As advertising volume soars, runaway billings but signs of trouble for TV; selling surge for radio

Broadcasting

The newsweekly of broadcasting and allied arts

The Florida Association for Health and Social Services 1975 Public Service Award
Presented to Bruce Micek WTOG - TV ST. PETERSBURG

Congratulations, Bruce Micek.

As News and Public Affairs Director at WTOG-TV, Bruce is our innovator of Information 44 and moderator of Forum 44, two forms of public service programming designed to keep our community informed. For his contributions, Bruce recently received "The Outstanding Person in the Field of Television in Florida" award.

We would like to publicly recognize Bruce and all the other WTOG-TV people who worked on this public information programming. We're also proud to be part of the Hubbard Broadcasting 50-year tradition of award-winning service to the public.

Somehow, when the independent station in a four-station market, and not the largest in the state at that, wins statewide acclaim, the award takes on added significance.

WTOG TV
TAMPA-ST. PETERSBURG
A DIVISION OF HUBBARD BROADCASTING INC.
TAKE AWAY OUR PLANES,
AND WE’D BE
JUST LIKE EVERYBODY ELSE.

Take away our planes and
we’d have to send your
packages on the passenger
airlines, and hope for the best.

Take away our planes and we
couldn’t deliver your packages
the next day 97% of the time.

Take away our planes and
our prices would have to go up,
and our claim rate would probably
get up with it.

Take away our planes and
we’d be a freight forwarder.

And since there’re already
250 air freight forwarders, the
world didn’t need number 251.

What the world did need
when we went into business 3
years ago was a fast, low cost,
dependable way to get
packages delivered from one
city to another overnight.

So instead of shipping
packages on airlines designed
for people, we created a system
especially for packages.

With a route structure de-
signed for packages, not people.

To and from big cities like
New York and Los Angeles.

And smaller cities like Macon
and Albuquerque, Peoria and
Rochester, and 5,000 other
combinations, many of them
virtually impossible to connect
with on the
passenger
airlines.

And we fly
when pack-
ages need to
fly, overnight,
when more than 80% of the
passenger planes are “asleep”
on the ground.

It’s a totally enclosed system.
The packages are picked up by
our trucks, flown on our planes,
and delivered on our trucks.

Everybody who touches your
package works for Federal
Express.

Unlike the air freight for-
warder/passenger airline sys-
tem, the package never leaves
our hands.

If you think about it for a
minute, this is the only intelli-
gent way to operate when
you’re in the business of han-
dling valuable packages.

Our claim rate seems to bear
this out. It’s two hundredths of
one percent. And when you
compare our claims paid
ratio to Emery’s, you’ll
find it’s six times
better than theirs.

In a test conducted
by an independent research
organization, our delivery rate
was twice as good as theirs.*

And when you compare our
prices, you’ll find we’re the
same and sometimes less than
they are.

If you took away our planes,
none of this would be true.

We’d be just another “me too”
system of sending packages.

What could we say in our
advertising about our service
that 250 other companies
couldn’t?

We’d have to come up with
some jingle, or some clever line
in our advertising like, “Here
today, there tomorrow” or
something equally vague.

The planes are the whole
idea behind Federal Express.

Take them away and you
might as well call somebody
else.

FEDERAL EXPRESS

*Test conducted April, 1975, by Opinion Research Corporation, involving identical 9-lb. packages sent door to door. Summaries and other information available upon request from Vincent Fagan, Senior V.P., Federal Express Corporation, AMF Box 30167, Memphis, Tennessee 38130.
THE SILVER LINING ALSO HAS A CLOUD □ Record TV
profits make it a seller's market but bring some gripes
from advertisers and others. PAGE 19.

RADIO RAVES □ RAB pushes radio as the medium for
advertisers to use with or in place of TV, citing radio's
availability, lower cost and wider reach. PAGE 21.

McGANNON FIRES AGAIN □ Westinghouse's president
claims the networks don't need O&O's to finance their
operations and questions whether they are in the public
interest. PAGE 22.

THOSE FCC VACANCIES □ The White House officially
forwards the Fogarty nomination to the Senate. But there
may be a hitch in connection with the White nomination.
PAGE 22.

ROBINSON'S TWO YEARS □ As he prepares to leave his
FCC post, the commissioner weighs what he and the
commission have accomplished during his tenure.
Included is some constructive criticism of FCC priorities
and procedures. PAGE 23.

FCC ON THE ROAD □ Annual report on travels of the
seven commissioners lists 118 trips at government
expense at a modest total cost of $25,557. Though
Chairman Wiley made 29 trips, he did not miss a regular
or special FCC meeting. PAGE 24.

DUOPOLY DITHER □ The FCC rules that permit
noncommercial broadcasters to own two stations in the
same service in the same community come under attack.
Protesting is Jacksonville, Fla., black group that provides
information and makes grants to minority business.
PAGE 25.

TURNDOWN □ Petition for rulemaking by National Black
Media Coalition is rejected after two-and-one-half years
by the FCC. It had sought wide reforms in commission
procedures, but commission feels that many proposals
overlap other proceedings; that some suggestions lack
merit or are beyond FCC resources. PAGE 27.

THAT HILL FILL □ FCC's Hooks and Robinson file
statements that supplement advisory Chairman Wiley
had furnished Moss and which outlined conditions at
the commission. PAGE 31.

FORUM ON DISTANT SIGNALS □ Van Deerlin
subcommittee hearing gets expected testimony from
cable operators and broadcasters on program
importation. It was part of a series of such sessions that
are examining the role of CATV. PAGE 32.

SCHORR'S THOUGHTS ON INQUIRY □ Speaking in Aspen,
he reaffirms his position against cooperating with the
House ethics committee that is probing the Village Voice
leak. He says he won't testify unless subpoenaed and, if
forced to appear, won't disclose his source. PAGE 35.

CONVENTION RATINGS □ CBS-TV won the numbers
battle for the Democratic National Convention, but there
was a mass defection of audience from all three
networks' coverage. PAGE 36.

NIXON INTERVIEWS □ Syndicast Services contracts to
distribute the first three of four David Frost interviews
with the former President. Fourth telecast pends outcome of a
court decision dealing with Watergate. The syndication
arrangement proves to be complex. PAGE 38.

EUCARISTIC CONGRESS □ Capital Cities Broadcasting
plans live coverage of Roman Catholic event in
Philadelphia next month. More than 100 stations have
signed so far for pick-ups. PAGE 39.

SILVERBACH QUILTS □ Senior vice president of 20th
Century-Fox tenders a surprise resignation. Some cite a
promotion slight as the reason. PAGE 39.

NAD TO REFEREE □ The National Advertising Division
has stepped into an escalating feud between Coca-Cola
and Pepsi-Cola. Controversy centers on ad claims as to
which soft drink pleases most. PAGE 40.

VISIONS OF A FIBERED NATION □ An OTP-commissioned
study by Arthur D. Little Inc. offers a scenario of how the
national telecommunications system could change by
1991. PAGE 42.

CBS-TV'S NUMBER TWO MAN □ His peers agree that
CBS-TV's Bob Daly is a low-key, solid and experienced.
They also see him as an excellent counterweight to
network President Bob Wussler and well qualified to
assume an ever-widening range of responsibility.
PAGE 65.
The rich Providence ADI is a buying market.

Effective Buying Income

$7,285,598,000*

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

WTEV 6

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

*Annual figures based on Sales Management "Survey of Buying Power" — July, 1975

STEINMAN TELEVISION STATIONS

Format showdown
FCC this week is expected to lay groundwork for Supreme Court test of whether commission may involve itself in broadcasters’ entertainment programming decisions. Commission’s reluctance to do so has been made clear. But agency has been pressed by U.S. Court of Appeals in Washington to respond, with hearings, to any public objection to proposed format changes in station sales. Draft memorandum opinion and order to be considered this week calls on court to reconsider its position and to expedite consideration of issue by Supreme Court.
Draft order, which would conclude inquiry begun in December (Broadcasting, Jan. 5), says commission faces administrative nightmare, since logic of court’s opinions apply to renewal as well as to assignment and transfer applications. Furthermore, draft argues that commission regulation of formats would be inconsistent with congressional intent—which draft says is to leave matters like formats to marketplace regulation—and would violate First Amendment, since broadcasters would refrain from experimenting with formats that could not be abandoned without risk of FCC hearing.

Sign of the times
Dancer-Fitzgerald-Sample’s television-syndication arm is departing from standard barter practice for such ad-agency departments to sell new half-hour weekly situation comedy to stations for cash. Series is called King of Kensington, now running successfully on CBC in Canada. First purchaser is Metromedia for its six owned stations. They’ll begin airing weekly episodes (26 are on tape) next January. DFS chose straight syndication after surveys showed that in current boom market stations want all commercial minutes within half hour to sell to their own advertisers. Barter arrangement would take away two of those minutes for agency’s sale.

EEO for cable
FCC this week is to consider draft notice of inquiry and proposed rule making that proposes for cable television generally same EEO guidelines that commission has adopted for broadcasters (Broadcasting, June 28). But there are some differences in application. Although stations with 10 or more employees are required to file affirmative action programs and those with 50, workforce analyses, cable systems with five or more would have to file versions of both. Cable Bureau says that, because of smaller size of cable industry, percentage of employees affected would be same. Draft notice also raises question of commission’s jurisdiction to regulate cable’s EEO performance.

Second cable item up for action this week is Cable Bureau recommendation that FCC eliminate present rule requiring local communities to regulate subscriber fees and substitute rule to make local regulation discretionary, but under due-process procedures and with stipulation that requests for increases be handled with reasonable speed. Some officials, however, expect FCC to scrap present rule and leave whole field to local authorities.

Psst, wanna buy a book?
There was concern among Baltimore radio broadcasters over possibility that April-May Arbitron ratings had been compromised after word got out that woman had offered Arbitron diaries for sale at prices ranging from $1,500 to $2,500. Turned out she had seven diaries on market, all sent to individual members of her family. At least two stations that rejected offer, WQSR(AM) and WBRR(AM), reported incident to Arbitron, which excluded diaries from 2,499 used in tabulating April-May sweep.
Odd footnote: Arbitron can find no law under which to prosecute woman.

Relic of the ring
When FCC Commissioner James A. Quello returns to Washington after August vacation, he expects to be breathing easier and sporting new look. Mr. Quello, 62, has been bothered by deviated septum ever since nose was hit in Golden Gloves bout 45 years ago. On Aug. 2 he’ll undergo surgery in home town, Detroit, to correct condition and at same time restore original proportions which are remembered as Romanesque.

Hold the phone
Tariff that radio stations are saying would put end to telephone call-in contests and promotions in New York metropolitan area—and probably serve as model elsewhere—has been filed by New York Telephone Co. with State Public Service Commission. In essence, it eliminates busy signal: If promotional lines are tied up or calls unanswered, caller gets recorded message. This makes it completed call, and caller is charged for it.

Stations fear widespread alienation of listeners: Five stations participated in three-month test, got so many listener complaints about high phone bills that broadcasters concluded system would bar such promotions. Phone company says it’s necessary to ease load on its facilities and put cost on actual users.

Though it’s New York problem now, implications are national. If it works, other phone companies are considered sure to pick it up—and perhaps expand it to include call-in programs as well. New York phone company seems sympathetic, but firm. It’s been meeting with several New York stations and both sides say they hope to find acceptable compromise. While search continues, phone company has postponed effective date from Aug. 5 to Sept. 5.

Second thoughts
Drabness of Democratic convention and low TV ratings it attracted have generated lot of discussion at NBC, already, on general theme that there’s got to be better way to cover than customary gavel-to-gavel. NBC officials say this doesn’t mean they think ABC’s edited approach is better: They don’t. They’d like to find some flexible format that would let live coverage cut in and out as news justifies but say they’ll talk about virtually any suggestion that comes up, including rotation among networks.

CBS authorities plan to review coverage later, if they haven’t already started. In any case, talk is about what to do four years from now; since both NBC and CBS covered Democrats’ walk to wall, they expect to do no less for Republicans next month.

Toro market
Business at Spanish-language TV stations in U.S. is riding general advertising tide. Spanish International Network, which owns and/or represents 14 to 16 Spanish-language TV outlets in country, says advertising volume in first half of 1976 was about 25% over last year’s same period—and is increasing.

Talk goes on
Despite reports that affiliate and network attention has lately been refocusing on 45-minute concept for expansion of network evening news, executive at ABC News—where 45-minute concept initially surfaced—says hour still looks more reasonable. Next meeting of minds for ABC is affiliate board of governors meeting in late October.
President Ford Committee  □ Pending his nomination, TV 30's and 60's will figure into presidential campaign for Gerald Ford, Sept. 8 to Nov. 1. Long list of markets is being readied, to use fringe, daytime and prime-time spots. In-house agency, Campaign '76, Washington, handles creative; placement is by S.F.M. Media, New York.

Nationwide Insurance □ Several spots carrying familiar theme, "Nationwide is on your side," will run from 70 to 80 TV markets in campaign Nov. 8 to Dec. 3. Mixture of 10's, 30's and 60's in fringe time are geared to men, 18 and over. Ogilvy & Mather, New York, is agency.

Rockwell International □ Company's table saws are feature of fall and pre-holiday campaigns in 68 TV markets, Oct. 18 for three weeks and Nov. 29 for three weeks. Late and early fringe 30's will be targeted to men, 25-54, Ketchum, MacLeod & Grove, Pittsburgh, is agency.

Green Giant □ Bake 'N Serve vegetable products are served up in new TV spots placed in 12 markets Nov. 15 to Dec. 2. Upscale women, 18-49, are targets for fringe and daytime 30's. Leo Burnett, Chicago, is agency.

C.F. Mueller □ Mueller's macaroni is prepared for fall campaign, Sept. 20 to Nov. 28, in 20 TV markets and 30 radio markets. Early and late fringe 30's for TV and drive-time and housewife-time 60's for radio share theme, "Nothing goes with everything like Mueller's." Women, 18-49, are target audience. Needham, Harper & Steers, New York, is agency.

Parker Brothers □ Pre-Christmas campaign for Boggle game by Parker Brothers (division of General Mills) will run Nov. 1 to Nov. 28 in number of TV markets. Women, 25-54, are target audience Humphrey Dougall, Boston, is agency.

Mars Inc. □ Milky Way candy bar campaign has been assigned to D'Arcy-MacManus & Masius, New York, which replaces Ted Bates on account which bills estimated $3 million. Approximately $2.4 million is allocated to radio and television. D'Arcy also handles other company's accounts—Marathon candy bar and test products.


Simmons □ Beauty Rest mattress will be showcased in spot-TV flight to span 76 major markets, starting in early September and lasting six weeks. Young & Rubicam, New York is concentrating on fringe 30-second periods catering to adults. 18-34.

General Motors □ Company's motorhomes division (direct) is one of nationa sponsors of half-hour weekly series called Holiday on Wheels, produced by Rick Spalla Video Productions, Los Angeles, and syndicated by Vidistrip Inc. there. Rest of two national minutes within each half hour are purchased by Kampgrounds of America (West Advertising, Billings, Mont.), Suzuki motorcycles (direct), Smuggler trailers (direct) and Trailer Life Publications (direct). Stations, which get series free, are given four minutes to sell to local advertisers. Mr. Spalla has completed four half-hours, all hosted by Gordon MacRae: Navajo customs in Arizona, Colorado, New Mexico and Utah, with Rory Calhoun as co-host; hang gliding and water skiing along California coast, with George Montgomery as co-host; underwater diving and tarpon fishing in Cyprus Gardens, Fl. and windjammers in New England. Thirty-five stations have so far accepted series.

Western Auto □ Nine-week spot-TV flight being plotted for Kansas City, Mo.-based hard goods chain starts in early October. Barickman Advertising, Kansas City, is zeroing in on total men and women.

Hormel □ Chili and new Cookbook Chili by Hormel will be subjects of fall campaign in less than 30 TV markets and number of radio markets as fringe, day and prime-time 10's and 30's. Women, 18-49, are target for BBDO, Minneapolis.

American Beauty Macaroni □ Company, on behalf of various of its products, is cooking up spot-TV flights to run this summer, fall and winter in selected markets in Midwest and Southwest from August through December. Target audience: total women.

Gillette □ In new 30-second commercial for Gillette Trac II, a villainous capped character called "The Shadow" lurks at end of day, ready to leave shadowy beard on unsuspecting man. By using Gillette Trac II, according to commerical created by Benton & Bowles, New York, the man finds out that "the Gillette Trac II can outlast the shadow." The campaign began last week on all three TV networks.


---

BAR reports television-network sales as of July 4

<table>
<thead>
<tr>
<th>Day Parts</th>
<th>Total Minutes Ended July 4</th>
<th>Total Dollars Ended July 4</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>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>148</td>
<td>$667,500</td>
<td>3.58s</td>
<td>$18,708,500</td>
<td>$18,547,400</td>
<td>+1.10%</td>
</tr>
<tr>
<td>Tuesday-Friday</td>
<td>992</td>
<td>$9,958,000</td>
<td>26.21</td>
<td>$316,646,700</td>
<td>$271,158,100</td>
<td>+16.8%</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>341</td>
<td>$6,516,400</td>
<td>8.26s</td>
<td>$158,793,200</td>
<td>$122,132,000</td>
<td>+30.0%</td>
</tr>
<tr>
<td>Sunday</td>
<td>104</td>
<td>$2,794,200</td>
<td>2.70s</td>
<td>$78,693,300</td>
<td>$54,814,000</td>
<td>+40.2%</td>
</tr>
<tr>
<td>Total</td>
<td>2,207</td>
<td>$46,072,200</td>
<td>58.19</td>
<td>$1,424,860,300</td>
<td>$1,208,837,200</td>
<td>+17.8%</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports
WE TURNED THE TELEPHONE INTO A CRIMINAL'S WORST ENEMY AND THE PUBLIC'S BEST FRIEND.

Sure, everybody wants to fight crime. From a safe distance. Nobody wants to look a criminal in the eye. Or play Superman. Because people who stick out their necks risk losing their necks.

The problem: How does the public get involved without getting involved?

We thought it was a question worth answering. So we got together with the Durham Public Safety Department and came up with a solution.

"Crime Stop." Two words that turn an ordinary telephone into a crime fighting machine.

In a five-part, five-day series, we told the people how it works.

If you see a crime in progress, or even suspect one, you simply dial 911 and say "Crime Stop." Just tell the police what you see, and hang up. No questions asked. No need to leave your name or location. No involvement. The police act in "good faith" and immediately rush to the scene of the crime.

The people got our message.

During the first two weeks there was a 700% increase in reports to the police. Thirty calls a day. Resulting in eleven arrests.

Since then there's been a continuous rise in arrests and convictions. And a drop in the number of crimes.

Which shows you what can happen when a TV station gets people talking to the police.

WTVD
Durham-Raleigh

ONE OF THE STATIONS OF CAPITAL CITIES COMMUNICATIONS. WE TALK TO PEOPLE.
IT WAS THE BIGGEST BIRTHDAY BASH OF ALL TIME.

ON JULY 4TH, WE SET ASIDE OUR REGULAR PROGRAMMING TO THROW A MAMMOTH 16-HOUR BICENTENNIAL CELEBRATION.

AND WHAT A CELEBRATION IT WAS! AN AUDIENCE EQUAL TO EVERY FAMILY IN THE UNITED STATES CAME TO OUR PARTY—MORE THAN ATTENDED FESTIVITIES ON EITHER OF THE OTHER TWO NETWORKS BY FAR.

THE PARTY WAS SUCH A SUCCESS, IN FACT, THAT THE FOLLOWING SUNDAY, BY OVERWHELMING DEMAND, WE BROADCAST A SPECIAL HOUR OF HIGHLIGHTS.

AS YOU CAN SEE FROM JUST A FEW OF THE RETURNS, JULY 4, 1976 WAS A DAY WE'LL CHERISH THE REST OF OUR LIVES.

Impressive! Inspiring! Magnificent! TV at its finest!
SAN FRANCISCO, CALIFORNIA
To me there never has been a television day and night that gave us the enjoyment and entertainment that came with your July 4 accomplishment.
BUFFALO, NEW YORK
It was a once-in-a-lifetime experience.
NIAGARA, MICHIGAN
It was the finest thing my husband and I have ever seen on television. It reminded me of the many wonderful things about America that we are apt to forget when the bad things happen.
EUREKA, CALIFORNIA
A Beautiful Birthday Party! It was by far the most wonderful thing we've ever seen on television.
ST. PETERSBURG, FLORIDA
Thank you for the most fantastic program I've seen, "In Celebration of U.S.," which made this holiday far more than I had expected. You've captured the diversity of the American spirit.
SILVER SPRING, MARYLAND
Sincere congratulations and heartfelt thanks for your wonderful coverage of the July 4th Bicentennial Celebration. In such coverage TV seems to have realized its potential as a constructive and cohesive force in our society.
TARRYTOWN, NEW YORK
TV has certainly come of age. Congratulations and many many thanks.
HARRISBURG, MARYLAND
We consider this the all-time landmark of television.
YAKIMA, WASHINGTON
You made history live and I felt I was a living part of that history.
HEDSTAD, NEW YORK
Tears and goose bumps had to be in every home watching.
LEESBURG, FLORIDA

What a wonderful, joyous celebration it was, which thanks to T.V. we all could share.
SEATTLE, WASHINGTON
I hope you taped the whole day's events and will present them to the National Archives.
OMAHA, NEBRASKA
I am astonished at my reaction to it all. It prompted an outpouring of reflection about my feelings about being an American.
YPFLAND, MICHIGAN
Beautiful! Fantastic! The July 4th show covered by you and the CBS crew made me and, I'm sure, millions of Americans proud of our heritage.
FT. WORTH, TEXAS
Never have I personally felt such a deep love for my country and my fellow man.
RINGERSPORT, TENNESSEE
It made us proud to be Americans.
PRESCOTT, ARIZONA
You made us proud to be Americans.
INDIANAPOLIS, INDIANA
Made me feel proud to be a part of this nation.
SAN DIEGO, CALIFORNIA
I am proud to be an American and what a marvelous opportunity you have given us to renew our belief and faith in ourselves.
SCHENECTADY, NEW YORK
As we watched we thought, this is really a country united, when so many can come together from one ocean to another. May this day linger long with all of us.
CORNING, IOWA
It was very patriotic, very beautiful, very emotional and very American.
TOPEKA, KANSAS
Watching CBS coverage made me proud to be an American.
CUMBERLAND, RHODE ISLAND
I'm truly proud to be an American; you made me feel even more proud.
What a great job you did.
N. SUBURBAN, ILLINOIS
It was more than a stalwart news job. It breathed pride, I'm sure, in millions of Americans everywhere both in their country and in themselves.

I wasn't at all ashamed to choke back a patriotic lump in my throat, knowing that many more people were doing the same. Your coverage made the Bicentennial as exciting as a Bicentennial should be!

Thank you for taking us with you as you criss-crossed our land celebrating our 200th birthday.

SOUTH ANTONIO, TX

Congratulations and thank you. What a wonderful birdseye view you gave all of us of the July 4th Celebrations.

SAN ANTONIO, TEXAS

We enjoyed all the places you took us.

ATHENS, ALABAMA

To sit in the comfort of your own home and see the sights we saw, never a hitch or dull moment.

DUNELLEN, NEW JERSEY

While it would have been impossible to be in most historic cities all at the same time, this was the next best thing. Fact is, we had a better seat in our living room.

COLORADO SPRINGS, COLORADO

I felt as if I'd been around the country—and the world—in 10 hours! Several times I was in tears.

COVENTRY, CONNECTICUT

I felt I was participating in the Bicentennial celebrations everywhere. You really brought the country together.

EAST PALMOUTH, MAINE

Never-to-be-forgotten panorama of the Bicentennial celebration all over our country.

WASHINGTON, D.C.

I have had one perfect day, and perhaps it will be enough to last the rest of my life. It was as if you and CBS reached out your hand into this lonely corner of Mississippi and said "Come with us and let us see the face of America." I went with you and I shall never forget the day.

WEBSTER, MISSISSIPPI

A masterpiece.

MARIETTA, FLORIDA

I have never been happier with a TV program than your "Happy Birthday U.S." I cannot express in words how excellently I thought it [it] was.

SAN RAFAEL, CALIFORNIA

I never saw such a glorious birthday party. What a wonderful bunch of people the Americans are. I'll remember it as long as I live.

PHILADELPHIA, PENNSYLVANIA

I'm so delighted I can hardly express my feeling—so I'll say thank you CBS for such a wonderful program.

BRADENTON, FLORIDA

A very meaningful celebration for me.

FAIRFIELD, IOWA

It was stirring and beautiful.

ATLANTA, GEORGIA

What a day it was! HOLYOKE, MASSACHUSETTS

Being a naturalized citizen from England, it all had a very special meaning for me.

CLARION, PENNSYLVANIA

I enjoyed it to the utmost! Thank you.

ST CATHARINES, ONTARIO, CANADA

I am a naturalized citizen...I love this country and your many wonderful comments about our past and hopes for the future made my wife and me swell with pride.

SALT LAKE CITY, UTAH

For those of us patriotic Americans here in Canada for whom crossing the border was impractical yesterday, you brought the happy, heart-warming and sometimes haloween ceremonies and celebrations into our homes.

CHILLIWACK, BC, CANADA

One of the happiest days of my life.

MIDDLETOWN, OHIO

It was a lovely day, and one which we shall never forget.

ALBUQUERQUE, NEW MEXICO

You helped make for us July 4, 1976 the most memorable day of our lives.

POMONA BEACH, FLORIDA

It was truly a glorious Fourth. You made it an unforgettable one.

DURHAM, NORTH CAROLINA

An unforgettable birthday gift.

SAN DIEGO, CALIFORNIA

You made it a day long to be remembered.

JACKSON HEIGHTS, NEW YORK

My wife and I sat enthralled yesterday as we watched your superb broadcast of the daylong Bicentennial celebration.

RIVER FOREST, ILLINOIS

I learned more from that show than I ever did at school.

BELLAIRE, TEXAS

Thank you again for making it possible for all of us to recall the events and accomplishments that have made America great, and thanks to all of you for making America's 200th birthday a day we'll never forget.

JACKSON, OHIO

Glorious, exciting and inspiring.

SHreveport, LOUISIANA

It was truly magnificent and it's a celebration I will always keep in my heart.

CARRIAGE, OHIO

I enjoyed every minute of your all-day Bicentennial...I'll never forget this 4th of July!

JEWETT, IDAHO

Your Birthday Party for U.S. restored one faith in the good old-fashioned virtues—among them the belief in excellence.

COVENTRY, CONNECTICUT

By the end of the day I was filled with so much love for my flag and the country...

EDEN, NEVADA

Without your day-long broadcast...I would have felt the full impact of our nation's 200th Birthday.

CHICAGO, ILLINOIS

After this particular TV show yesterday, I feel much different about things and intend to do what I can to further the cause of being a good average American.

MARIAN, IOWA

Thanks for the bang-up job you did with "In Celebration of U.S." I am not a super patriot, but found myself glued to the TV just about all day long!

ARLINGTON, MASSACHUSETTS

It gave me a whole new hopeful outlook on the future of my country.

PRAIRIE VILLAGE, KANSAS

You brought America right into our home and we saw our country as we will never have the chance to see it again.

WHITTIER, CALIFORNIA

My deep appreciation to CBS for the fantastic broadcast...

TWO RIVERS, WISCONSIN

We want to tell you how much we enjoyed the Bicentennial Broadcast.

PASSE, NORTH DAKOTA

Walter was wonderful as usual.

TERRI HAUTE, INDIANA

Truly a Herculean performance.

SHARON, MASSACHUSETTS

You and your crew made every American richer.

PT. LAUDERDALE, FLORIDA

Truly superb show with the excellent hosting of Walter Cronkite. Nicest party I was ever invited to.

PITTSBURGH, PENNSYLVANIA

Congratulations on some beautiful and exciting programming.

O'Fallon, Missouri

A brilliant job! A superb job! A comprehensive job!

RIVERDALE, NEW YORK

It remained until CBS' 16-hour Bicentennial presentation July 4 to cap anything this network has done in its years of public service.

M.T. VERNON, ILLINOIS

I am an invalid and completely bedridden so my contact with this beautiful world is through others. Mr. Cronkite, you seemed so happy to be doing what you were doing and viewing, that one could not keep from feeling as joyful as you.

OAK RIDGE, TENNESSEE

How grateful we are for the hours you spent on the Bicentennial celebration and we watched from morning till night. What a tribute you gave this wonderful Nation of ours.

GRAND ISLAND, NEBRASKA

Thank you for your unique birthday gift...

HUNTSVILLE, ALABAMA

As older citizens (82 and 77 respectively) we can perhaps appreciate more than some of the younger generation may have, the magnitude of the job you all did.

RICHMOND, VIRGINIA

You were superb in every way. We watched from the beginning to the end...

OKLAHOMA CITY, OKLAHOMA

I literally could not tear myself away from the marvelous, exciting coverage. The lump in the throat made eating difficult—a day of pride and love.

MACON, PENNSYLVANIA

...I enjoyed every minute...

DUNSFARNS, MASSACHUSETTS

Personal and profound thanks. I sat glued to the TV on the Fourth from the beginning to the end...

NORTH MIAMI BEACH, FLORIDA

I couldn't attend any festivities but CBS brought all the joy and excitement of the day to me.

KEARNEYSVILLE, WEST VIRGINIA

The most marvelous eighteen hours of America ever...

WALNUT CREEK, CALIFORNIA

...thank you for a day that we never dreamed could possibly be so marvelous.

AMHERST, NEW YORK

We stayed with you till midnight.

SARASOTA, FLORIDA

Your colossal coverage of our country's celebration was a fantastic feat. Stupendous sights. Awesome scenes. Fabulous photography.

GLINN, ILLINOIS

Your presentation was television's finest moment.

PITTSBURG, NEW YORK

As I watched, by the hour, your performance in handling that most glorious Bicentennial show, I was thrilled, awe-struck and nearly overcome by your abilities.

BELLEAIR, FLORIDA

It doesn't seem enough just to say thank you...your coverage all day yesterday...was the most joyous I have ever watched.

NORTH MIAMI BEACH, FLORIDA

The greatest of all your great ones. It left us with a grand and proud feeling.

VIENNA, VIRGINIA

I say—BRAVO.

PORTLAND, OREGON

This sampling hardly does justice to the astonishing outpouring of mail from every corner of the country. It will be remembered with pride and gratitude.

Source: Nielsen Television Index, A A Household Hour Estimates, July 4, 1976, 8:00 a.m.-Midnight. Gross Hourly Rating Points for CBS equal 122.8—for the second network 96.3. This is the equal of every television household in the U.S., tuning to CBS for 77 minutes and to the second network for 58 minutes. Subject to qualifications as noted on request.
songs relating to New York City Series has so far been barred by ALA to WCV(AM) Cleveland, KEA-FM Dallas, WAVA-FM Arlington, Va., and WBAL(AM) Baltimore. In New York, it's already on work(AM) as booster to current fund-raising campaign for research libraries of public-library system. Union Dime Savings Bank (through Wyse Advertising, New York) will pick up tab for New York airing. Bartering is being done by Cinema-Sound Ltd., New York, which produced all 10 hours in cooperation with New York Public Library and AFTRA.

Monticello Drug Co. □ Jacksonville, Fla.-based manufacturer is putting together spot radio drive to run in mainly Southern markets, including Atlanta, Miami, Houston, Norfolk, Va., and Raleigh, N.C. Flight is scheduled to begin in October and continue for 13 weeks. Robert A. Becker Inc., New York, is setting its sights on men and women, 35-64.

Automatic Data Processing □ Clifton, N.J.-based firm that provides computerized bookkeeping and record-keeping services, is touching off six-week, spot radio drive in mid-September to cover 31 markets throughout U.S. Primary emphasis centers in New York, Boston, Chicago, Detroit, Philadelphia and Los Angeles. Schaefer Advertising, Valley Forge, Pa., is gearing commercials toward men, 35-64.

Aramis □ September-through-December campaign for Aramis men's toiletries will use new creative theme for TV 30's. Fringe, prime-time and sports placements are geared to men, 25-54. AC&R, New York, is agency.

Henry I. Siegel Co. □ On behalf of HIS sportswear for men and women, company is putting together spot-TV effort to run in long list of markets for four weeks, starting in late August. Leber Katz Partners Inc., New York, is taking aim at periods appealing to men and women, 25-34.

FMC Corp. □ As part of national roll-out for Furadan insecticide, FMC is blueprinting broad spot television and radio campaign to begin in early October and continue through July 1977. Number of television markets is not known but TV will be used in 23 states. Spot radio will be tapped in approximately 90 markets. Marsteller Inc., New York, is targeting men, 25-54.

United Vintners □ Inglenooken wines will be showcased in spot-TV drive scheduled to begin in late August and continue until early October in substantial number of markets. McCann-Erickson, San Francisco, is centering on adults, 25-54.

Nestle's, Kellogg's □ Nestle's breakfast supplement and candy bars (through Leo Burnett) and Kellogg's children's breakfast cereals (also Leo Burnett) have added three new stations to daily, half-hour Lassie series, of which they are major sponsors. Stations are Weca-tv Tallahassee, Fla.; WOpc Altoona, Pa.; and Wuno-tv Battle Creek, Mich. That brings total station count to 79, most of which strip Lassie in late afternoon fringe for children's demographics. Syndicat Services, New York, which distributes series, is releasing another 100+ half-hour episodes to tack on to 130 half-hours already in syndication. Nestle's and Kellogg's are responsible for both national number of stations, which get series free, receive four minutes to sell to local advertisers.

Curtis Mathis □ Color TV sets will be accentuated in spot-TV effort to begin in mid-August for two months in approximately 50 markets. Campaign was created by Quin, Lawson & Knowles, Dallas, which uses Dorothy Baker & Associates, Dallas, for media planning and placement. Commercials will be aimed at men and women, 25-49.

