’t end until after 11:30 that night.

Behind the scenes. Reporter Edie Huggins is wired for sound as she and Bicentennial correspondent Bob Throndsen take cues from executive producer George Hulcher (pointing) during WCAU-TV’s Bicentennial special Mummer’s in the Summer show while a camera man in a cherry picker catches the pagentry of a string band marching in the parade (left). The station’s Town Crier (above) spread news of the series of specials throughout Philadelphia and was the official host at WCAU-TV’s Bicentennial activities.
D.C. bar moving toward tough restrictions on attorneys out of government

Firms handling cases on which one of their lawyers worked while with a federal agency should be disqualified, ethics committee recommends

Lawyers at the FCC and other government agencies who have hopes of moving on into private practice in the future were registering varying degrees of shock and anger last week. So were some officials of the agencies that employ them, as well as members of the Washington law firms that have hired generations of their predecessors.

Cause of the concern was word that the D.C. Bar's ethics committee had tentatively adopted an advisory opinion that would not only restrict the movement of lawyers between government and Washington law firms that have become traditional, but would probably require the firms to give up some cases—or associates and members.

The proposed opinion would advise D.C. bar members that ethical conduct requires the disqualification of a firm from a case if one of its members or associates had participated "substantially" in it while working for the government.

Some commission lawyers—those who have hopes of becoming private lawyers and those who do not—described the committee's proposal as "unfair," "radical," "unrealistic." The Department of Justice opposes it as a deterrent to its efforts to recruit young lawyers who, the department feels, would be reluctant to take a government job if it foreclosed an opportunity to enter private employment later.

John Jones, chairman of the internal ethics committee of Covington & Burling law firm, which has a number of substantial broadcast clients, said there have already been cases of young lawyers turning down government jobs for fear of being frozen out of private employment later.

Mr. Jones, a former assistant attorney general in charge of the tax division, has opposed the rule.

To the chairman of the ethics committee, Monroe Freedman, a former member of the George Washington University law faculty who is now dean of Hofstra Law School, Hempstead, N.Y., such concern is unwarranted. "There are thousands of law school graduates" looking for jobs who can meet the government's needs. Indeed, he foresaw the prospect of a corps of "highly qualified" civil service lawyers who would enter government to spend their lives there, "not to get experience and move on."

The committee tentatively adopted the opinion on a 8-to-0 vote last month.

First operational use of optical fibers in U.S. cable TV system was claimed Thursday (July 8) by Teleprompter Corp.'s Manhattan Cable system in New York. William J. Bresnan, president of Teleprompter Cable TV, said 800-foot length of six-fiber cable, less than one-third diameter of conventional three-quarter-inch coaxial cable but capable of carrying more than 1,000 video channels, was put into use linking receiving equipment on top of head-end building near George Washington Bridge with signal-processing equipment below and was delivering signals "as sharp as a knife." One channel was being transmitted at outset but another was to be added in few days. Mr. Bresnan said, noting that light-wave communications via fiber optics have been called "most significant advance in electronics since the introduction of the transistor." He said fibers in current test were developed by Fiber Communications Inc. Orange N.J., and jacketed and cabled by Belden Corp., Geneva, III. Fibers are said to show loss of 16 decibels per mile as compared with 62 db for conventional cable, with reduction to 3 db possible through further refinement.

Latest wrinkle in FCC appointments cliffhanger is cable industry concern over naming of White House aide Margita White. Robert Schmidt, president of National Cable Television Association, wants to know what makes Mrs. White tick. Director of communications for White House, she's reportedly in line to be named to one of two FCC vacancies, and Mr. Schmidt has let White House and Senate Commerce Committee know he would like to know more about her. He said he had heard both Mrs. White and Joseph Fogarty, counsel to Senate Communications Subcommittee, who is expected to get other vacancy, would be "qualified and competent." He said he knows Mr. Fogarty. As for Mrs. White, he said, "I don't want to see anyone appointed who might be in an adversary relationship with us."

NBC-TV researchers say analysis of Nielsen's May sweep prime-time reports for 70 multinetwerk-area markets (in which all three networks have affiliates) shows NBC affiliates first in 26 markets, up from six in February-March sweeps; ABC affiliates first in 26 markets, down from 42 in February-March, and CBS affiliates first in 16, down from 22. Analysis also showed that in second-place rankings NBC had increased from 16 markets to 31 while ABC dropped from 18 to 17, and CBS from 36 to 22; and in third-place rankings NBC dropped from 48 to 13, while ABC increased from 10 to 25 and CBS 12 to 32.

Survey of "several thousand" radio broadcasters to determine their attitudes and needs regarding radio audience measurement will be conducted in July by Radio Ratings Task Force set up by Radio Advertising Bureau (Broadcasting, May 24, et seq.). Harold Kreinstein of Plough Broadcasting, task force chairman, announced plans following task force's first meeting, said he hoped to have survey results in time for group's second session, in mid-August. He said members had reached consensus on number of points including belief that if additional measurement is to be stimulated, it should be affordable and add new dimensions to existing services, such as greater usefulness for retailers and other local advertisers as well as national advertisers.

Television Bureau of Advertising has challenged Newspaper Advertising Bureau to make public so-called Sears, Roebuck study that, according to newspaper trade press, is being cited by newspaper bureau to show item advertising in newspapers reaches far more people than television. TVB quoted Sears national retail advertising manager, Robert Kissen, as saying "Sears did not sponsor the study and has not seen it" although we asked to see it ... We use item advertising on television because we're thoroughly satisfied with the results ... We believe in a media mix ..." TVB President Roger D. Rice added: "With conclusions running so contrary to reports of retailers expanding their television budgets, we believe the alleged study should be made available for professional evaluation and study. We cannot afford to have retailers misled ..."

WBZ-TV Boston and Local 1228 of International Brotherhood of Electrical Workers have settled 17-week-old strike. Key bone of contention—Whether WBZ-TV's public-affairs film unit can use new minicam without being forced to join IBEW—is now in hands of National Labor Relations Board, which will hold initial hearing in mid-August. Both sides have agreed to abide by NLRB decision.

Elton Rule, president of ABC, and David Brinkley, NBC's Nightly News co-
anchor, and their wives were among guests at White House state dinner in honor of Queen Elizabeth last week. Others from broadcasting at dinner were Barbara Walters, ABC News's new co-anchorperson who attended as guest of Alan Greenspan, chairman of President's Council of Economic Advisers, and Lou Boudreau, sportscaster for WGNAM Chicago, and his wife.

- Schedule for cable TV hearings before House Communications Subcommittee has been rejigged, due to cancellation of July 21 session to accommodate parent Commerce Committee's own plans. New line-up, along with partial list of witnesses (for first three days only): July 20, distant signals—Glenn Jones, Jones Intercable Inc.; Englewood, Colo; John J. McGuinness, KINK-AM-FM Denver; Leo Beranek, wcbv-TV Boston; July 22, sports—cable TV subcommittee of National Collegiate Athletic Association; Don Ruck, National Hockey League; July 27, pay cable—Jack Valenti, Motion Picture Association of America; Gerald Levin, Home Box Office Inc.; Rev. W. James Richards, United Church of Christ; Charles Tower, Cornithian Broadcasting Corp.; Russell Karp, Telespomter Corp.; Ralph Baruch, Viacom International Inc.; July 28, federal-state regulation; July 29, industry structure; Aug. 3, crossownership, minority ownership, equal employment opportunity; Aug. 4, FCC; Aug. 5, rural telecommunications and conclusions.

- FCC has amended its rules, effective July 22, to permit insertion of station frequency or channel number in station identification announcements. As example, it said station's saying "B30 kilohertz or B30 on your (AM) dial" would be permitted, but that "B30 on your swinging dial in excited Podunk City" would not. Commission in February permitted insertion of licensee's name between call sign and city.

- FCC has hopes of filling some 170 job vacancies created as result of hiring freeze required by tight budget. Senate and House have passed and sent to President appropriation measure that would provide FCC with $54,696,000 for fiscal 1977, which begins Oct. 1. Appropriation is $3,248,000 more than President had requested. (Senate had approved $6,497,000 increase. House had approved original request, conference committee split difference.) FCC officials say that, assuming additional costs—such as pay raises—do not cut too deeply into extra funds, agency will spend $2 million on hiring, remainder on costs connected with regulation of burgeoning citizens band service.

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**Headliners**


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**Stations wash their hands of family viewing at Denver hearing**

Communications subcommittee group hears local TV executives for most part call plan ineffective and not of their doing

A panel of telecasters testifying at a hearing in Denver last Friday professed little enthusiasm for family viewing, saying they had had next to no reaction to it from viewers.

The broadcasters, representing local TV stations, testified at a field hearing of the House Communications Subcommittee. With the exception of Richard Schubnabf of KOA-TV, who said family viewing “has been effective and well-received,” the broadcasters lined up behind Colorado Broadcasters Association President Al Perry of KOAL-AM-FM Aurora-Denver, who said, “I believe it [family viewing] hasn’t been very effective. It has enabled the kids to stay up an hour later. The control must come from the home. Parents must exercise some discipline and not allow their children to watch what they believe is objectionable.”

Alvin Flanagan of Combined Communications, licensee of KBTV (TV), said, “The family viewing policy is a complete bust and is nothing more than another example of the government telling private enterprise how to run a business.” Most of the broadcasters complained about family viewing starting and finishing an hour earlier in the Central and Mountain zones than in Eastern and Pacific zones.

Representative Timothy Wirth (D-Colo.), member of the subcommittee, at whose request Subcommittee Chairman Lionel Van Deerlin (D-Calif.) called the hearing, said the problem of televised sex and violence is a “thorny” one. “On one hand,” he believes that self-regulation—so far—has failed to work effectively, but on the other I am loathe to advocate governmental regulation.”

Mr. Van Deerlin, who presided at the hearing, thinks Congress should discuss the issue of sex and violence on TV, but “the question of governmental censorship and control of the media is probably further away now than at any time in the history of the U.S.”

Among other witnesses at the hearing were representatives of local branches of the American Civil Liberties Union, the National Organization for Women and a group of media activists for Spanish-speaking people. Also there was Dr. Harold Mendelson of the University of Denver’s Mass Communications Department, who recommended government involvement in the area of TV sex and violence, but without dictating to broadcasters.

A field hearing on TV sex and violence before this subcommittee will also be held in Los Angeles Aug. 17-18.
People. Organization. Performance. These are the factors that spell the difference in television stations, in television station representatives. WDTV, Clarksburg, W. Va., and H-R Television are now on the go together.
WESH-TV case brings FCC's comparative procedures into question

Wiley and Robinson dissents are not to renewal of station, but to method by which they had to arrive at their decision.

Close as was the 4-to-3 decision by which the FCC renewed Cowles Communications Inc.'s license for WESH-TV Daytona Beach, Fla., the licensee did survive the challenge of a competing applicant (Broadcasting, July 5). But the critical statements by two of the three dissenter give cause for wonder as to how well the procedures by which the commission renewed WESH-TV's license did the same.

It was not that Chairman Richard E. Wiley or Commissioner Glen O. Robinson felt that the challenger, Central Florida Enterprises Inc., should have won. Indeed, Chairman Wiley stressed that he agreed with the majority's conclusion.

Rather, they concluded that, given existing law and procedure, you can't get there—renewal of WESH-TV— from here, that under the criteria the commission follows in such cases, Central Florida was the clear winner. It had to be favored on such grounds as integration of management and ownership and diversification of ownership of mass media. Central Florida was also accorded a plus as the result of the presence among its owners of two blacks.

The majority held that WESH-TV's "superior" service outweighed such disadvantages, but Chairman Wiley said he did not have "superior," and Commissioner Robinson, in a frequently caustic, 27-page statement, said that the commission's opinion seems to say that "superior" means "whatever the licensee has done, providing the licensee has not seriously misbehaved."

Their suggestion: Junk the present system. Both would eliminate the comparative evaluation of a renewal applicant and a challenger.

Chairman Wiley, whose opinion reflected the views he expressed in a speech to the National Association of Broadcasters convention in March (Broadcasting, March 29), said there is no sensible basis on which to compare applicants who are similarly qualified, particularly where the comparison is between "a renewal applicant and a challenger with no past record of performance." He says the process leads inevitably to complex hearings which drag on for years and ultimately to a decision "which, at its best, can only rest on administrative hunch or intuition."

The chairman would simply renew the licenses of "all incumbents who do a good and faithful job of serving their communities," as he feels WESH-TV did. To him, such a system is a matter of simple justice.

Commissioner Robinson would follow a similar course. A broadcaster could expect renewal if he simply discharges the "general public interest obligations" normally imposed on licensees and does not seriously abuse his rights—by using them to commit a crime, for instance. To the commissioner, such a system would simply accord with the reality that "licenses do confer property rights." The statutory theory to the contrary, he said, "has been nullified by immemorial practice."

Indeed, Commissioner Robinson makes abundantly clear, his view that the commission's comparative-renewal contests are simply sham. They are, he said, not unlike "a professional wrestling match, in which the contestants' grappling, throwing, thumping—with attendant grunts and groans—are mere dramatic conventions having little impact on the final result. Of course, wrestling fans know the result is fixed and generally in whose favor; still they fill the bleachers to see how it is done. So it is in the present case."

The logic of their proposals for abandoning the comparative-renewal process leads Chairman Wiley and Commissioner Robinson to recommend doing away with the comparative hearing process even in cases that do not involve renewal applicants. Chairman Wiley in his speech to the NAB suggested that the choice among "qualified newcomers" be "some kind of an objective, nondiscriminatory method of selection—for example, a lottery."

Commissioner Robinson opts for an auction, for it "combines the simplicity of the lottery" with the additional virtues of allowing the public to recoup the economic value of the benefits conferred on private licensees and of measuring the intensity of individual preferences.

As for the objection that an auction would favor the rich over the poor, Commissioner Robinson says: "It is indulging fantasy to pretend that an open pricing system would lead to greater control of licenses by the rich than does the present system, given the current expense of obtaining a license, particularly in the context of a comparative hearing."

(He noted that, in the comparative-renewal hearing involving WPIX-TV New York, the challenger is reported to have spent $2 million and the incumbent $1.5 million just to proceed through the initial hearing stage at the FCC (Broadcasting, April 7, 1975)).

How warmly such relatively radical ideas as those advanced by Chairman Wiley and

It's official. Thomas J. Houser, a one-time member of the FCC, was sworn in on Tuesday as director of the Office of Telecommunications Policy. Supreme Court Justice John Paul Stevens administers the oath as Mr. Houser's wife, JoAnn, holds the Bible. After the ceremony, Mr. Houser told a gathering of some 100 friends and government officials of his hopes for OTP—that, in serving as the President's adviser on telecommunications matters, it can "anticipate problems" and deal with them before they become critical and help to stimulate technological developments to reduce costs in the use of the spectrum. He also said that, "without giving up the right to differ," OTP would coordinate with the FCC and other agencies engaged in telecommunications policy matters. The guests included a number of those with whom Mr. Houser will be dealing—FCC Chairman Richard E. Wiley and Commissioner Robert E. Lee, Secretary of the Army Martin P. Hoffman, Major General Robert Sadler, deputy director of the Joint Chiefs of Staff for Communications of the Department of Defense's Telecommunications and Command and Control Systems. Mr. Houser, who served on the commission for 10 months in 1971 and who has been practicing law in Chicago for the past five years, succeeds Clay T. Whitehead, OTP's first director, who resigned in September 1974. John Eger, deputy director, served as acting director in the interim. Mr. Eger, who had a speaking engagement in Munich on July 1 and remained in West Germany on personal leave, missed the ceremony.

Broadcasting Jul 12 1976 25
Fighting it. The FCC decision renewing the license of Cowles Communications Inc's Wesh-TV Daytona Beach, Fla., and denying the competing application of Central Florida Enterprises Inc will be appealed, Lee G. Lovett, counsel for Central Florida said, "Absolutely, we'll appeal. The record does not support decision at all."

Commissioner Robinson would be received in Congress, by broadcasters and by members of the public generally remains to be seen. Commissioner Robinson is not sangvine. He says that "too many people may find it too comfortable to stay with the old ways, as they are, rather than to chart a new and uncertain course full of imagined perils."

Opposition could well come from members of the commission itself, and not only from those commissioners who were in the majority in the Wesh-TV case. Commissioner Benjamin L. Hooks, the third dissenter, said the fault in the decision lies not with the comparative standards, "imperfect as they may be. "The fault, he said, "is that the majority—to reach its desired result—distorts the [commission's] policy almost beyond recognition."

Actually, Commissioner Robinson, who normally opposes efforts to extend the commission's authority beyond well-established limits, says he would be "bold enough" to read into court opinions regarding the breadth and flexibility of the commission’s legislative powers the authority to "scrap the comparative hearing process and to substitute an auction system."

But it is doubtful anyone else at the commission is that bold. And it is likely that the ideas Commissioner Robinson and Chairman Wiley are discussing will be aired in a congressional forum later this summer, when the House Communications Subcommittee holds hearings on license-renewal legislation (Broadcasting, June 28). The bills under consideration would modify existing law in a manner broadcasters have long sought—the license period would be extended beyond three years, and the commission would be required to observe criteria in renewal-comparative hearings favoring the incumbent—and are familiar. But the hearing may provide the first sign as to whether the commission's Wesh-TV decision will be remembered primarily by Cowles as one to be celebrated through the years or by the broadcasting industry generally as the act that began the unraveling of the commission's license-renewal procedures.

Remote rules changes
The FCC has amended rules concerning remote pickup broadcast stations that will, among other things, allow broadcast networks to become eligible for the first time for licensing auxiliary broadcast stations, and will increase the number of available wide frequency channels to a total of 101.

The amended rules will also allow the licensing of remote pickup transmitters as a group or system similar to the licensing of land mobile stations, rather than individually as they are now authorized.

Requirements that detailed operating logs of station transmissions be kept have also been eliminated.

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

- KBCI-TV Boise, Idaho; Sold by Boise Valley Broadcasters Inc. to Eugene Television Inc. for $1.9 million plus $187,000 for new transmitter and antenna if equipment replacement is approved by FCC. Station was previously sold to Donrey Communications Co. (Broadcasting, Feb. 3, 1975) but application by FCC at request of licensee (Broadcasting, July 28, 1975) after FCC deferred action on Donrey application until case involving fraudulent billing charges against Donrey's KORK-TV Las Vegas could be resolved. Donrey was denied KORK license renewal forthright ago (Broadcasting, June 12). Principals in seller, which has no other broadcast interests, are Robert W. Howell (10.9%), H. Westerman Whillock (5.3%) and Mrs. Stanley King (9.9%). Buyer also owns KVAT-TV Eugene, KCBY-TV Coos Bay and 50% of KPCI-TV Roseburg, all Oregon. Principals in buyer are Robert P. Booth (15.5%) and Terry Tillman (11.6%). There are 15 other stockholders. KBCI-TV is CBS affiliate on channel 2 with 65 kw visual, 7.01 kw aural and antenna 2,550 feet above average terrain.

- WMGS(AM) Bowling Green, Ohio; Sold by C. Richard Marsh to Jimmy Swaggart Evangelistic Association for $475,000 cash. Seller is court-approved receiver for Memorial Foundation, 95% nonstock owner of station, voted by President H. Max Good, which went bankrupt in 1973. Jimmy Lee Swaggart is president of buyer, a nonprofit, nonstock corporation that owns WLUX(AM) Baton Rouge; KMCF(AM) Arlington, Tex.; KGOY-FM and 20% of KGOY(AM) Bethany, Oka.; WVI(AM) Pensacola, Fla., and holds construction permit for new FM in Amarillo, Tex. WMGS is 1 kw daytimer on 730 kzh.

- WLKE-AM-FM Waupun, Wis.; Sold by Collins Broadcasting Corp. to James R. coursolle for $335,000 and assumption of $20,000 in debts. Principals in seller are Jerry J. Collins (51%) and wife, Catherine (42%). Mr. Collins also owns WKEQ(AM) Hibbing, Minn. Buyer has minority interest in Future Money International, Aitken, Minn.-based radio consultant firm and equipment-manufacturers representative. Until last May, Mr. Coursolle was president and 25% stockholder of KXGR-FM Grand Rapids, Minn., then sold his stock to Roger D. Olsen who now owns 100% of KXGR. WLKE(AM) is 1 kw
daytimer on 1170 kHz. WLKE-FM is on 99.3 mhz with 2.8 kw and antenna 300 feet above average terrain.

- WMSL(AM) and WWII(FM) Wilmington, N.C., sold by Progressive Broadcasting Corp. to North Carolina Broadcasting Co. for $380,000 cash. Seller is subsidiary of Gemini Communications Inc., Atlanta, which has majority interests in WJZ(AM) in Charleston, S.C., and WRMA(AM) and WWMA(AM) in Montgomery, Ala. Principals in Gemini are William O. Johnson (59.2%), William W. Dixon (26.1%) and Martin E. Kilpatrick (14.7%). Messrs. Jones and Dixon also own minority interests in WJIE(AM) Jacksonville, Fla. Buyer is subsidiary of publicly held Jefferson-Pilot Corp., Greensboro, N.C., licensee of WBT(AM) and WBT(AM)-FM in Charlotte, N.C.; WOX(AM) Atlanta and WXQI-FM Smyrna, both Ga.; KIMN(AM)-FE Denver; WBIG(AM) Greensboro, N.C., and WJMR(AM)-FM Richmond, Va. Jefferson-Pilot also owns newspapers in Florida, Texas and Oklahoma. WSL is on 1490 kHz with 1 kw day and 250 kw night. WWTI(FM) is on 97.3 mhz with 27.5 kw and antenna 125 feet above average terrain.

- Other sales reported at the FCC last week include: WOLI(AM) Ottawa, III.; KVK(AM) Wolf Point, Mont.; WHIP(AM) Mooresville, N.C., and WWM(AM)-FM Portage, Pa. (see page 44).

Approved

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

- WCCO-AM-FM-TV Minneapolis: 26.5% sold by Robert B. Ridder voting trust to MTC Properties Inc. for $11,760,000. Buyer already owned 26.5% of stations, and, together with 26.5% Ridder interest, is awaiting FCC approval of purchase of remaining 47% from Minneapolis Star and Tribune Co. (Broadcasting, April 19). Ridder trust is subsidiary of Knight-Ridder Newspapers Inc. and owner of 45% of Akron (Ohio)-based Group One Broadcasting Co. MTC is holding company owned by descendants of W.J. and F.E. Murphy families who published Minneapolis Tribune from 1900 to 1940. Minneapolis Star and Tribune sale (47%) was for $1 million and MTC's 14.98% interest in papers. WCCO-TV is CBS affiliate on channel 4 with 100 kw visual, 15.1 kw audio and antenna 1,400 feet above average terrain. WCCO(AM) operates full time on 830 kHz with 50 kw. WCCO-FM is on 102.9 mhz with 100 kw and antenna 1,300 feet above average terrain.

- WABJ(AM)-WAF(FM) Worcester, Mass., sold by George Gray to Robert L. Williams Broadcasting Co. for $1,465,000. Mr. Gray has sold, subject to FCC approval, WJF(AM) Binghamton, N.Y., to Alastair B. Martin for $231,039 (Broadcasting, May 12, 1975). Principals in Worcester buyer are Robert Williams and Richard A. Ferguson who also own WEZ(AM) Bridgeport, Conn. WAAB is full time on 1440 kHz with 5 kw. WAF is on 107.3 mhz with 16.5 kw and antenna 780 feet above average terrain.

- KEZQ(AM) Little Rock, Ark.: Sold by Mann Media to Multimedia Inc. for $850,000. Principals in seller, which also owns KALO(AM) Little Rock, are Bernard Mann (65.2%) and Gilbert Gans (32.9%). Mr. Gans also owns 25% of KIIT(FM) San Fernando, Calif. Buyer is publicly traded broadcast-newspaper group based in Greenville, S.C. Its other broadcast interests are WBFM-AM-FM-TV Greenville; WCCO-AM-FM-TV Knoxville, Tenn.; WMAZ-AM-FM-Macon, Ga.; WNNC(AM) Asheville, N.C.; WWIT(AM) Winston-Salem, N.C.; KIAY(AM) Little Rock, Ark.; WAKY(AM) Louisville, Ky.; KELA(AM)-KMBQ(FM) Shreveport, La., and WWTT(FM) Cincinnati. Multimedia also publishes newspapers in Greenville, Montgomery, Ala.; Ashville, N.C., and Clarksville, Tenn. KEZQ operates on 94.1 mhz with 60 kw and antenna 275 feet above average terrain.

- WABI(AM) Adrian, Mich.: Sold by estate of James Gerity to Metrocom Inc. for $530,000. Buyer, Robert G. Liggett, principal, also owns WBCH(AM)-WHNN(FM) Bay City and WMK(FM) East Lansing, both Michigan. WABI is on 1490 kHz with 1 kw day and 250 kw night.

Carter grants survive challenge in Supreme Court

The U.S. Supreme Court has refused to review the FCC's renewal of the licenses of Carter Publication Inc.'s WBAP(AM), KCSK(FM) and WBAP-TV Fort Worth and the commission's approval of the sale of the stations—the radio outlets to Capital Cities Communications Corp. and the television to LIN Broadcasting. The request for review had been filed by Civic Telecasting Corp., which had sought reversal of an appeals court decision affirming the commission's action (Broadcasting, Dec. 8, 1975). Civic, whose owners once owned a UHF television station in Dallas, had petitioned the commission to deny the renewals of all newspaper-owned stations in Dallas, Fort Worth and Beaumont. It accused them, among other things, of antitrust law violations.

Taking sides on Kaiser idea

The FCC is receiving mixed reviews of Kaiser Broadcasting's petition for rulemaking to afford UHF stations (1) uniform channel assignments on cable systems within mandatory carriage areas to the maximum extent feasible and (2) "local station" priority in assignments when the cable system employs more than 12 channels.

Support has come from the National Association of Broadcasters (which says that lack of uniform channel identity has hindered U's from promoting stations to audiences and advertisers), the Association of Maximum Service Telecasters (which agreed in principle but said approaches other than Kaiser's regarding
Blacks continue renewal pressure in Tenn., Ind.

Twenty-five stations, mainly in Memphis and Indianapolis, are targets of petitions to deny based on discrimination charges

Licensees of 25 stations in Tennessee and Indiana can forget hopes of the FCC renewing them by Aug. 1, when their present licenses expire (BROADCASTING, July 4). They were hit by a total of eight petitions to deny filed by citizen groups and individuals.

For the most part, the petitions resemble the hundreds of others that have been filed against stations in the past half-dozen years in alleging discrimination against blacks in employment and programming service.

A major factor in the petitions is the continued renewal pressure in Tennessee and Indiana, which claims the rule change would cause "nationwide disruption of viewing habits" and increased cost to consumers, Warner Cable Corp., American Cable Television and Tele-Cable Corp.

Memphis chapter of the National People United to Save Humanity (PUSH), which, along with other Memphis groups, filed four petitions aimed at the Memphis stations.

One was filed against Scripps-Howard Broadcasting Co.'s WMC-AM-FM-TV, and urged denial of the stations' renewal on the ground that Scripps-Howard company has an undue concentration of control of mass media in the area. The company owns the daily morning and evening newspapers, as well as the broadcast properties. Those media interests, the petition charges, permit Scripps Howard to "restrict, distort and suppress news" and to "manipulate the politics and viewpoints presented to the public."

PUSH and various allies also filed against the renewals of the New York Times' WREG-TV, KKO General Inc.'s WHBQ-AM-TV, and WREC(AM) and WZKR(FM), which are licensed to Summit Communications of Tenn. Inc. but incorrectly credited to the New York Times in the petition. The petition accuses the stations of failing to provide equal employment opportunities at all levels of their operations, and says their allegedly discriminatory employment practices have hindered the stations from presenting programs of interest to blacks.

PUSH and other groups also charged discrimination in employment in a petition aimed at seven other Memphis stations—WEZI(AM), KWAM-AM-FM, WYER(AM), WMPX(AM) and WMQM(AM). (The petition also lists WNEW-FM "Memphis," an obvious error, since that station is located in New York.) Their fourth petition was filed against WLOK(AM), which was accused of failing to provide adequate public service programming—including a failure to develop an adequate news department—and of abdicating its programming responsibilities "to the corporate interest of the white business establishment in Memphis."

One of the groups associated with PUSH in the four petitions is the North Mississippi Coalition for Better Broadcasting also filed against WDIA(AM) Memphis. The petition said the station ignored the problems of the service area other than metropolitan Memphis and approached its news reports in a "happy talk" manner.

The Nashville branch of the National Association for the Advancement of Colored People charged in another petition that WSM-AM-FM-TV Nashville "continues to refuse to cease discrimination against black applicants for employment," and said the stations have "a shameful EEO program."

One petition was filed by students who either have homes in Indianapolis or attend universities in the area. Their targets were WATH(AM), WMFS(FM), Wnde(AM) and WXLW(AM), all Indianapolis, and WSMJ(FM) Greenfield, Ind., which they accused of discriminating in employment on the basis of race.

The last of the eight petitions was filed against WTLF(FM) Indianapolis. The Committee for Minority Broadcasting said it acted as the result of the station's having fired a black announcer and altered the format of a "jazz and black literature program" he had created. The group said the program—Flight 105—is needed to expose the public black accomplishments in the arts and humanities and added that discontinuance of the program represents a violation of a promise made in the station's last renewal application. The group also said a complaint about the firing is being challenged in U.S. district court as an act of racial discrimination.

Georgia group presses case to recoup costs

FCC's refusal to permit reimbursement in fairness complaints taken to appeals court

An FCC decision that the commission lacks authority to order licensees to reimburse the costs and attorneys fees of parties who successfully bring fairness doctrine complaints against licensees is being challenged in court.

The Georgia Power Project, a group of Georgia Power Co. customers concerned about the effects of the company's policies on public health, safety and welfare, asked the U.S. Court of Appeals in New Orleans to overturn the commission's decision, which it issued in a case involving the Project.

The Project had filed fairness complaints against a number of stations in Georgia that had carried power company ads. The complaint was that the commercials contained only one side of a controversial issue of public importance dealing with utility rate increases. And the commission in December 1973 found two stations WBB(TV) Augusta and WXI-ATV Atlanta guilty of violating the doctrine. However, it denied a subsequent petition that it order the stations to reimburse the Project, stating it was "without authority to order an unwilling licensee to reimburse a public interest group. The Project calls that decision "arbitrary, capricious" and an "abuse of discretion" on the commission's part."

Media Briefs

Johns NBC Radio. WXTZ(AM) McKeepor, Pa., became affiliate of NBC Radio on July 1. Station is owned by Renda Broadcasting Corp., and operates on 1360 kHz with 5 kW-D and 1 kw-N.

Award. KYW-TV Philadelphia received 1976 television award of New Jersey Association of Chosen Freeholders for its coverage of severe floods and their aftermath in Gloucester county.

Right on mark. General Accounting Office study shows some staffers of Radio Free Europe and Radio Liberty's Munich operations getting salaries sometimes double government's pay scale because employees receive favorable conversion rate to marks. Report said more than $3 million could be saved by moving operations to U.S.
FCC loses taste for drawing up cable legislation

Commission says in letter to Moss subcommittee that it's not the right time for a bill; other topics touched in replies to congressional questions: satellite-to-home broadcasting, UHF reception, five-member FCC, conflict of interest, reimbursements...

The FCC's apparent lack of enthusiasm for a basic cable television bill—increasingly evident over the past several months in the unofficial comments of Chairman Richard E. Wiley—has now become almost a matter of official FCC policy.

The commission has said in a letter to Representative John Moss (D-Calif.) it feels its present legislative authority over cable, derived from the Communications Act as interpreted by the courts, is adequate "to support the present regulatory program." Specific grants of legislative authority—to enable the commission to fine cable systems and to hold them accountable for the transmission of obscene and indecent programming—are needed and have been requested.

But as for "comprehensive legislation," the commission says, it may well conclude that "in the final analysis" it is "unneccessary or unwise."

The letter to Representative Moss was in response to questions posed by his Investigations and Oversight Subcommittee as follow-up to a two-day oversight hearing on the commission's activities that was held in May (BROADCASTING, May 17).

The 14 questions elicited a 41-page response.

The commission has been involved in efforts to draft cable legislation for the past several years. It twice commented—negatively—on legislation which was drafted by the Office of Telecommunications Policy and which has been shelved by the White House. And the commission attempted to draft its own bill.

But, as the commission said in its letter to Representative Moss, that effort "has turned out to be a task far more difficult than initially envisaged." And it added: "Involved is the question not only of what the legislation should contain but whether there is a clear need, at this point, for legislation or whether it would not be better to hold off until a number of issues concerning the development and regulation of the industry become clearer." The letter does not indicate the "issues" to which it refers.

Besides its comments on cable legislation, the commission sought to knock down the inferences in some questions that its cable policies are anticable and probroadcasting. One question referred to an apparent probroadcasting "tilt" in the policy, and another asked how a policy that favors maintenance of the existing broadcasting structure at the expense of "a vigorous, competitive cable industry" is in the public interest.

The commission denied any "tilt" and said its present policy, adopted in 1972, differs from its antecedents in that it "thoroughly abandons previous notions that cable is merely a supplementary step-sister to over-the-air television."

The commission's policy goal was said to be one of balance: "It is the commission's duty to integrate cable television into the national communications system as rapidly and comprehensively as possible, but to do so without destroying other elements of that national system—so as those elements are found to serve the public interest."

As for the studies that provided the basis on which the commission concluded that cable television would significantly inure television, including UHF, the commission listed 11 of them, 10 prepared by or in behalf of broadcast organizations. The 11th was prepared by the research branch of the commission's Broadcast Bureau. The commission also said it relied on comments filed in various proceedings, congressional testimony and the financial information filed by its broadcast licensees.

In response to other questions raised by...
the subcommittee, the commission:

- Indicated it is not interested in providing for direct-to-home satellite broadcasting service (DBS). DBS technology, it said, seems most needed to provide service to areas not reached by broadcasting or cable television. For the most part, it added, the States interested in that position except for remote areas of Alaska, where there are plans to use small community earth station antennas for television. The commission also said it sees economic and operational disadvantages in DBS, including the cost to home owners of a satellite receiving antenna.