Friendly Ice Cream Corp. □ Spot radio and TV are being added in Boston, Providence, R.I., and Portland, Me., in keeping with Friendly's move into these areas. Spot TV will focus on six major markets for about seven weeks, with starting dates ranging from late July to mid-August. Quinn & Johnson, Boston, is directing its appeal to men and women, 18-49.

Owens Country Sausage □ Company's fall broadcast plans include use of regional TV networks (in Southwest) for first time for seven weeks, starting in November in prime periods. Owens traditionally uses spot broadcasting and will rely on two flights this fall: first running from late September to late October and other from late October to late November, tapping 17 markets in spot TV and 10 in radio, all in Southwest. Bloom Advertising, Dallas, is seeking to reach women, 25-49, through commercials in fringe and daytime slots.

Velsicol Chemical Corp. □ Chicago company has launched television attack against "fire ants." Four-week flight of half-minute spots urges use of company's chlordane chemical to combat biting and stinging ant family. Kenrick Advertising, St. Louis, is handling campaign.
Third-quarter 1976 presents a special case for the TV advertiser

Television broadcasting in this third quarter of 1976 is making history on several fronts. While taking full advantage of the opportunities to do what it does so well—live coverage of history-making events—third-quarter TV is being severely distorted for the advertiser.

We may be in the most compressed three-month period in broadcast history. Because network television will introduce new programming in mid-September, the final weeks of the third quarter have really moved into the fourth quarter. That and all the specials—the political conventions, the Olympics and Bicentennial events—means we’re actually working with an eight-week quarter.

With the distortions in size and content, we have zooming prices. Some network rates are higher by 50% and spot is up as much as 35% compared with a year ago. Fortunately, at Dancer-Fitzgerald-Sample we have clients with the foresight and confidence to permit long-range commitments, which, combined with skillful buying, kept our cost increases for television around 18% over the 1975 third quarter.

We had to devise, months ago, a strategy for buying in this peculiar period, making judgments not only of the relative values of the various specials, particularly the conventions and the Olympics, but also of what would remain of regular programming.

In general terms, we concluded the conventions would attract many infrequent viewers whose demographics would be right—perhaps even essential—for specially targeted corporate messages. We also determined that unusual opportunities for heavy spot buying would occur as millions of viewers switched to independents from the network stations during the convention coverage. In the process, our reputation for tough negotiating for rates and availabilities would come under severe test.

We have consistently given high marks to television coverage of the Olympics and have found them a satisfactory marketing vehicle for consumer products. We anticipated no decline in 1976 in prestige, effectiveness or the suitability of the format for consumer goods in a range all the way from beer and certain cereals to big-ticket items such as autos.

Always in the background in the planning and decision-making for this peculiar quarter—and at all times, for that matter—was concern over rising costs. As we intensified our efforts to secure the best possible rates in network and in spot we had to keep asking whether the higher prices we faced then or at some time in the future might force us to consider alternatives to television.

Broadly speaking, we did not propose significant shifts into alternative media, even in this quarter, and although we expect the upward pressures on rates to continue into and even beyond next year, using alternative media on a large scale in the foreseeable future does not seem likely.

There are no clear-cut alternatives to television for the kind of marketing problems many of our clients face, especially those with packaged goods, because TV is such a powerful medium and because other media costs are rising also.

We will continue to study the alternatives, of course, but we do not believe there will be a major shift to more radio or print. The relative values are still in favor of television for the mass market. And before there is any danger of television pricing itself out of business there will be enough changes within the industry to keep it competitive.

The pressures for higher prices for television time came from several sources but mainly from the improving health of the economy and the general expectation that the improvement would continue through next year. There is an additional force from a growing number of advertisers, notably retailers, who are beginning to use television as a major advertising medium.

As might be expected, all of this has brought plenty in both mood and reality, to television advertising. But the signs of change, while still quite distant and advancing slowly, will be sufficient, we believe, to keep further increases from up-setting the prevailing relative values.

At DFS we’re forecasting television rate increases for the 1977-78 season at 6% to 7% above 1976-77 levels.

The changes on the horizon are, quite obviously, still out of focus. There are many possibilities. Although as yet there is no consensus, an increase in the amount of commercial time within prime-time network programs might be a simple way to reduce the mounting competition for the available time.

A fourth network, on the other hand, is not a realistic possibility. The political and capital requirements are not in sight, although expansion of special networks, e.g. the Hughes Television Network, will be nourished by the growing number of advertisers looking for places to invest their advertising dollars in television.

In this third quarter, which offers such a diversity of specials as well as the introductions to the new season, we have been concerned about program content. Is there too much violence, too much sexual promiscuity? Are the viewers turned off by some of this and does the advertiser suffer? The best available intelligence is inconclusive, but this subject will rise in importance in the future.

At DFS we believe that the commercial—what it says and how it says it—is always the most critical factor in advertising success. The commercial must stand on its own to fulfill its purpose.

One thing is fairly sure—it makes little difference from a marketing standpoint, how well, or how poorly, the participants in the Olympics or the Democratic and Republican conventions perform.

The viewers will make their purchase decisions based on what the commercials say, not on the speeches and comments from the politicians.
**Datebook**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug. 1</td>
<td>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</td>
</tr>
<tr>
<td>Aug. 10-12</td>
<td>Canadian Broadcasting League conference on &quot;Crisis in Canadian Broadcasting.&quot; Twenty papers will be presented and discussed on broadcast TV, cable, economics, programming and pay TV. St. Mary's University Hallax, Nova Scotia.</td>
</tr>
<tr>
<td>Aug. 11</td>
<td>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 2043). Replies are now due Sept. 13. FCC Washington.</td>
</tr>
<tr>
<td>Aug. 15</td>
<td>Deadline for entries in CINE competition. Council on International Nontheatrical Events is non-profit organization to encourage international communications and to select U.S. noncommercial and short subject films for entry in appropriate international festivals. Details: CINE, 1201 16th Street, N.W., Washington 20036; (202) 785-1136</td>
</tr>
<tr>
<td>Aug. 16</td>
<td>Opening of Republican National Convention, Kansas City, Mo.</td>
</tr>
<tr>
<td>Aug. 17-18</td>
<td>House Communications Subcommittee hearings on family viewing, Los Angeles.</td>
</tr>
<tr>
<td>Aug. 20</td>
<td>National Public Radio board of directors meeting. Fashing Haus, Aspen, Colo. Request for revised seating and to address the board should be sent to: Secretary, National Public Radio, 2025 M Street, N.W. Washington 20036.</td>
</tr>
<tr>
<td>Aug. 23</td>
<td>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.</td>
</tr>
<tr>
<td>Aug. 24</td>
<td>FCC's new deadline for its proposal to allow circular polarization for TV transmissions (Docket 20820). Replies are now due Sept. 6. FCC Washington.</td>
</tr>
<tr>
<td>Sept. 1</td>
<td>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.</td>
</tr>
<tr>
<td>Sept. 8-11</td>
<td>International Muesxpo '76, market place for international record and music industry, Fairmont hotel, New Orleans. Information: 1350 Avenue of the Americas, New York 10019; (212) 488-9245.</td>
</tr>
<tr>
<td>Sept. 12-14</td>
<td>Southern Cable Television Association convention, Fairmont Colony Square hotel, Atlanta. Contact: Otto Miller, executive secretary, PO. Box 465, Tuscaloosa, Ala. 35401; (205) 758-2157.</td>
</tr>
<tr>
<td>Sept. 12-14</td>
<td>Annual convention of Western chapter of The National Religious Broadcasters Sheraton hotel, Los Angeles airport.</td>
</tr>
<tr>
<td>Sept. 12-15</td>
<td>Sixteenth annual conference of the Institute of Broadcasting Financial Management, FCC Chairman Richard Willey will be Monday luncheon speaker; Cox Broadcasting President Clifford Kirtland will be Tuesday luncheon speaker; Sheraton-Boston hotel, Boston.</td>
</tr>
<tr>
<td>Sept. 13</td>
<td>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.</td>
</tr>
<tr>
<td>Sept. 14-16</td>
<td>Hearings on license renewal legislation before House Communications Subcommittee, Washington.</td>
</tr>
<tr>
<td>Sept. 15</td>
<td>Deadline for entries for Ohio State Awards competition that annually recognizes meritorious achievement in educational, informational and public affairs broadcasting. Competition is sponsored by the Institute for Education by Radio-Television and is held under auspices of Ohio State University Telecommunications Center, Columbus. Winners will be announced in March 1977. Contact: IERT, 2400 Olentangy River Road, Columbus, Ohio 43210.</td>
</tr>
</tbody>
</table>

---

**Doubleday Media**

**Offers:**

- **NOTHING DOWN**
  - Lone Star State
  - Fulltime AM
  - Prestige call letters
  - Contemporary/News format
  - New facilities

**Price:** $750,000

- No down payment to buyer qualified by seller's bank

**Call:** Dan Hayslett 214/233-4334

---

**Broadcasting Jul 26 1976**
Harris offers the world's most complete line of FM broadcast transmitters. From 10 to 40,000 watts. All with a TE-3 100% solid-state exciter employing DCFM (direct carrier frequency modulation) and DAFC (digital automatic frequency control). All transmitters have an INTERMODULATION specification of 0.5% mono and 0.5% stereo. EFFICIENCY — the 20 and 40 kW transmitters have a final amplifier efficiency of 80%. All are available for prompt shipment.

Write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.
October

Oct. 1—Deadline for entries in media awards program of American Cancer Society. Categories include multiple classifications in local and network radio-television. Information: ACS In Medias Res Committee, 801 Second Avenue, New York 10017; (212) 749-8038.

Oct. 1—Regional convention and equipment show, Society of Broadcast Engineers, Chapter 22, Symphonies Hotel Inn. Syracuse, N.Y. Information: Paul Barton, WNYC-TV-FM, Syracuse.


Major meetings


Feb. 12-17, 1977—National Association of Television Program Executives 14th annual conference. Fontainebleau hotel, Miami. 1976 conference is scheduled for Los Angeles; site and date to be announced.


Oct. 2—Seventeenth annual conference of Southern California newsmedia. Subjects will include libel and slander, reporters' shield law, media gag rule, invasion of privacy and public figure status. Hyatt International hotel. San Francisco.


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. 17-22—February of Motion Picture and Television Engineers' 118th technical conference and equipment exhibit.6 American hotel, New York.

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


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

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


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

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


municipal auditorium.

Oct. 29-31 - American Women in Radio and Television Midwest area conference. Pittsburgh

November

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

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


Nov. 15-16 - National Association of Broadcasters regional conference Omni international hotel. Atlanta.

Nov. 15-17 - First International Videodisc Programming Conference, co-sponsored by Vaisutics Corp. and United Business Publications. Agenda will include discussions of software likely to be distributed on the new videodisc formats. Site to be designated in New York City.

Nov. 18-19 - National Association of Broadcasters regional conference. Hyatt Regency O'Hare hotel. Chicago.

Nov. 19-22 - Federal Communications Bar Association annual seminar. Cerritor Beach hotel. FL.


Open Mike

Time for another look

EDITOR: The recent revelation of errors in the Chicago radio Arbitron (Broadcasting, July 25) has thrust an opportunity on us to reflect on the role of ratings.

While researchers, media directors and radio sales managers all agree that Arbitron is merely a barometer of the advertising climate, timebuyers continue to increase their blind dependence on rating books—and are allowed to do so by their superiors, their clients and radio stations.

One day, the April/May Arbitron was the authority, the basis on which the almighty C-P-M's were determined, and, in turn, the basis for the selection of stations to be purchased. The next day, the Arbitron was "inoperative."

Rather than wasting time negotiating "efficient" buys, let us rather expend our energies determining what is best for the client—which will, after all, best serve the interests of the agency and radio stations.

This is, therefore, one seller's opinion: that agencies force their buyers to keep their clients' marketing objectives in mind. That the clients demand thorough reasoning behind media plans and buys.

And that sellers of radio rely less heavily on an Arbitron which, by the delivery of a Mailgram, may become immediately invalid (if it ever was valid to begin with).

While I fault Arbitron for committing these severe errors in the spring book for Chicago radio, I fault buyers and salesmen—and clients—for allowing our dependence on it to get out of proportion. It never was the "gospel," and should not be viewed as such.—James M. Robinson, general sales manager, WDTS(FM) Chicago.

'Memo' responses

EDITOR: Although I agree with the thesis of BDDO's Thomas Dillon that advertising is a protection of our right of free speech ("Monday Memo," July 12), I must question his logic when he suggests that without the financial support of advertising there might not be any practical freedom of politics or religion.

I suggest our freedom to advertise is related to our freedom of politics and religion as part of our total democratic structure and not, as Mr. Dillon suggests, that its existence allows the other freedoms to exist.—William T. Ryan, instructor of journalism, Saint Francis College, Loretto, Pa.

EDITOR: I've had a wide and gratifying response to "Monday Memo" (Broadcasting, June 28). Perhaps it proves that your many interested readers do want to be kept informed about national representatives.—Sam Brownstein, general manager, Pro/Meeker Radio, New York.

On the syndicated side

EDITOR: You overlooked the 12-hour syndicated TV special, The Great American Celebration, in your July 12 wrap-up on bicentennial programing.

Ray Beindorf Productions was the packager and seller, and Robert Wold Co. arranged station clearance and interconnection for the attraction.

We were on more than 100 TV stations from 7 p.m. EDT Saturday (July 3) to 7 a.m. EDT Sunday (July 4). Coverage of U.S. homes was almost 80%.—Robert Wold, Robert Wold Co., Los Angeles.

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, chairman.
Lawrence B. Taishoff, president.
Maury Long, vice president.
Edwin H. James, vice president.
Joanne T. Cowan, secretary.
Irving C. Miller, treasurer.
Lee Taishoff, assistant treasurer.

Broadcasting

The weekly newsweekly ofbroadcasting and allied arts

TELEVISION

Executive and publication headquarters, Broadcasting-Telecasting building, 1735 DeSales Street, N.W., Washington, D.C. 20036.

Phone: 202-638-1022.

Sol Taishoff, editor.
Lawrence B. Taishoff, publisher.

EDITORIAL

Edwin H. James, executive editor.
Donald West, managing editor.
Russ Cramer (New York), chief correspondent.
Leonard Zelden, senior correspondent.
J. Daniel Rudy, assistant to the managing editor.
Frederick M. Fitzgerald, senior editor.
Joseph A. Eager, Randall Mostop, assistant editors.
Barbara Chase, Mark Miller, Jay Rubin, staff writers.
Ian G. Bowen, Kira Greene, Rick Schwartz, editorial assistants.

BUSINESS

Maury Long, vice president.
David N. Whitcomb, director of marketing.
Debra Kelly, secretary.

ADVERTISING

John Andre, sales manager—equipment and engineering (Washington).
David E. Berry, Eastern sales manager (New York).
Ruth Linsdrew, account supervisor (New York).
Bill Merritt, Western sales manager (Hollywood).

CIRCULATION

Steve Hestev, production manager.

ADMINISTRATION

Irving C. Miller, business manager.
Philippe E. Roden, treasurer.

BUREAUS

New York: 75 Rockefeller Plaza, 10019.

Phone: 212-257-3260.

Hults Cramer, chief correspondent.
Rocco Famighetti, senior editor.
John M. Dempsie, assistant editor.
Joanne Ostron, staff writer.

Winfield H. Levy, general sales manager.
David E. Berry, Eastern sales manager.
Ruth Linsdrew, account supervisor.
Harriet Weiringer, Lisa Flourey, advertising assistants.

Hollywood: 1680 North Vine Street, 90028.

Phone: 213-463-3148.

Bill Merritt, Western sales manager.

Sandra Klauber, editorial/advertising assistant.

Broadcasting magazine was founded in 1931 by Broadcasting Publications Inc., using the title Broadcasting The News Magazine of the Fifth Estate. Broadcasting Advertising was acquired in 1932, Broadcasting Reporter in 1933, Telecast in 1943 and television in 1951 Broadcasting-Telecasting was introduced in 1946.

Broadcasting and Broadcasting Advertising are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.

MEMO

To: All

From: Mr. Apperson

Subject: Sales Meeting

I will be on leave from the sales meeting this evening.

Bill Merritt

Date: July 26, 1978
THE TRANSITIONAL STORM.

PART I. AN EXPLANATION.

HOW CRITICAL IS THE ENERGY "CRISIS"?

The energy situation in America today is serious. On the other hand, it is not the end of the world.

It is true there is an energy crisis in the sense that there is an increasing scarcity of certain fuels. But there is no scarcity of energy.

There never has been.
There never will be.
There never could be.

Energy is inexhaustible.

Edward Teller puts it this way: "...unlimited energy exists. What is missing is the practical way to use this energy efficiently."

No—there is no energy “shortage.” There is an energy “crisis” because we have reached a critical juncture in the availability of means to provide our energy.

THE TRANSITIONAL GAP

The end of the fossil-fuel age is clearly discernible. The beginnings of a future-energy age are not yet clearly established.

But that is not an earthshaking situation for us to be in. The phasing in and phasing out of fuel epochs is nothing new.

Roughly a hundred thousand years ago, man learned how to burn wood. This gave him a primary fuel for the production of energy when and as he needed it—in this case, energy in the form of heat.

By 1400 AD, man was capturing energy through windmills and through the flow of water over water-wheels. But even more important, he had learned how to burn coal. And with that, the fossil-fuel age had begun.

Finally, in the last century, man discovered natural gas and petroleum. The fossil-fuel age was fully launched, and the advanced industrial society we know today was made possible, including the generation of electricity.

FOSSIL FUELS DISAPPEARING

Yet now we find the industrial society’s appetite for energy is so prodigious that some of our fossil fuels—natural gas and oil—are already fast disappearing, and coal is by no means inexhaustible. In hindsight, it is clear that from the first, man expected too much of the fossil-fuel epoch. Everyone alive today was born years after it began. We were born into it as we were born into the constants of rain, sunshine and the tides. It is understandable, therefore, that without giving it much thought, we more or less expected fossil fuels to go on forever.

As Dr. M. K. Hubbert of the U.S. Geological Survey has said, "It is difficult for people who are living now...to realize how transitory the fossil-fuel epoch will eventually prove to be when viewed over the significant span of human history."

In a period of only 1300 years from beginning to end, Dr. Hubbert estimates, man will have consumed the world’s entire available supply of fossil fuels.

Further, he estimates that 80 percent of that supply—all but the first and last ten percents—will have been consumed in the incredibly short period of 300 years.
Clearly, in historic perspective, this is a rather insignificant though at times troublesome period, and it is important that we adjust our thinking to accept this insignificance lest we fall victim to the despairing notion that the world will go out of business when the last barrel of oil is pumped.

It won't. The fossil-fuel epoch may be passing, but energy itself remains permanently with us. The challenge of the moment is for us to do everything possible to find ways of capturing that energy.

THE IMPERATIVES

The imperatives we face are these:

First, we must stretch the fossil-fuel epoch to its absolute limit. Conservation of all energy is a must—and especially conservation of petroleum resources. And we must substitute coal and uranium for other fuels wherever possible.

Second, we must speed the development of other sources of energy so that we can move into the future-energy epoch as soon as possible.

That sounds simple, but what makes it more difficult than it needs to be is the lack of public consensus—the notion promoted by some that there are other options, including a halt to growth.

But the fact is—given a growing population and a continuing desire by everyone for a satisfying life-style—no other options exist. Increased supplies of energy are essential.

OUR SEPARATE ROLES

It is also essential for all the players in this enormous drama to have a clear understanding of their separate roles.

The utility industry's part is to meet consumer demand at the lowest possible cost and with acceptable environmental impact. It must press ahead on research and development on new sources of electric power. It must share in the task of seeing that people learn how to use electricity more efficiently.

Given today's complexity of environmental and energy regulations and the huge investment required for energy research and development, government, commerce and industry all have a vital role in the energy drama. They must join the utility industry in encouraging consumers to use energy wisely.

The consumers' role is in many ways the most important. Since they are the users of electricity, they are the ones that can make 'wise use of energy' mean something. They must make it a way of life. They must encourage their neighbors to do the same. They must also support research and development that will lead to new sources of electricity. And they must face the reality that dwindling fossil fuels, staggering investments for research and development, and equipment for the protection of the environment are inevitably influencing electric rates.

Perhaps most important of all, consumers must give serious, practical, realistic thought to public decisions to be made regarding energy sources and environmental concerns.

None of these roles will be easy to perform. What makes the drama worth the playing, however, is the promise at its end: the discovery that satisfying lives need not come to a grinding halt and that a new, more abundant epoch will follow the old.

And in the final analysis, there is no alternative to our playing our roles conscientiously. As Dr. Glenn Seaborg, former Chairman of the Atomic Energy Commission, said, "...the future of energy is the future of man. Without it we become nothing. With it, we become whatever we wish to be."

Edison Electric Institute
for the electric companies

90 Park Avenue, New York, N.Y. 10016
The Jefferson-Pilot Broadcasting Stations in Denver, Colorado are now represented by Blair Radio Super Rep, a division of JOHN BLAIR & COMPANY.
Mixed fallout from ad boom: bigger profits, new problems

It's sellers' market in television for network and spot, but clients begin grumbling at rising prices, and fat-cat image plagues medium

The unparalleled prosperity that has descended on television this year is also showering down problems. Signs of client discontent are beginning to appear. Some broadcasters are anticipating cries of outrage from critics who have always claimed that television was a gold mine, even in less affluent times.

"No doubt about it," one long-time TV sales expert said last week. "The critics and do-gooders will be coming out of the woodwork when they realize how much this year's profits are up. I can hear ACT [Action for Children's Television] already, asking: 'What do you mean you can't afford to run children's programs without commercials? So your profits would be up only 70% instead of 80%?'"

The sales official picked those percentages out of the air, but it's obvious that profits are running substantially ahead of those a year ago and, barring cataclysm, will record their greatest growth in recent memory if not in TV history.

Prosperity may be also bringing problems in client relations. Increasingly, agency and advertiser executives are saying not only that TV costs have risen precipitously but also that desirable TV time is hard to find at almost any cost, so that the time has come to explore alternatives to TV.

An estimated 20% increase in radio revenues presumably reflects some spillover—or even deliberate diversion—from television, as well as a stronger advertising economy generally. But those who insist that money is being switched, or may be switched, to alternative media are reluctant to identify whoever is or may be doing the switching, and many TV sales executives say they're convinced that, as one put it, "they're not companies for whom television is an integral part of their business."

Many TV executives think that the problem stems in large part from advertiser and agency planners' underestimation of the extent of TV price increases this year.

"A lot of them figured rates would go up 10% or so over last year's," one official said, "but because of the inventory shortage—the effect of the Olympics, politics and the Bicentennial among other things—they've gone up what: 20%? 30%? 40%? Now to make sure they don't get burned again, they're overestimating that the increases next year will also be 20%, 30%, 40%—or more.

"I can see no way that next year's increases will come close to this year's, but the planners are taking no chances on underestimating again, and that's scaring a lot of people and causing a lot of talk about looking for alternatives to television."

Agency, spot and network sources all tend to agree that this year's increases, much as they may have startled buyers, were mostly "catch-up increases"—that TV's price rises had not kept pace with those of other media in recent years and that TV brought TV more nearly into line, relatively, with the others. But where TV salesmen voiced confidence that next year's rises would be smaller, at least some agency executives wanted to know: How can we be sure? Others asked: What other medium matches television anyway? (also see "Monday Memo," page 11).

Others tended to echo the uptrend to taper off. Edward Tashjian, vice president and director of media planning and buying services for BBDO International, was one who thought the crunch would ease next year. Robert Liddell, senior vice president and media director of Compton Advertising, also thought 1977 increases would be less steep—and, for TV's sake, had better be.

Despite increased use of radio and other media there's been no trend away from television, Mr. Liddell said, but he added that "if heavy increases continue, there will be a trend to other media." Joel Allerhand, vice president for marketing service at Air Time Inc., New York, a media-buying service, said his firm was exploring alternatives for maybe 10 clients—and that "for one, who had been strictly TV, we're staying with TV in September but moving into radio for a November flight."

He thought specific TV would register spectacular gains in the fourth quarter, with rates in a few isolated instances ranging up to 100% above 1975.

Just how much TV prices have actually risen:

<table>
<thead>
<tr>
<th>All TV's</th>
<th>1975</th>
<th>1974 change</th>
<th>%</th>
<th>UHF</th>
<th>1975</th>
<th>1974 change</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profit margin</td>
<td>18.9</td>
<td>17.8</td>
<td>+1.1</td>
<td>Profit margin</td>
<td>9.0</td>
<td>4.3</td>
<td>+4.7</td>
</tr>
<tr>
<td>Total time sales</td>
<td>2,505,100</td>
<td>2,337,300</td>
<td>+167</td>
<td>Total time sales</td>
<td>51,800,000</td>
<td>51,800,000</td>
<td>+0.0</td>
</tr>
<tr>
<td>From:</td>
<td></td>
<td></td>
<td></td>
<td>From:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Networks</td>
<td>332,200</td>
<td>217,900</td>
<td>+44.1</td>
<td>National, regional</td>
<td>1,124,300</td>
<td>1,000,400</td>
<td>+11.4</td>
</tr>
<tr>
<td>National, regional</td>
<td>1,024,800</td>
<td>932,300</td>
<td>+9.3</td>
<td>Local advertising</td>
<td>1,147,300</td>
<td>1,000,400</td>
<td>+14.7</td>
</tr>
<tr>
<td>Local advertising</td>
<td>1,301,200</td>
<td>1,200,000</td>
<td>+8.4</td>
<td>Total broadcast revenue</td>
<td>2,301,200</td>
<td>1,971,000</td>
<td>+16.5</td>
</tr>
<tr>
<td>Interactive</td>
<td>62,900</td>
<td>61,500</td>
<td>+2.3</td>
<td>Network affiliation revenue</td>
<td>62,800</td>
<td>62,800</td>
<td>+0.0</td>
</tr>
<tr>
<td>Trade-out barrier</td>
<td>56,800</td>
<td>62,600</td>
<td>-9.0</td>
<td>Total broadcast expense</td>
<td>1,885,400</td>
<td>1,628,600</td>
<td>+15.9</td>
</tr>
<tr>
<td>Total broadcast expense</td>
<td>1,885,400</td>
<td>1,628,600</td>
<td>+15.9</td>
<td>Total broadcast expense</td>
<td>1,885,400</td>
<td>1,628,600</td>
<td>+15.9</td>
</tr>
<tr>
<td>From:</td>
<td></td>
<td></td>
<td></td>
<td>From:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technical</td>
<td>244,400</td>
<td>217,700</td>
<td>+12.1</td>
<td>Technical</td>
<td>244,400</td>
<td>217,700</td>
<td>+12.1</td>
</tr>
<tr>
<td>Program</td>
<td>673,400</td>
<td>596,000</td>
<td>+12.9</td>
<td>Program</td>
<td>673,400</td>
<td>596,000</td>
<td>+12.9</td>
</tr>
<tr>
<td>Selling</td>
<td>257,400</td>
<td>223,000</td>
<td>+15.5</td>
<td>Selling</td>
<td>257,400</td>
<td>223,000</td>
<td>+15.5</td>
</tr>
<tr>
<td>General and administrative</td>
<td>609,000</td>
<td>597,000</td>
<td>+2.0</td>
<td>General and administrative</td>
<td>609,000</td>
<td>597,000</td>
<td>+2.0</td>
</tr>
<tr>
<td>Selected expense items</td>
<td></td>
<td></td>
<td></td>
<td>Selected expense items</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total salaries</td>
<td>724,400</td>
<td>620,000</td>
<td>+16.8</td>
<td>Total salaries</td>
<td>724,400</td>
<td>620,000</td>
<td>+16.8</td>
</tr>
<tr>
<td>From:</td>
<td></td>
<td></td>
<td></td>
<td>From:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technical</td>
<td>154,300</td>
<td>141,600</td>
<td>+9.7</td>
<td>Technical</td>
<td>154,300</td>
<td>141,600</td>
<td>+9.7</td>
</tr>
<tr>
<td>Program</td>
<td>297,700</td>
<td>263,500</td>
<td>+12.9</td>
<td>Program</td>
<td>297,700</td>
<td>263,500</td>
<td>+12.9</td>
</tr>
<tr>
<td>Selling</td>
<td>150,300</td>
<td>143,800</td>
<td>+4.5</td>
<td>Selling</td>
<td>150,300</td>
<td>143,800</td>
<td>+4.5</td>
</tr>
<tr>
<td>General and administrative</td>
<td>112,000</td>
<td>100,400</td>
<td>+11.5</td>
<td>General and administrative</td>
<td>112,000</td>
<td>100,400</td>
<td>+11.5</td>
</tr>
<tr>
<td>Cost of outside news service</td>
<td>28,900</td>
<td>21,700</td>
<td>+32.5</td>
<td>Cost of outside news service</td>
<td>28,900</td>
<td>21,700</td>
<td>+32.5</td>
</tr>
<tr>
<td>Music license fees</td>
<td>28,900</td>
<td>21,700</td>
<td>+32.5</td>
<td>Music license fees</td>
<td>28,900</td>
<td>21,700</td>
<td>+32.5</td>
</tr>
<tr>
<td>Depreciation, amortization</td>
<td>153,900</td>
<td>143,800</td>
<td>+6.9</td>
<td>Depreciation, amortization</td>
<td>153,900</td>
<td>143,800</td>
<td>+6.9</td>
</tr>
<tr>
<td>Interest</td>
<td>5,500</td>
<td>4,100</td>
<td>+34.1</td>
<td>Interest</td>
<td>5,500</td>
<td>4,100</td>
<td>+34.1</td>
</tr>
<tr>
<td>Film, tape expense</td>
<td>16,500</td>
<td>15,100</td>
<td>+9.3</td>
<td>Film, tape expense</td>
<td>16,500</td>
<td>15,100</td>
<td>+9.3</td>
</tr>
<tr>
<td>Total expenses</td>
<td>1,885,400</td>
<td>1,628,600</td>
<td>+15.9</td>
<td>Total expenses</td>
<td>1,885,400</td>
<td>1,628,600</td>
<td>+15.9</td>
</tr>
</tbody>
</table>

As for last year, the typical, or median, television station had a profit of 18.9% in 1975, up from 17% the year before, according to figures compiled by the National Association of Broadcasters. Illustrated in the chart at left, the annual exercise shows that for all TV's, VHF and UHF time sales were up in 1975, reaching the $2.5 million mark. Operating costs were up too, but not as much as they were up in 1974. The chart at right represents the typical UHF television station, solidly in the black now after shaky beginnings. The median UHF station in 1975 showed a profit of $95,700 and margin of 6.1% before taxes.
increased over last year's is hard to determine. Both agency and TV sales sources agree that it depends on several factors. Advertisers who bought early, for example, got in before the subsequent increases were put into effect. Those who delayed either had to pay more or didn't get what they wanted. The extent and timing of increases also varied by daypart.

Given these caveats, knowledgeable spot TV sales sources estimated that station rates may be up by 40% over last year's—though one who subscribed loosely to that figure contended it could be "no better than a wild guess." An agency source, on the other hand, said he wouldn't be surprised to see 50% to 100% increases in spot-TV costs-per-thousand this fall.

As for networks, agency sources estimated that C-P-M's this fall would be up by 35%-40% for housewife daytime, maybe 50% for Saturday morning children's programming and anywhere from 25% to 50% for prime time, "depending," as one said, "on how much, what and when you bought.

Network sales sources don't buy that magnitude of increase. They said prime time C-P-M's are up about 15%, but conceded that price varies according to circumstances and may be higher in other dayparts. Daytime increases, they said, may range up to 30%.

They also insisted that no advertiser has been frozen out of network by either high prices or lack of availability. "It wouldn't make sense to bring new advertisers into television one year and then have to tell them we can't take care of them the next," one said.

All three networks were said to have reserved some time—about 15% of inventory in the case of prime time, according to some estimates—to accommodate last minute scatter-plan buyers.

"We could be sold out, but we're not," said one network executive. "There are advertisers who would buy at higher prices if we had higher prices, but we've held back. All three networks are offering fourth-quarter plans right now."

NBC has been reported to have held back on selling the new season because NBC was in third place in the ratings and decided to wait to get the spillover—at its own prices—after ABC and CBS were virtually sold out. An NBC source denied that claim.

"We held back," he said, "but not because we were third. We held back because we thought the initial prices were too low—especially ABC's. Possibly ABC had come up so fast [in the ratings] that it didn't realize its new prices were too low. But then it all began to level out and we were all getting pretty good prices."

A network source estimated that the cost-per-thousand houses for network prime time this fall and next spring will be in the $4 area for a 30-second announcement, or $8 for minutes. He compared this with about $3.45 or so for 30's, $6.90 or so for minutes, at the start of the 1976-77 season.

Still other sources estimated that current prime-time prices, as of a month or so ago, are running 11%-12% ahead of those last spring, but with variations by network. Agency sources said ABC has been averaging about $29,000 for a prime-time 30-second announcement as against $25,000 a year ago, for a 16% gain; CBS, $32,000 versus $28,000 for a 14% gain, and NBC $30,000 versus $28,500 for a 5% gain.

The booming business has inevitably led to speculation that networks, having little inventory left to sell despite strong demand, may feel compelled to create additional availabilities by cutting down on promos, credits and other nonprogramming material to stay within National Association of Broadcasters code limits.

Some network sources concede that they've thought—or are thinking—of such a step, but others profess themselves horrified by the prospect ("Closed Circuit," July 5). Another solution would be to create additional network time. A network official spoke of the pressures this way: "When you have 50 new advertisers coming in each year, and new products all the time, when inventories are tight you are going to have some of these people asking about finding more time." Another added: "It's always the advertisers who want to get in who want you to find more time."
Radio capitalizes on TV tightness to toot its horn

With TV sales booming and TV inventory tight, radio sales executives are pushing their medium as the one for advertisers to use either with or in place of television.

Two new instances surfaced last week:
- The Radio Advertising Bureau announced a "Fourth-Quarter Help Hotline" to "dramatize the opportunity to buy radio now at affordable levels." RAB promised advertisers that "we'll help you get on radio as fast as you need to be in that so-called tight fourth quarter—or next week—or in 1977."
- Researchers for the CBS Radio network tuned up their computer and came out with analyses to show that dollar for dollar network radio can deliver more target audience—a lot more—than television.

"While radio's business is excellent, there are still affordable availabilities," Mr. David said. "At the same time, TV is as hard to buy as it is costly. For those reasons RAB is offering specific help to advertisers in areas of planning, commercial testing and creativity.

"Radio grew more than any other medium in 1975, according to McCann-Erickson. Radio was up 10.2% while TV was up 8.7%, followed by outdoor at 8.3% and newspapers up 5.5%. Magazines are down 2%.

"But radio's gain wasn't accomplished by drastic rate increases, but by attracting more advertisers. In 1976 radio is growing at the rate of 20%. Our rates are up, but nowhere near the "adflationary" pattern of other media.

The value of radio alone or in the media mix was pointed out in a study released by Richard M. Brescia, vice president and general sales manager of the CBS Radio network.

"Advertisers and agencies," he said, "are seriously evaluating the alternatives and the whole idea of media mix, not only due to the high cost of television but also because of the shortage of available television time at any cost. And what many are really discovering is that a media mix, incorporating network radio, improves the buy significantly.

He cited a CBS Radio study showing that an "average" spot TV buy at 100 household gross rating points per week using 30-second announcements in the top 50 ADI (Area of Dominant Influence) markets, with the rating points equally divided among daytime, early fringe, prime time and late fringe, would cost $12,002.52 and would deliver roughly 61,000 homes at a $2.73 cost per thousand; 23,101 men aged 18 and over at $5.52 a thousand; 36,662 women aged 18 and over at $3.48 and 59,763 adults 18 and over at $2.13.

But the same amount of money spent for 30-second radio announcements across five radio networks, the study showed, would reach 178% more men 18-pluses, 98% more women 18-pluses and 129% more adults 18-plus—in the 50 ADI markets alone. Nationally, across the entire networks, the same budget would reach 397% more men 18-plus than the TV buy in the 50 ADI's, 239% more women 18-plus and 300% more adults 18-plus.

In C-P-M terms, the study put network radio's at $1.98 for men 18-pluses in the top 50 ADI's and $1.11 nationally, as compared with $5.52 for spot TV in the 50 ADI's; for women 18-plus, network radio's was pegged at $1.76 in the 50 ADI's and $1.03 nationally, against spot.
TV's $3.48; and for adults 18-plus, network radio's was 93 cents in the 50 ADI's and 53 cents nationally, as compared with spot TV's $2.13.

"A network radio buy will deliver much more advertising weight in the top ADI's than a spot-TV buy with a similar budget," Mr. Brescia said, "and it also gives an advertiser the added advantage of the network's full slate delivery. Spot TV is often used as an overlay to an advertiser's network TV effort, but our figures show that network radio can be a much better buy for this purpose."

CBS Radio researchers said their study assumed the radio budget was divided among all networks: CBS, NBC and the ABC Contemporary, Entertainment, and Information networks. The spot-TV audience delivery and cost-per-thousand figures were derived from BBDO Audience Coverage and Cost Guide and CBS estimates, while audience data for network radio were based on Arbitron Radio's A.P.I. and top-50 ADI spot reports and on RADAR XII data in the industry-sponsored Radio's All-Dimensional Audience Research project.

McGannon fires another round against networks

This one is aimed at TV O&O's which he says are no longer needed to support network operations; he also demands movie previews.

The three TV networks' role in television economics has become so dominant as to raise the question of whether it is in the public interest, Donald H. McGannon, president and chairman of Westinghouse Broadcasting Co., charged last week.

CBS has contended, the profits of TV network building have become so great that network officials can no longer validly argue that they need to own stations to finance their network operations.

He made the assertions, part of his running with all three networks over what he terms inequities in affiliate compensation and network encroachment on station time (BROADCASTING, May 24, et seq), in a letter to John A. Schneider, president of the CBS/Broadcast Group. At the same time he served notice on Mr. Schneider and officials of ABC-TV and NBC-TV that Westinghouse stations will refuse to clear network prime-time movies involuntarily "crime, violence and adult content" until given an opportunity to preview them "in their final edited form." He listed 24 movies in this category, five scheduled on NBC, seven on CBS, 12 on ABC.

Mr. McGannon's letter to Mr. Schneider was in response to one from the CBS executive asserting, among other things, that most of the increase in network profits has come in recent years and that their rate of return is still less than that of stations in the five markets where Westinghouse operates (BROADCASTING, July 5).

Mr. McGannon dismissed the rate-of-return argument and cited profit figures whose "significant fact," he said, "is that for the first time in 1972 the [three-network] income of $111 million exceeded the O&O station income of $102.5 million," disposing of the notion that networks need to own stations to finance their networking.

In 1974, Mr. McGannon said, the networks had 31% of all television profits, their O&O's had 14% and the networks controlled another 28% through payments to non-O&O affiliates.

"The fundamental question that this industry must face," he said, "is: 'Is it in the public interest and consonant with the objective of the Communications Act for the three networks to have dominance and a stranglehold that they do on the economics of this industry which has such a pervasive and powerful impact on 230 million people?'

"He said the situation would become worse if the networks expand evening news into station time, and worse yet, if "it is now being rumored and apparently discussed with members of the FCC," the networks increase prime-time commercial content from three minutes per half-hour to four "to finance the take-over" of this time. The latter, he said, would have a "serious" effect on large-market stations and a "traumatic" effect on smaller-market ones.

"So the question I posed above must be extended to say: 'Is it in the public interest for networks who control 73% of the profit of television [to] be permitted to unilaterally pre-empt more station time than the 67% already held and to radically increase network prime-time inventory that will dramatically affect virtually all of the stations in America?' Is my conviction that this is not in the public interest and must be avidly resisted?"

Mr. McGannon discounted Mr. Schneider's emphasis on networks' "investment" in programing, saying "this function is often quickly underwritten by advertising contracts with agencies for national advertisers."

Mr. Schneider was recuperating from a gall-bladder operation last week, and other CBS officials said they would have no immediate comment on the McGannon letter.


Ford sends up Fogarty for FCC; White nomination runs into snag

Pastore aide is named for two-year vacancy on commission; woman nominee's husband's law firm may cause problems with conflict of interest

The anticipated nomination of Joseph Fogarty, counsel to the Senate Communications Subcommittee under John Pastore (D-RI), to be a member of the FCC was announced by the White House last week and forwarded to the Senate. Mr. Fogarty is expected to encounter no resistance there, but he stands in line behind White House national secretary Marta White, whose own nomination, also to the FCC, hit a rough spot last week.

The problem with Mrs. White's nomination (BROADCASTING, July 19) is a possible conflict of interest that "concerns me somewhat," Senator Pastore said last week. "I understand her husband is connected with some law firm that does business at the FCC." The senator said his staff is "looking into" the problem and that hearings on Mrs. White's and Mr. Fogarty's nominations will await the outcome of that investigation.

Mrs. White's husband, Stuart, is a lawyer specializing in tax law, but his firm, Hamel, Park, McCabe & Saunders, has some communications clients, including AT&T and some broadcast stations. The firm's communications practice was built up principally after John Petit, FCC general counsel for two years, joined the firm in 1974. According to Mrs. White, Stuart White "has taken every possible effort to make sure there would be no conflict of interest," and at some "financial sacrifice." She would give no details.

That Senator Pastore chose last week to voice his concern surprised the White House, which evidently believed the problem had already been resolved. It told the Senate subcommittee of the possible conflict and of the steps Mr. White had agreed to take before it sent Mrs. White's nomination to the Hill.

Senator Pastore said last week that he is "not disturbed in the least that the Republican Mrs. White was nominated to a seven-year term and his own protege Mr. Fogarty was picked to fill two years remaining in an unexpired term. I would have preferred the other way ... but I understand that Joe is amenable to it," he said.

He also answered concerns raised by some of Mrs. White's supporters that he might use the possible conflict to sidetrack her nomination and move Mr. Fogarty's. "There's no subterfuge here," he said.

"There's no strategy. If she's qualified, she's going to get it." He said Mr. Fogarty's nomination will wait on Mrs. White's.
Media

Glen Robinson at the FCC door: always the lawyer

As his two-year term ends and he heads for a law-school post, he weighs carefully what he and the commission accomplished—and didn’t accomplish—during his tenure with the agency.

Commissioner Glen O. Robinson sat in his shirtsleeves in his office last week as he began the final two weeks of his two years as a member of the FCC and reviewed the impressions and experiences he had accumulated. He seemed detached, somewhat in the role of the law school professor he had been (at the University of Minnesota) and would be again this fall (at the University of Virginia). As a commissioner, he had, without trying very hard, avoided becoming identified with any of the group of words by the commission—public interest or industry. But for all the detachment—or perhaps because of it—he did not seem sanguine about the chances of the commission performing its mission of regulating the communications industry in the public interest.

Would the public interest be better served, he was asked, if the FCC were out of business?

His answer: “I would have to think long and hard about that.”

He did not mean that literally, of course. There is a technical function that must be performed and, in broadcasting, structured as it is, a degree of responsibility that some agency must handle.

But the answer was a fair reflection of a mood. “In terms of the nitpicking nonsense we get involved in [in broadcasting],” he said, “we’re better off not existing.” He is one for discussing cosmic issues, like the use of VHF drop-ins or satellites for direct broadcast.

Commissioner Robinson, in his two years on the commission, developed a reputation among commissions and staff as well as lawyers who practice before the commission, for “brilliance” (as one official put it) for being acerbic (in the view of more than one staffer), and for performing as a good lawyer who, most officials agreed, held the commission to high legal standards in the drafting of its opinions and orders. “I’m sorry to see him go,” said former FCC Chairman Dean Burch, who as an aide to then-President Richard Nixon, urged Mr. Robinson’s appointment to the commission.

As a commissioner, Mr. Robinson never had the impact on policy that a chairman would have. But, commission staffers and outside lawyers say he had an influence. “He forced the commissioners to keep their minds open to ideas they might not otherwise accept,” one staff member said. And, in drafting items for the commission, the staff felt delighted to keep in mind his bias in favor of competition and against regulation.

But if Commissioner Robinson had an impact on the commission, it obviously was not enough to have transformed it into what he would consider an ideally functioning machine. His expressed lack of certainty as to the future value of an FCC came about two hours into a conversation in which he had criticized the agency for what he felt was its failure to set meaningful priorities, its proclivity for spending as much time on trivial matters as important ones, and its reluctance or inability to seek “structural reform” and thus get at the root causes of problems, and for its lack of effective planning. He also expressed regret at what he regarded as opportunities the commission missed to improve the regulatory framework.

Throughout, there could be heard echoes of the themes Commissioner Robinson has expressed in statements and separate opinions—the commission’s weakness for protecting as well as regulating its industries and its reluctance to make the break with the past that moving into the future requires.

The criticisms, however, were set against a background of generally kind words about the commission—its members and staff. He had, Commissioner Robinson said, “enjoyed” his associations at the commission (despite an occasional “flare-up” with members of the staff) and among the regulated industries. The commission itself, he said, “functions better than other independent agencies; it is more rational, more open.”

Of course, that could also be construed as a harsh judgment of those other agencies.

But, on priorities, for instance, he said, “There should be at least a rough correlation between the importance of a particular matter and the time devoted to it. Yet a typical agenda might have 10 or 12 cable items involving certification or requests for special relief. The systems would have between 500 and 5,000 subscribers, but those items take, typically, as much time as we spend on a major rate case involving AT&T.” (The reason, he said, is that commissioners generally lack interest in highly complex common carrier matters; they prefer to deal with subjects that have achieved notoriety in the press—an observation that other commentators have made before him.)

But of considerably more substance is his concern with what he feels is the commission’s preference for tinkering with symptoms rather than going after basic causes. The prime-time access rule is the example he frequently cites. The rule, which opens up a half hour of prime time nightly on network affiliates for non-network programming, not only cannot achieve its goal of promoting diversity in programing, he feels, but also has the potential for “mischief,” what with the manner in which it specifies the kind of network programing that is exempt. (He does not blame the present commission for the rule, which was adopted in 1970, but he does for not killing it last year, when it had the chance.)

The way to deal with the issue of network dominance, he said, might be to help create a fourth network. And VHF drop-ins would help in that regard, he said—that and the further development of UHF. The espousal of drop-ins by itself is enough to put the commissioner beyond
the bounds of the communications establishment, but he doesn’t stop there. Last week, he talked also of cable television, of the use of translators, even of the use of direct broadcast satellites as ways of restructuring the industry to provide the outlets and program distribution points that would obviate what the commission regards as the need to involve itself in programming. The use of such technology, he acknowledged, would require a departure from the concept of “localism” in the commission’s allocations policy.

From his days at Minnesota, Commissioner Robinson has expressed concern about commission involvement in programming—specifically including the fairness doctrine. Now, he noted, the commission finds itself resisting pressures generated by the courts and citizen groups to get deeper into programming. But he blamed the commission for inspiring such pressures with its own stress on news and public affairs programming.

The commission’s failure to seek fundamental solutions he ascribed in part to the lack of long-range planning. “We have to step back and look at the system as a whole, and think of what’s happening and what is going to happen,” Commissioner Robinson said.

But perhaps more than the lack of planning as a cause, in the commissioner’s view, is the commission’s “defensiveness.” He says proposals to add VHF drops to the allocations table run into a policy designed to protect UHF (a policy which in recent weeks has been eased as a result of Commissioner Robinson’s arguments). And cable television policy, he says, is designed to protect television generally. “I don’t want to sound like a Tartar sweeping everything before me,” he said. “But we can’t be wedded to a system that may already be out of date.” Besides cable television and satellites, there are video discs in the offing. “Are we ready for that, or are we going to dig in our heels against that, too? If the past is any guide, we have to predict a long hard struggle by the industry, the commission and to accommodate everybody. Maybe you can’t accommodate everybody.”

Commissioner Robinson sees such “defensiveness” almost as second nature for a regulatory agency. “An agency not only regulates its regulates,” he said, “it protects them. That’s part of the regulatory life style. It’s not a one-on-one, captive-of-the-industry situation. It’s a great deal of identification; it’s evident in other agencies, too.”

But along with the criticisms, there were acknowledgements of achievements. The crossownership rule, which bars the creation of co-located newspaper and broadcast crossownerships and requires the divestiture of broadcasting or newspaper properties in 16 cities where the commission says a media monopoly exists, is one. Although it does not go as far as he would have liked—he called for the break-up of all newspaper-broadcast crossownership situations in the same community—he now feels the rule represents a substantial accomplishment. (Some commission officials feel Commissioner Robinson is entitled to a large share of the credit—or blame, depending on one’s point of view—for the shape the rule ultimately took.) “He moved it further along than it would otherwise have gotten,” said one staff member.) And, despite his frequent criticisms of the commission’s cable policies as protectionist, he feels the commission’s record in cable in the past two years shows “modest” improvement—though he regards as a major disappointment the commission’s failure to liberalize more than it did its pay cable rules.

Considering his views on restructuring the industry, it’s likely that broadcasters who have grown accustomed to the present system will not mourn Commissioner Robinson’s departure. But although he is leaving the FCC, Commissioner Robinson may still have an impact on telecommunications policy. For the next three years, along with his post at Virginia, he will be associated with the Aspen Institute for Humanistic Studies as a special adviser and as chairman of a special project to examine communications policy and the policy-making process.

On the road with the FCC

Commissioners in last fiscal year made 118 trips at government cost for total travel tab of $25,557

On June 10, it was Spearfish, S.D., and an address before the South Dakota Broadcasters Association. Four days later, it was Philadelphia and a speech to the Institute of Electrical and Electronics Engineers’ International Conference on Communications. Then, on the 22d, it was a run up to New York for NBC’s 50th anniversary, and three days after that, it was Memphis, and noncommercial WNWO-TV’s 20th anniversary and a speech to the National Association for the Advancement of Colored People.

A busy time? Perhaps. But that wasn’t the only period in the last 12 months during which FCC Commissioner Benjamin L. Hooks maintained a heavy travel schedule, as he responded to invitations to address or visit with broadcasters and others regulated by the commission, as well as with other groups.

But he regards Commissioner Hooks the commission’s most traveled member. With 18 trips, he trailed by 11 the member who has set the pace for travel since he joined the commission in January 1972—Chairman Richard E. Wiley.

Travel, the commissioners insist, is part of the job. Members of the regulated industries want to see them in person, and the commissioners feel it helps them to meet those they regulate—as well as an assortment of other groups concerned about matters under the commission’s jurisdiction.

For instance, besides appearing before members of regulated industries, Commissioner Hooks addressed the midwinter workshop of the National Newspaper Publishers Association, in St. Thomas, Virgin Islands, and Commissioner Glen O. Robinson participated in a number of seminars and conferences with researchers and members of the academic community on communications policy, including a conference at the Aspen Institute in Aspen, Colo., and a seminar at the Yale Law School.

Commissioner Abbott Washburn once traveled to New Orleans to observe first hand the communications capabilities of off-shore drilling rigs in the Gulf of Mexico. And Chairman Wiley and Commissioner Hooks went to Boston in October and, in a single trip, to Denver, Los Angeles and San Francisco, in November, to participate in regional meetings with members of the public as well as broadcasters. The chairman also visited Ottawa as part of a U.S. government delegation to discuss with Canadian officials their policy of requiring Canadian cable systems to delete commercials they import along with American television signals—a policy that has angered the American television stations involved and become a matter of concern to the State Department.

All told, the seven commissioners made 118 trips in the year ending June 30 at a cost to the government of $25,557. In the preceding year seven commissioners made 102 trips at a total cost of $25,670.

Chairman Wiley’s 29 trips cost the government a total of $5,411, and Commissioner Hooks’s 18, $4,024. As for the other commissioners, Mr. Washburn made 17 trips at a cost of $3,080, James H. Quello 16, at a cost of $4,212; Mr. Robinson, 16, at a cost of $2,722; Robert E. Lee, 15, at a cost of $3,859; and Charlotte Reid, who left the commission on June 30, seven, at a cost of $2,213.

As in the past, the number of trips commissioners take is not an accurate index to the number of meetings they miss. Chairman Wiley, for instance, did not miss a single regular or special meeting, while former Commissioner Reid missed 21. However, she missed nine in October when she spent two weeks in Los Angeles visiting her son who was seriously injured in an automobile accident and three others in August, when she was on vacation. As for the other commissioners, Mr. Hooks missed 11 regular and special meetings; Mr. Quello, eight; Mr. Washburn, seven, and Mr. Lee and Robinson, four each. In the cases of Messrs. Hooks, Robinson and Washburn, at least one of the meetings missed was during the August hiatus.

WNYC stations renewed

FCC has renewed the licenses of New York City’s WNYC-AM, FM, TV subject to the condition that the stations report on the steps taken to improve equal employment opportunities for women. New York-based Network Study Project had petitioned the
COMMISSION TO DENY THE RENEWALS ON EEO GROUNDS, AND LATER SAID THE STATIONS’ EEO PLAN, WAS DEFICIENT IN FAILING TO INCLUDE GOALS AND TIMETABLES OR QUOTAS AND BECAUSE A MUNICIPAL-EMPLOYEE HIRING FREEZE IN EFFECT IN NEW YORK WOULD PREVENT THE STATIONS FROM REMEDYING UNDERUTILIZATION OF WOMEN. THE COMMISSION SAID ITS RULES REQUIRE NEITHER GOALS AND TIMETABLES NOR HIRING QUOTAS, AND ADDED THAT THE REPORTING REQUIREMENTS IT IMPOSED WOULD PERMIT IT TO MONITOR THE STATIONS’ EFFORTS TO HIRE WOMEN WHEN THE HIRING FREEZE IS ENDED.

Jacksonville shift basis for attack on FCC’s duopoly rules for noncommercial

Black group says existing licensee shouldn't get second channel there

The FCC rules permitting noncommercial broadcasters to own two stations of the same service in the same community are under attack again, this time by a black group in Jacksonville, Fla., which says it may want to apply for a channel being eyed by an existing noncommercial television licensee in that city.

Community-Owned Research and Development Inc., in reply comments (filed late) in a rulemaking involving a proposed shift of television allocations in Jackson- ville, urged the commission to use the proceeding to adopt a new policy barring the creation of new duopoly situations involving noncommercial broadcasters.

At issue is a petition of Community Television Inc., licensee of noncommer- cial WJCT-TV (ch. 7) Jacksonville, for a shift in the table of assignments for Jacksonville that would reserve channel 30 for public broadcasting use rather than channel 59, as at present. Community has said it would apply for channel 30 if it is reserved.

CORD urged the commission to deny the petition on the ground that it normally accepts requests for such changes only from parties “qualified” and intending to apply for them. And Community, CORD said, should not be considered qualified.

CORD contends that public broadcast- ing duopolies preclude other, more ef- ficient uses of the spectrum. It adds that many licensees of stations involved in duopoly situations have not operated the secondary station on a full-time basis: three such stations are dark and two are on the air only 24 hours each week.

CORD, a black-owned and operated, community-based research firm with a history of interest in telecommunications, provides information and makes grants to minority businesses. It says its interest in filing an application for a reserved channel 30 is “strong,” but adds that the commis- sion should not approve Community’s ap- plication even if that meant the allocation would remain vacant “for a few additional years.”

The commission last year rejected a petition for rulemaking that would have made noncommercial broadcasters subject to the same duopoly rules that apply to commercial broadcasters. But the commis- sion did not deal with the question of whether to permit new duopolies.

The community rulemaking provides

WHERE SUICIDE BEGINS

Future shock. A loss of moor- ings. Millions wandering aim- lessly through life, unable to cope, unable to find a reason for living. A crisis arises and they collapse. Suicide is a growing issue of public concern—and it begins in a life without meaning or purpose.

Westbrook Hospital, in 26 half- hour dramas, shows to 120 markets how life can take on new meaning and hope. For audition cassette or more infor- mation call collect (805) 498-6661. Ask for Jim Evans.

Westbrook Hospital is a pro-duction of Faith for Today, Inc.
an opportunity for the issues involved in creating a new noncommercial duopoly situation, CORD says. But if the commission believes wider notice of the issues involved is desirable, it could broaden the proceeding to accept comments from non-Jacksonville interests.

"In any event," CORD says, the rulemaking should not be resolved "until the over-all duopoly question is resolved."

**Mississippi AM disputes charges**

It says petitions to deny are unsupported by facts

WTUP(AM) Tupelo, Miss., one of many Mississippi broadcast stations hit by petitions to deny renewal of license two months ago (BROADCASTING, May 10), has called the petitions filed against it "vague and unsubstantiated."

Petitions from Jack Benney, a local resident and an officer of Pollution and Consumers Protection Foundation, and the North Mississippi Coalition for Better Broadcasting, accused WTUP of discriminatory employment practices, fairness-doctrine violations, regional control of broadcast media and other violations of FCC rules.

WTUP said that the coalition's petition was an "exercise in vague and totally unsupported generalities" and the Benney petition was crafted with irrelevant or unverified accusations not compiled in the proper form required by FCC rules.

The coalition petition mainly referred to and supported by Benney complaint. WTUP said, and the station addressed itself to the Benney petition.

WTUP said Benney's case mixed a few factual allegations with "broad, unsupported assertions" which were the result of "hearsay, rumor, opinion or broad generalization."

A Benney assertion that the licensee had never hired a full-time black employee was attacked by WTUP as untrue. The station said it had employed one full-time black in what the term the "upper four" job categories for each year between 1971 and 1976. In 1975, instead of a black, a Spanish-surnamed announcer was employed.

**Changing Hands**

*Announced*

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

**KBUZ-AM-FM Mesa, Ariz:** Sold by KBUZ Inc. to Southwest Media Inc. for $1.2 million. Seller is wholly owned subsidiary of Number One Radio Inc. of Phoenix, which also owns KAIR-AM-FM Tucson.

**KVOI(AM) Henderson, Nev.:** Sold by KTOO Broadcasting Inc. to KVOI Inc. for $200,000 plus $200,000 noncompetition covenant. Seller is Cy Newman (100%), who also owns 50% of KSWL(AM) Sparks, Nev. Buyer is owned by Joseph P. Newman (50%) and Louis E. Randle Jr. (50%). Joseph P. Newman (son of Cy Newman) is owner of Joe Newman Advertising Inc. and majority owner of TV-radio rep firm, Bottom Line Inc., both of Indianapolis. Mr. Randle is president of grain distributor companies in Indianapolis and Cincinnati and has no other broadcast interests. KVOI is 5 kw daytimer on 1220 kHz.

**WAGF(AM) Dothan, Ala.:** Sold by Dothan Broadcasting Co. to B.C. Eddins and Clark, Jones for $350,000. Principals in seller are Julian C. Smith and Fred C. Moseley (50% each), who have no other broadcast interests. Mr. Eddins owns WFMN-AM-FM Cullman, Ala., Cullman cable TV system and 50% of WMCN(AM) Columbia, Tenn. Mr. Jones is Fort Lauderdale, Fla., businessman. WAGF is on 1320 kHz with 1 kw full time. Broker: Blackburn & Co.

**KIBL(AM)-KJDF(AM) Beeville, Tex.:** Sold by Bee Broadcasting Inc. to Wacker Broadcasting Corp. for $325,000. Principals in seller are Donald Funkhouser (60%), I.
Clinton Miller (20%), and W.L. Myers (20%). Mr. Funckhouser and wife, Jean, have 25.5% interest each in purchaser of WMCAM (Del Rio, Tex., a station now awaiting FCC approval (BROADCASTING, May 24). Messrs. Miller and Myers have no other broadcast interests. Principals in buyer are Charles Watts Wacker Sr. (76.27%), his son, Charles Jr. (8.48%), and his aunt, Desdemona W. Schultz (15.23%). Charles Wacker Sr. is retired vice president and account supervisor of Leo Burnett, Detroit. Charles Wacker Jr. is student at University of Texas. Mrs. Schultz has no other broadcast interests. KWB is on 1490 kwh with 1 kw day and 250 kw night. KJDF/FM is on 104.9 mhz with 14 kw and antenna 330 feet above average terrain.

- WCNX (AM) Middletown, Conn.: Sold by Middlesex Broadcasting Co. to David E. Parinong for approximately $300,000. Principals in seller are William J. O'Brien, Jr. and brother Richard J. O'Brien (50% each) who have no other broadcast interests. Buyer also owns WKVT (AM) Brattleboro, Vt. WCNX is 1 kw daytimer on 1150 kwh. Broker: H.R. Gardner & Associates.

- WZGC (FM) Atlanta: Sold by GCC Communications Inc. to First Media of Georgia for $2,510,000 plus $990,000 covenant not to compete. (Price was originally reported as flat $3.5 million [BROADCASTING, July 19]). Seller, owned by Alexander M. Tanger, president (100% common stock), and publicly held General Cinema Corp. (100% preferred stock), has been involved in years of litigation before courts and the FCC to acquire WEFM (FM) Chicago and change format from classical music to contemporary. It has been selling off other properties to cover Chicago losses (BROADCASTING, March 15). General Cinema owns 97% of WCX-TV Miami, with Mr. Tanger as station's president. It owns major motion-picture theater chain, 21 bottling and canning plants and other enterprises. GCC Communications retains WIFE (FM) Philadelphia and WGCL (FM) Cleveland. Buyer is owned 49.2% by Richard E. Marriott, 30.78% by his brother, Jay W. Marriott Jr., and 18.01% by Richard's wife, Nancy P. Marriott. Marriott family is principal in publicly held Marriott Corp., which acquires and develops hotel, restaurant, airline and entertainment chain. Buyers also own WPAC-AM-FM Portsmouth, Va.; WQTI (AM) Elyria, Ohio; WDOH (FM) Delphos, Ohio (see page 51).

- Other sales reported at the FCC last week include: WFKH (AM) Pell City, Ala.; KREO (AM) Indio, Calif.; WQTI (FM) Dunn, N.C.; WDOH (FM) Delphos, Ohio (see page 51).

Approved

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


- WKDA-AM-FM Nashville: Sold by WKDA Broadcasting Co. to Dick Broadcasting Co. for $1.2 million. Seller is subsidiary of Chatham Corp. which also owns KNOX-AM-FM Fort Worth and whose principals are Garry Brainrin, Albert Greene, Charles E. Harris and Robert J. Bond Jr. Buyer is owned by James A. Dick family. Mr. Dick and his wife, Marilyn, own 28.56% each of WKAM-AM-FM Knoxville, Tenn. WKDA is on 1240 kwh with 1 kw day, 250 kw night. WKDA is on 103.3 mhz with 100 kw and antenna 390 feet above average terrain.

- WKID (TV) Fort Lauderdale, Fla.: Sold by Channel 51 Inc., debtor in possession, to Johns-Koenig Associates Inc. for $1 million. Buyer represents former licensee, bankrupt Recreation Corp. of America, amusement park operator principally owned by C.T. Robertson who also has interest in WATU-TV Augusta, Ga., and Miami Mission Association, nonprofit religious organization. Buyer principals are Abel Holtz, Alvin Koenig, William E. Johns Jr., Lawrence C. Porter and Robert R. Frank. Mr. Holtz is Florida bank chairman, Mr. Koenig owns Florida investment corporation and business-furniture firm, Mr. Johns is present general manager of WKID. Mr. Porter has interests in Florida real estate and finance corporations and owns 95% of Films and Tape Resources Inc., which acquires and develops films for TV and theatrical distribution, and Mr. Frank is Miami Beach attorney. WKID is independent on channel 51 with 355 kw visual, 78.8 kw aural and antenna 1,020 feet above average terrain.

- Other sales approved by the FCC last week include: WMOX (AM) Meridian, Miss. (see page 51).

FCC denies request for rulemaking filed by black group

Two-year-old petition turned down by commission; it says many points already contained in both pending and completed matters

After considering for two and a half years a voluminous petition for rulemaking filed by the National Black Media Coalition, the FCC has found nothing in it on which to

Single Market AM-FM Combination

SOUTHWEST

$370,000.

Within .05 MV/M contour over 350,000 population. Heavy automation. Small staff. Both stations profitable. Health—reason for sale. 40% down balance 7 years .00%4 over prime for ensuing year.

Please call or write: Ray V. Hamilton, Washington Office.

Hamiton Landis & Associates
America's most dynamic and experienced media brokers.

WASHINGTON, D.C.: 1730 K Street, N.W., 20006 (202) 393 3456
CHICAGO: 1429 Tribune Tower 60611 (312) 337 2754
DALLAS: 6060 No. Central Expressway, 75206 (214) 691-2345
SAN FRANCISCO: 111 Sutter Street, 94104 (415) 392 5671
Brokers of Newspaper, Radio, CATV & TV Properties

Broadcasting Jul 26 1976

27
The Sony BVH-1000. Consider the concept.

The BVH-1000 brings a new, two-in-one concept to professional high band video recording. It meets current broadcasting needs for a top-of-the-line recorder, and does it in an economical package without compromising video or audio quality.

But more than that, the BVH-1000 is the machine of the future. Designed for production and post-production applications, it is a 1” video recorder that can compete with 35mm film techniques.

It wasn’t easy, but we have combined transparent picture quality, plus two professional quality audio tracks with advanced editing techniques. That combination simply is not available in any other recorder, no matter what the format or tape width.

Before considering another recorder, examine these eight BVH-1000 features:

1. **Exclusive 1.5 head.** This completely avoids the problem of missing information caused by head switching of single head machines. It also insures, for the quality user, a continuity of video information, as well as VIRS record/playback, which may be required of all machines in the future.

2. **Advanced servo design.** The BVH-1000 incorporates drum servo, capstan servo, tension servo, reel servo. This servo system, combined with dual capstan drive, provides highly accurate tape speed and quality interchange, plus gentle tape handling in fast forward and reverse modes.

3. **Five motors.** These eliminate the use of unreliable and inaccurate belt systems for drives.

4. **Standard VH and color framing modes.** Both are standard equipment in the BVH-1000. Two high quality audio tracks and a separate cue track, plus 400Hz tone generator are also standard.

5. **Biderex search control.** Built-in bi-directional search control allows shuttling of the video tape in either direction from 1/3 frame jog to high speed rewind and fast forward. The non-segmented formats allow the operator to see the picture and make fast editing decisions either manually or with computer control.

6. **Standard tape timer.** This features a special memory that prevents the tape from unthreading. SMPTE reader/generator is a plug-in option.

7. **Versatile mounting.** A flexible mounting system and built-in wave form select enable the BVH-1000 to be adapted to any number of mounting or console configurations. The BVH-1000 is at home in a small van or big studio.

8. **New Sony time base corrector.** The BVH-1000 can be used with Sony’s new BVT-1000 time base corrector or any other quality TBC. If you don’t require time base correction, an optional heterodyne recovery board is available.

This is just the beginning of the BVH-1000 concept. To learn more about the economy, technical performance and specifications, contact your Sony Broadcast representative, or write Sony Broadcast.

Sony Broadcast
Sony Corporation of America, 9 West 57 Street, New York, New York 10019

Sony® is a registered trademark of Sony Corporation of America.
seek comments in a rulemaking.
In large part, history has passed it by. The commission said many of the 30 proposal's contained in the rulemaking are being considered in connection with other, ongoing proceedings. A number of others have already been considered and, in some cases, adopted, in rulemakings already concluded.
However, 15 were denied as being without merit or beyond the commission's available resources. The list included proposals for establishing seven geographic circuits, each of which would be the responsibility of an individual commissioner, and for using cable franchise fees above the general 3% maximum to subsidize indigents' subscription fees and to foster public access in the purchase of video equipment and the establishment of training facilities.
The commission acted on a vote of 4-to-1, with Commissioner Glen O. Robinson absent and Commissioner Benjamin L. Hooks dissenting in part. He supported a number of the proposals offered in the petition, including one of those the commission denied—to require that rulemaking hearings be conducted in the commission's district offices as well as in the main office in Washington.