- Indicated the FCC revised its $45,000 research project aimed at improving television-set design and UHF reception has hit a snag. The commission said all industry proposals for developing the set have been unresponsive. But it said it has surveyed prospective bidders to determine what changes must be made to a worthwhile study.

- Said, as regulatory reform, that a seven-member commission has been "valuable because of the diverse nature of the telecommunications activities subject to [its] jurisdiction" and "offers opportunities for inclusion of expert points of view of commissioners experienced in law, engineering, economics, congressional affairs, international relations and the communications industries." At one point in their deliberations, the commissioners were prepared to suggest that the number of FCC members be reduced to five. But they changed their mind two days later at the urging of Commissioner Abbott Whetzell. Two members—Robert E. Lee and Glen O. Robinson—are cited in a footnote as favoring a five-member agency.

- Declared that existing law provides adequate safeguards against commission and staff members engaging in a conflict-of-interest situation once they leave the agency. A flat prohibition against employment in the communications industry or representation before the commission for a fixed period as suggested by the subcommittee, the committee added, "would be inherently unfair, and could seriously hinder the recruitment of qualified personnel."

(One proposed conflict-of-interest law would prohibit commissioners from representing anyone before the FCC for one year after leaving the agency if they do not serve their full term. Another bars a former commissioner official or employe from participating in an indefinite period in any matter in which he also participated as an FCC employe or officer, and prohibits him from making personal appearances before a court or the commission in any matter which was under his responsibility at the agency for one year after that responsibility ended. Lawyers, in addition, are subject to conflict-of-interest rules in the American Bar Association's canon of ethics.)

- Disclosed that petitions for rulemaking dealing with its compensation of public interest groups for the cost of their participation in public proceedings will be considered soon. A staff document dealing with a petition the National Black Media Coalition filed in November 1973 will be on the commission's agenda "during the next several weeks." And a "draft decision" on a petition the Federal Communications Bar Association filed in March (BROADCASTING, March 15) "will be on the agenda about expected within a few months." The FCBBA's petition is aimed at complementing its own legal aid program, adopted earlier, under which lawyers are asked to volunteer their services to indigent persons.

The commission, in discussing consumer matters, also rejected a number of steps to aid members of the public in participating in its processes among them, the establishment of a consumer affairs office. And in its next budget request, the commission said, it will seek funds to provide the consumer office with a toll-free 800 number.

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**Cable predicting: it's hard to tell**

Johns Hopkins 'model' does not live up to expectations, although it does tell FCC that regulations would have little effect on CATV getting into the major markets—where other problems face venturers

An econometric model of an urban cable television system that FCC economists had hoped would take much of the guesswork out of cable policy formulation does not justify those hopes. But it is useful, the economists feel, and provides some conclusions they trust, one being that the effect of federal regulation on the success of a system in a major market is slight. And an earlier cost model provided the commission contains another conclusion commission economists regard as foregone—the chances of a cable system making it in a big city such as Baltimore are poor.

The models were constructed by Johns Hopkins University's Center of Metropolitan Studies in Baltimore, with an assumed Baltimore system in mind (BROADCASTING, Dec. 9, 1974). The total project, including the earlier cost model, was funded by the National Science Foundation ($209,000) and the FCC ($50,000).

The FCC's contribution was toward the production of a demand model designed to enable policy-makers to reach decisions with a reasonable degree of certainty as to what real-world effect those decisions would have on a system. Commission officials acknowledge the model is not sufficiently reliable in that regard. The project, says John Whetzell Jr., of the Cable Television Bureau's research division, was something of a pioneering effort and improved on previous studies. But, he said, those constructing the model—Dr. Katharine Lyall directed the project—lacked the data needed "to verify predictions of what would happen if you change a variable."

He saw the model becoming more useful as a "predictor" as additional data becomes available. He also said it has a present value in providing a "better understanding of the problem; we can look at the whole piece—the cost and demand factors involved" in the construction of an urban cable system.

One commissioner Mr. Whetzell accepts is that, in most of the top-100 markets, cable television expansion "is only marginally affected by current federal regulations." The study based on the demand model says that such "natural circumstances" as "substantial over-the-air and other entertainment options, greater competition in geographically smaller areas and significantly higher construction costs" are critical. They are said to "produce low-estimated penetrations and marginal cash flow projections highly sensitive to local regulatory constraints, service requirements, and success in the cultivation of revenue-producing pay services."

Baltimore is the kind of city envisaged. The study based on the cost model says that it would cost $58 million over a 10-year period to provide Baltimore with cable service. And of that, the study says, only 40% could be recovered from service revenues. If the city were to pay for the public benefits the system could provide—in delivering fire alarm communications, education, health and social services—perhaps half the total cost of the system could be recouped in 10 years and a bit more over 15 years, "but under no circumstances does it seem likely that the system would break even during the period," the study says.

The study, which was published in February 1975, attributes part of the unattractive investment prospects to federal regulations restricting the importation of television signals from nearby Washington, whose stations provide a substantial amount of the programs available to a majority of Baltimore residents.

However, Mr. Whetzell said the assertion that federal regulations are an adverse factor in the Baltimore situation was not supported in the demand model produced a year later and, so far as the existing situation is concerned, he said, is more accurate.

The cost model designed with Baltimore in mind has been used by several cities to plot their own cable television policies. They plug their own data into the model—the services that would be provided, the rate of return expected, for instance—and the model gives back estimated revenue projections.

The model is available from the Johns Hopkins Center for Metropolitan Studies.

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**More time asked for cable**

The California Community Television Association and the National Cable Television Association have jointly asked the FCC to cancel the March 31, 1977, deadline when "grandfathered" cable
television systems franchised prior to 1972 must receive new or amended franchises. The petitioners for rulemaking claim that the deadline “threatens massive franchise termination and rebidding” and “heavy financial burdens.” As alternatives, CCTA and NCTA suggest renegotiation of franchises when they “naturally expire” or for “very lengthy or indefinite” franchises, a March 31, 1987, deadline. The associations say that the commission could require statements of compliance with “relevant” portions of the franchise requirements by the current deadline.

NCTA against dropping of anti-trust case

It says charges of conspiracy in Cablecom General suit are unprecedented and should not be rejected until resolved

The National Cable Television Association has filed a friend-of-the-court brief in a $3 million anti-trust suit by Cablecom General against the city of Hugo, Okla., and Hugo Cablevision there. “The factual situation in this case,” NCTA said, “an alleged conspiracy between local city officials and incorporators of a new CATV system to take over an established CATV operator’s business, is unprecedented.”

NCTA asked the court to reject the defendants’ attempt to have the case dismissed. It said dismissal “would open the door to takeovers of established CATV businesses by persons who have an ‘in’ with local officials, thus impairing the stability of the CATV industry…”

According to an attorney for Hugo Cablevision, NCTA is wrong in seeking the case as a precedent. He claimed that local citizens merely exercised their option not to renew the franchise because they felt Cablecom’s service was inadequate.

Cablecom’s suit is part of the multiple system owner’s attempt to hold onto its 2,500-subscriber system in Hugo. Earlier this year, the city of Hugo approved a new system, Hugo Cablevision, and later refused to renew Cablecom’s franchise (Broadcasting, May 17). And last month, city voters turned down a referendum to renew the franchise.

Cablecom has alleged that city officials secretly decided to remove Cablecom from Hugo and replace it with the locally-owned Hugo Cablevision. Cablecom received its franchise from the city in 1956.

Other legal activity continues in the case. Last week the city council gave Cablecom a 30-day operating extension through Aug. 6 and later went to court and received a restraining order to keep Cablecom’s system operating. Cablecom has argued that it is not practical for it to remain servicing Hugo without permanent renewal. It plans to take further action at a hearing on the restraining order this week.

Hugo Cablevision is in the process of hooking up initial subscribers.

Programing

Curtain comes down for daytime ‘Deal’

After 12½ years Monty Hall’s afternoon game show gives away its last prize; hopes to come back in a year with new host

Let’s Make a Deal staggered to its final appearance as a network daytime game show last Friday (July 9) after 12½ years on the air (covering 625 weeks, or 3,125 half-hours).

However, the series will continue in prime-time access, distributed by Worldvision Enterprises; its twice-a-week nighttime schedule, though, will be cut back to once a week beginning in September.

“We diluted our ratings badly by running Let’s Make a Deal seven times a week,” said Monty Hall, the host, who, in partnership with Stefan Hatos, also produces the series. He’s convinced he shouldn’t have tried to go twice a week in prime access. “But the ABC-owned stations,” he continued, “insisted on it when they saw how well Hollywood Squares was doing with that same twice-a-week nighttime schedule.”

The coup de grace for the ABC daytime strip version, according to Mr. Hall, occurred when ABC ejected the show from

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its 1:30 p.m. (NYT) time period six months ago and set it down at 12 noon. “A lot of stations put on local newscasts at noon,” he says. “We ran into a clearance problem that didn’t do us any good in the ratings.”

However, Mr. Hall says he still thinks Let’s Make a Deal is a valuable daytime property. “We’ll rest it for a year,” he continues, “and then bring it back with a new set, a new look and some new variations on the game. Plus a new host—after punishing myself for 12½ years, I’m ready to bow out.”

Mr. Hall’s company, he says, has a second-season deal with NBC-TV for a family-hour sitcom called The Prime of Life, starring MacLean Stevenson. A little further down the road, Mr. Hall adds, he’d like to star as the host of his own TV-talk show.

What can the FCC do about pre-release?
Nothing, say networks, programers to border stations’ pleas

Pre-released programing, produced in the U.S. and broadcast first in Canada, is the subject of differing opinions filed in comments by the major networks, U.S. border TV stations and program suppliers at the FCC.

CBS and NBC doubt the commission has the authority to stop U.S. program suppliers from selling to Canadian stations, but differ in their solutions to the problem. CBS suggests the commission crack down on U.S. cable operators who import the Canadian signals, while NBC proposes the FCC drop the whole investigation. NBC said the commission would become involved in a “morass of much more substantial regulation” of the motion picture, program and record industry.

U.S. border stations complained that pre-release hurts them economically and that the FCC should act. Program suppliers, including a joint comment filed by Columbia Pictures Industries Inc., MCA Inc., Paramount Pictures Corp., Twentieth Century-Fox Film Corp., United Artists Corp. and Warner Brothers Inc., asserted that the foreign business of the program production industry was “none of the FCC’s business.”

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 Aug23

Selling fast. The popular Boston TV variety show, Good Morning!, takes on a new title, Good Day!, when it goes into national syndication early this fall. The half-hour program has sold all of its advertising time for the first quarter of 1977, according to the distributors, Syndicast Services, New York, and has achieved 45% U.S. clearance in six weeks. Good Morning! began on WCVB Boston in 1973 and features a combination of celebrities, on-location pieces and medical advice. The show is co-hosted by Janet Langhart (c) and John Willis (l), shown interviewing actor George Hamilton. Debut of Good Day! on Sept. 6 has been sold in 39 markets so far, including WPIX New York, KTTV Los Angeles, WSNV Chicago, WTAF-TV Philadelphia, KPLR-TV St. Louis, WPCH-TV Pittsburgh, WZTV Nashville and KBMA-TV Kansas City, Mo. Advertisers named so far are Warner Lambert, Alpo, Pepsi and ITT Continental Baking.

Programing Briefs

On the green. Six golf tournaments from PGA winter, spring and summer tours will be telecast over NBC-TV during 1977. Returning to network will be NBC Tucson Open (Jan. 15-16); Bob Hope Desert Classic (Feb. 12-13); Florida Citrus Open (March 5-6) and Greater Greensboro Open (April 2-3). Additions in 1977 will be Houston Open (April 30-May 1) and Pleasant Valley Classic (July 16-17).

Ride ‘em cowboy? FCC has denied petition of Humane Society of the United States for rule to bar broadcasting of rodeos or to require broadcast of announcements that artificial devices are used to make animals act “wild,” “unbroken,” or “dangerous.” Commission said request to bar specific category of programing was in direct conflict with First Amendment.

Full package. Seventy out of 155 Public Broadcasting Service member stations have accepted package deal for all 28 program series offered nationally by PBS. Purchases continue but now on individual program basis.
Equipment & Engineering

CPB, PBS add their objections to FCC's Midwestern decision

Commission action allowing rise in common carrier's tariff rate jeopardizes satellite plan, they say

The Corporation for Public Broadcasting and the Public Broadcasting Service have joined with the commercial networks in expressing concern about an FCC action permitting common carriers to raise rates regardless of prices quoted in contracts to their customers. The joint petition filed with the commission notes that CPB last month signed a contract with Western Union under which it will provide public broadcasting with satellite interconnection service for seven years for $2.4 million.

The commission order at issue involves a contract under which Midwestern Relay Co. provides point-to-point microwave relay service in the northern Midwest. Midwestern, contending it was suffering serious financial losses, filed a new tariff with the commission increasing its rates—and the commission approved it, contending that a contract with a noncarrier cannot block a "cost-justified" rate increase for a carrier.

ABC and CBS are seeking reconsideration of that order (Broadcasting, June 28). And now CPB and PBS, in their petition, say that the commission has "set forth a broad and apparently unconditional rule which threatens to undermine a fundamental element of public broadcasting's satellite project."

The petition says the long-term planning needed to assure quality of public broadcasting's service is not possible if "a carrier is permitted unilaterally to abrogate rates set by contract."

Accordingly, CPB and PBS ask the commission to reject any requirement that rates specified in carrier-contract rates are subject to unilateral abrogation by subsequent tariff filings."

But if the commission will not accept that plea, CPB and PBS have a fall-back position. They note that public broadcasting is "unique" in the matter of rates for satellite service, in that the Communications Act expressly permits free and reduced satellite-service rates for CPB.

As a result, if the commission will not reject the Midwestern order, the petition says, it should not apply it to public broadcasting until it has considered the legal and policy considerations affecting reduced-rate contracts for public broadcasting in the applications to be filed in connection with the Western Union project.

A $13-million helping hand

Close to $13 million in Educational Broadcasting Facilities Program grants has been awarded by the Department of Health, Education and Welfare's Office of Education. The fiscal 1977 grants will be used to help establish or improve 73 noncommercial public radio and television stations in 34 states and the District of Columbia.

Of the 43 television grants, six will be used to aid new stations and 37 will be to add color capacity or other improvements. Thirty radio grants were made, with nine for new stations and 21 for station improvements. For a complete listing of grants, see "For the Record" (page 48).

RCA 'set' for Olympics

RCA of Canada has lent 3,500 "Color-Trak" television sets to the 1976 Olympic Games in Montreal to permit viewers to monitor up to 10 different events as they happen.

RCA said the sets represent a total value of $1.5 million. They are believed to represent the largest number of TV sets ever assembled for one purpose. They will be stationed at more than 25 locations in Montreal and in designated sites in both Quebec and Ontario. RCA said they will insure "blanket coverage of the games for press and television media as well as the general public, athletes and coaches."

In addition, RCA broadcast equipment, including studio and portable color TV cameras, video tape recorders, film systems and electronic character generators, is being used to help originate the Olympic telecasts for worldwide distribution.

Technical Briefs

Dutch connection. Effective Aug. 1, complete line of Magnavox CATV equipment and services will be marketed throughout Europe. Venture will be handled by N.V. Gloeilampenfabrieken, Eindhoven, Netherlands, which, through subsidiary, acquired Magnavo Co. in 1974. According to Magnavox, Western Europe, in particular, shows great potential for CATV expansion due to heavy population density and increased demand for CATV services.

New transmitters. Dallas-based Continental Electronics Manufacturing Co. has been awarded $2-million contract by Radio Free Europe/Radio Liberty for supply of 10 Type 418-D1 international shortwave broadcast transmitters. Capable of 100 kw power, new equipment will be located at Biblis and Lampertheim, West Germany. Delivery is scheduled to begin this fall and will be completed by early next year.

BIASed. Nine more stations have been added to Broadcast Industry Automation System (BIAS) customer stations. System handles sales, traffic, accounting and engineering. Added were: KSTP-AM-FM St. Paul (KSTP-TV is already on BIAS), WTMJ(AM)-WKKI(FM) Milwaukee (WTMJ-TV is on BIAS), WMCE-FM (AM and TV on BIAS), KPLC-TV Lake Charles, La., WAFB-TV Baton Rouge, WLBT(TV) Jackson, Miss. and KRCG(TV) Jefferson City, Mo. Total of 155 stations now subscribe.

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.

You belong in Broadcasting Sep 27

Broadcasting Jul 12 1976 33
Pro/Meeker buys out GCI

Pro/Meeker Sales, the radio rep firm, has bought out the station list of GCI Sales. "Sam Brownstein made us an offer we couldn't refuse," said George Gillett, the president of Chicago-based Globetrotter Communications Inc., which owns five radio stations and which will fold GCI Sales. Sam Brownstein is the president of Pro/Meeker Sales.

The key stations in the deal, according to Mr. Brownstein, are WGN(AM)-WGC(FM) Chicago, both owned by Globetrotter. These two, he says, account for "one-third of GCI's business."

Mr. Brownstein says he's now in negotiation with the president of GCI Sales, Cooke Bauman, to join Pro/Meeker in an executive capacity.

Canadians extend spirit of nationalism to TV ads

The Canadian Radio-Television and Telecommunications Commission has issued regulations requiring the registration of all commercials shown on Canadian TV in an attempt to discern what proportion of the ads seen there are actually produced there. The commission also issued "guidelines," not an official part of the new rule, that call for the proportion of Canadian-produced commercials on TV to be 70% by the end of this year, 75% by the end of next year and 80% by the end of 1980. Registration requires that each commercial be identified as to the advertiser, the title of the commercial, the length of the spot and where it was produced. There is no similar requirement for radio.

Advertising Briefs

SIN against AFTRA. Spanish International Network has filed unfair labor charges against American Federation of Television and Radio Artists. SIN contends AFTRA discriminates in charging same "wildspot" talent fees for use of Spanish-language commercials as for ads in English. SIN claims this discourages advertisers from using Spanish-language TV. SIN says that advertiser can pay talent fee to reach 2.5 million homes with Spanish TV stations, but could reach 22 million with same amount on English-language TV.

Meatless menu. Burger King Corp., Miami, is leaving BBDO New York on Sept. 30, ending relationship of eight years. Account bills estimated $25 million, of which more than $18 million is in broadcast. No reason was given for move. BBDO said it will continue to handle assignments from Pillsbury Co., Minneapolis, parent company of Burger King.

Together in Manchester. Donald H. Kingsley, president, Kingsley Advertising, Manchester, Conn., and Vincent H. Shaheen, president, Vincent & Thayer Advertising, Vernon, Conn., have formed Kingsley & Shaheen Advertising, full service agency for consumer and industrial advertising with complete in-house staff. 122D East Center, Manchester, Conn. 06040. (203) 646-2597.

Moving in Atlanta. Peters Griffin Woodard Inc., New York, reports its Atlanta office has moved to new offices headed by Albert L. Strada, vice president, Southeast sales. Suite 390, 6520 Powers Ferry Road, Atlanta 30339. (404) 225-9100.

NYMRBA executive. New York Market Radio Broadcasters Association has retained Maurie Webster as executive director. Mr. Webster heads his own consultation firm, The Webster Group, New York. Action was taken at annual meeting of NYMRBA, at which Alfred Racco, vice president and general manager of WABC (AM) New York, was elected chairman for coming year, starting July 1. He succeeded Dan Griffin, director of operations, WOR (AM) New York.

Regional going nationwide. St. Petersburg, Fla.-based Regional Reps Corp. is planning licensed offices in major markets. To open shortly is firm in Dallas with James B. Luck as owner/manager. Mr. Luck is former account executive at KXTK-TV Dallas and will use Regional's data processing equipment in Florida for record keeping, billing and market information. Other markets being considered include Atlanta, St. Louis, Boston, San Francisco, Denver and Seattle.

Biggest spenders. Spot television's top 20 categories increased their investment by 17% to $454.9 million in the first quarter of 1976.

In releasing Broadcast Advertisers Reports figures, the Television Bureau of Advertising said categories with the largest dollar gains in the quarter were food and food products, up $15.7 million to $113.7 million; automotive, up $11 million to $44.7 million and toiletries and toilet goods, up $10.6 million to $41.4 million.

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<th>1st Quarter '76</th>
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<tr>
<td>1. Food and food products</td>
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<td>2. Automotive</td>
<td>44,689.1</td>
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<tr>
<td>3. Toiletries and toilet goods</td>
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<td>4. Proprietary medicines</td>
<td>31,586.7</td>
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<td>5. Records and tapes, radios and TV sets</td>
<td>30,971.0</td>
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<td>6. Confectionery and soft drinks</td>
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<td>7. Soaps, cleaners and polishes</td>
<td>25,898.7</td>
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<tr>
<td>8. Household equipment and supplies</td>
<td>21,994.2</td>
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<tr>
<td>9. Pet foods and supplies</td>
<td>16,205.9</td>
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<tr>
<td>10. Consumer services</td>
<td>15,723.6</td>
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<tr>
<td>11. Travel, hotels and resorts</td>
<td>14,770.9</td>
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<td>12. Publishing and media</td>
<td>12,773.8</td>
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<tr>
<td>13. Beer and wine</td>
<td>12,030.3</td>
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<td>14. Sporting goods and toys</td>
<td>9,476.8</td>
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<tr>
<td>15. Gasoline, lubricants and other fuels</td>
<td>7,037.3</td>
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<td>16. Insurance</td>
<td>7,192.1</td>
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<tr>
<td>17. Apparel, footwear and accessories</td>
<td>7,183.6</td>
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<tr>
<td>18. Agriculture and farming</td>
<td>4,486.1</td>
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<tr>
<td>19. Building material, equipment and fixtures</td>
<td>4,126.8</td>
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<tr>
<td>20. Household furnishings</td>
<td>2,874.2</td>
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Total | $454,880,2 | +17 |

Still rising. Network TV advertising in May rose to $245 million, topping the corresponding 1975 figure by 18.4%, according to the Television Bureau of Advertising. In releasing Broadcast Advertisers Reports figures, TVB said weekend daytime showed the largest increase, a 32% gain to $28.5 million. On a five-month basis, advertiser spending in network TV topped $1.2 billion, an 17.8% rise over the 1975 period.

<table>
<thead>
<tr>
<th>May</th>
<th>% change '76 vs. '75</th>
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<tbody>
<tr>
<td>1975</td>
<td>1976</td>
</tr>
<tr>
<td>Daytime</td>
<td>$71,431.5</td>
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<tr>
<td>Mon.-Fri.</td>
<td>49,936.1</td>
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<tr>
<td>Sat.-Sun.</td>
<td>21,495.4</td>
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<tr>
<td>Nighttime</td>
<td>135,463.2</td>
</tr>
<tr>
<td>Total</td>
<td>$206,894.7</td>
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<table>
<thead>
<tr>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total</th>
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<tr>
<td>January</td>
<td>$64,331.1</td>
<td>$83,501.1</td>
<td>$78,657.7</td>
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<tr>
<td>February</td>
<td>80,303.9</td>
<td>75,104.1</td>
<td>76,507.0</td>
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<td>March</td>
<td>75,444.6</td>
<td>87,717.0</td>
<td>82,892.4</td>
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<tr>
<td>April</td>
<td>74,823.8</td>
<td>86,404.5</td>
<td>79,110.1</td>
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<tr>
<td>May</td>
<td>73,058.8</td>
<td>91,275.4</td>
<td>80,640.6</td>
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<tr>
<td>Year to date</td>
<td>$365,562.2</td>
<td>$422,002.1</td>
<td>$397,807.8</td>
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*All dollars figures expressed in thousands
Networks grid for coverage of conventions

New York and Kansas City efforts will cost them up to $30 million; CBS-TV, NBC-TV go gavel to gavel; electronic TV cameras dominate.

The network news organizations were massing manpower and gear at New York’s Madison Square Garden late last week in preparation for all-out TV and radio coverage of the Democratic national convention opening there tonight (July 12).

Between this week’s four-day Democratic session and next month’s Republican convention in Kansas City, coverage of the business surrounding the naming of the two parties’ presidential and vice presidential nominees is expected to cost the networks alone between $25 million and $30 million (“Closed Circuit,” July 5).

CBS-TV and NBC-TV, as in the past, planned virtual gavel-to-gavel coverage of the convention proceedings, which means pre-emption of normal entertainment programs on all four nights, part of Tuesday afternoon and probably all of Thursday afternoon. ABC-TV planned to stick closer to its previous convention formats, offering selective coverage that retains entertainment programming in early evening—and virtually all evening on Tuesday, when it will be carrying the All Star baseball game.

The Democratic committee’s latest official schedule, issued Wednesday, called for sessions to start at 8 p.m. today, 3:30 p.m. on Tuesday, 8 p.m. Wednesday and 1 p.m. Thursday. The week’s central business of selecting a presidential nominee—presumably Jimmy Carter—is scheduled for Wednesday night, with the naming of his running mate, and the running mate’s acceptance speech, set for Thursday evening.

The presidential nominee’s acceptance speech is tentatively scheduled for 10:30 p.m. Thursday to obtain maximum TV audiences and avoid the debacle of four years ago when it was almost 3 a.m. and most of the TV audience had gone to bed before Senator George McGovern finally got to make his acceptance speech.

One of this year’s conventions’ distinguishing marks on the TV side will be the dominance, for the first time, of electronic cameras in network coverage. CBS News and NBC News both say they’ll use only electronic cameras, no film cameras at all, with CBS estimating its total at about 30 inside and outside the halls and in four mobile units, while NBC spokesmen say they’ll have 12 in the hall plus two on the convention floor and enough outside to cover whatever happens in convention hotels and elsewhere around the city. ABC News will also use ENG gear but will use film cameras as well.

Despite all the complexity of the layouts and the complications of getting the Garden ready for broadcast coverage (see story, page 37), the pieces were falling into place last week and the broadcast booths gradually becoming operational.

CBS News’s Walter Cronkite anchored the CBS July 4 Bicentennial Roundup from what will be CBS News’s convention central control, and was slated to use the anchor booth last Thursday to tape a children’s special for broadcast on Saturday. All three TV networks were scheduled to originate convention specials from their Garden quarters yesterday.

There were nonbroadcast doings as well. The NBC Today show staff was to be host to Democratic delegates at a Sunday reception. And NBC News announced it would conduct a three-day straw poll among the delegates to determine their choice for a vice presidential candidate before the presumed presidential nominee, Mr. Carter, announces his choice, which is scheduled for Thursday.

TV network coverage plans included these highlights:

- ABC said it would carry the convention from 9:30 p.m. NYT to conclusion (expected to be about midnight) on Monday, from 9 p.m. to conclusion (also expected about midnight) on Wednesday and from 8 p.m. to the close around 11:30 on Thursday.
- On Tuesday, ABC-TV will carry the All Star baseball game—and according to most observers will reap a ratings harvest in the process—from 8 p.m. to conclusion. But it’s scheduled a half-hour convention special before the game, a one-hour wrapup afterward starting at about 11:15 p.m. and 90-second convention updates during the game at 9, 9:45 and 10:30.

Harry Reasoner and Howard K. Smith will co-anchor ABC’s TV coverage, assisted by Republican Barry Goldwater (with Democrat George McGovern to do similar honors at the Republican convention) and pollster Lou Harris.

CBS said it would start coverage at 7:30 Monday, 3:30 Tuesday, 7:30 Wednesday and 1:30 Thursday. On Tuesday it will take a one-hour break at 6-7 p.m. NYT to accommodate a half-hour of local news and the half-hour CBS Evening News. On Thursday, CBS said, “if proceedings permit” it will try to provide time for a half-hour of local news at 5-5:30, and will report national and international news during its convention broadcast.

Walter Cronkite will anchor. Newly enlisted CBS News Correspondent Bill Moyers will team with National Correspondent Eric Sevareid to provide analysis, and Correspondent Bruce Morton will report on activities at the rostrum.

NBC plans to start its coverage with Nightly News at 6:30 tonight and again on Wednesday, and will open at 3 p.m. on Tuesday and 12:30 p.m. Thursday.

John Chancellor and David Brinkley
will co-anchor for NBC, which does not plan to employ guest commentators and analysts. Newsman Edwin Newman will have a key assignment in interviewing candidates and others off the convention floor and in contributing feature material and analysis.

Each of the networks will have four floor reporters operating with two ENG cameras.

Highlights of radio network coverage plans:

ABC Radio plans five special reports per hour, each about three and a half minutes in length, on each of its four networks during the convention sessions, in addition to coverage in regular newscasts. There'll also be live continuous coverage of major events. Joseph F. Keating, executive producer of ABC radio special events, will be in charge.

CBS Radio has scheduled two 10-minute special reports per hour whenever the convention is in session. They'll be anchored by CBS News Correspondents George Herman and Neil Strawser and will be presented at 20 and 50 minutes past the hour. On Tuesday night CBS Radio will carry the All Star baseball game, starting at 8:06 p.m. NYT, but plans a special convention report during the pre-game broadcast and will present updates during the game. CBS Radio also scheduled three pre-convention specials, anchored by CBS News Correspondent Dallas Townsend, each 25 minutes in length, for broadcast.

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The Mutual Broadcasting System plans gavel-to-gavel coverage of the convention sessions, plus special 15-minute reports three times each convention day, at 8:35 a.m., 12:05 p.m. and 5:05 p.m. NYT. A staff of about 50 will be deployed in coverage at the Garden and convention hotels. Bill Greenwood, news vice president, will anchor the coverage.

The Mutual Black Network will carry MBS's continuous coverage of the sessions and, additionally, insert three-minute reports oriented toward black listeners at 8:50, 9:50, 10:50 and 11:50 p.m. each day. MBN will also feed three five-minute special reports each day at 12:50, 2:50 and 6:50 p.m. A staff of about 10 will be on hand to handle MBN coverage, with News Vice President Paul Brock anchoring.

The National Black Network plans gavel-to-gavel coverage with newsmen Hugh Morgan and Vince Sanders anchoring at the convention site. There'll also be two five-minute analyses daily under the title, Blacks and the Making of a President: One, featuring NBN international correspondent Mal Goode, will be fed at 6:20 p.m. NYT; the other, with columnist Carl Rowen, will be transmitted at 8:15 a.m. NBN officials said they will have a staff of about 20 working the convention.

NBC Radio plans to deliver six-and-a-half-minute reports on the half-hour, beginning at the opening of each convention session, plus one-minute Convention Perspective reports following each of its regularly scheduled hourly newscasts. NBC news correspondent Mike Maus will anchor the coverage, which—like that of the other radio networks—will also include continuous live reporting of major news breaks.

The NBC News and Information Service (NIS) will offer continuous updates of convention developments, with Correspondents Bill Lynch, Cameron Swayze and Alan Walden sharing anchor duty at the convention site. NIS will also offer special interviews with convention newsmakers and live reports from NBC News correspondents.

Newsman Chuck Eldridge is director of overall planning for both the NBC Radio and NIS coverage.

The Public Broadcasting Service's coverage will be provided by four of the shows it distributes: WNET(TV) New York's Robert MacNeil Report, WETA-TV Washington's Washington Week in Review and U.S.A.: People and Politics, and WHYY-TV Wilmington, Del's Black Perspective on the News. Black Perspective will be broadcast from New York for an hour instead of its usual half hour. USA. People and Politics will also expand to an hour on Fridays both before and after the convention.

National Public Radio coverage will consist of special morning news summaries lasting a half-hour and lengthy reports within the network's daily All Things Considered program. Stories will be filed by NPR reporters at the convention.

Broadcasting Jul 12 1976
Places and people. The networks were in Madison Square Garden last week readying for coverage of the Democrats this week. Pictures are (top to bottom) the ABC anchor and control booths, with the TV anchor booth at top, and immediately below it, the ABC Radio control booth on the right and the floor-control booth on the left. CBS's anchor booth is similarly bivelv, with Walter Cronkite's anchor booth at top left and Eric Severeid's and Bill Moyers analysis booth at top right; on the lower level are the massiv New York, CBS Radio News and floor-control booths. Discussing the NBC layout are NBC News's team (l-r): John Hart, Catherine Mackin and Tom Pettif to be joined by Tom Brokaw.

Preparations were on schedule for broadcast coverage in N.Y.'s Madison Square Garden

The job of accommodating the media in New York's Madison Square Garden for the Democratic convention, beginning today, has been accomplished with fewer snags than expected when news of the cramped quarters first made the rounds. Of course there have been "lots of in-fighting and squabbles" along the way, mainly between the electrical and lighting unions, but for those used to dealing with conventions it was "nothing unusual or different," according to NBC network pool producer Bob Asman.

The International Brotherhood of Electrical Workers and the National Association of Broadcast Employes and Technicians divided the work, Mr. Asman said, and "the fine lines were examined on a daily basis." Some jurisdictional questions (who places, who focuses and who ties down each piece of equipment) remained until the last minute, but the squabbles thus far were not of a proportion to bring [Democratic Party Chairman Robert] Strauss into it." Mr. Strauss promised to try to help ease any labor problems if necessary (BROADCASTING, June 14).

The "great debate" centered on whether to classify the anchor booths and lighting as permanent or temporary, according to union contracts which deal in terms of "one-shot" news events. Keeping his fingers crossed, Mr. Asman said all the New York municipal unions have pledged to avoid a strike action during the convention. He also noted that so far there have been no labor stoppages, "rather unusual" for a project of this scope.

The Garden's metamorphosis from sports arena to political convention hall has involved many hands.

The firm contracted by the city of New York to handle design and adjunct services is Office Design Associates, an organization new to conventions and to television. Office Design President Raymond Hertler has been meeting regularly with the networks and daily with the NBC pool personnel for months. "Ours is a massive coordination job," Mr. Hertler said, in which the role of the media is not minimized. "Certainly the Democratic national convention recognizes that if the
coverage is not right it’s detrimental to the party. Every effort has been made to accommodate the media. To the greatest extent possible, we’ve given the networks whatever they’ve asked for,” Mr. Hertler said. The notable exceptions are space limitations, restrictions on the size of signs identifying each network’s anchor booth, the logo on pool cameras being that of the DNC, and the number of unilateral cameras per network being held to six.