Hotel hikes MGM profits
Metro-Goldwyn-Mayer Inc. said in a recent prospectus that more than half of its operating revenues for the six months ended Feb. 29 were earned by the MGM Grand hotel in Las Vegas.
Of the $132.4 million six-month revenue total, the MGM Grand harvested $70.5 million, the feature-film division accounted for $43.7 million and the TV-program division earned the remaining $18.1 million.
MGM issued the prospectus because it's offering $90 million in sinking-fund notes and debentures for seed money to build another Grand hotel, this one in Reno.
In an analysis of MGM's television commitments, the prospectus reported, "For the six months ended Feb. 29, 1976, MGM's revenues increased by $8,359,000 from the comparable 1975 period due to the broadcast of two new hour-long network series, but operating income increased only $125,000 due to the low gross profit margins realized on those new series." For the 1976-77 season, MGM is represented by the half-hour Danny Thomas sitcom, The Practice, on ABC and by a new 60-minute drama series on CBS called Executive Suite. In addition, ABC has given MGM the go-ahead for a three-part, two-hour episode of How the West Was Won, with air dates to be announced.

FCC won't change specialty dispensation; WNEP-TV gets help
FCC has rejected several petitions for reconsideration of its rules that define 'specialty station' and permit their unlimited carriage on cable systems (BROADCASTING, March 1). The commission said such carriage should have "little, if any economic impact" on most local broadcasters. It also provided a list of 26 UHF stations that meet the "specialty" definition. Another, WQTV Detroit, is covered by a waiver. In other actions affecting cable, the FCC provided ABC affiliate WNEP-TV Scranton, Pa., with one year of relief from nonduplication rules, "due primarily" to the station's "uncertain financial situation." The commission however, denied special relief to another station in the Network's rolodex, NBC affiliate WRET-TV Wilkes-Barre, Pa. Both are UHF's.

Media Briefs
Monthly meeting. Four FCC members met for 45 minutes on July 7 with two members of Committee for Community Access, Boston, which is said to have total of 11 members. Committee's Jacob Bernstein complained about what he said was failure of broadcast media in Boston to cover desegregation and about absence of full-time jazz radio station. Chairman Richard E. Wiley with Commissioners Robert E. Lee, Benjamin L. Hooks and Abbott Washburn met in group in one of series of monthly en banc meetings with public. They suggested committee discuss complaints with stations in area.

FCC grant affirmed. U.S. court of appeals for tenth circuit (Denver) has affirmed FCC decision granting certificate of compliance to Aircapital Cablevision Inc. for cable system in Wichita, Kan. KAKE-TV and Radio Inc., licensee of KAKE-TV, had appealed commission's action, contending that cable system did not have valid franchise from Wichita and that commission should have held formal hearing on question of validity.

CBS Radio add. KMBC(AM) Kansas City, Mo., will join CBS Radio effective Aug. 9. Station, owned by Bonneville International Corp., was affiliated with CBS Radio some 25 years ago when it was KMBG(AM).

No, again. FCC has denied Eastminster Broadcasting Corp. reconsideration of commission decision denying renewal of licenses for WOTW-AM-FM Nashua, N.H. In Feb. 19 denial, commission found licensee had "displayed a record of fraudulent billing practices" and had abdicated its responsibility as FCC licensees.

United goes to court. United Broadcasting has appealed FCC decision denying United's application for renewal of license of WOOW(AM) Washington. Appeal seeks reversal of FCC denial of stay of proceedings based on what United said was newly-disclosed evidence regarding reliability of witness who testified against it. Commission, in unanimous opinion, said WOOW had broadcast lottery information, in violation of federal statutes, and had broadcast false and misleading advertising (BROADCASTING, Sept. 15). In same action, commission deferred action on mutually exclusive application of Washington Community Broadcasting because of question about its financial qualification. That matter is still pending.

Early bird. ABC Inc. reports that some of its holders of ABC warrants issued in 1972 have asked company to register warrants for resale to public through underwriters. Warrants, issued in

<table>
<thead>
<tr>
<th>Company</th>
<th>Period Ended</th>
<th>Revenues</th>
<th>Change</th>
<th>Net Income</th>
<th>Change</th>
<th>Per Share</th>
<th>Revenues</th>
<th>Net Income</th>
<th>Per Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Cities</td>
<td>6 mo. 6/30</td>
<td>102,477.00</td>
<td>+21.2%</td>
<td>17,571,000</td>
<td>+43.8%</td>
<td>2.28</td>
<td>84,504,000</td>
<td>12,218,000</td>
<td>1.58</td>
</tr>
<tr>
<td>Communications Satellite</td>
<td>6 mo. 6/30</td>
<td>19,682,000</td>
<td>-3.8%</td>
<td>21,890,000</td>
<td>-10%</td>
<td>2.19</td>
<td>20,628,000</td>
<td>24,320,000</td>
<td>2.43</td>
</tr>
<tr>
<td>Walt Disney</td>
<td>9 mo. 6/30</td>
<td>403,909,000</td>
<td>+16.3%</td>
<td>48,063,000</td>
<td>+20.8%</td>
<td>1.55</td>
<td>347,088,000</td>
<td>37,012,000</td>
<td>1.20</td>
</tr>
<tr>
<td>Filmways</td>
<td>3 mo. 5/31</td>
<td>27,122,000</td>
<td>+23%</td>
<td>425,000</td>
<td>+93.1%</td>
<td>.18</td>
<td>22,233,000</td>
<td>220,000</td>
<td>.09</td>
</tr>
<tr>
<td>Gannett</td>
<td>6 mo. 6/30</td>
<td>196,322,292</td>
<td>+15.2%</td>
<td>21,844,500</td>
<td>+24%</td>
<td>1.01</td>
<td>170,747,192</td>
<td>17,802,527</td>
<td>1.22</td>
</tr>
<tr>
<td>Kingstip</td>
<td>9 mo. 6/30</td>
<td>27,603,695</td>
<td>+13.1%</td>
<td>955,208</td>
<td>+6.1%</td>
<td>.83</td>
<td>24,404,277</td>
<td>883,324</td>
<td>.77</td>
</tr>
<tr>
<td>Lin.</td>
<td>6 mo. 6/30</td>
<td>17,510,000</td>
<td>+14.2%</td>
<td>2,690,000</td>
<td>+43.7%</td>
<td>.97</td>
<td>15,335,000</td>
<td>1,846,000</td>
<td>.71</td>
</tr>
<tr>
<td>Media General</td>
<td>6 mo. 6/30</td>
<td>95,958,000</td>
<td>+14.9%</td>
<td>7,448,000</td>
<td>+11%</td>
<td>1.02</td>
<td>63,508,000</td>
<td>6,706,000</td>
<td>.93</td>
</tr>
<tr>
<td>Multimedia</td>
<td>6 mo. 6/30</td>
<td>36,326,352</td>
<td>+30.3%</td>
<td>4,415,423</td>
<td>+41.7%</td>
<td>1.00</td>
<td>26,635,522</td>
<td>3,115,493</td>
<td>.71</td>
</tr>
<tr>
<td>Sony</td>
<td>6 mo. 6/30</td>
<td>760,576,000</td>
<td>+15%</td>
<td>49,050,000</td>
<td>+53%</td>
<td>.23</td>
<td>661,353,000</td>
<td>32,043,000</td>
<td>.15</td>
</tr>
<tr>
<td>Tatt.</td>
<td>3 mo. 6/30</td>
<td>28,996,656</td>
<td>+7.8%</td>
<td>3,211,644</td>
<td>+65.7%</td>
<td>.82</td>
<td>25,034,280</td>
<td>2,004,487</td>
<td>.50</td>
</tr>
<tr>
<td>Time Inc.</td>
<td>6 mo. 6/30</td>
<td>494,185,000</td>
<td>+14.9%</td>
<td>30,735,000</td>
<td>+38%</td>
<td>3.05</td>
<td>450,016</td>
<td>22,258,000</td>
<td>2.23</td>
</tr>
<tr>
<td>Viacom.</td>
<td>6 mo. 7/30</td>
<td>22,738,000</td>
<td>+14.8%</td>
<td>1,798,000</td>
<td>+28.8%</td>
<td>.47</td>
<td>19,799,000</td>
<td>1,417,000</td>
<td>.39</td>
</tr>
<tr>
<td>Wometco.</td>
<td>6 mo. 8/14</td>
<td>90,190,000</td>
<td>+18%</td>
<td>6,760,000</td>
<td>+41%</td>
<td>.73</td>
<td>76,545,000</td>
<td>4,762,000</td>
<td>.51</td>
</tr>
</tbody>
</table>

**Week's worth of earnings reports from stocks on Broadcasting's index**
connection with 7% notes due 1992, entitled holders to purchase shares of common stock of ABC at price of $24 per share. ABC has been selling at more than $37 per share. ABC said it plans to file registration statement in August or September covering warrants to purchase common stock of all holders requesting registration.

For minorities. Corporation for Public Broadcasting has selected one third of 57 applicants to be recipients of more than $200,000 in grants through Minority Training Grant Program. Project, which has awarded more than $1 million in grants over past three years, assists in placement of minorities in public broadcasting and in upgrading of those already on job. Grants are effective for up to two years, with CPB paying up to 50% of salary, benefits and training expense. Round nine of judging for grants will be held in December. Inquiries should be made to Martha Carrell, director of training and development, CPB, 1111 18th Street NW, Washington 20036.

100%. Newly formed Louisville Area Radio Stations organization (LARS) has announced that 18 commercial stations in Louisville, Ky., metropolitan area have joined group. LARS, which includes some stations in Indiana, will promote radio use in community. Elected officers include: President Jim Caldwell, VP and general manager, WAVE AM Louisville; Vice President Charlie Jenkins, general manager, WXYW Jefferonville, Ind., and Secretary-Treasurer E.A. Gudridge, president/general manager, WKLO-AM/WCSN-FM Louisville.

Hooks, Robinson tack on some more thoughts to Moss

The 41-page statement the FCC submitted in response to 14 “oversight” questions from Representative John Moss (D-Calif.), chairman of the Oversight and Investigations Subcommittee (Broadcasting, July 12), did not completely satisfy Commissioners Benjamin L. Hooks and Glen O. Robinson. So they filed statements of their own.

Commissioner Hooks stressed what he felt was the commission’s need for additional staff—particularly economists. He cited the present and anticipated future workload, as well as his hope that individual commissioners could devote time to specific areas of interest, “such as preparation of proposals and studies of various subjects.”

In other areas, he said he supported specific public and citizen group participation in commission proceedings. “The concept of providing some form of assistance” to groups to enable them to partici-

pate, he added, “is ripe for implementa-

tion.”

Commissioner Robinson was concerned principally with the commission’s position on cable television. He said there is a “tilt” in favor of broadcasting in the regulation of cable television, and added: “It mocks reality to deny it.” But he said the problem is not simply one of pro-

broadcasting bias but of “a pro-regulation bias.”

And, while the commission was cool to the prospect of cable legislation, Commissioner Robinson feels there is “a vital need” for it. Congressional direction for the commission in its cable regulation, he said, “is overdue.”

Better deal for women urged upon media by women’s year report

The media should establish as an ultimate goal the employment of women in policy-making jobs in proportion to their numbers in the work force, and should make “special, sustained efforts to seek out news of women.”

These are two of the 10 guidelines the National Commission on the Observance of International Women’s Year proposed in its final report. “... To Form a More Per-
The report also contains a checklist for entertainment programming and advertising designed to help avoid stereotypes of women. It asks, for instance, whether the producer or advertiser portrays women as whole people or as weak and confused and dependent on male strength.

The report says women's groups' studies of media output conclude that the public is being given "a distorted portrayal and lack of news coverage of women." It adds that public television is not significantly better than commercial television and that "licensed media are no better than unlicensed media.

However, the commission notes that improvements in the media's treatment of women are discernible. "Style books are being revised and employment practices modified. And increasingly women's perceptions of themselves are being revised significantly.

THE STUDIO. The ANNOUNCER uses a MICROPHONE and it is his voice you hear on the Radio. When he plays music, he uses a HEADSET and we call him a DISC JOCKEY.

For the crayon set. Your Radio Station Coloring Book, a product of the National Association of Broadcasters Radio Information Office, is part of this month's radio promotion packet being sent to NAB radio members. The 16-page booklet describes the operation of a radio station in terms a 5- to 9-year-old can understand, with the help of illustrations like this one—which NAB's RIO committee thinks is just right for visiting Cub Scouts. Brownies and class trips. The idea for such handouts to children originated with William O'Shaughnessy at WVOX-AM-FM New Rochelle, N.Y. The books are available at $2.00 per 100 at NAB headquarters in Washington.

Van Deerlin is host to forum on distant signals

Cable, broadcasters plead their respective causes before Communications Subcommittee in session that features testimony via satellite from California

Members of the House Communications Subcommittee, currently examining regulation of cable television, were given a demonstration of satellite communications last week when a witness appeared before them in Washington while sitting in California.

The witness, Donald Williams, president of Mission Cable Television, San Diego, read his testimony and answered questions from the congressman from the studios of Thea Cable Television in Santa Monica, Calif. He was the first of 11 witnesses testifying about distant signals at a hearing last Tuesday, another in the chain of hearings the subcommittee is conducting on cable regulation.

The other witnesses were split between cable operators and broadcasters. The cable operators' testimony followed predictable paths, arguing for total relaxation of the FCC's restrictions on the number and type of signals cable can import into broadcast markets. The broadcasters stuck to their oft-expressed argument that unrestricted importation of distant broadcast signals by cable systems might drive some stations, particularly small-market operations, out of business.

Mr. Williams's testimony, too, was predictable. He told how his company, the largest cable system in the country, made peace with the local broadcasters. He emphasized that while Mission Cable grew, so did the local TV stations. He said the San Diego market exhibited the sixth fastest growth rate nationwide, a point Subcommittee Chairman Lionel Van Deerlin (D-Calif.), a native of San Diego, repeats often when asked his views about the broadcast-cable controversy.

Concluded Mr. Williams, "The story told by San Diego broadcast and cable successes shows that cable television should be released from the tangled web of burdensome regulation."

But the bigger news at the hearing was the medium on which Mr. Williams appeared. It was the first time in the knowledge of committee officials that a satellite has been used in the Senate or the House. The feat was accomplished in several steps. The signal carrying Mr. Williams was microwaved from Santa Monica to Western Union's television operating center in Beverly Hills, Calif., from there to Western Union's transmission facility in Riverside county. The signal was then bounced off the Westar I satellite to an earth station at the entrance to the Rayburn House Office building in Washington.

Questions from the subcommittee members were transmitted to Mr. Williams by telephone.

The members of the subcommittee expressed pleasure with the demonstration, which proceeded almost without error. The only mishap was at the start of transmission, when Mr. Van Deerlin tried twice to welcome Mr. Williams, who remained expressionless and unhearing in front of the camera in California. The monitors in the hearing room responded to Mr. Van Deerlin with music, the origin of which was a mystery. The problem was quickly righted, however, and Mr. Williams's image and voice began coming through clearly.

"Can you hear me now, Mr. Chairman?" Mr. Williams asked. "Yes, although I liked the music," Mr. Van Deerlin replied.

The broadcasters' side of the San Diego story was presented by Clayton Brace of KTVT (TV) San Diego, who was cautious in his praise of the agreement reached between broadcasters and cablecasters in San Diego. "Increased revenues produced by this market growth have, I am happy to say, thus far more than offset inroads from cable," he said. "But I do not believe that this will continue to be true indefinitely. Our local cable systems are still growing steadily. . . . I can foresee a point in the future at which our local service could be threatened.

Mr. Brace urged that the FCC's syndicated exclusivity rules be shored up to protect stations in markets below the top 50. As those rules stand now, he said, "such protection is wholly or largely nonexistent." TV stations in the San Diego market (which at the time the FCC promulgated the exclusivity rules in 1972, was considered by the commission to be under the top-50 markets) were able to obtain from Mission Cable program protection similar to that the FCC gives to top-50 stations, Mr. Brace said. That was a key provision of the mission's petition. The cable and TV in San Diego, signed in March this year. In return, the local TV's agreed not to oppose Mission Cable's petition to the FCC to permit it to carry on the entire system three Los Angeles TV signals previously carried on just part of the system.

Mr. Brace said his station participated in the agreement because it thought the FCC would grant Mission's petition anyway.

"What we did, quite frankly, was to try to salvage whatever we could from a basically undesirable situation."

Among five other broadcasters to testify last Tuesday was one who sought to air radio's side of the story, John H. McGuinness of KIMN-AM-FM Denver. We have these potential problems with cable," Mr. McGuinness said. "If the cable operator is allowed to substitute television commercials he can competitively price his television commercials with the local radio operator." Also, he said if a cable system brought in from 10 to 20 radio signals to a
market such as Aspen, Colo., the two stations there now could lose portions of their local audiences.

As at previous hearings on cable, Representative Timothy Wirth (D-Colo.) continued to press for economic data from broadcasters to prove their claims of harm. None who was asked volunteered to turn over his balance sheets, however. They said they keep their financial data secret for competitive reasons.

The broadcasters offered some data, however, Robert Kizer, president of Avco-Knold Television, a sales representative, was one so armed. He said, "There is a definite causative relationship between television households assigned to a TV market and the number of national-regional dollars allocated to that market."

Mr. Kizer showed examples of ARB research showing the amount of "spill-in," meaning viewing of nonlocal television signals in local markets, and said those figures are used by advertisers in deciding where to buy advertising. "Now, national advertisers and their agencies are concerned with reducing advertising costs with minimal reduction in effectiveness or efficiency," he said. "One of the methods of accomplishing this goal, at least to some extent, is to exclude markets from buy lists that have excessive amounts of viewing to other markets."

Major advertising agencies rarely drop stations because of spill-in now, he said, but added "I advise it is possible that will happen in a small market with significant cable penetration."

Mr. Kizer summarized what was on the other broadcasters' minds: "What the above says very pointedly is that at the bottom line, the adverse affects of unregulated cable and unlimited distant signal importation for the small-market broadcaster means that he cannot enlarge his station staff; he cannot invest in expensive new technical equipment or upgrade his broadcast facilities; he cannot subsidize expansion of his costly news operations; he cannot purchase syndicated programs and hope to amortize their cost when his audience is diminished; in short, he cannot improve or increase the quality or degree of his station's service to his local viewers, a majority of whom are unserved by cable. What it also portends is that we will see many small-market TV stations go dark as it becomes increasingly difficult to meet the demands of advertisers due to diminishing viewers."

Another broadcaster testifying was Leo Beranek, president of WCVB-TV Boston, who said: "Fractionalization of a smaller market is to the benefit of the large markets. The reverse of this is not true, as it is rare, probably nonexistent, that a small market station is imported into a major market by CATV."

Marshall Penga, a consultant representing KMBR-TV and KPLM-TV, two independent UHF stations in Palm Springs, Calif., told the subcommittee that those two stations are suffering at the hands of signals imported by cable from Los Angeles. Neither has ever finished a year in the black, he said; both are cutting staff and neither can afford competitive fringe-time programs to compete with five imported independents. He blamed all of that on the competition from the Los Angeles signals, and told a story of one advertiser in Palm Springs who admitted dropping his account with KMIR-TV because the station could not get nonduplication protection from the local cable system.

Robert Rice, president of WRAU-TV Peoria, Ill., complained that one result of distant signal importation is the removal of local choice in selecting programs. "Why hasn't the pre-empted network movies, which in its opinion have too much sex and violence, such as 'Midnight Cowboy,' and series such as the now defunct Hot 1 Baltimore. However, the cable rules make such local decisions meaningless, since local cable systems could carry these programs live," Mr. Rice said.

There was another broadcast witness at the hearing but he testified for the other side. Ted Turner, chairman of Turner Communications Corp., Atlanta, acknowledged that "I'm considered a traitor to be here on behalf of the cable industry this morning." But he credited the success of one of two UHF stations, WTCG-TV Atlanta, to the almost 100 cable systems which carry it. "My hat's off to the cable people. I'm
pulling for them. They are providing a real public service for the American people.'
He charged that broadcasters don't want any more competition than they have to have,' and argued against restrictions on distant signals. "To limit the number of television stations available to cable systems is to shortchange the American people and perpetuate a broadcast monopoly."
Mr. Turner has used cable as a tool to boost his broadcast station's viewership. "I visited the cable systems. I attended their association meetings and I told them about all the things we were doing with channel 17," he said.
A cablecaster, Glenn Jones, head of Jones Intercable, Englewood, Colo., argued that the FCC's signal importation rules are holding cable down, and for one reason only: "to protect broadcasters' - principally networks' - advertising profits. As a citizen of this country it shames me to continually witness the networks using our scarce and valuable public airwaves to harness us into their perpetual food chain."
Barry Stigers, general manager of Verto Cable TV, Scranton, Pa., complained that the FCC's syndicated exclusivity rule discriminates against cable systems started since 1972, when the rule took effect, in favor of older "grandfathered" systems, many of which carry 12 or more channels without having to give exclusivity protection to local broadcasters. "The 1972 carriage and nonduplication rules have virtually stifled our growth, forcing us to accept a saturation level 20% less than the great bulk of systems in the market, systems serving nearly 50% of all television homes in the market," he said.
Edward Allen, president of Western Communications Inc., a multiple system operator in Walnut Creek, Calif., argued that "the facts just do not support" television's claims of harm from cable. He noted that in 10 years, the TV industry's net revenues have doubled from $2.25 billion in 1966 to $4.5 billion anticipated by the end of this year. "With the profit ratio of the industry holding steady (and improving slightly) at about 20% of gross sales level, it would appear that the television industry is a substantially inflation-proof and CATV-proof industry."
A second day of hearings Thursday focused on sports issues, with testimony from Commissioner of Baseball Bowie Kuhn, National Hockey League Vice President Donald Ruck, and a representative of the National Collegiate Athletic Association.
The primary message of Mr. Kuhn and Mr. Ruck was that the sports interests should have a say in the future development of cable. "You can understand our concern, because it is our rights, our interest and our broadcasts that are being curtailed," Mr. Ruck said.
All three sports spokesmen wanted clamps on imported distant signals. Mr. Ruck argued that home game ticket sales are hurt two ways by distant signals, first by the importation of the same game from a city where it is not blacked out, and second by the importation of a more attractive

Manhattan Cable shows a profit

Time Inc. operation generates net income for first time

Time Inc. reports that its subsidiary, Manhattan Cable, operated in the black for the first time in its 11-year history in the first half of 1976. It was a "slight profit," according to Thayer Bigelow, president of Manhattan Cable, but still good news considering that the operation has lost nearly $20 million since 1965.

Mr. Bigelow contributed the gain to several factors: the rise of pay television on the system, subscriber rate increases (now $10, up from $6), increased operating efficiency, better equipment, better management, successful marketing and "learning from mistakes." Manhattan Cable's current total subscriber level is 80,000-plus (of which 34,000 take the Home Box Office pay package). The total subscriber figure is expected to level off at around 100,000 in the next five years, said Mr. Bigelow.
Neither company would specify how much the cable firm contributed to Time Inc.'s net income of $30.7 million ($3.05 per share) for the first six months—up

Receiving end. The earth station that received the signal carrying San Diego cablecaster Donald Williams's testimony to the House Communications Subcommittee is backed into location outside the Rayburn House Office building. The station is a Skycom-10T 10-foot diameter conical horn trailer-mounted unit provided by Antennas for Communications Inc., Ocala, Fla.
37% from $22.2 million ($2.23 per share) in 1975. Revenues were up 15% to a record $494.1 million. Time Inc.'s major lines of business, publishing and forest products, generated the lion's share of the income, the firm said.

Cable Briefs

New line. Magnavox CATV Division, Manlius, N.Y., is offering new 4-M Microline main station series for small CATV systems seeking to expand plants. It is intended for use outside densely populated areas and can be used for trunk, bridging or distribution service. As companion to Magnavox MX-404 main station, it is available with variety of voltage and gain characteristics including either manual or automatic gain control.

First? San Diego attorney John W. Witt has filed cable theft-of-service complaint against Vornado Corp., owner of Two Guys Department Stores. Charge is that Two Guys salesmen were illegally intercepting the demonstrating Optical Systems Corp's Channel 100 pay cable programs. According to Optical, this is first such criminal complaint filed under new California law passed in January of this year.

Building Birmingham. American Television & Communications Corp. has selected Scientific-Atlanta Inc. to build first 300-mile segment of Birmingham, Ala., CATV system. Work is scheduled to be completed by summer 1977. Birmingham system is expected to total 1,000 miles of cable plant.

Point, counterpoint. National Cable Television Association has denied charges of sex discrimination made by former NCTA political coordinator Carol Seeger-Risher (Broadcasting, May 31). In response to civil suit filed at U.S. district court in Washington, NCTA made counter-claim, charging that Ms. Seeger-Risher admitted destroying NCTA records in her possession day she was discharged.

Warner Cable Corp.'s income figures skyrocket

Warner Cable Corp. reported pretax income for the first six months of 1976 rose 595% to reach $2,543,000, as compared with $366,000 a year ago. Operating revenues for the period also reached a new high, rising 36% from $18,374,000 in 1975 to $24,988,000 this year.

Pretax income for the second quarter was put at $1,511,000, up 417% from a year ago, on operating revenues of $12,855,000, up 37.8%. Gustave M. Hauser, chairman and chief executive officer, said the company, which operates more than 140 cable systems in 30 states, serving nearly 550,000 households, now has recorded six consecutive record-breaking quarters since the first quarter of 1975, when pretax earnings were $74,000.

Broadcast Journalism

Schorr's thoughts on leak inquiry

He reaffirms his position against cooperating with House ethics committee; doesn't attend hearings

After interviewing more than 400 people and spending $150,000, the investigation of the leak of the House Intelligence Committee's report on the Central Intelligence Agency to CBS correspondent David Schorr has failed to find the source. Mr. Schorr is not going to tell the investigators where to look.

Mr. Schorr, suspended in late February from all reporting duties at CBS, was not in Washington last week for the first of two weeks of hearings before the House ethics committee on the events of last winter that led to the publication of the suppressed document in the New York weekly, Village Voice. Mr. Schorr admitted that he had been the medium through which the report travelled to the Voice, after he had reported its contents on the CBS evening news.

But as the ethics committee's chief investigator, David Bowers, testified that his staff's four-month search has yet to bear fruit, Mr. Schorr was vacationing at a rented home in Aspen, Colo.

"I'm having a good time," he told Broadcasting in a telephone interview. He said he was playing tennis, swimming, "seeing more of my children than I ever have before," seeing friends, attending lectures. "If the state of limbo means the state of Colorado, that's not bad."

On Thursday he made a speech to the Aspen Institute for Humanistic Studies, his fourth in as many years, in which he had composed an answer to the question: "Why are you talking in Colorado while an investigation in which you seem to be a key figure is going on in Washington?"

"The short answer is that talking here is nicer," he said in his lecture. "The longer answer is that while obviously concerned and curious about the hearings being held by the House ethics committee, I have no intention of cooperating in that venture. I am not willing by my uncommanded presence to associate myself with an investigation whose purpose I deplore and can only be chilling to a free press."

Mr. Schorr has already declined one request to talk with the ethics committee's investigators. He had this to say about his future stance:

"In the current hearings I shall not appear unless subpoenaed. If subpoenaed, I shall not give any testimony about the source of the House Intelligence report or the source of any other information."

By that last statement, he did not intend to sound defiant or uncooperative, Mr. Schorr said. Rather he wants "to avoid any possible misunderstanding on what to me is a vital principle. If one reporter,
especially in such a widely publicized case, were to betray a source that reporter had promised to protect, then many sources would dry up for many reporters.”

He said: “I hope there will be no confrontation with Congress over sources.”

And he added: “I hope that the committee will not invoke its power to seek a citation for contempt . . . I must enforce a journalist’s ethic. I cannot go back on the professional standards of a lifetime.”

Many observers at the ethics committee’s hearings last week were betting that Mr. Schorr’s hopes will come true. The witness list for the two weeks of session has been laid out, and Mr. Schorr was not on it. Beyond the two weeks, however, the committee’s plans were unknown.

The view into Mr. Schorr’s future with the network is equally clouded. He said he has not talked with his employers about getting his assignment back and he does not know when he will. “I don’t think there will be any really substantive conversation between me and CBS until they finish these hearings . . . I cannot tell what’s going to happen then.”

Mr. Schorr seems to have prepared himself for the possibility that he won’t return to a regular beat. He talks of a wall growing between him and the network as time passes: “I have to admit that this thing has lasted a lot longer than I thought.” And he is thinking of writing a book about being a journalist on television. Without that daily deadline to keep it on one track,”

“my mind tends to go in different directions,” he said.

Mr. Schorr’s speech to the Aspen Institute was largely about the pressures on TV journalists. His thesis was that there are plenty of people who are trying to use television to manipulate the public mind—power figures, political radicals and terrorists, for examples. But broadcast journalists “are generally innocent of the large concentrations of power,” he said. In fact, at its best, TV journalism can provide an antidote against manipulation, puncturing with fact myths such as those spun in the coverup of the Watergate scandal, he said.

“To reveal what those in power don’t want revealed, to tell the public what it may not wish to hear, obviously entails some risk, especially so in TV—regulated, fretful, wary of pressure from government and from local affiliates. No one ever said that journalism had to be a risk-free profession. To those journalists trying to resist manipulation in an age of manipulation, no one ever promised a rose garden.”

CBS wins battle of convention coverage, but all three networks lose audience war

CBS-TV won the ratings battle of the Democratic convention but viewers overwhelmingly rejected the political spectacle when they were given entertainment or sports as an alternative.

In the 10 hours over the course of the four days (July 12-15) when all three networks were covering the convention, CBS clocked in with a 10.8 rating and 24 share. NBC scored a 9.9 rating and 22 share and ABC got a 7.8 rating and 17 share.

And in the 20 prime-time hours of gavel-to-gavel coverage during the four convention days (afternoon Nielsen scores were not available, last week), CBS had a 9.2 rating and 20 share to NBC’s 8.4 rating and 19 share. As an example of the public’s mass defection from the networks’ convention coverage, on Wednesday (July 14) from 9 p.m. to midnight (NYT) when all three networks were covering the convention, they could manage a combined share of audience figure of only 66%. On a comparable Wednesday last year (July 16, 1975) when the networks were running only entertainment programming from 9 to 12 p.m. they averaged a 90 share. The 34% of the audience that wasn’t watching the convention from 9 to 12 p.m. on Wednesday was looking at movies and various syndicated shows on independent stations.

And when ABC opted out of convention coverage and declared for NBC’s (8.8 rating, 19 share) and CBS’s (8.4 rating, 18 share). ABC’s telecast of the All-Star baseball game (Tuesday, 8-11 p.m.) got a 26.1 rating and 52 share (making it by far the highest-rated show of the week) compared to CBS’s convention numbers (5.9 rating, 12 share) and NBC’s (5.4 rating, 11 share) (Broadcasting, July 19).

UNESCO ‘experts’ squint down sights at free press

Proposals that would cripple news functions in Latin America offered at Costa Rican conference; concerned IAB, IAPA monitor

Proposals for communications policies in Latin American countries that could lead to government-operated news agencies, nationalize independent news services and restrict independent reporting in and out of those areas were advanced in a 10-day conference that ended last week in San Jose, Costa Rica.

The proposals, although officially described as only “alternatives,” so alarming free-press advocates that, among others, both the Interamerican Association of Broadcasters and the Interamerican Press Association had representatives on hand throughout the conference. The IAB and IAPA boards also met in Costa Rica during the July 12-21 conference period. An IAB representative called the proposals the most serious IAB had encountered in its 30-year history.

The conference was conducted by the United Nations Educational, Scientific and Cultural Organization for Latin American nations for the purpose of developing “mass communications policies.” Aside from the UNESCO sponsorship, the conference was considered critical not only for the restrictive policies that might emerge for Latin America but also for the possibility that these policies would be used as models by African and Asian nations.

Among the proposals, or “alternatives,” included in working papers prepared for the conference were these:

- Nationalization of broadcast and print media.
- Government-run news agencies “exclusively empowered” to distribute information from outside the country.
- Legal measures to “provide a defense against the competition” of journalists from major international news services. A correspondent could be arrested if his home office published anything critical of the country where the correspondent was stationed.

Arch L. Madsen, president of Bonnevile International Corp., represents the National Association of Broadcasters on the IAB board and is treasurer of IAB and a member of its executive committee. He was represented at Costa Rica by Walter Canals, who is in charge of Latin American marketing for Bonnevile. Mark Bench, national sales manager of the Bonnevile radio station group, is alternate delegate to IAB.

The “alternatives” were contained in a
Radio Station Managers:

Good News!

Starting November 1976, and semi-annually thereafter, SRDS will publish SPOT RADIO SMALL MARKETS EDITION

If your station is licensed to a city with 25,000 population or less, your rate card information will be included.

How to be sure your station is listed in the very first issue

Questionnaires are in the mail. All small market stations are being canvassed for their current rate card information. You are urged to complete and return these questionnaires promptly. A proof will be returned to you for final review prior to publication.

Don't delay; act now!

If you cannot locate your questionnaire, write for another. Send your questionnaire today to:

Ray Neihengen
Editor — Local Market Media
Standard Rate & Data Service, Inc.
5201 Old Orchard Road
Skokie, IL 60076

Basic facts about SPOT RADIO SMALL MARKETS EDITION

Content will include listings for all stations licensed to cities with 25,000 population or less if the city is not part of a larger combined market; e.g., Tulsa, including Broken Arrow. Station listing information will be presented as in the sample shown. Small market station listings in monthly Spot Radio Rates and Data will be adjusted as follows:

Stations which continue to qualify for full listing will have their information expanded to match the major market station report (inclusion of more personnel and programming data).

But stations which fail to qualify for full listing will be identified only with call letters and a reference to SPOT RADIO SMALL MARKETS EDITION.

Published twice a year, November and May.

Subscription price: $25 per year.
Estimated circulation: 700.
which New York and on the association's Cronkite will on Dec. 13. CBS anchor Walter Cronkite will give the keynote address. A series of workshops on current issues in broadcast news operations is planned and the association's Paul White Memorial Award will be presented to Theodore F. Koop, retired CBS News executive and RTNDA past president.

NBC tries two-hour evening newscast on its Washington TV

A two-hour local evening news show, which has worked for some stations in New York and on the West Coast, was introduced in Washington for the first time last Monday at NBC-owned WRC-TV, which has long trailed the CBS-affiliate, WTOP-TV, in the ratings.

The new WRC-TV early evening news is actually two one-hour shows; The first is designed to emphasize local news; the second is devoted to local, national and the international news.

Each segment has its own anchor, with Jim Vance on at 5 p.m. and Jackson Bain on at 6.

Until Monday, WRC-TV's evening news was one hour at 6 p.m. WMAL-TV, the ABC affiliate had the same. Only at WTOP-TV was the early news longer, beginning at 5:30 p.m.

The two-hour news concept has not been universally successful. In May, KNXT Los Angeles, a CBS-owned station cut its two-hour newscast back to one hour (Broadcasting, May 24).

For WRC-TV the move is aimed at improving viewership. The station's early news trails both other network affiliates in Arbitron May figures, which give it a seven rating and 17 share, WMAL-TV an eight rating and 19 share and WTOP-TV an 11 rating and 31 share.

WRC-TV is tied with WMAL-TV if Nielsen figures are used, both with 19 ratings and eight ratings and 19 shares. WTOP-TV has a 14 rating and 34 share.

Av Westin dons another cap

Av Westin, former vice president and director of television documentaries for ABC News and executive producer of the ABC Evening News, will become executive news adviser for Reymr & Gersin Associates, an Oak Park, Mich., news consultancy.

Reymr & Gersin Associates, has about one dozen station clients.

Mr. Westin's one-year contract with ABC News and executive producer of the ABC News, would exclude certain stations from the agreement: KMBC-TV Kansas City, where he has been a consultant at his own recently; and the six Capital Cities Communications TV stations, where he will be involved in documentary production (Broadcasting, July 19).

Journalism Briefs

NBC News on violence. For seventh time since 1963, NBC will preempt full prime-time schedule for three-hour special on violence in America, scheduled for January. Executive producer is Stuart Schulberg, NBC News, formerly with Today show.

To radio. Eliot Janeway, political economist, will do daily 900-second radio program under auspices of O'Connor Creative Services, Universal City, Calif. Mr. Janeway writes newspaper column and publishes The Janeway Letter financial newsletter.

Award winner. William P. Wheatley, 31, NBC News national assignment editor, New York, is one of 13 journalists chosen to receive Harvard University's 39th Nieman Fellowships. Mr. Wheatley is executive broadcast journalist ever to receive award. Fellowships are for year of study in any department of university.

Potentially hot Nixon interviews make for complex syndication deal

Syndicaitc contracts for Frost talks, which will go out in four segments, have contingencies for several methods of selling advertiser time, eight of top-10 markets are signed

All five Group W TV stations and Metromedia's five VH1 TV stations are among 23 that have so far agreed to take the package of four 90-minute specials to be gleaned from David Frost's upcoming taped interviews with former President Richard Nixon.

Syndicaitc Services, New York, will distribute the first three specials in a simultaneous feed spaced out over three-week period within the February-March Nielsen/ARB sweep. The telecast of the fourth special, focusing on Watergate, will depend on the legal status of the appeals pending in various federal courts.

Syndicaitc's agreement with the stations is one of the most complicated television contracts ever devised, according to various industry sources. It calls for 12 commercial minutes within each 90-minute episode, six of which Syndicaitc will try to sell to national sponsors, with the other six handed over to the stations (which would get the specials free in a straight barter arrangement) for sale to local advertisers.

But, these sources continue, if Syndicaitc is unable to obtain sponsors for the national minutes, the contract specifies that the barter arrangement would be dropped and Syndicaitc would then buy the time on the various stations at bargain rates (one source says 60% of the station's hourly rate-card price, which the station would be presumably be willing to settle for because of the potential impact of the interviews). Syndicaitc would try to get its money back by giving equally low rates to advertisers, according to the sources.

If this alternative fails for lack of advertiser interest, the third fall-back position, these sources say, would be outright sale of the four 90-minute specials to the stations, which would then try to sell all 12 minutes to local advertisers.

Syndicaitc has structured this unusual deal, these sources say, because a number of advertisers have already said no to Syndicaitc's feelers, most of them expressing reluctance to become associated with a potentially controversial show.

But it's precisely this potential audience-grabbing controversy, these sources add, that has induced stations in eight of the top-10 markets (missing: Chicago and Detroit) to agree to the terms of the deal, with Group W and Metromedia being joined by all five Corinthian stations, four of the five Scripps-Howard stations (all ex-
cept KTEW-TV Tulsa, Okla.; Corinthian’s KOTV-TV has Nixon in Tulsa) and three of the five Cox stations (WSB-TV Atlanta, WSOCTV Charlotte, N.C.; and WHO-TV Dayton, Ohio).

Mr. Frost’s Paradine Productions Inc. is in charge of the series, with actual production to be handled by San Diego’s Pacific Video. Mr. Nixon will sit for a total of 24 hours of conversation with Mr. Frost, which will be taped over a four-week or so period in San Clemente, Calif., next November and December, according to Mary Minoff, Paradine’s executive vice president.

Mr. Frost acquired rights to the interview after television network news departments had turned them down (Broadcasting, Aug. 18, 1975). Irving Lazar, literary agent for Mr. Nixon, had offered the interview series at a reported $600,000. What Mr. Frost guaranteed is unknown.

A spokesman for Group W said it will produce four 60-minute documentaries as “companion pieces” to Paradine’s specials. These Group W documentaries will “further clarify” the issues raised in the specials, this spokesman adds, by tapping historians, journalists and some actual participants in the historical events to be covered in each special.

**Silverbach quits; sources cite promotion slight**

Alan Silverbach took the industry by surprise when he abruptly resigned his post as senior vice president of Twentieth Century-Fox Television, Los Angeles.

Industry sources close to the situation said Mr. Silverbach, a 30-year veteran of the company, was miffed when Fox bypassed him in favor of Sy Salkowitz to replace Jack Haley Jr. as president last month. Mr. Haley had resigned to pursue movie and other television interests.

The sources said further that Mr. Silverbach became convinced that the corporate and financial bureaucracy at Fox had begun losing its direction as a producer of creative concepts for network television and for syndication. For example, Fox managed to place only one series—CBS’s holdover comedy *MA* *S* *H*—on the three networks’ 1976-77 prime-time schedules.

Mr. Salkowitz said that he had nothing but praise for Mr. Silverbach’s contribution to the company and that Fox would take its time finding a replacement for him. And Mr. Silverbach said he hasn’t decided yet about his own plans for the future.

**Program Briefs**

Whatever happened to? Newsweek Broadcasting Service, New York, is producing *Update: Where Are They Now*, daily radio series focusing on famous personalities and events from America’s past. Five three-and-a-half minute programs are produced weekly with two local spot availabilities. Series, narrated by Mort Crim, is syndicated by Alcare Communications and had featured Buster Crabbe, Gale Storm, Red Grange, Francis Gary Powers and Roy Rogers, among others. Audition material is available from: Tom Holland, Alcare Communications, Box 72, Philadelphia 19105; (215) 687-5767.

NAD to referee Coke-Pepsi fight
Better Business Bureau group to study comparative ad claims

The National Advertising Division of the Council of Better Business Bureaus has stepped into the developing feud between the Coca-Cola Co. and the Pepsi-Cola Co. over whose soft drink pleases the most palates.

The exchange of comparative advertising volleys has been going on for more than a year, but in recent weeks the battle has become pitched, leading the NAD to decide to enter the fray. NAD has a policy of not revealing which comparative advertising it is reviewing and in the case of Coke versus Pepsi, it would not confirm that an investigation is taking place. But from other authoritative sources it was learned that NAD has become sufficiently concerned over the claims and counterclaims of the cola giants as they affect advertising credibility to order an evaluation of their broadcast and print copy.

Complaints may be filed with the NAD by other advertisers or outside organizations or groups, or may be initiated by the NAD itself. The self-regulatory advertising body itself is reported to have launched the inquiry into the Coca-Cola/Pepsi advertising claims.

More than a year ago the comparative-advertising campaign began in Dallas, with each of the companies maintaining its respective beverages were preferred.

The advertising on radio, television and in print subsequently was extended to San Antonio and Corpus Christi, Tex., and to Detroit, Flint and Grand Rapids in Michigan. Two weeks ago Pepsi moved into two major battlefields—Los Angeles and New York—to wage a counteroffensive against Coca-Cola’s claims of preference in those markets.

During the past year there have been pronouncements from each of the companies challenging the claims of the other. For example, Coca-Cola ran a commercial in Dallas suggesting that Pepsi was winning in a taste test only because people like the letter “M” better than the letter “Q.” (In the test “M” was the symbol for Pepsi and “Q” for Coca-Cola.)

The Coke commercial carried in Dallas said at one point: “Two glasses, one marked ‘M’ and the other ‘Q’ and both glasses contained the same thing, Coca-Cola. We asked people to pick the one that tasted better. Most picked ‘M’ even though the drinks were the same. You know what that proves? It proves that people will pick ‘M’ more often than ‘Q’ and so ‘M’ has an advantage.”

A Pepsi official retorted that only in Dallas were the letters “M” and “Q” used. In other cities the company used “L” and “S” and got the same results, he said, “with Pepsi the winner.”

Pepsi cited Coca-Cola scheduling TV commercials comparing its Fresca with Pepsi or its Tab, a diet drink, with Pepsi-Cola’s Pepsi Light as examples of “comparing apples to oranges.”

In its latest barrage in New York and Los Angeles, Pepsi proclaims, in advertisements carried on radio and TV and in newspapers, “Nationwide, more Coca-Cola drinkers prefer Pepsi than Coke . . .” and ends with the tagline, “Take The Pepsi Challenge, Let Your Taste decide.”

Pepsi-Cola called a news conference in New York two weeks ago to announce the new advertisements and said they were based on the results of a national test. Victor A. Bonomo, president of Pepsi, said that more than half of 3,176 Coca-Cola drinkers actually prefer the taste of Pepsi. He said the test was conducted by Motivational Programs Inc., New York. The commercials show Coke drinkers who said they preferred the taste of Pepsi and would switch to Pepsi in the future.

For the moment, at least, Coca-Cola seems content to let Pepsi have the last word. A spokesman for Coca-Cola in Atlanta, asked to comment on Pepsi’s latest maneuver, replied with a chuckle: “We’re not going to say anything right now. They must be really hurting if they have to start running news conferences.”

Sowell to the short term which ends Sept. 26, but Mr. Sowell withdrew his nomination saying he wanted a full term (BROADCASTING, June 14).

Mr. Clinton, 32, is a legislative aide to Senator Robert P. Griffin (R-Mich.) and has served on the senator’s staff since 1969.

The Senate Commerce Committee will hold hearings on the nomination on July 28.

Two networks see fairness issue in Ad Council spots

Broadcast-standards officials at ABC-TV and CBS-TV have held up the airing of a series of Advertising Council messages on the American economic system. Sources at both networks said the spots raise controversial issues and have the potential of being challenged under the fairness doctrine.

Jeremy Rifkin, the head of the People’s Bicentennial Commission, and former FCC Commissioner Nicholas Johnson, chairman of the National Citizens Committee for Broadcasting, are planning to petition the networks to run replies to the council’s spots, according to industry sources.

NBC’s standards officials said that they had no trouble with the spots, which were produced by Compton Advertising, and that they would look on reply-time requests case-by-case. The spots are said to have already been shown locally on hundreds of TV stations. They were introduced at the National Association of Broadcasters convention last spring (BROADCASTING, March 29).

Distillers produce PSA’s on responsible drinking; no problems with NAB code

Whiskey distillers, through an industry group, the Distilled Spirits Council, are making their first venture into television, but not to advertise since liquor ads are prohibited by the National Association of Broadcasters and the DSC.

DSC has produced, along with the National Council on Alcoholism, a 30-second public service announcement on responsible drinking.

The spot has been distributed to stations in Los Angeles, New York, Minneapolis, Baltimore and Kansas City, Mo., and includes a tag line with the phone number of the area’s local Council on Alcoholism chapter. If public response is good, DSC said, it will probably produce more spots.

No problems are anticipated with the NAB’s Code Authority which usually rules on strictly commercial matter. It would look at the spots if it received complaints, but does not require that they be “cleared” before being aired.
Ford Motor uses TV to brighten its image

Campaign will run to end of year in move to recapture public acceptance as top-of-the-line

Ford Motor Co., Detroit, has put into gear its heaviest corporate advertising campaign in the past 10 years, concentrating on TV to communicate the message that Ford makes "quality" cars and tires hard to satisfy its customers.

Neither officials of Ford nor of its agency, Kenyon & Eckhardt, New York and Detroit, would disclose the precise sum allotted to the campaign scheduled to extend to the end of the year, but it runs into several millions of dollars. The corporate effort hinges on extensive use of network TV. It began in early July with sponsorship of CBS-TV's coverage of the Democratic convention and continues during July and August and throughout the remainder of 1976 on a wide assortment of network series.

Ron DeLuca, executive vice president of Kenyon & Eckhardt, New York, said the campaign was designed to show the public that Ford "makes a car as well as one made by General Motors." He conceded Ford has been plagued for years by "an image problem." He viewed the problem as a long-term one and said the solution would be long-term, meaning a commitment to a continuous corporate advertising campaign.

Bill Cosby was selected as the spokesman for the commercials after audience research indicated that he topped other candidates for the assignment in terms of appeal to all demographic groups, warmth, sincerity and believability.

According to Mr. DeLuca, the commercials tell prospects that Ford does considerable testing and invests in improvements to make Ford, Mercury and Lincoln cars more durable and more reliable. Mr. Cosby is shown in various commercials underlining improvements made in the cars to produce a safer and more comfortable ride.

Cosby and computer. Bill Cosby Ford Motor spokesman on new multimillion-dollar corporate TV advertising campaign, introduces Fred, the computer, which helps Ford engineers locate sources of vibrations in chasses.

Advertising Briefs

Getting together. Association of National Advertisers will hold joint workshops for television (Feb. 2, 1977) and for media (Feb. 3) at $90 combination registration fee for ANA members and $110 for nonmembers. Place: Plaza hotel, New York. William Kistler, ANA, 115 East 44th St., New York (212) 697-5950, has further information.

Pizza to go. Pizza Hut has selected Foote, Cone & Belding, Chicago, as its national advertising agency. Agency replaces Noble-Dury & Associates. There are 2,381 Pizza Hut restaurants.

All in the family. Interpublic Group of Companies Inc. has announced formation of Campbell-Ewald Worldwide. Thomas Adams will be chairman of subsidiary, which will consist of Campbell-Ewald Co., Detroit; Tinker Campbell-Ewald, New York; and Campbell-Ewald International, London. All advertising agencies. Campbell-Ewald total billings are approximately $260 million.

Firm plans. Richard S. Carney and John F. Duffy have formed new advertising/public relations company, Carney Duffy Inc. Based in Clayton, Mo., firm is presently handling Voss Soda and Consolidated Flavor Corp.

Getting better all the time. Improvement in handling of spot TV commercials is reported in latest study released by N W Ayer ABH International covering 1975. Study shows that from 1972 to 1975 there was steady progress by stations in such areas as "did not run" (down to 1.2% from 1.9% in 1972); "wrong time" (down to 0.3% from 0.7%); "wrong film" (down to 1.3% from 1.4%) and "make-goods" (down to 2.8% from 4.0%).

Advertising cleanup. Sixteen challenges to national advertising, including five on television and radio, were resolved during June by National Advertising Division of the Council of Better Business Bureaus. Modified or discontinued were commercials for American Motors (Pacer) on TV; Borden's Inc. (Sacro-Jato Juice) on TV and radio; Chattem Drug & Chemical Co. (Mudd pimple product) on radio; Getty Oil Co. on TV and A.R. Winariek Inc. (Ozon 11).

Jacquemin, McElfrish plan regional representation

Television Marketing Services, St. Louis, has been formed to represent TV stations in a 17-state area adjacent to St. Louis, Atlanta and Dallas.

Heading the organization are Robert M. Jacquemin, president, who recently left Telepeer where he was vice president and sales manager in St. Louis and John A.

YOUR ONE SOURCE!!!

STUDIO VINYL FLOOR TILES FOR VIDEO STAGES

1. The right texture, thickness and size
2. The right colors (special colors on request)
3. Readily available in any quantity
4. Less expensive than paint ... permanent to use again
5. Ease of maintenance and installation
6. Approved and used by all major studios & networks

call or write to........

EDDIE EGAN
AND ASSOCIATES
156 SE. ROBERTSON BLVD. / LOS ANGELES, CALIFORNIA 90048
213-272-9282 or 213-278-0370

Broadcasting Jul 26 1976 41
McElfresh, executive vice president, who formerly was general sales manager of KPLR TV, St. Louis. TMS will operate offices in St. Louis, Dallas and Atlanta to cover the 17-state region and will be available to station groups and to individual stations.

Mr. Jacquemin said at a news conference in New York last week that TMS does not as yet have a client but is "close to several deals." TMS will open officially on Aug. 1 from temporary headquarters at 334 Bristol, St. Louis 63119. Telephone is (314) 962-4331.

TMS decided to venture into regional representation on the premise that many station groups, stations and general rep firms cannot afford to maintain staffs on a regular basis in the selected geographic area, and that the section chosen is a growth one for spot television.

PG&E protesters want more

The seven environmental groups that persuaded the FCC to find eight California radio stations in violation of the fairness doctrine as a result of power company commercials they carried are not satisfied. The groups have petitioned the U.S. Court of Appeals in Washington to review the commission decisions, in the same case, holding that four other stations had complied with the doctrine.

At issue was the stations' carriage in September 1974 of Pacific Gas & Electric Co. commercials promoting the construction of nuclear power plants and the use of nuclear power. The complainants said the commercials presented one side of a controversial issue of public importance. The commission agreed, and said eight of the stations not afforded time for contrasting views. However, it said KATY (AM) San Luis Obispo, KJOY (AM) Stockton, KPAI (AM) Chico and KYAM (AM) Napa had "failed." (Broadcasting, May 24). The California groups are seeking reversal of that decision.

Tape popularity mounts

Expanded use of videotape in TV commercials distribution is underscored in a study made by the 3M Co., St. Paul.

The study, which was released through the Video Tape Association in New York, indicated that 60% of all TV commercials are now distributed on videotape. To gather its data, 3M mailed questionnaires to approximately 680 TV stations and received 502 completed returns (74%).

Other highlights of the study: 40% of all commercials are received by stations on film and of this number, stations transferred 40% of the incoming film to tape for telecasting; regarding film to tape transfer, 53% are to quad open reel; 42% to quad carts and 5% to other tape formats (heli-cal); regarding commercials received on tape, 84% of all stations made some dub to another tape for telecasting or for back-up.

Equipment & Engineering

Fibered nation is imagined by think tank on OTP contract

Arthur Little says AT&T could inherit the earth

Picture this: a telecommunications system operating under the Communications Act of 1991, based on a nationwide system of broadband fiber optics and operated by AT&T. It transmits not only telephone messages but also programs of conventional and pay cable—and conventional television, as well. Television stations quit broadcasting over the air as optical fiber systems became available, and the FCC reallocated the vacated frequency space to land mobile radio.

That scenario is one of five prepared by Arthur D. Little Inc., Cambridge, Mass., under a $100,000 contract from the Office of Telecommunications Policy, to illustrate some of the conflicts and changes that might occur in the next 15 years "from the interaction between technological innovation and the social context in which it occurs." The study was commissioned in connection with the effort being made by OTP and the White House to determine what changes should be made in the functions of OTP and whether its location in the executive branch should be changed.

The scenarios are not intended as forecasts, the report notes. Rather, they are described as "'futurables,' in that their essence could arise or be made or helped to occur." OTP, for its part, disclaims any agreement or disagreement with the scenarios.

The scenario dealing with the future development of optical fibers—"Broadcasting's Race to the Wire: The Future of Broadband Distribution to the Home"—casts AT&T as wily and farsighted, able to read the politics of the continuing dispute between cable and broadcasters, and ready to bring its own great technological and political resources to bear at the proper time.

As for the FCC, it is pictured as declining in effectiveness and prestige as it attempts to regulate through arbitration of disputes between contending forces instead of through consideration of the public's interests, in light of changing technology.

For a time in the 1980's, according to the scenario, it appears that direct broadcast satellite technology will solve cable's problem of distributing programs at manageable cost in areas where conventional wiring would be uneconomical. But the FCC, "which hears the shrill protests of the broadcasters," decides DBS systems would not be in the public interest.

But that development is anticipated and exploited by AT&T, which has learned to respond to competitive threats. It bypasses the FCC and goes to Congress "with a grand design." It proposes a rewrite of the Communications Act of 1934, a rewiring of the nation with broadband fiber-optic local distribution systems. AT&T would take responsibility for providing the nation with the benefits of modern communications technology. For, as the report points out, according to the scenario, cable operators lack the resources to do the job, and broadcasters are not interested in the project.

The plan, according to the scenario, is received "as bold and imaginative." The FCC's performance throughout the period leading up to AT&T's coup brings the Eighties public television discussion with Congress and the public, as its efforts to balance conflicting economic interests fail. Finally, one month after the Communications Act becomes law, the FCC chairman submits his resignation. And, as a sign of the changing times, the President nominates the chairman of the National Citizens Committee for Broadcasting as the new FCC chairman—and the nomination "sails through the Senate in record time."

The four other scenarios contained in the study deal with U.S. Postal Service, citizens band radio, broadband telecommunications technology and a public-service satellite system.

PBS help from Kresge

Foundation's grant will whittle station tabs for satellite project

The Public Broadcasting Service has received a grant of $1.55 million which will lower substantially the amount PBS must collect from each station to implement the planned satellite interconnection system.

The Kresge Foundation, Troy, Mich., provided the grant. It will apply toward the $39.5-million satellite project. Under a seven-year contract with Western Union signed last month (Broadcasting, June 21), the Kresge matching grant means that each public television station will have to contribute $150,000 instead of $25,000. The Corporation for Public Broadcasting will pick up the balance of the bill "through private lending institutions," according to PBS.

The satellite system is scheduled for completion by winter, 1978-79, with hardware and FCC approval still to be secured. The grant—like the Western Union contract—does not include National Public Radio which had explored the possibility of doubling up with the television system on satellite interconnection when it was first discussed.

Technical Briefs

Brazilian buy. Televisao Guia Ltda. has bought RCA broadcast equipment and television transmitting systems valued at
about $1.7 million for new TV station in Porto Alegre, Brazil. Station is scheduled to begin broadcasting later this year.

ENG expansion. Meredith Corp., New York, is installing 13 RCA TK-76 color TV cameras, valued at about $450,000, at four of its stations—WNEM-TV Bay City, Mich.; WHEN-TV Syracuse, N.Y.; KPHO-TV Phoenix, and KCMO-TV Kansas City, Mo. Cameras will expand electronics newsgathering capabilities of stations, according to Harry L. Francis, vice president, operations, Meredith Broadcast Division.

Eggs in one basket. Goldmark Communications Corp. has placed all its company activities under one roof. Its new address is 98 Commerce Road, Stamford, Conn. 06904. (203) 327-7270. Goldmark's key facilities are its Transcam division, which transfers wide-screen feature films to magnetic video-tape cassettes, its research-and-development unit and its contract-service department.

New camera shipments. RCA Broadcast Systems, Camden, N.J., reports it has shipped out first units of RCA's new color television camera, TK-46, to WFMJ-TV Youngstown, Ohio; WCMR-TV Columbus, Ohio and WXIL-TV Winston-Salem, N.C. Camera is improved version of TK-45 and TK-46, of which more than 1,000 units are in regular service. Base price of TK-46 is about $67,000.

---

**Books**


Mr. Shapiro, a professor of law at New York University, attempts to lay out a guide for laymen interested in achieving access, for themselves or their ideas, to radio and television. The FCC rules and policies mandating that access, while limiting broadcasters' freedom to operate their stations as they wish, are there—the equal-time rule, the fairness doctrine and the personal-attack rule and the rest. Present, too, are case histories and hypothetical examples to illuminate the legal principles being discussed, as well as the duties of broadcasters and advertisers under the law. The author makes the point in this preface that the book is not "intended as a guerilla text for listeners and viewers." Besides being aimed at members of the public seeking access to the media, the book, he says, is aimed at helping broadcasters understand their obligation "to air public debate on important issues."


An insight into the philosophies of the more prominent radio newsmen of the thirties and the role of the medium at that time in establishing public opinion about foreign affairs has been meticulously researched for this book.

One of the more valuable portions of this work is the author's treatment of six leading radio newsmen of that era: Boake Carter, H.V. Kaltenborn, Raymond Gram Swing, Elmer Davis, Fulton Lewis Jr. and Edward R. Murrow.

For each commentator there is a biographical sketch, a discussion of his air style and an analysis of his broadcasts. The author, David Holbrook Culbert, has taught at Yale University, and is now assistant professor of history at Louisiana State University.


The editor, technical editor of the British magazine, *The Gramophone,* and a lecturer at the University of Surrey, has compiled 25 chapters written by members of the Association of Professional Recording Studios on the many different phases of sound recording and reproduction. The book is divided into five sections covering the technical aspects of different methods of recording and the equipment used in each, different techniques, studio design and methodology and sections on radio, television and film sound recording as differentiated from recording for phonograph records.

A glossary is provided to help with the complex nature of the text and there are many charts and graphs.

---

**yes, Virginia Knauer,**

I **want HELP**

Send our radio station your weekly HELP series of 4-minute public service features about consumer information. We understand that each package of HELP discs contains 13 programs and some :30 :60 public service spots.

Mail to: HELP Office of Consumer Affairs Washington, DC 20201

Name ____________________________

Station __________________ Telephone (______)

Address ____________________________ Zip ______


---

Broadcasting Jul 26 1976
Almost there. You'll Never Find Another Love Like Mine (Philadelphia International) by Lou Rawls wins top bolt this week on the "Playlist" as it moves into second position. This ballad was produced by Kenny Gamble and Leon Huff, who lend their talents to an artist with a long list of record successes. It's the biggest mover at KETTM San Bernardino, Calif., and in the top three at WABC New York, WPGC Washington, D.C., and KDIA San Antonio. Tex. Debut. Coming on at 34 is a disco-styled A Fifth of Beethoven (Private Stock) by Walter Murphy and the Big Apple Band. It's an instrumental that's moving on charts from KJAK Los Angeles to WOKIMM Atlanta and is established at number on WJAM Charlotte, N.C. Climbing Fast. Other significant movers include You're My Best Friend (Elektra) by Queen which follows the group's earlier success. Bohemian Rhapsody (Elektra). Moonlight Feels Right (Private Stock) by Starship took an eight-place "Playlist" jump; WLLR Richmond, Va., lists it as number one. Threatening, (Shake, Shake, Shake) Shake Your Booty (TK Records) by K.C. & the Sunshine Band is new at 40. And Summer (United Artists) by War is just off the edge of the "Playlist." This mellow-beat single is on at KIITEK Houston, WCOL Columbus, Ohio and WIPM Philadelphia.

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 day of the week at which it appears. A (B) indicates an upward movement of five or more chart positions.

Broadcasting Jul 26 1976
Media


Richard Herbst, VP, WMTI Inc., licensee of WTMJ-AM-TV and WKTH(FM) Milwaukee and Teltron cable TV subsidiary, Wausau, Wis., appointed to additional post of general manager of company.


Craig W. McCoy, VP/general manager, McCoy Broadcasting's KGMH(FM) Portland, Ore./VP KYXI(FM) Oregon City, Ore., elected VP of McCoy, which also owns KHON-TV Honolulu, KAIL-TV Walla Walla and KHAV-TV Hilo, all Hawaii, and KLAK-AM-FM Lakewood, Colo.

William L. Mulvey, treasurer and chairman of executive committee of Horizons Communications Corp., group owner, named board chairman, replacing Edward W. Wood, who has been appointed honorary chairman.

Clayton Kaufman, national sales manager, WCCO(FM) Minneapolis-St. Paul, assumes additional duties as broadcast operations director.

David A. Donlin, general sales manager of WBAX(FM) Wilkes-Barre, Pa., appointed general manager, succeeding Richard D. Booth, who has resigned to pursue other business interests.

Bronson Bach, account executive, WBRZ(TV) Baton Rouge, named general manager, WAIL(AM) there.

David R. Hutchinson, local sales manager, WGMX(AM) Hollywood, Fla., appointed general manager.

Neil A. Armstrong, former astronaut and now professor of aerospace engineering/director of Institute of Engineering and Medicine, University of Cincinnati, elected to board of directors of Taft Broadcasting there.

Sue-Ann Krakower, employment manager, NBC, New York, named employment director.

Edward B. Newsome, general manager, KSD(AM) St. Louis, elected to NBC Radio Network's Affiliate Executive Committee for three-year term beginning in October.


Russ Thornton, news director, KKAS-TV Fort Worth, appointed director of administration/development.

Ann Bryant, promotion manager, WABC-TV Birmingham, Ala., promoted to operations/program director.

Roy A. Collingsworth Jr., studio director, WMW-AM-TV Macon, Ga., promoted to assistant operations director.

Donald Nutter, operations manager/public affairs director, WEXF(AM) Memphis, named operations director, KGH-FM Los Angeles.

Bill Wade, general manager, KSOM-AM-FM Ontario, Calif., named operations director, KMEN(AM) San Bernardino, Calif.

Ann Tailman, promotion manager, WDEE(AM) Detroit joins WWJ-AM-FM there in same position.


Newly elected officers, Georgia Association of Broadcasters: Paul Raymon, WAGA-TV Atlanta, president; Don Sports, WCLA-AM-FM Claxton, VP, radio/president elect; John Radeck, WBFE-TV Augusta, VP, television, and Esther Prueitt, WTOC-AM-FM-TV Savannah, secretary/treasurer.


Broadcast Advertising

Clay S. Timon, senior VP/management representative, McCann-Erickson, New York, joins Doyle Dane Bernbach there as senior VP, international.

Robin Smith, VP/account supervisor, D'Arcy-MacManus & Masius, St. Louis, appointed executive assistant to James B. Orthwein, agency president. Barbara Middleton, from Daily & Associates, Los Angeles, joins DM&M there as media supervisor.


Burke Liburt, national sales manager of WABC-TV New York, named local sales manager, succeeding Lee Gannon, appointed national sales manager for WXYZ-TV Detroit. Both stations are ABC-owned. Ed Samson, account executive at ABC Spot Sales, named national sales manager, WABC-TV.

Ken Dudwick, VP/associate creative director, Botsford Ketchum, San Francisco, named senior VP and creative director.

Merv Miller, administrative manager, creative services department; Don Richards, account supervisor, and Peter Horst and Murray
Kalle, creative directors, Leo Burnett, Chicago, named VP's.

Grace P. Reiner, international media director/group head, Grey Advertising, New York, named VP.

Richard J. Wolk, sales manager, KDKA-TV Pittsburgh, appointed national sales manager, WATE-TV there.

Michael J. Eckert, regional sales manager, WATTAM Chicago, joins Blair Radio, New York, as account executive, succeeding Frank Wilkinson, transferred to Blair's Los Angeles Office. Thomas D. Lynch, on assignment in Los Angeles office, returns to New York to fill post vacated by Harry (Rick) Fromma, named national sales manager, WHDH(AM) Boston.

Joseph R. Matthews, account executive, CBS-TV, Chicago, named sales manager, WFLD-TV there.

Stanley B. Greenberg, local sales manager, KSD(AM) St. Louis, named general sales manager.

Betty Lavaty, media supervisor, Lee King and Associates, Chicago, joins J. Walter Thompson there as local broadcast buyer, media department.

John St. Leger, director of public relations and publicity/account manager, Young & Rubicam, New York, named VP, media development and administration, The Advertising Council, there.


Keith Trantow, assistant VP, Albert Frank-Guenther Law, Los Angeles, elected VP.

Mary Jane Hurley, personnel supervisor, Benton & Bowles, New York, named director of creative control services.

Dean Shaffner, in charge of multimedia presentations for Vizmo Productions, New York, named director of research for Adam Young Inc., New York-based TV representative.

Robert F. Buselli, from Kaiser Broadcasting Spot Sales, Chicago, joins Metro TV Sales there as account executive.


Peter J. Alper, advertising manager, Volvo Western Distributing, Torrance, Calif., appointed to same post at Volvo Western there, new division that encompasses VWD and Volvo Southwest, Houston. Susan Schuman, VWD advertising department senior secretary, named advertising administrator responsible for dealer cooperative ad programs and budget administration.

Harold A. Parks, Southeastern sales representative of Spanish International Network, New York, has moved his office from Atlanta to 2525 S.W. Third Avenue, Miami, 33129. (305) 856-3132.

Paulie Landon, VP/regional manager, Torbet-Lasker Radio Reps, San Francisco, joins KORT(AM) there as sales manager.

Alan E. Smith, account executive, KBRY(AM) Monterey, Calif., appointed sales manager.

Deborah Slater Taylor, floor director, KOMO-TV Seattle, appointed commercial producer.

George Rossi, account executive, WYFM(AM) Sharon, Pa., named sales manager.

Programming
Wayne Barrington, program manager, WSM-TV Milwaukee, named to same position, KMTV(AM) Omaha.

Richard Beach, operations manager, WSBK-TV Boston, promoted to program manager.