Imero Fiorentino Associates, New York, a well-known lighting consultancy, has been involved in arrangements for political conventions in one way or another since 1952, for both parties. It will be involved in Kansas City’s Kemper arena for the Republican convention in addition to Madison Square Garden.

William Klages, vice president of IFA, said the lighting criteria for television involve not only the amount of illumination, but also the direction. “Lighting in an arena [like the Garden] doesn’t accommodate to a theatrical look—it’s more suitable for sports. So we must light it as we would a studio television presentation.” The end result is something between a “documentary look” which allows shadows and less-than-perfect lighting (of delegates on the floor for instance) and theatrical lighting (at the rostrum).

Raymond Hertler said the Garden’s existing power was found to be adequate, but redistribution was necessary. That is being done at a cost of approximately $200,000, including lighting modifications.

Mr. Hertler’s proudest innovation is the pool camera platform. Owing to the unusual construction of the Garden, nothing could be bolted to the floor to anchor the stand—refigeration pipes for ice hockey preclude drilling. Instead, a “vibration-free” metal scaffold was mounted on a base filled with concrete blocks, using minimum floor space and minimum metal obstructions on the top five tiers. Bob Asman said he hopes to convince the DNC to store the platform parts after the convention for use four years hence.

Mr. Asman noted the network TV pool will comprise mobile units, a central control room and a five-camera pick-up: one on either side of the rostrum and one on the main platform (two facing the rostrum “full-face” and one at the rear for views of delegates). Microphones—between 75 and 80 of them—will cover the bandstand, rostrum and every delegate area.

The total cost for the pool is estimated at $900,000.

Army censors out of job

The Department of Defense has decided to disband the Army Reserve’s six field press censorship units (FPC), detachments that can be called upon to review news materials during wartime. On or before Sept. 30, four 17-person detachments located in Connecticut, South Carolina, New Jersey and Pennsylvania are to be deactivated. The remaining two, and larger, detachments, also in New Jersey and Pennsylvania, are to be disbanded during the government’s 1977 fiscal year, beginning Oct. 1.

Mandel-trial gag order lifted by appeals court

Ruling comes quickly on the heels of Supreme Court Nebraska edict

Following their big win in the U.S. Supreme Court two weeks ago—the unanimous judgment that a gag order imposed on the press by a Nebraska judge in a murder trial was unconstitutional (BROADCASTING, July 5)—some newsmedia members had a smaller win to celebrate. The U.S. Court of Appeals in Richmond, Va., overruled the order of a trial judge sealing pretrial motions in the trial on kickback charges of Maryland Governor Marvin Mandel and five co-defendants. The appeals court decision was issued swiftly; it was handed down on July 2, even before the trial judge, John H. Pratt, was asked to respond to the news organizations’ charge that the order violated the newss media’s First Amendment right to report on legal proceedings. The appeals court has given the defendants’ attorneys and federal prosecutors until July 12 to file comments on the gag order, which had not been requested by any of the parties. The news organizations involved in the three petitions that were filed included the Radio Television News Directors Association, the Washington Post and its WTOP-AM-TV Washington; the Society of Professional Journalists, Sigma Delta Chi; the A.S. Abell Co., which owns the Baltimore Sun, WMAR-FM-TV Baltimore and WBOC-TV Salisbury, Md., and the Hearst Corp., which owns the Baltimore News American and WBAL-FM-TV Baltimore.

UPI advisers

The United Press International Broadcast Advisory Board has been formed to provide guidance to UPI.

A special steering committee of broadcast officials met in New York June 29 and 30 and elected Arch L. Madsen, president of Bonneville International Corp., Salt Lake City, chairman of the advisory board.

Others named were Norman Knight, president of the Knight Quality Stations, Boston; Al Schottelkotte, vice president for news of Scrip's-Howard Broadcasting Co. and news director of its WCPG-TV Cincinnati; Robert Scott, news director, WFAA(AM) Dallas; Frank McLaurin, vice president and general manager, KSRO(AM) Santa Rosa, Calif.; George C. Hyde Jr., director of sales planning and development, Susquehanna Broadcasting Co., York, Pa.; Joseph L. Floyd, president of Midcontinent Broadcasting Co., Sioux Falls, S.D.; Milton D. Friedland, vice president and general manager, WICS(TV) Springfield, Ill., and Bill Scott, vice president for news of Westinghouse Broadcasting Co. and general manager of WINS(AM) New York.
Country concentration. Taking a look at the country side of "Playlist": Tammy Wynette and George Jones are the fastest pair in town in a week marked by fast movers; their Golden Ring (Epic) wins the brass ring the first time out. Coming on at eight is The Letter (MCA) by another two-star team, Conway Twitty and Loretta Lynn. Sentimental favorite. Country radio’s most talked about tune continues to be Teddy Bear by Red Sovine. Already in the top 10, this Starday release is a story-in-song about a crippled child C’er. “It’s probably the most requested song I’ve ever heard on radio…phenomenal growth,” says John Scott of WNYW/AM New Orleans. In San Diego, Ed Chandler of KSAN AM reports up to 300 requests a day: “We put it on the radio once and the phones didn’t stop ringing.” Ed Salamone of WHAM/AM New York “is one of those very few records that you know will work. I predict the record will start crossing over to pop.” Two among the bolts. An earlier crossover—but from R&B, not country—heads the list of contemporary bolts this week. It’s the Manhattans’ Kiss and Say Goodbye (Columbia). This Maquiladora (Warner Bros) by George Benson moves to 34. “It’s an excellent jazz record,” says Marge Bush of WLIB/AM Cleveland. It’s also on at KNIC/AM San Antonio and WBOI/AM Memphis.

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>Title (length)</th>
<th>Artist (label)</th>
<th>Rank by day parts</th>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6-10s</td>
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<tr>
<td>1</td>
<td></td>
<td>Golden Ring (3:01)</td>
<td>George Jones &amp; Tammy Wynette - Epic</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Stranger (3:10)</td>
<td>Johnny Duncan - Columbia</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>All Things (3:07)</td>
<td>Joe Stampley - ABCDot</td>
<td>2</td>
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<tr>
<td>4</td>
<td></td>
<td>Here Comes the Freedom Train (3:25)</td>
<td>Merle Haggard - Capitol</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>The Door Is Always Open (2:42)</td>
<td>Dave &amp; Sugar - RCA</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>Teddy Bear (5:03)</td>
<td>Red Sovine - Starday</td>
<td>7</td>
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<tr>
<td>7</td>
<td></td>
<td>You’ve Got Me to Hold On to (3:04)</td>
<td>Tanya Tucker - RCA</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>The Letter (3:24)</td>
<td>Conway Twitty &amp; Loretta Lynn - ABCM</td>
<td>5</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>El Paso City (4:13)</td>
<td>Marty Robbins - Columbia</td>
<td>10</td>
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<tr>
<td>10</td>
<td></td>
<td>Vegas Con Dios (2:28)</td>
<td>Freddy Fender - ABCDot</td>
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<td>11</td>
<td></td>
<td>I’ll Get Over You (3:12)</td>
<td>Conway Twitty - MCA</td>
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<tr>
<td>12</td>
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<td>Solitary Man (3:38)</td>
<td>T.G. Sheppard - Hitville</td>
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<tr>
<td>13</td>
<td></td>
<td>Save Your Kisses for Me (3:04)</td>
<td>Margo Smith - Warner Bros.</td>
<td>11</td>
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<tr>
<td>14</td>
<td></td>
<td>Say It Again (2:56)</td>
<td>Don Williams - ABCDot</td>
<td>14</td>
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<tr>
<td>15</td>
<td></td>
<td>Rocky Mountain Music (3:32)</td>
<td>Eddie Rabbitt - Elekt</td>
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<td>16</td>
<td></td>
<td>Lonely Taedrops (2:58)</td>
<td>Naomi Fells - ABCDot</td>
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<td>17</td>
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<td>What Goes on When the Sun… (2:51)</td>
<td>Ronnie Milsap - RCA</td>
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<td>18</td>
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<td>Homemade Love (2:50)</td>
<td>Tom Bresh - Farr</td>
<td>19</td>
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<tr>
<td>19</td>
<td></td>
<td>I’d Have to Be Crazy (3:24)</td>
<td>Willie Nelson - Columbia</td>
<td>21</td>
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<td>20</td>
<td></td>
<td>Together Again (3:56)</td>
<td>Emmylou Harris - Reprise</td>
<td>20</td>
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<td>21</td>
<td></td>
<td>Don’t Pull Your Love…Goodbye (3:18)</td>
<td>Glen Campbell - Capitol</td>
<td>22</td>
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<tr>
<td>22</td>
<td></td>
<td>Butterfly for Brady (3:42)</td>
<td>Booby Goldsboro - United Artists</td>
<td>23</td>
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<tr>
<td>23</td>
<td></td>
<td>Is Forever Longer Than Always (2:30)</td>
<td>Porter Wagoner &amp; Dolly Parton - RCA</td>
<td>24</td>
</tr>
<tr>
<td>24</td>
<td></td>
<td>You Are So Beautiful (2:24)</td>
<td>Ray Stevens - Warner Bros.</td>
<td>25</td>
</tr>
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</table>

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc, audience ratings for the reporting station on which it is played and for the part of the day at which it appears. A (3) indicates an upward movement of five or more chart positions.
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Media

Peter H. Starr, president/director, Starr Broadcasting Group, New Orleans, resigns, but will continue as broadcast consultant. William F. Buckley Jr., board chairman, assumes additional duties as president until successor to Mr. Starr is selected. Ronald T. Paluck, senior VP/chief financial officer, takes responsibility for company's day-to-day operations.

Starr

Kuschin

Martin Kirsch, associate director of administration, ABC Owned Television Stations, New York, appointed director of financial planning.


Robert L. Nelson, general manager, CBS-owned KXX-FM Los Angeles, named VP.

Steve Kimatian, executive administrator of Westinghouse Broadcasting Co.'s WIZ-TV Baltimore, promoted to general manager. He succeeds Joel Segall, named to newly created post of director of sales development and planning for special projects of company's Group W Television Station Group, to work with all five Westinghouse-owned TV stations in development, acquisition and sale of special programming, including sports.

Philip Levens, general manager, TV studio/field operations, ABC Inc., New York, appointed director of TV operations for ABC's broadcast operations and engineering department, East Coast, there.

Donald K. Bailey, controller, Globe Broadcasting (formerly Globetrotter Communications), Chicago, appointed VP. Company owns WYON(AM)-WGCQ(FM) Chicago, WXYI(AM)-WDOK(FM) Cleveland and WDEE(AM) Detroit.

Burton Sherwood, VP/general manager, WME(AM)-WMEP(FM) Fort Wayne, Ind., appointed to same position, WIBG(AM)-Philadelphia.

Howard Kennedy, operations manager, KLO-AM-TV Mason City, Iowa, named assistant general manager.

Joan Jacobi, producer/copywriter, KGWA(AM) Stockton, Calif., joins KNTV-TV San Jose, Calif., as promotion director.

Elizabeth J. Hudson, promotion manager/creative services director, WCIT-TV Charleston, S.C., joins WAVE-TV Louisville, Ky., as promotion manager, replacing Art Metzler, who becomes full-time promotion manager for WAVE(AM) Louisville.

Sharon Lee Johnson, advertising/promotion director, KFRC(AM)-San Francisco, joins WRCI(AM)-WKYS(FM) Washington as advertising/promotion manager.


Robert C. Glazier, executive director, St. Louis Educational Television Commission/general manager, noncommercial KETC-TV there, named president/chief executive officer, Southern Educational Communications Association, Columbia, S.C.

Broadcasting Advertising

Howard E. Johnson, VP/account supervisor, Campbell-Ewald, Detroit, rejoin Kenyon & Eckhardt there in same capacity.


Joseph A. Barras, VP/general manager, Atlanta office of Lindsey, Bradley & Johnston, named executive VP at Chattanooga headquarters.


David E. Michels, general sales manager, KTVF-TV Tulsa, Okla., named VP, midwestern sales, Television Bureau of Advertising, Chicago, succeeding Jacob Evans, who has resigned to open his own broadcast consultancy firm in Los Alamos, N.M.

Philip J. Sweeney, eastern sales manager, ABC Television Spot Sales, New York, named sales manager of Detroit office of same unit.

Leonard C. Feldman, director of affiliate research for ABC-TV, named director of research and sales promotion for ABC Television Spot Sales, New York.

Charles Hitchins, general sales manager, WTVI(AM) Columbus, Ga., named account executive, ABC sales team at Blair Television, Chicago.

Harry Ebbesen, local sales manager, KKO-AM Phoenix, appointed general sales manager, succeeded by F. Randall Cantrell, VP/general sales manager, KTAR-TV Phoenix.

Robert M. Foster, account executive, WBSN-TV Columbus, Ohio, appointed national sales manager.

Mark Stein, controller, Media Communications, New York, joins Air Time, media services firm there, as assistant controller. Jose L. Carrero, senior buyer, Benton & Bowles there, named senior media buyer at Air Time.


Luther Thompson Jr., account executive, WOA(FM) Dayton, Ohio, promoted to sales supervisor.

Fates & Fortunes

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

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JOANN PFLUG
MINNIE PEARL

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Broadcasting Jul 12 1976

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Charles J. Lipton, general sales manager/ sales development manager, WAGA-TV Atlanta, appointed director of marketing. David Patnam, account executive, named retail development manager.

**Programing**


Philip Capice, VP, creative affairs/executive producer, Lorimar Productions, Burbank, Calif., appointed senior VP.

Robert A. Grunburg, VP/controller/assistant secretary, Filmways, New York, promoted to newly created position of VP, subsidiary operations. Eugene B. Boylan, assistant controller, named corporate controller.


Charles Goldstein, editorial operations director, Universal Television, Universal City, Calif., joins Columbia Pictures Television, Burbank, Calif., as post production director.

R. Quigg Lawrence, founder/general manager, Candyapple Productions, Richmond, Va., named to head new Richmond office of TM Productions, Dallas.

Ann Berk, station operations director, WNBC-TV New York, assumes additional responsibilities as program director.

Ron Martzolf, production manager, WKBW-TV Buffalo, N.Y., appointed assistant program manager, succeeded by Steve Zappia, producer/director.

Jim Brinson, with KATU Portland, Ore., joins KNTV San Jose, Calif., as sports director.

Neisa Gidney, manager of program acquisitions, noncommercial WNET-TV New York, assumes additional duties as acquisitions consultant to Public Broadcasting Service, Washington.

**Broadcast Journalism**

William Schechner, reporter, noncommercial KQED-TV San Francisco, joins KPBS-TV there in same capacity.


Michael W. Hudson, news director, WJKO(AM) Columbus, Ohio, named reporter, WGAR(AM) Cleveland.

**Cable**

Seth J. Kittay, affiliate marketing manager, New York metropolitan area, Home Box Office, New York, appointed regional manager for that area.

Vivian E. Goodier, assistant to president, Grocery Manufacturers of America, Washington, named assistant director of government relations, National Cable Television Association there, replacing Frances A. Pollak (BROADCASTING, June 14).

**Equipment & Engineering**

James M. Alle, finance division VP, RCA Consumer Electronics Division, Indianapolis, named to new post of operations division VP, covering manufacturing operations, engineering, export sales and consumer electronics and appliances division of RCA Ltd. (Canada). Succeeding Mr. All as finance division VP will be Robert K. Smith, who has been director, financial operations.

John F. Schneider, factory sales engineer, Sparta Electronics, Sacramento, Calif., appointed Western district sales manager, Martin Industries, Diablo, Calif.

George M. Stamatis, senior sales engineer, Siemens, Iselin, N.J., joins Scientific-Atlanta, Atlanta, as account representative, telecommunications instruments, responsible for sales in Mid-Atlantic and New England areas.


Ampex award winners, Dick Hathaway (center), senior staff engineer, audio-video systems division, and Jerry Miller (l), research staff member, advanced technology division, Ampex Corp., Redwood City, Calif., are congratulated by the founder of Ampex, Alexander M. Poniatoff, Messrs. Hathaway and Miller were awarded the Alexander M. Poniatoff award for technical excellence in 1976—Mr. Hathaway for leadership in developing the VPR-1, helical videotape recorder with automatic scan tracking system, and Mr. Miller for his invention of highly efficient codes used in high packing density digital recorders. The award, the highest the company offers employees, includes a $2,500 cash bonus.

**Allied Fields**


**Deaths**

Howie Horwitz, 58, television producer, was killed June 25 when he fell off cliff while vacationing at June Lake, Calif. Among series he produced were: 77 Sunset Strip, Hawaiian Eye, Surfside Six and Batman. He is survived by his wife and three daughters.

Harry Becker, 57, KCKN-FM Kansas City, Kan., personality, died June 25 during his all-night talk show. Mr. Becker was talking with caller when he apparently suffered heart attack. Listeners heard him gasp and called police who found him. Mr. Becker had been in broadcasting 40 years.

Richard A. Eaton Jr., 25, account executive, United Broadcasting Corp., Bethesda, Md., was found dead at his apartment in Annandale, Va., June 30. Police said cause appeared to be overdose of prescription drug but were awaiting chemical analysis. Survivors include his father, president/treasurer of United, and his mother, Margaret.