Joyce Robinson, freelance casting executive, named casting manager, CBS-TV, Hollywood.

Jeff Alan, president, Alan/Tuna Productions, West Coast syndication firm, joins Watermark, Hollywood, as account executive.

Scott O'Neill, music director, KGL(AM) San Fernando, Calif., joins Radio Arts, radio programming service, Burbank, Calif., as music director. Ken Ross, air personality, WZMF(AM) Menominee Falls, Wis., named Radio Arts operations director, and Ron Russo, air personality, KRFI(AM) Santa Monica, Calif., named RA production manager.

Jim Rogers, senior VP/production services director, Cargill, Wilson & Acree, Atlanta, joins Jayan Film Productions there as production VP/staff director.

Irv Brodsky, ABC Sports press representative, New York, named to newly created post of manager of sports information, ABC public relations there.

Leah Erickson, professor of television/film directing, Trenton (N.J.) State University, joins KMOS-TV St. Louis as entertainment editor.

Tony Roberts, sports director, WWDG(AM) Washington, joins WRC(AM) there in same capacity.

Naomi Honeth, music director, WDCS(AM) Portland, Me., appointed program director.

Stacy Drake, air personality, WHAG(AM) Halfway, Md., named program director.

V.A.L. Linder, program manager, WCCO(AM) Minneapolis-St. Paul, retires. He joined station in 1954 and was named program manager in 1960. He is succeeded by By Napier, assistant program manager.

Jane Chastain, sports reporter, WTIV(TV) Miami, who also was sports commentator, CBS-TV, is resigning effective Sept. 5 to move to Los Angeles with her husband.

James B. Barnes, programming/development director, noncommercial KETC-TV St. Louis, appointed chairman of Phase I planning committee for developing satellite communication of programming produced by member stations of Southern Educational Communications Association (BROADCASTING, Feb. 16).

Broadcast Journalsm
Amalia Barreda, co-anchor, KPIX-TV San Francisco, joins KCST-TV San Diego as reporter/co-anchor. Hal Gray, reporter, WJKI-TV Miami, joins KCST-TV in same post, and Phil Stone, from WXTV(TV) Jacksonville, Fla., joins as weekend sports anchor.

Ron Scott, news/special projects director, WISN-TV Milwaukee, joins NBC News, Chicago, as reporter.

Harvey Cox, news producer, WBRZ(TV) Baton Rouge, appointed news director, WRBT(TV) there.

Gene Hodges, news director, WWAY-TV Wilmington, N.C., joins WTVM-Columbus, Ohio, in same position.

Ray Murray, assistant news director, KJUR(AM) Garden Grove, Calif., named news director, KJUL(AM) Red Bluff, Calif.

Jim Ellis, reporter, KLO(AM) Wichita, Kan., promoted to assignments editor.

Texas happenings. The Texas Association of Broadcasters held its 24th annual meeting in Arlington and elected new officers. They are (l to r): Jim Phillips, KHEY(AM) El Paso, secretary-treasurer; Roger B. Watkins, WWAM-FM College Station, president, and Mel Z. Gilbert, KHY(AM) Snyder, vice president, president-elect. The group also named Paul Stevens, president of the Southern Baptist Radio and Television Commission, TAB's "Distinguished Texan of the Year." Presenting Dr. Stevens with the award is last year's recipient, Democrat Senator Lloyd Bentsen (r).
304. AUDIO CONTROL HANDBOOK—for radio and television broadcasting, 4th edition. Revised and Expanded by Robert S. Dix. Nearly following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronic aspects of audio operation. 182 pages, illustrated index. $10.00.

305. BROADCAST JOURNALISM, An Introduction to News Writing by Mark W. Hall. Covers all basics of radio-televisio news writing style, techniques—for student and practicing professional. 160 pages, 6 1/8 x 9 1/4. $6.95.

306. BROADCAST MANAGEMENT by Ward L. Good and James A. Brown. Whether you aspire to a career in broadcasting, are a student of broadcasting or already are employed in broadcasting, this second edition—revised and enlarged—is "must" reading. 464 pages, charts & index. $18.50.

312. THE TECHNIQUE OF TELEVISION PRODUCTION, 3rd Revised Edition by Gerald Millerson. How revised and updated throughout to reflect the latest techniques and with a new chapter on color TV, this book consolidates its leadership as the standard in the field. 440 pages, 1,160 illustrations, bibliography. $14.50.

313. THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION: Techniques edited by Raymond Spottiswoode. Major reference work of 10,000 entries—will eventually comprise three or four volumes. 1,124 pages, 6 3/4 x 9 1/2; 1,000 diagrams, index. $37.50.

316. TV CAMERA OPERATION by Gerald Millerson. Examines step by step the various principles that underlie the use of the television camera. "Clear, concise and an absolute "must" for anyone aspiring to TV camera work, it surpasses anything I have seen on the subject"—Richard D. Hutto, Director of Broadcasting, St. Lawrence University. 140 pages, 5 1/2 x 8 1/2; 71 two-color diagramatic illustrations, glossary. $10.95.

327. THE WORK OF THE TELEVISION JOURNALIST by R.W. Tyrell. Describes every job from writer and producer to that of cameraman, recordist, film editor and newscaster. invaluable as a basic primer for all newcomers to television—student and professional. 176 pages, illustrated glossary. $14.50.

328. WRITING FOR TELEVISION AND RADIO, Revised and Enlarged 3rd Edition by Robert L. Hilliard. Shows today's successful writers prepare and produce top TV and radio programs of every type. Includes new chapters and fresh script samples and excerpts. 461 pages, index. $16.50.

332. THE TECHNIQUE OF THE SOUND STUDIO, Radio, Television, Recording, 3rd Revised Edition by Alec Hubert. The basic approach of this widely-used text and guidebook emphasizing general principles rather than rule-of-thumb, has the latest technological developments. 556 pages, 5 1/2 x 8 1/2; 234 diagrams, glossary. $14.50.

333. THE TECHNIQUE OF SPECIAL EFFECTS IN TELEVISION by Bernard Wilke. A unique, pioneering and astonishingly comprehensive book that covers everything one needs to know about "special effects" from popping champagne cork to bullet and bomb effects. 400 pages, 5 1/2 x 8 3/4; 200 halftones, 40 diagrams, appendix, index. $16.50.

336. THE BROADCAST COMMUNICATIONS DICTIONARY, edited by Lincoln Diamant. Puts at your fingertips—some 2,000 technical and slang words used in daily use on both sides of the Atlantic—many coined during the last decade, includes familiar words that mean the same thing (and the same words that mean different things) in English-speaking countries everywhere. An extremely useful tool. 126 pages. $8.95.

New RTNDA board. Newly elected to one-year terms on the board of directors of the Radio Television News Directors Association are: Region I, Dean Meil, KHO-TV Spokane, Wash., Region III, Phil Mueller, KZLAM Salt Lake City; Region V, Robert McMullen, WFRN-TV Green Bay, Wis., and Canada, Dick Smythe, CHUM(AM) Toronto. Directors elected to two-year terms include: Region VI, Robert Wilbanks, WHO(AM) Des Moines, Iowa; Region VIII, R. Lord Gilmartin, WRCVTV Cincinnati; Region IX, Lloyd Patton, WBRZ/TV Baton Rouge; Region X, Chris Clark Bot- saris, WVTU/TV Nashville; Region XII, Fred Young, WJZ-AM-FM-TV Pittsburgh; Region XIII, Ted Landphair, WMAV(AM) Washington and Region XIV, Dave Partridge, WFFC-AM-FM-TV Greenville, S.C. With the exception of Robert McMullen, new board members will take office during RTNDA's convention in Miami in December. Mr. McMullen takes office immediately due to resignation of a former board member.

Gail Christian, NBC News correspondent, reporter KNBC TV. Los Angeles, joins noncommercial KCET(AM) there as news director.

**Equipment & Engineering**

Donald E. Lefebvre, Eastern U.S. regional manager, distributor sales, Telemation, Salt Lake City, named managing director of Telema- tion Ltd., London.

Harold L. Green, manager, operations/ engineering, Kaiser Broadcasting, San Fran- cisco, appointed VP.

Philip J. Davis, administration director, Americas and Asia Group, Memorex Corp., Santa Clara, Calif., joins International Video Corp., Sunnyvale, Calif., as corporate marketing administra- tion director.

Kish B. Sadvani, senior optical designer, Rank Taylor Hobson, United Kingdom, ap- pointed product manager for television and motion picture lens products manufactured in UK, marketed in U.S. by Rank Precision Industries. He will be based in New York.

David S. Lenzer, director of personnel, Dayton (Ohio) Press, joins Jerrold Electronics, Horsham, Pa., as director of human resources.

Gary K. Land, industrial engineer, National Cash Register Co., Los Angeles, joins Con- vergence Corp., Irvine, Calif., maker of video- tape editing systems, as operations VP.

Gordon W. Pearlman, marketing VP, Electronics Diversified, Hillsboro, Ore., ap- pointed Western regional sales manager, Kiiegl Bros., Portland, Ore., office.

Jim A. Summers, executive VP, K&M Electronics, Edina, Minn., named marketing director, Consolidated Video Systems, Santa Clara, Calif. CVS specializes in application of digital video technology for broadcast, indus- trial, educational and CATV markets.

**Cable**

Newly elected officers, Montana Cable Television Association: Robert D. Towe, Montana Video, Billings, president; Ray Rohrer, Kalispell Cable TV, Kalispell, VP; and McLean A. Clark, TV Cable Association, Big Timber, secretary/treasurer.

Eger to move on. John Eger, deputy director of Office of Telecommunications Policy who served as acting director for 21 months, has submitted his resignation to President Ford. Eger, whose resignation becomes effective Aug. 1, will be of counsel to Washington law firm of Lamb, Eastman & Keats. He also plans to maintain independent law practice, consult and lecture.

**Allied Fields**

Sid Bakal, account supervisor, Richard Weiner public relations, New York, joins Air Time Inc., media services firm there as VP, information services.

Mel J. Kampmann, general manager, KXIB-TV Fargo, N.D., joins McHugh and Hoffman Inc., communications consultants, McLean, Va., as account executive.

Elizabeth Wood, executive VP of Telmar Communications Corp., New York, named president and chief operating officer of firm, which is supplier of computer-based systems for media and marketing analysis to advertising agencies, broadcasters and advertisers.

Carolyn Tilliston, of Federal Election Com- mission, Washington, joins Office of Telecom- munications Policy there as assistant to director for congressional affairs.

Henry Goldstein, senior research analyst, Chesbrough Ponds, Greenwich, Conn., joins Lee Slurzberg Research, New York, as VP, responsible for new product and concept re- search.

Sam B. Vitt, president of Vitt Media Interna- tional Inc., New York, media planning and buying organization, has been named co-chairman of 1976 national United Nations Day commit- tee.

**Death**

As compiled by Broadcasting for the period July 12 through July 16 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge.
alt.—alternate.
ann.—announced.
antenna.—antenna.
aural.—aural.
aux.—auxiliary.
haus.—hours.
channel no.—channel.
mhz.—megahertz.
mod.—modification.
msv.—multiple service.
msw.—multiplex.

New stations

TV actions
- Broadcast Bureau granted following CFP modifications to extend completion time to date shown:
  - KTIE-Oxnard, Calif., to Jan. 9, 1977 (RM-3554-S1);
  - KSCI-Denver, Colo., to change ERP to 3,334 kW, vs. 666 kW; change studio location to 280 S. 1st St., San Bernardino, change type antenna, vs. multipurpose structure.
  - WPXM-Dunedin, Fla., to change ERP to 3,334 kW, vs. 666 kW; change studio location to 280 S. 1st St., San Bernardino, change type antenna, vs. multipurpose structure.
  - KFOX-Lynbrook, Calif., to change ERP to 3,334 kW, vs. 666 kW; change studio location to 280 S. 1st St., San Bernardino, change type antenna, vs. multipurpose structure.

AM applications
- Dillon, Colo.—Alan K. Levin seeks 1130 kHz, 5 kW.
- The LAFollette Broadcasting seeks 960 kHz, 1 kW.
- La Follette, Tenn.—LaFollette Broadcasting seeks 960 kHz, 1 kW.
- WLNT-Rideisdle, Ga.—Authorized program operation on 1390 kHz, 500 W.

AM license
- Broadcast Bureau granted following license covering new station:
  - WKMB-Wabasha, Minn. (BL-14137).

FM applications
- Chandler, Ariz.—Chandler Communications Co. seeks 107.9 MHz, 30 kW.
- KMAA-University of Arizona, Tucson, seeks 99.9 MHz.
- KGMB—KGMB Broadcasting Inc., seeks 99.9 MHz.
- Phoenix—KXIV Inc., seeks 99.9 MHz.
- Phoenix—KLTV, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KUSI, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
- Phoenix—KTVK, seeks 99.9 MHz.
### Summary of broadcasting

#### FCC tabulations as of June 30, 1978

<table>
<thead>
<tr>
<th>CFS</th>
<th>Licensed on air</th>
<th>Total on air</th>
<th>Total not licensed authorized*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>1430</td>
<td>6540</td>
<td>4</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>2772</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Educational FM</td>
<td>814</td>
<td>31</td>
<td>5</td>
</tr>
<tr>
<td>Total Radio</td>
<td>3068</td>
<td>100</td>
<td>386</td>
</tr>
<tr>
<td>Commercial TV</td>
<td>10</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>VHF</td>
<td>509</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>UHF</td>
<td>141</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>Total TV</td>
<td>931</td>
<td>10</td>
<td>71</td>
</tr>
</tbody>
</table>

*Includes off-air licenses

---

**Taos, N. M.:** Taos Communications Corp. seeks 99.9 mhz, 3 kw, HAAT = 283 ft. PO. address: Box 2676, Taos 87571. Estimated construction cost $85,000. Format: Music, principal: John D. McDermot (33.3%) and Daniel R. Lee (41.3%) and six others. Mr. McDermot is involved in TV production. Mr. Lee is president and general manager. (No stock) of WSBC(A)AM-WXRT(FM) Chicago. Ann. July 9.


**Olean, N. Y.:** Great Dane Broadcasting Corp. seeks 100.9 mhz, 1.55 kw, HAAT 405 ft. PO. address: 34 Main St., Penn Yan, N. Y. 14527. Estimated construction cost $4,500, first-year operating cost $9,000. Format: Standards, principal: Applicant is buying, subject to FCC agreement. WMNS(A)AM-Olean. Principals are Robert W. Burns and Kenneth L. Niles. Olean has interest in WFSW-AM-FM Seneca Falls, N. Y. Ann. July 9.

**Soutland, N. Y.:** North Fork Broadcasting Co. seeks 101.7 mhz, 3 kw, HAAT 267 ft. PO. address: 43 Pinnacle Rd., East Hampton, N. Y. 11937. Estimated construction cost $199,350; first-year operating cost $65,554, revenue $50,000. Format: Easy Listening. Prin- cipals: James Hanning (60%) and Melville Metcalf (40%), five others. Mr. Strong has insurance, banking and travel interests. Mr. Merinios is general contractor and owns out-of-town property. Ann. July 9.


**Shallotte, N. C.:** Media Group Inc. seeks 93.5 mhz, 3 kw, HAAT 300 ft. PO. address: 120 Fountains Hills Dr., Monroe, N. C. 28110. Estimated construction cost $64,768; first-year operating cost $42,000, revenue $58,000. Format: WJCL-FM principal: Five owners; one, Joe Ross (22%) has broadcast interests: WJCL(AM-Mono) Monroe (30%). Ann. July 9.

**Waynesville, N. C.:** Paul J. Wolfe seeks 104.9 mhz, 3 kw, HAAT 23.0 ft. PO. address: 110 Flatiron Dr., Asheville, N. C. 28711. Estimated construction cost $25,156; first-year operating cost $26,000, revenue $30,000. Format: & C&W, standards. Principal: Mr. Wolfe, until recently, was program director for WCLV-TV Savannah, Ga. Ann. July 9.

**Columbus, Ohio—Ohio State University seeks 88.7 mhz, 10 kw, HAAT 258 ft. PO. address: 190 N. Oval Mall, Columbus 43210. Estimated construction cost $3,341; first-year operating cost $3,050. Format: Music, Variety, principal: Applicant is public educational institution. Ann. July 15.

**Jewett, Ohio—Carroll-Harrison Broadcasting seeks 106.3 mhz, 3 kw, HAAT 300 ft. PO. address: 246 Fourth St., S.E., Carrollton, Ohio 44615. Estimated construction cost $900; first-year operating cost $50,835; revenue $100,000. Format: C&W, religious, principal: William A. Brokhey (51%), two others. Mr. Brokhey is self-employed forestry specialist. Mr. Brokhey has one-third interest in application for new FM in New Lexington. Ann. July 9.


**Coos Bay, Ore.—Pacific Western Broadcasters seeks 98.3 mhz, 3 kw, HAAT 24 ft. PO. address: 371 Anderson St., Coos Bay 97420. Estimated construction cost $29,443; first-year operating cost $52,320, revenue $90,000. Format: C&W, principal: Phillip E. Waters (100%) owns KNYG(A)AM Coos Bay Ann. July 15.


**Cleveland, Tenn.—Thompson Broadcasting seeks 98.3 mhz, 3 kw, HAAT 300 ft. PO. address: Box 1059, Cleveland 37311. Estimated construction cost $52,320, first-year operating cost $52,320, revenue $40,000. Format: Easy Listening. Principal: Clyde W. Thompson (100%) is general manager of WBAC(A)C. Principal: Applicant has interest in WBLF(AM-FM) and duplicate some programming. Ann. July 9.

**Memphis—Southern Communication Volunteers seeks 90.5 mhz, 10 kw, PO. address: Box 2118, Memphis 38101. Estimated cost $100, first-year operating cost $300. Principal: Applicant proposes to relay existing signal of WVSL(FM) and has also applied for 89.9 mhz, which it will seek if not granted this frequency and vice-versa. Ann. July 15.


**Trenton, Tenn.—Tennessee Inc. seeks 97.7 mhz, 3 kw, HAAT 237 ft. PO. address: Town House Office Bldg., Trenton 38382. Estimated construction cost $15,000; first-year operating cost $6,000; revenue $12,000. Format: Variety. Principals: Billy Elliot (51%), Grady Lewis and Larry Elgin (24%) each. Gentlemen own rental property and have farming interests, Trenton School Board. Ann. July 16.

**Fort Davis, Tex.—Blue Mountain School and Col-lege seeks 90.7 mhz, 18.6 w, HAAT 33 ft. PO. address: Box 1436, Fort Davis 79734. Estimated construction cost $52,000; first-year operating cost $200,000. Format: Religious. Principal: Applicant is private educational institution. Ann. July 9.

**Laredo, Tex.—Radio Laredo seeks 98.1 mhz, 99 kw, HAAT 206 ft. PO. address: 900 S. Zapata Hwy., Box 1899, Laredo 78040. Estimated construction cost $76,000; first-year operating cost $48,000;
owner of KPAM (AM). He was a 1926 graduate of the University of Wisconsin-Madison and spent 38 years in broadcasting, including roles as station manager at WBBM and WLS in Chicago. His broadcast credits included coverage of the 1936 Berlin Olympics, the 1940 London Olympics, and the 1948 London Olympics for the NBC radio network.

**Facilities changes**

**AM applications**

- **WGPS-AM** River Falls, Wis. - Seeks to change experimental status to increase daytime power to 2,000 watts.
- **KAYW**-AM Lima, Ohio - Seeks to change power from 2,000 to 7,000 watts to improve daytime coverage.

**FM applications**

- **K209DH-AM** Fairview Heights, Ill. - Seeks to change power from 1,000 to 2,000 watts during daytime and from 1,000 to 1,500 watts during nighttime.

**Ownership changes**

- **Krishna Broadcasting Corporation** has been granted permission to increase its power from 1,000 to 2,000 watts.
- **KPVJ-AM** - Seeks to change its daytime power from 7,000 to 10,000 watts.
- **K205AM-AM** - Seeks to change its nighttime power from 7,000 to 10,000 watts.

**AM actions**

- **WEBT-AM** - Approved to increase its nighttime power from 2,000 to 3,000 watts.

**FM actions**

- **KFSN**-FM - Seeks to change its daytime power from 7,000 to 10,000 watts.

**Facilities information**

- **WDDC**-FM, a new station in Des Moines, Iowa, applies for a construction permit to operate at 100,000 watts.
- **K213TV-AM**, a new station in Columbia, S.C., applies for a construction permit to operate at 50,000 watts.

**FM station information**

- **K209DH-AM** in Fairview Heights, Ill., has been granted permission to increase its power from 1,000 to 2,000 watts.
- **K205AM-AM** in Columbia, S.C., has been granted permission to increase its power from 1,000 to 2,000 watts.

**AM station information**

- **KPVJ-AM** in St. Louis, Mo., has been granted permission to increase its power from 7,000 to 10,000 watts.
- **K205AM-AM** in Columbia, S.C., has been granted permission to increase its power from 1,000 to 2,000 watts.

**Ownership changes**

- **Krishna Broadcasting Corporation** has been granted permission to increase its power from 1,000 to 2,000 watts.
- **KPVJ-AM** - Seeks to change its daytime power from 7,000 to 10,000 watts.
- **K205AM-AM** - Seeks to change its nighttime power from 7,000 to 10,000 watts.

**AM actions**

- **WEBT-AM** - Approved to increase its nighttime power from 2,000 to 3,000 watts.

**FM actions**

- **KFSN**-FM - Seeks to change its daytime power from 7,000 to 10,000 watts.

**Facilities information**

- **WDDC**-FM, a new station in Des Moines, Iowa, applies for a construction permit to operate at 100,000 watts.
- **K213TV-AM**, a new station in Columbia, S.C., applies for a construction permit to operate at 50,000 watts.

**AM station information**

- **KPVJ-AM** in St. Louis, Mo., has been granted permission to increase its power from 1,000 to 2,000 watts.
- **K205AM-AM** in Columbia, S.C., has been granted permission to increase its power from 1,000 to 2,000 watts.

**Ownership changes**

- **Krishna Broadcasting Corporation** has been granted permission to increase its power from 1,000 to 2,000 watts.
- **KPVJ-AM** - Seeks to change its daytime power from 7,000 to 10,000 watts.
- **K205AM-AM** - Seeks to change its nighttime power from 7,000 to 10,000 watts.

**AM actions**

- **WEBT-AM** - Approved to increase its nighttime power from 2,000 to 3,000 watts.

**FM actions**

- **KFSN**-FM - Seeks to change its daytime power from 7,000 to 10,000 watts.

**Facilities information**

- **WDDC**-FM, a new station in Des Moines, Iowa, applies for a construction permit to operate at 100,000 watts.
- **K213TV-AM**, a new station in Columbia, S.C., applies for a construction permit to operate at 50,000 watts.

**AM station information**

- **KPVJ-AM** in St. Louis, Mo., has been granted permission to increase its power from 1,000 to 2,000 watts.
- **K205AM-AM** in Columbia, S.C., has been granted permission to increase its power from 1,000 to 2,000 watts.

*KUNC-FM Greeley, Colo.—Seeks CP to change ant., trans., location; install new trans. and ant.; change TPO; ERP 100 kw and HAAT 693 ft. Ann. July 12.

*WQXH Abilene, Tex.—Seeks CP to change ant.; change TPO; ERP 1.15 m. Ann. July 12.


*WLDF-FM New Orleans—Seeks CP to change trans. location; change studio location to 2906 Tulane Ave., New Orleans, La., and install new trans. and ant.; change TPO; ERP 100 kw and HAAT 430 ft. Ann. July 12.

*WEAM-FM Elsworthy, Me.—Seeks CP to change trans. location; install new ant.; change TPO; ERP 8.7 kw and HAAT 350 ft. Ann. July 12.


*KCFV-St. Louis—Seeks CP to change frequency to 91.1 mhz; install new trans. and ant.; change TPO; ERP 872 kw and HAAT 161 ft. Ann. July 15.


*WDV Davidson, N.C.—Seeks CP to change frequency to 89.9 mhz; change trans. location; install new trans. and ant.; change TPO; ERP 18.5 kw and HAAT 301 ft. Ann. July 12.


*WPAH-FM Alliance, Ohio—Seeks CP to change trans. location; change studio location to 393 Smyth Ave., Alliance, install new trans. and ant.; change TPO; ERP 17.8 kw and HAAT 500 ft. Ann. July 14.


*WSCU-FM Wilberforce, Ohio—Seeks CP to change trans. location; install new ant.; change TPO; ERP 1 kw and HAAT 300 ft. Ann. July 12.

*WHBM Xenia, Ohio—Seeks CP to redesign trans. location, install new ant.; change TPO; ERP 3 kw and HAAT 191 ft. Ann. July 12.


**Call letters

**Applications

<table>
<thead>
<tr>
<th>Call</th>
<th>Sought by</th>
</tr>
</thead>
<tbody>
<tr>
<td>KBCR</td>
<td>Big Country Radio, Steamboat Springs, Colo.</td>
</tr>
<tr>
<td>WGPG</td>
<td>Adams Broadcasting Co., Port Gibson, Miss.</td>
</tr>
<tr>
<td>WOXK</td>
<td>Arcadia-Punta Gorda Broadcasting Co., Arcadia, Fla.</td>
</tr>
<tr>
<td>WMFQ</td>
<td>Greater Osaka Broadcasting Corp., Osaka, Fla.</td>
</tr>
<tr>
<td>WQOH</td>
<td>WEZ Chestaa, Pa.</td>
</tr>
<tr>
<td>WKJF</td>
<td>WITN-FM Clearwater, Fla.</td>
</tr>
<tr>
<td>KGAB</td>
<td>KEHE-Camalino, Calif.</td>
</tr>
<tr>
<td>WWCJ</td>
<td>WLAD-FM Leesburg, Va.</td>
</tr>
</tbody>
</table>

**Grants

<table>
<thead>
<tr>
<th>Call</th>
<th>Assigned to</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHHS</td>
<td>Lakota Local School District, West Chester, Ohio</td>
</tr>
<tr>
<td>WPVR</td>
<td>South Carolina Educational Television Commission, Rock Hill, S.C.</td>
</tr>
<tr>
<td>WVLA</td>
<td>Metasil Communications Systems, Evesham, Minn.</td>
</tr>
<tr>
<td>WRBI</td>
<td>Donald G. Davis ITEMS Batesville Broadcasting Co., Batesville, Ind.</td>
</tr>
<tr>
<td>KXAI</td>
<td>Riverston Broadcasting Co., Riverston, Wyo.</td>
</tr>
<tr>
<td>KQWM</td>
<td>Nampa Broadcasting Corp., Nampa, Idaho</td>
</tr>
<tr>
<td>KTTC</td>
<td>KROC-TV Rochester, Minn.</td>
</tr>
<tr>
<td>WFTT</td>
<td>WFTC-TV Miami</td>
</tr>
<tr>
<td>WORJ</td>
<td>WAD Jacksonville, Fla.</td>
</tr>
<tr>
<td>WXXF</td>
<td>KDOF Alcoa, Morn.</td>
</tr>
<tr>
<td>KXAR</td>
<td>WHLD New Albany, Ind.</td>
</tr>
<tr>
<td>WOB</td>
<td>KDOF Alcoa, Morn.</td>
</tr>
<tr>
<td>KGMO-KF</td>
<td>KDOE Alice, Tex.</td>
</tr>
<tr>
<td>KALF</td>
<td>KKTU Ushk, Calif.</td>
</tr>
<tr>
<td>WRIA</td>
<td>WKVW-RVC Rockcra, Ind.</td>
</tr>
<tr>
<td>KALMO</td>
<td>KG-WM Alamosa, Colo.</td>
</tr>
<tr>
<td>WZFM-OH</td>
<td>WWLA LaCrosse, Wis.</td>
</tr>
<tr>
<td>WKDD</td>
<td>WCUE-AK Miami, Ohio</td>
</tr>
<tr>
<td>KXIC</td>
<td>KAV-AM Atlantic, Ia.</td>
</tr>
<tr>
<td>KCBM-KF</td>
<td>KCBM Steamboat Springs, Colo.</td>
</tr>
<tr>
<td>WWPW</td>
<td>WWVW Buckhannon, W.Va.</td>
</tr>
</tbody>
</table>

**FM actions

* KOWN Escondido, Calif.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 3 kw (H&V); ant. height 155 ft. (BPH-9943). Action July 5.

* WIOF Waterbury, Conn.—Broadcast Bureau granted CP covering change of trans. location; operation by remote control from studio location; and installation of new ant.; ERP 14 kw (H&V) and ant. height 840 ft. (BPH-9936). Action July 5.

* WILQ Pensacola, Fla.—Broadcast Bureau granted CP to change trans. location; specify studio location as 900 Lakewood Rd., Warrington, Fla.; operate by remote control from studio, install new trans. and ant.; make change in said CP to; ERP 100 kw (H&V); ant. height 500 ft. (H&V) (BPH-9749). Action July 7.

* KXLY Spokane, Wash.—Broadcast Bureau granted CP covering changes in transmitting equipment; ERP 10 kw (H&V), ant. height 310 ft. (BPH-9941). Action July 5.

**WBES Charleston, W.Va.—Broadcast Bureau granted modifications of permit to change trans. location; ERP 50 kw (H&V), ant. height 360 ft. (BMPH-14850). Action July 5.

**FM starts

* Following stations were authorized program operating authority for changed facilities on date shown: KWIN Lodi, Calif. (Dec. 20, 1975); KDDT June 29; WSTO Owensboro, Ky. (BPH-9424), June 29.

In context

**Designated for hearing

* Detroit—Commission consolidated for hearing renewal applications for WCAR (1130 khz) and WCAR-FM (92.3 mhz), and competing applications of The Hall Broadcasting Co. for new stations on those facilities. WCAR Inc. is licensee of WCAR and WCAR-FM. Action July 14.

**Procedural ruling


**Initial decision

* WIAM (AM) Marion, Ala., renewal proceeding: Radio Marion (Doc. 20634-3)—ALJ Reuben Loezer reviewed license of Radio Marion. Judge Loezer, however, cautioned RMI’s principals “to exercise extreme care in the preparation of further renewal applications, to make certain that programs are properly classified and to take all the necessary steps to assure that its performance meets its promises.” Ann. July 13.

**FCC decision

* WSIB (AM) Beaufort, S.C., renewal proceeding: Sea Island Broadcasting Corp. of S.C. (Doc. 1986)—Commission revoked license of Sea Island Broadcasting, Sea Island may continue to operate WSIB until 1201 a.m. Oct. 1, 1976, to enable it to conclude station affairs. However, if Sea Island seeks judicial review of decision, FCC authorized it to continue to operate station until 30 days after final disposition of application. Commission said its decision to revoke WSIB license was primarily based on fact that “Sea Island has shown a classic pattern of making deliberate misrepresentations and other misleading and deceptive statements to us when it believed it could effectively conceal suspected wrongdoing.” In initial decision released October 1, 1975, ALJ Reuben Loezer granted amended competing applications for lack of control and of supervision of contest conducted by its station. Action was result of FCC inquiries conducted in May 1975 and Jan. 1976, which revealed that from March

**Fine

* WRKT (AM) Cocoa Beach, Fla.—Commission admonished Bucs Country Radio News, for lack of control and of supervision of contest conducted by its station. Action was result of FCC inquiries conducted in May 1975 and Jan. 1976, which revealed that from March

Broadcasting Jul 26 1976

52
Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCE
5300 Cherokee Avenue
Alexandria, Virginia 22314
(703) 354-3400

EDWARD F. LORENTZ & ASSOCIATES
Consulting Engineers
(Formerly Commercial Radio)
1234 G St., N.W., Suite 500
Washington, D.C. 20005
Member AFCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W.
20036
WASHINGTON, D. C.
Member AFCE

COHEN and DIPELL, P.C.
CONSULTING ENGINEERS
537 Munsey Bldg.
Washington, D.C. 20004
Member AFCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Teleseter Ct. (703) 540-6800
Falls Church, Va. 22042
Member AFCE

LOHNE & CULVER
Consulting Engineers
1184 15th St., N.W., Suite 406
Washington, D.C. 20005
(202) 294-2723
Member AFCE

A. EARL CULUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 651-8340
Member AFCE

SILLIMAN, MOPPET & KOWALSKI
111 14th St., N.W.
Republic 7-6446
Washington, D.C. 20005
Member AFCE

STEEL, ANDRUS & ADAIR
2029 K Street, N.W.
Washington, D.C. 20006
(202) 527-8726
(301) 384-8374
(202) 233-4884
Member AFCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 60, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCE

JOHN B. HEFFELFINGER
9200 Wyoming Pl. Hilland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES
Suite 400
1730 M St., N.W., 689-3707
Washington, D.C. 20006
Member AFCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Seaville Road
Cleveland, Ohio 44143
Phone: 216-526-4186
Member AFCE

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
245 Colorado Blvd.-50506
(203) 333-5500
DENVER, COLORADO
Member AFCE

E. Harold Munn, Jr.,
& Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

V. ROSNER TELEVISION SYSTEMS
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 242-3967

JOHN H. MULLANEY
CONSULTING RADIO ENGINEERS
9616 Finke Court
Potomac, Maryland 20854
301-299-3900
Member AFCE

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hastings Street
Lufkin, Texas 75901
635-6868
603-8821

HATFIELD & DAWSON
CONSULTING ENGINEERS
Broadcast and Communications
906-36th Ave.
Seattle, Washington 98122
(206) 324-7600

L. SCOTT HOCHBERG & ASSOCIATES
NON-COMMERCIAL RADIO
APPLICATIONS - DESIGN
Box 25304, Houston, Texas 77005
713-523-7878

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127-Olympic Station 90112
BEVERLY HILLS, CALIF.
(213) 272-3344

C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P. O. Box 19132
DALLAS, TEXAS 75219
(214) 391-8140

MATTHEW J. VIILISIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analyses, Design Modifications,
Inspections, Supervision of Erection
7801 BURFORD DRIVE MCDONALD 22101
(703) 356-6104
Member AFCE

L. SCOTT HOCHBERG & ASSOCIATES
NON-COMMERCIAL RADIO
APPLICATIONS - DESIGN
Box 25304, Houston, Texas 77005
713-523-7878

BROADCAST TECHNICAL SERVICE, INC.
• AM-FM Station Construction
• Audio/Skeletons ... Partial Proofs
• Signal Sound Improvement
• Simulated FFC Station Inspections
Phone 817-772-3371
Box 7343 • Waco, Texas 76710

Commercial Radio Monitoring Co.
PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
293 S. Market St.
Lew's Summit, Mo. 64063
Phone (816) 336-2177

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

Swager Tower Corporation
TALL TOWER SPECIALISTS
Box 656, Fremont, Indiana 46737
219-495-5165

Service Directory
modifying two existing UHF television channel assignments, one in Iowa, other in Minnesota. Action was in response to petition by The State Educational Radio and Television Facility Board of Iowa (Beaunit), licensee of four noncommercial educational television stations in Iowa, and permitting of four others, all of which form Iowa Educational Broadcasting Network. Specifically, the Board granted requested assignment of ch. 38 at Fort Madison, ch. 44 at Keokuk, ch. 49 at Kossuth, ch. 25 at Rock Rapids; and ch. 33 at Sibley. Iowa Board also restated ch. 58 to be substituted for unoccupied ch. 58 at Burlington, Iowa, in order that requested assignment of Keokuk be made (Doc. 20878). Action July 1.