Peter N. Veres, 64, editor, Voice of America's Russian language agricultural programs, died June 29 at George Washington University hospital, Washington, after heart attack. He had joined VOA in 1955. Survivors include his wife, Joan, two sons and three daughters.
As compiled by Broadcasting for the period June 26 through July 2 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALI—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—auxiliary; CH—critical hours; CP—construction permit; D-day—D-day directional antenna; Doc.—Docents; ERP—effective radiated power; HAAT—height of antenna above average terrain; kHz—kilohertz; kw—kilowatts; MEQV—maximum expected operating value; mhz—megahertz; mod.—modification; N.—night; PSA—presuntise service authority; SH—specified hours; trans.—transmitter; TPO—transmitter power output; U.—unlimited hours; viz.—visual; w.w.—watt. *—noncommercial.

New stations

AM applications


- Harrison, Ark.—Harrison Radio Station seeks 1510 kHz, 500 w-D. P.O. address: 909 Delaware Ave., McComb, Miss. 36948. Estimated construction cost $34,430; first-year operating cost $54,000, revenue $72,000. Format: C&W. Principals: Five stockholders; three are Dowdy family, and Ron R. Harvel and Richard Smith, Dowdys and Mr. Smith own WML(AM) and applications for FM in Dublin, Ga. Charles Dowdy owns WROA-AM-FM Gulfport, Miss.; Wayne Dowdy owns 1/3 of WAKK(AM) McComb, Miss. Ann. July 1.

- Eddyville, Ky.—Lyons County Broadcasting Co. seeks 900 kHz, 500 w-D. P.O. address: City Hall, Eddyville 42038. Estimated construction cost $50,000; first-year operating cost $22,000; revenue $30,000. Format: MOR. Principals: Ten equal owners, no other broadcast interests. One is manager of college station. Ann. June 28.


- Lewisburg, Tenn.—Lewisburg Radio Co. seeks 1220 kHz, 250 w-D. P.O. address: Box 249, Franklin, Tenn. 37064. Estimated construction cost $16,500; first-year operating cost $30,000; revenue $60,000. Format: Country, pops. Principals: Four equal owners, one of whom, Donald E. Paterson, has broadcast interests. 28% of WIZO-AM-FM Franklin, Tenn. Ann. June 28.

AM actions

- Ellijay, Ga.—Gilmer County Broadcasting Co. Broadcast Bureau granted 1560 kHz, 250 w-D. P.O. address: Box 938, Blue Ridge, Ga. 30513. Estimated construction cost $17,100; first-year operating cost $33,243; revenue $26,000. Principal: Robert P. Schwab (100%). Mr. Schwab owns WLSB(AM) Copperhill, Tenn., WPFF-AM Blue Ridge, Ga., and WWYZ-Jasper, Ga. Action June 24.

Broadcast Bureau granted following CP modification to extend time to file dates to show:

- WBVN Buena Vista, Va., to Sept. 30 (BMP-14106).

FM applications


- Holiday, Fla.—Latin-American Broadcasting Co. seeks 1063 MHz, 3 kw, HAAT 300 ft. Estimated construction cost $31,889; first-year operating cost $46,800; revenue $72,000. Format: Standards, beautiful music. Principals: George Ariyo Cruz (48%), Nick Rosado Hernandez (22%) and Steven Pauli (20%). Mr. Cruz has ownership in WBRQ-FM Citra, P.R.; WVIS-FM Frederickstow, V.I. and WBS-AM Charlotte-Amalie, V.I. Mr. Pauli is radio consultant. Ann. June 30.

- Blackshear, Ga.—Mattox-Guest Broadcasting Co. seeks 104.9 MHz, 3 kw, HAAT 300 ft. P.O. address: U.S. Hwy. 92, Box 22, Blackshear 31516. Estimated construction cost $33,893; first-year operating cost $38,000; revenue $56,000. Format: MOR. Principals: General Motors Corp. (51%), Mr. Mattox (19%) and Mr. Guest (50% each). Mr. Mattox is farmer and insurance agent; Mr. Guest is general manager at WFOX(AM) Gainesville, Ga. Ann. June 30.

- Dubuque, Iowa—Future Broadcasting seeks 102.3 MHz, 3 kw, HAAT 300 ft. P.O. address: 315 S. 34th St., LaCrosse, Wis. 54601. Estimated construction cost $91,357; first-year operating cost $92,040; revenue $150,000. Format: Top 40. Principals: Gary S. DeMaroney (50%) and Elmer and Helen Seebold (40%). Mr. DeMaroney is former program director of WWLA(AM) LaCrosse, Wis.; Seebolds are union officials. Ann. June 30.

- Wichita, Kan.—Defenders School of the Air seeks 91.1 MHz, 14.7 kw, HAAT 187 ft. P.O. address: 155 N. Market St., Wichita 67202. Estimated construction cost $41,921; first-year operating cost $10,000. Principal: Applicant is nonprofit corporation formed to operate proposed station. Ann. June 30.


- Plymouth, N.C.—Ralph D. Epserott seeks 95.9 MHz, 2.6 kw, HAAT 316 ft. P.O. address: Box 907, Mt. Airy, N.C. 27030. Estimated construction cost $3,300; first-year operating cost $1,300; revenue $8,000. Format: Music variety. Principal: Applicant is licensee of WPNC(AM) Plymouth and WPAQ(AM) Mt. Airy.
FCC tabulations as of May 31, 1976

Summary of broadcasting

<table>
<thead>
<tr>
<th>Commercial AM</th>
<th>Commercial FM</th>
<th>Educational FM</th>
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<th>Total Authorized</th>
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Broadcast Bureau dismissed application.


- San Juan, P.R.—University of Puerto Rico seeks 89.7 mhz, 50 kw, HAAT 796 ft. PO: address: Box AU, University Station, San Juan 00931. Estimated construction cost $50,400; first-year operating cost $24,600. Format: Spanish, variety. Principal: Applicant is university. Ann. June 29.


- Stanton, Tex.—Ft. Laughing Woman Broadcasting Service seeks 92.7 mhz, 3 kw, HAAT 300 ft. PO: address: Box 70575, Oklahoma City 73107. Estimated construction cost $50,018; first-year operating cost $49,200; revenue $60,000. Format: Religious. Principals: Garry L. Actor (50%) and James E. McCutlon (50%). Mr. Actor owns KWSA(AM) Amarillo and KEGG(AM) Daingerfield, Tex. and 2% of KLFJ(AM) Springfield, Mo. Mr. McCutlon owns counseling service. Ann. June 29.


FM actions


- Sioux City, Iowa—Western Iowa Tech Community College seeks 90.3 mhz, 100 kw, HAAT 922.4 ft. PO: address: 4647 Stone Ave, Sioux City 51102. Estimated construction cost $270,000; first-year operating cost $197,000. Format: Educational, all forms of music. Principal: Mr. Robert H. Kiser, superintendent (BPED-2221). June 22.

Ownership changes

- KLEI(AM) Kailua, Hawaii (1130 kHz, 10 kw)—Sells license to licensee of license grantee (see below). News to K-LEI Corp. for $235,000. Seller sells wishes to leave radio broadcasting to reassert publishing interests. Buyer consists of five owners, none with current broadcast interests. Ann. June 30.

- KBCI-TV Boise, Idaho (ch 2)—Seeks assignment of license from Boise Valley Broadcasters to Eugene Television for $1.9 million. Seller: Boise Valley’s application for sale to Donney Communications was dis-missed July 11, 1975, no other broadcast interests. Assignee owns KVAL-TV Eugene and KCBY-TV Coeur d’Alene, 50% of KPCITV(Roseburg, all Oregon-17 stockholders. Ann. June 30.


- WTUM(AM)-WEEC(FM) Taylorville, Ill. (AM: 1410 kHz, 50 kw; FM: 92.7 mhz, 3 kw)—Seeks transfer of control of Delta Media from PSB Radio Group (100% before; none after) to Harold Hoefer, Jon Utz, et al. (none before; 50% after). Principals: Central Illinois Holders of Public Library & parent organization and exchange company stock one-for-one with subsidiary only stock. New subsidiary will assume debt. Ann. June 30.

- KVCK(AM) Wolf Point, Mont. (1450 kHz, 1 kw, 250 w)—Seeks assignment of license from Hi-Line Broadcasting Co. to KVCK Inc. for $162,500. Seller: Hi-Line owners wish to engage in other interests. Buyers are Robert Lundsrom (80%) and Richard Fisher (20%). Mr. Fisher is owner of KVCK(AM); Mr. Lundsrom was in navy. Ann. June 25.

- WPIM(AM) Mooresville, N.C. (1350 kHz, 1 kw)—Seeks assignment of license from Wayne M. Nelson to Mooresville Media for $175,000. Seller: Mr. Nelson wishes to sell station to new interest. Buyers are Harrill Hamrick (51%) and Hoy P Potts (49%). Mr. Hamrick is tamis at WTLK(AM) Taylorsville, N.C.; Mr. Potts is 49% stockholder there. Ann. June 25.

- WNED-TV Alliance, Ohio (ch 45)—Seeks assignment of license from Ohio Educational Television Network Commission to Northeast Ohio Educational Television of Ohio. Ownership change reflects pre-arranged plan to develop station through state, then transfer without charge to local operation. Ann. June 21.

Facilities changes

AM applications

- KCON Alturas, Calif.—Seeks CP to add nighttime power with 2.5 kw, DA-N; change hours of operation to unlimited. Ann. July 1.
- WADS Antonia, Conn.—Seeks CP to increase power to 1 kw. Ann. July 1.
- WKND Windsor, Conn.—Seeks CP to change frequency to 620 kHz; add nighttime power with 1 kw; install DA-2; change hours of operation to unlimited. Ann. June 28.
- KGTW Cypress Gardens, Fla.—Seeks CP to add nighttime power with 1 kw; change hours of operation to unlimited. Ann. June 28.
- WPOH Riverside Beach, Fla.—Seeks CP to increase daytime power to 5 kw; install DA-2. Ann. July 1.
- WYYZ Jasper, Ga.—Seeks CP to change frequency to 1490 kHz; increase daytime power to 1 kw; add nighttime power with 250 w; change hours of operation to unlimited. Ann. June 30.
- KVDI Coeur d’Alene, Idaho—Seeks CP to change frequency to 1080 kHz; increase nighttime power to 1 kw, DA-N; increase daytime power to 10 kw; change anti-trans. location. Ann. July 1.
- WJKY Tompkinsville, Ky.—Seeks CP to increase power to 2.5 kw; install DA. Ann. June 30.
- WGVY Bangor, Me.—Seeks CP to change station location to Brewer, Me.; change anti-trans. location; add nighttime power with 5 kw, DA-N; change hours of operation to unlimited. Ann. June 30.
- KGHU Towanda, Ill.—Seeks CP to increase power to unlimited. Ann. June 30.
- WVAL Sauk Rapids, Minn.—Seeks CP to increase power to 2.5 kw, DA; change ant. system. Ann. June 30.
- WTJN Trenton, N.J.—Seeks CP to change station location to Ewing, N.J.; add nighttime power with 2.5 kw; change hours of operation to unlimited; install DA-2. Ann. July 1.
- WNAF Peeskauk, N.Y.—Seeks CP to increase daytime power to 5 kw; add nighttime power with 1 kw; change hours of operation to unlimited. Ann. June 30.
- KLQI Portland, Ore.—Seeks CP to change station location to Lake Oswego, Ore.; add nighttime power with 1 kw; change hours of operation to unlimited; install DA-1. Ann. June 28.
- WESA Charlevoix, Pa.—Seeks CP to increase power to 1 kw. Ann. June 30.
- WWSY Yucca Valley, Calif.—Seeks CP to increase daytime power to 5 kw; add nighttime power with 5 kw, DA-N; change hours of operation to unlimited. Ann. July 1.
- WIES Johnston, S.C.—Seeks CP to change frequency to 1190 kHz; increase power to 1 kw. Ann. June 28.
- WCLC Cleveland, Tenn.—Seeks CP to increase power to 2.5 kw. Ann. June 30.
- WMOS Collierville, Tenn.—Seeks CP to change frequency to 630 kHz; increase ant. height. Ann. July 1.
- WAGL McKinney, Texas—Seeks CP to change station location to McKinney plano, Tex.; add nighttime power with 1 kw; change hours of operation to unlimited; install DA-2 and change trans. location. Ann. June 28.
- KSTV Stephenville, Texas.—Seeks CP to increase power to 500 w; change type trans. Ann. June 28.
- KITI Centralia-Chelashis, Wash.—Seeks CP to add nighttime power with 1 kw, DA-N; change hours of operation to unlimited. Ann. June 30.
- KMAS Shelton, Wash.—Seeks CP to increase power to 2.5 kw, install DA. Ann. June 30.
- WBEV Beaver Dam, Wis.—Seeks CP to add nighttime power with 1 kw, DA-N; change hours of operation to unlimited. Ann. June 30.
In contest

Designated for hearing


FCC decisions

- Las Vegas, TV proceeding; Western Communications (KORK-TV Las Vegas) and Las Vegas Valley Broadcasting Co., competing for Ch. 57 at Las Vegas (Fordham, 98-921). Action June 22.

Rulemaking

Petitions


- James F. Stair II and Hillery K. Duckett II, Knoxville, Tenn.—Seeks assignment of ch. 182 to Knoxville, Tenn., and ch. 252A for 237A at Sweetwater, Tenn. and ch. 237A for 252A in Cleveland, Tenn. (RM-2175). Action June 29.


Actions

- Theodore, Ala.—Broadcast Bureau proposed to assign FM ch. 252A (98.3 mhz) to Theodore as that community’s “rule toward adoption of compatible AM stereo transmission standards (RM-2177).” Action June 29.

- Rome, N.Y.—Broadcast Bureau proposed assignment of FM ch. 271 (102.5 mhz) as second FM assignment at Rome. Action was in response to petition by ProMedia Communications, licensee of daytime-only WKNY (FM) Rome (Doc. 20841). Action June 22.


- Broadcast Bureau assigned first FM channels to Chicago, Ill., and Austin, Texas, and new FM channels in Florida, and Texas (Doc. 20733). Action June 23.

Other actions

- WENY-TV Elmira, N.Y.—Commission granted UHF station WENY-TV waiver of prime time access rule to allow its continued use of “off-network” programs during time in program access. Action June 29.

- Commission established Board of Commissioners to function during August whenever quorum of commission is not present and able to act. Action was taken since board of commissioners is not able to meet due to the absence of Washington during month. Action becomes effective August 2. Action June 24.

Allocations

**Broadcasting Jul 12 1976**

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readers per copy.
### Cable

#### Applications

Following operators of cable TV systems requested cer-

### HEW’s news


- **Alabama:** University of Alabama, Tuscaloosa, $200,000; **California:** University of California, Berkeley, $300,000; **Florida:** Florida State University, Tallahassee, $200,000; **Illinois:** Southern Illinois University, Carbondale, $200,000; **Massachusetts:** Northeastern University, Boston, $200,000; **Michigan:** University of Michigan, Ann Arbor, $200,000; **Minnesota:** Minneapolis Community TV Inc., Minneapolis, $200,000; **Mississippi:** Mississippi State University, Starkville, $200,000; **New York:** New York University, New York, $200,000; **Ohio:** Ohio State University, Columbus, $200,000; **Pennsylvania:** Pennsylvania State University, University Park, $200,000; **Texas:** University of Texas, Austin, $200,000; **Virginia:** Virginia Polytechnic Institute, Blacksburg, $200,000; **Washington:** University of Washington, Seattle, $200,000; **West Virginia:** West Virginia University, Morgantown, $200,000; **Wisconsin:** University of Wisconsin, Madison, $200,000.

**Notes:**
- The Department of Health, Education and Welfare’s Office of Education has awarded nearly $13 million in grants as part of its Educational Broadband Telecommunications (EBT) Program for fiscal 1977. The breakdowns of recipients and amounts follow:

- **Alabama:** University of Alabama, Tuscaloosa, $200,000.
- **California:** University of California, Berkeley, $300,000.
- **Florida:** Florida State University, Tallahassee, $200,000.
- **Illinois:** Southern Illinois University, Carbondale, $200,000.
- **Massachusetts:** Northeastern University, Boston, $200,000.
- **Michigan:** University of Michigan, Ann Arbor, $200,000.
- **Minnesota:** Minneapolis Community TV Inc., Minneapolis, $200,000.
- **Mississippi:** Mississippi State University, Starkville, $200,000.
- **New York:** New York University, New York, $200,000.
- **Ohio:** Ohio State University, Columbus, $200,000.
- **Pennsylvania:** Pennsylvania State University, University Park, $200,000.
- **Texas:** University of Texas, Austin, $200,000.
- **Virginia:** Virginia Polytechnic Institute, Blacksburg, $200,000.
- **Washington:** University of Washington, Seattle, $200,000.
- **West Virginia:** West Virginia University, Morgantown, $200,000.
- **Wisconsin:** University of Wisconsin, Madison, $200,000.