Other actions

- WMOM(A)-WXLQ(FM) Berlin, N.H.—Commission denied application of White Mountain Broad- casting Co., for renewal of licenses. Renewals were originally designated for hearing to determine whether White Mountain engaged in fraudulent billing prac- tices and failed to maintain or retain adequate program logs. In initial decision released February 5, 1976, ALJ James F. Tierney recommended one-year renewal for stations and ordered licensee to forfeit $10,000 and make full restitution of all amounts it unjustly acquired through nearly five years of fraudulent billing. Commission said it affirmed Judge Tierney’s findings but disagreed with his ultimate conclusion that licenses should be renewed since such conclusion in circumstance of case was contrary to public interest and policies and prior Commission decisions (Doc. 20456). Action June 29.

- WRFY(FM) Reading, Pa.—Commission granted WRFY’s short-term renewal of license to end June 1, 1979. WRFY is licensed to City Broadcasting Co. Commission noted that Dr. Frank A. Franco, 50 percent stockholder of City Broadcasing, had entered pleas of no contest to five counts of mail fraud. (Dr. Franco had been indicted for allegedly submitting bills for medical services to insurance company when medical services performed. (Doc. 19161). Action June 29.

- La Crosse, Wis.—Broadcast Bureau denied petition by Family Radio, licensee of WIZX(WM) La Crosse, for assignment of ch. 265A to Petersburg, Alaska (Doc. 74007). Bureau noted that due to transfer of station WLA(WFM) at La Crosse, Family Radio Company now would have been prevented from owning or operating station ch. 265A at La Crosse and pointed out that commission generally does not make assignment without assurance from party that it intends to operate station on channel if authorized (Doc. 20453). Action July 7.

Rulemaking

Petitions


Action

- Commission denied petition for rulemaking by Ber- narcio Balto. Bureau said to other FFRs to adopt rule limiting network reruns to 25 percent of total prime time hours in any year and requiring on-the-air iden- tification of reruns (Doc. 20303). Action June 29.

Allocations

Petitions

FCC received following petitions to amend FM table of assignments:

- California State University, Long Beach, Calif.—Seeks assignment of ch. 204 to Avalon, Calif. (RM-21719). Annex July 14.


Actions


- Mission Viejo, Calif.—Broadcast Bureau proposed amending rules to allow use of Class A community stations D facilities on educational FM channel 203 (88.5 mhz) at Mission Viejo. (Class D educational stations operate with more power—10 watts power.) Action was in response to petition by Saddleback Community College- liate, licensee of KSBR, Channel 2030. Mission Viejo said (Doc. 20879). Action July 13.

- Iowa—Broadcast Bureau proposed assigning UHF television channels to five Iowa communities to be reserved for noncommercial educational use, and

Translators

Petitions


- Moffat County, Steamboat Springs, Colo.—Seeks CP for ch. 64 rebroadcasting KWGN-TV Denver. Annex July 15.

- Apache Tribe of Mescalero, Mescalero Apache Reservation, N.M.—Seeks (1) CP for ch. 8 rebroad- casting KOAT-TV Albuquerque, N.M. via KSA(KU) Rudoso and Capital, N.M. and (2) CP to change fre- quency from 2 ch. 10 and change primary station to KOGA-TV Albuquerque (BPVT-5629-30). Annex July 15.


- K9AE, Fresno, Calif.—Translator authorization canceled and call letters deleted. Annex July 16.

Cable

Certification actions

- Deerfield Cable Systems, Mass.—Commission granted Deerfield Cable Systems certificates of com- pliance to begin cable television operations at Ber- nardston, Deerfield, Northfield and Sunderland, Mass., all within Adams and Greenfield, Mass., smaller television markets. Springfield Television Broadcasting Co., licensee of WZBT-TV and WCYB-TV, Boston, on four cable systems. It contended that while FCC lists two signals as "in transit," applicants consider that "in transit" as a resumption and review on case by case basis question of whether signals are significantly viewed in commu- nity.


- Hugo Cablevision, Hugo, Okla.—Commission granted Hugo Cablevision certificate of compliance for new cable television system at Hugo, located outside all television markets. Certification is subject to out- come of antitrust suit pending in U.S. district court in which Hugo is sued for unfair City Council and others are defendants. Action July 1.

- CATV Bureau granted following operators of cable TV systems certificates of compliance: Advance Cable Corp., St. Paul (CAC-05648); County Cablevision, for Lake Penasofike, Fla. (CAC-05266); American Television and Communications Corp., for specified unincorporated areas of Delaware county, Ohio (CAC-05871); Marshall Cablevision Co., for Arab, Ala. (CAC-05868); American Cable Co., for Bessemer township, Washington county, Bessemer, all Mich. and Hurley, Wis. (CAC-05896-9); Delaware Telesevice Co., for Camden and Smyrna, Del. (CAC-06021-3); Rensselaer County Cablevision, for North Greenbush (town off), N.Y. (CAC-06093); Hamilton Television Co., for Hamilton, Tex. (CAC-06105); Com- plection, New York and TV service, for Dewey, Wis. (CAC-06255); Warner Cable of Union City, for Union City, Ohio (CAC-06592); Warner Cable of Union City, for Union City, Ind. (CAC-06593); Warner Cable of Wapakoneta, for Wapakoneta, Ohio (CAC-06594); National Cable Television Corp., for Connellsville, Connellsville township, South Connellsville borough, Dunbar township, Dunbar borough, Upper Tyrone township, all Pa. (CAC-06305-10); Colonial Cable- vision, for Moravia (town off), N.Y. (CAC-06421); Central Cablevision, for Miamisburg, for unincorporated areas of Hardin county, Ohio (CAC-06585); Warner Cable of Wapakoneta, for unincorporated areas of Auglaize county, Ohio (CAC-06595); Warner Cable of St. Marys, for St. Marys and unincorporated areas of Auglaize county, Ohio (CAC-06596-7); Warner Cable of Delphos, for Delphos, Ohio (CAC-06600); Warner Cable of Delphos, for Delphos, Ohio (CAC-06601); Cablevision of(c), for Port Shawnee, for Shawnee unincorporated areas Allen county, unincorporated areas of Auglaize county and Cridersville, Ohio (CAC-06602); Channelvision, for Milton, Ohio (CAC-06560); Sheridan Cablevision, for unincorporated areas Sheridan county, Wyo. (CAC-06633); Bay Area Cablevision, for Berkeley, Calif. (CAC-05878); Howard County Television Assoc., for Howard county, Md. (CAC-03794); Greater East Longmeadow Cablevision, for East Longmeadow, Mass. (CAC- 0630); Continental Cablevision of Miami Valley, for Kettering, Centerville, Oakwood, West Carrollton, Miamisburg and Moraine, Ohio (CAC-05492-6, CAC-05765).

Other actions

- KDTV(TV) San Francisco—FCC directed 12 cable companies serving 27 communities to carry KDTV Systems are: Cenluray Cable of Northern Calif., El Cer- rio Video Systems, Cable Antenna Systems, Pen- sula TV Power, Fremon Cable TV, Pacifica Cable Co., Vista Grande Cablevision, Nationwide Cable, Bay Cablevision, Crystal Bike Television, Televents Inc. and Telepromter Cable Systems. Action was in response to petition by Bahia de San Francisco Televis- ion Co., permittee of KDTV Action July 7.

- Warner Cable, Warrensburg, Mo.—Commission authorized Warner to continue operation of its cab- le TV systems at Warrensburg provided it seeks cer- tification for system within 30 days of final disposition of the proceeding involving Warrensburg. System was previously disconnected and denied operation by Warrensburg Cable. Action July 30.

- Warner Cable, Warrensburg, Mo.—Commission advised Warner to continue operation of its cab- le TV systems at Warrensburg provided it seeks cer- tification for system within 30 days of final disposition of the proceeding involving Warrensburg. System was previously disconnected and denied operation by Warrensburg Cable. Action July 30.
HELP WANTED MANAGEMENT

Classified

HELP WANTED MANAGEMENT

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

General Manager to supervise sales, programming, and promotion. Must be able to format up to $20K. Good opportunity for professional. Northeast location in Top 70 market list. EOY. Box U-140, BROADCASTING.

General Manager. Top 50 market needs manager capable of working with equal professionalism in sales, firm but fair administration, budgeting and expense control. Successful, group-owned operation. Immediate opening. Send qualifications and financial history to. Box U-175, BROADCASTING.

Sales Manager. We're looking for a salesperson ready to make it big. Requirements: One direct report, five person staff. Sales ideas, administrative ability, and record of success in competitive market are musts! Liberal compensation package now and unlimited growth at Metro Mid-Atlantic AM/FM. Send resume and salary requirements to Box U-186, BROADCASTING.

Director of KANU Radio Services. KANU-FM, University of Kansas, Lawrence, Kansas. Responsible for administration of all broadcasting and non-broadcasting activities of radio stations KANU and KFKU. Master's degree required. PhD preferred. Minimum of three years' senior management experience in non-commercial broadcasting or comparable experience: personnel, fiscal and program management. Salary minimum: $20,000 per year. Submit resume, names of five references and letter of immediate supervisor to Del Brinkman, Chairperson, KANU Director of Search Committee, School of Journalism, Finn Hall, 105, University of Kansas, Lawrence, Kansas. Box U-6045. Deadline for applications: August 20. An Opportunity. Affirmative Action Employer.

Program Director for WHA Radio. Responsible for broadcast radio program direction, scheduling, acquisition, selection and evaluation for WHA-AM and the University of Wisconsin-Extension Telecommunications Center. Major duties include personnel management of full time and part-time staff in: Radio programing, production, announcing, music, news, public affairs, audience and program information and promotion; development, review and administration of broadcast budget, fund raising and production budgets; coordination of the WHA-AM schedule with the Wisconsin Educational Radio Network; and programming representation with National Public Radio, the general public, university, state and national organizations, and the WHA listener support group. Bachelor's degree in broadcasting or related field required. Applicants must have at least five years experience in radio broadcasting, including three years at a CPB qualified public radio station and one year senior administrative Public Radio experience plus demonstrated knowledge and experience in: personnel management, radio program development; production, supervision and evaluation; FCC rules, regulations, and fiscal management. Salary minimum: $17,900. Write for application and details to: Ronald Bornstein, Director of WHA Radio, WHA Radio, 821 University Avenue, Madison, WI 53706. An Equal Opportunity Employer.

MANAGER

Managers for new non-commercial Christian FM in Arizona. Must raise own support while recruiting and managing volunteer staff. This is missionary radio. Hard work. Tremendous satisfaction while you grow with a new broadcast group. 602-778-1777.

General Manager for AM/FM property in fast-growing Southeast market. Requires solid knowledge of all facets of radio with strong sales and management experience. Salary commensurate with experience. Send resume and salary requirements to Box 2242, Philadelphia, PA 19103. An Equal Opportunity Employer, M/F.

HELP WANTED MANAGEMENT CONTINUED

Broadcasting Controller. Expanding radio station group now requires financial executive capable of being in complete charge of all accounting systems, budget control, cash management and long-term financial planning. Must have some public accounting experience and documented record of success in growth oriented company. MBA in finance helpful. If you have a strong drive for achievement, we want you. Competitive salary, excellent benefits, with previous experience and ability to contribute to our growth. Send confidential resume to: Curtis Communications, 334 2nd Avenue South, Suite 260, 5757 E. River Road, Illinois 60631. Attn: Fred Harris.

HELP WANTED SALES

Leading Arkansas station needs experienced, aggressive street fighter with future goals for management. $10,000 salary & commissions, gas allowance, hospitalization, Send resume to Box U-178, BROADCASTING.

Challenging tough sales. Top conservative middle market. Persuasive hard working, determined listener. Sell CW or MOR: long term contracts will be well rewarded. No weaklings. Box U-184, BROADCASTING.

Wanted: Two working sales managers for progressive markets big coverage area Southwest. Sell and motivate sales people. Send resume and work record. Box U-180, BROADCASTING.

Need 2 hard working aggressive salespersons. They must be professional working to live and make money in So. Calif. Send resume to Ross Atkins, KSOM-PO Box 1510, Ontario, CA 91762.

Aggressive salesperson for Long Island area. AM/FM preferred. Excellent management opportunity. WHLI, Box 219, Hemstead, NY 11550.

Madison, WI. Excellent career opportunity for bright problem-solving salesperson on the way up. Strong creativity with ability to build campaigns. Six station group seeks person with management potential. Job opening of result of promotion. Our people earn far more. City offers superior living. Write and make resume with equal opportunity and equity WISM. Madison, WI. Box 2058, 53701. A Midwest Family Station.


Leading regional contemporary station looking for hustler with great desire to succeed. Fourth person on aggressive sales team. Send resumes to: Bryce Cooke, Vice President, General Manager, WATC Radio, PO Box 600, Flint MI 48501. Equal Opportunity Employer.

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

Sales persons, 265th market. Cascade Mountains of Oregon. Station very successful, lots of room for growth. 5,000 watt, all-news, "C" FM. Active RAB. Guarantee against good commissions. Pay better than many larger markets. Lower living costs. If you like outdoor living. It's all outdoor. Good place to raise family. EOE. Mr. Smith, 503-882-8832 to arrange interview.

A young, growing group with stations in Virginia and Maryland needs two people with strong radio experience who are aggressive and move into sales. Current openings are for one person at our MOR station and one person at our Religious station. Excellent growth opportunity. Apply immediately. Send resume to. Call Don Miller: 703-434-8630 or Ken Riggie 301-724-5400.

Salesperson needed. Small station, large market. Good opportunity for person who can sell radio. Call 703-840-7161 between 9 a.m. & 10 a.m. only.

HELP WANTED ANNOUNCERS

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

Announcer capable of doing production, PBP and news. MOR or country format. Prefer family person. Locations: Kentucky, Tennessee area. Salary commensurate with ability. Looking for more than one person. Box U-110, BROADCASTING.

Creative experienced morning person for newly programmed Ohio medium market contemporary. Able to drive and relate and make music plus into flow. Must know how to get involved in community. Good production. Phone 207-883-2217 evenings 6-10 p.m. EOI only or Resume and requirements to Box U-183, BROADCASTING.


KAYG, Kansas City, Mo. has an immediate opening for an all night country air personality, 1st phone a must. Send tape and resume to KAYG, 3435 Broadway, Kansas City, MO 64111, 816-753-7707.

Bright sounding personality for Top contemporary full time job in Kansas City. Setup must. New facilities, equipment. Populated area, action! Tapes/resumes to Dave Waters, P.D., KJCK-FM Box 789, Junction City, KS 66441.

Experienced announcer for small market stations. Must be able to present MOR Music, news, commercials and productions. Full Blue Cross paid. Nice community, moderate weather, year round. Housing favorable for one and two bedroom apartments. If you live in or travel with New Mexico, send resume. KSN/AM/FM, PO Box 749, Los Alamos, NM 87544.


We're in the market for entertainers. We're small market radio with big market ideas! Promotion-minded, community-oriented, contemporary MOR with plenty of news and sports play-by-play. We're WCSS & WRM-FM, Morris, Illinois. Dominating our market (65 miles SW of Chicago)! If you're experienced in holding the listener's attention, if you run a tight board, are innovative and aggressively promote. Good pay, benefits, chance for advancement with new ownership. Phone me, John C. DeWitt, Pres. & GM, 815-942-0022. An EEO Employer.

Announcer needed. Life-style, music production ability. Apply to Les Woodie, WKDE PO Box 512, Altavista, VA 24517.

Fast paced, top country announcer, 6 pm to midnight request show Monday through Saturday, off Sundays. 38 hours weekly. $2000/month, plus 15% on all sales and $1,000 for each $5000. $350/month, 100000 watt. Stereos/SQ mod quad medium country sound. If you are a professional and know country music and sales, write Clarence Jones. WPWR, St. George, SC.

50,000 watts. Beautiful Music Stereo FM located on the beach, half of Lake Michigan is seeking a quality voiced staff announcer with outstanding production ability. Position includes daily air shift and production responsibilities. 3rd class endorser preferred. Contact Bill Wincheil, GM. WOWO/ FM Stereio. Box 226, Muskegon, MI 49443 or call 616-722-1881. We are an EOE Employer.

13TRX seeks A/C morning person. Candidates are now in small or medium markets and ready for a jump to the 49th ADI. Should be versed in on-air production of interviews and phone calls. Tapes and resumes to Mike Anderson. WTRX, PO Box 1330, Flint, MI 48501. EOE.

See last page of Classified Section for rates, closing dates, box numbers and other details.
HELP WANTED TECHNICAL

Chief Engineer. Upper Midwest directional AM, 5 KW days, 1 KW nights. Separate patterns, FM Stereo. Authoritative, self-controlled. Experienced professional. Required. Ability to do occasional air work helpful, but not required. Excellent situation. Lovelv city for the "good life." Box T-131, BROADCASTING.

Chief Engineer. Upper Midwest 5 KW full time. Automated FM new solid state equipment. Great benefits, expanding company. $12,000+ to start. Box U-71, BROADCASTING.


Chief Engineer. Upper Midwest directional AM, separate day, night. Class A automated FM, large workshop, private office. Only engineer duties, no on air work. Want take charge chief to manage on air sound and all equipment maintenance. EOE. Resume and requirements and availability to Box U-160, BROADCASTING.

1st phone endorsed experienced engineer. Wiproduction voice. Knowledge of automation and programming helpful. No on air work. Willing to move West. Contact: Box U-177, BROADCASTING.

Chief Engr/Announcer or sales. 1 kw non-directional medium market. KHAS-AM. Box 726, Hastings, NE 68901. EOE.

Chief Engineer. AM, automated FM, plus announcing duties. Exceptional pay for exceptional engineer-announcer. Set, if desired. KTOC, Wayne, NE.

Chief Engineer. Experienced AM FM Stereo. Must be creative, eager and a self motivator. Send resume to WGDL, Box 2808, High Point, NC 27261.

We're a full time AM-FM that will soon have separate programming in a brand new facility. We're looking for a permanent full time chief engineer. Great opportunity to grow with a progressive organization. Excellent working conditions and fringe. Salary based on experience. Send resume to Station Manager. WHM, 1.3 kW, Northampton, MA 01060.

Contemporary station, excellent facilities, good pay. Must know directional AM, studio maintenance, programming and CCA-FM. High station rate in beautiful area. Rush resume to WTKO, Box 10, Ithaca, NY.

For directional AM, FM stereo stations near Chicago. Send resume and salary requirements to: Lake Valley Broadcasters. 145 Virginia Street, Crystal Lake, IL 60014.
SITUATIONS WANTED ANNOUNCERS CONTINUED

News oriented announcer, 2 yrs exp. 1st. Some reporting, interviewing. AOR. No AM drive. Box U-134, BROADCASTING.

If you're a together Top 40 station and need a together Top 40 personality who wants and likes all nights and you're in a Top 100 market, let's talk. Box U-137, BROADCASTING.

1st phone MOR jock with 3 years experience seeks medium market MOR, or contemporary in Midwest or Southeast central. Tight board, production, copywriting and news. Box U-156, BROADCASTING.

Major market TV experience. Also worked small market radio, news, sports. MOR, MOR, MOR. 3-stations in 13 years. BA, AFRTS, working now. F/A would be nice, but all others considered, Box U-159, BROADCASTING.

Extremely attractive black female with non-ethnic sound desires challenge. Four years college; eight months professional experience. Box U-168, BROADCASTING.

Former broadcaster looking for work in the Midwest. First phone, 1 1/2 years experience. Tape and resume available. Box U-170, BROADCASTING.

Female DJ, 3rd, 2 yrs experience. Ambitious, good background in Modern, country, MOR, old formats. Tape, resume references. Jackie 1-301-342-0373.

Strong voiced Nebraska with first look for good solid career in med. MKT. Contemporary organization in Oregon or Northern Calif. 4 1/2 years exp. in all phases. $500.00 start. Write Clark Kinnon, Rt. 1, Box A-13, Newton, NE 68961.

I'm 26, I'm black and I want you to hear my tape. George Anthony 317-636-2060.

Young, sports personality wants play-by-play opportunity. Also experienced in weather on radio. TV. U. of Texas graduate. 4305 Duval, No. 204, Austin, TX 78751.

Announcer wants DJ shift, rock or MOR, 2 years experience, 3rd endorsed. Midwest preferred. Call Steve Karpinski, after 5, 312-639-7882 or write SB Burton, Cary, IL 60013.

Radio D.J.- TV newscaster available for part time or full time. 213-874-7236 please call mornings.

Play by play DJ, sports talk, sales, excellent voice. Terry Boyd. 671 Brockwood, El Cajon, CA 92021. 444-6728.

Looking for long term employment with future. 2 1/2 yrs experience in MOR. Con/Top 40 and copywriting, remote, & music. Live Voic, 11 Brock Drive, Eftield, CT 06462. Phone 203-749-6631.

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


Gospel radio announcer needs a home. P.D., M.D., or DJ. South or Southeast. John Burns. 1216 Post Oak No. 22, Sulphur, LA 70663. 318-625-4374.

Announcer 1st phone 27 yrs old, 1 yr 7 mos. air time experience. Desires employment as announcer. Tape & resume available upon request. Thomas Carin, 706 1/2 Adams Ave., Evereth, MN 55734, 218-749-8143.

10 years experience, with one station, Can do DJ, news, PD, copy, 3rd phone. Seeks stable west coast station. Contact Ernie Burchard, 2637 Randall, Central Point, OR 97501. 503-826-6366.

4 years commercial experience. Mature voice, production person could run light board if not at top billing automated. Denny Pace, 12 Park, Villas, NJ 08251. 609-886-0108.

Dependable hardworking jock with 1st phone and wife wants new home. Al Ogribovich, 3363 Sleepy Hollow Ln, Ft. Wayne, IN 46804. 219-432-2968.

4 yr. veteran of broadcasting in Baltimore, out of work. Top morning jock, did great in last ARB, need position in Top 40, AOR or R&B station. Call Terry at 301-867-2639 or 325-1919.


DJ-Newscaster, BA. 3rd class, three years experience, bright, hard working, dependable, wants to relocate now. Prefer west coast or greater Chicago area and midwest or MOR format. Will consider all offers. For tape, resume please write Doug McKinnon, 214, Aylesford Place, Lexington, KY 40508, or call 1-606-253-1773.

Professional entertainer? Yep, that's me. 3rd endorsed, seeking good stable position in sports PBP or broadcasting. 1st phone, college. Seeks medium and up. 301-486-7766 or 358-2257.

SITUATIONS WANTED TECHNICAL

Chief Engineer. 25 years experience. 50 KW AM. directional, 100 KW FM. Automation, southwest. 515,000. Box U-157, BROADCASTING.

Engineer: experienced chief AM-FM, first phone, tech school. CET, Box U-194, BROADCASTING.

SITUATIONS WANTED NEWS

Aggressive, mature self-starter looking to become part of your news team. Small or medium market. A digger and heavy on actualities. Can adapt and not satisfied unless a head of complete operation. Single but married to my profession, Resume, tape and copy available. Box U-99, BROADCASTING.

Sports Director. Play by play all sports. Solid five year background. Looking for pro or college opportunity. TV experience too. Box U-113, BROADCASTING.

Female seeking challenging news position. Considerable air experience, interviewing, writing, previous newspaper and TV experience, College grad. 703-552-6538 or Box U-143, BROADCASTING.

Award winning sports. Major college pjb. minor league baseball. Talk. Box U-193, BROADCASTING.

Professional newswoman with network experience would be a stronger for your job or role of concern in the San Francisco Bay area. Box U-140, BROADCASTING.

You're educated talent seeks news or sports position anywhere. 2 years experience, Joe Wright, 2 Cypress Garden, Cinti, OH 45220. 513-221-6564.

Professional returning to broadcasting. 20 yr. experience. All phases radio television. 609-883-8990.

Aggressive young man B.A. Speech seeks job in television/radio small to medium size market. 3 years experience in sports and news. Strong on PBP location and sales open. Call Ed 818-654-8543.

International League AAA baseball announcer available for football, basketball PBP. Three years professional baseball experience. All offers considered. Top references. John Steigerwald, Box 4333, Charleston, WV 25304, 304-345-0734.

SITUATIONS WANTED NEWS CONTINUED

Financial cutback has eliminated my news job. Two years news experience. Digging reporter with excellent references from present employer. Greg Mykola. 800-775-2566.

AP award winning news director with major market experience with 3 years experience with large market. Have job, will travel. Medium market preferred. Let's talk. 215-355-8786.

Radio ND leaving the Congressional campaign trail in August. I'm a campaign manager. Would like ND in major or medium market. Also interested in all news. Award winner. Call Gary 816-259-2000.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

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 and AM-FM and national P.D., respected winning independent consultant. Tumouround appointments my craft. Failed to keep my head up, young 33. Personal motivation is the search for position commanding the best. Two cool years. I'm looking for the right opportunity to work for you! Resume and photo available. Box U-193, BROADCASTING.

Looking for a challenging broadcast or broadcast related position. Experience includes personality radio, promotions of all kinds, TV program, first class license and college graduate. Currently with winning medium market AM station. Box U-191, BROADCASTING.

Sports Director/sales. Want small college play-by-play. 8 years experience, college degree. 1st phone. Box U-200, BROADCASTING.


Producer/Dir with 7 years extensive produc- tion experience seeking challenging position. Samples available. GLB, 215-664-3346.

Proven contemporary PD plus number one rated jock. Medium, major, group. Shannon, 1-507-867-4398.

You need me! Experienced personality DJ. Innovative and creative in production. Talented impersonations. have proved that I’m a valuable asset. Call after 4. George 402-843-5662.


If by chance we find each other, I’ll locate P.D.O. in Western or central New York (Buffalo, Rochester, Syracuse, Utica, Rome, Marcy Valley). 3rd phone, endorsed, tight board. 4 yr experience in college and community radio. At home with Top 40, oldies, MOR, and progressive formats. Now seeking further employment in announcing, writing, production, programming, and can I work for you? Resume and demo tape on request. But Stein, 28 B 32nd Drive, Rochester, NY 14610, 716-244-7379.
HELP WANTED MANAGEMENT

Needed: TV station manager for successful operation in a small northern Michigan market. Our GM is moving to larger market so we need sales oriented, program-wise, cost-conscious manager who can continue strong increases in local and national sales. We are looking for a proven producer and your competitiveness is assured. All application material will be returned. No personnel agencies please. Box U-131. BROADCASTING.


Traffic operations Coordinator. Prior experience with Traffic required. Minor South Florida affiliate TV Station. Minority candidates especially encouraged to apply. Send letter or resume to Box 01-2440, Miami, FL 33191. Equal opportunity employer. MF.

HELP WANTED SALES

Local account executive needed by major group owned net affiliate. Must be able to handle a major list in a small market. An Equal Opportunity Employer. Send resume and financial requirements to Box U-83. BROADCASTING.

Account executive. East Coast. Top-20 market station. Join our Research Department and team our business inside and out. If you are ready to be part of our sales team, perfect opportunity for a man or woman who wants to break into TV sales. Send resume to: Box U-124. BROADCASTING.

The fastest growing market in U.S. is seeking a TV Account executive. Proven performer in local retail sales. Excellent income potential with established account list. Fringe benefits. Applications from women and members of minority groups encouraged. Reply to Box U-176. BROADCASTING.

HELP WANTED TECHNICAL

Assistant chief engineer for network affiliated mid-Michigan VHF station. Excellent opportunity for a good electronics technician in a quality news market. An Equal Opportunity Employer. Send resume to Box U-2. BROADCASTING.

Chief Engineer. Recently expanded television station. Full power to 217,000. transmitter on 8,000 foot mountain. Requires a 24 hour person with experience in remote control operation, as well as TT 25 DH transmit- ter. Box U-187. BROADCASTING.

Assistant Chief Engineer, wanted for TV station in top 10 market. Must hold valid First Class Radio License and have at least 5 years broadcast experience. Also needs proof of performance experience and studio and transmitter maintenance experience. Prefer applicant with E.E. degree and P.E. Salary open. An Equal Opportunity Employer. MF. Send resume to Box U-171. BROADCASTING.

Ready for advancement? Florida Public Broadcasting needs a top-level engineer to operate their new medium market network. A challenging opportunity awaits the right person with at least five years experience. Salary open. Send resume to Personnel Director, WJCT, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity Employer.

FCC First Class license, strong on electronics theory including logic. Send resume to Chief Engineer, Westinghouse Broadcasting Station WJZ-TV, 3725 Malden Avenue, Baltimore, MD 21211.

West Virginia Public Broadcasting is looking for a quality continuing toward the VHF, FM, transmitters, etc. Position requires FCC First and some technical training. EOE. Apply: WSPV-TV/ WVPB (FM). P.O. Box AH, Beckley, WV 25801. Attn: Chief Engineer.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer AM-FM-TV. Network affiliate. group owner, good salary, good benefits program. Send resume to John Phillips, General Manager, Lee Enterprises, Inc., 510 Main Street, Quincy, IL 62301. Operating WTAD AM, WQCY FM, KHQA TV. An Equal Opportunity Employer. Applications received through August 15th.


Engineer, First Class license required, for full color PTV station with mobile unit. Minimum 2 years electronic technology school. $211 per week, full benefits. Send resume to A.E. Maun, WYES-TV, 516 Navarre Ave., New Orleans, LA, 70124. An equal opportunity employer.

Closed Circuit TV technician. Through knowledge and experience in TV maintenance and operation. Rush to Robert Huyandas, Agifted Hall, Northern Michigan University, Marquette, MI 49855. Phone collect 815-753-0171.

HELP WANTED NEWS

Street Reporters. Top Ten Eastern market, a great opportunity to work in a small market. Send resume and references. Salary requirements. First letter to: John Kramer, KCMO-TV, 125 E. 31st. Kansas City, MO 64103.

TV Reporters. Top Ten Southern market, a great opportunity to work in a small market. Send resume and references. Salary requirements. First letter to: Jeff McCracken, News Director, KFSN-TV, 1777 G Street, Fresno, CA 93708. KFSN-TV is an Equal Opportunity Employer.


Meteorologist or AMS approved weather person wanted immediately. Send resume and references. WTVF, TV exp. mandatory. Send cassette and resume to BDM, PO Box 1833, Orlando, FL 32802.

Reporter/producer for minority affairs sought by major network station. Send resume and references to Major Market Network. Apply to: WSB, Detroit, MI 48226.

HELP WANTED PROGRAMMING, PRODUCTIONS, ORIENTATIONS

TV producers. Experienced TV producers aware of national and urban issues. 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 programming, sales, and good quality local spots. Need ability to teach good studio operations to staff. Box U-75. BROADCASTING.

Network affiliate looking for a take charge commercial director for station and remote production. An Equal Opportunity Employer, Box U-82, BROADCASTING.

TV Editorial Research/Writer. NW affiliate seeking experienced person to research/draft management memos. Ego must cope with ghost writer image. PR skills necessary. EOE. Send resume, Box U-87, BROADCASTING.

New York based media buying service has opening for experienced television person to work as co-ordinator with small and medium size shops as well as directly with retailers. Box U-116, BROADCASTING.

Promotion director, medium market Network sta- tion with established budget. Box U-173, BROADCASTING.

We're Expanding. Top Market seeks eng pro- ducer, production assistant, desk assistants, report- ers, weathercaster, entertainment critic and co- anchor. Equal Opportunity Employer. Box U-198, BROADCASTING.

Public Information specialist for broadcast network in Maine. Two years minimum experience in public information or public/privacy projects. Must be good writer and strong in media. B.A. Jour- nalism. English. Broadcasting or Liberal Arts required. $8,500 to $12,500 salary range. Liberal benefits, health and life insurance. Complete resume and references. Send letter to: General Manager, MPBN, Box 88, Orono, ME 04473. The University of Maine is an Equal Opportu- nity/Affirmative Action Employer.

Development associate for public broadcasting network in Maine. Three years minimum experience required. Fund raising and marketing in public broad- casting. Bachelor's Degree required. MA or MBA in marketing or psychology preferred. $10,500 to $14,500 salary range. Liberal benefits, health and life insurance. Complete resume and references. Send letter to: General Manager, MPBN, Box 88, Orono, ME 04473. The Uni- versity of Maine is an Equal Opportunity/Affirmative Action Employer.

Broadcasting Jul 26 1976 58
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

Promotion director sought by top Southern station. Must have audience promotion experience in writing and production of on-air and print advertising. Duties also include coordinating and orienting station's community public relations projects. Creative instinct in design and knowledge of graphics important. Ideal position for someone in No. 2 slot in promotion department of major market network affiliate. Equal Opportunity Employer. Contact Station Manager, WBRB-TV, 205-322-4701.

Commercial Producer-Director, experience in all phases of film shooting and editing. VTR editing, studio directing 2 yrs. experience minimum. Send resumes and tapes to: WINK, c/o Production Mgr., PO Box 1001, Ft. Myers, FL 33901. Equal Opportunity Employer.

Aggressive, sharp account executive to obtain program underwriting for public radio and television stations. Send resume and salary requirements to: Director of development. WNEB, Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Sharp, aggressive, organized person to coordinate seven year old PTV auction. Should be a self starter with experience in working with volunteers. Send resume and salary requirements to: Director of development. WNEB, Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.


Graduate assistantship open for student interested in graduate studies and able to instruct basic radio-TV course for undergraduates. Contact Dr. David Sheehan, Central Missouri State University, Warrensburg, MO 64093.

Television Producer: experienced producer to create programs for undergraduate curriculum in health. Creative, experienced with proven production record and radio-TV experience. Knowledge of word processing, curriculum task force and medical faculty. Salary $20,000 plus. Send resume to Fred Christen, UTSCD, 5323 Harry Hines Blvd. Dallas TX 75235. EOE/AA.

Scenario carpenter for major Midwest video tape production house. Reply: TeleCommunications, 3200 W. West Lake Avenue, Glenview, IL 60025. No phone calls.

Information Director a associate to Television-Radio Unit Director in production of television-radio programs, PSA's, documentaries, and other educational informational radio and television stations. Must have demonstrated experience in writing, producing, on-camera and microphone. In public or private sector. Also experience in producing commercials and other professionals in similar work. Bachelor's degree plus five years of progressively responsible related experience. Related graduate degree may be substituted for two years of experience or additional related experience may be substituted for two years of education on an equivalent time basis. Salary range: $12,528-$17,150, with state employment fringe benefits. Send resume to Mrs. Ann Weisend, Personnel Department, VPI & SU, Blacksburg, VA 24061. An Equal Opportunity Action Employer.

HELP WANTED MANNEDGE

SITUATIONS WANTED MANAGED

General Manager of small market stations seeks management opportunity in larger markets or group. Substantial background and references; available to travel for interviews. Reply Box U-65, BROADCASTING.

Wish to escape New York. Television executive, experienced sales, sales management. financial planning, mergers, acquisitions, production management. Superb reputation and panel affiliations. Seeks employment outside NY area. Require minimum 30 days notice. Box U-102, BROADCASTING.

SITUATIONS WANTED ANANNOUNCE

Experienced radio announcer seeking position at TV station or radio-TV combo. Have done many voice overs for station promotions and commercials. Want position offering on-camera or commercial assignments. Box U-88, BROADCASTING.

SITUATIONS WANTED NEWS

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

Terrific journalist will manage news department or handle choice reporting, documentary assignment. Experienced yrs. but you get net and local experience. Awards, degrees. Southeast radio-TV only. Box U-69, BROADCASTING.

Top rated weekend news/sports. Anchorman looking for full time sports anchor in major market. 2- years on air experience medium market. Box U-100, BROADCASTING.

Five years TV experience off and on camera top 25 market. Two years news, three years studio producer/ director, four years film production. NAPE & Emmy Award-winning producer. Seeks opportunity as com- mercial/news talent or director. Box U-135, BROADCASTING.

Experienced newswoman seeks position as reporter or anchor. Extensive writing, reporting, film, ENG with M.A. available now Box U-146, BROADCASTING.

Anchorman. Currently Network reporter: all news anchor. Previous newscast director. Strong investigative background. Looking for television anchor opportunity in small or medium market. If it's an intelligent hustler you seek, I'm your man. Please reply for resume/VTR Box U-158, BROADCASTING.


Reporter Top 75 experience. field reporting PBV production. BA Journalism. VTR available. Currently full time radio. want back into TV Box U-164, BROADCASTING.

Talented anchor/producer, now in mid-60's market, seeks large market anchor or anchor/producer position. M.A. Journalism. Reliable. Award winning VTR cassette available. Box U-172, BROADCASTING.

Executive News Producer. Now anchoring and producing in major market. Able to work with people and make responsible decisions. 8 years broadcast news experience. Must top current 20'x salary. Box U-202, BROADCASTING.


Experienced professional in print, radio and TV seeks producer or studio reporter position in midwest or New York City. Experience in studio production. Hard worker and dedicated. Call 818 756-0316.


SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS


Childrens programming specialist currently pro- ducing/presnting three great low budget local childrens participation television programs weekly. Wish relocate do same your area. 18 Dickinson road. Darien, CT.

WOW 22: BS TeleCommunications and 2 years solid experience in all phases broadcast television produc- tion. Write now: Bill Frankel; 24049 Lyman Blvd., Shakopee Heights, OH 44122.

HELP WANTED TECHNICAL

Large midwestern CATV system seeking Chief Engineer. Knowledgeable in AML. Microwave. system constuction and design. L.O. equipment, manu- facture. Must be an administrator. Reply Box U-21, BROADCASTING.

Chief Engineer wanted for fast-growing cable operation located in warm/weather resort area. Superb growth opportunity for energetic, ambitious person. Must have 1st ticket and previous closed circuit experience. JQB Enterprises. 24 Blueberry Lane, Concord, MA 01742.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Position offered. Television administrator. Down- town church doing local programming on cable system. Person needs experience in management and tele- vision production. Must have leadership skills and enjoy working with church people. Reply St. John's Church, PO Box 153, Knoxville, TN 37901.

WANTED TO BUY EQUIPMENT

Want to buy. 5 or 10 KW FM Transmitter, 3 1/8 transmission line and STL microwave system. Box T-48, BROADCASTING.

Used 250 AM Transmitter needed for use with car- radio stereo operation. Contact Station Manager, WATQ Radio, 145 South. Blacksburg, VA 24061. 703-552-0640.

Wanted RCA 18 inch turbotube or BQCQ model Maurice Flood, 1435 Forest Ave Calumet City, IL 60409, 312-891-1249.

FOR SALE EQUIPMENT

Collins 900C-3 FM Modulation Monitor, type ac- cepted for Stereo and CCA use. Collins 900C-1 FM Modulation Monitor, type accepted for mono and CCA use. FT 734/724 FM Stereo Modulation Monitors as new w/built-in RF amp for off air monitoring. 2 Gales FM solid Statesman FM limiters matched for stereo, as new, will separate. 4 Rives-A-77 Mk III III radio to reel. Machines, CCA tube type exciter with CCA generator. SMA Automation. Russian control and tunables. All items must sell. KGO-FM Box 1388, Bishop Ca 93514, 714-673-5861.

RCA TK-80 Camera with 10:1 zoom lens, ccu cea- ble. Two, both in excellent condition. 607-742-2208, KTIX-1V, Box 4359, Lubbock, TX 79409.


Broadcasting Jul 26 1976 59
FOR SALE EQUIPMENT CONTINUED

ICVS80, $1800, ICVS87, S4500 both completely maintained & recently rebuilt to factory specifications. Call Mr. Oppe, 805-682-2651 Santa Barbara Cable TV.


Ampex VR 1200B DG, VHC, D, DCC, Velcom 1600 hours. 8-12-1980. 1 sparehead. AMPLEX VR-0000. 1 sparehead. Excellent condition. TPIC, Pgh., PA 412-882-2300.


Fidelicap 300 Cart. 65c. Loaded with tape, unlined, unused. Minimum order 50 carts. Limited supply. Panorama Sales, 1601 S. Sierer Dr. Los Angeles CA 90046. 213-666-1730.

COMEDY


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

OBITS. No hype. Yes, you be the judge. Free comedy sample! OBITS. 366-C West Bullard, Fresno, CA 93704.

Fruitbowl is not for comedians; it's for personality people who work humor on their shows. Check the difference yourself, with free trial subscription. FRUITBOWL. Dept. C, Box 382, Fair Oaks, CA 95628.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc. 160 E. Superior St. Chicago, IL 60611, call collect 312-944-3700.

INSTRUCTION

1st Class FCC, 6 wks. $450.00 or money back guarantee. VA approved. Hail Inst. Communications, 11488 Oxord St. N. Hollywood, CA 91606.

Announcing & radio production. Learn at Omega State Institute.

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


Instruction Continued

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

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

Get your first to get there first! Don Martin School of Communications! Since 1937, training broadcasters for Broadcasting! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7800 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. Call 213-462-3281 or 213-657-5868.

Free booklet demonstrates "Job Power" of our FCC 1st class license preparation. Write Announcer Training Studios (A.T.S.), 152 West 43 St. New York City. 10036 (Vets benefits).


Help Wanted News Continued

Help Wanted Programeing, Production, Others

WTGC Town, Gown & Country Radio Lewistburg, Pennia, 17837


Situations Wanted Management

RADIO GENERAL MANAGER

Excellent record of profitability, sales increases, industry and community leadership with outstanding stations, major and medium markets. Available now due to sale. Seeking permanent management position with good facility, growing company, top 100 markets. Full knowledge of corporate affairs, multi and individual station operations, outstanding trade and personal references. Please reply Box U-196, BROADCASTING.

Major Mkt Radio Gen Sales Mgr

Avail for New Mjr Mkt Challenge


Top 10 market 'General Manager 20 years experience all phases radio. Unmatched sales background, strong programmer. Applied both to turn top 10 market 50.000 kw closer to profit maker in 15 months. Maturly oriented, excellent reputation, presently in top 10. Box U-204, BROADCASTING.

Situations Wanted News

And while news per se does not usually provide a station's main motivational stimuli for tuning in, it does play a major role in keeping people from tuning out. I get the story, move mountains to help damsel's in distress, then, in the finest of traditions, deliver it with the authority demanded to maintain the credibility of your good office.

Jay M. Johnson, Newsman, Track Record, etc. (c) (208) 232-6856.
Situations

PERSONALITY PLEASE
Want someone who does more than read
PBA's over record intro's? Number 1 air
personality at number 1 eastern medium
market. Creative, entertaining, good bits,
no ego problems. Adult contemporary or
Top 40. B.A., 28. Spanish minority for
EOE's. Box U-165, BROADCASTING.

Help Wanted News

REPORTER/ANCHORPERSON
Experienced Professionals Only.
No Calls. Tapes & Resumes to
Gene Hodges, News Director,
WTWN-TV, POB 718, Columbus,
OH 43216
Tatf- An Equal Opportunity
Employer

Help Wanted Technical

TRANSMITTER and
MAINTENANCE ENGINEERS
Needed immediately. FCC first class license
required. Transmitter engineer to maintain
remote control UHF transmitter. Maintenance/
operator engineer to set up and maintain
control room equipment. Write WRBT-TV, PO Box
14655, Baton Rouge. LA 70808. EOE.

Help Wanted Sales

TELEVISION
Help Wanted

SWITCHER SALES: Locate L.A. area,
will travel West coast. Like to sell
quality products. Write
Nubar Donoyan
Vital Industries. Inc.
3700 N.E. 53rd Avenue
Gainesville, FL 32601. Tel: 904-378-1581

VIDEO SALES ENGINEER
Professional Video Switcher manufacturer re-
quires aggressive, creative, sales engineer.
Solid background in professional video sales
and/or engineering necessary. Degree helpful
but not mandatory. This is great opportunity
for someone willing to grow with a small,
yet fast growing, company located in Gainesville,
Florida. Salary commensurate with experience
and ability.
Write in complete confidence, including pic-
ture, detailing experience and general back-
ground to Industrial Sciences, inc. PO. Box
1495, Gainesville, Florida 32602.

Help Wanted Technical

Situations

PERSONALITY PLEASE
Wants someone who does more than read
PBA'S over record intro's? Number 1 air
personality at number 1 eastern medium
market. Creative, entertaining, good bits,
no ego problems. Adult contemporary or
Top 40. B.A., 28. Spanish minority for
EOE's. Box U-165, BROADCASTING.

Help Wanted News

REPORTER/ANCHORPERSON
Experienced Professionals Only.
No Calls. Tapes & Resumes to
Gene Hodges, News Director,
WTWN-TV, POB 718, Columbus,
OH 43216
Tatf- An Equal Opportunity
Employer

Help Wanted Technical

TRANSMITTER and
MAINTENANCE ENGINEERS
Needed immediately. FCC first license
required. Transmitter engineer to maintain
remote control UHF transmitter. Maintenance/
operator engineer to set up and maintain
control room equipment. Write WRBT-TV, PO
Box 14655, Baton Rouge. LA 70808. EOE.

Help Wanted Sales

TELEVISION
Help Wanted

SWITCHER SALES: Locate L.A. area,
will travel West coast. Like to sell
quality products. Write
Nubar Donoyan
Vital Industries. Inc.
3700 N.E. 53rd Avenue
Gainesville, FL 32601. Tel: 904-378-1581

VIDEO SALES ENGINEER
Professional Video Switcher manufacturer re-
quires aggressive, creative, sales engineer.
Solid background in professional video sales
and/or engineering necessary. Degree helpful
but not mandatory. This is great opportunity
for someone willing to grow with a small,
yet fast growing, company located in Gainesville,
Florida. Salary commensurate with experience
and ability.
Write in complete confidence, including pic-
ture, detailing experience and general back-
ground to Industrial Sciences, inc. PO. Box
1495, Gainesville, Florida 32602.
Wanted To Buy Stations
Continued

Radio Station in Far West
Wanted


Box U-117, BROADCASTING.

Seeking investment opportunity in FM or AM/FM facility in Mississippi, Arkansas or Tennessee. John S. King, Box 1879, Memphis, TN 38101. (901) 775-0100.

Mid West

13 years directional antenna experience. 25 K to invest in a small station or 25K sales partner to acquire a bigger station.

Stevee, 510 7th Ave., Coralville, IA 52241.

For Sale Stations

Florida Coastal Growth Market 500 w. daytimer. Ideal for owner/operator. Priced less than 2 times gross at $360,000 cash. Financially qualified buyers only. No brokers please.

Box U-95, BROADCASTING.

UNDERPROMOTED POWER FACILITY in substantial, steady growth single station market. Mid East state. Non-directional with PSA. Equipment plus plus. Original owner. Steady billing increase for over 15 years. Good staff. Price 400K slightly over 2 1/2 times projected billing this year, less than 8 times last year's cash flow. Retirement and health major factor in sale. Principal only. All replies confidential. Box U-111, BROADCASTING.

1 K.W. daytime - 250 K.W. - nite. Mid-Western - University town - $200,000 Cash - No Brokers.

Box U-182, BROADCASTING.


For Sale Stations
Continued

A Confidential Service to Owners and Qualified Buyers

Negotiations - Appraisals

RADIO — TV — NEWSPAPERS

CECIL L. RICHARDS, INC.

Media Brokers

Call 'Lud' Richards (703) 821-2552

NEW ADDRESS Suite 408, 7700 Leesburg Pike, McLean, VA 22102

GET AWAY FROM THE RAT RACE

FOR SALE

5,000 WATT FULL TIME

HAWAIIAN STATION

Excellent facility - 3 1/4 acres of land. Ideal for owner-operator. Only qualified buyers reply.

PO. BOX 5066

SAN BERNARDINO, CALIFORNIA

92408

- 1000 Watt daytimer. No down payment $3,016 per month. Prepayment privileges
- N.E. tip of Tennessee
- Class A FM in two station market 16 miles from Lexington, Kentucky. Great coverage. Fantastic buy for $145,000.
- 1,000 Watt daytimer. Black programmed. Virginia. Excellent opportunity. $250,000.

BUSINESS BROKERS ASSOCIATES

615-694-7511

MIDWEST

Well equipped full timer fiscal year gross $410,000

Price $787,500

MEDIA BROKERS

APPRAISERS

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSoto St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

- Help Wanted: 30c per word - $10.00 weekly minimum.
- Solutions Wanted: 40c per word - $5.00 weekly minimum.
- All other classifications: 60c per word - $10.00 weekly minimum.
- Add $2.00 for Box Number per issue.

Rates, classified display ads:

- Solutions Wanted: Personal ad $25.00 per inch.
- All other ads: $4.50 per inch.
- More than 4" billed at run-of-book rate.

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers

Los Angeles       Washington

Contact: B. L. Walker
Suite 508, 1728 DeSales St., N.W.
Washington, D.C. 20036
202-232-1853

Midwest major AM/FM 2MM nego

Louisiana small daytime 135K 40K

Atlanta - Boston - Chicago - Dallas - New York - San Francisco

CHAPMAN ASSOCIATES

nationwide service

1835 Savoy Drive, Atlanta, Georgia 30321

BROADCASTING July 1976

62
## Programming

<table>
<thead>
<tr>
<th>Channel</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPS</td>
<td>5 5/8</td>
</tr>
<tr>
<td>DIS</td>
<td>55 3/4</td>
</tr>
<tr>
<td>FLY</td>
<td>7 1/8</td>
</tr>
<tr>
<td>GULF</td>
<td>24 1/8</td>
</tr>
<tr>
<td>N 1/2</td>
<td>1/2</td>
</tr>
<tr>
<td>N 5/8</td>
<td>5/8</td>
</tr>
<tr>
<td>N 1/2</td>
<td>1/2</td>
</tr>
<tr>
<td>N 1/2</td>
<td>1/2</td>
</tr>
<tr>
<td>N 1/2</td>
<td>1/2</td>
</tr>
<tr>
<td>N 1/2</td>
<td>1/2</td>
</tr>
<tr>
<td>N 1/2</td>
<td>1/2</td>
</tr>
<tr>
<td>N 1/2</td>
<td>1/2</td>
</tr>
</tbody>
</table>

## Service

<table>
<thead>
<tr>
<th>Company</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>8600 Inc.</td>
<td>19 1/2</td>
</tr>
<tr>
<td>CSMAT</td>
<td>25 3/4</td>
</tr>
<tr>
<td>DOYLY</td>
<td>12 1/4</td>
</tr>
<tr>
<td>FCF</td>
<td>14</td>
</tr>
<tr>
<td>GREY</td>
<td>11 3/8</td>
</tr>
<tr>
<td>HAVN</td>
<td>7 1/4</td>
</tr>
<tr>
<td>MCI</td>
<td>1 3/8</td>
</tr>
<tr>
<td>MOLY</td>
<td>1 5/8</td>
</tr>
<tr>
<td>MPS</td>
<td>3 7/8</td>
</tr>
<tr>
<td>NIELI</td>
<td>21 7/8</td>
</tr>
<tr>
<td>OGLY</td>
<td>25</td>
</tr>
<tr>
<td>J. WALTER</td>
<td>11 5/8</td>
</tr>
</tbody>
</table>

## Electronics/Manufacturing

<table>
<thead>
<tr>
<th>Company</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>APX</td>
<td>9 1/4</td>
</tr>
<tr>
<td>AVTR</td>
<td>15 3/4</td>
</tr>
<tr>
<td>CETC</td>
<td>1 3/4</td>
</tr>
<tr>
<td>COH</td>
<td>2 3/8</td>
</tr>
<tr>
<td>CIN</td>
<td>2 3/8</td>
</tr>
<tr>
<td>EASK</td>
<td>98 5/8</td>
</tr>
<tr>
<td>FARN</td>
<td>11 1/4</td>
</tr>
<tr>
<td>FARM</td>
<td>51 1/4</td>
</tr>
<tr>
<td>HARRIS</td>
<td>51 1/4</td>
</tr>
<tr>
<td>HARVEY</td>
<td>5 1/4</td>
</tr>
<tr>
<td>INTL</td>
<td>7 1/8</td>
</tr>
<tr>
<td>MRAI</td>
<td>21 21/8</td>
</tr>
<tr>
<td>MRR</td>
<td>58 3/4</td>
</tr>
<tr>
<td>HARVEY</td>
<td>15 1/4</td>
</tr>
<tr>
<td>INTL</td>
<td>5 5/8</td>
</tr>
<tr>
<td>MOD</td>
<td>55 1/8</td>
</tr>
<tr>
<td>N 30 5/8</td>
<td></td>
</tr>
<tr>
<td>OAK</td>
<td>11 5/8</td>
</tr>
<tr>
<td>RCA</td>
<td>28 5/8</td>
</tr>
<tr>
<td>ROCK</td>
<td>29 7/8</td>
</tr>
<tr>
<td>RCI</td>
<td>1 5/8</td>
</tr>
<tr>
<td>SCI</td>
<td>1 3/8</td>
</tr>
<tr>
<td>SONY</td>
<td>9 7/8</td>
</tr>
<tr>
<td>VAN</td>
<td>15 16 1/8</td>
</tr>
<tr>
<td>WEN</td>
<td>16 3/4</td>
</tr>
<tr>
<td>ZENTH</td>
<td>34</td>
</tr>
</tbody>
</table>

## Standard & Poor's Industrial Average

<table>
<thead>
<tr>
<th>Industry</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. C. Nielsen</td>
<td>45.125</td>
</tr>
<tr>
<td>Lamb Communications</td>
<td>45.125</td>
</tr>
<tr>
<td>Universal Communications</td>
<td>45.125</td>
</tr>
<tr>
<td>TOTAL</td>
<td>55 526</td>
</tr>
</tbody>
</table>

## Grand Total

<table>
<thead>
<tr>
<th>Industry</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. C. Nielsen</td>
<td>55,526</td>
</tr>
<tr>
<td>Lamb Communications</td>
<td>55,526</td>
</tr>
<tr>
<td>Universal Communications</td>
<td>55,526</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,736,548</td>
</tr>
</tbody>
</table>

Stock in USD

- Stock did not trade on Wednesday, closing price shown for previous day.
- No PE ratio is computed, company registered net loss.
- "***" Stock split.
An ever-widening range of responsibility for CBS-TV's Bob Daly

"In the 15 years I worked with him, Bob Daly never blew a deal that I wanted him to make," says consultant Mike Dann, one of Mr. Daly's former bosses at CBS-TV.

Another of Mr. Daly's former bosses, Fred Silverman, who's now president of ABC Entertainment, says almost exactly the same thing and adds, "Bob Daly goes into a deal wanting to make it work—he doesn't have the negative point of view so many negotiators."

"The guy's so broad-gauged," observes Robert D. Wood, who resigned as president of CBS-TV last April to form his own independent production house. "His deals involve everything from prime-time shows and late-night feature films to afternoon serials and Saturday-morning cartoons."

It's Mr. Daly's range of knowledge about all of the CBS-TV dayparts that becomes quickly apparent in any conversation with him and that was certainly an important factor in his promotion three months ago from business-affairs vice president to executive vice president, the number-two man behind the newly installed president of CBS-TV, Robert Wussler.

"The job of network president is probably too much for one person," Mr. Daly said the other day in his New York office, leaning forward over his desk. He's a serious, soft-spoken man who appears tight-reined and controlled, even in casual conversation. His solemn expression, like a poker player's, seems never to change.

"Bob Daly was installed as a counter-weight to Bob Wussler," says one highly placed industry executive who knows both men. "Wussler is bold, super-aggressive, a guy who makes waves. Daly is low-key, solid and so experienced that he has the admiration and respect of everybody in the business."

"I expect to be involved in everything in my new job," Mr. Daly says. "And when Bob Wussler is out of town, I'll be the person in New York with the authority to make the decisions."

As is true of programing executives at all three networks, Mr. Daly is devoting a great deal of attention these days to next fall's prime-time schedule. He says the media experts who are forecasting a second-place finish for CBS may end up eating their words. He acknowledges that none of CBS's six new fall shows is a spin-off of an existing hit, something CBS specialized in under Fred Silverman. (All in the Family spawned The Jeffersons and Maude; Maude spawned Good Times; The Mary Tyler Moore Show spawned Rhoda and Phyllis. All of these spinoffs spawned substantial Nielsen winners.)

But CBS's most criticized new show, Spencer's Pilot, the concept of which seemed shaky in the original 90-minute episode aired last spring, "is moving in a different direction" in the episodes being shot now for next fall, according to Mr. Daly. He's also high on the hit potential of two new sitcoms, All's Fair and Alice, if for no other reason than that the former is being given Maude (the fourth highest-rated show of the 1975-76 season) as lead-in and the latter will inherit All in the Family's lead-in audience. (All in the Family is the highest-rated series in the history of prime time, and finished number one again last season.)

Mr. Daly also foresees the making of a new TV star in a ruminpled character actor called Judd Hirsch, who plays the lead in Delvecchio with the kinds of personality traits that propelled Peter Falk (Columbo) and Telly Savalas (Kojak) into instant fame.

For CBS's daytime schedule, Mr. Daly negotiated a deal with Norman Lear that installed reruns of All in the Family right in the heart of the line-up at 3 p.m. last December, a bold move that paid off handsomely. Family soared immediately to the top of the ratings and injected new Nielsen life into CBS's entire afternoon schedule.

Mr. Daly was born in Brooklyn 39 years ago. When his father died, he was brought up by his mother and his two older sisters. There was no money for college when he was graduated from Brooklyn's James Madison High, so he took a job as an office boy in the accounting department of CBS-TV in February of 1955. While working his way up the CBS ladder handling accounting in such areas as spot-sales, affiliate compensation and over-all budget analysis, he was taking night courses at Brooklyn College in finance.

In 1962, he got into program accounting at CBS, which meant, in effect, "keeping track of what programs cost," as he puts it. He says he began to develop expertise in analyzing the costs of feature-film package when CBS set aside two hours on Thursday night for movie telecasts in the mid-sixties. His skill attracted Don Sipes, then the business-affairs vice president of CBS-TV. "He had a terrific way of handling financial analysis and giving me the ammunition I needed to make the right deal for CBS," Mr. Sipes remembers. In 1970, Mr. Sipes made him director of business affairs. Four years later, when Mr. Sipes moved out to California to accept a senior vice president's slot with Universal Television, Mr. Daly took over the department.

"Bob is in the great tradition of business-affairs executives at CBS," says Mike Dann. "From Spencer Harrison to Sal Ianucci to Dan Sipes and then to Bob Daly—these guys who were, and are, not only brilliant in business but they're also showmen. They know programing inside out."

Bob Wood agrees, and adds: "In negotiations, Bob Daly is a little like a mongoose. He can't be double-talked. He's faced off against the best in the business—the Jerry Parenchios [T.A.T. Communications], the John Mitchells [Columbia Pictures Television] and the Mickey Rudins [a lawyer and talent agent]. They usually come out of one of those sessions with a deep respect for his negotiating ability."

Another formidable adversary of Mr. Daly's, Edward Bleier, the vice president in charge of network programing and sales for Warner Bros. Television, attests to Bob Daly's skill. "The supplier is inherently at a disadvantage in negotiations because the networks have all the power," Mr. Bleier says. "In effect, the networks have all the cards and all the chips. But Bob Daly is one network poker player who makes you enjoy the game."
Editorials

Farther and farther

The Catch-22 part of the FCC's fairness doctrine is now flying high, it became evident last week in a decision issued by the agency's review board. This is the part that says broadcasters must carry the kind of programming that generates fairness complaints. It is a perversion of language written into the Communications Act in 1959 in an amendment exempting news programs from the equal-time provisions of Section 315, which governs political broadcasts. The amendment included the gratuitous admonition that broadcasters must continue "to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

A month ago that admonition was interpreted by the FCC to mean that broadcasters cannot avoid controversy. The commission instructed WATS(AM) Clarksburg, W.Va., to carry reports about strip mining, a practice that the station's management had explained was too common in its area to be newsworthy. As noted at the time, never before had the FCC been so explicit in an editorial directive. As also noted, the directive—if unchallenged—was certain to extend governmental intrusion into programming. Events are turning out as forecast.

Last week the review board cited the Clarksburg case as precedent for an enlargement of issues, as requested by the challenger, in a comparative hearing for the facility now occupied by KBAY(FM) San Jose, Calif. The incumbent must now prove that it has "devoted a reasonable amount of its broadcast time to the presentation of conflicting viewpoints on controversial issues of public importance during the past license term."

The last has not been heard of this issue in the San Jose case, which itself could become another precedent. The challenger, Public Communicators Inc., includes among its principals Philip Jacklin, a professor at San Jose State University, who has demonstrated ingenuity in the citizens movement.

There seems to be no prospect now of erasing the Clarksburg precedent. The station is as reluctant to resist the FCC as it was to face the mining establishment. No outside organization is being advised by its lawyers to take the matter on.

To their inevitable regret, broadcasters are living with it.

The end

A costly congressional investigation that was undertaken to discover who leaked that CIA report to CBS correspondent Daniel Schorr reached the public hearing stage last week, the leak still undetected. The probability is that the House ethics committee, which is conducting this expedition into never-never land, can double the $150,000 it has already spent without getting any nearer a solution.

The CIA report, a presumably confidential document prepared by the House Select Committee on Intelligence, fell into so many hands during and after its preparation that there is no way now to trace all the copies that were in circulation at the time one came into the possession of Mr. Schorr. There is only one man who can tell the ethics committee where he got the copy that eventually found its way into the Village Voice of New York. That is Mr. Schorr, and he has properly vowed to protect the confidence he promised.

So far the committee has wisely avoided a showdown with the principal. A confrontation with Mr. Schorr might make one day of headlines and a piece of footage on the networks' evening news. It would contribute little more than that to the history of relations between government and journalism.

Mr. Schorr's future ought to be left to himself and to CBS, which has kept him on the payroll but off its premises since the investigation was begun. Perhaps the management of CBS News will want to talk to him about the propriety of a staff correspondent's industriously seeking another outlet for publication of a report that he had only briefly summarized for broadcast, but that is a private matter. The ethics committee should get on with other business. Recent revelations about the habits of some colleagues suggest no want of things for it to do.

Perspective

The House Communications Subcommittee fell for a gimmick last week. It let the National Cable Television Association rig a closed-circuit television feed by satellite from California to the Washington hearing room to deliver a witness testifying on a subject having nothing whatever to do with cable program delivery by satellite. The purpose obviously was to dazzle the subcommittee members and staff. Wow! A miracle of modern science just waiting to be unleashed if only the FCC would get off cable's back.

It was all a little too pat. The witness, Donald O. Williams, is general manager of Mission Cable TV, which operates in San Diego, the home town of the subcommittee chairman, Lionel Van Deerlin. (The modern miracle would have been a touch more miraculous if the feed had been originated in San Diego. Mr. Williams did his number in a Theta Cable studio in Santa Monica, 120 miles away.)

A broadcaster noted that as the show was going on, television stations were broadcasting live pictures from Mars.

Last time

Prediction: The 1976 Democratic and Republican national conventions will be the last to be given gavel-to-gavel coverage by commercial TV networks. Except for events of national significance, nominations, selections, principal speeches, the convention programs are of interest only to the delegates (if indeed to them) and to political buffs. Audience figures for the Democratic coverage prove that.

It would not be politic for networks that gave comprehensive coverage to the Democrats a fortnight ago to deny it to the Republicans next month. Four years from now, however, coverage of both can be reduced impartially. If there is reason to continue live coverage in detail, perhaps it could be provided by the subsidized noncommercial system.
United Way Day

October 16th was set aside by WJFM in Grand Rapids as United Way Day. The station used regular commercial positions to support the 45 different organizations of the United Way.

The Executive Vice President of the United Fund and Community Services, Inc., wrote his appreciation, saying, “Your one-day concentration of public service on behalf of the United Way—excluding commercial or even other non-commercial spots—was, and is, an unprecedented endeavor of community service.”

Helping United Way in a unique way is all part of the Fetzer tradition of total community involvement.

The Fetzer Stations

<table>
<thead>
<tr>
<th>WKZO</th>
<th>WKZOTV</th>
<th>KOLN-TV</th>
<th>KGIN-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kalamazoo</td>
<td>Kalamazoo</td>
<td>Lincoln</td>
<td>Grand Island</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WWTV</th>
<th>WWUP-TV</th>
<th>WJFM</th>
<th>WKJF(FM)</th>
<th>WWAM</th>
<th>KMEG-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cadillac</td>
<td>Sault Ste. Marie</td>
<td>Grand Rapids</td>
<td>Cadillac</td>
<td>Cadillac</td>
<td>Sioux City</td>
</tr>
</tbody>
</table>
WHO-TV Eyewitness News is all over town, doubling news on film.

“There isn’t a single piece of newsfilm equipment in this studio that hasn’t paid for itself, one way or another,” claims Lisle Shires, proudly. And that’s only one aspect of their film production facility that has doubled the amount of film coverage for half-hour shows in one year.

Lisle Shires, Newsfilm director of WHO-TV in Des Moines, Iowa.

Jack Cafferty, WHO’s Television News director, recalls: “WHO-TV used to average about six film reports per show. Then, management made some drastic changes in news programming.

“We jumped from six to twelve film stories per news show, as a result, and we now have a dozen reporter-photographers.

“WHO-TV has always had a high percentage of film footage winding up on the air. Now we’re shooting two to two-and-a-half times as much film and one-third of it is still being broadcast.

“Our field reporters have some of the finest film equipment available today. And although some of our film is still shot with silent cameras, we have a continuing program to upgrade our sound equipment.

“Presently, we’re shooting all prestriped Kodak Ektachrome EF film 7242 (tungsten). You never can tell when we may want to add voice-over later or use silent footage as a B roll with sound effects. We’re in the process of converting to the new Eastman Ektachrome video news film 7240 (tungsten) and while 7242 looks good on the air, we’re looking forward to the finer grain and low-light capability of 7240.”

One of the most popular film features is “Cafferty is —,” in which Jack takes on different jobs. Like driving a semi or in this case, working in a hospital where he first gives — and then gets — a cardiogram.

Cafferty anticipates continued heavy use of film. “With film, I can send a man out with a 16-pound camera and he’ll come back with pictures that are simple to edit — and to store, too.

“One more thing — our news is getting a lot of attention. We’ve been getting very good response from our viewers. And that’s what it’s all about, isn’t it?”

Film is good news.