**Notes:**

- The Department of Health, Education and Welfare’s Office of Education has awarded nearly $13 million in grants as part of its Educational Broadband Telecommunications (EBT) Program for fiscal 1977. The breakdowns of recipients and amounts follow:

- **Alabama:** University of Alabama, Tuscaloosa, $200,000.
- **California:** University of California, Berkeley, $300,000.
- **Florida:** Florida State University, Tallahassee, $200,000.
- **Illinois:** Southern Illinois University, Carbondale, $200,000.
- **Massachusetts:** Northeastern University, Boston, $200,000.
- **Michigan:** University of Michigan, Ann Arbor, $200,000.
- **Minnesota:** Minneapolis Community TV Inc., Minneapolis, $200,000.
- **Mississippi:** Mississippi State University, Starkville, $200,000.
- **New York:** New York University, New York, $200,000.
- **Ohio:** Ohio State University, Columbus, $200,000.
- **Pennsylvania:** Pennsylvania State University, University Park, $200,000.
- **Texas:** University of Texas, Austin, $200,000.
- **Virginia:** Virginia Polytechnic Institute, Blacksburg, $200,000.
- **Washington:** University of Washington, Seattle, $200,000.
- **West Virginia:** West Virginia University, Morgantown, $200,000.
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- **Mississippi:** Mississippi State University, Starkville, $200,000.
- **New York:** New York University, New York, $200,000.
- **Ohio:** Ohio State University, Columbus, $200,000.
- **Pennsylvania:** Pennsylvania State University, University Park, $200,000.
- **Texas:** University of Texas, Austin, $200,000.
- **Virginia:** Virginia Polytechnic Institute, Blacksburg, $200,000.
- **Washington:** University of Washington, Seattle, $200,000.
- **West Virginia:** West Virginia University, Morgantown, $200,000.
- **Wisconsin:** University of Wisconsin, Madison, $200,000.
HELP WANTED SALES

Wanted: Sales Manager. Aggressive account executive with the desire to be sales manager. If you have the qualifications and experience to manage a sales force of people, send resume to Box 3435, New Bern, NC. Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

We are seeking a special caliber of person, who has some knowledge of the fundamentals of communication. Price-Friendliness experience is not required but a first ticket is, for those of you who want to learn our brand of radio. Call or write Broadcast Enterprises, Box 988, Powell, WY 82435.

Unusual opportunity. Top rated station has opening for position of advertising personnel. Must have a creative personality, be able to handle details. Send resume, writing and production samples to: Box U-7, BROADCASTING.

HELP WANTED TECHNICAL

Chief Engineer, Upper Midwest, directional AM, 5 kW days, 1 kW nights. Separate patterns. FM Stereo, automated. Remote control. Experienced professional required. Ability to do occasional air work helpful but not required. Excellent situation. Located small city for the good life. Box T-131, BROADCASTING.

Assistant Chief, for major N.E. market AM-FM. We are looking for a person with excellent technical qualifications in audio and R.F. who would like to eventually move up to chief with a major broadcast group. Send resume, references and salary requirements to Box T-153, BROADCASTING.

Chief Engineer, Upper Midwest: 5 kW full time, 5 kW new sold state equipment. Great benefits, expanding company. $12,000+ to start. Box U-71, BROADCASTING.

Engineer, strong on maintenance for old established AM/FM station. First class license required. Excellent opportunity. Send resume, references, and required equipment to: WRSW, Warsaw, IN 84110.

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

Excellent opportunity for qualified broadcast engineer to move to chief. Must have 1st and engineering experience, responsible for maintenance and operation of automated AM directional, FM stereo and PBP-8 computers. EOE. Minimum required to reply. Contact Station Manager: WSGW, Wauwatosa, WI 53260.

Chief Engineer wanted for two radio stations. 5,000 to 10,000 watt AM-FM. Needed is someone with experience and qualifications of broadcast equipment. Good salary. Equal Opportunity Employer. Send resume to WSFL, Box 3436, New Bern, NC 28560.

Chief Engineer for directional AM, FM stereo station near Chicago. Send resume and salary requirements to: Lake Valley Broadcasters, 145 Virginia Street, Crystal Lake, IL 60014.

HELP WANTED PROGRAMS, PRODUCTION, OTHERS

Excellent position available for P.D. with MOR or Top 40 background. Box T-145, BROADCASTING.

Top rated Midwest MOR seeks talented copy-produc- tion person. Position requires both writing and an- nouncing. Must have time production experience, be able to handle details. Send resume, writing and production samples to: Box U-7, BROADCASTING.

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HELP WANTED PROGRAMMING, PRODUCTION, OTHERS, CONTINUED

New soul station being formed in major market. Applications now being taken for all air shifts and program director position. Must be professional with major market experience. Send resume, references to Box U-177, BROADCASTING.

Experienced Top 40 PD. We are looking for a proven major or medium market PD, wanting top dollars and creative atmosphere without the hassles. Must be willing to locate in Midwest or Mtn. states. All replies confidential. Tape, resume and requirements to: Tom Ingstad, Ingstad Broadcasting. Box 997, Grand Forks, ND 58201.

Nashville, Program Director need for a personality oriented contemporary station where news and public service are primary. Resume, tape and requirements to: Charlie Ingstad, Ingstad Broadcasting. Box 2701 Alcott, Suite 464, Denver, CO 80211.

HELP WANTED MANAGER

Experienced G.M., with 18 yrs. broadcast background. Looking for new opportunities and challenges. Present station being sold. Sales oriented 34 yr. old looking to move up. Excellent people & sales skills. Send resume & references upon request. Box T-200, BROADCASTING.

HELP WANTED ANNOUNCERS

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

Chicago area no-nonsense beginner. Hard worker. Good copy, reading, news, voice. Four years non-commercial. Box U-49, BROADCASTING.

Creative female personality contemp. DJ; 3rd end; light board; super commercials. NE U.S. preferred. 212-375-2011 or Box U-54, BROADCASTING.

Mature announcer, 15 years in Toledo & Youngstown markets. Seeking a similar position in Top 100 market. Experience in all facets except RSP. Prefer MOR or talk, others considered. Have 3rd, studying for 1st. Box U-61, BROADCASTING.

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

I'm broke, hungry and still excited about radio. Even after 11 years. This first phone jock will even work all nites. I can sell too! 318-589-0790.

Have ego, will travel: Also have first phone. Creative, efficient, personable, professional. Over four years experience, progressive and Top 40. In excellent health. Need affordable pay and stable position. John at: 405-732-9697.


HELP WANTED TECHNICAL

Chief: 28 years maintenance experience AM, FM, TV and two way, Sober, efficient, pleasant employee. C.L. Sweet, 927 2nd Ave, Dodge City, KS 67801. 316-227-6582.

HELP WANTED NEWS

Seeking position with news department in N.E. Cor- dova. Want to move to area. Has experienced reports (27) strong on local news. Currently news director for 5 KW station. Good production, writing. First class license. BA. No one man news departments please.

Box T-175, 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, adaptation, and writing. Has written video and top notch writing ability, along with accurate reporting. Box U-4, BROADCASTING.

Newsmen/News Director, 3 years experience. A digger, M.A. Award winning. Box U-33, BROADCASTING.

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: Kevin Ingstad, 1043 Atlantic Street, Franklin Square, NY 11010. 516-354-5688 evenings.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

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

Newscast Director. Experienced. Presently employed. Live ENG a must with aggressive news team. Box U-23, BROADCASTING.

Success and ratings have been my constant pals, emanating from over ten years of hard work. Small market P.D. and talent rising to major 50 KW Clear channel P.D. and talent, national P.D., respected winning independence. Tumor appointment merits my craft. Family man, no hang-ups, young 33. Personal motivation inspires search for position comparing the benefits. Two considerations a must for my family: non polluted climate, excellent compensation. Top references. Degree, mass communications. Box U-50, BROADCASTING.

Ambitious, enthusiastic, self-starter w/media background desires position as talent coordinator/producer for radio talk show. Box U-55, BROADCASTING.

Major pro looking for program directorship in nice medium market. Great track record, super ability to work with people, and no ego problem. Rock-MOR-oldies, Box U-68, BROADCASTING.

The most successful PD in history of this 22 station market is ready to turn on multi-talents for you! Fully qualified PD, MD, jock, CE, Stable, excellent references, no 1 rated midday, jock, ten years experience. Really needs to move up. Resumes being handled by expently managed Top 40 operation. Ron Castro, 614 South Street, Honolulu 96813. 808-235-3474 or 808-533-6727.

TELEVISION

HELP WANTED MANAGEMENT

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

General Sales Manager with strong local sales background needed in the nation's most beautiful market. Contact Dick Grimm, KITV, Honolulu, HI. An Equal Opportunity Employer. Send resume.

Wanted: TV traffic manager. Excellent pay & benefits. Superb opportunity. Write: Paul Baker, WTPA, Box 2775, Harrisburg, PA 17105, EOE.

HELP WANTED SALES

Sales Person wanted who has knowledge of broadcast television industry especially as it relates to studio equipment. Position will involve product planning, pricing and forecasting and presenting sales for North America. Starting salary $25,000. with no offer limit. Excellent benefits. This job demands a self-starter who can communicate well within an organization both verbally and in writing. Please contact Box U-65, BROADCASTING.

Local TV Sales executive, aggressive, experienced. A hustler has high earning potential with expanding group. Good climate, small, fast growing market. Contact Box 1175, Ask for General Sales Manager.

HELP WANTED TECHNICAL

Assistant chief engineer for network affiliated midwestern medium market station. Must have good sales background with administrative experience or excellent potential. Equal Opportunity Employer. Send resume to Box U-2, BROADCASTING.

Television Engineer. First Class FCC license Back- ground in Ampex 1200 maintenance required. Familiar with Ampex and Eclair recording equipment. Contact Al Ladage, KREX-TV, Box 789, Grand Junction, CO 81501. 303-242-5000.

TV maintenance position. UHF transmitter, quad and helital tape, and color camera experience desirable. Must have mechanical, electronic and digital electronics and first class FCC license required. Contact Chief Engineer, WTVR-TV, Post Office Box 751, Charlotteville, VA 22901.

Upstate New York CCTV & production center requires maintenance engineer for full color facility. Experience should include Ampex one-inch, video cassette and related CCTV gear. Reply to Dunning. Chief Engineer, ETV Center, MWV Hall. Cornell University, Ithaca, NY 14853.

Broadcast Engineer with BS 2-5 years professional who is looking for M.A. in Broadcast Management. Full time plus stipend for minimum teaching/tech support in university broadcasting center. Resume to: Dr. William Randle, 136 Emery Hall, Univ. of Cincinnati, OH 45221.

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

HELP WANTED NEWS

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

News anchor. Experienced anchor for evening newscasts. Person should be experienced reporter and able to do some street work. Send resume with references, will be asked for position. Box U-37, BROADCASTING.

Street Reporters. Top Ten Eastern market, aggressive, hungry, saavy with solid track record in TV. Seeking people interested in long hours of intensive work. Send resume only. Able to learn new market quickly. Equal Opportunity Employer. Apply to Box U-63, BROADCASTING.
HELP WANTED NEWS CONTINUED

Experienced TV meteorologist to report "Alaskan Avalanches!" first weeknights, October start. New program on young, expanding VHF public station. Letter and resumes to KAKM, 3211 Providence Drive, Bloomington, IL 61704. An Equal Opportunity Employer.

News Assignment Editor for number one in Binghamton, ABA affiliate. Must have solid TV news reporting, producing experience with print experience as an asset. Management oriented. An Equal Opportunity Employer. Contact: Jerry Levin, News Director, WBRC-TV, 205-322-2131.

We have an opening for a good solid street reporter who is a self-starter and well versed in solid film packaging and film editing. If you are looking for an opportunity to work at a major station in the fastest growing market in the U.S. call Ken Nelson, 813-636-0195 weekdays between noon and 3 P.M. Applications from minorities are encouraged.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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

TV producers. Experienced TV producers aware of national show ideas. Must have good concept of production concepts. Equal Opportunity Employer. Send resume to Box U-64, BROADCASTING.

TV Production/Operations Manager. Small market requiring emphasis on production of news programs and good quality local spots. Need ability to teach good studio operations to staff! Box U-75, BROADCASTING.

Need experienced person to produce creative commercials. Complete studio & remote facilities. Resume & spot tapes to: Bill Sikes, KARD-TV, Box 333, Wichita, KS 67201.


Wanted: Producer-Director for group-owned VHF television station. Must be experienced in quality news, commercial, and program direction. Working knowledge of computers required. Send complete resume, salary requirements, and demo tape to Bob Miller, WSFA-TV, PO Box 2566, Montgomery, AL 36105. All tapes will be returned. An Equal Opportunity Employer.

ASAT. Producer for Public TV. Able to handle all phases, research, script, direct 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

Surprise! You're fired! After 5 yrs. of breaking sales dept. records, every facet of localizing, sit ms, duties and rep trained background. Time to move up to gen/ nall sales mgr. You be judge of my character. Time is beneficial to you now. Box U-9, BROADCASTING.

SITUATIONS WANTED TECHNICAL

Engineer experienced as chief, AM, DA & 2; FM Stereo. Now VHF Transmitter supervisor. Interested in assistant/chief position, VHF station. Prefer: East. Other locations considered. Box U-72, BROADCASTING.

Chief Engineer. Currently Assistant Chief Engineer of largest airproduction operation in a far western state. Age 28, heavy maintenance/operations background, professional management orientation, able/ and gained worldwide, inquiries forwarded to: Engineer, 849 Calle Aragon, Tucson, AZ 85706.

Top-notch, Top-Ten, first phone operations, production engineer seeks new challenge. After 4 P.M. 412-786-7373.

FOR SALE EQUIPMENT CONTINUED


Two Ampex VR-1200. Autocomp amplifiers. Honeywell brand new. $250.00 each. Two RCA head-wheel panel assemblies. 40790-A and B. $250.00 both. Dave Castellano 415-937-9566.

COMEDY

Deejays: Now, sure-fire comedy! 11,000 classified one lines. $10. Call Paul Milton, 27560 Montgomery, FA 20903.

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

Comedy Today. Over 200 1-liners per monthly issue. Take advantage of our special bicentennial discount! Through July 31 we're 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 Cantu.


Fruitbowl! Perfect for the air p.d.'s and managers if you can do all the prep you know you should let Fruitbowl help! Much more than a gag sheet! Free market's trial subscription. Fruitbowl, Dept. "C" PO Box 382, Fair Oaks, CA 95628.

Fresh 1 to 4 lines humor, bi-weekly, 3 month trial $20. Samples $2. Farquhar, S. 21358 Tekoa, Spokane, WA 99203.

MISCELLANEOUS

45 RPM, refored record shocks. Choose from a variety of colors. Write for free samples and price too. Pic-A-Disco Products, 2171 Gibson St., Flint, MI 48503.

Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ...bel- ter! For fantastic deal, write for phone: Television & Radio Features, Inc. 65 E Superior St., Chicago, IL 60611, call collect 312-942-3700.

INSTRUCTION


REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. 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 Trail, Fredericksburg, VA 22401. 703-373-1141.


Free booklet demonstrates "Job Power" of our FCC 1st class license preparation. Write Announcer Training Studios, 1ATS West 43 ST, New York City, 10036 (vets benefits).

RADIO
Help Wanted Management

NETWORK
RADIO OPERATIONS DIRECTORS
A national radio network is expanding its Program, Operations and Traffic Departments and has immediate openings for only capable and qualified individuals experienced in play-by-play sports production, personnel scheduling, traffic and related areas. Excellent salary and benefits for the right persons. Only the most qualified with a minimum of five years radio experience should apply. Send resume, and salary requirements to:
Box U-106, BROADCASTING.

Help Wanted Announcers

ADULT M.O.R.
EVENING PERSONALITY
Must be a communicator with good production abilities. Send tapes and resume to:
Ron Dennington
WJAR Radio
176 Weysosset St.
Providence, R.I. 02903
E.O.E. M/F

Help Wanted News

MAJOR MARKET
NEWS REPORTER
WGST 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, WGST Radio, R.O., Box 11920, 550 Pharr Road, N.E., Atlanta, Georgia 30335.

Situations Wanted Management

Group Mgr's & Owners
Major Mkt G/M/RD. Team
Need New Challenge!
We are a group of successful and very creative management team who are looking for a new challenge. We have the best market yet to do it again! We have both profit-oriented and start lifes with heavy experience in sales, programming and promotion management. We have programed and sales personnel that can make that happen! We have the perfect opportunity for you and your company to enter. Send resume to:
Box U-24, BROADCASTING.

Situations Wanted Management Continued

DISAPPOINTING SPRING BOOK?
Top-notch programmer and nation's leading MD ready to work with large mkt contender station. Write for our complete presentation. You've got nothing to lose. Send resume and salary requirements to:
Box U-67, BROADCASTING.

Former AM station owner, 65 years young, fed up with retirement wants inside position, management, PD or air personality. MOR only in small or medium market, temperate zone. Good voice, good health, Excellent Community involvement. Excellent references. BOX U-74, BROADCASTING.

GM or GROUP EXEC
25 years experience, Excellent track record suburban and regional markets. Late 40's. Energetic. Good salesman, Program and promotion management. Excellent leader, innovative, decisive. Problem solver. Seek more challenge, greater financial reward. No rush. Can be available late summer. Let's talk now. Box U-81, BROADCASTING.

Situations Wanted Announcers

PSSST!
Want to buy a helluva job. Warm, sincere, informative personality. Funny but believable. Easy going, but works hard. Super one-to-one communicator. A versatile pro currently working in top 35 market. All offers considered. Let me hear from you. For resume and tape, write: Box T-109, BROADCASTING.

Situations Wanted News

A NEWS PRO WANTS TO MOVE UP
Now a member of highly respected, award winning news department of top midwest 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.

Strong newscaster
Third phone endorsed; will relocate, contact (213) 463-5665—leave message.

NEWS/SPORTS PROFESSIONAL
25 years experience in news broadcasting and sports casting is now available. Background includes new directorship, writing, editing and air-caster as well as all sports play by play…major leagues. If interested in hiring a real pro who can do the job for you…contact

Fed Work
9707 Braeburn Glen
Houston, Texas 77074
or Phone: 713-774-4184

Situations Wanted Programming, Production, Others

CURRENTLY TOP 3 MARKET
4 years experience as PD/MD strong research background. MA, Communication/Business. Profit and people oriented. Available major market airwork or major/medium programming.
Reply Box U-78, BROADCASTING.

 Mizell
Coach Art Turf Show
All New Football Series
Hilarious spoof of the athletic scene
A proven audience grabber and holder
Free Demo
Call (901) 324-3461
Earmark, Inc., Box 4275, Memphis, 38104

TELEVISION
Help Wanted Sales


TV EQUIPMENT SALES
High quality professional broadcast products sales: Openings 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
Central Dynamics Corp. 331 W. Northwest Highway Palatine, Illinois 60067

Help Wanted News

Weekend Anchor-Reporter with desire to grow in top 40 market. Experience is not as important as ability and potential. This is an opportunity for a person who knows he has it but hasn't had the chance to prove it. Join a news team on the move. Respond now with resume and VTR.
Box U-68, BROADCASTING An Equal Opportunity Employer

Broadcasting Jul 12 1976
Help Wanted News
Continued

News Anchor/Producer.
We are an NBC affiliate in medium-sized California market and are in immediate need of a key announcer person for our 6 and 11 PM, M/F top-rated newscast. Vacancy due to move by current anchor to San Francisco. (The third such loss in the past five years.) Applicants must be experienced television journalists with some anchor background. Capable of following specific directions for presentation of newscasts. Successful applicant will be working for management that believes "news is our most important programming." Fringe benefit plan includes profit sharing. Starting salary $12,396, March 1st $13,128. If interested and truly qualified, forward complete resume and VTR to: Lloyd Chappel, Personnel Director, KSBW-TV, 238 John Street, Salinas, California 93901.
An Equal Opportunity Employer M/F

Help Wanted Programing, 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, 8400 York Road, Baltimore, Maryland 21212. An Equal Opportunity Employer M/F

Situations Wanted News

News Director
Available immediately. 14 years experience in TV news at all levels. Last 4 years in top 5 market. Excellent manager and journalist. 39. Married, children. Box U-52, BROADCASTING.

Placement Service

Programing
There is still plenty of time to have "your man" reporting from the Montreal Summer Olympic Games, July 17-August 1. Three to ten live personalities, plus 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.

For Fast Action Use
BROADCASTING's Classified Advertising

Books for Broadcasters

403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operations. Based on a lifetime of experience and intensive association in broadcasting. 579 pages, Illustrated. $12.95

404. THE ANATOMY OF LOCAL RADIO-TV COPY by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy, 104 pages. $5.95

405. BROADCAST STATION OPERATING GUIDE by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, in or in any other business, is knowing what to do and how to do it. This book tells it like it is. 250 pages. $12.95

406. THE BUSINESS OF RADIO BROADCASTING by Edd Rount. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe, 400 pages, illustrated. $12.95

411. COMMERCIAL FCC LICENSE HANDBOOK by Harvey F. Sweater. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers. For 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radio endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations. $9.95

419. HOW TO BECOME A RADIO DISC JOCKEY by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. $7.95

421. HOW TO SELL RADIO ADVERTISING by Sr. Willing. The right formula for sales depends on the individual and the prospective advertiser. Theres lies the secret as Sr. Willing illustrates it by theory and by practice. Youll hear all sorts of objections (including a few you havent heard!) and how theyve been successfully countered. From the dialogue between salesman and prospect youll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. Youll learn ways to sidestep objections, how to recognize the "opportunity moment", and how to convert a "No" to a "Yes". 320 pages. $12.95

BROADCASTING Book Division
1735 DeSales St., NW
Washington, D.C. 20036

Please send me book(s) numbered __________. Payment for the full amount is enclosed.

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Books for Broadcasters

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Phone____________________________________________________________________

City__________________ State________ Zip____________

Insert time(s). Starting date __________________ Box No. ______

Display______________ (number of inches).

Indicate desired category: ____________________________

Copy:__________________________________________________________________

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BROADCASTING Jul 12 1976

54
## Broadcasting

### Broadcasting with other major interests

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### Percent change in week

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**Total:** 552,526

### Standard & Poor's Industrial Average

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- **A**: American Stock Exchange
- **M**: Midwest Stock Exchange
- **N**: New York Stock Exchange
- **O**: Over-the-counter (bid price shown)
- **P**: Pacific Stock Exchange

### Less active stocks

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**Approx. shares outstanding:** 10,604,552

**Total market capitalization:** 4,161,793
Steeped in the business:
Don Menchel of MCA TV

One of the things that sets Don Menchel apart from most of his colleagues in the program syndication business is that he has had experience, in rare depth, on the program buying as well as the selling side—not just the mechanical functions of negotiating and buying but also the creative and tactical functions of analyzing station problems and possibilities and helping to select and schedule the programs that will do the most good.

Competitors, clients and former associates agree that, as one of them put it, “Don’s one of the best programers in the business.” He is also one of the most widely known among broadcasters. He served an increasingly influential 15-year tenure with TV Stations Inc. (now Telcom Associates), which at its peak was servicing 125 to 130 stations, and he got to know their people and problems intimately, and in subsequent years has enlarged the circle, first as director of marketing for Time-Life Television and, since last December, in his present post of vice president and director of sales for MCA TV.

He has only the finest compliments for the other employers he’s had—and they for him—but says of MCA TV that “it’s like I came home: I felt as if I’d always been here. And I don’t think there’s anyone in the world who’s happier with what they’re doing than I am here.” His boss, Louis N. Friedland, president of MCA TV, agrees his arrival was like a homecoming: “In no time—well, maybe two days at most—he was performing as if he’d been here 30 years.”

By all accounts Mr. Menchel is indeed a quick study. “Very bright,” or its equivalent, ranks at or near the top whenever close acquaintances offer their assessments of him. “Nice guy,” “straight” and “dependable” are terms that “very bright” usually has to contend with in such catalogues. None of which surprises Lou Friedland, who says it all figured in the decision to hire him.

“’D known him for 15 years, starting when he was a buyer at TV Stations Inc.,” he recalls. “For years I had virtually daily dealings with him, and I knew he was a remarkably savvy fellow—one of the savviest I’ve ever known. He has immense knowledge and an extraordinary record in the industry. When we were looking for someone to fill this post, we were looking for someone who would continue the believability and decency we think we’ve established, and Don is totally balanced in that respect too.”

He can also dribble and rebound well, skills that also helped get him where he is today because they led to a basketball scholarship that put him through Brandeis University. “You might say I was an athlete of little distinction,” he says. Indeed, his athletic prowess did take a back seat to his scholastic attainments, which included a major in American history and a consistent berth on the dean’s list.

From the Army he went into the film business, more by accident than by choice. “I had wanted to get into advertising as a copywriter. That always had a great ring to it.” So he answered an ad for a copywriter. But the employment agency told him he was too late—the job had already been filled. However, there was an opening in an allied field—specifically for a booker in film syndication—and would he be interested in that? It sounded to him “like some kind of underworld job,” but he was interested, and in time signed on with ABC Films (now WorldVision Enterprises).

There he got experience booking films like Passport to Danger and Sheena, Queen of the Jungle and in general, as he recalls it, serving as a “glorified traffic clerk” at $47.50 a week. Then he heard of an opening for a program buyer at TV Stations Inc., blanking 50 years, at that time a station coopera-

tive venture, and “went up for an interview and stayed 15 years.”

His horizons broadened immensely at TV Stations Inc., where he not only got to know more and more broadcasters but also worked closely with them in analyzing their program needs, recommending program acquisitions and then going out and negotiating the buys. The company served as a consultant to its constituent stations on all matters related to programing, and Mr. Menchel was an increasingly important part of the company and its work. He has been credited with initiating the scheduling of the Meru Griffin Show as a daytime rather than nighttime-only series, and was among the first to see the potential values of the science-fiction format. By the time he left TV Stations Inc., he had risen to executive vice president and member of the board.

He left in 1972 to join Time-Life Television, initially without portfolio, then as director of marketing. The job offered him a chance to stretch in new directions. He was involved not only in selling but also in developing new programing and in helping to decide which programs to push under Time-Life’s arrangement with the BBC.

He says he has two heroes. One is his father, who operated a fruit and vegetable stand and imparted his conviction that “education was the most important thing.” His other hero, he says, is Socrates: “He had this great gift—he felt that questions were as important as answers. It’s as though the answers are all out there—and they are—but you have to ask the right questions to get the right answers. So I find myself asking a lot of questions.”

“’It’s even affected my life style,” he adds. “I tend to be inquisitive rather than acquisitive.”

He is acquisitive in at least one respect: He collects inspection labels—the kind found in clothing, on appliances and the like. “It may make me sound like a flake,” he says, “but my children challenged me to collect something that no one else in the world does, and I guess I’ve succeeded.” He has “thousands” of inspection tags, including many in foreign languages.

But his real hobby, he says, is his family, and next to that, reading and music, especially that of Aaron Copland. He often has four or five books going at once, “from a spy thriller to a treatise on Darwin,” depending on his interests of the moment. “I go on tears,” he explains. “When I get interested in a writer I want to read everything he’s done. One summer I read everything Somerset Maugham ever wrote.” In a pinch, he confesses, he’ll settle for less: “I’ll read a catchup label if I can’t get anything better.”

From the hip

The resolution adopted by the American Medical Association declaring television violence a risk to public health may tell more about the state of medicine than the state of television. There is something wanting when a professional society that is supposedly dedicated to the scientific principle reaches a sweeping conclusion that is based more upon subjective induction than upon hard research.

The very shrillness of the AMA’s indictment—“massive daily diet of symbolic violence and crime,” “environmental hazard,” “risk factor threatening the health and welfare of young Americans”—suggests that the doctors have lost their cool. Is it possible that television has been chosen as a diversionary target by a professional that itself has come under rising criticism?

The New York Times has recently concluded a series of articles that portrayed the medical establishment as greedy and insensitive. The articles reflected intensifying public concern over the soaring costs of medical attention and falling standards of individualized care.

The current Reader’s Digest contains an article on “The Shocking Truth about Medical Lab Reports,” purporting to expose practices that have led to unnecessary hospitalizations and even to deaths.

Governmental investigations of the relationships between doctors and pharmaceutical houses are continuing, with emphasis on the safety and escalating prices of medications that doctors are encouraged to prescribe.

To mention these developments, which must be troubling to the AMA these days, is not to argue that television programing is above reproach or that doctors, whatever their collective shortcomings, are disqualified to criticize what is on the air. The editors of this publication share the view that action may occasionally get out of hand on contemporary television, but they are also aware, as the AMA chose not to be, that the condition is of at least equal concern to the people in a position to do something about it, the management of television stations and networks.

The doctors are indulging in inflammatory rhetoric when they talk of issuing pamphlets warning patients against television programing, which available evidence suggests is less a menace to the country than the medical profession is.

Cowles as an example

FCC Chairman Richard E. Wiley has neatly illustrated the dilemma facing the commission in comparative cases pitting incumbents against challengers. In dissenting to the FCC’s 4-to-3 action restoring Cowles Communications’ license to WESH-TV Daytona Beach, Fla., and denying a rival application, he explained that although Cowles deserved to keep the station, present law compelled him to vote for the challenger.

Under present standards, Cowles had to be found to have performed “superior” services—as the majority did find—to overcome the challenger’s advantages in integration of local ownership and management and the absence of other media ties. Mr. Wiley thinks the standards should be changed to give incumbents assurance of renewal upon a showing of a “good and faithful job of serving their communities.” That standard, he said, had been met by Cowles.

Mr. Wiley’s dissent may provide a needed reminder that legislation to reform renewal standards has languished in the Congress. It may be too late for action this year. Renewal reform ought to take priority in the next Congress.

They did it their ways

For technical virtuosity alone, the television networks made a mark on history in their coverage of the Bicentennial celebrations of the Fourth of July. The case with which live television can skip from Guam to the Grand Canyon, from Independence Hall to New York harbor was never more impressively demonstrated.

It may also be remembered as an evolutionary event that the three networks varied widely in their choice of programing and scheduling, CBS with an 8 a.m.-to-midnight special, NBC breaking into special programing for its prime-time entertainment shows, ABC with three special hours scattered in the day. That kind of individuality is not always asserted when the three face up to the coverage of large events.

For viewers, the benefits are obvious when the networks offer a choice.

All in two centuries’ work

If imitation is the sincerest form of flattery, television is being suffocated by the printed media. Or is it an “if you can’t beat ‘em, join ‘em” reflex?

In thumbing through a recent issue of Advertising Age we encountered several titillating displays triggered by TV’s remarkable success. One takes ingenious advantage of nonexistent Channel One. “No TV station in Boston delivers like Channel One,” asserts The Boston Globe. Another full page, replete with illustrations depicting money, headlines “The TV Squeeze” and “How to Beat It.” Citing the “sold out” condition of network prime time, the display importunes: “Add Newsweek. Beat the Squeeze.” Newsweek ought to know because the Post-Newsweek stations are enjoying their biggest year.

A double-truck promotes “TMM Network”—acronym for Times-Mirror Magazine Network, also a television owner. Another full page, for the prestigious National Geographic, compares five reasons for buying “Prime Time” to five reasons for buying “Prime Print,” the latter, of course, being National Geographic.

The one thing the print and the broadcast media have in common is the right to do and say what they believe. That is imparted by the First Amendment. There is no valid argument against fair competition because that’s what the free enterprise system is all about. So it behooves all media to work together to preserve the freedom given them by the founding fathers in this, the nation’s Bicentennial year.

"There's nothing wrong with your horizontal, folks. We're broadcasting live from Breezy Point ..."
Here's how WXYZ-TV uses film to keep on top of the news and the ratings.

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

"We had been getting excellent results with Kodak Ektachrome EF film 7242 (tungsten) for the last year; now we have been using the new Eastman Ektachrome video news film 7240 (tungsten). We have found that 7240 has superior grain structure and definition. We get excellent results at E.I. 250, 500, and even 1,000. At 250, 7240 looks as good as 7242 normal." Dean Erskine, head of the film editing, edits to eliminate lip flutter and other major editing problems. We are death on talking heads, so we use B rolls on most every story to show what the conversation is all about.

Mike Kalush, another member of the WXYZ-TV team, feels that his staff has been in the forefront of developing 7240.

"I've shot with 7240 when I literally could not see through the viewfinder and the picture showed up just great. Like the time we were doing a five-part documentary on industrial thefts for our Action News Show. We spent the night on top of a switch tower overlooking a railroad car. We had a CP-16 camera and no illumination but a red flare. We 'captured' the gang of car thieves on film. Then we force-processed the film one stop, and had a great story for our Channel 7 Action News audience." Joe Doneth and Mike Kalush agree that as their work with Eastman film 7240 progresses they are more and more convinced that film will remain an important factor in news reporting for years to come. This could be one of the factors which makes WXYZ-TV's News number one.

Film is good news.

* Source NSI Detroit market Jan. 76—DNA ratings. Notes subject to qualifications available on request.
Dolly Parton is
"a cult that could become
a phenomenon" - NY Times

Cleared for a fall start in 71 markets (better than 90% prime and prime access) including WNEW, New York; WTCN, Minneapolis; KPTV, Portland; WKRC, Cincinnati; KCMO, Kansas City; KHOU, Houston; WNGE, Nashville; WGHP, Greensboro/High Point; WAVE, Louisville; KPHO, Phoenix; WBNS, Columbus; WFBC, Greenville/Spartanburg; KOCO, Oklahoma City; KSAT, San Antonio; WXIA, Atlanta; KOA, Denver.

11 Shows Completed with guests like Linda Ronstadt, Anson (Potsy) Williams, Tennessee Ernie Ford, Marilyn McCoo, Billy Davis, Jr., Captain Kangaroo, Jim Stafford, Anne Murray and The Hues Corporation. ("An educated guess is that DOLLY is costing in the range of $85,000 to $100,000 for each half hour" — Philadelphia Inquirer, May 21)

Available on barter for Lever Brothers and Block Drug Co.

A New Show you can't classify as country, pop or rock . . . but you definitely can classify as the hottest music half hour for the fall season. Just as Dolly Parton is unique so is her program one of a kind.

Please call
Neika Brewer
or Gary Jones
(615) 327-2532